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7th SIMP-AAIRI-BCP Multidisciplinary Research Festival Abstracts

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Business and Education Industry

**ASSESSMENT ON THE CONSUMER PERCEPTION TO THE
PRODUCTS AND SERVICES OF CAFE DE FRANZ**

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Chriszel Estrope, Christine Calvo

Abstract

This study seeks to evaluate consumer perceptions of Café De Franz's products and services, offering insights that can guide improvements through strategic recommendations. The quality of products and services plays a vital role in shaping consumer perception. By understanding customer needs and preferences, businesses can enhance their competitive edge and improve overall customer satisfaction. The researchers adopted a mixed-method approach, integrating qualitative and quantitative data collection techniques. Data was obtained through interviews and survey questionnaires, using purposive sampling to target relevant respondents. A total of 20 customers from Café De Franz participated, offering insightful feedback on their perceptions of the café's products and services. The study's findings highlight the challenges respondents face when availing themselves of products and services in coffee shops, particularly in the following areas: Service (3.85). A friendly and accommodating staff significantly enhances customer satisfaction. Product Quality (3.90). The visual appeal and presentation of coffee drinks and food items contribute to a more enjoyable customer experience. Ambiance (3.85) – Cleanliness, comfort, and aesthetic appeal play a crucial role in shaping customer perceptions. To improve customer experience, the study recommends creating a welcoming and peaceful environment, enhancing customer service through clear communication, actively gathering customer feedback, and maintaining a clean and inviting space. The coffee shops should focus on delivering high-quality products, maintaining a comfortable and aesthetically pleasing environment, and providing exceptional customer service to enhance customer loyalty and brand recognition. These improvements will not only boost customer satisfaction but also create a welcoming ambiance that attracts new patrons. Furthermore, emerging coffee shops can use these insights to effectively manage customer expectations and ensure long-term success.

Keywords: consumer perception, customer satisfaction, product quality, service quality, brand recognition, customer loyalty, coffee shop experience, consumer preferences, business improvement, customer feedback

**CAREER PREFERENCE RELATES TO ACADEMIC PERFORMANCE AMONG
ABM STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES BULACAN**

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Lorna Fernandez, Ashlie Nicole Borromeo, Rexter Louie Diamsen

Abstract

A clear understanding of the factors influencing the career preferences of Accountancy, Business, and Management (ABM) students and their impact on academic performance is essential for schools to improve curriculum planning and student outcomes. This study examines the relationship between career preferences and academic achievement among ABM students at Bestlink College of the Philippines Bulacan. Additionally, it explores the factors within the ABM strand that influence career choices and their corresponding effects on academic success. This study employed a quasi-experimental research design to assess the relationship between career preference and academic performance. The research was conducted at Bestlink College of the Philippines Bulacan, involving three sections of ABM students. A total of 31 students out of 127 were selected as respondents, comprising 22 females and 9 males. A purposive sampling technique was used to align the sample with the study's objectives, ensuring data reliability. Data collection was facilitated through an online survey questionnaire designed based on the research objectives. The study aimed to determine whether career preferences influence the academic performance of ABM students. Given the quasi-experimental design, randomization was not possible, which may pose limitations to internal validity. The study found that students' career choices are likely linked to their academic performance, reinforcing the need for alignment between students' interests and their field of study. The findings highlight the potential relationship between career preference and academic achievement, emphasizing the importance of career guidance in helping students align their aspirations with their educational paths.

Keywords: career preference, academic performance, abm students, career guidance

**A BUSINESS PLAN ON ESTABLISHMENT OF SUSHI- PASTIL FUSION
IN 11 SAPPHIRE, NOVALICHES, QUEZON CITY, MANILA**

Marc Jay Cabrera, Shane Mae Garilao, James Carl Lontac, Renz Joseph Calanday, Raymond Rick Agustin, Antonette Laurencio, Mhissy Fernandez, Catherine Dapitan, Ma Jonalyn Delas Alas, Art Vence Paligutan, Vinalyn Sarzata

Abstract

Sushi-Pastil Fusion is a business that offers food products, sushi utilizing pastil, which is dry-shredded chicken infused by the typical method of making sushi with medium-grain white rice. Sushi-Pastloaf, Sushi-Pastham, and Sushi-Pasdog are a few of the unique flavors that this product will offer to its consumers, served with a well-known beverage, which is gulaman. The proponents consider how the blending of these disparate culinary traditions may produce a story that transcends borders. Their goal is to promote two meals. To foster a deeper comprehension of the cross-cultural exchange that is represented in every dish, it explores the cultural and historical background of Japanese and Filipino cuisine in addition to flavor. A roadside food cart will be located at 11 Sapphire, Novaliches, 1117 Metropolitan Manila, Quezon City. This is a convenient position for Sushi-Pastil Fusion, as it may attract a lot of people who would like to try the product. Given that it is close to Bestlink College of the Philippines and easily accessible to students, faculty, and bystanders, it is an excellent location for a markup and venue. Sushi-Pastil Fusion, which has a capitalization of 60,000.00 PHP and an investment of 6,000.00 PHP from each partner, employs ten people. In its first year of operation, Sushi-Pastil Fusion is expected to earn 136,598.28 PHP, and the return on investment is 216.30%. The statistics in the income statement, cash flow statement, and balance sheet show that the business's pricing targets are achievable because the company sells reasonably priced goods. The ownership structure of Sushi-Pastil Fusion follows the form of a general partnership. Collaborations allow for the division of labor and decision-making among multiple parties, each of the partners are bringing to the table a unique set of skills, perspectives, and expertise in terms of marketing, management, operation, and financial.

Keywords: sushi-pastil fusion, sushi-pastil, cross-culture food

**A BUSINESS PLAN ON ESTABLISHMENT OF VEDGET BURPAN IN
HOLY SPIRIT, QUEZON CITY, PHILIPPINES**

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Abstract

This business plan generally focuses on the establishment of Vedget Burpan, a small-type business that offers a variety of healthy products, considering the problem and all the factors and processes that shareholders need to execute and evaluate to reach its objectives and sustain the business operation. The business utilizes the Marketing Mix Strategy (4Ps) for its marketing strategy: Product, Price, Promotion, and People, to effectively gain customers' trust, loyalty, and satisfaction. Based on the projected costs and sales of Vedget BurPan, they expect a return on investment of 70.09% in the 2nd month of operation. The recommendations of enhancing the food stall, incorporating financial data, and implementing marketing strategies will be executed by the shareholders for the sustainability and successful implementation of the business. In summary, the study outlines the plans, processes, and strategies on how to establish an innovative business with the objective of providing nutritious products in Holy Spirit, Quezon City, Philippines. The sustainability of the business will be gained through the strict implementation of the business strategies and policies. The financial statement, comparative income statement, comparative profit-loss sharing, and comparative balance sheet show that the products are affordable, making it feasible for the business to succeed.

Keywords: business establishment, objective, strategies, sustainability

**A BUSINESS PLAN ON THE ESTABLISHMENT OF ART – ESTHETIC CLOSET
AT DOÑA ISAURA SUBDIVISION, NOVALICHES PROPER, QUEZON CITY**

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Shirley Pajantoy, Angela Rose Baterna, Cara Marchelyn Dela Cruz, Ma Jonalyn Linaga,
Jeannette Mahinay, Ashlie Ivan Hidalgo, Vinalyn Sarzata

Abstract

Art-esthetic Closet (AEC) is a retail business located in Doña Isaura Subdivision, Novaliches, Quezon City. We specialize in quality thrift clothing that features unique customizations and painted designs. Our mission is to provide customers with the best possible shopping experience by offering stylish, high-quality apparel at affordable prices. We are committed to helping the environment by recycling clothing, and our objective is to empower customers by providing them with products that boost their confidence. With a vision to become a well-known store for fashionable thrift items, we aim to satisfy our customers' needs while promoting sustainable fashion. The store offers a variety of marketing strategies including suki cards, online live selling, and social media. The store offers a variety of marketing strategies, including suki cards, online live selling, and social media engagement. AEC's management plan emphasizes employee selection, fair compensation, and a well-defined organizational structure. The store is conveniently located near Savemore Novaliches, Bestlink College of the Philippines, Nova Plaza, and SM Fairview. AEC faces direct competition from Rainisah RTW and PDMS IV, as well as indirect competition from Lizz Sari-Sari, Ulam ni Ina, and Roy Vulcanizing Shop. The capital for Art-esthetic Closet is provided by its co-owners: one member contributes ₱4,550, while the remaining ten members each contribute ₱4,545, resulting in a total of ₱50,000. engagement. AEC's management plan focuses on employee selection, fair compensation, and organizational structure. The store is near Savemore Novaliches, Bestlink College of the Philippines, Nova Plaza, and SM Fairview. AEC faces direct competitors such as Rainisah RTW and PDMS IV, as well as indirect competitors like Lizz Sari-Sari, Ulam ni Ina, and Roy Vulcanizing Shop. The capital of Art-esthetic Closet comes from its co-owners; one member contributes ₱4,550, and the remaining ten members contribute ₱4,545, which sums up to ₱50,000. In the first year of AEC, sales totaled ₱811,200, resulting in a gross profit of ₱331,877. During its inaugural year, Art-esthetic Closet achieved a net income of ₱181,915.40, with an ending balance of ₱157,303.68. AEC experienced an annual cash inflow of ₱181,915.40 and a cumulative cash flow of ₱188,932.40. Based on these figures, AEC anticipates a payback period of one year and 15 days, equivalent to 1.04 years. AEC's marketing plan categorizes the target market based on demographic, psychological, and socioeconomic profiles. The co-owners of AEC will be the employees assigned to roles that match their skills and responsibilities. The income statement, balance sheet, and cash flow results indicate a positive outcome that has contributed to AEC's growth and expansion. By offering affordable and aesthetically pleasing products, AEC aims to attract the attention of potential investors.

Keywords: art, esthetic closet, aec, thrift store, business proposal, product concept, target market, capital shares, financial strategy

A BUSINESS PLAN ON THE ESTABLISHMENT OF DEEP RIZZ AT VISTA VERDE AVENUE, VISTA VERDE NORTH, CAYBIGA, CALOOCAN CITY

Avril Desales, Brennan Adversalo, Kimberly Cajipo, Jonathan Carullo, Jimboy Durana, Jane Ann Durana, Nicole Kaye Espinoza, Bryan Jushua Ignacio, Rica May Mendoza, Jasper Jay Menorias, Farah Mae Tangonan, Vinalyn Sarzata

Abstract

Deep Rizz is a general partnership business established in February 2024. It is a food store that provides deep-fried snacks, meals, and refreshing drinks. Deep Rizz offers a variety of dynamite, such as Bicol Express dynamite, chicken adobo dynamite, and fish dynamite. It also offers freshly made onion rings and refreshing fruit juice with different add-ons. Deep Rizz is dedicated to offering a friendly atmosphere and excellent products that show our love for food and commitment to making our customers happy. It envisions becoming the top choice for a delightful food experience and creating memorable moments that go beyond just eating. It aims to make every person experience the quality of food that creates enjoyable moments with their friends and family. Deep Rizz will be located at Vista Verde Avenue, Vista Verde North, Caybiga, Caloocan City. In terms of strategic location, the store is both visible and accessible. It is located along the main road, where there are a lot of passersby, workers, students, and neighbors. Deep Rizz plans on focusing its advertising and marketing efforts on the brand and its products through various social media platforms. The store will operate every day from 10:00 am to 8:00 pm. The co-owners have been assigned to different positions based on their knowledge and capabilities in operating the business. Deep Rizz will start with an initial investment of Php 66,000.00, with each of the eleven (11) co-owners investing Php 6,000.00 each and receiving the same obligations and accountability. The eleven (11) co-owners of Deep Rizz will be investing 9.09% each of the initial investment amounting to Php 66,000.00. The business is expected to spend a total of Php 42,548.50 on pre-operating expenses. Based on the financial forecast, the business is predicted to earn total sales of Php 79,525.00 in the first month, Php 85,710.00 in the second month, Php 145,970.00 in the third month, Php 204,678.00 in the fourth month, Php 224,053.00 in the fifth month, and a total of Php 292,967.00 in the sixth month of business operation. Based on the results of this plan, Deep Rizz is highly viable. In terms of business concept, Deep Rizz offers unique products to the market. Its marketing, management, and operational plans are all feasible and within the capabilities of the co-owners. Based on the financial statement of Deep Rizz, the sales are expected to continuously increase as it operates.

Keywords: business proposal, deep rizz, product concept, target market, capital share, financial strategy

**A BUSINESS PLAN ON THE ESTABLISHMENT OF FUSION BITES IN
BANLAT ROAD, BARANGAY TANDANG SORA, QUEZON CITY**

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Shellej Ann Naynes, Ivy Luzeriaga, Mark James Postrado, Samuel Moraña,
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Abstract

Fusion Bites is a culinary delight that introduces a new way of making an existing food and makes it innovative. The business offers a product featuring mushroom chicharon, also called chicharoom, to change what everyone is used to when eating chicharon made with meat. To become a leading mushroom chicharon snack supplier in the Luzon area, Fusion Bites aims to provide delicious food that brings joy to customers while giving them satisfaction by competitively offering fresh and good-quality mushroom chicharon at a cost-effective price. There are different types of flavors that can be offered to customers, giving them a new taste and experience of eating chicharon. The main flavors are sour cream and barbecue. Packed in a zip-lock-sealed pouch, it comes in a one-size-fits-all, eco-friendly material. The business will be rented at 148 Banlat Road, Barangay Tandang Sora, Quezon City, for an area of 18 square meters. It has all the necessities and visibility along the road to attract more potential customers. Furthermore, Fusion Bites sells through a promotional stall, delivery service, and an online sales platform, such as a Facebook page, which enables the business to connect with its customers hassle-free, as the product can be delivered right to their homes for convenience. Fusion Bites, which has a capitalization of 27,500 pesos and an investment of 2,500 pesos from each partner, employs eleven people in its first year of operation. Fusion Bites is expected to earn 40,086.65 pesos, and the return on investment is 145.77%. The statistics in the income statement, cash flow, and balance sheet show that the business's pricing targets are achievable. The ownership structure of Fusion Bites is a general partnership. All the co-owners have equal responsibility, profits, and losses for the company. This arrangement gives partners in the business unlimited liability for partnership commitments, extending to their personal assets.

Keywords: fusion bites, mushroom chicharon, chicharoom, snack, hassle-free, eco-friendly, cost-effective price, achievable, unlimited, convenience

**A BUSINESS PLAN ON THE ESTABLISHMENT OF LIBREWTY IN #441
STA. CATALINA STREET, BRGY. HOLY SPIRIT, QUEZON CITY**

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Donna Mae Lauron, Alliah Estuita, Cyrhell Alolod, Angelina Salas, Jay-ann Vega,
Mary Grace Saminiano, Vinalyn Sarzata

Abstract

Librewty comes from the words "libro," "brew," and "beauty." The concept was conceived due to our desire to combine the pleasure of reading, treating oneself to self-care, all while enjoying a cup of coffee and/or a cupcake. Helping future clients relax whenever convenient for them is the vision, partnered with the mission to give them a relaxing time and boost their confidence with the help of the store's products. The main goal is to continuously satisfy customers and to maintain the name Librewty in the community. Librewty is located at #441 Sta. Catalina Street, Barangay Holy Spirit, Quezon City. Librewty offers a variety of marketing strategies, including online advertising, grand opening events, flyers, loyalty cards, special promotions, and home services. The management plan of Librewty focuses on employee selection, fair compensation, and organizational structure. The store is conveniently located near the House of Friend of Noodles, Beauty by MRA Studio, DPWH, Holy Spirit National High School, and Casela Residence. When it comes to competition, Librewty has direct competitors far from its location. The competitors include Bravo's Beauty, Holiday Massage Spa, Mod Nails, Cof/Tea Café, Moonlight Coffee Shop, and Cee's Online Bake Shop. The income statement and cash flow provide information on the financial performance, profitability, and cash availability of the business. Librewty's income statement shows the predicted revenue of business in the first 5 years of it. In 2024, the total income of Librewty is 275,913.80. The cash flow of the business in 2024 is 107,039.85, while the balance sheet of the business in the first year of it is 63,846.85. Librewty aims to provide a unique and attractive concept focused on indulgence and relaxation. The store utilizes both traditional and online marketing strategies to raise awareness, engage target customers, and differentiate itself in the market. The dedication to excellent service and delivering tasteful products goes hand in hand with the passion for creating a memorable experience for customers. Through continuous assessment of operations, the store remains committed to improvement. They carefully consider pricing that reflects the quality and experience they offer to ensure it aligns with the value they provide to customers. Their commitment to consistently exceeding customer expectations, fostering loyalty, and generating positive word-of-mouth referrals further contributes to their success in the market.

Keywords: librewty, marketing strategies, unique cafe concept

**A BUSINESS PLAN ON THE ESTABLISHMENT OF LUMPPIANADA AT
KALAYAAN ST. SERRANO SUBD. MARULAS, VALENZUELA CITY**

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Fredelyn Membrillos, Felina Louise Tanaid, Vinalyn Sarzata

Abstract

Lumpianada aims to innovate the popular Ilocos empanada dish, transforming it from lumpianada into a handmade, delicious product. Offering flavors like Original, Cheese, and Longganisa, the mission is to establish Lumpianada as a household name. Short-term objectives include spreading product awareness, gathering customer feedback, and enhancing product offerings. Long-term goals include regional distribution and customer loyalty programs. Lumpianada will be located at #7 Kalayaan St., Serrano Subd., Marulas, Valenzuela City, in a 37-square-meter leased property. The company has a competitive advantage in terms of its product offering because no one in the area sells the same product, which may appeal to customers who want to taste something new. To retain customers, they plan to offer coupons and loyalty cards for one year and promote their product on social media. Co-owners will contribute P5,000 each, for a total of P50,000.00, with each member receiving a 10% share. In Year 1, the anticipated net income is ₱171,837.40, cash balance of ₱62,684.41, and total owner's equity of ₱101,837.40. Lumpianada is a unique empanada offering a twist on traditional recipes, catering to the Ilocos region's market demand. The business offers a variety of flavors, attracting a wider customer base. To retain customers, loyalty cards, coupons, and social media promotion are effective strategies. Management involves assigning skilled members and providing cross-training to maximize efficiency and reduce risk. The business processes and logistics plan prioritize a smooth shopping experience, integrating technology like Facebook, GCash, and Lalamove. The financial plan is feasible due to an equal capital contribution of Php 50,000, a steady increase in net profits from Year 1 to Year 5, positive ending cash balances, and increasing assets and net worth.

Keywords: lumpianada, product concept, target market, capital shares, financial strategy

**A BUSINESS PLAN ON THE ESTABLISHMENT OF ÖLABITE IN
SAN ANTONIO, CAMARIN, CALOOCAN CITY**

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Abstract

The primary objective of this business plan is to establish ÖlaBite as a thriving food enterprise, with a strong focus on providing delectable culinary experiences to its customers. ÖlaBite intends to establish itself in the market through innovative menu creation, efficient operations, and strategic marketing, primarily through online and social media marketing. The business anticipate a 68.14% return on investment in the second month of operation, based on the estimated costs and sales of the ÖlaBite. To achieve a target sale for second month, the marketing will consider online promotion, offering special promotion or discounts and providing excellent customer service. The study carefully describes the exact procedures needed to start an innovative business in Caloocan City that focuses on providing delicious and unique products in the market. It also highlights the importance of putting policies and strategic objectives in place to ensure long-term success. Furthermore, a thorough examination of financial statements is carried out, encompassing comparative income statements, profit-loss sharing breakdowns, and balance sheets.

Keywords: strategic marketing, strategic objectives, efficient operations

**A BUSINESS PLAN ON THE ESTABLISHMENT OF RAPPUBAGA IN
ZONE 1887, APITONG STREET, BAGBAGUIN CALOOCAN CITY**

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Christian Ponce Canilang, Reymark Gula, Mikaela Magsael, Joycie Donita Muñoz,
Allie Roque Jr., Rodelyn Santos, David Voz, Vinalyn Sarzata

Abstract

Rappubaga is a food business that will soon be established at Zone 1877, Apitong Street, Babaguin, Caloocan City. We will introduce innovative wrapped burgers, including the Cozy Burger and the Burger Monsta. With the support of 11 partners, our goal is to become one of the top wrap burger vendors in the Philippines and serve as a springboard for aspiring entrepreneurs. Our mission is to provide high-quality, reasonably priced wrapped burgers while ensuring customer satisfaction. One of our primary objectives is to achieve consistent growth for our business. Rappubaga aims to enhance customer satisfaction, increase our net promoter scores, and implement customer loyalty programs to retain existing customers and attract new ones. What sets Rappubaga apart is our unique production process, versatility, and engaging presentation. The business will be located near Caybiga High School in Caloocan City, targeting students and commuters. Due to the high foot traffic in the area, it has great potential for sales. However, the business will face competition from existing establishments such as Luz Eatery, Manny Karinderya, and Lugawan at Lutong Ulam sa Molave. Rappubaga plans to promote itself through digital marketing, traditional advertising, and social media platforms. The business manager will assign roles to team members based on their experience and skills, ensuring that each member has a crucial part to play in the operation. Each partner has invested 5,000 pesos, as the company will initially operate as a general partnership, with all partners contributing the same amount of initial capital and sharing equally in profits and losses. The business's financial statement demonstrates consistent growth year over year. Total assets increased from \$69,031.89 to \$120,780.82. Additionally, the return on investment has shown a steady rise, with returns of 66.10% in Year 1, 95.26% in Year 2, 101.51% in Year 3, 118.00% in Year 4, and 119.12% in Year 5. This reflects an ongoing increase in both the business's overall returns and its assets over the years. The business introduces a unique concept with an innovative product: a wrapped burger offered at a competitive price. To promote the product, the business plans to utilize social media and distribute flyers, ensuring that all customers are treated fairly to build trust. Employees are expected to uphold this standard of equality in customer service. Daily operations will prioritize the availability of equipment and raw materials. With a capital investment of 55,000 pesos, the business will purchase raw materials and renovate its store.

Keywords: marketing strategies, members roles, competition, unique concept, loss, investment

**A BUSINESS PLAN ON THE ESTABLISHMENT OF THE CHURROLOKO IN
SAPPHIRE STREET, MILLIONAIRES VILLAGE, NOVALICHES, QUEZON CITY**

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John Christian Cruz, John Jeroll Bernat, Wendy Bernadette Nicolas,
Shanley Azucena, Sheena Mae Dizon, Ronald Abrazaldo

Abstract

Churroloko is an inventive fusion of hot chocolate drinks, conceived in February 2024 through the collaborative brainstorming of eleven team members. The business plan primarily focuses on the establishment of Churroloko, aimed at offering an option for those who appreciate a balanced taste without excessive sweetness. Churroloko is a type of snack that offers a variety of unique flavors. Churroloko is designed to be an enjoyable and affordable snack, ideal for people of all ages, particularly students and local residents. The concept was born out of a desire to offer a unique treat that combines the comforting warmth of hot chocolate with a satisfying snack. It's something that not only provides a delightful experience for individuals but also makes for a great gift to share with friends and family. The researchers' decision to create Churroloko stemmed from their commitment to providing an affordable yet delicious option to satisfy the cravings of their target customers, ensuring that everyone can enjoy a tasty, cozy snack without breaking the bank. Our vision is to become one of the most patronized small businesses known for selling tasty and unique snacks and desserts. Our mission is to provide affordable, high-quality snacks and desserts for customers. The Churroloko will reward loyal customers by giving them a loyalty card, discounts, and other special offers. This small business was visualized in February 2024 and is located at 11 Sapphire Street, Millionaires Village, Bestlink College of the Philippines, Novaliches Bayan, Quezon City. With a capital of 55,000, it has 11 members in the partnership. The target audience is 5 years old and above, of all genders, including students and non-students, employed and unemployed individuals, professionals and proprietors, and residents near the business area. On average, Churroloko is expected to have a return on investment within 6 months of operation, with a percentage of 50.80%. Churroloko's financial statements, such as the income statement, changes in owner's equity, and cash flow statement, not to mention the financial analysis, show that the business's prices are workable because the products are affordable.

Keywords: loyal card, discounts, special offers. business plan, small businesses, marketing

**A BUSINESS PLAN ON THE ESTABLISHMENT OF VEGGIETTY
AT QUIRINO HIGHWAY, FOREST HILL DRIVE,
GULOD, NOVALICHES, QUEZON CITY**

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Hannah Jane Carpio, Angie Daposala, Jenny Ann Kayrel, Zyndell Zenn Olasiman,
Angelica Papa, Vinalyn Sarzata

Abstract

In our vision, we provide delicious, nutritious, and affordable veggie snacks. The Veggietty business will introduce a healthier version of the patty than the usual meat patty sold in the market. The entrepreneurs decided on this concept to promote a health-conscious approach among people. The uniqueness of the Veggietty patty is that it's made from vegetables as the main ingredient, specifically kangkong leaves and kamote leaves. Meanwhile, our mission is to provide excellent service and product quality by turning a regular snack into a healthy patty, offering healthy and beneficial food, a veggie patty for people who are health-conscious and picky eaters. Our goal is to be the No. 1 customer choice, provide income for the owners with continuous growth, and become one of the most reputable providers of healthy foods. As for our objectives, we have a short-term plan, which is to establish product awareness, meet the market's wants and needs, and satisfy and build customer relationships. However, in the long term, we aim to open branches in different locations, offer a franchise service for more profit, and earn loyal customers. Veggietty, a new vegetable stall opening in July 2024 on Quirino Highway, Corhill Drive, Brgy. Gulod, Novaliches, Quezon City, targets online customers, parents, students, commuters, and residents with a marketing plan based on demographics and location. The total capital investment disbursement of 75,000 over one year is divided among 10 owners in the ratio of 10:10:10:10:10:10:10:10:10:10, with each investor contributing the same percentage 10%, equivalent to 7,500. Veggietty's Statement of Profit and Loss (Income Statement): The gross income for the first year of operation is P270,768.00, minus the total operating expenses of P224,399.66, and income tax of P46,466.34, which results in a net income (loss) of P46,368.34. This shows the business made revenue while also paying expenses and taxes, resulting in a net profit of P46,368.34 for the year. The product of Veggietty is very healthy because of the ingredients it uses and the many health benefits it offers, such as being nutrient-rich and affordable. This makes it accessible to students, parents, and online customers. The product will be sold through direct selling. Due to its advantageous financial strategy in terms of the balance sheet, cash flow, income statements, and financial ratios, Veggietty is capable of reaching its short- and long-term objectives in the future.

Keywords: veggietty, target market, financial strategy, healthy food

ADAPTING BEAUTY TRENDS AND STYLES TO SALON OWNERS

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Abstract

The pace and constant growth of the beauty industry require salon owners to continuously invest in staff training to stay up to date with new products and techniques. However, this can present financial challenges, especially for young salon owners whose financial situation is limited. Additionally, access to high-end equipment and products that meet today's beauty standards adds an extra burden to salon owners who aim to compete in the industry. The study employed a descriptive research design with a quantitative approach. It involved 30 salon owners as respondents, selected through a convenience sampling technique. The primary instrument used for data collection was a survey questionnaire. The study findings revealed that respondents strongly agreed on strategies to adapt to changing beauty trends. Regarding product challenges, "Research and evaluate new products" emerged with the highest mean of 3.56. In terms of service, "Train staff to provide excellent customer service and adapt their skills to new techniques or trends" garnered a mean of 3.46. Moreover, embracing technology, "Embrace new technologies that can enhance salon operations," received a mean of 3.47. When addressing trend challenges, "Stay open-minded and open to taking risks to embrace evolving trends" scored a mean of 3.33. The primary challenge identified for salon owners was "keeping up with fast-changing beauty trends," which accounted for 32% of concerns. As for suggestions, "Invest in quality product lines and continually update inventory with the latest and trending products" received the highest percentage agreement at 32%. In conclusion, the research shows that the beauty industry is always changing, and salon owners must be creative, adjust to new customer preferences, and focus on improving to succeed in a tough market. By aligning their plans with customer desires, addressing problems early, and following advice on product quality and current trends, salon owners can position themselves for long-term progress and success in meeting their diverse customers' needs.

Keywords: beauty industry, challenges, salon owners, beauty trends

**ANALYSIS OF EMPLOYEES' PRODUCTIVITY THROUGH WORKPLACE
ENVIRONMENT AT SUN MICRO DEVELOPMENT CONCEPTS INC.**

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Yssa Andrea Buenaflor, Eugenio Bayani Jr.

Abstract

A workplace is a dynamic environment where individuals collaborate to achieve organizational goals. It encompasses policies, practices, tools, and cultural factors that collectively influence employee performance, either positively or negatively. This research aims to explore the relationship between the ethical dimensions of authentic leadership and employee productivity, considering the moderating role of the work environment and the mediating effect of the leader-employee relationship. Ultimately, the study investigates how a leader's transparency, integrity, and accessibility shape workplace interactions and contribute to overall organizational success. Quantitative research systematically examines phenomena using numerical data, statistical analysis, and computational methods. This study utilizes the Likert Scale in employee productivity surveys to gain meaningful insights. By analyzing responses, it identifies areas for improvement, understands employee perspectives and concerns, and facilitates the implementation of targeted strategies to enhance productivity and overall job satisfaction. The findings emphasize the key factors affecting employee productivity in the workplace. A significant number of respondents strongly agreed that an effective management style is essential in motivating and inspiring employees. Additionally, continuous training and development were identified as crucial for knowledge and skill retention. Moreover, the integration of advanced technology and equipment was acknowledged for its role in enhancing job efficiency and streamlining tasks. The findings emphasize the importance of cultivating a positive work environment where employees feel valued, motivated, and engaged. This can be achieved through effective communication, well-defined goals, and strong, supportive leadership. Furthermore, the study highlights the crucial role of accountability, transparency, and trust in fostering productive teamwork and efficient problem-solving.

Keywords: work environment, employee productivity, leadership, effective communication, accountability, transparency, teamwork, motivation, employee engagement, workplace efficiency

ANALYZING THE MARKET ENTRY TACTICS FOR A UNIQUE FOOD PRODUCT IN A COMPETITIVE ENVIRONMENT

Sophia Mae Macedonio, Rain Paul Barba, Mae Jasmine Casupang,
Trixia Ann Bejada, Trixie Villariaza, Christine Calvo

Abstract

This study highlights the importance of a comprehensive strategy when launching a culinary product into the market. It involves thorough analysis of key variables, market dynamics, and strategic planning to ensure successful market entry in a competitive environment. Conducting market research is essential to identify the target audience, understand competitors, and develop a plan that capitalizes on the product's unique advantages while addressing potential market challenges. A successful market entry strategy typically includes in-depth consumer research, selecting effective distribution channels, positioning the product correctly, establishing competitive pricing strategies, and executing powerful marketing campaigns. To succeed, businesses must understand consumer preferences, comply with regulatory requirements, and remain agile to adapt to evolving market conditions. This study adopts a descriptive quantitative research design, targeting fifty teenagers selected through purposive sampling. Data collection is carried out using semi-structured interviews and survey questionnaires, which are carefully designed to capture both qualitative insights and quantitative data. These methods enable a deeper understanding of the participants' perspectives, behaviors, and experiences, ensuring a comprehensive analysis of the research topic. The combination of qualitative and quantitative approaches offers a well-rounded approach to addressing the research objectives. The study's results highlight several key insights: Product Quality: With an average score of 3.36, it is clear that consumers place significant importance on products that meet their specific needs and provide unique offerings, indicating that product differentiation is crucial. Service: A score of 3.22 suggests that maintaining strong service involves not only understanding consumer preferences but also keeping track of competitor activities and market trends to predict shifts and stay ahead. Competition: Another score of 3.22 underscores the importance of offering exclusive previews to customers, allowing businesses to create a sense of urgency and exclusivity, which can give them a competitive edge. Based on these findings, the study recommends focusing on enhancing product quality, strengthening customer service strategies, and improving competitive positioning. By aligning products and services with consumer expectations and remaining agile to market changes, businesses can build stronger relationships with customers, ensure higher satisfaction, and foster long-term loyalty. The study highlights the respondents' consensus on the importance of analyzing market entry strategies for unique food products within a competitive environment, particularly focusing on product quality, service, and competition. The majority of respondents strongly agreed that these factors play a critical role in shaping successful market entry. This research provides valuable insights into optimizing customer experiences and navigating competitive landscapes, offering businesses essential strategies to enhance product positioning and adapt effectively to market demands, ensuring long-term success and customer satisfaction.

Keywords: culinary, market dynamics, analyze, food product, market entry, unique food products, competitive environment, product quality, service, competition, customer experience, market strategies, customer satisfaction, business success, market positioning

**ASSESSING THE BUSINESS OPERATIONS OF LAUNDRY SHOPS
IN BARANGAY KALIGAYAHAN NOVALICHES, QUEZON CITY**

Justine Mae Tan, Angel Kate Delapeña, Veronica Embido, Jaworskie Francisco,
Danica Viado, Christine Calvo

Abstract

The laundry industry is a significant and expanding sector that offers crucial services to individuals and families in Barangay Kaligayahan, Novaliches, Quezon City. Laundry services are an essential component of community life and are vital to preserving cleanliness and hygiene. To shed light on the factors that affect laundry enterprises' operations, this study will explore the best practices and challenges faced by those operating in this particular area. Utilizing a descriptive quantitative research design, the study engages seventeen laundry owners through convenience sampling. This selection depends on the convenience of the participants who can provide initial data. Results highlight key findings. The majority of laundry owners surveyed reported that employees or staff are well-trained and enforce good personal hygiene practices among staff, including regular handwashing. With a mean score of 3.82, the respondents demonstrated strong agreement and positive engagement in this study. The laundry shop purchases reliable equipment from trustworthy suppliers and offers products and services that cater to different customer preferences. However, competing with other laundry services that offer lower prices affects the shop's profitability. Lastly, this study found that maintaining an organized inventory of laundry supplies, detergents, and cleaning products is essential to ensure adequate stock levels and prevent shortages. It also highlights the importance of implementing effective pre-treatment procedures for heavily soiled items, stains, and delicate fabrics to achieve optimal cleaning results. In conclusion, this study revealed that laundry shops have efficient service, and laundry owners maintain cleanliness in the supply room, ensuring that the store is kept in a clean and dry area. The laundry shop's preparation involves finding a location with a strong water supply and good access to their target market. Lastly, they prioritize customer satisfaction by providing excellent customer service and addressing inquiries promptly.

Keywords: laundry business, hygienic business practices, profitability

**ASSESSING THE MARKETING MIX OF SELECTED FOOD STALL
AT KIKO, CAMARIN, CALOOCAN CITY**

Rinno Frondoza, Kennedy Aguilar, Sheila Laxamana, Hannah Sofia Macatane,
Hannah Joi Murcia, Jenric Sarad, Christine Calvo

Abstract

This study investigates the challenges encountered by a proprietor operating a fruit shake business in Camarin, Caloocan City. The aim is to provide insights into the specific issues faced by small-scale entrepreneurs in this locality, contributing to a deeper understanding of the dynamics of the local business environment. The methods used to gather data include descriptive quantitative research through surveys and questionnaires. This approach allows for collecting numerical data, facilitating the assessment and measurement of these entrepreneurs' challenges. Results highlight key findings, including the frequency of the assessments of the business that the proprietor commonly uses in service quality. (2.46: "The staff maintains a positive and cheerful attitude, creating a friendly and inviting atmosphere.") Assessment of the business that the proprietor commonly uses in price. (2.9: "Price some products below the cost of production to attract customers in certain seasons.") Assessment of the business that the proprietor commonly uses in product. (2.58: "Consistency in the taste and quality of the fruit shake.") Recommendations emphasize enhancing service quality, price, and product, which are proposed to meet customer expectations effectively. In conclusion, the study underscores that these challenges likely include issues with enhancing service quality, hygiene standards, product quality, ensuring convenient access to the business, and implementing strategies to stay competitive in the market.

Keywords: fruit shake business, small businesses, entrepreneurship

**ASSESSMENT OF CONSUMER PREFERENCE AS PERCEIVED
BY THE CONSUMER OF PANCAKE**

Romulo Villamor, Nicole Marienel Tomboc, Kristine Mae Agocoy, Aileen Tiozon,
Kate Nicole Rebueno, Christine Calvo

Abstract

This study aims to evaluate the demographic profile, the effects of price increases on the pancake business, the challenges encountered, and recommendations for improvement. The research examines various elements of the pancake business, including market trends, customer preferences, and the influence of pricing strategies. Offering a daily menu with affordable breakfast options can draw in more customers, enhancing the business's reputation for delivering high-quality meals. By ensuring that pancakes maintain their consistent taste and visual appeal, businesses can strengthen customer loyalty. This approach not only improves customer retention but also positions the business as a dependable provider of tasty, visually appealing, and reasonably priced meals. The study also provides valuable recommendations to mitigate the effects of price increases and address operational challenges in the pancake industry. This study adopts a quantitative research design, utilizing the cluster sampling technique to select respondents. Data was collected through survey questionnaires and interviews to better understand consumer preferences, employing purposive selection and verbal approaches to determine their needs and expectations. The study surveyed fifty (50) consumers, revealing a shift in demand towards more affordable breakfast options, visually appealing pancakes, sustainable packaging, and services that consistently meet client expectations. These findings underscore the importance of addressing affordability, presentation, and sustainability to enhance customer satisfaction and ensure the long-term success of the pancake business. The results reveal important insights, with consumers giving a rating of 3.56 for the pleasing appearance of pancakes, 3.62 for the importance of sustainable packaging, and 3.62 for the focus on meeting the clients' needs when providing services. These findings emphasize that customers value product quality, eco-friendly practices, and customer-centered services. Based on these insights, it is recommended that the business prioritize enhancing the visual appeal of its pancakes, adopt more sustainable packaging solutions, and continue to tailor its services to meet the specific needs of its customers to improve satisfaction and loyalty. The study highlights that most respondents strongly agree on the issues faced in the pancake business, particularly regarding product quality, presentation, and service. Consumers expressed concerns over the overall experience, with an emphasis on product consistency, appealing aesthetics, and customer service. These findings provide a crucial foundation for understanding consumer perceptions and can guide improvements in the pancake business. By addressing these areas—quality, product appeal, and service the business can better meet customer expectations and enhance overall satisfaction.

Keywords: pancake business, consumer preferences, product quality, service, consumer perception, product presentation, customer satisfaction, business improvement, service quality, sustainable packaging, consumer needs

**CHALLENGES ENCOUNTERED BY THE SELECTED
BOOK PRINTING BUSINESS ALONG QUEZON CITY**

Maria Vanesa Balunos, Crisa May Balajadia, Julianna Rose Oranza,
Merajoy Alabe, Rhian Adriano, Christine Calvo

Abstract

This study examines the "Challenges Encountered by Selected Book Printing Businesses in Quezon City," focusing on the factors that affect their growth and ability to adapt to evolving market demands. Specifically, it aims to analyze the challenges related to sourcing and expanding supplies within the book printing industry, identifying key obstacles and potential strategies for improvement. This study utilizes a mixed-methods research approach, commonly applied in behavioral, health, and social sciences, particularly in multidisciplinary and complex societal research. A descriptive research design was adopted to gather and analyze data on the challenges of expanding supplies in the book printing industry in Quezon City. The researchers selected 15 book printing shops to obtain specific and relevant information. Convenience sampling was employed to select willing and available participants to respond to the survey, ensuring accessible and practical data collection. The findings reveal key challenges faced by book printing businesses in Quezon City, including printing supplies (26% of quality control issues resulting in misprints or defects), resources (38% of printer downtime due to maintenance), and services (34% shortage of personnel). To address these challenges, the study recommends enhancing supply quality, resource management, and workforce efficiency to improve operations and better meet customer expectations. The study highlights the significance of incorporating recycled and eco-friendly materials to expand the book printing supply while offering diverse personalization options for unique designs. It emphasizes the need to prioritize sustainability by utilizing environmentally friendly products and collaborating with responsible producers. The findings serve as a foundation for book printing businesses in Quezon City to enhance their supply chain expansion while promoting sustainable and innovative practices.

Keywords: recycled materials, eco-friendly printing, personalization options, sustainability, book printing industry, supply chain expansion, quality control, resource management, workforce efficiency, quezon city printing businesses

**CHALLENGES FACED BY THE PROPRIETOR OF LOCAL
COMPUTER SHOPS AT CAMARIN, CALOOCAN CITY**

Rolando Bongalos, Cyn Clarysse Eborde, Curt Vincent Rebuena, Denisse Vasquez,
Justine Villanueva, Christine Calvo

Abstract

This study examines the challenges faced by proprietors of local computer shops in Camarin, Caloocan City, within the evolving Philippine technology industry. Despite the rise of multinational corporations and online retailers, local computer shops remain essential in addressing digital needs, providing customer support, and fostering community engagement. A descriptive quantitative research design was used to gather data through surveys and questionnaires. The study focused on key factors affecting the viability and longevity of local computer shops, including customer preferences, technological advancements, and market competition. The study identifies key challenges for local computer shop proprietors in Camarin, Caloocan City. Space optimization is essential for maximizing efficiency (Mean: 3.75), while market competition highlights the need for loyalty programs to retain customers (Mean: 3.45). Additionally, service quality can be improved by upgrading internet connectivity (Mean: 3.75). Addressing these issues through better store management, competitive pricing, and service enhancement can help sustain their businesses. The study emphasizes the need for local computer shop proprietors to adapt to market trends, enhance service quality, and implement competitive strategies.

Keywords: local computer shops, business challenges, market competition, customer service, technology industry

**CONSUMER BEHAVIOR AND COPING MECHANISM IN RESPONSE TO
ESCALATING RICE PRICES IN BRGY. MAPULANG LUPA, VALENZUELA CITY**

Angelina Valderama, Marian Batoon, Honeygrace Belmonte, Jessa May Calderon,
Sherilyn Mae Villa, Christine Calvo

Abstract

Rising rice prices in the Philippines have significantly influenced consumer behavior, leading to increased inflation and financial challenges, especially among lower-income households. Rice, a staple food, constitutes a substantial portion of daily expenses for many Filipinos, particularly those in the bottom 30% income bracket, who allocate approximately 18% of their budget to rice purchases. In Naga City, consumers reported that escalating rice prices adversely affected their financial stability, prompting them to adjust spending by reducing expenditures on other essential items. This pattern is consistent with broader national trends, where food-price inflation reached 17.1% in the third quarter of 2008, compelling farm workers to spend most of their daily wage on rice, thereby sacrificing other necessities. Geographically, smallholder farmers face unique vulnerabilities. High agricultural costs, rising food prices, and an over-reliance on imports are pushing farmers toward poverty, exacerbating food insecurity. Additionally, the increasing frequency and severity of climate-related disasters further threaten the livelihoods of these farmers, who are already struggling with low profitability. In response to soaring rice prices, the Philippine government declared a "food security emergency," aiming to stabilize the market by releasing buffer stocks. However, despite these efforts, retail prices remain high, leading to delays in rice imports and ongoing challenges in price stabilization. Understanding these dynamics is crucial for developing strategies to mitigate the adverse effects of rising rice prices on consumers and the economy. Addressing the challenges faced by smallholder farmers and ensuring equitable access to affordable rice are essential steps toward achieving food security and economic stability in the Philippines. In Barangay Mapulang Lupa, Valenzuela City, convenience sampling was employed to select twenty rice consumers for a study on consumer behavior concerning rice pricing. This non-probability sampling method involves selecting participants based on their availability and accessibility to the researcher. The study utilized a mixed-method research design, combining quantitative analysis through survey questionnaires with qualitative insights from interviews. This approach allows for a comprehensive understanding of consumer behaviors and perceptions. It's important to note that while convenience sampling offers practical advantages, such as ease of data collection and cost-effectiveness, it may not produce results that are representative of the broader population. Therefore, findings from this study should be interpreted with caution, as they may not fully capture the diversity of consumer behaviors across different demographics. Regarding sample size, industry standards often recommend a 95% confidence level with a $\pm 5\%$ margin of error for research studies. However, the appropriate sample size can vary based on factors such as population size, expected variability, and research objectives. Researchers should carefully consider these factors when determining sample sizes to ensure the reliability and validity of their findings. In summary, while the chosen methodology provides valuable insights into consumer behavior in Barangay Mapulang Lupa, the limitations inherent in convenience sampling should be acknowledged when interpreting the results. The study conducted in Barangay Mapulang Lupa, Valenzuela City, offers valuable insights into consumer behavior concerning rice pricing. Respondents actively explore various rice varieties when faced with price fluctuations, demonstrating adaptability in their purchasing decisions. However, many consumers find it increasingly challenging to afford rice at current prices, highlighting the economic strain imposed by rising costs. Consumers also exhibit vigilance by monitoring prices across different outlets, seeking the best deals to mitigate the impact of

price increases. This behavior aligns with findings from a study on rice price inflation dynamics in the Philippines, which noted that higher food prices induce welfare losses, increasing poverty incidence, and worsening health outcomes. The study further indicates that consumers perceive price increases as factors that can disrupt market equilibrium and supply chains. Such price hikes often lead to decreased demand, as consumers gravitate toward more affordable options and substitutes. This pattern is consistent with broader economic principles, where price elasticity influences purchasing decisions and market demand. Notably, rice demand in the Philippines is relatively inelastic, especially among the rural poor, meaning that changes in price have a less than proportional effect on the quantity demanded. Additionally, price increases can alter market competition by affecting rivals' market shares. In response to soaring rice prices, the Philippine government declared a "food security emergency," aiming to stabilize the market by releasing buffer stocks. However, despite these efforts, retail prices remain high, leading to delays in rice imports and ongoing challenges in price stabilization. Understanding these consumer responses to price fluctuations is crucial for stakeholders within the rice industry. It provides valuable insights into demand elasticity, the search for substitutes, and the broader economic implications of pricing strategies. Such knowledge is essential for formulating policies and business strategies that address consumer needs while maintaining market stability. The study underscores the significant impact of rice price increases on consumer behavior, market dynamics, and supply chain strategies. Consumers actively seek more affordable rice options, prompting businesses to adjust their pricing and sourcing strategies. To support local farmers and promote locally sourced products, businesses can implement several effective strategies: Consumer Awareness Campaigns: Educate consumers on the benefits of purchasing locally grown produce, emphasizing its positive effects on the local economy and community well-being. Direct Partnerships with Farmers: Establish collaborations with local farmers to ensure fair compensation and strengthen the local agricultural sector. Support for Farmer Cooperatives: Engage with and support farmer cooperatives to enhance collective bargaining power and improve market access for small-scale farmers. Implementing these strategies can foster a more sustainable and equitable food system, benefiting consumers, businesses, and farmers alike.

Keywords: rice price increases, consumer behavior, market dynamics, supply chain strategies, locally sourced products, consumer awareness campaigns, farmer cooperative partnerships, barangay mapulang lupa, valenzuela city, philippines

**CUSTOMER PERCEPTION ON THE BRAND EQUITY AT ACEBEDO
OPTICAL: BASIS FOR IMPROVED BRAND IMAGE**

Jelliane Taruc, Carol Jungco, Angelica De Leon, Christine Joy Morales,
Gracielle Atashi Odoño, Eugenio Bayani Jr.

Abstract

Acebedo Optical is a prominent eyewear brand in the Philippines, recognized for its dedication to providing high-quality eyewear and exceptional eye care solutions. Over the years, the company has continuously adapted to the evolving needs and preferences of its customers. With a strong commitment to excellence and customer satisfaction, Acebedo Optical has built a solid reputation as a trusted provider of reliable and stylish eyewear products. Its unwavering focus on quality and innovation has solidified its position as a leading name in the industry. The purpose of this study is to evaluate consumer perceptions of brand equity at Acebedo Optical, aiming to enhance the company's brand image. A quantitative approach using a descriptive research design was employed to ensure the reliability and validity of the data. Data collection was conducted through phone surveys and the distribution of questionnaires on-site. Statistical analysis was then applied to the data, leading to the study's findings. The results indicate that the majority of Acebedo Optical's clients experience myopia or farsightedness. A higher proportion of female respondents were observed, and the research suggests that women are more prone to developing myopia, which helps explain the prevalence of this condition among Acebedo's customers. Overall, customers expressed positive experiences regarding the quality of the brand, brand associations, and their loyalty to the company. However, despite the generally favorable feedback, the study highlighted product and price mismatches as common challenges faced by Acebedo Optical. Despite Acebedo Optical's reputation for affordability and discount services, the issue of product and price mismatch remains a concern. There is a growing perception that the quality of the products may not align with their pricing. Since pricing strategies greatly influence customer perceptions and purchasing decisions, this discrepancy could affect customer trust and loyalty. To address this, the researchers have provided actionable recommendations to enhance Acebedo Optical's overall performance, including better alignment of product quality with pricing, improving transparency in pricing, and refining marketing strategies to more effectively communicate the value of its products to customers.

Keywords: brand equity, consumer perception, acebedo optical, myopia, product-price mismatch, customer loyalty, pricing strategy, product quality, affordability, optical products

**EFFECTIVENESS OF TRAINING AND DEVELOPMENT IN THE
ORGANIZATIONAL PERFORMANCE AT PHILCAT, QUEZON CITY**

Veronica Juanga, Edrhey Mina, Lalaine Padilla, Fernchy Ysabel Andrade,
Hale Kelly Bitoon, Danilo Molera Jr.

Abstract

This study investigates the relationship between employee training and organizational performance at the Philippine Coalition Against Tuberculosis (PHILCAT) in Quezon City. It evaluates existing training programs, identifies areas for improvement, and proposes targeted strategies to enhance organizational effectiveness. Data collected through survey questionnaires provides insights into employee perspectives, contributing to both theoretical understanding and practical applications in today's dynamic healthcare environment. This study employed a descriptive quantitative research design, utilizing simple random sampling to select 144 respondents from the 288 employees of the Philippine Coalition Against Tuberculosis (PHILCAT) in Quezon City. Data were collected through survey questionnaires to assess the relationship between employee training and organizational performance. The study's findings indicate a balanced gender representation among respondents, with each gender comprising 50% (72 out of 144 respondents). A significant portion of participants (35.41%) are aged between 26 and 30 years. Notably, 85.42% are employed in the Operations Department, and 90.29% have a tenure of 1 to 3 years with PHILCAT. The evaluation of current training programs reveals high effectiveness, with composite mean scores ranging from 3.87 to 3.88. These scores suggest that the training initiatives are well-implemented and significantly enhance functional performance, skills assessment, and key performance dimensions. Additionally, the assessment of skills and potential indicates a substantial impact on organizational performance, reflected by composite mean scores between 3.86 and 3.89. This underscores the positive influence of training on employees' knowledge, skills, and attitudes. These findings align with existing literature emphasizing the critical role of training in boosting employee performance and organizational outcomes. For instance, a study highlighted that training is essential for achieving organizational goals, as it equips employees with necessary knowledge and skills. Furthermore, research indicates that training and development significantly improve the quality of health services, emphasizing the need for ongoing employee development. To enhance the effectiveness of its training programs, the Philippine Coalition Against Tuberculosis (PhilCAT) should consider implementing the following best practices: Conduct Regular Needs Assessments: Identify knowledge and skill gaps among employees to tailor training programs effectively. This ensures that training addresses specific areas requiring improvement, leading to better performance and patient care. Personalize Training Programs: Develop training initiatives that cater to the diverse roles, experiences, and learning preferences of employees. Personalized training enhances engagement and facilitates the practical application of knowledge in clinical settings. Foster a Culture of Continuous Learning: Encourage ongoing professional development to keep staff updated on the latest healthcare practices and technologies. A culture that promotes lifelong learning leads to improved job satisfaction and retention. Collaborate with Subject Matter Experts (SMEs): Involve SMEs in the development and delivery of training programs to ensure content accuracy and relevance. Their expertise enriches the training material, making it more applicable to real-world scenarios. Implement Continuous Evaluation and Feedback: Regularly assess the effectiveness of training programs through evaluations and feedback mechanisms. This approach allows for timely adjustments, ensuring that the training remains aligned with organizational goals and employee needs. By adopting these strategies, PhilCAT

can enhance its training programs, leading to improved employee performance and better organizational outcomes.

Keywords: employee training, organizational performance, healthcare, philcat, skills development, training effectiveness, employee competencies, organizational development, training programs, employee engagement

**EVALUATION OF AFFILIATE MARKETING STRATEGIES OF SELECTED
TIKTOK SELLERS; BASIS FOR IMPROVED FINANCIAL PERFORMANCE**

Jc-lyn Olalo, Maila Cotic, Marina Dalinog, Trisha Mae Jacob,
Nicole Orille, Eugenio Bayani Jr.

Abstract

Due to intense competition in the business industry, entrepreneurs are using competitive strategies to retain existing customers, reach new ones, and attract customers from different places. Given the notable advancements in information and communications technology (ICT), a social media platform named TikTok has rapidly gained popularity. This popularity makes it an attractive platform for businesses to promote their products and services using affiliate marketing strategies. It involves promoting someone's goods or services in return for a commission. The study's primary purpose is to evaluate the affiliate marketing strategies utilized by TikTok sellers who promote and sell beauty products. This study used a descriptive research design with a quantitative approach. The researchers gathered data from thirty (30) TikTok sellers of beauty products as respondents through a survey questionnaire. The results revealed that respondents who specialize in selling beauty products and are 20-30 years old are skilled in utilizing social media platforms and earn moderate income through collaborating with fewer than 10 affiliates on TikTok. Affiliate marketing strategies were all positively received by respondents, with strong agreement indicating their effectiveness in increasing visibility and awareness of sellers' TikTok shops. Integrating these strategies with TikTok affiliates can facilitate product showcasing, customer engagement, and reaching new customers, which leads to growth in sales. This study reveals that TikTok is highly competitive, making it challenging for sellers to stand out and attract customers. The evaluation of affiliate marketing strategies among selected TikTok sellers in terms of live selling, product reviews, video skits, marketing posts, giving free items, and promotions and discounts all positively contributed to respondents' financial performance. Staying informed about TikTok's updates and trends, integrating these strategies creatively, and collaborating with affiliates can enhance product showcasing, customer engagement, and improve financial performance, which drives business growth.

Keywords: affiliate, affiliate marketing, financial performance, tiktok, tiktok sellers

**EVALUATION OF ON-THE-JOB TRAINING PROGRAM IN ALIGNING
CLASSROOM LEARNING WITH PRACTICAL APPLICATION
IN ACCOUNTING INFORMATION SYSTEM**

Pia Mary Ann, Rosevic Joyce Salabao, Leslie Rose Jardillo, Clea Angelika Ira Resava,
Ressa Hunat, Norma Baniqued, Eugenio Bayani Jr.

Abstract

On-the-job training bridges theory and practice in accounting education. The field of accounting information systems is rapidly evolving, driven by advances in technology and the increasing complexity of accounting processes in modern business environments. Nowadays, the transition from student to professional is not always simple. The moment they join the job market, students face a number of difficulties. They have to adjust their new skills to the context of the working world by applying what they know. To adequately prepare future accounting professionals for these challenges, it is essential for educational institutions to align classroom learning with practical application through on-the-job training. This study used quantitative research and a descriptive design to gather, analyze, and interpret data from fourth-year BSAIS students at Bestlink College of the Philippines. Purposive sampling was used to select participants with relevant characteristics. A survey questionnaire was used as the primary tool, and a book was used for guidance. Confidential information was kept for educational purposes. The result of this study revealed that the majority of respondents were between 22 and 25 years old, with females comprising 80% of the sample. Overall, respondents strongly agreed on the effectiveness of hands-on experience, problem-solving skills enhancement, adaptation to industry standards, and integration of software tools through on-the-job training. However, challenges such as technological adaptation, balancing workload and learning, and information overload were highlighted. Additionally, some students faced issues related to unethical behavior and the alignment of OJT with their course. Based on these research findings, the researcher recommends implementing a systematic evaluation framework to measure the effectiveness of classroom knowledge in the workplace. They suggest encouraging students to engage in practical projects, case studies, and simulations to reinforce concepts and skills. Targeted interventions, such as comprehensive training sessions, mentorship programs, and guidance on ethical conduct, are also recommended. Additionally, regular performance reviews and feedback sessions should be incorporated to track progress. The researchers emphasized the importance of on-the-job training as an opportunity for students to learn and adapt to industry standards. They also suggest equipping students with the necessary tools, such as computers, to avoid reliance on verbal instruction alone.

Keywords: on-the-job training, challenges, hands-on experience, alignment

**EXAMINING THE INFLUENCE OF EMPLOYEE INCENTIVE
PROGRAMS ON EMPLOYEE PRODUCTIVITY IN
MALAYAN SAVINGS BANK, MAKATI BRANCH**

Jericho Mamauag, Marizza Danielle Bartolome, Gerald Caoyong, Samuel Certeza,
Joshua Fernandez, Al Jean Sarong, Eugenio Bayani Jr.

Abstract

In today's competitive business environment, organizations are constantly seeking strategies to improve their overall performance. One of the most effective approaches is the implementation of incentive programs aimed at enhancing motivation, engagement, and productivity among employees. These programs use a variety of methods, including financial bonuses, rewards, non-monetary recognition, and career advancement opportunities, to encourage and reinforce desired behaviors and outcomes within the workforce. Ultimately, incentive programs contribute to fostering a more productive and motivated workforce, driving the company's growth and success. This study utilizes a quantitative and descriptive research approach, involving 50 employees from the Malayan Savings Bank Makati branch. Data was collected through a survey questionnaire and analyzed using statistical techniques such as frequency and percentage distribution, arithmetic mean, Likert scale, and ranking. These methods were employed to gain a deeper understanding of employee views and assess the impact of incentive programs on motivation, engagement, and overall performance. The results of the study show that the bank's incentive programs are highly effective in boosting employee retention rates, improving attendance and punctuality, and positively influencing employee morale, motivation, and engagement. However, the study also identifies key issues, including toxic competition among employees, a lack of awareness regarding the incentive program schemes, and insufficient transparency in the administration of these programs. Addressing these challenges is crucial for maximizing the effectiveness and fairness of the incentive programs. This research offers valuable insights into the impact of incentive programs on employee productivity. The study suggests that organizations should foster teamwork and mutual support through effective communication and strong leadership. Additionally, it recommends the development of clear and concise communication materials that outline the details of the incentive programs, including eligibility criteria, rewards, and performance measurement methods. By addressing these areas, organizations can enhance the effectiveness of their incentive programs and drive better results for both employees and the company.

Keywords: incentive programs, employee productivity, employee retention, employee engagement, teamwork, motivation, performance measurement, organizational communication, leadership, employee morale.

**EXPLORING BUYING HABITS: CONSUMER BEHAVIOR TRENDS IN ABM STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES BULACAN CAMPUS**

Kim Chloe Manalili, Glina Delos Reyes, Stephanie Klaire Cayabyab, Reigne Albano,
Dave Almazan, Rexter Louie Diamsen

Abstract

The significance of this study lies in its potential to uncover the underlying factors that influence ABM students' purchasing decisions. By analyzing their preferences for products and services, the impact of marketing campaigns, and the role of digital platforms, this research offers valuable insights into the evolving consumer landscape shaped by these young minds. Furthermore, these findings could inform academic curricula, allowing educational institutions to align their teachings with real-world market dynamics. This would better prepare students for their future careers in accountancy, business, and management. This study utilizes a descriptive research design to provide a comprehensive snapshot of consumer behavior trends among ABM students. Descriptive research is chosen for its ability to offer an accurate depiction of the current situation and identify patterns within a specific group. To explore buying habits among ABM students, surveys or questionnaires are employed to collect quantitative data. The survey includes questions on purchasing frequency, preferred brands, and factors influencing buying decisions. The data is analyzed using statistical methods to derive insights into consumer behavior trends within the ABM student demographic. An online questionnaire was used to gather responses from participants. The researchers developed a questionnaire consisting of 10 questions, which was administered to 20 respondents to gather their perceptions and understanding. Once the questionnaire was completed, the responses were tallied. The data collected was analyzed using frequency and percentage calculations, which were then used to interpret and analyze the results. The exploration of buying habits and consumer behavior trends among ABM students at Bestlink College of the Philippines for the academic year 2023-2024 revealed several key insights. A noticeable shift towards online shopping platforms was observed, with peer recommendations and social media advertisements strongly influencing purchasing decisions. Moreover, sustainability and ethical considerations played a significant role in students' choices, reflecting a growing awareness of environmental and social impact. Additionally, a tendency towards impulsive purchases highlighted the emotional aspect of consumer behavior, underscoring the complex nature of decision-making among this demographic.

Keywords: buying habits, consumers behavior trends, purchasing decisions, impulsive purchases

EXPLORING THE IMPACT OF STUDENT EMPLOYMENT ON STORE OPERATIONAL PERFORMANCE AT SELECTED GOLDEN ARCHES DEVELOPMENT CORPORATION BRANCHES: BASIS FOR IMPROVEMENT PLAN

Justine Painitan, Vennice Mae Simbajon, Princess Princina, Daniel Bonillo,
Robelyn Mabasa, Eugenio Bayani Jr.

Abstract

Student employment is a common phenomenon in many countries, including the Philippines, where economic constraints often drive college students to work while studying. Currently, around 8% of college students in the Philippines are employed. McDonald's Philippines, in particular, provides opportunities for over 16,000 underprivileged youth since 2011. However, the impact of student employment on the operational performance of businesses like McDonald's remains underexplored. This study, titled "Exploring the Impact of Student Employment on Store Operational Performance at Selected Golden Arches Development Corporation Branches: Basis for an Improvement Plan," aims to fill this gap. By examining the effects of student workers on the performance of McDonald's branches, the research seeks to provide valuable insights and recommendations for improving both the student employment experience and the operational efficiency of businesses that hire students.. This study utilized a correlational research design to gather data from natural settings efficiently. Purposive sampling was employed to select participants with specific characteristics relevant to the research. The collected data were analyzed using appropriate statistical methods to ensure validity, reliability, and accurate interpretation of the results.. The study's respondents were primarily aged 25-34, with 57.8% identifying as female and 28.9% as male. The findings reveal that student employees play a crucial role in enhancing store operational performance, particularly in service speed, order accuracy, food preparation compliance, and cleanliness. However, the study also identifies several challenges, such as high turnover rates, scheduling conflicts, limited availability during school breaks or holidays, and difficulties in maintaining consistent staffing levels during peak hours. These results provide valuable insights into the obstacles and benefits of employing students in the operational context. This study demonstrates a positive perception of student employees' contributions to service speed, order accuracy, food preparation standards, and store cleanliness. However, challenges such as high turnover rates, scheduling conflicts, and limited availability during school breaks or holidays were also identified. To maximize the advantages of student employment while addressing these challenges, it is recommended that Golden Arches Development Corporation develop strategies to enhance employee retention. This could include providing career development opportunities, implementing mentorship programs, and recognizing employee achievements. These strategies would create a more positive work environment and help retain student employees.

Keywords: student employment, operational performance, service speed, order accuracy, food preparation, store cleanliness, turnover rates, scheduling conflicts, school breaks, employee retention, career development, mentorship programs, work environment

**EXPLORING THE MILK TEA CULTURE: STUDENT PREFERENCES
AND EXPERIENCES WITH MILK TEA SHOPS PROXIMITY**

Lea Mie Oberio, Chrystal Joy Amolar, Rey Mart Barba, Jasmin Lucero,
James Prudenciado, Christine Calvo

Abstract

This study aims to examine the perceptions of ABM (Accountancy, Business, and Management) students toward milk tea, a popular and rapidly growing beverage trend. Milk tea, which combines milk and tea, has gained immense popularity across various cultures. The research explores key factors influencing milk tea shops, including location, promotion, peer influence, quality, price, and menu offerings. Younger generations have particularly embraced this new trend, with many consumers becoming loyal to the product. Entrepreneurs view the growing demand for milk tea as a valuable opportunity to generate revenue by creating unique and innovative offerings. Similar to coffee shops, milk tea establishments also serve as social spaces where individuals can gather and enjoy the beverage with friends. This study utilizes a descriptive quantitative research design, targeting fifty teenagers selected through purposive sampling. The primary data collection instruments are semi-structured interviews and survey questionnaires, which are used to gather relevant insights and information from the participants. The results reveal key insights, including the ABM students' evaluation of businesses based on quality (2.54, indicating the use of quality ingredients in products), price (2.82, showing that prices align with the firm's objectives), and the menu (2.22, suggesting that businesses offer specialty flavors). Based on these findings, recommendations emphasize enhancing product quality, pricing strategies, and menu variety to better align with customer expectations and improve business outcomes. This study highlights the challenges that ABM students encounter when using social media to promote online businesses. Specifically, it addresses issues related to budgeting, attracting buyers, and managing product reviews. The findings provide valuable insights into how these challenges can be addressed to improve the effectiveness of social media strategies and enhance customer experiences in promoting online businesses.

Keywords: abm students, social media, online business promotion, budgeting, product reviews, customer experience, business challenges, marketing strategies, digital marketing, online business success

**FACTORS AFFECTING BUSINESS OPERATION OF BUSINESS
OWNERS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Mary Jane Nollar, Dionisio Gequillo, Tricia Marie Angeline Barloza, Romela Manlimos,
Jm Masangcay, Christine Calvo

Abstract

The purpose of this study is to identify the challenges faced by business owners in the vicinity of Bestlink College of the Philippines and how these challenges impact their operations. Many business owners, especially those near schools, face intense competition and often sell similar products based on student demand. This competitive environment makes it particularly difficult for small businesses to generate substantial profits. This study employed a descriptive research design, which is aimed at methodically gathering data to characterize a specific phenomenon, condition, or group. The primary focus is to address questions related to "what," "when," "where," and "how" concerning the research issue, rather than exploring the underlying reasons behind it. The researchers used a descriptive quantitative approach, utilizing a survey questionnaire to directly answer the research question and easily identify the criteria under each variable being studied. The results of this study revealed several key challenges faced by business owners in the vicinity of Bestlink College of the Philippines. In terms of pricing, business owners reported a mean score of 3.44, highlighting the importance of offering promotions and discounts to attract customers. Regarding product-related challenges, a mean score of 3.14 indicated the difficulty in balancing production costs with the prices at which products are sold. Service-related challenges were ranked higher, with a mean score of 3.58, emphasizing the significance of providing exceptional customer service to stand out in the competitive market. Quality control also presented a challenge, with a mean score of 3.28, stressing the need to maintain consistency in both products and services. Finally, location-related challenges scored 3.34, suggesting that while businesses in the area experience higher foot traffic, they also face intense competition from neighboring businesses. Based on these findings, the study recommends that business owners focus on preserving and developing a positive image for their business. It is important for them to avoid manufacturing errors, ensure the business requirements are met, and provide a strategic plan to encourage customer engagement. Furthermore, a well-executed promotional strategy can improve business effectiveness and enhance customer retention. In conclusion, this study provides valuable insights into the factors affecting the operations of business owners near Bestlink College of the Philippines. By identifying key challenges such as pricing, product consistency, service quality, and competition based on location, the research offers practical solutions. The proposed action plan encourages business owners to focus on creating a positive business image, ensuring product and service quality, and developing effective promotional strategies. By addressing these challenges strategically, business owners can improve their operations, enhance customer engagement, and foster long-term success in a competitive market.

Keywords: factors affecting business operation, business challenges, generating profit

**FACTORS AFFECTING SOLE PROPRIETORS IN
PROMOTING HEALTHY FOODS AS DIETARY HABITS**

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Kathlyn Roxxane Dellosa, Princess Mae Jacob, Christine Calvo

Abstract

This study explores the factors affecting sole proprietors in their business, specifically regarding effective marketing, customer service, and relationship management. These factors include a lack of resources, scalability issues, and time constraints when it comes to connecting with and developing relationships with consumers. Additionally, sole proprietors face the challenge of staying informed and effectively conveying their products to meet the changing needs of health-conscious customers. The greatest obstacle for sole entrepreneurs is keeping up with current, accurate, and relevant information. This study used a descriptive research design and a convenience sampling technique to gather information from a specific area in Caloocan City, Barangay 166 Caybiga. The researchers utilized a survey questionnaire that included the respondents' demographic profiles, such as name, age, sex, and location, as well as semi-structured questions addressing the problems and solutions faced by sole proprietors. Based on the results of the study and the proposed recommendations of the factors affecting sole proprietors in promoting healthy foods as dietary habits, it can help the beneficiaries of this study recognize the significance of managing and choosing a variety of more nutritious foods to offer in terms of Customer Retention (3.64 "Train staff on effective complaint resolution techniques and empower them to make decisions to resolve issues on the spot"). Dietary Trends (3.74 "Consulting with a registered dietitian or healthcare professional can help ensure that dietary choices support overall health and well-being without risking nutrient deficiencies"). Nutritional Knowledge (3.64 "Recognize and promote food manufacturers that voluntarily adopt clear and informative labeling practice") and ("Staying updated on reputable sources of information such as government health guidelines or scientific research can help ensure the dissemination of accurate information"). Recommendations emphasizes that healthy food products can be promote in terms of quality, appeal, and visibility. Continuous promotion, improvement, and a focus on customer needs are key to success of a business. The conclusion and recommendations provide possible solutions and strategies to solve these challenges. Students or readers who aspire to start their businesses will find this study useful in anticipating potential obstacles and outlining possible solutions.

Keywords: challenges, dietary habits, nutritional knowledge, promoting, sole proprietors

**FINANCIAL DIFFICULTIES IN RENT-A-HOME FOR
HOMEOWNERS IN SUNRISER VILLAGE**

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Angel Joy Gestupa, Christine Calvo

Abstract

This study aims to investigate the growing trend of homeowners in high-cost areas opting to rent out their properties due to rising real estate expenses and maintenance demands. It also examines the financial challenges they face, including inflation and fluctuating interest rates that impact profit margins. The study employed a descriptive research design with a quantitative approach. Using convenience sampling, 20 respondents were selected to examine the financial challenges faced by homeowners renting out their properties in Sunriser Village. The study revealed significant challenges across various aspects of rental management. Rental Income: With a weighted mean of 3.35, respondents emphasized the importance of proactive maintenance and regular property inspections to prevent costly repairs. Property Maintenance: Scoring a mean of 2.75, findings indicate that neglecting maintenance often leads to a reactive approach, where issues are only addressed as they arise, causing unexpected delays in property upkeep. Tenant Concerns: With a mean of 3.02, one of the most common issues in landlord-tenant interactions was security deposits. Among the suggestions, the highest percentage agreement (35%) was for regular property maintenance as a strategy to attract and retain long-term tenants. To reduce vacancy rates, property owners should focus on actively marketing vacant units, offering lease renewal incentives, and addressing maintenance issues promptly. Establishing a network of reliable contractors for repairs and maintenance, combined with regular property inspections, can help identify potential issues early, minimizing both property damage and repair costs.

Keywords: financial difficulties, rent, home, homeowners, renters, real estate costs, vacancy rates, property owners

**FINANCIAL LITERACY IN THE DIGITAL AGE: PERCEPTION
ON FINANCIAL LITERACY OF SELECTED ABM STUDENTS
IN BESTLINK COLLEGE OF THE PHILIPPINES**

Mheljim Celorio, Jennylyn Aviles, Rafaela Sercedillo, Clariz Faith Rosette Bolisay,
Charimaine Quilala, Jhelane Ramos, Rexter Louie Diamsen

Abstract

Financial literacy is the ability to understand and effectively manage various financial aspects, including budgeting, saving, investing, and making informed financial decisions. Developing these skills at an early age is crucial for achieving long-term financial stability and well-being. In today's digital era, social media plays a significant role in shaping individuals' financial behaviors and literacy, especially among students. Influence of Social Media on Students' Financial Literacy Social media platforms have become prevalent sources of financial information for students. Research indicates that exposure to financial content on these platforms can positively influence financial literacy. For instance, a study found that participants consuming financial information via social media had higher financial literacy scores than those who did not engage with such content. Similarly, another study highlighted that students' exposure to social media improves financial literacy, suggesting that these platforms can serve as valuable tools for financial education. However, the quality of financial information on social media varies, and not all content is reliable. The phenomenon known as the Fear of Missing Out (FOMO) is amplified by social media, leading users to make impulsive financial decisions to emulate their peers' lifestyles. This can result in overspending or engaging in risky investments without proper understanding. Therefore, while social media can enhance financial literacy, it also necessitates critical evaluation of the information consumed. Financial Literacy Among ABM Students. Students in the Accountancy, Business, and Management (ABM) track are expected to have a foundational understanding of financial concepts due to their curriculum. Studies have shown that exposure to social media can enhance financial literacy among students, including those in specialized tracks like ABM. For example, research indicates that social media can enhance financial literacy by utilizing its extensive capabilities to reach a broader demographic for financial education. This suggests that ABM students can benefit from the financial content available on social media platforms, provided they critically assess the information's credibility. Recommendations for Enhancing Financial Literacy Among Students To effectively improve financial literacy among students, particularly those in the ABM track, the following strategies are recommended: Integrate Financial Education into Curricula: Educational institutions should incorporate comprehensive financial literacy programs that cover essential topics such as budgeting, saving, investing, and critical assessment of financial information sources. Promote Critical Thinking: Educators should encourage students to critically evaluate financial advice encountered on social media, distinguishing between credible sources and potential misinformation. Leverage Reputable Online Resources: Students should be guided toward trustworthy online platforms and tools that offer accurate and practical financial education. Parental Involvement: Parents can play a crucial role by engaging in open discussions about financial management and modeling responsible financial behaviors. By implementing these measures, students can develop robust financial literacy skills, enabling them to navigate financial decisions confidently and achieve long-term financial stability. In this study, we utilized a descriptive research design, implemented a convenience sampling technique, and employed an online questionnaire for data collection. Descriptive Research Design A descriptive research design aims to systematically describe a phenomenon, situation, or population by collecting quantifiable information that can be used for

statistical analysis. This approach is particularly effective in identifying patterns, frequencies, and categories within the subject matter, providing a comprehensive overview without manipulating variables. Convenience Sampling Technique We employed convenience sampling, a non-probability sampling method where participants are selected based on their availability and willingness to participate. This approach is often used due to its cost-effectiveness and ease of implementation. However, it's important to note that convenience sampling may introduce biases, as it does not ensure that the sample represents the entire population. Consequently, findings derived from convenience samples may lack generalizability. en.wikipedia.org Online Questionnaire Data collection was conducted using an online questionnaire, a tool that facilitates the efficient gathering of information from respondents. Online questionnaires offer several advantages, including rapid distribution and cost savings. However, researchers must consider potential limitations such as sampling biases and varying response rates. By integrating these methodologies, our study aims to provide insights into how social media influences the financial literacy of ABM students, while acknowledging the inherent limitations associated with the chosen methods. The study reveals a significant impact of social media on students' financial literacy. Engaging with financial content on platforms like Instagram, TikTok, and YouTube has been shown to enhance students' understanding of money management, leading to improved saving habits and more informed decisions regarding spending and budgeting. However, it's crucial to approach social media content critically, as the accuracy and trustworthiness of financial advice can vary. Users should verify information from reputable sources to ensure they are receiving reliable guidance. In summary, while social media serves as a valuable tool for enhancing financial literacy among students, discerning the quality of information is essential for making prudent financial decisions. This study highlights the positive impact of financial literacy on students, emphasizing its role in fostering informed financial decisions and prudent money management. The widespread use of social media in today's economy and daily life significantly influences both the financial industry and individual financial behaviors. Students with higher financial literacy are more likely to engage in responsible financial activities, a competence that can be enhanced by effectively utilizing personal financial information. The research is authored by the Fintech theory, which explores how digitalization affects individuals' financial literacy and capability. Digital platforms and interactive learning tools present opportunities to enhance financial literacy among students, particularly those in the Accountancy, Business, and Management (ABM) track. By leveraging these digital resources, we aim to improve the financial literacy levels of ABM students, equipping them with the skills necessary for effective personal finance management.

Keywords: financial literacy, social media influence, student money management, budgeting, saving habits, financial decision-making, abm students, digital platforms, interactive learning tools, fintech theory

**IMPACT OF ONLINE MARKETING STRATEGIES OF PARTS PRO PH ON
COMPANY SALES PERFORMANCE: BASIS FOR ENHANCEMENT**

Jessa Guancia, Zacarias Jay Aguillon, Belly Galiga, John Rick Donayre,
Zyraline Garado, Eugenio Bayani Jr.

Abstract

The research study titled "Impact of Online Marketing Program of Parts Pro PH on Company Sales Performance: Basis for Enhancement" examines how online marketing strategies influence the sales performance of Parts Pro PH, a leading company in the automotive industry. The study employs the AIDA (Attention, Interest, Desire, and Action) Model as its primary analytical framework. The research study titled "Impact of Online Marketing Program of Parts Pro PH on Company Sales Performance: Basis for Enhancement" provides an in-depth analysis of how Parts Pro PH's online marketing strategies influence consumer purchasing decisions and overall sales performance. The study employs the AIDA (Attention, Interest, Desire, and Action) Model as its primary analytical framework to evaluate the effectiveness of these marketing efforts. The findings offer valuable insights into the influence of online marketing strategies on consumer behavior and sales performance. By examining how Parts Pro PH's online marketing initiatives align with the AIDA (Attention, Interest, Desire, Action) model, the study enhances our understanding of effective digital marketing practices. The primary objective is to evaluate the effectiveness of Parts Pro PH's current online marketing program and identify areas for improvement. By pinpointing these areas, the study aims to provide actionable recommendations that Parts Pro PH and similar businesses can implement to optimize their online marketing efforts, thereby enhancing sales performance and customer engagement.

Keywords: AIDA model, online marketing, customer engagement, AI-driven marketing, consumer behavior

**IMPACT OF QUALITY OF PRE-OWNED APPAREL IN BUYING DECISION
OF ACCOUNTANCY, BUSINESS AND MANAGEMENT STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Leira Jane Dizon, Angel Balatico, John Peter Dama-o, Arjean Habunal,
Angela Karla Tawagon, Christine Calvo

Abstract

Thrifting refers to purchasing second-hand items, often in good condition, at a discounted price. This study explores the impact of quality pre-owned apparel on the buying decisions of ABM students at Bestlink College of the Philippines. It examines students' perceptions of thrifted clothing and identifies key factors influencing their purchasing choices. The research aims to assess how quality, affordability, brand perception, and personal preferences shape their decisions. This study adopts a descriptive quantitative research design, surveying 197 ABM students selected through simple random sampling. Questionnaires serve as the primary tool for data collection. The results highlight key findings on the impact of pre-owned apparel based on quality, price, and place. Quality received a mean rating of 3.52, with students assessing fabric conditions such as fading, pilling, or stretching. Price had a mean of 3.08, with respondents negotiating for better deals. Place scored a mean of 3.40, emphasizing the importance of well-organized clothing displays for easier selection. Additionally, 13% of respondents recognized that purchasing higher-quality items at lower prices helps them save money. The study recommends exploring alternative saving strategies for necessities, essential items, bills, and clothing. This study emphasizes the importance of understanding the impact of quality pre-owned apparel on buying decisions to better comprehend consumer behavior. Ensuring that apparel quality aligns with its price allows buyers to make cost-effective choices. Additionally, regular budget reviews, such as monthly assessments, can help track expenses and improve financial management. The findings provide valuable insights to guide students in making informed decisions when purchasing pre-owned apparel.

Keywords: thrifting, pre-owned apparel, buying decision, consumer behavior, quality assessment, price perception, budget management, abm students, bestlink college of the philippines, sustainable fashion, second-hand market

**JOB SATISFACTION AND JOB HYGIENE OF EMPLOYEES IN
JET EXPRESS IN DEPARO CALOOCAN CITY**

Maecian Andres, Syndey Balusca, Rachele Grace Bardon, Alyssa Dimasaca,
Leah Mae Yarte, Danilo Molera Jr.

Abstract

This study examines job satisfaction and job hygiene among employees of JET Express in Deparo, Caloocan City, based on Herzberg's Job Motivator and Hygiene Factors. It also aims to determine employees' overall job satisfaction and identify key factors influencing their workplace experience. A descriptive-correlational research design was utilized. The study involved 126 employees from various departments at JET Express Deparo, Caloocan City. Data were collected using survey questionnaires, and the findings were analyzed to determine relationships between job satisfaction and hygiene factors. The findings indicate that 63% of respondents are female, with the majority (39%) aged 26-30 and 56% holding college degrees. In terms of tenure, 42% have served 3-5 years, while 46% earn between 20,001 to 25,000 units. Employees express high job satisfaction in aspects such as achievement, advancement, recognition, responsibilities, and the nature of their work, indicating a supportive and communicative environment. Job hygiene factors also received positive feedback, with employees satisfied with salary opportunities, work conditions, supervision, policy fairness, and interpersonal relationships. However, newer employees reported varying satisfaction levels compared to long-tenured staff, highlighting the need for better support for recent hires. Recommendations include investing in employee development, improving recognition systems, addressing salary concerns, managing workloads, and fostering transparent communication to enhance overall job satisfaction. The study reveals that most employees at JET Express are early to mid-career professionals with college degrees and moderate earnings. While the company emphasizes workplace support and communication, improvements in pay structure and workload management are necessary. Despite fostering inclusivity and workplace cleanliness, further research is needed to explore other factors affecting job satisfaction. Addressing these areas can enhance employee well-being and overall organizational performance.

Keywords: job satisfaction, job hygiene

**OPTIMIZING CAR ACCESSORIES SHOP SERVICES FOR ENHANCED
CUSTOMER SATISFACTION: AN ASSESSMENT**

Riezyl Dela Fuente, Cindy Bitoon, Ashley Avellano, Mary Rose Pacao,
Jhun Archie Sean Cu, Eugenio Bayani Jr.

Abstract

Customer satisfaction is essential for businesses aiming to foster customer loyalty and enhance brand recognition. Studies indicate that higher satisfaction levels lead to increased retention, greater customer lifetime value, and improved brand perception. Researchers employed a descriptive research design, utilizing a questionnaire instrument to quantitatively assess consumer satisfaction in automobile accessory shops. This methodology involved collecting numerical data from respondents, which were subsequently analyzed using statistical techniques to identify patterns and insights. Enhancing customer satisfaction is essential for fostering loyalty and improving brand recognition. In the context of Limestone Trading, a car accessory company, several targeted strategies can be implemented to address identified challenges and elevate the overall customer experience. Service Recovery Strategies Implementing effective service recovery processes can transform dissatisfied customers into loyal ones. This involves promptly addressing service failures and ensuring customers feel valued. Enhancing customer satisfaction is crucial for fostering loyalty and ensuring the long-term success of businesses like Limestone Trading. Building upon previous insights, the following additional strategies are recommended to further improve the customer experience:

Keywords: customer satisfaction, service quality, customer expectations, perceived performance, service recovery, customer delight, customer-centric culture, limestone trading

**OPTIMIZING CUSTOMER SERVICE THROUGH TECHNOLOGY INTEGRATION:
THE ANALYSIS OF MCDONALD'S ORDERING EFFICIENCY
AT MONTALBAN TOWN CENTER BRANCH**

Lg Da-an, Sheila Mae Autencio, Gladys Reyes, Fhadzmarah Samad,
Bea Marie Tesalona, Eugenio Bayani Jr.

Abstract

This study examines the integration of technology at McDonald's Montalban Town Center branch to enhance ordering efficiency in the fast-food industry. In an era marked by rapid technological advancements, improving customer service, particularly in sectors like fast food, is crucial. McDonald's, a global leader in the industry, consistently refines its customer service, as exemplified by its Montalban branch. This research addresses a gap in existing literature by analyzing the specific ordering process at this location, aiming to identify areas for improvement and propose strategies for efficiency enhancement. McDonald's has been proactive in adopting technology to streamline operations and enhance customer experience. The company plans to implement artificial intelligence (AI) across its 43,000 locations globally, including AI-enabled drive-throughs and smart kitchen equipment, to speed up service and improve order accuracy. Utilizing Google Cloud's edge computing for real-time data processing, these upgrades aim to alleviate stress on employees and enhance the overall customer experience. This study employs a quantitative descriptive research design, utilizing interviews, observations, and questionnaire checklists for data collection. A cross-sectional approach is adopted, sampling 100 customers from McDonald's Montalban Town Center branch through systematic sampling. A self-designed questionnaire is structured into sections focusing on demographic information, assessment of technology integration, current ordering efficiency levels, and proposed operational plans. The questionnaire undergoes rigorous construction, validation, and testing to ensure reliability and accuracy. This study employs a quantitative descriptive research design, utilizing interviews, observations, and questionnaire checklists for data collection. A cross-sectional approach is adopted, sampling 100 customers from McDonald's Montalban Town Center branch through systematic sampling. The self-designed questionnaire is structured into sections focusing on demographic information, assessment of technology integration, current ordering efficiency levels, and proposed operational plans. The questionnaire undergoes rigorous construction, validation, and testing to ensure reliability and accuracy. Implementing technology in fast-food establishments offers significant benefits, including enhanced ordering efficiency, improved service quality, and increased customer satisfaction. To maximize these advantages, it is essential to focus on several key areas: Enhancing User Experience Integrating user-friendly technologies, such as self-order kiosks and mobile app ordering, streamlines the ordering process and reduces wait times. For instance, McDonald's has introduced AI-enabled drive-thru and digital menu boards to enhance customer experience and operational efficiency.

Keywords: mcdonald's, technology integration, ordering efficiency, customer service, ai-enabled drive-thru, digital menu boards, self-order kiosks, mobile app ordering, order accuracy, staff training

**STATUS OF STREET VENDORS ON SEASONAL VARIATIONS
ALONG NOVALICHES BAYAN QUEZON CITY**

Alrey Iway, Jayson Fausto, Maria Jessa Jacinto, John Paul Leodones,
Cristian Olapani, Joshua Velasco, Christine Calvo

Abstract

This study examines the effects of seasonal variations on the income of street vendors in Novaliches, Quezon City. It explores how these fluctuations impact their financial situation. This research project investigates the effect of seasonal variations on the financial situation of street vendors in Novaliches, Quezon City. By understanding how their income and expenses fluctuate throughout the year, the study aims to provide valuable insights for these vendors, policymakers, and organizations that support them. The key highlights of the findings assessment in terms of Strategies (3.24: “Look for additional income during off-seasons”), Earnings (3.08: “Instead of offering a wide variety of common items, vendors can specialize in unique products, regional specialties, or creative offerings”), and Menu (3.40: “A well-designed menu with clear descriptions and enticing photos can attract customers and boost sales”) are as follows: Recommendations emphasize designated vending areas with basic infrastructure, such as awnings, umbrellas, or even mobile carts. In conclusion, the researchers recommend customer loyalty programs: encouraging their creation for street vendors could incentivize repeat business and build stronger relationships.

Keywords: street vendor income, seasonal variations, fluctuating profit

**STIMULATING TEENAGE ENTERPRISE: OFFERING AN ALTERNATIVE
THERAPEUTIC FRAGRANCE OIL INFUSED WITH COFFEE**

Precious Nicole Junio, Prey Arsenia Carolino, Jean Margarette Lorenzo,
Christopher Pimentel, Rainer Talle, Christine Calvo

Abstract

This research seeks to assess the feasibility and future prospects of introducing our innovative coffee aroma oil product within a youth-driven entrepreneurial venture. The findings of these studies illustrate the significant benefits that essential oils provide in promoting our physical, spiritual, and emotional health. The therapists and fourth-year BS Entrepreneurship students utilized a purposive sampling technique for their research. A quantitative experimental research design was implemented, utilizing questionnaires as the primary data collection tool. The researchers adopted a quantitative methodology to obtain the necessary data. The study's participants included five therapists and five students from the BS Entrepreneurship program. The findings reveal that the evaluations from the two respondent groups regarding the effects of coffee in essential oil can be classified into several categories. In terms of healing properties, the product has been found to effectively relieve headaches and various muscle pains. As for aromatic benefits, the scent profile of coffee significantly enhances the product's advantages. Additionally, the calming effects indicate that the aroma of coffee has a soothing quality that can aid relaxation during therapy sessions. The overall weighted mean for therapists was calculated to be 3.38, while BS Entrepreneurship students reported a mean of 3.53. The t-computed value was found to be 0.568, with 8 degrees of freedom and an alpha level of 0.05, resulting in a t-critical value of 2.306. Since the t-critical value is greater than the t-computed value, the evaluations from both the therapists and the BS Entrepreneurship students are considered acceptable. Therefore, there is no significant difference in the assessments of the two groups regarding healing, aromatic, and calming effects. Regarding marketing strategies for therapeutic products or services, the study suggests that highlighting the unique selling points of essential oils is the most effective way to encourage teenage enterprises to promote these therapeutic offerings. The researchers propose launching a therapeutic fragrance oil infused with coffee as a promising business opportunity for people of all genders. Building and sustaining market trust is vital, requiring swift action in response to negative publicity, customer complaints, or product recalls. Furthermore, utilizing high-quality packaging that conveys the product's premium nature will be key to the marketing strategy.

Keywords: therapeutic fragrance oil, coffee-infused, unisex, alternative therapy, business startup, market trust, crisis management, quality packaging, unique product quality, strategic marketing

**SURVIVING THE STORM: THE CHALLENGES FACED BY
STREET VENDORS DURING THE COVID-19 PANDEMIC**

Wilfredo Diaz, Jessarose Balanquit, Eulalio III Baloro, Lanne Serafica,
Alex Kirsty Tamayo, Christine Calvo

Abstract

This study focuses on understanding the challenges experienced by vendors in Phase 1, Bagong Silang, Caloocan City during the COVID-19 pandemic. It also aims to provide recommendations for enhancing their mental health and well-being in response to the economic difficulties and uncertainties they faced. The study utilized a descriptive research method, gathering data through a survey administered to 50 vendors within the study area. The survey identified the primary challenges vendors faced, focusing on aspects such as safety and security, service provision, and financial concerns during the pandemic. The analysis of responses revealed that the most significant challenge for the majority of vendors was financial hardship, which impacted their overall operations. The challenges faced by vendors were identified across three main areas: Safety and Security, Service, and Financial: Safety and Security: 23% of respondents cited difficulty accessing necessary safety supplies such as masks and gloves. Service: 32% reported challenges in providing efficient customer service while following safety protocols. Financial: 28% noted a decrease in revenue or sales due to lower customer demand and reduced foot traffic. A key recommendation is to promote a sense of community and mutual support among vendors through organizing events or initiatives that strengthen social bonds. The findings of this study emphasize the urgent need for focused interventions to address the financial difficulties faced by vendors in Phase 1, Bagong Silang, Caloocan City during the pandemic. It is essential for policymakers and stakeholders to prioritize the creation and implementation of support programs that will ease the financial pressures on vendors and help build their resilience.

Keywords: covid-19, vendors, phase 1 bagong silang, caloocan city, financial challenges, safety and security, service, mental health, economic uncertainty, recommendations, support programs, resilience

**THE BEHAVIORAL PATTERN OF RETAILING FROZEN FOOD PRODUCTS
IN THE 'BER-MONTHS' AT NOVALICHES, QUEZON CITY**

Jenalyn Tacusalme, Nicole Balon, Mary Nel Bina, Cristine Reign Geneblazo,
Marjorie Mapa, Christine Calvo

Abstract

This study aims to determine the behavioral patterns associated with the retailing of frozen food products during the "Ber-months" in order to provide businesses with actionable recommendations. Convenience sampling was employed in Novaliches, Quezon City, and quantitative data were gathered through questionnaires. The findings revealed a significant difference in the retailing of frozen food products during the "Ber-months" compared to non-"Ber-months." Furthermore, the results indicated that frozen food products significantly impact retailers during the "Ber-months." With the help of the proposed recommendations, this study aims to guide retailers on how to effectively market frozen food products during this period. The researcher utilized a quantitative approach, employing a survey questionnaire and convenience sampling to gather data from frozen food vendor respondents. Based on the results of the study, which focuses on the behavioral patterns of retailing frozen food products, the "Ber-months" received a mean of 3.44, while the non-"Ber-months" received a mean of 3.04. Both periods had a z-critical value of 1.690. The proposed recommendations for retailing frozen food products during the "Ber-months" will help the beneficiaries understand how to optimize sales during this period. Additionally, income plays a role in lowering the price of frozen food products, influencing consumer purchasing decisions. In conclusion, customer retention is essential for maintaining the quality of frozen food products and ensuring repeat business. An efficient supply chain guarantees the fast and smooth transaction of frozen food products from suppliers to producers and ultimately to customers. During the non-"Ber-months," income flexibility plays a crucial role by offering payment options that accommodate customers' purchasing needs. Customer retention is further supported by providing a variety of frozen food options, allowing customers to choose based on their preferences. The supply chain also ensures that there is always an adequate stock of frozen food products ready for distribution. The researcher recommends implementing seasonal promotions and discounts during the "Ber-months" to attract more customers, while maintaining profitability to boost both customer acquisition and overall profit.

Keywords: behavioral pattern, frozen food products, ber-months, retailing

**THE CHALLENGES ENCOUNTERED BY BUSINESS OWNER ON CONSUMER
SATISFACTION, COMPETITORS AND PRODUCT QUALITY**

Mark Anthony Amano, Kyle Borromeo, Vivian Francisco, Kezzia Amor Montolo,
Vhea Ann Cyrile Valdez, Christine Calvo

Abstract

Customer satisfaction is crucial for a company's success, as positive experiences attract 9 people, while negative ones deter 16 people. High satisfaction predicts retention, product repurchase, and loyalty. Effective businesses focus on reinforcing pleasurable experiences to retain and attract customers. Respondents assess consumer satisfaction in terms of consumer experience, product quality, and competitors. The study utilized a descriptive-quantitative research design, incorporating observation, case studies, and surveys to gather real-world data. Meanwhile, quantitative research involved collecting and analyzing numerical data to identify patterns and make predictions. Researchers employed purposive sampling, a non-probability technique in which participants are selected based on specific characteristics. The results showed key findings, including consumer satisfaction, competitors, and product quality. Product quality ranked first with the highest mean of 3.98: "Implementing strict quality control processes during manufacturing ensures that only high-quality goods are produced." Competitors ranked second with a mean of 3.64: "Your competitors can drive innovation and push you to reach new levels of success." Consumer satisfaction ranked third with the lowest mean of 3.62: "Be clear on miscommunication." Overall, based on the survey results, respondents suggested maintaining consistency in communication with consumers and providing good service. Based on the conclusion, many female business owners from different industries shared their perceptions. The researchers recommend using marketing tools to convince customers of product quality. Hence, if business owners want to be successful in terms of performance and competitiveness, they must be aware of the needs of their customers.

Keywords: consumer satisfaction, product quality, competitors, customer satisfaction

**THE CHALLENGES ENCOUNTERED BY THE MOTORCYCLE SHOP
AT DONA FAUSTINA SAN BARTOLOME NOVALICHES**

Nica Angela Soriano, Sharmaine Morales, Angelo Jhay Montives, Rena Sedon,
Lailanie Musor, Christine Calvo

Abstract

This study aims to assess the demographic profile, impacts, and challenges encountered by the motorcycle shop in Doña Faustina, San Bartolome, Novaliches. As a vital part of the local community, the motorcycle shop serves as a hub for transportation needs, economic activity, and social interaction. This study employs a quantitative research design and utilizes convenience sampling to select respondents, specifically targeting motorcycle shop employees and owners within the vicinity of Doña Faustina, San Bartolome, Novaliches. Convenience sampling is chosen for its practicality in swiftly gathering data from readily available participants, aligning with the study's objectives within limited resources and time constraints. The results of the study indicate that the quality of motorcycles at the motorcycle shop in San Bartolome is primarily determined by factors such as design, construction, performance, durability, and reliability. In terms of product quality (3.9): "Improve quality and review the materials and manufacturing processes used in the product." For services (3.9): "Ensure that you have sufficient employees to properly manage client requests." Recommendations emphasize clear communication, attention to detail, offering discounts, and providing refunds, as these go a long way in building trust and satisfaction with customers. In conclusion, motorcycle shops in San Bartolome, Novaliches, encounter a variety of challenges inherent to their business operations. Fierce competition among numerous stores for clients and market share, coupled with economic fluctuations impacting consumer spending, presents significant hurdles. Moreover, navigating complex local regulations and licensing requirements, alongside supply chain disruptions for imported components, adds layers of complexity.

Keywords: emotional engagement, service quality

**THE CHALLENGES FACED BY SMALL BUSINESSES OWNER IN A
PRICE HIKE IN BRGY.NOVALICHES PROPER, QUEZON CITY**

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Emmanuel Jeresano, Christine Calvo

Abstract

Small business owners in the Philippines often encounter significant challenges during periods of price hikes, including increased operational costs, reduced consumer spending, and heightened competition. These factors can strain financial resources and threaten the sustainability of their businesses. To navigate these challenges, small business owners can consider the following recommendations:

Negotiate with Suppliers: Engage in strategic discussions with suppliers to secure favorable terms, such as discounts for bulk purchases or extended payment periods. Building strong relationships with suppliers can lead to cost savings and improved financial flexibility.

Utilize Local Resources: Sourcing materials locally can reduce transportation costs and minimize supply chain disruptions. Additionally, tapping into local talent pools may provide access to skilled workers at competitive rates, fostering community engagement and support.

Adjust Pricing Strategies: Carefully evaluate the impact of price increases on customer demand. Gradual price adjustments, offering alternative products or services, and understanding customer needs can help maintain loyalty while covering increased costs.

Enhance Operational Efficiency: Streamline processes to reduce waste and optimize resource utilization. Implementing inventory management systems, such as Just-In-Time (JIT) inventory, can help minimize storage costs and reduce the risk of inventory obsolescence.

Diversify Revenue Streams: Explore additional income sources, such as introducing new products or services, entering new markets, or leveraging online platforms to reach a broader audience. Diversification can help mitigate risks associated with price fluctuations.

Strengthen Customer Relationships: Engage with customers through personalized marketing, excellent customer service, and feedback mechanisms. Building strong relationships can encourage repeat business and positive word-of-mouth referrals, enhancing customer loyalty.

Access Financial Support: Investigate government programs, grants, or low-interest loans designed to assist small businesses during economic challenges. Staying informed about available financial support can provide necessary capital to weather tough periods.

Collaborate with Other Businesses: Forming partnerships with other small businesses can lead to shared resources, joint marketing efforts, and collective bargaining power with suppliers, helping to reduce costs and increase competitiveness.

Implementing these strategies can help small business owners in the Philippines adapt to price hikes and sustain their operations. It's also essential to stay informed about market trends and continuously seek opportunities for improvement to remain competitive in a changing economic landscape.

Purposive sampling was selected as the sampling method for this study. The researchers adopted a descriptive research design and distributed questionnaires to 50 small business owners. A quantitative approach was utilized, which included a survey questionnaire and convenience sampling to gather data from these small business owners. Small business owners in the Philippines often face significant challenges during price hikes, including increased competition, seasonal inventory management issues, and the impact of inflation on product pricing. To effectively address these challenges, the following targeted strategies are recommended:

- 1. Navigating Competitive Pricing:** With 22% of businesses facing competitors offering similar products at lower prices, it's essential to adopt strategies that balance competitiveness with profitability:

Cost Leadership Strategy: Strive to become the low-cost provider in your industry by optimizing operations to achieve economies of scale. This approach involves minimizing production and operational costs to offer competitive prices without sacrificing quality.

Value-Based Pricing: Set prices based on the perceived value to the customer rather than solely on cost. This method allows for premium pricing if your product offers unique features or superior quality that customers value. 2. Managing Seasonal Inventory and Price Fluctuations: Seasonal variations can complicate inventory management, especially when price hikes occur after purchasing inventory at lower prices:Flexible Inventory Strategies: Implement Just-In-Time (JIT) inventory systems to reduce holding costs and adapt quickly to market changes. This approach minimizes excess inventory and aligns purchases with current demand.Dynamic Pricing Models: Utilize dynamic pricing strategies that adjust prices based on real-time market demand, competitor pricing, and inventory levels. This flexibility helps maximize revenue and manage inventory effectively during peak and off-peak seasons. 3. Addressing Inflation and Consumer Purchasing Behavior: Inflation can erode purchasing power, leading to reduced demand:Bundling Products: Offer product bundles at a discounted rate to provide more value to customers, encouraging higher sales volumes while maintaining profitability. Transparent Communication: Clearly communicate any necessary price increases to customers, emphasizing the quality and value of your products. Transparency fosters trust and can mitigate negative reactions to price change.By implementing these strategies, small business owners can better navigate the complexities introduced by price hikes, ensuring sustained growth and customer satisfaction in a competitive market. The aim of this research is to better understand the marketing challenges encountered by businesses and to suggest possible solutions, including fostering strong communication with customers and identifying opportunities for market growth. The study will analyze these challenges and provide practical recommendations to help small business owners enhance their sales and improve their strategic marketing in the face of increasing prices.

Keywords: small business owners, price hike challenges, competition, seasonal inventory management, product pricing inflation, recommendations

**THE CHALLENGES FACED BY STUDENTS IN PROMOTING GOODS
AND SERVICES IN THE MARKETING INDUSTRY**

Ella Mae Gonzales, Charmaine Japitana, Danica April Saret,
Airene Riveral, Alyssa Ashley Catalan, Christine Calvo

Abstract

This study aims to uncover the difficulties faced by students in the marketing field as they promote their products and services. Student entrepreneurs encounter various challenges, including limited resources, a lack of marketing knowledge or experience, and the difficulty of juggling their academic commitments with their business activities. For those attempting to grow their businesses, meeting assignment deadlines and studying for exams can be especially challenging. A descriptive research methodology was employed to systematically examine the challenges faced by student entrepreneurs in promoting their businesses. Data were collected using a survey questionnaire, enabling the researchers to gather quantitative and qualitative insights directly from the participants. Purposive sampling was utilized to select respondents who are college students actively engaged in business promotion, ensuring that the sample is directly relevant to the research objectives. This approach facilitated an in-depth understanding of how these students address marketing challenges within their entrepreneurial endeavors. The study identifies key challenges faced by student entrepreneurs in promoting their products and services, highlighting areas such as time management, professionalism, and product development. Addressing these challenges with targeted strategies can enhance their marketing effectiveness and overall business success. This study aims to understand the challenges faced by student entrepreneurs and identify effective solutions to address them. Researchers emphasize the importance of proactive engagement, suggesting that students should anticipate potential problems and develop strategies to mitigate risks. Implementing flexible scheduling, participating in mentorship programs, and utilizing time management tools are recommended to help students balance academic and business responsibilities effectively. Additionally, fostering professional growth through continuous learning and networking is crucial for their entrepreneurial success.

Keywords: student entrepreneurs, marketing challenges, limited resources, marketing expertise, academic-business balance, competition, authenticity, networking, financial volatility

**THE CHALLENGES FACED BY VEGETABLE
MERCHANTS AMID ESCALATING PRICES**

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Maricar De Guzman, Christine Calvo

Abstract

This study undertakes a thorough exploration of the challenges faced by vegetable merchants amid escalating prices. Diving into the complexities of these issues, it aims to identify the root causes, outcomes, and potential remedies to overcome the obstacles faced by merchants. This study aims to provide a comprehensive and in-depth analysis of the background, investigating the various complex issues faced by vegetable merchants in the context of continuously increasing vegetable prices. Utilizing a descriptive quantitative research design, the study engages fifty respondents through random sampling. Survey questionnaires and interviews serve as the primary instruments for data collection. Results highlighted key findings, including the frequency with which respondents faced challenges as vegetable merchants. Seasons (3.38): Stay informed about weather forecasts and potential disruptions. Advance warning allows merchants to take proactive measures such as increasing inventory levels, rerouting shipments, or adjusting production schedules. Quality (3.38): Clearly communicate the expectations and guidelines set by local authorities regarding quality and food safety. Competitors (3.8): Collaborate with local farmers for exclusive offerings. Recommendations focus on enhancing strategies related to seasons, quality, and competition, proposed to effectively meet merchant expectations. In conclusion, the study underscores the challenges faced by vegetable merchants in terms of seasons, quality, and competition. Respondents strongly agree with the perception that "Collaborate with local farmers for exclusive offerings" is an effective strategy for addressing challenges related to competition amid escalating prices. This research contributes valuable insights into optimizing merchants' experiences regarding seasons, quality, and competition.

Keywords: escalating prices, vegetable merchants, seasons, quality, competitors, inflation

**THE CUSTOMER EXPERIENCES IN PURCHASING
COSMETICS IN NOVALICHES, QUEZON CITY**

Catherine Volfango, Avy Carpila, Dhazyl Liggayu, Sonnyboy Malinao,
Jerstreal Anne Osia, Christine Calvo

Abstract

In today's fiercely competitive marketplace, the cosmetics industry finds itself at a pivotal juncture where customer experience (CX) is paramount to achieving success. The convergence of rapid e-commerce growth and the evolution of physical retail spaces has amplified the importance of delivering exceptional and personalized experiences to consumers. Employing a descriptive quantitative research design, this study seeks to systematically collect and analyze numerical data to delineate specific characteristics or phenomena. A total of thirty respondents will be selected through random sampling, ensuring that every member of the population has an equal chance of inclusion, thereby enhancing the generalizability of the findings. The findings offer valuable insights into enhancing customer experiences in the cosmetics industry, focusing on branding, competition, and product quality.

- 1. Branding (Mean Score: 2.83)** Consumers are increasingly seeking products that align with their values and preferences. To foster deeper emotional connections, brands should:
Develop a Unique Brand Voice: Establishing a distinct and authentic brand voice helps in connecting with customers and building trust.
Enhance Packaging Design: Product packaging plays a crucial role in attracting consumers and conveying brand identity. Effective packaging can significantly influence purchasing decisions.
- 2. Competition (Mean Score: 2.83)** In a competitive market, building and maintaining trust is essential. Brands should:
Implement Loyalty Programs: Rewarding repeat customers with exclusive discounts, early access to new products, and personalized offers can enhance customer retention.
Provide Exceptional Customer Service: Offering personalized assistance and actively listening to customer feedback fosters loyalty and differentiates brands from competitors.
- 3. Product Quality (Mean Score: 2.87)** Transparency and comprehensive information about product ingredients are vital for informed consumer choices. Brands should:
Prioritize Ingredient Transparency: Clearly communicating the ingredients used in products builds trust and allows consumers to make choices aligned with their values.
Utilize Technology for Personalized Experiences: Incorporating AI and AR technologies, such as virtual try-on tools and personalized skincare quizzes, enhances the shopping experience and aids in product selection. Relying solely on brand recognition when purchasing cosmetic products can limit consumers' exploration of potentially superior offerings from lesser-known brands. This narrow focus may prevent the discovery of products that better align with individual preferences and needs. Additionally, the vast array of available brands and products can overwhelm consumers, leading to decision fatigue and confusion. It's crucial to acknowledge that certain cosmetic ingredients can cause allergic reactions or skin irritations in some individuals. For example, preservatives like methylisothiazolinone and isothiazolinone have been associated with allergic contact dermatitis. The European Commission's Scientific Committee on Consumer Safety has concluded that concentrations of methylisothiazolinone above 100 ppm in leave-on cosmetic products are not safe due to the risk of inducing allergic reactions. Similarly, propylene glycol, commonly used in cosmetics, has been identified as a potential allergen, with studies indicating that up to 3.5% of individuals may experience allergic reactions to it.

Keywords: customer experience, cosmetics industry, e-commerce , physical storefronts, branding, branding, cosmetics products, costumer experiences, purchase, competitive market place

**THE DIFFICULTIES FACED BY A SCHOOL SUPPLIES OWNER
AT BATASAN HILLS NATIONAL HIGH SCHOOL**

Alexa Tejerero, Cassandra Faye Abrera, Gianna Alexa Junio, Kian Philip Viernes,
Tristan Jade Bonrostro, Christine Calvo

Abstract

This research investigates the obstacles faced by proprietors of school supply stores serving Batasan Hills National High School. While the peak season presents significant profit opportunities, these store owners grapple with marketing challenges throughout the year. Effectively reaching their target audience and promoting their businesses proves to be a considerable difficulty. The researchers employed a survey questionnaire as a qualitative method, utilizing convenience sampling to collect data from the respondents. The selected participants are individuals who possess school supplies and have a connection to our research, which examines the perceptions of school supply owners. This study investigates the challenges encountered by proprietors of school supply stores catering to Batasan Hills National High School. Despite the potential for significant profits during the peak season, these store owners face ongoing marketing difficulties throughout the year. Effectively reaching their target audience and promoting their brand can prove to be a complex task for these businesses. The research involved ten participants, all of whom are owners of Educational Materials. These individuals were chosen for their relevance to the study, which centers on the perspectives of school supply store owners. In summary, this study aims to gain a deeper insight into the marketing challenges faced and potential strategies to address them, such as utilizing social media advertising and collaborating with school administration to disseminate flyers or coupons. Additionally, the research examines the specific sales challenges associated with the advance sale of school supplies for upcoming classes. To assist school supply store owners in enhancing their sales and refining their marketing strategies, the study will analyze these obstacles and propose effective solutions.

Keywords: school supply stores, batasan hills national high school, marketing challenges, target market, business promotion.

**THE EFFECT OF RECREATIONAL ACTIVITIES ON EMPLOYEE
PRODUCTIVITY AT SPECTRUM TRAVEL AND TOURS, INC.**

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Cristelle Joy Monsanto, Dhanna Jane Zonio, Eugenio Bayani Jr.

Abstract

Employee productivity has been recognized as a crucial determinant of success in an organization. Nevertheless, there is a lack of extensive research connecting human resource management practices to employee productivity within the public sector. Include short mindfulness breaks during the workday, allowing employees to take a few moments to engage in deep breathing, stretching exercises, or guided meditation to enhance relaxation and mental clarity. By integrating these initiatives into the workplace culture, employers can foster a more positive and supportive atmosphere in which employees feel appreciated, involved, and driven to excel in their work. The Likert scale and arithmetic mean are utilized to assess the productivity level of employees at Spectrum Travel and Tours. The information on feedback from the selected respondents was displayed using frequency and percentage distribution. The mathematical mean is employed to compute the mean or average of a particular data set. To determine the mean or average of a specific data set, apply the arithmetic mean. Employee evaluations were conducted using the Likert scale. The problems faced and the resolutions obtained are ordered. The impact of engaging in recreational activities on employee productivity at Spectrum Travel and Tour Inc. underscores the significance of emphasizing employee engagement and wellness programs in developing a high-performing workforce. By incorporating recreational activities into its organizational strategy, Spectrum Travel and Tour Inc. can set itself up for long-term success and competitiveness in the travel and tourism sector. Involvement in recreational activities enhances creativity and problem-solving abilities among employees. These activities create chances for individuals to unwind, rejuvenate, and participate in divergent thinking, ultimately resulting in innovative methods to tasks and challenges faced in their positions. The staff members at Spectrum Travel and Tours Inc. are encouraged to take part in these company recreational activities and to engage with all employees in order to enhance their work experience within the organization, which also contributes to a greater level of job satisfaction and reduced stress after taking part in those activities.

Keywords: mindfulness breaks, employee productivity, workplace wellness, booster breaks, work-rest cycles, emotional well-being, deep breathing, stress reduction, workplace culture, employee engagement, time management, 52/17 rule, meditation, emotional

**THE EFFECTIVENESS OF MARKETING STRATEGIES
IN SMALL SKINCARE BUSINESSES**

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John Laurence Ramos, Christine Calvo

Abstract

This study aimed to determine the effectiveness of marketing strategies in selected skincare businesses that would help with the proposed recommendations. The effectiveness of marketing strategies in skincare products refers to an organization's promotional efforts aimed at allocating its resources between various platforms and channels. Convenience sampling techniques were selected as the sampling method for this study. To gather data, the researchers used a quantitative research design to investigate the marketing strategies of the sellers. The researchers conducted a survey of 20 sellers of skincare products from different locations. This allowed us to explore the effectiveness of marketing strategies. We collected information using demographics such as age, gender, income level, and length of service. Results highlight key findings, effectiveness of Marketing strategies in selected skincare business in terms of Advertising;(3.1 "It helps expand brand reach build awareness, and connect with larger Influencer.") Application of products; (3.15 "Focus on the ease of application of the skincare product, making it accessible and convenient for users.") and Branding; (3.1 "Educational content about skincare routines, ingredients, and self-care practices empowers customer, making them more confident in their choices.") Recommendations emphasized the significance of marketing strategies for enhancing self-esteem through skincare products. The researcher recommends knowing your skin type and consulting a professional dermatologist before purchasing skincare products to avoid bad side effects that could harm customers. To address challenges when using a skincare product, the researcher recommends seeking information from the most trusted person who has experience with the product. Skincare products should be tested by professionals, and sellers should find unique strategies by promoting products with affordability, making it easier for consumers to purchase.

Keywords: effectiveness, marketing strategies, skincare products, customer

**THE FINANCIAL STRAIN EXPERIENCED BY THE
SOLE PROPRIETORSHIPS IN THE VARIETY STORE INDUSTRY**

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Mery Grace Amora, Criza Mae Suarez, Christine Calvo

Abstract

This study aimed to determine the financial strains experienced by sole proprietorships in the variety store industry. By identifying these challenges, the study seeks to help sole proprietors develop strategies to manage financial difficulties and improve business sustainability. The researchers used a quantitative approach with a survey questionnaire and cluster (sub-cluster) sampling to gather data. The study surveyed 50 selected sole proprietors who experience financial strain in the variety store industry. The findings highlight key financial concerns and their corresponding importance to business sustainability. Budgeting was identified as a crucial factor, with a mean score of 4.00, emphasizing the need for financial knowledge and skills. Competition was also a significant challenge, with the statement "Offer better quality to enhance customer satisfaction and build a brand reputation" receiving a mean score of 3.58. In terms of customer retention, the statement "Make it easy for customers to find what they are looking for" had a mean score of 3.42. Lastly, for supply management, the statement "Find local sources to save on transit times and costs, particularly for essential goods" received a mean score of 3.62. This study emphasizes the importance of budgeting, product quality, customer retention, and efficient supply management in mitigating financial strain. Business owners are encouraged to remain resilient, innovative, and adaptable to sustain their operations. Future researchers should further explore the significance of budgeting strategies to help small business owners reduce financial challenges and enhance their business stability.

Keywords: financial strain, variety stores, sole proprietorship

**THE IMPACT OF WORK-LIFE BALANCE ON THE EMPLOYEE PRODUCTIVITY
AND JOB SATISFACTION IN PILIPINAS MESSERVE INC.**

Monica Baris, Caels Ann Contreras, Jhoana Dela Cruz,
Joshua Tapado, Jomar Tariao, Eugenio Bayani Jr.

Abstract

The proactive and demanding characteristics of the business to reach the pinnacle of its career necessitate active involvement and complete commitment from the employees, thereby influencing their work-life balance (Turanligil and Farooc, 2019). Many studies have been conducted to explore the effect of work-life balance on employees. Nevertheless, they have not yet bridged this gap as per Khalid (2023), achieving balance between life and work can be challenging when one takes precedence over the other. To tackle these gaps, this research study aims to offer new perspectives on how work-life balance affects employee productivity and job satisfaction of employees. This research utilized a quantitative-descriptive methodology to effectively assess the effect of work-life balance on employee productivity and job satisfaction. The researchers distributed 50 survey questionnaires to employees of Pilipinas Messerve Inc. , who acted as respondents. The data collected from the survey questionnaire was evaluated using frequency and percentage distribution, arithmetic mean, Likert scale, and ranking. The outcomes indicated that workers are generally more content and effective in their positions when they are provided with sufficient autonomy and power in their duties. In addition, the results showed that the primary difficulties employees face while trying to uphold work-life balance are familial problems, exhaustion, and insufficient personal development, all of which affect their productivity and job fulfillment. In summary, maintaining a balance between work and life affects the productivity and involvement of employees. The researchers advised that the organization implement family-oriented policies, create chances for professional growth, encourage a positive work atmosphere, and exhibit strong leadership to staff. When employees feel content with their work, they gain a deeper feeling of accomplishment and meaning in their roles, resulting in enhanced well-being and happiness (Dagli, 2023).

Keywords: work-life balance, employee productivity, job satisfaction, employee engagement, work-life conflict, organizational commitment

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE BUSINESS
PERFORMANCE OF BONCHON CHICKEN RESTAURANT AT
AYALA FAIRVIEW TERRACES, QUEZON CITY**

Riza Jean Poral, Rhienalyn Achay, Jason Neoh Agustin, Leonida Cruel,
Kert Jasper Domasig, Eugenio Bayani Jr.

Abstract

This study examines the influence of social media marketing on the business performance of BonChon Chicken at Ayala Fairview Terraces, Quezon City. The purpose is to provide insights and recommendations on how to effectively utilize social media marketing platforms to enhance business performance. The study highlights the importance of selecting the right social media platforms based on interaction levels and explores methods to further improve the company's marketing strategies. This study utilized a quantitative research approach, primarily using surveys. The participants included selected customers of BonChon Chicken Restaurant. The collected data was analyzed using quantitative methods, providing insights that helped form recommendations based on the findings. A survey questionnaire served as the primary data-gathering instrument, with respondents selected using systematic random sampling. The statement of the problem was guided by a theoretical framework to ensure relevance and accuracy. Most of the respondents were male, aged 16–30 years old, with a majority spending more than five hours daily on social media. The survey results indicate that the respondents "Strongly Agreed" on the effectiveness of Facebook, Instagram, Twitter, and TikTok in influencing the business performance of BonChon Chicken Restaurant. The survey findings provide valuable insights into social media marketing strategies that can improve the business performance of BonChon Chicken Restaurant. The results emphasize the importance of selecting the most effective social media platforms to maximize engagement and reach potential customers.

Keywords: social media marketing, business performance, facebook, instagram, twitter, tiktok

**THE INFLUENCE OF WORKPLACE PRACTICES TO THE PRODUCTIVITY
OF EMPLOYEES AT THE BUREAU OF INTERNAL REVENUE**

Aletea Valdez, Christine Advincula, Arlene Gabuyo,
Laika Lebico, Angeline Quinto, Eugenio Bayani Jr.

Abstract

Strong productivity is influenced by various factors, with effective workplace practices serving as its foundation (Davis, 2017). This study aims to provide a comprehensive understanding of how workplace practices affect employee productivity. While numerous studies have explored this topic, the organizational practices of government agencies and their direct impact on productivity remain relatively unexamined. This research will be beneficial to organizations and leaders seeking to enhance employee performance. This study employed a quantitative approach using a descriptive research method. A total of 50 employees from the Bureau of Internal Revenue participated in the study. Data was gathered through a paper-based survey questionnaire and analyzed using frequency and percentage distribution, arithmetic mean, Likert scale, and ranking. Findings indicate that recognizing achievements, enforcing disciplinary actions, and providing regular feedback are effective workplace practices that enhance employee job performance. However, challenges such as employee disengagement, age diversification, and miscommunication were identified as major factors that lead to lower productivity. This research provides valuable insights into the influence of workplace practices on employee productivity. The study suggests that organizations should promote diversity and equality, while maintaining positive workplace practices, policies, and leadership strategies. In an era where money is no longer the primary motivator, focusing on employee satisfaction offers a significant competitive advantage (Morgan, 2017).

Keywords: workplace practices, employee productivity, engagement, empowerment, organizational success, policies, leadership

**THE PREDICAMENT FACED BY WET MARKET VENDORS IN SUSTAINING
LIVELIHOOD BUSINESS OPERATIONS AT NOVALICHES, QUEZON CITY**

Clarisse Cardino, Christian Edd Berara, Mark Edison Burac,
Elmar Grecio, Mariane Masamayor, Christine Calvo

Abstract

Identifying the challenges wet market vendors have in maintaining their livelihood businesses in Novaliches, Quezon City, is the goal of this study. These initiatives are intended to address issues with rental fees, increase competition, and improve customer service. This study used convenient cluster sampling and a descriptive analysis approach to gather data from 50 wet market sellers using a survey questionnaire. According to the results, the following key findings are highlighted: Customer service (40"): When errors or problems arise, proactively address them and make things right for the customer. Additionally, rental (3.82") encourages vendors to develop flexible strategies. Competition (3.88"): Provide distinctive and superior products that differentiate your stall from others. These findings imply that customers value proactive error resolution and feedback utilization for service improvement. The method that apologies, remedies, and compensation are given may be improved, even though prompt replies and redress for service errors are appreciated. All things considered, these insights offer insightful advice for companies looking to improve their customer service tactics, stressing the value of feedback utilization and proactive error response in promoting customer happiness. Ultimately, by providing high-quality customer service, suppliers may increase customer satisfaction, foster loyalty, and improve overall business performance. According to the study, lowering rental prices, encouraging fair competition among suppliers, and upholding high standards of customer service are crucial measures to boost the market and raise industry standards for customer satisfaction. By reducing rental overheads, companies can make better use of their resources and improve the environment for both new and returning vendors. Furthermore, innovation and quality enhancements are stimulated by healthy competition, which benefits customers.

Keywords: wet market vendors, novaliches, quezon city, livelihood challenges, rental charges, competitiveness, customer service, business operations, philippines

**THE SIGNIFICANCE OF FINANCIAL EDUCATION PROGRAMS ON
BUDGETING HABITS OF ABM STUDENTS IN BESTLINK
COLLEGE OF THE PHILIPPINES S.Y 2023-2024**

John Kenneth Ternal, Albert Jay Robina, John Mark Benalit,
Lord Kenneth Bernabe, Jm Canlas, Rexter Louie Diamsen

Abstract

Budgeting habits significantly impact people's lives, especially students who need to develop financial management skills to control spending and save for emergencies. Financial education programs help students adopt sound budgeting practices by teaching them how to make informed purchase decisions, manage their finances wisely, and become responsible consumers. These programs also influence students' spending habits by emphasizing the importance of setting priorities and distinguishing between needs and wants. Understanding the impact of financial education programs on students' budgeting behaviors is crucial in helping them make informed decisions when purchasing goods and services. This study employed a descriptive survey research design to gather, analyze, and report data on the budgeting habits of ABM students. Purposive sampling was used to select the respondents. Data collection was conducted using Google Forms, which was distributed through private messages and group chats to ABM students at Bestlink College of the Philippines. The study found that 57% of the respondents were female, while 43% were male. In terms of age, 83% of respondents were 18 years old or younger, while 17% were 19 years old or older. Regarding grade level and section, 47% of respondents were from Grade 12, Section B, followed by 30% from Grade 11, Section A, and 23% from Grade 12, Section A. The study highlights the importance of financial education programs in equipping ABM students with the knowledge and skills needed to manage their finances effectively. These programs help students improve their budgeting habits, expense management, and financial literacy, enabling them to make better financial decisions in real-life situations. Additionally, the study examines the different budgeting strategies currently used by students.

Keywords: budgeting habits, financial education, purchasing decisions, financial literacy, expense management

**A BUSINESS PLAN ON ESTABLISHMENT OF TATOCHILZ IN ST. ANTHONY
ACADEMY OF QUEZON CITY, TANDANG SORA, BESTLINK COLLEGE
MV CAMPUS IN THE HEART OF MILLIONAIRES VILLAGE,
SAN AGUSTIN, NOVALICHES CITY, AND FOREST HILL
DRIVE, GULOD, NOVALICHES, QUEZON CITY**

Jevee Jimenez, Ma. Melanie Aban, Kianne Tristelle Bago, Jonard Basa, James Raymond Barrion,
Karl Johnsy Bolaño, Joshvin Cañares, Angela Marie Peralta, Vivien Mea Tomayao, Francisca
Epiphany Saturay, Angel Racuya, Vinalyn Sarzata

Abstract

TatoChilz is a unique mobile cart that offers a variety of delicious potato balls with a twist. Made from pure potato mush, each bite is packed with cheese cubes, ham cubes, and a secret blend of flavorful seasonings for a taste that's unlike any other. In addition to the potato balls, TatoChilz serves refreshing milkshakes, including chocolate and mango flavors, to complement the savory snacks. Customers can also enjoy free access to a range of board games, providing relaxation and entertainment while they dine. The mission of TatoChilz is to reinvent the snacking experience by offering a delicious and innovative take on traditional potato balls, paired with refreshing drinks, all while prioritizing the comfort and satisfaction of their customers. The goal is to become a leading snack producer in the Philippines, known for nutritious, high-quality food services that cater to the modern consumer. In the next five years, TatoChilz aims to boost profitability and increase total income by expanding its reach and delivering consistent, top-notch products and services. TatoChilz stands out with its unique approach to deep-fried potato balls, infusing them with exciting, flavorful twists that set it apart from the competition. The business will be strategically located in high-traffic areas within Novaliches Bayan, Quezon City, ensuring easy access to its target market, including residents, students, teachers, and drivers. Key locations for TatoChilz will include: St. Anthony Academy Quezon City (308 Himlayang Road, Tandang Sora, Quezon City, Metro Manila), catering to students and staff from the school. Bestlink College, MV Campus, Millionaires Village, Novaliches City, providing a convenient spot for students and locals in the area. Near Meralco Business Center, Quirino Highway, corner Forest Hill Drive, Novaliches, a prime location to capture the attention of commuters and business professionals. These venues are strategically chosen to place TatoChilz in the heart of a busy, diverse community where students, teachers, residents, and drivers frequently gather. This will allow the business to cater to a wide variety of customers, from those looking for a quick snack between classes to individuals seeking a satisfying treat after work or errands. TatoChilz is founded by 11 general partners, each contributing PHP 5,000, resulting in a total capital of PHP 55,000 to kickstart the business. With a solid financial foundation, the business is projecting a return on investment (ROI) of PHP 119,330.64 by the second year of operation, which represents a remarkable 192.05% increase compared to the first year. In addition to the initial capital and projected ROI, further financial analysis, including cash flow projections, profit and loss statements, and profitability assessments, have been conducted. These analyses confirm the feasibility and soundness of the business's goals and objectives, suggesting that TatoChilz is on track to achieve its financial targets while ensuring sustained growth over the coming years. This financial outlook demonstrates that the business is not only viable but has the potential for significant profitability, which will contribute to the long-term success of TatoChilz in its competitive market. TatoChilz operates under a general ownership structure, where each member shares equal responsibility and liability for the business's operations. The organizational structure is designed to maximize efficiency, with each member assigned tasks based on their individual skills and capabilities. This ensures that the operation

runs smoothly and effectively. The marketing plan has been developed in alignment with the business's needs and is crafted to be efficiently implemented to reach the target market and drive sales. By utilizing the right strategies and understanding customer preferences, TatoChilz aims to establish a strong presence in the market. Additionally, the financial statements highlight the profitability and feasibility of the business. These documents provide crucial data that support the projected success of the business, ensuring that TatoChilz is on a solid path towards achieving its financial and operational goals in the coming years.

Keywords: tatochilz, potato balls, moving cart business, potato, small businesses

**A BUSINESS PLAN ON THE ESTABLISHMENT OF MASAMYO IN GEN. LUIS ST. BRGY.
SAN AGUSTIN, NOVALICHES PROPER, QUEZON CITY, METRO MANILA**

Jovelyn Alimbon, Leigh Paul John De Guzman, Jessica Yagishita, Josie Dela Vega, Monique Carcer,
Rose Ann Tusi, Camille Ambil, Arcenio Joseph Marcos, Irish Mae Tiempo,
Cristine Genotiva, Jhon Renz Rebato, Vinalyn Sarzata

Abstract

Masamyo is a perfume brand located at Gen. Luis St., Brgy. San Agustin, Novaliches, Quezon City. They offer 11 different scents, with their signature fragrances being mild and sweet. The brand was created by a group of young entrepreneurs who wanted to introduce a unique signature scent to the market. They started this venture with a capital of P60,000. Masamyo's marketing strategy aims to establish partnerships with distributors, wholesalers, and retailers, maintain profitable operations, and create employment opportunities in various locations. The business utilizes two distribution channels: direct and indirect. To stand out in a competitive market, Masamyo has embraced Corporate Social Responsibility by collaborating with the Persons with Disabilities (PWD) Organization in Brgy. Culiati, Quezon City. This initiative provides job opportunities for PWDs through the packaging of Masamyo products. With every purchase, customers contribute to supporting PWDs. Masamyo's target market includes females, students, members of the LGBTQIA+ community, and individuals aged 15 to 30 years old. A recent study found that females purchase new fragrances as often as once a month, while men typically buy them an average of 1 to 2 times a year. Masamyo employs Psychological Pricing and Volume-Based Bundle Strategies in its pricing approach. The business will operate every day of the week at 1:00pm until 8:00pm. The result of the return on investment of Masamyo is expected to be 44.26%.

Keywords: distribution channel, marketing strategies, corporate social responsibility, person with disabilities, psychological pricing strategy, volume-based bundle pricing strategy

**A BUSINESS PLAN ON THE ESTABLISHMENT OF URBAN SPICE IN
LUZON AVE, MATANDANG BALARA, QUEZON CITY**

Regine Taller, Jaymar Cayubit, Jessa Mae Dahan, Joana Marie Lazaro, Krishia Matias, John March
Mulintapang, Glory Fe Ojel, Jennelyn Quinabo, Diana Ellaine Salvador, Riza Mae Sela,
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Abstract

This business plan explores the essence of Urban Spice, a small business driven by a passion for providing a unique dining experience. Originally a small project, Urban Spice has transformed into a well-known brand, demonstrating significant growth and expertise in culinary arts. The plan addresses various aspects of the business, including ethics, organizational structure, and location analysis, along with a detailed overview of the products offered and what sets them apart from competitors. With its delicious Shawarma Sisig selections and a strong commitment to customer satisfaction, Urban Spice is not just a dining destination; it's a special place for those who appreciate flavorful food and unforgettable experiences. The business employs marketing strategies specifically designed to achieve its objectives, with a focus on its target market, which includes working individuals, families, and local millennials. The plan examines various segments such as demographic, geographic, psychographic, behavioral, and socio-economic factors for comprehensive coverage. It outlines objectives like brand awareness and customer engagement, incorporating strategies such as loyalty programs and limited-time offers. Additionally, the plan evaluates distribution channels, pricing strategies, and competitors to ensure a well-rounded approach. Projected analyses suggest that with the expected costs and sales of Urban Spice, shareholders anticipate a promising return on investment of 82.06% within the first six months of operation. To ensure the business's sustainability and successful establishment, stakeholders plan to enhance the menu, incorporate financial insights, maintain product quality, and implement effective marketing strategies. In conclusion, this study outlines the production and operational plan for Urban Spice, situated on Luzon Avenue in Matandang Balara, Quezon City, Metro Manila. It highlights the company's commitment to excellence, sustainability, and customer satisfaction within the competitive food industry. By thoroughly addressing business processes, transactional methods, waste management strategies, and supply chain logistics, Urban Spice proves its readiness to deliver high-quality products and services while ensuring operational efficiency and profitability. With a strong focus on maintaining high-quality standards, cultivating strategic supplier relationships, and adopting sustainable practices, Urban Spice is well-positioned to become a leading player in the market, providing unforgettable dining experiences to its diverse customer base.

Keywords: urban spice, shawarma , sustainability, high-quality, excellence, customer satisfaction

**ADVANTAGES OF GREEN OFFICE MANAGEMENT: EXPLORING
ECO-FRIENDLY APPROACHES TO SUSTAINABILITY**

Merryson Burgos, Jhovv Mae Discaya, Mary Joy Velasquez, Michelle Feronel,
Antoneth Silva, Bryan Tubao

Abstract

The study explores the benefits of green office management, emphasizing eco-friendly sustainability practices. It examines demographic factors, potential advantages, and the impact of green initiatives on organizations. With climate change as a critical issue, businesses have a moral responsibility to reduce their environmental footprint. Green office management helps minimize waste, conserve energy, and lower carbon emissions while also reducing operational costs through energy savings and waste reduction. Investing in sustainable technologies and practices can lead to significant financial benefits. This paper examines the mixed-methods approach in educational research, providing a framework for its application in teaching and academic studies. It follows standard research procedures, including research design, respondent selection, sampling techniques, instrument utilization, and statistical data analysis. Most employees acknowledge that they already implement some eco-friendly practices, though not consistently. They are aware of environmental issues and are committed to improving their adoption of sustainable practices. However, they sometimes struggle with excessive paper usage, which can conflict with sustainability efforts and contribute to a disorganized work environment. The researchers recommend that Barangay 167 Llano, Caloocan City, enhance its recycling practices and minimize paper waste by adopting double-sided printing and digitalization. Digitalization will support the barangay's sustainability goals and demonstrate its commitment to environmental responsibility. By embracing digital solutions, the barangay can reduce its environmental footprint, contribute to conservation efforts, and strengthen its reputation as an eco-conscious entity. Additionally, the researchers suggest prioritizing proper training, resources, and infrastructure to foster a culture of sustainability. Implementing incentives, recognition programs, and accountability measures will encourage employees to consistently adopt eco-friendly practices, ultimately contributing to a greener workplace.

Keywords: recycling practices, paper waste reduction, digitalization, sustainability goals, environmental responsibility, conservation efforts, eco-conscious, training, resources, infrastructure, incentives, accountability, green workplace

**AN ASSESSMENT OF THE HYBRID WORK SET UP IN TELEPERFORMANCE
FAIRVIEW QUEZON CITY: BASIS FOR PROPOSED IMPROVED GUIDELINES**

Jhon Russel Formento, Irene Figueroa, Mary Jane Santos, Ron Ivan Melgarejo,
Queeny Mae Maturan, Reynold Bangalisan

Abstract

The study investigates the transition to hybrid work arrangements within the Business Process Outsourcing (BPO) industry, focusing on Teleperformance Fairview in Quezon City. The Philippine BPO sector, a vital component of the national economy, has undergone significant transformations, especially during the COVID-19 pandemic, leading to the rapid adoption of remote and hybrid work models. The study employs a descriptive-correlational research design to examine the relationships between various variables among hybrid employees at Teleperformance Fairview in Quezon City. This design is appropriate for identifying and describing patterns and relationships without inferring causal links. Data collection is conducted through purposive sampling, targeting 40 hybrid employees who meet specific criteria relevant to the research objectives. This non-probability sampling technique ensures that participants possess particular characteristics necessary for the study, enhancing the relevance and depth of the data collected. A survey questionnaire serves as the primary data-gathering instrument, allowing for the systematic collection of information on various variables of interest. This method facilitates the efficient gathering of quantitative data, which can be analyzed to identify patterns and correlations among the identified variables. The study examines the hybrid work setup at Teleperformance Fairview, Quezon City, through the lens of Herzberg's Two-Factor Theory, which distinguishes between motivators and hygiene factors influencing employee satisfaction. Demographic Profile: Gender Distribution: A majority of respondents are female, comprising 117 participants. Device Usage: Cellphones are the preferred devices, especially among Generation X users. Baby Boomers are increasingly engaging with smartphones and social media platforms. Assessment of Hybrid Work Setup: Overall Satisfaction: The hybrid work setup received an average weighted mean of 3.13, indicating a generally positive perception among employees. Motivators: Factors such as recognition and stimulating work are identified as motivators that enhance job satisfaction. However, their absence does not necessarily lead to dissatisfaction. Hygiene Factors: Elements like company policies, physical workspace, and supervisor guidance are considered hygiene factors. While their presence prevents dissatisfaction, their absence can lead to job dissatisfaction. Statistical Significance: A significant relationship was found between motivators and hygiene factors, with a p-value of 0.00001, highlighting the importance of both in the hybrid work context. Identified Concerns: Scheduling Conflicts: Despite positive feedback on various aspects, scheduling conflicts emerged as a notable concern, affecting work-life balance and overall satisfaction. The hybrid model's flexibility may lead to challenges in accommodating individual employee needs, potentially impacting job satisfaction and work-life balance. Addressing the identified concerns, particularly scheduling conflicts, is crucial for enhancing employee satisfaction in hybrid work arrangements. Employers should focus on balancing motivators and hygiene factors to create a supportive and fulfilling work environment. This approach aligns with findings that flexibility and autonomy in hybrid models can lead to higher job satisfaction and productivity. By understanding and addressing these factors, organizations can optimize their hybrid work policies to better meet employee needs and improve overall performance. This study investigates the experiences and perceptions of employees engaged in hybrid work arrangements at Teleperformance Fairview, Quezon City, contributing to the understanding of hybrid work dynamics within the Business Process Outsourcing (BPO) industry. Principal Findings: The research identified several key findings: Gender Distribution: A majority of

respondents were female, comprising 117 participants. Device Usage: Cellphones emerged as the preferred device, particularly among Generation X users, while Baby Boomers showed increasing engagement with smartphones and social media platforms. Overall Satisfaction: The hybrid work setup received an average weighted mean of 3.13, indicating a generally positive perception among employees. Motivators and Hygiene Factors: Significant relationships were observed between motivators (e.g., recognition, stimulating work) and hygiene factors (e.g., company policies, physical workspace, supervisor guidance), with a p-value of 0.00001. Scheduling Conflicts: Despite positive feedback on various aspects, scheduling conflicts emerged as a notable concern, affecting work-life balance and overall satisfaction. Interpretation and Contextualization: The predominance of female respondents aligns with global trends indicating higher female participation in the BPO sector. The preference for cellphones among Generation X and the increasing engagement of Baby Boomers with digital platforms reflect the evolving technological landscape and varying adaptability across generations. The positive overall satisfaction score suggests that hybrid work arrangements are generally well-received. However, the significant relationship between motivators and hygiene factors underscores the importance of addressing both intrinsic and extrinsic elements to enhance employee satisfaction. The identification of scheduling conflicts as a concern highlights the need for flexible work policies that accommodate diverse employee needs. Recommendations: Based on these findings, the following recommendations are proposed: Develop Flexible Work Policies: Create hybrid work models that offer flexibility while maintaining productivity, tailored to individual roles and personal circumstances. Implement Diversity and Inclusion Programs: Introduce initiatives that support gender diversity, ensuring equal opportunities and fostering an inclusive work environment. Enhance Communication Platforms: Utilize technology to facilitate seamless communication, ensuring all employees feel connected and informed, regardless of their work location. Monitor Workload and Well-being: Regularly assess employee workloads and well-being, providing support to prevent burnout and promote a healthy work-life balance.

Keywords: hybrid work arrangements, business process outsourcing (bpo) industry, employee satisfaction, employee motivation, scheduling conflicts, generational differences, technology adoption, teleperformance fairview quezon city

**ANALYSIS ON THE DEMAND AND CONSUMPTION PATTERNS OF THE SELECTED
COFFEE SHOPS ALONG SUSANO HIGHWAY, NOVALICHES, QUEZON CITY**

Mariane Delmonte, Keanu Justin Baldelomar, Alex Christian Matillno,
Patrick Adrian Rodriguez, Gleah Villasan, Reynold Bangalisan

Abstract

This study examines the demand and consumption patterns of selected coffee shops along Susano Highway, Novaliches, Quezon City, highlighting the deeply embedded coffee culture in Filipino society. With the rapid growth of coffee shop establishments despite economic challenges such as inflation, understanding consumer preferences, purchasing behavior, and market trends is essential for business sustainability and expansion. By analyzing these factors, this research provides valuable insights to help coffee shop owners adapt to shifting economic conditions, enhance customer satisfaction, and strengthen their competitive edge. This study adopts a mixed-method research design to explore customer perceptions of four well-known coffee shops: Retro Coffee House, Café de Franz, Dekada Klasiko, and Bigbrew. Through convenience sampling, structured questionnaires were administered to fifteen customers per establishment. The collected data provides valuable insights into consumer preferences, satisfaction levels, and the key factors influencing their choice of coffee shops, offering a comprehensive understanding of market trends and customer behavior. The findings provide valuable insights into the demand and consumption patterns of the selected coffee shops. Café de Franz stands out as the top performer, receiving high ratings across key factors such as brand perception, quality, and service (2.98 for Dekada Klasiko, 3.20 for Bigbrew, 3.39 for Café de Franz, and 3.08 for Retro Coffee House). Bigbrew follows closely, particularly excelling in brand recognition. However, notable variations exist among the coffee shops, as indicated by a p-value of 0.765712, emphasizing the need for customized strategies to address diverse consumer preferences. Although a positive correlation between demand and consumption patterns is observed, it is not statistically significant (p-value = 0.003452), highlighting the complexities of consumer behavior in the coffee industry. To address these findings, the study recommends implementing robust feedback systems, enhancing customer support, and introducing loyalty programs to strengthen customer engagement, improve service quality, and drive business growth. This study offers valuable insights into the demand and consumption dynamics within the coffee industry, providing actionable recommendations for business growth and long-term sustainability. By adapting to the evolving preferences of coffee enthusiasts, the selected coffee shops can strengthen their competitive edge and thrive in an ever-changing market landscape.

Keywords: coffee shop market, consumer behavior, demand analysis, consumption patterns, buying preferences, coffee trends, customer satisfaction, pricing strategy, location influence, brand loyalty, marketing strategies, café industry, economic factors, competitive

**ASSESSING THE EFFICACY OF CHATBOTS IN THE CUSTOMER EXPERIENCE
OF ONLINE BUSINESSES IN NOVALICHES, QUEZON CITY:
BASIS FOR STANDARDIZATION**

Eaiver Concepcion, Gian Piolo Arcega, Jhon Rafael De Leon, Jeraldine Faustino,
John Clifford Jumuad, Reynold Bangalisan

Abstract

This study examines the effectiveness of chatbots in enhancing customer experience within the online food industry of Novaliches, Quezon City. As businesses adapt to a consumer landscape that values instant communication and personalized interactions, chatbots have become an essential marketing tool. However, challenges such as impersonal responses, privacy concerns, and a preference for human interaction remain. The study evaluates chatbot performance in terms of service quality, system quality, and information quality, aiming to establish standards for their optimal use in the local online food business sector. This study utilized a mixed methods research design to assess the effectiveness of chatbots in the online food industry of Novaliches, Quezon City. A total of 30 respondents, including customers and business owners/employees, participated in the survey. Purposive sampling was employed to gather insights into the current usage and perceived effectiveness of chatbots in enhancing customer experience. The study revealed that while customers perceive chatbots as moderately effective (with mean scores of 3.18 for customers and 3.52 for owners/employees), business owners and employees hold a more favorable view, particularly regarding service, system, and information quality. However, both groups identified miscommunication as a major challenge, supported by a p-value of 0.008034. To address these concerns, the study proposes step-by-step standardization measures to improve chatbot utilization for both customers and businesses in the online food industry. Based on the findings, the study recommends maintaining and enhancing chatbot usage, continuously monitoring and analyzing customer feedback, optimizing chatbot systems for consistent and accurate responses, and improving functionality to address identified issues such as miscommunication. In conclusion, this research provides valuable insights into the effectiveness of chatbots in enhancing customer experience within online food businesses in Novaliches, Quezon City. The recommendations aim to refine chatbot utilization and improve their overall impact on service quality, system performance, and customer satisfaction in the local food industry.

Keywords: chatbots, customer experience, online food industry, service quality, system quality, information quality, miscommunication, standardization, optimization, novaliches, quezon city

**ASSESSING THE IMPACT OF REBRANDING INITIATIVE ON
UNCLE JOHN'S BUSINESS**

Junedel Genon, Raymond Abordo, Cyrill Mae Alanis, Khristine Joy Cabanes,
Vince Brian Kong, John Mark Paulco, Reynold Bangalisan

Abstract

The study "Assessing the Impact of Rebranding Initiative on Uncle John's Business" examines the effects of transitioning from Ministop to Uncle John's in the Philippines. The rebranding, undertaken by Robinsons Convenience Store Inc., was driven by challenges such as low profitability, franchise contract terminations, and intense competition. The research explores the reasons for rebranding, its impact on brand identity, awareness, customer retention, and perception, as well as the challenges faced during the transition. It also provides recommendations for sustaining corporate rebranding efforts. The study employed a mixed-method approach and surveyed 50 customers from Novaliches, Quezon City with prior experience at Ministop. Findings revealed that rebranding to Uncle John's significantly strengthened brand identity, enhanced brand image, increased brand awareness, and positively impacted customer retention and perception. However, the transition also presented challenges, including consumer confusion, negative associations, loss of brand recognition, resistance to change, and perception gaps. Based on the findings, recommendations were proposed to address rebranding challenges and sustain its success, with an overall weighted mean of 3.39. Key suggestions include maintaining strong brand differentiation, continuous monitoring, refining advertising strategies, addressing negative associations, enhancing customer satisfaction, bridging perception gaps, and ensuring cultural sensitivity. Additionally, proactive measures such as diversifying revenue streams, refining the value proposition, fostering community engagement, and adapting to market trends were recommended to enhance sustainability and competitiveness. The study highlights the significance of strategic rebranding in adapting to market changes and competitive pressures. By addressing challenges and implementing key recommendations, Uncle John's can strengthen its brand presence, enhance customer relationships, and ensure long-term success in the convenience store industry. Continuous monitoring, adaptation, and innovation will be crucial for maintaining a strong and relevant brand identity in the evolving market.

Keywords: rebranding, uncle john's, ministop, robinsons convenience store inc., brand identity, customer retention, brand awareness, business transition, competition, corporate strategy

ASSESSING THE MARKETING STRATEGY OF PULUTAN NI ISKO TOWARDS ON CUSTOMER SATISFACTION

Darwin Moncada, John Carlo Flores, Jenison Alexis Makaysa, Mart Crystalyn Patino,
Ruzzel Orog, Jhon Lester Robledo, Vinalyn Sarzata

Abstract

This study explores the marketing strategy of Pulutan ni Isko and its impact on customer satisfaction. As a micro business specializing in made-to-order items for special occasions, Pulutan ni Isko faces competition from both direct and indirect market players that influence consumer purchasing behavior. With the rapid evolution of technology reshaping marketing dynamics and buyer preferences, the business must continuously adapt its strategies to stay competitive. This research applies the Marketing Mix 5Ps framework—Product, Price, Place, Promotion, and People—to assess how effectively Pulutan ni Isko meets the needs and expectations of its target market. By analyzing its current marketing approach, this study aims to identify areas for improvement, enhance customer engagement, and provide strategic recommendations to strengthen the business's market position and long-term sustainability. In this study, the researcher employs a correlational research design to determine whether Pulutan ni Isko's marketing strategy has a significant relationship with customer satisfaction. Convenience sampling is used to collect the necessary data for the study. The findings emphasize the crucial role of pricing strategies—such as affordability, bundle offers, and competitive pricing—in attracting and retaining customers. Moreover, the study reveals that store aesthetics and employee efficiency significantly influence customer satisfaction, highlighting their direct impact on the overall consumer experience. The study recommends that Pulutan ni Isko enhance its store ambiance and optimize staff efficiency to elevate customer satisfaction. Key strategies include redesigning the store's interior to create a more inviting atmosphere, investing in staff training to improve service quality, and streamlining operations to allow employees to focus more on customer engagement. By adopting a customer-centric approach, these improvements aim to enhance the overall shopping experience, increase sales, and foster long-term customer loyalty. The research holds valuable implications for students, future researchers, educators, business owners, managers, and entrepreneurs. It provides a strategic framework for understanding and improving customer satisfaction through effective marketing and service quality, contributing to the broader field of business marketing and customer relationship management. Grounded in the principles of the Marketing Mix 5Ps and the SERVQUAL model, the study underscores the strong connection between marketing strategies and customer satisfaction. By leveraging these insights, Pulutan ni Isko can identify growth opportunities, strengthen its competitive edge, and ensure long-term business success.

Keywords: customer satisfaction, marketing strategy, pricing strategies, store ambiance, staff efficiency, customer engagement, competitive advantage, business growth, marketing mix 5ps, servqual model, service quality, consumer behavior, sales performance

**ASSESSMENT IN RECORDS MANAGEMENT PRESERVATION IN LABOR
RELATIONS COMPANY AT QUEZON CITY**

Danreb Sardido, Angelica Guarnes, Angelica Guarnes, Renalyn Loar,
Princess Sotto, Rica Villaruz, Kimberly Joyce Embile

Abstract

Effective records management is essential for organizational efficiency, legal compliance, and the preservation of institutional memory. In the digital era, maintaining the integrity, authenticity, and accessibility of records poses unique challenges and opportunities. A study conducted at a Labor Relations Company in Quezon City evaluated the records management preservation practices among twenty-eight employees. While specific findings are not detailed here, the research underscores the importance of robust records management in labor relations. In the Philippines, businesses are mandated to retain employee records for a minimum of three years, with a maximum retention period of ten years. This includes essential documents such as payroll records, time and attendance records, and employment contracts. Adhering to these retention periods ensures compliance with legal requirements and supports transparency in business operations. Proper records management also plays a critical role in safeguarding vital information, supporting decision-making, and demonstrating compliance with regulatory standards. The National Archives of the Philippines emphasizes the need for government agencies to establish and maintain active records management programs, covering aspects from creation to disposal of records. Implementing comprehensive records management policies—including clear guidelines for document creation, storage, retrieval, and disposal—is essential for organizations. Regular training for employees on these policies enhances adherence and operational effectiveness, ensuring that records are managed in compliance with legal standards and contribute to the organization's overall efficiency. The study utilized a Descriptive Quantitative Research design, which is effective for systematically measuring variables and identifying patterns within a population or phenomenon. This approach focuses on collecting numerical data to provide a clear and concise summary of the research topic, answering questions about "what," "who," and "how" without delving into causal relationships. Insights Opinion+1Unimarket+1UnimarketTo select participants, the researchers employed Purposive Sampling, a non-probability technique where individuals are chosen based on specific characteristics relevant to the study. This method ensures that the sample includes participants who can provide the most insightful information regarding the research objectives. Data collection was conducted using a survey questionnaire that incorporated a Likert Scale. This scale is designed to quantitatively assess participants' opinions, attitudes, or behaviors by presenting statements and asking respondents to indicate their level of agreement or disagreement. Typically, a Likert Scale includes multiple items measuring a single concept, enhancing the reliability of the responses. Scribbr By integrating these methodologies, the research effectively gathered and analyzed data pertinent to the study's focus, ensuring that the findings are both reliable and insightful. The study highlights a paradox within the organization: while respondents express high satisfaction with existing records management procedures—including record creation, classification, security, storage, backup, and retrieval—significant challenges persist. Specifically, there is inadequate documentation of preservation processes and a lack of standardized procedures. To address these issues, implementing best practices in records management is essential. The U.S. Department of Labor mandates that employers maintain accurate records, including employee information, hours worked, and wages earned, to ensure compliance and transparency. Similarly, the U.S. Equal Employment Opportunity Commission requires employers to retain records such as wage rates, job evaluations, and collective bargaining agreements for at least two years, emphasizing the importance

of documentation in preserving organizational integrity. Additionally, the Society for Human Resource Management underscores that an effective workplace records policy serves as a blueprint for compliance with federal and state laws, providing practical guidance for consistent and effective records management and retention. By adopting these practices, the organization can enhance the effectiveness of its records management system, ensuring that records are not only secure and accessible but also compliant with legal standards. This approach will address current challenges and contribute to the organization's overall efficiency and integrity. The study conducted at the Labor Relations Company in Quezon City highlights a paradox in their records management system: while employees express high satisfaction with procedures related to record creation, classification, security, storage, backup, and retrieval, significant challenges persist. These challenges include inadequate documentation of preservation processes and the absence of standardized procedures, which can lead to inconsistencies and inefficiencies.

Proposed Strategies for Improvement:

- Assign Responsibility for Documentation Tasks:** Designating specific individuals or teams to oversee documentation ensures that preservation processes are consistently recorded and maintained. This approach promotes accountability and helps establish standardized procedures. Clear and organized documentation aids in team collaboration, reduces confusion, and preserves critical information.
- Conduct Seminars and Training Sessions:** Organizing educational programs on records management best practices enhances employees' understanding of effective documentation and preservation techniques. For instance, the Institute for Labor Studies in the Philippines benefited from a three-day workshop conducted by the National Archives of the Philippines, focusing on establishing efficient records management procedures.
- Implement Regular Monitoring and Audits:** Establishing routine checks of records management practices helps identify areas needing improvement and ensures adherence to standardized procedures. The Department of Agriculture's Bureau of Soils and Water Management successfully hosted an online training program aimed at enhancing knowledge and skills in document control and records management, emphasizing the importance of compliance and quality management.

Additional Recommendations:

- Develop a Comprehensive Records Management Policy:** Creating a formal policy provides a framework for consistent and effective records management, ensuring compliance with legal and regulatory requirements. The Society for Human Resource Management emphasizes that such policies serve as blueprints for adherence to laws and offer practical guidance for managing and retaining records.
- Utilize Digital Tools for Documentation:** Adopting digital records management systems streamlines documentation processes, enhances accessibility, and reduces the risk of errors associated with manual filing. Implementing a centralized, cloud-based system allows for organized records, automated workflows, and reduced redundancies.

Keywords: records management, preservation practices, documentation, standardized procedures, employee training, monitoring and auditing, compliance, operational efficiency, stakeholder satisfaction, digitalization, records retention policy, audit trail, accessibility

**ASSESSMENT OF BACHELOR OF SCIENCE IN OFFICE ADMINISTRATION STUDENTS
CO-CURRICULAR ACTIVITIES: BASIS FOR IMPROVEMENT**

Amelyn Dorado, Christine Enriquez, Stembert Gutang, Stembert Gutang,
Reynarissa Micka Reconalla, Ron Robert Verzabal, Bryan Tubao

Abstract

This researcher is conducting the study Assessment of Bachelor of Science in Office Administration Students' Co-Curricular Activities: Basis for Improvement. The study aims to assess students' co-curricular activities with the goal of identifying areas for improvement. The abstract highlights the various dimensions of student development influenced by participating in co-curricular activities, including behavioral aspects and expectations. This research underscores the importance of integrating co-curricular activities into the educational landscape as essential components of the organization. The study utilized a quantitative method approach, including a survey questionnaire, and participants included Bachelor of Science in Office Administration students from first year to fourth year. The researchers utilized survey questionnaires as an instrument to gather data and selected the sample based on a systematic interval in chosen respondents within a given population, employing a systematic random sampling technique. The statement of the problem was derived from the theoretical framework. The largest proportion of respondents was observed among those aged 21–23, accounting for 48% of the total. The results of the indicators in the assessment of co-curricular activities among Bachelor of Science in Office Administration students showed that all aspects participation, behavioral, emotional, and expectations were rated as "Strongly Agreed." Additionally, the students "Strongly Agreed" on both the challenges encountered in co-curricular activities and the solutions provided. Lastly, the results of the survey questionnaire, which collected quality data and highlighted the performance of BSOA co-curricular activities, led to the suggestion of creating an improvement plan. In summary of the findings, the collected information about how the school's programs and activities were performed by BSOA students ultimately led to the suggestion of creating an improvement plan. The findings will provide insights to the researchers in formulating recommendations based on the data. Furthermore, the results will serve as a basis for developing recommendations to improve the overall process and ensure it meets the needs and expectations of students. The researchers recommended that students' academics be maintained despite the presence of extra activities. As a result, students who access and engage in these activities will find them more accessible.

Keywords: co-curricular activities, student development, educational landscape

**ASSESSMENT OF BRAND IDENTITY AND SERVICE QUALITY OF KOFFEE
MANILA NOVALICHES**

Nieza Rodrigo, Christian Lhoyd Carbonel, Abigail Claude Dotollo, Erica Jane Igama,
Angel Grace Sebastian, Ariane Astudillo

Abstract

Brand identity and service quality have been important and essential factors for a business to be recognized in the fast-paced industry. Quick service or fast-food has been growing rapidly, which means facing many risks in a highly competitive environment. The study investigates the correlation between brand identity and service quality at Koffee Manila Novaliches to achieve customer satisfaction. This study used a correlational quantitative research design, in which respondents were surveyed through a structured questionnaire. The probability sampling technique used was convenience sampling, with 150 consumers of Koffee Manila Novaliches participating. From the results of the study, it appears that consumers highly agree with most statements that brand identity and service quality affect their satisfaction with the business and its offerings. The brand identity factors garnered a total weighted mean of 3.48, equivalent to "Strongly Agree." On the other hand, service quality factors also had consumers strongly agreeing with the statements, with a total mean of 3.42. It has been identified that brand identity and service quality have no significant correlation with each other in achieving customer satisfaction. The researchers further propose enhancements and improvements for the business in terms of its overall brand identity and service quality. This study recommends the creation of a tagline and improving the menu board's visibility for brand identity. On the other hand, a regular cleaning schedule and seminar workshops for employees are suggested to enhance service quality. Overall, this study emphasizes the importance of brand identity in gaining recognition from consumers and maintaining service quality.

Keywords: brand identity, service quality, customer satisfaction

**ASSESSMENT OF DIGITAL TRANSFORMATION IN SERVICE PROCEDURE
IN BARANGAY IN MAKATI CITY**

Gladys Macaraeg, Grachiella Mae Gianan, Shaira Mae Marquita, Karen Joy Orlanda,
Joselyn Valle, Kimberly Joyce Embile

Abstract

The Digital Information System for Local Barangay contributes to the digital transformation of services and supports transparency, accountability, and communication within the barangay community by offering an inclusive and user-friendly platform for managing barangay information and services. Ultimately, this will lead to better governance and overall community improvement. For local barangays, the smallest levels of government in the Philippines, digital information systems that offer online platforms for collecting and retrieving data on public services, social engagement, and local governance are highly beneficial. This system is specifically created for the barangay in question. The assessment's goal is to determine how well the system meets the needs of the barangay, fulfills its purposes, and remains both profitable and effective. In this study, quantitative research was used. To evaluate the population's responses, researchers employed a descriptive research approach. A total of 96 barangay residents in Barangay Makati City served as respondents. This study was conducted within the barangay premises during the years 2023–2024. The research tool utilized was a questionnaire, which follows a non-probability sampling technique wherein researchers select specific subjects with particular attributes requiring examination for the study. Analyzing the results, the majority of the residents in the barangay surveyed by the researchers are Millennials, defined as those between the ages of 19 and 24. Most respondents in this age group have completed the barangay service procedure. One of the main factors influencing respondents' productivity and performance is the service procedure. When a barangay employee uses machinery or equipment, it helps the organization provide quick services to the residents. Quantitative research was conducted using survey questionnaires. To facilitate their study and interpretation of the gathered data, the researchers used statistical methods such as weighted mean, ranking, and frequency and percentage distribution. During the barangay's evaluation of the digital transformation of services, respondents encountered numerous problems. The researchers proposed solutions to allow faster problem-solving and improve overall service quality. They recommended choosing high-quality equipment over low-cost alternatives when making new purchases to ensure long-term usability and consistently improving work performance in service processes.

Keywords: digital information system, local barangays, user-friendly platform

**ASSESSMENT OF EMPLOYEE WORKING BEHAVIOR IN RELATION TO COMPANY
CODE OF ETHICS IN DEPARTMENT STORE QUEZON CITY**

Aimee Alcantara, Sheilamaeh Barrete, Yna Naga, John Patt Tayo,
Christian Traqueña, Kimberly Joyce Embile

Abstract

Work ethics are essential in determining how employees engage with one another and the people they serve. These ethics are the moral principles that guide employees' actions, decisions, and behavior in the workplace. In a department store, employee behavior aligned with the company's code of ethics is crucial for the success and reputation of the business. By adhering to ethical standards, employees contribute to a positive work culture, enhance customer satisfaction, and drive the overall growth and success of the company. The study used a quantitative research method, selecting fifty-two (52) respondents through purposive sampling from a department store in Quezon City. Data was collected by administering survey questionnaires to assess employee work behavior and their adherence to the company's code of ethics. The results indicate that the majority of respondents are aged 22 to 25, with 59.6% being female. The assessment highlights that the company's code of ethics plays a vital role in strengthening employees' integrity by promoting responsibility, ensuring a safe and comfortable work environment, and addressing violations through effective communication and appropriate sanctions. However, the findings also reveal that the primary challenge faced by employees is miscommunication, which often leads to misunderstandings among coworkers. The findings indicate that employees view the workplace as a supportive environment that promotes professional development and ethical behavior. This underscores the importance of maintaining ethical standards to build a culture of excellence within the organization. The results further emphasize the need to create an environment where employees are encouraged and empowered to adhere to ethical principles, ultimately benefiting both their growth and the overall success of the company.

Keywords: employees, supportive environment, professional development, ethical behavior, ethical standards, culture of excellence, workplace environment, empowerment, organizational success

**ASSESSMENT OF MARKETING STRATEGIES OF FRUITY LEMON BRANCH IN
NOVALICHES: BASIS FOR ENHANCING BRAND RECOGNITION**

Richard John Quipao, Johna Mae Francisco, Reignissah Gatan, John Paul Luneta,
Joyce Tresvalles, Vinalyn Sarzata

Abstract

This study aims to evaluate the effectiveness of Fruity Lemon's current marketing strategies and identify ways to enhance its brand recognition. Despite having 35 outlets across Luzon, including one in Novaliches, Fruity Lemon faces difficulties in standing out among its competitors and adapting to the growing trend of digital marketing. The company is struggling to effectively promote its products and establish a stronger connection with its target audience. The researcher will assess the brand's existing marketing tactics and propose improvements to help Fruity Lemon improve its market position and visibility in a competitive and digital-driven marketplace. A recent study focused on evaluating Fruity Lemon's marketing strategies, specifically their impact on the 5 Ps (Product, Price, Place, Promotion, People), as well as customer loyalty, engagement, and competitive advantage among consumers in Novaliches. The research adopted a quantitative descriptive correlational design, with a convenience sample of 50 respondents. Customer responses were analyzed using Frequency and Percentage Distribution methods. Furthermore, the Z test was employed to assess the significant relationship between Fruity Lemon's marketing strategies and the improvement of its brand recognition. The findings offer crucial insights into how effective marketing strategies can enhance brand visibility and customer loyalty. The study found that Fruity Lemon's 5 P's marketing strategy played a vital role in identifying areas for improvement and adapting to the changing market. The product consistently achieved high customer satisfaction, with most respondents rating it as "Strongly Satisfied." The pricing strategy was also effective, attracting a steady stream of customers with its reasonable rates. However, Fruity Lemon's promotional efforts received a "Satisfaction" rating, indicating a need for greater emphasis on digital and social media marketing to stay competitive and engage with a wider audience. The business location was considered favorable by customers, as it was easily accessible and convenient. A significant challenge identified by customers, with 34% of respondents highlighting it, was the lack of sufficient staffing, which contributed to slower service and negatively impacted customer experience, leading to a decline in customer loyalty. In conclusion, while Fruity Lemon's performance has made a positive impression on its target audience and customers, the brand needs to increase its visibility both physically and through digital channels. This will help the business grow and establish a more prominent presence in the market. The study revealed critical insights into Fruity Lemon's marketing strategies, pinpointing areas that need attention in order to remain competitive. By addressing these gaps, Fruity Lemon can enhance brand recognition, attract more customers, and strengthen its position in the industry for sustainable growth.

Keywords: fruity lemon, marketing strategies, brand recognition, 5 p's, customer loyalty, customer satisfaction, social media marketing, digital marketing, competitive advantage, novaliches, product promotion, staffing issues, business growth, market visibility

ASSESSMENT OF OPERATIONAL CRISIS PREPAREDNESS OF SELECTED IT COMPANIES IN CUBAO QUEZON CITY: GUIDE FOR CONTINGENCY PLAN

Jhon Mark Panaligan, Rinagine Padernal, Maybel Tagulao, Khristal Sumogat,
Jana Ann Accad, Kimerly Joyce Embile

Abstract

In today's unpredictable world, businesses must be equipped to navigate unforeseen challenges to ensure long-term success. Crises, whether internal or external, can disrupt operations, impact stakeholders, and threaten organizational stability. Companies that maintain momentum despite these disruptions demonstrate resilience, but this requires strategic foresight and proactive crisis management. Implementing preventive strategies is crucial, allowing businesses to anticipate potential risks, mitigate their impact, and adapt effectively to an ever-evolving business landscape. This study utilized a quantitative research design to systematically collect and analyze numerical data. It employed close-ended questions, typically used in attitude and performance assessments, to gather precise and measurable insights. The collected data were subjected to statistical analysis to effectively address research questions and test hypotheses. By emphasizing numerical evaluation, this approach ensures objectivity and provides a comprehensive understanding of trends, relationships, and patterns relevant to the study. The companies adopted a proactive approach, embedding preparedness as a fundamental aspect of their business strategy. Although respondents had minimal direct experience with crises, the study underscores the vital role of strategic crisis management and preparedness in strengthening organizational resilience. By anticipating potential challenges and implementing preventive measures, businesses can effectively mitigate risks, maintain stability, and ensure long-term success. This study utilized a quantitative research design to evaluate the crisis preparedness of selected IT companies in Cubao, Quezon City. The results indicated that these companies adopted a proactive approach, placing a strong emphasis on preparedness as a key component of their business strategy. Although the respondents did not have direct crisis experience, the study underscores the significance of proactive crisis management and preparedness strategies in ensuring organizational resilience. It is essential for companies to understand that preparedness is a continuous process that requires regular updates and adjustments to keep pace with changing circumstances. As Benjamin Franklin wisely said, "By failing to prepare, you are preparing to fail." Therefore, businesses must prioritize proactive planning and allocate necessary resources to ensure they are capable of navigating potential crises and maintaining long-term success.

Keywords: quantitative research design, it companies, crisis preparedness, proactive approach, business strategy, organizational resilience, crisis management, preparedness strategies, continuous process, proactive planning, benjamin franklin, risk

**ASSESSMENT OF PRODUCT QUALITY AS PERCEIVED BY CUSTOMERS OF
CZYRAH'S PIZZA IN DEPARO, CALOOCAN CITY:
BASIS FOR INNOVATION STRATEGIES**

Crystal Jade Mangahas, Jhacient Biugos, Camille Naya, Kryzel Alyssa Nofre,
Janinia Varon, Ariane Astudillo

Abstract

This research emphasizes the crucial role of product quality in meeting customer expectations and ensuring satisfaction. Additionally, service quality significantly influences customer loyalty, as a positive dining experience enhances overall customer enjoyment. Czyrah's Pizza faces challenges related to topping selection and overall product quality, highlighting the need for innovation and improvement to better align with consumer preferences. This study aims to assess the quality of Czyrah's Pizza's products and develop a strategic action plan to enhance its offerings, ultimately improving customer satisfaction, brand reputation, and business growth. This study utilizes a correlational research design with a sample of fifty participants to analyze the relationship between demographics, product quality perception, and the implementation of stage competition innovation. By examining these factors, the research aims to identify key influences on customer satisfaction and business performance, providing insights for strategic improvements. The findings reveal a generally positive perception of product quality, with an overall weighted mean of 3.20, emphasizing key factors such as taste, price, packaging, and appearance. However, customers of Czyrah's Pizza have identified concerns regarding the quality of ingredients and limited access to necessary machinery and equipment, which may affect both product consistency and overall customer satisfaction. Based on the findings, the following recommendations are proposed: redesigning the packaging to enhance product protection, maintain freshness, and attract consumers while ensuring safe and convenient handling. Additionally, a strategic action plan for product innovation is suggested to drive continuous improvement. The study recommends that Czyrah's Pizza prioritize incremental innovation to refine existing products and align with evolving customer preferences. To ensure the effectiveness of these innovation strategies in enhancing customer satisfaction and loyalty, the business should implement a systematic monitoring and evaluation process to track progress, measure impact, and make necessary adjustments for sustained growth.

Keywords: product quality, customer satisfaction, innovation strategies, packaging improvement, incremental innovation, consumer loyalty, service quality, product enhancement, market competitiveness, customer expectations

**ASSESSMENT OF PROMOTIONAL ACTIVITIES USED BY BIG BREW MILKTEA SHOP
IN OLD CAPITOL SITE QUEZON CITY BRANCH: TOWARDS A GUIDE**

Yuki Alipio, Janine Docot, Christian Jay Orgen, Marlon Serrano,
Steve Adrian Sinanggote, Randy Villaseñor

Abstract

Big Brew Milktea Shop capitalizes on social media platforms as a key avenue for promoting its brand and products. Through visually appealing posts and stories, they showcase their diverse range of milk tea flavors, toppings, and specialty beverages, enticing followers with tantalizing images and videos. The study used a descriptive research method. The participants of the study were 50 customers at Big Brew Milk Tea Shop in the Old Capitol Site, Q.C. branch. From the results of the study, it was revealed that the majority of respondents, based on their demographic profile, were female, with an average percentage of 44%, and between the ages of 21–30 years old, with an average of 54%. The customers' preferred time for buying at Big Brew was in the afternoon, with an average percentage of 50%. Recommendations may be proposed to Big Brew by understanding promotional activities through surveys and demographic analysis. The grand weighted mean was 3.65; therefore, the results according to the demographic profile were not significant. Based on the promotional activities used by Big Brew in terms of product, price, place, and promotion, the overall weighted mean shown in Table 1.4 was 3.76; therefore, the respondents' feedback on products was not significant. The overall weighted mean shown in Table 1.5 was 3.65; therefore, the respondents' feedback on price was not significant. The overall weighted mean shown in Table 1.6 was 3.63; therefore, the respondents' feedback on place was not significant. The overall weighted mean shown in Table 1.7 was 3.60; therefore, the respondents' feedback on promotion was not significant. The study determined that Big Brew in Old Capitol Site, Q.C., has remained stable in terms of its promotional activities. While some problems were encountered in relation to the variables, they did not significantly affect the branch. Recommendations were provided based on the identified issues. First, in terms of the product, it is suggested to offer sugar level options when ordering milk tea, encouraging customers to choose lower-sugar options. In terms of price, the pricing strategy should be integrated across all sectors of the organization. In terms of place, it is recommended to create a designated parking space and provide the exact pin location of the store. Lastly, in terms of promotion, businesses should motivate users to share information about the product or service by offering incentives. For instance, providing promotional codes for discounts as rewards can encourage customer engagement.

Keywords: social media marketing, online promotions, small businesses

ASSESSMENT OF PROMOTIONAL STRATEGIES AND CUSTOMER ENGAGEMENT OF CUEVAS BAKERY IN BAGONG SILANG BRANCH 1: BASIS FOR ACTION PLAN

Mary Rose Ojeda, Jayvee Barbolino, Jennilyn Barbosa, John Len Escatoto,
Daniela Quintos, Ericka Rodavia, Vinalyn Sarzata

Abstract

In 1967, Cuevas Bread emerged as a small bakery founded by the uncles of Roland A. Cuevas. Over time, it has grown significantly, passing through generations of the Cuevas family while maintaining its tradition of hand-baked bread. However, despite its longstanding presence, Cuevas Bread faces challenges in boosting sales and establishing strong consumer relationships, as revealed by a recent study. The study, conducted in Bagong Silang, Caloocan City, employed a quantitative research approach to assess Cuevas Bakery's promotional strategies and customer engagement. A survey questionnaire was used to gather feedback from customers, with a convenience sampling method chosen due to the consistent daily foot traffic of 35 customers. Surprisingly, the study found no significant correlation between Cuevas Bakery's promotional strategies and consumer engagement levels. However, it highlighted key factors influencing customer decision-making, such as price transparency, product quality, cleanliness, and effective promotions. The study also emphasized the crucial role of brand loyalty and customer engagement in driving sales performance. Identified challenges included issues like inadequate transaction change and poor store environment upkeep. To address these concerns, the study recommended various strategies to enhance Cuevas Bakery's promotional efforts and improve customer engagement. Suggestions included implementing daily specials, seasonal promotions, and bulk discounts, as well as leveraging social media for marketing. Introducing limited-edition flavors, collaborating with local suppliers, and emphasizing exclusivity could further enhance product appeal and drive sales. To improve customer security, recommendations included installing security cameras, conducting staff training, and reviewing protocols. Additionally, fostering engagement through user-generated content, social media campaigns, and tasting events could strengthen brand loyalty. Interactive promotions, such as contests and challenges, were also highlighted as effective strategies to boost sales and customer excitement. By adopting a customer-centric approach, Cuevas Bakery can refine its strategies based on feedback, explore new marketing tactics, and ultimately enhance customer satisfaction, driving long-term business growth.

Keywords: promotional strategy, customer engagement, problem encountered, consumer relationships

**ASSESSMENT OF PROMOTIONAL STRATEGIES AND CUSTOMER SATISFACTION OF
Dr. BURGER IN STA. LUCIA, QUEZON CITY: BASIS FOR ENHANCEMENT**

Jonar Moscoso, Gio Alvarez, James Rey Lasac, Anthony Soria,
Andrea Villaruz, Vinalyn Sarzata

Abstract

Dr. Burger began in 2013, initially sold from the owner's garage in San Pedro. As its popularity grew, the business relocated to Paguio Compound in 2016. Specializing in flame-broiled fast-food hamburgers, Dr. Burger offers a variety of options but is best known for its signature giant burger, which serves 4 to 6 people. Despite its established presence, the business struggles to consistently meet its daily sales quota. Researchers observed that a lack of effective promotional strategies may be limiting its customer reach and market engagement. This study aims to explore and recommend strategic promotional enhancements to help Dr. Burger attract more customers, increase sales, and strengthen its competitive position. The researchers utilized a quantitative descriptive method to assess Dr. Burger's promotional strategies and customer satisfaction. Convenience sampling was employed to provide respondents with an equal opportunity to participate. The study involved 23 respondents, including 20 customers and 3 employees of Dr. Burger in Sta. Lucia, Quezon City. Data collection was conducted through survey questionnaires, enabling researchers to efficiently gather insights and analyze key factors influencing customer engagement and business performance. The findings suggest that while Dr. Burger effectively leverages its product offerings, there is a notable discrepancy in customer perception regarding affordability. Although customers find the products appealing and satisfactory, a significant portion expressed concerns about pricing, perceiving the offerings as relatively expensive. Additionally, the study found no statistically significant difference between promotional strategies and customer satisfaction. However, it highlights the need for Dr. Burger to improve its service efficiency, particularly in reducing serving time, to maintain and enhance overall customer satisfaction. The researchers recommend that Dr. Burger adjust its pricing to better align with customer budgets, expand its menu offerings, and enhance food quality and presentation. Improving service efficiency by reducing wait times without compromising food quality is crucial to elevating the overall dining experience. Additionally, introducing promotional strategies such as combo meals, discounts, and free samples can incentivize repeat visits and attract new customers. Leveraging social media advertising will further enhance brand visibility, engage potential customers, and strengthen relationships with existing patrons. By implementing these strategies, Dr. Burger can improve customer satisfaction, increase retention, and drive overall business growth.

Keywords: pricing strategy, customer satisfaction, promotional strategies, service efficiency, menu expansion, food quality, social media advertising, customer retention, business growth, dining experience

**ASSESSMENT OF RECORD FILING PROCEDURES IN RELATIONS TO EMPLOYEE
INTEROFFICE EFFICIENCY OPERATION OF NLRC; TOWARDS A GUIDE**

Jethro Belarmino, Alyssa Kyle Rentoria, Isaac John Batallones, Norguiana Dumacil,
Ashlay Quijano, Kimberly Joyce Embile

Abstract

The study aims to assess the effectiveness of the record-filing procedures at the NLRC and develop guidelines to enhance efficiency for both the NLRC and other offices. Conducted at the NLRC, the research provides a recorded analysis of the topic “Assessment of Record Filing Procedures in Relations to Employee Interoffice Efficiency Operation of NLRC; Towards a Guide.” A quantitative approach was employed to explore employee perspectives on record-filing contributions to workplace efficiency, professional development, and office organization. This study utilized a quantitative-descriptive research design to evaluate the effectiveness of NLRC’s record-filing procedures in enhancing office efficiency. A survey was administered to 30 NLRC complaint unit employees selected through purposive sampling. The questionnaire covered demographics, effectiveness assessment, common issues, and proposed solutions. The instruments were validated by research advisers and NLRC authorities. Data analysis included frequency distribution, ranking, weighted mean, and a four-point Likert scale, with Slovin’s Formula used for sample size determination. The study aimed to enhance NLRC’s record-filing system. Findings indicated that most respondents were aged 25-28 and 33-36, had 3-5 years of experience, and held bachelor’s degrees, commonly working as office clerks or administrative officers. The assessment showed strong agreement on file location, storage, privacy/security, speed, and accessibility. However, concerns were raised about outdated technology and insufficient training. Recommendations included system audits, document categorization, encryption for data security, and workflow automation to improve efficiency and organizational effectiveness. This section presents the summary of findings, recommendations, and conclusions drawn from the study. Respondents, predominantly young and well-educated, play crucial roles as office clerks in the NLRC complaint unit. Overall, they view the record-filing procedures positively, particularly in terms of file location, storage, privacy/security, speed, and accessibility. However, identified weaknesses in technology and training necessitate improvements. Implementing the suggested recommendations will optimize NLRC’s record-filing system and enhance overall workplace efficiency.

Keywords: records, filing, employee, interoffice, efficiency, procedures, assessment, management

**ASSESSMENT OF SALES PROMOTION OF BURGER MACHINE IN CAMARIN
CALOOCAN; BASIS FOR IMPROVEMENT PLAN**

Maridel Manango, Angeline Alba, Jessamin Abando, Jesiel Ann Curativo,
Jenefer Castro, Ariane Astudillo

Abstract

This study explores the effectiveness of sales promotion strategies employed by Burger Machine, including discounts, limited-time incentives, and buy-one-take-one offers. In an ever-evolving market, businesses must continuously refine their promotional tactics to remain competitive and meet shifting consumer demands. This research aims to provide valuable insights and strategic recommendations to enhance Burger Machine's promotional efforts. By aligning its marketing initiatives with consumer expectations, market trends, and industry best practices, Burger Machine can strengthen its brand presence in Camarin, Caloocan, attract more customers, and drive sustainable business growth. This study adopted a quantitative-descriptive research method to systematically collect and analyze data. By employing this approach, the research aimed to obtain measurable data from a selected sample population, enabling statistical evaluation and interpretation. This method ensures an objective and structured analysis, offering valuable insights that can inform data-driven conclusions and recommendations. The overall results showed a composite mean of 3.40, indicating a "Strongly Agree" (SA) interpretation. The findings suggest that Burger Machine's discount offers effectively capture customer interest when making purchasing decisions. Moreover, short-term incentives are recognized for their value-for-money benefits, while the "Buy One, Take One" promotion enhances Burger Machine's appeal, especially among students. To sustain long-term success, Burger Machine should continuously enhance its sales promotion strategies through regular evaluation and improvement initiatives. Consistent assessment of promotional efforts, such as discount offers, short-term incentives, and "buy one, take one" deals, will help maintain customer engagement and boost sales performance. Moreover, prioritizing high-quality food, fast service, and overall customer satisfaction should remain a key focus. To further strengthen its market position, it is recommended that the business develop a strategic promotional plan that not only sustains current strengths but also addresses areas for improvement. By refining its marketing approaches and adapting to evolving consumer preferences, Burger Machine can enhance brand loyalty, attract more customers, and achieve long-term business growth.

Keywords: sales promotion strategies, discounts, short-term incentives, buy one, take one, customer engagement, market competitiveness, business growth, promotional plan, consumer preferences, brand loyalty

**ASSESSMENT OF SERVICE OPERATION ON THE SELECTED CAFE IN
QUEZON CITY TOWARDS A GUIDE**

Nelfa Redolosa, Ma. Crystal Jane Medillo, Angelica Egliane, Ma Angelika Suniga,
Karen Ruado, Vinalyn Sarzata

Abstract

This study examines the operations, challenges, and service strategies of three coffee shops in Quezon City: Nachang Cafe, Coffee Spot, and Cof/tea Cafe. Nachang Cafe, established in 2018, efficiently handles dine-in, take-out, and delivery services despite facing communication challenges. Coffee Spot, launched in mid-2023, offers a diverse range of beverages but struggles with drink quality and customer service issues. Cof/tea Cafe, also founded in 2023, targets students and the general public, addressing challenges like order alterations while maintaining affordability and accessibility. This study aims to identify key operational strengths and areas for improvement to enhance customer satisfaction and business performance. The study employs a quantitative research method, utilizing a convenience sampling technique to collect data from 30 café customers in Quezon City. This approach allows for the efficient gathering of insights regarding customer experiences, preferences, and satisfaction levels, providing a data-driven foundation for analyzing café operations and identifying potential areas for improvement. The study examined service operations at three cafés, revealing different levels of customer satisfaction. Nachang Café received a mean score of 2.50, indicating dissatisfaction with its staff. Cof/tea Café achieved the highest rating of 3.60, reflecting strong customer engagement, while Coffee Spot Café scored 3.00, signifying moderate satisfaction, particularly in communication. These results emphasize the importance of enhancing service quality to improve customer experiences across all cafés. The researchers underscore the importance of addressing customer concerns to improve service quality and support business growth. They recommend creating a hospitable environment by prioritizing politeness, kindness, and attentiveness, ensuring customers feel valued. To enhance the dining experience, Nachang Café should refine its beverage selection and invest in staff development. Cof/Tea Café should implement standardized recipes to ensure product consistency, while Coffee Spot can improve beverage quality and establish a distinct brand presence. Additionally, optimizing take-out services, launching a dedicated food delivery app, and strengthening customer service and communication strategies are advised to boost overall customer satisfaction.

Keywords: customer satisfaction, service quality, hospitality, beverage improvement, standardized recipes, staff training, communication strategies, take-out services, food delivery, business growth

**ASSESSMENT OF SOCIAL MEDIA ADVERTISING AS A MARKETING TOOL FOR
BUSINESS PROGRESS OF MR. BOY SPECIALTEA-BAGUMBONG CALOOCAN**

Jolina Ortiz, Mary Joy Ayen, Monich Betonio, Geri Mae Calderon,
Gelica Padiernos, Vinalyn Sarzata

Abstract

This research assesses the effectiveness of social media advertising as a marketing tool for the business progress of Mr. Boy SpecialTea-Bagumbong Caloocan, a branch under Edril Best Corporation. The business, owned by Mar Maylyn M. Susano, began operations in 2019 during the COVID-19 pandemic. Although it has a Facebook page, its last product-related update was in 2020. To address this issue, the researchers aim to evaluate the current status of its social media presence, identify areas for improvement, and propose an advertising plan to enhance business growth. The study employed a descriptive research design using a survey questionnaire for data collection. Percentages and weighted mean were used to analyze the gathered data. Convenience sampling was utilized to easily access respondents and collect data efficiently. Findings indicate that social media is a commonly used marketing tool for Mr. Boy SpecialTea-Bagumbong Caloocan, with a usage rate of 49.4%. Social media advertising was rated as “very influential” based on the following factors: value equity (3.72), relationship equity (3.59), brand equity (3.54), purchase intention (3.54), and customer equity (3.61). The study also identified key challenges, with inconsistent updates (30.07%) and promotional miscommunication (26.57%) being the most significant issues. The study highlights the importance of social media in marketing but notes the business’s lack of recent updates. The primary customer concern is inconsistent updates, which impact engagement. To address this, the study recommends regularly updating social media accounts, establishing a customer feedback channel, creating diverse content, and offering vouchers or coupons accessible via social media. These improvements can contribute to the overall success of the business.

Keywords: business progress, marketing tool, social media advertising, customer engagement, promotional strategies

ASSESSMENT OF THE WORKPLACE ENVIRONMENT OF RECRUITMENT AGENCY HUB IN QUEZON CITY EMPLOYEES: PROPOSE A PROGRAM FOR WELL BEING

Alteah Marie Amata, Kazzy Aguillon, Rachelle Liezel Hambre, Camila Mae Ladiero,
Abegail Refran, Riva Manalo

Abstract

This study focuses on assessing the current workplace environment at Recruitment Agency Hub Inc. to identify areas for improvement. It recognizes the significance of workplace culture on a global scale and aims to foster a conducive, happy, and productive work environment. The research seeks to enhance aspects such as office design, leadership, teamwork, and communication to create a more satisfying workplace experience. A descriptive correlational research strategy was utilized to assess the workplace environment at Talent Recruitment Hub Inc. and propose a well-being program. The study engaged 15 employees from the Talent Acquisition Team through purposive sampling. A survey questionnaire served as the primary data collection instrument, and the gathered responses were analyzed to identify key workplace concerns. The study reveals that most female employees, aged 18-23, at Recruitment Agency Hub Inc. in Quezon City appreciate their workplace's focus on job satisfaction, mental well-being, and physical health and safety. Employees expressed a positive outlook, with physical health and safety scoring the highest mean (4.12), followed by job satisfaction (3.86). Mental well-being received a slightly lower score (3.52), though efforts to support mental health were recognized. Management's performance feedback was generally positive, with clarity and motivation scoring the highest. However, there is room for improvement in identifying strengths and weaknesses. The data suggest that effective management feedback positively impacts employee performance by improving motivation and communication. Enhancing management practices and the workplace environment leads to better employee well-being, highlighting the importance of a supportive workplace for success. The study underscores the importance of a supportive workplace in fostering employee productivity and well-being. By prioritizing elements such as office layout, team dynamics, communication, and leadership, companies can create a more fulfilling work environment. The findings indicate that employee appreciation and overall job satisfaction correlate positively with initiatives aimed at improving mental health and physical safety. It is recommended that Recruitment Agency Hub Inc. continue prioritizing these areas and strive for further improvements. This may include implementing targeted well-being initiatives, refining management feedback mechanisms, and fostering a more engaging and supportive work atmosphere.

Keywords: work environment, well-being program, employee performance, workplace culture

**ASSESSMENT OF TRADITIONAL AND ONLINE SELLING OF SELECTED
BSBA MAJOR IN MARKETING MANAGEMENT STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Ethelbert Alaba, Christine Costales, Jenica Franco, Junname Menulas,
Micah Jean Panes, Vinalyn Sarzata

Abstract

Ukay-ukay, which originated in Baguio in the 1980s, became popular in the Philippines for offering high-quality secondhand clothes at affordable prices. Today, social media platforms such as Facebook, TikTok, Shopee, and Lazada facilitate online selling through live sessions. Traditional selling, limited to physical stores, often yields lower profits and faces challenges such as selling damaged goods, competition, and delivery issues. To address these concerns, researchers suggest improving promotional strategies, meeting customer preferences, and ensuring product quality. Transitioning to online platforms can expand market reach and increase customer engagement. This study examines how the marketing mix (4Ps) influences customer evaluation in traditional and online selling methods. A comparative research approach was used to analyze differences and similarities between these methods. Snowball sampling, a non-probability sampling technique, was employed to identify respondents. Data was gathered through survey questionnaires and analyzed using statistical tools, including frequency and percentage distribution, weighted mean, and ranking. In traditional selling, respondents emphasized the importance of offering unique and trendy clothing to attract customers (weighted mean: 3.48) and maintaining store cleanliness for safety (weighted mean: 3.50). Pricing strategies varied based on quality and brand (weighted mean: 3.48), while promotions through coupons and discounts were considered effective (weighted mean: 3.58). For online selling, customers valued products being in good condition (weighted mean: 3.34) and highlighted the functionality of search bars on social media platforms (weighted mean: 3.42). Lower prices (weighted mean: 3.38) and social media advertising (weighted mean: 3.30) were seen as effective promotional tactics. Hypothesis testing revealed a statistically significant difference between traditional and online selling, with mean scores of 3.39 and 3.24, respectively. A z-test was conducted, yielding a z-value of -499.1371 and a p-value of $p < 0.00001$, indicating a significant variance between the two groups. The study highlights the need for effective marketing strategies tailored to online shoppers and encourages traditional sellers to establish a social media presence to attract more customers. Adapting to digital platforms can enhance sales, improve engagement, and create new opportunities for businesses.

Keywords: online marketing adaptation, encountered challenges, marketing plan enhancement

**ASSESSMENT ON THE ACCOUNTING PROCEDURE OF BESTLINK COLLEGE
OF THE PHILIPPINES: BASIS FOR PROPOSED ENHANCEMENT**

Carl Angelo Tiongson, Lara Mae Estrera, Jilliane Kaye Mejarito, Jorge Cajida Jr.,
Kisia Tijas, Bryan Tubao

Abstract

The study seeks to assess the accounting systems of Bestlink College of the Philippines, identifying key strengths, weaknesses, and potential areas for enhancement. Utilizing a quantitative descriptive research approach, it collects and analyzes measurable data to evaluate the efficiency, accuracy, and reliability of the institution's financial processes. The results will serve as a foundation for recommending improvements to optimize financial management and operational efficiency. The study utilized a quantitative research approach, employing data collection methods such as surveys, inventories, and questionnaires. A descriptive research design was implemented to analyze existing issues, providing a thorough assessment of the current situation. This approach enables a more detailed understanding of the subject by systematically gathering and interpreting relevant data. 1. The findings reveal that among the 100 BSOA student respondents, 15% are male, while 85% are female. The study assessed the accounting procedures at Bestlink College of the Philippines, focusing on receipts, payments, and purchases. Results indicate that students find the clarity of receipts, particularly regarding newly introduced fees, somewhat satisfactory. Similarly, the accuracy of data encoding by accounting personnel is perceived as moderately reliable. Furthermore, the study highlights seven major challenges encountered by students in relation to accounting services: inconsistent implementation of the "no noon break" policy, irregular queue management system, overcrowding during peak hours, concerns regarding professionalism and fairness, separate payment requirements for books and uniforms apart from miscellaneous fees, a shortage of accounting personnel, and recurring system errors. Addressing these issues can contribute to a more efficient and student-friendly accounting service. The Bachelor of Science in Office Administration (BSOA) program is predominantly composed of female students, accounting for 85% of the population. This trend suggests a stronger inclination among women toward office-related roles and structured administrative tasks. The study reveals that the accounting procedures at Bestlink College of the Philippines are generally well-organized and adhere to specific protocols. However, students exhibit only moderate satisfaction with various aspects of their financial transactions, including payment methods, encoding accuracy, and the process of purchasing books and uniforms. To enhance student experience, it is essential to assess their overall feedback and sentiments regarding the accounting services. Gaining insights into their concerns will facilitate informed decision-making and the implementation of improvements to better accommodate student needs and expectations.

Keywords: bsoa students, female-dominated, office administration, accounting procedures, organization, adherence to protocols, payment methods, encoding accuracy, purchasing books, purchasing uniforms, student satisfaction, financial transactions, feedback analysis

**ASSESSMENT ON THE BUSINESS OPERATION OF JAPHET UNLI SALES
TRADING COMPANY IN QUEZON CITY**

Jiremie Cruzada, Cressel Aira Dacallos, Jamie Jañolan, Jeremy Marcelino,
Shiela Mae Quijada, Vinalyn Sarzata

Abstract

The researchers selected Japhet Unli Sales Trading Company for this study. Established in May 2017, the company specializes in distributing office, janitorial, laboratory, and medical supplies, as well as general merchandise, furniture, and appliances in Quezon City. Despite operational challenges, the company continues to manage its business efficiently. This study aims to identify possible solutions that could enhance Japhet Unli Sales Trading Company's business operations. A quantitative descriptive research approach was utilized. The study involved 20 respondents who are customers of the trading company in Quezon City and were selected through purposive sampling. These respondents were knowledgeable and actively participated in answering the survey questionnaire. The survey questionnaire was the primary research instrument used to collect data and insights from respondents regarding the company's operations. Findings from customer responses indicate strong agreement with the researchers' observations. Customer transactions received an overall weighted mean of 3.64, emphasizing the importance of timely order delivery. The delivery process obtained a mean score of 3.72, highlighting the need to ensure packages arrive within the designated timeframe. Stock management was rated at 3.59, reflecting the importance of a well-organized and up-to-date inventory database to save time and maintain accurate records. Inventory management received a mean score of 3.67, reinforcing its role in improving order accuracy and minimizing risks of loss. One of the primary challenges faced by the company is low stock availability, which was reported by 60% of respondents. Based on the findings, the researchers recommend establishing guidelines and policies to streamline and enhance company operations. Maintaining an updated and well-organized inventory database is essential for record accuracy. Implementing an efficient inventory management system will help improve accuracy and reduce operational challenges.

Keywords: business operations, inventory management, delivery efficiency, operational challenges, proposed guidelines and policies

**ASSESSMENT ON THE DISABILITY PROGRAM PROCEDURE FILING OF CLAIMS IN
RELATIONS TO SOCIAL SECURITY SYSTEM MEMBERS' SATISFACTION**

Melanie Legaspi, Rhonna Mae Anin, Shella Mae Manlapaz, Sophia Ahleck Tacorda,
Mark Gildo Cayondong, Kimberly Joyce Embile

Abstract

This study aims to determine whether Social Security System (SSS) members are satisfied with the simplicity, convenience, and queuing process involved in filing claims under the disability program. It seeks to guide and assist people with disabilities who are SSS members, ensuring that a streamlined and accessible procedure contributes to their overall satisfaction. The researchers employed a descriptive research design with a quantitative approach to collect data from residents of Barangay Santa Lucia who had previously filed a claim with the Social Security System. Data were gathered through survey questionnaires and Google Forms. The study found that 130 respondents from Barangay Santa Lucia experienced challenges with the procedures for filing disability claims, impacting their satisfaction as SSS members. Respondents agreed that ease of process, convenience, and queuing efficiency are essential factors. However, some encountered difficulties related to the queuing system. To improve the filing procedure for disability claims under the SSS, the researchers recommend several solutions. These include limiting the number of daily claim applications to reduce congestion at SSS branches and enhancing the queuing system for better member accommodation. Additionally, an improvement plan is proposed to refine the disability claim process, ensuring it meets members' expectations. The SSS should also consider employee training specific to disability claims and enhancing its website with interactive help features or live agents to assist members during online applications.

Keywords: person with disability, procedure, assessment, members' satisfaction, filing of claims, social security system

**ASSESSMENT ON THE ECOMMERCE PROCEDURE OF
EBG COMPANY INC. IN MAKATI CITY**

Ellah Galicio, Angelika Andres, Rea Dumalaog, Reynelyn Gelua,
Abelenio Rodriguez, Kimberly Joyce Embile

Abstract

1. Personalized Recommendations Advanced Data Analytics: Invest in machine learning algorithms that analyze customer purchasing history, browsing behavior, and demographic data to create a more accurate and personalized shopping experience. Dynamic Pricing: Use dynamic pricing models that can adjust based on demand, stock levels, and customer behavior to further personalize offers and increase sales. 2. Enhancing Customer Service Omnichannel Support: Implement omnichannel customer support (phone, email, live chat, and social media) to ensure consistency and responsiveness across platforms. Self-Service Options: Create a detailed FAQ section and self-help resources (video tutorials, troubleshooting guides) to empower customers and reduce the burden on support teams. Customer Feedback Loop: Set up a continuous feedback system where customers can rate their service experience. This helps in identifying areas of improvement and in adjusting customer service strategies. 3. Efficient Order Fulfillment Automation and AI Integration: Incorporate warehouse automation systems like robots or AI-based sorting to speed up order fulfillment, reduce human error, and increase capacity. Multiple Fulfillment Centers: Set up regional warehouses or partner with third-party logistics providers to offer faster, more localized delivery, reducing shipping times and costs. Order Tracking & Transparency: Enhance the tracking system with real-time updates and automated notifications that inform customers of their order status, ensuring transparency and trust. 4. Product Categorization & Classification AI-Driven Cataloging: Utilize AI tools for automatic categorization and tagging of products based on attributes like style, use, and customer interest, ensuring the catalog is always up-to-date and easily searchable. Improved UX/UI: Revamp the website or app to feature a user-friendly interface with a simplified, visually appealing layout that promotes easier navigation and product discovery. 5. Fostering Customer Trust Security and Privacy: Implement end-to-end encryption and display security certifications (SSL, etc.) prominently on the website to reassure customers that their personal and payment information is safe. Product Authenticity and Quality Assurance: Highlight the brand's commitment to quality by offering guarantees, certifications, and transparent product descriptions. Introduce a "Verified Reviews" system to ensure authenticity. Customer Loyalty Programs: Create a rewards or loyalty program that encourages repeat purchases and provides tangible benefits to customers, thereby building long-term trust and engagement. 6. Changing Consumer Perceptions Brand Storytelling: Share the company's journey, values, and unique selling propositions through engaging content, video stories, and social media campaigns to build a relatable brand image. Influencer Partnerships: Collaborate with well-known influencers and industry leaders to showcase the company's products, building credibility and visibility among target audiences. Social Responsibility Initiatives: Demonstrate a commitment to social causes by implementing sustainable practices, such as eco-friendly packaging, or partnering with charity organizations, aligning the brand with customer values. 7. Government & Infrastructure Development Advocacy and Collaboration: Work with industry groups, local businesses, and government agencies to advocate for improved infrastructure and policies that support e-commerce, such as tax breaks, faster internet, and better logistics networks. Public-Private Partnerships: Partner with the government and tech companies to push for initiatives that lower the cost of technology (smartphones, computers) for consumers and businesses, helping to increase accessibility. 8. Adapting to Ecommerce Growth Scalable Technology Solutions: Invest in cloud-based technologies that allow the business to scale

rapidly without losing performance or user experience, supporting growth as customer demand increases. Data-Driven Decision Making: Leverage data analytics to predict consumer trends, optimize product offerings, and streamline operations, keeping the business ahead of market changes. Customer-Centric Culture: Continuously adapt the company's culture to be more customer-centric, where every department (from marketing to logistics) is aligned with improving the customer experience. By addressing these areas with more comprehensive, data-driven strategies, SSI can improve its internal operations, customer satisfaction, and market position, paving the way for long-term success in the e-commerce space. The research aimed to evaluate the e-commerce procedures of EBG Company, with a focus on understanding the operational efficiency, customer experience, and overall effectiveness of their online processes. The study gathered insights from both employees and customers of the company to assess key e-commerce functions like order fulfillment, customer service, and website usability. Sampling Technique: Purposive Sampling: The study used purposive sampling to selectively choose participants who could provide detailed and relevant feedback based on their experience and role in the company. Employees (30 Participants): Employees were chosen for their direct involvement in the day-to-day operations of the e-commerce business. Their input was critical for evaluating internal processes such as inventory management, order fulfillment, and customer service. Customers (10 Participants): Customers who had previously interacted with EBG's e-commerce platform were selected to assess their shopping experience, satisfaction levels, and the effectiveness of the website interface. Data Collection Methods: Survey Questionnaire: A structured survey questionnaire was distributed to both employees and customers to collect quantitative data on various aspects of EBG's e-commerce operations. Satisfaction with customer service Product categorization accuracy Trust and security of the online platform Oral Interviews: To supplement the survey data, in-depth oral interviews were conducted with selected employees and customers to gather qualitative insights. These interviews helped to: Explore customer expectations and experiences in detail Understand employees' perspectives on operational challenges and areas for improvement Capture suggestions for enhancing e-commerce operations Study Aims: The study's main objective was to assess the effectiveness of EBG Company's e-commerce procedures and identify areas that needed improvement. The specific goals of the study included: Evaluating the efficiency of order fulfillment processes. Assessing the quality of customer service and identifying gaps in support. Investigating the accuracy and organization of product classification on the website. Understanding customer perceptions and satisfaction with the overall e-commerce experience. Expected Outcomes: The results of the study are expected to: Provide actionable insights into the weaknesses and strengths of EBG's e-commerce processes. Offer recommendations for improving operational efficiency, customer satisfaction, and overall user experience. Help EBG identify potential solutions for addressing issues such as inconsistent order fulfillment, inadequate customer service, and poor product classification Employee Demographics: Employee Composition: The e-commerce process at EBG Company receives positive feedback from its employees. Among the 30 employees involved, 77% are female, while 23% are male. Key Aspects of E-commerce Operations: Order Acceptance System: The process for accepting orders is highly rated, indicating that both employees and customers find it efficient and reliable. E-commerce Platforms: Top Platforms: EBG uses platforms such as Shopify, Magento, and Ordazelle, which are praised for their ease of use and ability to effectively manage online transactions and sales. Payment Processing: The payment processor receives high marks, suggesting that the system is secure, easy to use, and enhances customer trust. Product Distribution: Packaging: The company's approach to product distribution, particularly solid packaging, is highly rated. This ensures that products arrive safely and undamaged, contributing to positive customer experiences. Key Performance Indicators: The following are some of the standout features of EBG's e-commerce process: Order Tracking: The ability to track orders is well-received, adding a layer of transparency and improving customer satisfaction. Customer Feedback: The

company's system for collecting and addressing customer feedback is appreciated, helping EBG make necessary adjustments. Real-Time Shipment Updates: Providing real-time shipment status helps customers stay informed and reduces anxiety about delivery. Payment Method Variety: A range of payment options is available, giving customers the flexibility to choose the method most convenient for them. Recommendations for Improving Customer Service: To elevate its customer service further, EBG Company should consider the following improvements: Offer Related Products: Suggesting similar or complementary items to customers could increase sales and improve the overall shopping experience. Detailed Product Information: Providing more detailed and accurate product descriptions, including specifications, images, and usage information, would enhance the shopping experience and help customers make informed purchasing decisions. Discounts and Promotions: Introducing regular promotions, seasonal discounts, or bundle offers could attract more customers and encourage repeat business. Streamline Payment Gateway: Simplifying and improving the payment gateway, such as adding more payment methods and enhancing security, would boost customer confidence and minimize cart abandonment. The researcher advises EBG Company to enhance its e-commerce procedures, particularly in order acceptance, payment processing, and product delivery. These improvements are vital for streamlining operations and ensuring a better customer experience. Furthermore, to maintain customer loyalty and retain clients, the company must consistently elevate its services and meet the growing expectations of its customers.

Keywords: ebg company, e-commerce procedures, order acceptance, payment processing, product delivery, improvements, customer experience, customer loyalty, retain clients, elevate services, customer expectations

**ASSESSMENT ON THE EFFECTIVENESS OF THE PAYMENT PROCESS DURING
ENROLLMENT: BASIS FOR PROPOSED ENHANCED ONLINE
TRANSACTION PROCEDURE**

Abegail Hinampas, Mark John Bade, Jovi Mallete, Abegail Meyor,
Patricia Olvido, Bryan Tubao

Abstract

In an era marked by rapid digital advancements, online transactions now cover a wide range of activities, including purchasing goods and services, transferring funds, managing investments, and conducting various financial operations—all within the virtual space. However, a major challenge persists in the enrollment process, where many institutions continue to rely heavily on manual procedures. Despite the growth of digital technologies, these paper-based systems still dominate, resulting in inefficiencies that hinder convenience and productivity for both students and faculty. The ongoing use of manual enrollment processing creates several critical problems. First, it leads to delays and crowded queues, especially during peak registration times, causing frustration among students and staff. Second, the potential for errors, such as the misplacement of documents or incorrect data entry, increases, which could result in significant setbacks for students and administrative complications for institutions. These issues highlight the pressing need for a transition to automated systems that can enhance efficiency, reduce errors, and create a more convenient experience for all involved. A descriptive research design was implemented in this study. Respondents were selected based on specific inclusion and exclusion criteria outlined in the methods section. To ensure that various characteristics of the population were adequately represented, stratified sampling was employed. This technique was chosen to account for the diversity within the population and ensure proportional representation of each subgroup. The study's respondents consisted of 273 students from the Office Administration program, covering all four years of study, from 1st-year to 4th-year. This sampling method provided a broad and representative sample to gain insights into the students' experiences. The results highlight a clear consensus among students that to avoid the inconvenience and delays associated with payment transactions during enrollment, the institution should consider implementing multiple payment options. This would enhance both convenience and security for students. Furthermore, e-payment systems offer numerous benefits, including cost savings, time efficiency, faster transaction processing, and reduced transaction fees. These advantages are particularly beneficial for the students of Bestlink College of the Philippines, as incorporating e-payment methods could streamline the enrollment payment process, making it more efficient and accessible. To improve the payment process during enrollment at Bestlink College of the Philippines, it is recommended to offer a variety of payment methods, such as GCash, PayPal, PayMaya, BDO, MetroBank, RCBC, Union Bank, and others. These options provide greater convenience for students who are seeking faster, more cost-effective, and time-saving ways to handle their financial transactions. As students increasingly rely on e-wallets for their daily financial needs, adopting these digital payment solutions can effectively address the demand for quick and secure transactions during enrollment, enhancing the overall process for both students and the institution.

Keywords: payment process, enrollment, bestlink college of the Philippines, payment methods, gcash, paypal, paymaya, bdo, metrobank, rcbc, union bank, e-wallets, convenience, cost-effective, time-saving, digital payments, financial transactions

**ASSESSMENT ON THE EVALUATION AND SELECTION OF MD JUAN ENTERPRISES,
INC.: BASIS FOR IMPROVING THE HIRING PROCESS**

Justine Estrella, Julia Domingo, Crystalin Vendiola, Jay-ann Burila, Margorie Torillos,
Joana Rose Lacad, Bryan Tubao

Abstract

The effectiveness of candidate assessment strategies plays a vital role in making informed hiring decisions and cultivating a successful work environment. This study focuses on the evaluation and selection processes at MD Juan Enterprises Incorporated. It aims to pinpoint areas of improvement within the company's hiring procedures and offer actionable recommendations that will enhance the effectiveness, fairness, efficiency, and overall quality of the recruitment process. By optimizing these practices, the study seeks to support MD Juan Enterprises in selecting the most qualified candidates, contributing to a more dynamic and productive organizational culture. This study employed a mixed-methods approach, combining both qualitative and quantitative research strategies. Guided by Human Capital Theory, in-depth interviews were conducted with five Human Resources managers at MD Juan Enterprises, Inc. The interviews aimed to explore their experiences and perspectives on the company's candidate evaluation and selection processes. The responses were gathered using semi-structured questions that allowed for an open discussion on the strengths and areas for improvement in the hiring process. Additionally, a quantitative "organizational alignment" analysis was performed to assess how well the company's hiring practices align with its strategic goals and values. This involved reviewing relevant HR policies, procedures, and documentation related to recruitment and selection to determine the degree of consistency between the organization's hiring practices and its overarching objectives. This mixed-methods approach provided a comprehensive understanding of MD Juan Enterprises' current hiring practices and their effectiveness in meeting organizational goals. The involvement of HR managers in this study was instrumental in shaping the research on MD Juan Enterprises Incorporated's evaluation and selection procedures. Their valuable input provided a deeper understanding of the company's current hiring practices, helping identify both strengths and areas for improvement. Through their insights, the study was able to offer tailored recommendations designed to optimize the recruitment process, ensuring better alignment with the organization's strategic goals. By refining these practices, MD Juan Enterprises can enhance its ability to attract top talent, improve employee retention, and drive long-term organizational success. Ultimately, these improvements will contribute to the company's continued growth and competitive edge in the industry. The findings highlight the need for MD Juan Enterprises Incorporated to refine its hiring process to better align with its organizational goals and foster long-term growth and success. To optimize the company's talent acquisition strategy, it is recommended to implement comprehensive assessment exams, enhance the interview process for more accurate candidate evaluation, and offer greater support for candidates throughout their journey. Prioritizing relevant experience, along with providing clear development opportunities for employees, will not only attract high-quality talent but also contribute to employee retention and professional growth. By making these strategic improvements, MD Juan Enterprises can strengthen its hiring practices, ensuring they are more effective, aligned with company objectives, and capable of supporting future success.

Keywords: candidate assessment, hiring process, talent acquisition, organizational alignment, hr policies, recruitment strategy, employee development, interview process, experience prioritization, growth and success, md juan enterprises

**ASSESSMENT ON THE EXISTING MARKETING STRATEGIES FOR SALES GROWTH
IN PREVEL FIREWALL ENTERPRISES INCORPORATION: TOWARDS THE
UTILIZATION OF SOCIAL MEDIA AS MARKETING STRATEGY**

Shiela Mae Giente, Christine Arellano, Annie Remegio, Angel Flores,
Dan Mark Claveria, Vinalyn Sarzata

Abstract

The research titled "Assessment of Existing Marketing Strategies for Sales Growth in Prevel Firewall Enterprises Inc.: Leveraging Social Media for Marketing Strategy" aimed to evaluate and enhance the company's marketing tactics. Prevel Firewall Enterprises, known for its range of fire protection and security products and services, has experienced growth due to increased housing projects and the introduction of stricter fire safety regulations, which have driven demand for fire safety products globally. The researchers adopted a quantitative correlation research design to examine the intricate relationships between various factors influencing the marketing strategies at Prevel Firewall Enterprises Inc. Using a purposive sampling technique, 30 employees from the company were selected as respondents to provide relevant insights. The data was gathered through a survey questionnaire, which underwent thorough validation by a statistician, research expert, research adviser, and 10 pre-pilot participants to ensure its accuracy and appropriateness. For data analysis, the researchers employed a combination of statistical tools such as frequency and percentage distribution, weighted mean, ranking, and Pearson correlation coefficient (Pearson r). These techniques allowed for an in-depth analysis of the collected data, enabling the researchers to assess the effectiveness of existing marketing strategies and explore the potential of utilizing social media as a tool to enhance sales growth at Prevel Firewall Enterprises Inc. The study involved employees from Prevel Firewall Enterprises Inc., and the results revealed that while the employees recognized the effectiveness of the company's existing marketing strategies, particularly through agent channels, they also identified a significant gap in the company's overall marketing approach. The main issue highlighted was the insufficient marketing efforts, which were not enough to sustain growth. In response, the researchers proposed a solution focused on utilizing social media as a strategic tool for marketing. By effectively promoting and advertising products through various social media platforms, the company could establish a more consistent and sustainable revenue stream, increase brand visibility, and better engage with potential customers. This digital approach would modernize the company's marketing strategies and enhance overall sales performance. The study highlighted the critical role of strategic marketing and flexibility in adapting to market changes, contributing to steady sales growth. It stressed the need for regular evaluations and improvements of marketing approaches to ensure they continue driving success. The research pointed out key issues, including a lack of comprehensive marketing strategies, limited bidding activities, and seasonal sales fluctuations. To address these, the study recommended a stronger focus on leveraging social media as a tool for increasing brand visibility, engaging with a wider audience, and driving continuous sales growth. These strategies are crucial for maintaining a competitive edge and ensuring long-term business success.

Keywords: strategic marketing, sales growth, market shifts, marketing tactics, social media utilization, brand awareness, audience engagement, marketing strategies, sales upturn, business success, adaptability, marketing evaluation, bidding activity

**ASSESSMENT ON THE EXISTING MARKETING STRATEGIES OF PUREGOLD IN
BAGONG SILANG LEADING TO COMPETITIVE ADVANTAGE**

Jethro Loyd Dausin, Ronaldo Amag Jr., Angelie Ocleda, Axcel Rose Magsalay,
Cedric Sotto, Ariane Astudillo

Abstract

In the highly competitive retail market, the success and profitability of businesses are increasingly dependent on their marketing strategies. The supermarket industry, in particular, faces intense competition due to the wide variety of alternatives available to consumers. To maintain a competitive advantage, retail businesses must adopt effective marketing strategies that attract and retain customers. With consumers prioritizing convenience and savings, the ability to offer both time and cost-effective solutions is essential. This study aims to evaluate the current marketing strategies of Puregold in Bagong Silang and how these strategies contribute to the supermarket's competitive edge in the industry. The researchers adopted a mixed-methods research design, integrating standardized responses for the quantitative component and interviews for the qualitative aspect. This approach enabled a thorough evaluation of Puregold's marketing strategies in Bagong Silang, Caloocan, and their role in establishing competitive advantages. The quantitative data was gathered through survey questionnaires, providing quick, valuable insights, while the qualitative interviews facilitated a deeper understanding of customer perceptions. The researchers utilized a convenience sampling technique, selecting participants based on their availability and willingness to complete the surveys, ensuring efficient and effective data collection. The data collected from the respondents strongly indicated that customers highly agreed with the effectiveness of Puregold's existing marketing strategies, with an overall weighted mean of 3.55. Customers appreciated several key initiatives, including the opportunity to provide feedback and reviews, the distribution of discount coupons, buy-one-take-one promotions, loyalty cards for frequent shoppers, and the entry raffle for every purchase. These strategies were viewed as instrumental in enhancing customer satisfaction and fostering long-term loyalty. After a thorough analysis of the survey data and interpretation of the results, the researchers conducted a comprehensive evaluation of the effectiveness of Puregold Bagong Silang's existing marketing strategies. Among the strategies reviewed, the "Buy One, Take One" promotion was identified as the most successful in driving customer engagement. Building on these insights, the researchers formulated a detailed action plan that directly addresses the preferences and feedback provided by customers. This plan aims to optimize Puregold's marketing strategies, ensuring continued customer satisfaction and sustained business success.

Keywords: marketing strategies, puregold, competitive advantage, retail sector, customer engagement, buy one, take one promo, loyalty program, discount coupons, customer satisfaction, action plan, survey data

**ASSESSMENT ON THE HUMAN RESOURCES SERVICES OF QUEZON CITY HALL:
BASIS FOR ENHANCEMENT HIRING PROCESS**

Ma Angie Bernadette Habal, Lovely Broncano, Mikee Dela Cruz, Jeneca Jovelo,
Liesel Clarita Mission, Kimberly Joyce Embile

Abstract

This study assesses the human resources services of Quezon City Hall, focusing on identifying strengths, weaknesses, and areas for improvement in the hiring process. The goal is to optimize procedures, promote transparency, and enhance the recruitment experience for both the organization and potential candidates. A quantitative research design with purposive sampling was used to assess the human resources services of Quezon City Hall. The study provides recommendations to enhance the hiring process based on the gathered data. The findings present a comprehensive analysis of the current hiring process, identifying key aspects such as efficiency, transparency, diversity and inclusion, and training and development. Strengths and areas for improvement were highlighted, offering valuable insights into the existing human resources services at Quezon City Hall. These findings serve as a basis for improving the hiring process, ensuring greater efficiency, transparency, and inclusivity in recruitment practices. Respondents identified the high volume of applications and time constraints as the primary challenges faced by the Human Resources Department. To address these issues, this study recommends the implementation of e-recruitment and chrono-management strategies to streamline and enhance the hiring process at Quezon City Hall.

Keywords: human resources, enhancement, hiring process, screening, recruiting, assessment, e-recruitment, chrono-management

**ASSESSMENT ON THE SERVICE QUALITY OF BAGA BURGER IN
HOLY SPIRIT TOWARDS CUSTOMER LOYALTY**

Jessa Mae Gomez, Camelle Bongao, John Vincent Delfino, Cathrine Jhoyce Patlingrao,
Necca Perez, Ariane Astudillo

Abstract

This study aims to assess and evaluate the service quality of Baga Burger in Holy Spirit based on customer expectations. Service quality management involves various techniques to maintain and improve customer satisfaction by monitoring changes and evaluating the effectiveness of service improvements. The researchers seek to determine whether the staff provides the appropriate level of service, how management handles customer expectations, and how the store applies its goals and objectives to enhance service quality. This study employed a correlational quantitative research method to analyze the relationship between service quality and customer loyalty. The study surveyed 50 customers of Baga Burger in Holy Spirit using a structured questionnaire. The aim was to determine how changes in service quality impact customer loyalty and satisfaction. The survey responses indicate that customers strongly agree on the high quality of service provided at Baga Burger. The data collection process revealed that the majority of the 50 respondents expressed a positive perception of the service quality in relation to customer loyalty. To maintain and enhance service quality, Baga Burger should continuously improve its customer service strategies. Training programs should be implemented to educate staff on effective customer interaction, including greeting customers warmly, actively listening, and resolving issues efficiently. Employees should be prepared to assist customers with orders, answer inquiries, and provide necessary guidance. Additionally, the store must uphold cleanliness and hygiene standards to ensure a pleasant dining experience. By improving service quality, Baga Burger can enhance customer satisfaction, strengthen loyalty, and increase profitability.

Keywords: service quality, customer loyalty, customer satisfaction, business management

ASSESSMENT ON THE SERVICE QUALITY OF TAPSI BARCAFE, ISLA VALENZUELA CITY: BASIS FOR PROPOSED IMPROVEMENT PLAN

Christina Brillo, Kenneth James Gario, Remalyn Metran, Efren Nabus Jr., Reynold Bangalisan

Abstract

This study investigates the service quality of Tapsi Bar Cafe, located in Isla Valenzuela City, Philippines, and seeks to identify opportunities for improvement to boost customer satisfaction and loyalty. The café aims to stand out in the competitive food industry by offering a unique blend of customization, affordability, and innovation, catering to the diverse preferences of its patrons. By gaining a deeper understanding of consumer behavior and preferences, the café can refine its marketing strategies and service offerings. The insights from this study are intended to help Tapsi Bar Cafe enhance its customer experience and strengthen its position in the local market. This study employed a mixed-methods research design, integrating both surveys and interviews, to assess the service quality at Tapsi Bar Cafe in Isla Valenzuela City. A sample of thirty customers participated in the survey, while ten customers were selected for in-depth interviews to gather qualitative insights. Random sampling was utilized to ensure diverse representation of the café's clientele. The survey provided quantitative data, while the interviews captured detailed qualitative responses, allowing for a comprehensive evaluation of customer experiences and perceptions regarding service quality. These combined methods enabled a thorough analysis of the factors influencing customer satisfaction and potential areas for improvement. The demographic analysis revealed a diverse customer base, with young adults and high school graduates representing the majority of the clientele. Regarding service quality, respondents expressed positive feedback, with an overall composite mean score of 3.51 across key factors, including the café's location, pricing, innovation, service efficiency, and product availability. However, a key concern identified by customers was the limited parking space, which impacted their overall satisfaction. Based on these insights, the study recommends implementing an improvement plan, particularly focusing on addressing the parking issue, to further enhance the customer experience at Tapsi Bar Cafe. This study emphasizes the significance of service quality in the success of Tapsi Bar Cafe. By gaining a deeper understanding of customer behavior and addressing specific concerns, the cafe can strengthen its standing as a go-to dining destination in Isla Valenzuela City. A focus on maintaining high standards of service and innovation will help Tapsi Bar Cafe build a loyal customer base and ensure long-term growth. The study's insights into customer demographics and preferences will inform more targeted marketing strategies, helping the cafe engage with its audience more effectively. Addressing challenges such as limited parking space and improving the cafe's atmosphere will directly contribute to enhancing the overall customer experience. Continual feedback collection and adaptations will be key to ensuring sustained success and competitive advantage in the ever-evolving food industry.

Keywords: service quality, tapsi bar café, isla valenzuela city, customer satisfaction, innovation, marketing strategies, demographics, customer behavior, parking constraints, ambiance, customer loyalty, business growth, food industry, consumer

**CAREER DEVELOPMENT OPPORTUNITIES AND EMPLOYEE RETENTION
IN COMMUNITY OUTREACH DIVISION IN SOCIAL
SERVICES DEVELOPMENT DEPARTMENT**

Angela Eligino, Khyn Jean Amarilla, Kimberly Bayani, Nicka Reubal,
Realyn Sabilao, Danilo Molera Jr.

Abstract

The purpose of this study is to investigate the career development opportunities provided by the Community Outreach Division and their impact on employee retention. The research aims to evaluate how various career development initiatives, such as training programs, mentorship, and advancement opportunities, contribute to the retention of employees. By examining the relationship between these development strategies and job satisfaction, the study seeks to identify ways in which the division can enhance its career development efforts to improve employee retention and overall organizational performance. This study utilized a descriptive-correlational research design and involved twenty-seven (27) contractual employees, purposively selected from the Community Outreach Division. The focus was to explore the relationship between career development opportunities and employee retention in the division. The study revealed significant findings regarding the characteristics of the respondents and their perspectives on career development opportunities and employee retention. A majority of the respondents were aged between 26 and 30 years (44.44%), and 62.96% identified as female. Most of the participants held a Bachelor's degree (77.78%) and earned within the income brackets of Php 10,000-P hp 15,000 and Php 15,001-P hp 20,000, each representing 37.04% of the total sample. In terms of career development opportunities, the respondents rated training programs and cross-departmental opportunities highly, with an overall mean score of 3.32, indicating a "very high" level of satisfaction. This reflects the organization's effectiveness in providing impactful career development initiatives. Regarding employee retention factors, the overall mean score was 3.10, signaling a "high" importance, although job security received a slightly lower mean score of 3.02, suggesting an area for improvement to further enhance retention. Additionally, concerns regarding compensation were noted, with 15 respondents expressing that their pay did not reflect their workload and responsibilities. Statistical analysis revealed a strong positive correlation between career development opportunities and employee retention, as evidenced by a Pearson correlation coefficient of 0.7195. The p-value of 0.000023, which is well below the 0.05 threshold, led to the rejection of the null hypothesis, confirming that there is a significant relationship between career development opportunities and employee retention. The study highlights that investing in career development initiatives can significantly enhance employee retention. Providing contractual employees with opportunities for contract extensions or renewals based on performance and project needs can improve job security and stability. Strengthening these initiatives benefits both employees and the organization by fostering professional growth, enhancing job satisfaction, and ultimately contributing to overall organizational success and long-term retention.

Keywords: career development, employee retention, contractual employees, job security, training programs, professional growth, organizational performance, career opportunities, workforce stability, employee satisfaction

COMPETENCY OF MANAGERS IN DONUT SHOPS IN QUEZON CITY

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Krizheina Hannary Historico, Randy Villaseñor

Abstract

This study evaluates the competency of managers in selected Dunkin' branches in Quezon City. It focuses on personal and social competencies essential for effective management. Through surveys conducted with sales managers and staff, the research identifies key strengths and areas for improvement in enhancing customer service and overall business performance. A quantitative correlational research design was used, with data collected from 30 sales managers and staff through face-to-face survey questionnaires. The study employed a purposive non-probability sampling technique. The survey instrument was validated through expert evaluation and pre-testing. Findings revealed that most managers were aged 23 to 27 (60%), predominantly male (60%), and had 1-3 years of managerial experience (56.67%). Managers demonstrated strong self-awareness but struggled to defend opinions, exhibited ethical self-control but faced challenges under pressure, showed cognitive ability but weak analytical skills, excelled in motivating employees but had difficulty creating opportunities, and possessed social empathy yet struggled with effective communication. Statistical analysis showed significant competency differences across various dimensions ($p < .05$), highlighting the need for targeted improvement. Recommended strategies include training programs to enhance self-awareness, self-control, cognitive abilities, motivation, empathy, and social skills. This study underscores the importance of assessing managerial competency to ensure effective leadership in donut shops. Implementing continuous learning and fostering positive workplace relationships can enhance employee performance and business success. The findings provide valuable insights into improving managerial effectiveness in the food service industry.

Keywords: donut shops, competency, sales manager, staff.

**COMPETITIVE EDGE OF MICRO AND SMALL ENTERPRISES ON MARKETING
STRATEGIES IN TANDANGSORA, QUEZON CITY: BASIS FOR
BENCHMARKING INDICATORS FOR BUSINESS SUCCESS**

Marvelous Campecino, Christine Manaois, Cenex Obanan, Arma Jane Tusoy,
Domenica Velasco, Reynold Bangalisan

Abstract

Micro and small enterprises (MSEs) are indeed vital to economic development, particularly in developing countries, where they often face significant challenges. Beyond limited access to finance, markets, and digital infrastructure, additional hurdles include inadequate business skills, lack of formalization, and vulnerability to economic fluctuations. study employs a mixed-methods design, integrating both quantitative and qualitative approaches to examine micro and small enterprises (MSEs) in the food industry. This methodology facilitates a comprehensive understanding of the entrepreneurs' profiles, competitive strategies, challenges, and success indicator. A mixed-methods design combines quantitative and qualitative research methods, providing a nuanced perspective on complex research questions. This approach is particularly effective when neither qualitative nor quantitative methods alone are sufficient to address the research objectives. For instance, a study on stress prevention in MSEs utilized a mixed-methods design to evaluate the effectiveness of interventions and the implementation process via a web-based platform. Key Focus Areas: Entrepreneur Profiles: Understanding the demographic and professional backgrounds of the entrepreneurs aids in identifying patterns and factors influencing business operations and success. A study exploring the readiness of MSEs to adopt mobile money in Indonesia found that many entrepreneurs were initially unaware of mobile money services, indicating a need for awareness-raising initiatives. Competitive Strategies: Analyzing the strategies employed by these entrepreneurs to navigate the market offers insights into effective practices and areas needing support. For example, research on SMEs' use of Management Control Systems (MCS) in Portugal revealed that managers prioritize both financial and non-financial measures, utilizing key performance indicators to guide strategic decision. Challenges Encountered: Identifying the obstacles faced by these businesses, such as market access, financial constraints, and competition, informs the development of targeted support mechanisms. A study on stress prevention in MSEs highlighted that understanding the implementation process and effectiveness of web-based interventions can help identify and overcome common barriers, improving employee mental health within these enterprises. Success Indicators: Defining and understanding the metrics of success from the entrepreneurs' perspectives facilitates the assessment of business performance and the effectiveness of implemented strategies. The study on mobile money adoption readiness identified that attitude and social influence significantly impact entrepreneurs' intention to adopt such services, emphasizing the importance of perceived credibility and usefulness. The study provides valuable insights into the profiles, competitiveness, and challenges faced by micro and small enterprises (MSEs) in Tandang Sora, Quezon City. The findings align with existing research on MSEs in the Philippines, highlighting both commonalities and specific concerns within this locality. study's recommendations for supporting micro and small enterprises (MSEs) in Tandang Sora, Quezon City, are well-founded and align with best practices observed globally. Implementing these strategies can significantly enhance the growth and sustainability of MSEs in the region.1. Providing Accessible Financing Options: Access to affordable and flexible financing is crucial for MSEs to innovate and expand their operations. Traditional loan structures may not always meet the unique needs of these enterprises. Alternative financial instruments, such as grants, equity financing, and risk-tolerant capital, have proven effective in driving innovation and business growth among

small firms. ssir.org2. Enhancing Competitiveness Through Product Innovation and Digital Marketing: Staying competitive requires continuous product innovation and effective marketing strategies. Local governments can play a pivotal role by organizing hubs both online and physical, where business representatives can network, exchange ideas, and collaborate. These platforms facilitate the sharing of best practices and foster a community of support among entrepreneurs. openaccessgovernment.org3. Diversifying Product Offerings and Collaborating with Other Businesses: Diversification helps mitigate risks and tap into new market segments. Encouraging collaboration among businesses can lead to shared resources, knowledge exchange, and joint marketing efforts, thereby enhancing overall competitiveness. Such collaborations can also open up new distribution channels and customer bases. 4. Developing and Implementing Comprehensive Support Programs: Local governments and relevant authorities should design and implement support programs tailored to the specific needs of MSEs. These programs can include financial literacy workshops, mentorship opportunities, and assistance in navigating regulatory frameworks. By understanding the unique challenges faced by MSEs, governments can create policies and initiatives that foster a conducive environment for business growth. Additional Recommendations: Facilitating Networking Opportunities: Organizing networking events and workshops can help MSEs connect with potential partners, customers, and suppliers, fostering business growth and collaboration. Providing Mentorship and Training: Establishing mentorship programs and training sessions can equip entrepreneurs with essential skills in business management, marketing, and financial planning, enhancing their capacity to run successful enterprises. Ensuring Regulatory Support: Simplifying bureaucratic processes and offering legal support can reduce the operational burdens on MSEs, allowing them to focus more on business development. By integrating these recommendations, stakeholders can create a supportive ecosystem that nurtures the growth and sustainability of MSEs in Tandang Sora, Quezon City, ultimately contributing to local economic development and job creation.

Keywords: micro and small enterprises (mses), entrepreneurship, researchgate.net, +1, mdpi.com, +1, competitiveness, product innovation, mdpi.com, +2, tandf online, +2, researchgate.net, +2, digital marketing, financial accessibility, business diversification, business

**CONSUMER SATISFACTION AND SALES PERFORMANCE
OF YELLOW CAB IN TANDANG SORA, QUEZON CITY**

Honey Jean Real, Thessa Mae Bonghanoy, Camille Arellano, Ashley Tecexia Evangelista,
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Abstract

Yellow Cab Pizza Co. operates a branch at SM City Lipa along Ayala Highway in Marauoy, Lipa City, Batangas. This location offers indoor dining, take-out, pick-up, and delivery services. Customer reviews highlight the branch's cleanliness, welcoming staff, and the quality of its food. One patron noted, "First thing I thought when walking into the place was the cleanliness of the place and the design. Staff is very nice and welcoming." Understanding consumer needs and preferences is essential for businesses aiming to maintain competitiveness. Factors such as product quality, pricing, and the overall shopping experience play significant roles in fostering customer loyalty and trust. The positive feedback for Yellow Cab Pizza Co.'s Lipa branch reflects these elements, suggesting a correlation between customer satisfaction and the effective use of customer feedback in enhancing service quality. This study employed a descriptive-correlational research design to assess customer satisfaction among 50 consumers of Yellow Cab Pizza Co.'s Ayala Highway branch in Lipa City, Batangas. The research focused on the four Ps of marketing: product, price, place, and promotion, utilizing a survey questionnaire as the primary data collection instrument. Research Design: Descriptive-Correlational Design: This approach is utilized to describe the characteristics of a phenomenon and to determine the relationship between variables without inferring causal links. It is particularly effective in understanding the current status of variables and their interconnections. Sample Size Considerations: Sample Size of 50: While larger sample sizes are generally preferred for statistical analyses to enhance the reliability and generalizability of results, studies with smaller samples can still provide valuable insights, especially in exploratory research or when the target population is limited. Yellow Cab Pizza Co. operates a branch at SM City Lipa along Ayala Highway in Marauoy, Lipa City, Batangas. This location offers indoor dining, take-out, pick-up, and delivery services. Understanding consumer needs and preferences is essential for businesses aiming to maintain competitiveness. Factors such as product quality, pricing, and the overall shopping experience play significant roles in fostering customer loyalty and trust. The positive feedback for Yellow Cab Pizza Co.'s Lipa branch reflects these elements, suggesting a correlation between customer satisfaction and the effective use of customer feedback in enhancing service quality. The findings of this study offer valuable insights for owners and management of Yellow Cab Pizza Co.'s Ayala Highway branch in Lipa City, Batangas, to enhance service quality and overall customer satisfaction. By focusing on key areas such as product consistency, customer experience, and leveraging technology, management can effectively address existing challenges and improve operational performance.

Keywords: customer satisfaction, sales performance, e-commerce transactions, service quality, product quality, customer retention, market acquisition, promotional activities, descriptive-correlational research design, survey questionnaire

**CUSTOMER PERCEPTION OF SERVICE QUALITY AT PARES
RETIRO BATASAN, SAN MATEO: QUANTITATIVE ANALYSIS**

Regie Evangelista, Lorjay Espinosa, Mary Joy Floresta,
Charlene Ranario, Remark Roma, Randy Villaseñor

Abstract

In the food industry, customer perception of service quality is a critical factor in determining a company's success or failure. Both direct and indirect interactions with the business influence how customers perceive the brand. Customer perception refers to the opinions, feelings, and beliefs that customers form about a brand, which in turn impacts their decision to engage with or remain loyal to the business. These perceptions are shaped by various elements such as service efficiency, product quality, customer service, and the overall experience, all of which play a significant role in fostering customer loyalty and satisfaction in the competitive food sector. A quantitative research approach is employed to analyze "Customer Perceptions of Service Quality at Pares Retiro Batasan, San Mateo: A Quantitative Analysis." The study aims to evaluate customer perceptions of tangibles, responsiveness, reliability, empathy, and assurance by using a descriptive research design and survey questionnaire. A purposive sampling technique, based on non-probability sampling, is applied to select fifty customers from Pares Retiro as respondents for this research. The study's findings reveal that the majority of respondents (38%) are between the ages of 26 and 30. In terms of gender, females make up 48% of the respondents, representing the largest group. Additionally, 52% of respondents are single. Regarding service quality factors, tangibles received the highest mean score (2.92), followed by reliability (2.55), responsiveness (2.42), assurance (2.27), and empathy (2.20). For age, the computed p-values were: Tangibles: $H = 11.28$, $p = 0.1$; Responsiveness: $H = 1.23$, $p = 0.25$; Reliability: $H = 3.02$, $p = 0.39$; Assurance: $H = 11.20$, $p = 0.1$; Empathy: $H = 8.42$, $p = 0.04$. Regarding gender, the calculated p-value of 0.79 and H-value of 0.07 suggest no significant difference in perceptions based on gender. For civil status, the following values were obtained: Reliability: $H = 1.65$, $p = 0.44$; Tangibles: $H = 1.11$, $p = 0.57$; Responsiveness: $H = 1.09$, $p = 0.58$; Assurance: $H = 4.33$, $p = 0.11$; Empathy: $H = 6.59$, $p = 0.4$. These findings highlight the significant relationship between customer perception and service quality, particularly emphasizing the role of empathy and tangibles in shaping customer experiences. To enhance service quality and customer satisfaction at Pares Retiro Batasan, addressing the identified areas of concern and implementing improvement guidelines is crucial. Regular collection and analysis of customer feedback will be key to tracking progress and ensuring continuous enhancement. The insights gathered from satisfaction and dissatisfaction surveys can serve as a foundation for improving service quality. These findings provide actionable recommendations for management and staff, empowering them to make informed decisions and take the necessary steps to elevate the overall customer experience at Pares Retiro Batasan.

Keywords: service quality, customer satisfaction, pares retiro batasan, customer feedback, continuous improvement, improvement guidelines, customer experience, management strategies, survey insights, quality enhancement

**CUSTOMER SATISFACTION THROUGH ONLINE REVIEWS AT EMRIZ BULALOHAN
AND TAPSIHAN: BASIS FOR PROPOSED IMPROVEMENT PLAN**

Dian Lazarte, Erica Becera, Felix Maneja, Justine Vincentia Vicente, Reynold Bangalisan

Abstract

This study examines strategies to enhance customer satisfaction at Emriz Bulalohan and Tapsihan along Shaw Boulevard using insights from online reviews. Online feedback plays a crucial role in shaping customer perceptions and influencing purchasing decisions. The study focuses on assessing customer satisfaction levels and identifying key areas for improvement based on customer reviews. A descriptive quantitative research design was utilized, employing purposive sampling to select twenty online customers and twenty dine-in customers. Data were gathered through semi-structured interviews and survey questionnaires to assess customer experiences and identify recurring issues. Findings indicate notable differences in customer satisfaction between dine-in and online customers, with satisfaction ratings of 3.25 and 2.45, respectively. A significant statistical difference was observed ($p\text{-value} = .0001$), highlighting discrepancies in service quality. Common concerns include food temperature, waiting time, customer service, and perceived value. To address these, a proposed improvement plan suggests diversifying food options, enhancing cleanliness, optimizing service speed, and providing employee training. Additional strategies include noise reduction, promotional offers, and improved payment processes to better meet customer expectations. The study emphasizes the importance of leveraging online reviews to measure customer satisfaction and guide service improvements. Implementing the proposed recommendations can enhance customer experience, strengthen brand loyalty, and improve overall business performance. This research underscores the potential of online reviews as a strategic tool for business development in the digital age.

Keywords: customer satisfaction, online reviews, service improvement, business strategy

**DIGITAL PROFICIENCY IN OFFICE ADMINISTRATION:
A KEY TO SUCCESS IN THE TECHNOLOGICAL ERA**

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Timmy Centeno, Bryan Tubao

Abstract

The objective of this study is to evaluate the level of digital proficiency among BS Office Administration students. The researchers aim to explore if there is any correlation between students' age, gender, and year level with their digital proficiency. The study seeks to determine how these demographic factors might influence students' ability to use digital tools and technology effectively, with the ultimate goal of identifying areas for improvement and developing strategies to enhance digital skills within the BS Office Administration program. The research strategy employed is a quantitative approach, which involves collecting and analyzing numerical data to gain insights into concepts, opinions, or experiences. This approach helps in generating comprehensive insights and exploring new research avenues. For this study, a total of 271 students from the BS Office Administration program were selected: 75 first-year students, 65 second-year students, 78 third-year students, and 53 fourth-year students. This sum represents the overall sample of 271 BS Office Administration students. The study reveals that there is a significant variation in the digital proficiency of BS Office Administration students based on their demographics, including age, sex, and grade level. While students across different year levels exhibit some knowledge of digital literacy, they are not yet fully proficient in digital competencies. This suggests that while they are familiar with digital tools and applications, their skills need further development. In today's digital age, proficiency in technology is a valuable asset, especially since many companies prioritize employees who possess strong digital literacy. For office administrators, this is particularly crucial, as their work environment is increasingly reliant on advanced technological tools and systems. The findings of this study provide important insights into the level of digital proficiency among BS Office Administration students and how it may influence their future employment opportunities. The varying degrees of digital proficiency among students could play a significant role in their readiness for technology-driven work environments. However, given the limitations of this study, it is essential to interpret the results with caution. This chapter reflects on the research methodology, addressing its limitations and the potential impact on the findings. In conclusion, the chapter provides recommendations for future research to further explore and refine the understanding of digital proficiency among students in this field.

Keywords: bs office administration, digital proficiency, technology, student demographics, employment prospects, research methodology, digital literacy, grade level, age, sex, correlation, future research.

**DISTINCTIVE QUALITIES OF SUCCESSFUL HOMOSEXUAL BUSINESS OWNERS:
A NEW PERSPECTIVE ON SUCCESS INDICATORS**

Ma Christina Veluz, Trixie Diane Gultiano, Janine Ingles, Clarissa Pom,
Sheila Mae Santillan, Reynold Bangalisan

Abstract

Over the past decades, gender dynamics have significantly evolved, challenging traditional binary notions and emphasizing diversity and inclusivity in corporate culture. Despite progress in LGBTQIA+ rights, homosexual representation in executive and leadership roles remains limited, raising concerns about both social justice and missed opportunities for innovation. This study seeks to identify the unique attributes of successful homosexual business owners and redefine success indicators. It aims to explore their leadership styles, risk-taking abilities, perseverance, and challenges while offering new perspectives on success in entrepreneurship. A mixed-method research design was employed, engaging ten successful homosexual business owners in San Jose Del Monte, Bulacan. Purposive sampling was utilized, and structured interviews served as the primary data collection instrument. Findings indicate that a majority of successful homosexual business owners identify as gay, fall within the 25 to 50 age range, and operate businesses in the service sector, typically employing between 1 to 7 individuals. Most businesses had been established for 1 to 5 years. Key attributes observed among these entrepreneurs included bravery, innovation, assertive leadership, risk-taking, and resilience in overcoming challenges. The study underscores the importance of recognizing and celebrating the distinctive qualities of homosexual business owners while addressing the challenges they face through targeted initiatives and inclusive policies. Recommendations include conducting further demographic analysis, fostering a business environment that promotes diversity, and supporting entrepreneurs through tailored programs that encourage perseverance and resilience. By cultivating inclusivity, combating discrimination, and nurturing bravery in leadership, organizations can empower homosexual business owners to thrive and contribute meaningfully to the business landscape.

Keywords: distinctive qualities, homosexual, business owners, success indicators, entrepreneurship

**EFFECTIVENESS OF EMPLOYEE RECOGNITION TO PERFORMANCE OF SELECTED
BUILDING AND GROUNDS MAINTENANCE SERVICES DEPARTMENT EMPLOYEES
AT THE HOUSE OF REPRESENTATIVES IN QUEZON CITY**

Mary Melanie Uplac, Iza Marie Baldres, Charlene Celajes, Joan Deterala,
Analyn Espelimbergo, Danilo Molera Jr.

Abstract

Employee performance is significantly influenced by recognition and acknowledgment from employers. This study aims to assess the effectiveness of employee recognition on performance within the Building and Grounds Maintenance Services Department at the House of Representatives in Quezon City. A descriptive-correlational research design was employed, utilizing a purposive quota sampling technique. The study involved 44 rank-and-file full-time employees from the department. Findings indicate that 70.45% of the respondents are male, with the largest age group being 41–45 years old (25%). Most participants are high school graduates (65.91%) with 4–5 years of service (34.09%). Employee recognition was rated as "Highly Evident" in terms of rewards (3.71), promotions (3.38), peer recognition (3.63), and career development (3.37). Similarly, performance was also rated "Highly Evident" in attendance (3.71), behavior (3.72), and ratings (3.79). However, statistical analysis showed no significant relationship between recognition and employee performance. To enhance recognition efforts, the department should customize recognition programs based on individual employee preferences. Addressing the lack of growth opportunities, professional development programs should be introduced to support career advancement. Aligning recognition efforts with company values and incorporating acknowledgment into team meetings can foster a culture of appreciation. Despite the absence of a direct correlation between recognition and performance, employees are encouraged to strive for excellence to earn recognition. The study recommends implementing transparent ranking and rating systems for employees and adopting guidelines to improve the recognition process within the department.

Keywords: employee recognition, performance, rank-and-file employees, motivation, workplace engagement

**EFFECTS OF CELEBRITY ENDORSEMENT TO THE BUYING
BEHAVIOR OF CONSUMERS IN QUEZON CITY**

Lorania Roda, Lynette Joy Tugbo, Joana Mae Beroja, Mark Jhon Plaza,
Timothy John Vargas, Randy Villaseñor

Abstract

Celebrity influence on lifestyle choices plays a significant role in shaping consumer behavior, driving product sales, and enhancing company productivity. While not always directly influencing purchases, celebrities help shape consumer perceptions and preferences. Many consumers aspire to emulate their favorite stars, making them more likely to choose celebrity-endorsed products. This study employs a descriptive quantitative research design, engaging fifty consumers to analyze the impact of celebrity endorsements on buying behavior in Quezon City. A convenience sampling method, a type of non-probability sampling, was used to determine the sample population. Data was collected through a survey questionnaire designed to assess how celebrity endorsements influence consumer purchasing decisions. The results highlight key findings on the impact of celebrity endorsements on consumer behavior. The level of appeal of celebrity endorsements received a composite mean of 2.45, while the effect of celebrity endorsements on buying behavior had a composite mean of 2.42. Both variables were verbally interpreted as "agree." Statistical analysis using analysis of variance (ANOVA) yielded a p-value of 0.00001, with an F-ratio of -47.41068 at a significance level of 0.05. Since the p-value is lower than the significance level, the findings indicate a significant effect of celebrity endorsements on consumer buying behavior. The study underscores the importance of demographic analysis, attractiveness, trustworthiness, and familiarity in leveraging celebrity endorsements on social media to engage audiences and shape product preferences. Findings suggest that celebrity lifestyle endorsements significantly enhance product appeal and increase the likelihood of purchase among consumers. For a deeper understanding, comparative analyses between different types of endorsements, along with longitudinal studies, could provide insights into the long-term effects on consumer perceptions and purchasing behavior. Celebrity endorsements have been shown to boost sales, strengthen customer trust, and enhance brand awareness, particularly for brands targeting both male and female demographics.

Keywords: celebrity influence, buying behavior, consumer behavior, product sales

**EFFECTS OF ELECTRIC BIKE QUALITY TO THE BUYING DECISION
OF CONSUMER: BASIS FOR MARKETING PLAN**

Anthonette Camalig, Anne Nicole Llantero, Ma Elaiza Mae Loterte,
Jhoanna Marie Manuel, Owen Rodriguez, Randy Villaseñor

Abstract

Interest in learning what influences consumer purchasing decisions in this market area has increased due to the growing popularity of electric bikes, or "e-bikes." The researchers look into how consumer purchasing decisions are impacted by the quality of electric bikes, taking into account factors such as features, battery life, fraction control, use, and cost. 50 people who lived in Quezon City were chosen at random to complete our questionnaire as part of this quantitative study approach. Residents were categorized based on the types and frequency of electric bike usage, household members, and monthly income. Survey questionnaires were employed as a research tool, and statistical data such as frequency and percentage, ranking, weighted mean, and Chi-square were used. A study conducted in Quezon City involving 50 respondents examined factors influencing the purchase and usage of electric bikes (e-bikes). The findings indicated that respondents with higher income levels were more inclined to purchase e-bikes, with 32% of fixed-wage earners participating. The primary uses of e-bikes among residents included daily errands and transporting children to and from school. E-Bike Preferences and Usage Wheel Configuration: A majority (54%) preferred two-wheeled e-bikes over three-wheeled variants. Household Size: Households with 3-4 members constituted 40% of the respondents, indicating a potential correlation between family size and e-bike usage. Electric bikes are among the simplest options for commuting to work or school, and the distance covered has little impact on consumers' purchasing choices as long as the ebike serves as a means of transport. Researchers seek to inform new buyers about acquiring an ebike by utilizing insights from current ebike owners regarding: battery, features, price, and maintenance

Keywords: electric bikes, e-bikes, consumer buying decisions, electric bike quality, battery life, features, fraction control, use, price

**EFFECTS OF NEW NORMAL ON URBAN FARM BUSINESS IN CALOOCAN CITY:
A COMPARATIVE STUDY TOWARDS CUSTOMER RETENTION**

Julieanne Kyle Querino, Marie Joy Dagami, Haide Stephanie Payot, Ma Shiena Dhen Quintos,
Maryglad Rafales, Vinalyn Sarzata

Abstract

FarmJoe, established by Mrs. Kimberly Llobera on October 31, 2020, at the Saint Mary Ann Administration Site in Tala, Caloocan City, promotes a passion for gardening through the sale of quality vegetables and herbs in convenient grow kits. During the COVID-19 pandemic, the business faced both challenges and opportunities. Despite early difficulties, FarmJoe saw a rise in customer retention, which contributed to its profitability. Sales reached over P800,225 in 2020-2021, but by 2023, they declined to approximately P616,479. This study will use a quantitative, comparative approach to examine the relationships between variables in a non-experimental context. The researcher will purposively select thirty (30) plant enthusiasts who purchased growing kits online during the pandemic and the new normal. These participants will be surveyed using a questionnaire distributed via Google Forms, known for its efficiency and versatility. The Weighted Mean will be used to assess the significance of specific data points, with higher-weighted elements being more influential. Additionally, a T-test will be applied to identify any significant differences in customer retention between the new normal and urban farm businesses. After analyzing the collected data, the researcher identified a significant difference in sales between the pandemic period and the new normal. The survey results revealed varying levels of satisfaction with FarmJoe's offerings during both phases, underscoring the importance of adapting strategies to meet the evolving needs and preferences of customers in a constantly changing market. To boost sales, several actionable strategies and recommendations were proposed. FarmJoe could introduce new plant varieties based on customer preferences and current market trends. Additionally, collaborating with online influencers and participating in events with local businesses or organizations could help promote products, engage with customers, and create buzz around the brand. FarmJoe should maintain regular updates on their social media platforms and introduce a loyalty program to reward returning customers. By implementing these strategies, FarmJoe can adapt to the challenges brought about by the pandemic and continue to succeed in the evolving market.

Keywords: farmjoe, pandemic impact, urban farming, customer retention, sales performance, plant enthusiasts, growing kits, new normal, market trends, loyalty program, social media marketing, product diversification, consumer preferences, online business, business

**EFFECTS OF SM ADVANTAGE CARD TO THE BUYING
BEHAVIOR OF SM FAIRVIEW CUSTOMERS**

Glenn Mendoza, Bhea Maravilla, Shella Mae Flores, Novee Ann Sevellejo,
Johnella Abod, Randy Calaus Villaseñor

Abstract

This study aims to analyze the impact of SM Advantage Card utilization on the shopping behavior and lifestyle of customers at SM Fairview. It explores how loyalty programs influence consumer purchasing habits, preferences, and overall shopping experience. The study utilized a descriptive research method with 50 adult consumers as participants. The study found that most respondents were female, belonged to the middle-class socioeconomic group, and were SMAC holders. To better understand Advantage Card usage, a marketing plan for SM Fairview can be developed using surveys, interviews, and demographic analysis. The grand weighted mean was 2.01, with a verbal interpretation of "often." The Chi-square statistical analysis yielded the following key findings: Gender and problem recognition in buying behavior showed no significant relationship ($\chi^2 = 2.5647$, $p = 0.4637$). Gender and information search in buying behavior showed a significant relationship ($\chi^2 = 8.5322$, $p = 0.0362$). Type of SM Advantage Card and problem recognition in buying behavior showed no significant relationship ($\chi^2 = 8.5515$, $p = 0.2004$). Type of SM Advantage Card and information search in buying behavior showed no significant relationship ($\chi^2 = 8.2357$, $p = 0.2213$). Type of SM Advantage Card and evaluation of buying behavior showed no significant relationship ($\chi^2 = 2.5472$, $p = 0.8632$). These findings suggest that while gender influences information search behavior, the type of SM Advantage Card does not significantly impact buying behavior in terms of problem recognition, information search, or evaluation. To achieve a 20% increase in Advantage Card adoption rates and a 15% boost in customer loyalty within six months, SM Fairview's marketing plan should leverage insights from surveys and demographic analysis of card usage. The strategy should focus on: Targeting key demographics: Families, young professionals, and seniors. Enhancing customer engagement through: Exclusive perks: Personalized discounts, cashback rewards, and VIP experiences. Omnichannel marketing: Social media campaigns and influencer collaborations. Email marketing with customized offers. In-store promotions and interactive kiosks. Mobile app integration for seamless card management and rewards tracking. Strengthening loyalty programs: Tiered rewards to encourage repeat purchases. Referral incentives to drive new sign-ups. By aligning these strategies with customer preferences, SM Fairview can drive higher Advantage Card adoption, increased engagement, and long-term brand loyalty.

Keywords: advantage card, adoption rates, customer loyalty, sm fairview, marketing plan, surveys, demographic analysis, target demographics, exclusive perks, personalized discounts, cashback rewards, vip experiences, omnichannel marketing, social media campaign

**EMPLOYEES' SATISFACTION ON GRIEVANCE HANDLING PROCEDURE
OF INTELE BUILDERS AND DEVELOPMENT CORPORATION:
BASIS FOR PROPOSED ENHANCEMENT PROCEDURES**

Sarah Grace Ramirez, Alliah Angel Cien Darlucio, Karen Gerero, Airra Jasmin Alimorong,
George Roswel Magbanua, Riva Manalo

Abstract

This study aims to assess employees' satisfaction with the grievance handling procedures at Intele Builders and Development Corporation. It evaluates key aspects such as procedural and confidentiality awareness, time taken, HR's attitude and supervision, and fairness of decisions. The study further explores how these factors influence overall employee satisfaction and proposes enhancements to improve grievance handling procedures. A descriptive quantitative research design was utilized, involving 44 employees selected through simple random sampling. Structured survey questionnaires served as the primary data collection tool. Responses were analyzed to determine employees' perceptions and satisfaction levels regarding the grievance handling procedures. Findings indicate that employees rated grievance handling procedures, including procedural awareness, confidentiality, timeliness, HR's attitude, supervision, and fairness of decisions, as "Agree" (3.52). Overall satisfaction with grievance handling procedures was rated as "Very Satisfied" (3.52). A significant relationship was found between grievance handling procedures and overall employee satisfaction ($p\text{-value} = 0.00001$). Based on the findings, an enhanced grievance handling procedure was proposed, focusing on improving decision-making and ensuring justice for employees. Recommendations highlight the need for continuous improvement in grievance resolution while maintaining high levels of employee satisfaction. The study underscores the importance of effective grievance handling in fostering a positive workplace environment. Organizations that promptly and fairly address employee grievances are more likely to enhance job satisfaction, engagement, and productivity. Implementing the proposed recommendations can help Intele Builders and Development Corporation improve employee loyalty, commitment, and overall organizational performance.

Keywords: employees' satisfaction, grievance, procedures

**ENHANCING EMPLOYEES QUALITY MANAGEMENT IN SELECTED MCDONALD'S
STORES: BASIS FOR PROPOSED DEVELOPMENT PLAN**

Richelle Mae Empasi, Liela Gloriette Estrada, Andria Ramos, Jamaica Rasca,
Stephanie Sabado, Reynold Bangalisan

Abstract

McDonald's, a global franchise, encounters challenges in employee quality management in selected branches, particularly in Caloocan City. Employees face issues such as heavy workloads, irregular schedules, and autocratic management styles. This study explores the potential of Lean Six Sigma implementation as a strategy to enhance performance and cultivate healthier work relationships within the organization. A descriptive-quantitative research design was utilized to collect data from employees in three McDonald's branches—Camarin, Vicas, and Zabarte—using purposive sampling. A total of 30 employees, with 10 from each branch, participated in the study. Survey questionnaires served as the primary data collection tool, focusing on employee experiences and perceptions of quality management practices. The majority of respondents were aged 18-30, predominantly female crew members, with six months to one year of service. The implementation of Lean Six Sigma yielded favorable ratings across branches, with composite scores of 3.50 (Zabarte), 3.64 (Camarin), and 3.69 (Vicas) in defining, measuring, analyzing, improving, controlling, and verifying processes. Statistical analysis showed no significant differences between branches ($p\text{-value} = .037125$). Identified concerns included high-stress environments and excessive workloads, prompting recommendations for flexible scheduling, comprehensive training, and strategic management approaches. The proposed development plan aims to optimize performance and foster a more sustainable work environment. To address the challenges faced by employees, the study recommends fostering stronger workplace relationships through skill enhancement programs, integrating Lean Six Sigma principles, and implementing structured scheduling to reduce stress and workload imbalances. Additionally, offering fixed salaries and rotating schedules for on-call employees is suggested to mitigate tardiness and burnout. By adopting these strategies, McDonald's can improve employee satisfaction and overall operational efficiency.

Keywords: employee quality management, lean six sigma, development plan, workforce optimization, employee satisfaction

**EQUAL EMPLOYMENT OPPORTUNITY PRACTICES ON EMPLOYEE
JOB PERFORMANCE IN IFP MANUFACTURING
CORP. DEPARO, CALOOCAN CITY**

Jellymae Serviano, Alyanna Aurelio, Danica Joy Gamboa, Jessel Abegile Ando,
Hanna Queen Hurano, Riva Manalo

Abstract

In today's competitive manufacturing industry, organizations strive to enhance productivity and maintain a motivated workforce. A pivotal factor influencing employee performance is the implementation of Equal Employment Opportunity (EEO) practices. EEO ensures that all individuals have fair and equal chances to apply for jobs and receive fair treatment once employed, irrespective of race, color, religion, sex, national origin, age, disability, or genetic information. Studies have demonstrated that EEO practices contribute positively to employee performance when workers feel treated fairly. In the manufacturing sector, fostering an inclusive work environment through EEO can lead to increased employee satisfaction, reduced turnover, and enhanced overall productivity. However, despite the recognized benefits, some manufacturing companies still face challenges in fully implementing EEO practices. This study focuses on IFP Manufacturing Corp. located in Deparo, Caloocan City, aiming to examine the impact of EEO practices on employee job performance. By analyzing the relationship between these variables, the research seeks to provide insights into how equitable employment practices can be leveraged to improve performance outcomes within the manufacturing industry. This study will utilize a quantitative research design, employing a descriptive-correlational approach to examine the relationship between EEO practices and employee job performance. This design is appropriate for identifying patterns and determining the strength of associations between variables. Population and Sampling The target population consists of all employees at IFP Manufacturing Corp. A stratified random sampling technique will be employed to ensure representation across various departments and job levels. The sample size will be calculated using standard statistical formulas to achieve a confidence level of 95% and a margin of error of 5%. Data Collection Methods Survey Questionnaire: A structured questionnaire will be developed to collect data on employees' perceptions of EEO practices and their self-reported job performance. The questionnaire will be adapted from validated instruments used in similar studies. It will include Likert-scale items to measure variables such as fairness in recruitment, training opportunities, promotion practices, and perceived job performance. Document Analysis: Relevant company documents, such as HR policies, recruitment records, and training materials, will be reviewed to assess the presence and implementation of EEO practices within the organization. Instrument Validation The survey instrument will undergo a validation process involving expert reviews and a pilot test. Experts in human resources and organizational behavior will evaluate the content validity of the questionnaire. A pilot test will be conducted with a small group of employees not included in the main study to assess clarity, reliability, and validity. Cronbach's alpha coefficient will be calculated to determine the internal consistency reliability of the instrument, aiming for a value above 0.70. The study aimed to assess the impact of Equal Employment Opportunity (EEO) practices on employee job performance at IFP Manufacturing Corp. in Deparo, Caloocan City. Data were collected through a structured questionnaire administered to a stratified random sample of employees, complemented by a review of relevant company documents. Demographic Profile of Respondents The sample consisted of 100 employees, with the following demographic distribution: Gender: 56% male and 44% female. Age: Up to 20 years: 15% 21–25 years: 25% nea.gov.ph Above 26 years: 60% Educational Attainment: High School: 30% Vocational: 32% College Graduate: 38% Perceptions of EEO Practices

Respondents' perceptions of EEO practices were evaluated across several dimensions: Recruitment and Hiring Fairness: Mean score of 4.2, indicating a high level of agreement that recruitment and hiring processes are conducted fairly. Training and Development Opportunities: Mean score of 4.0, suggesting that employees feel training opportunities are accessible without discrimination. Promotion Practices: Mean score of 3.8, reflecting a moderate agreement that promotions are based on merit and not influenced by biased factors. Workplace Harassment Policies: Mean score of 4.5, demonstrating strong agreement that policies against workplace harassment are effective and enforced. Employee Job Performance Self-reported measures of job performance yielded the following results: Task Efficiency: Mean score of 4.3, indicating that employees feel they perform their tasks efficiently. Quality of Work: Mean score of 4.1, suggesting a high standard of work quality among employees. Collaboration and Teamwork: Mean score of 4.0, reflecting positive perceptions of teamwork and collaboration within the company. Job Satisfaction: Mean score of 4.2, highlighting overall satisfaction with job roles and responsibilities. Correlation Between EEO Practices and Job Performance Pearson's correlation analysis revealed a strong positive correlation ($r = 0.85$, $p < 0.01$) between perceptions of EEO practices and self-reported job performance. This suggests that employees who perceive EEO practices positively are more likely to report higher job performance. Document Analysis Review of company documents indicated that IFP Manufacturing Corp. has established EEO policies, including non-discriminatory recruitment advertisements, equal access to training programs, clear promotion criteria based on performance, and a comprehensive anti-harassment policy. However, documentation on the implementation and monitoring of these policies was limited. The findings suggest that positive perceptions of EEO practices are associated with higher self-reported job performance among employees. This aligns with existing literature indicating that equitable treatment in the workplace fosters a motivated and productive workforce. However, the limited documentation on policy implementation and monitoring may hinder the effectiveness of these practices. Recommendations Enhance Policy Documentation: Develop comprehensive records detailing the implementation and monitoring of EEO policies to ensure transparency and accountability. Continuous Training: Offer regular training sessions on EEO principles and practices to reinforce their importance and educate employees. Feedback Mechanisms: Establish channels for employees to provide feedback on EEO practices, allowing for ongoing improvement and addressing potential concerns. Performance Recognition: Implement a formal system to recognize and reward employees who exemplify adherence to EEO principles, promoting a culture of fairness and respect. By addressing these areas, IFP Manufacturing Corp. can strengthen its EEO practices, potentially leading to enhanced employee satisfaction and performance.

Keywords: equal employment opportunity (eeo), employee job performance, ifp manufacturing corp., deparao, caloocan city, workplace diversity, employment discrimination, performance appraisals, employee satisfaction, human resources practices, inclusive work environment

**EVALUATION OF INCENTIVE PROGRAM OF BPO COMPANY:
BASIS FOR OPERATION PRODUCTIVITY**

Ericka Cruz, Genevive Altamia, Raquel Narra, Daisyree Norbe,
Mary Joy Mulig, Kimberly Joyce Embile

Abstract

Incentive programs play a crucial role in any company by motivating employees and driving them toward achieving both personal and organizational goals. This research is particularly timely and relevant, especially in today's competitive work environment, where increasing employee productivity and engagement is essential. In the BPO industry, companies often face challenges that can impact employee performance, such as the high volume of hires and the availability of client accounts. Since BPO companies rely on account availability, fluctuations in demand may result in work disengagement among employees. Addressing these challenges through effective incentive programs can enhance motivation, job satisfaction, and overall operational efficiency. This study employed a quantitative approach using a descriptive research design and a purposive sampling technique to identify the target population. A total of 25 employees from a BPO company, aged 20 to 50 years old, participated in the study. The researchers utilized a survey questionnaire as the primary instrument to collect data, gathering the respondents' experiences and insights on the topic. The demographic profile results indicate that the majority of respondents are aged 20–25 years old (28%), with 52% being female, making up a total of 100% of the sample. The study highlights that increased motivation enhances productivity and performance, and the BPO company supports this by integrating performance bonuses, recognition programs, and awards. Rewarding employees for their efforts fosters gratitude and loyalty, ultimately reducing turnover. Additionally, recognizing employees' contributions creates a positive work environment, increasing engagement and job satisfaction. The following findings were observed from the weighted mean scores: Employee satisfaction – 3.42 (Strongly Agree) Operational productivity – 3.18 (Agree) Employee engagement – 3.14 (Agree) Work efficiency – 3.19 (Agree) Goal alignment – 3.40 (Strongly Agree) Employee retention – 3.30 (Strongly Agree) These results emphasize the importance of motivation and recognition programs in improving employee satisfaction, engagement, and retention while fostering a more productive and goal-oriented workplace. The researchers recommend implementing incentive programs, employee engagement initiatives, recognition programs, and regular feedback mechanisms to cultivate a positive workplace environment where employees feel valued, motivated, and empowered to perform at their best. In summary, these strategies enhance employee satisfaction, leading to higher productivity, increased engagement, and improved retention rates within the company.

Keywords: incentive programs, motivation, employee retention

EVALUATION OF PHYSICAL WORKPLACE ARRANGEMENT AND SATISFACTION TOWARDS EMPLOYEE RETENTION PROGRAM

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Kimberly Gelin, Dyan-ric Malana, Bryan Tubao

Abstract

The study examines the impact of workplace arrangements on employee satisfaction and retention. Employees with flexible work options may experience higher job satisfaction due to the ability to balance their professional and personal lives more effectively. According to Code Submit (2022), a comprehensive study on remote work trends revealed that 75% of global workers believe that remote work has become the new standard for employment. This shift underscores the growing acceptance and preference for remote work, demonstrating its potential to reshape traditional office-based workplaces. This study employs a quantitative method with a descriptive research design, specifically utilizing the survey method to gather and analyze data. The research aims to evaluate workplace arrangements and employee satisfaction in relation to an enhanced retention program. The study was conducted at Bestlink College of the Philippines, Quezon City, focusing on non-teaching employees from 14 different departments. A total of 44 selected employees participated as respondents. Data collection involved analyzing, classifying, and tabulating information to ensure an accurate representation of participant insights. The results shows that having a satisfaction with basic salary, having enough time to complete the assigned tasks within the scheduled working hours', providing an additional training to improve the quality of work of every employees, and achieving flexible work schedule that allows to better manage personal responsibilities and commitments have an impact to the BCP employee's retention. To maintain and enhance employee satisfaction while increasing retention rates, the following strategies should be considered: Performance-Based Incentives – Offer bonuses or other rewards to recognize and motivate high-performing employees. Workload Management – Regularly monitor workloads to ensure they are fair and manageable. If necessary, delegate tasks or hire additional staff to prevent burnout. Continuous Training & Development – Implement ongoing training programs, workshops, or seminars to enhance employees' skills and performance. Work-Life Balance Support – Provide resources on time management, encourage the use of paid time off, and promote disconnecting after work hours to reduce stress and improve overall well-being. By adopting these measures, the organization can boost job satisfaction, enhance productivity, and foster a positive work environment, ultimately leading to higher employee retention.

Keywords: employee retention, flexible workspace, job satisfaction, work-life balance

**EVALUATION OF PROMOTIONAL ACTIVITIES OF
MIXUE TOWARDS CUSTOMER SATISFACTION**

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Menchie Distura, Vinalyn Sarzata

Abstract

This study examines the impact of promotional strategies on customer satisfaction in the ice cream and tea industry, focusing on Mixue, a well-established Chinese franchise. With 26,000 branches worldwide and over 100 locations in the Philippines, Mixue has extensive experience in customer engagement, marketing tactics, and industry challenges. The study aims to determine: How effective promotions influence customer preferences. Whether these strategies enhance customer satisfaction. The key challenges faced by ice cream and tea shops in a competitive market. By analyzing customer experiences and industry trends, this research will provide insights into how Mixue and similar businesses can refine their promotional strategies to attract and retain customers. The study employed a quantitative exploratory method, utilizing a convenience sampling approach with 75 respondents. To analyze customer responses, Frequency and Percentage Distribution analysis was used. Additionally, the z-test was conducted to determine whether there is a significant relationship between Mixue Ice Cream & Tea House's promotional activities and customer satisfaction. By applying statistical analysis, this research aims to provide data-driven insights into how promotional strategies influence customer perceptions and experiences within the ice cream and tea industry. The study found that Mixue Ice Cream & Tea House's promotional activities effectively engaged customers and conveyed their intended messages. Key findings include: Advertising: Received a "Very satisfied" rating with a weighted mean of 3.54. Social Media Marketing: Achieved a 3.46, showing customer appreciation for Mixue's online presence. Sales Promotions: Also rated "Very satisfied" with a weighted mean of 3.54, indicating a positive impact on customer perception. A significant relationship between promotional activities and customer satisfaction was confirmed, as reflected in the z-value of -64.25217. This study examines Mixue's promotional activities, customer satisfaction, and challenges in the competitive food industry. It focuses on evaluating Mixue Ice Cream & Tea's advertising, social media marketing, sales promotion, and the four marketing mix which are product, price, place, and promotion. The study offers valuable insights to maintain the brand's consistency and competitiveness in the market.

Keywords: marketing mix, customer satisfaction, problem encountered, ordering process, buying behaviors

EVALUATION ON THE EMPLOYEES SALES PERFORMANCE OF DIAMOND OFFICE FURNITURE BASIS FOR EMPLOYEES PRODUCTIVITY ENHANCEMENT

Herbert Flores, Rene Oliver Antonio, Ina Trina Calado, Jhemarie Kaye Gaoat,
Lovely Pallones, Kimberly Joyce Embile

Abstract

Diamond Office Furniture, Inc., established in 1996, imports and directly sells office systems and furniture, aiming to provide cost-effective, high-quality, and innovative products for office environments. The company is headquartered at BVS Building, Kilometer 17, Ortigas Avenue Extension, Barangay Sto. Domingo, Cainta, Rizal. Sales Performance Assessment Evaluating sales performance is crucial for understanding the effectiveness of the sales team and identifying areas for improvement. At Diamond Office Furniture, Inc., sales performance is assessed through the following steps: Setting Clear Sales Goals and KPIs: Establishing specific, measurable objectives aligned with the company's strategic vision to guide the sales team's efforts. Regularly Reviewing Sales Strategies: Analyzing and adjusting sales approaches to respond to market changes and optimize outcomes. Monitoring Sales Activities: Tracking daily sales activities and outcomes to ensure alignment with goals and to identify opportunities for improvement. Team Structure and Roles. The sales team comprises various roles, including Sales Coordinators and Sales Managers, each contributing to the overall success of the sales operations. For instance, Sales Coordinators support the sales team by managing administrative tasks and facilitating communication. *glassdoor.com* Strategic Focus Diamond Office Furniture, Inc. emphasizes a consultative approach, focusing on understanding clients' needs before recommending appropriate products. This strategy ensures that clients receive solutions tailored to their specific requirements, fostering long-term relationships and customer satisfaction. This study employs a descriptive research design utilizing quantitative methods to analyze the factors influencing employee sales performance at Diamond Office Furniture, Inc. The aim is to systematically collect and interpret data to identify patterns and relationships pertinent to the study's objectives. Data Collection A structured survey questionnaire will be administered to all seven employees of Diamond Office Furniture, Inc. This approach ensures comprehensive data collection from the entire workforce, facilitating a thorough analysis of the factors affecting sales performance. Surveys are particularly effective in descriptive research for gathering quantifiable data across various subjects. Justification for Sample Size Given the small number of employees, surveying all participants is both practical and beneficial. This strategy enhances the reliability of the findings and provides a complete overview of the factors impacting sales performance within the company. Data Analysis The collected survey responses will be analyzed using descriptive statistics to summarize and interpret the data. Descriptive statistics allow for the presentation of data in a meaningful way, highlighting trends and patterns that inform the study's objectives. By adopting this methodology, the study aims to deliver insightful and actionable findings that can inform strategies to enhance employee sales performance at Diamond Office Furniture, Inc. The study on Diamond Office Furniture's sales procedures offers valuable insights into the company's operational dynamics. Notably, the finding that 28.6% of participants serve as human resource assistants is intriguing, as it suggests a significant overlap between human resources and sales functions. This overlap could influence sales performance, given that HR professionals are typically focused on recruitment, training, and employee welfare, rather than direct sales activities. Integrating human resource management with sales operations can have both positive and negative implications. On the positive side, HR professionals can contribute to sales performance by ensuring that sales teams are well-trained, motivated, and aligned with the company's goals. However, if HR responsibilities

overshadow sales objectives, it might lead to misaligned priorities and diluted focus on sales targets. To enhance sales performance, it would be beneficial for Diamond Office Furniture to clearly delineate roles and responsibilities between HR and sales departments. This clarity can prevent potential conflicts and ensure that both departments work synergistically towards common objectives. Additionally, implementing quality management strategies, such as Total Quality Management (TQM), could further streamline operations and improve sales outcomes. TQM is a comprehensive approach that focuses on continuous improvement across all organizational processes, aiming to enhance customer satisfaction and operational efficiency. . The study on Diamond Office Furniture's sales procedures offers valuable insights into factors influencing employee productivity and performance. Notably, the demographic profile of respondents reveals a significant gender disparity, with 85.7% female and only 14.3% male participants. This imbalance may impact team dynamics and could be addressed by promoting gender diversity within the sales department. Respondents believe that attendance significantly affects productivity, reflected in an average mean score of 2.57. This perception aligns with industry observations, where attendance and punctuality are key performance indicators influencing customer service quality and operational efficiency. However, it's essential to consider that while attendance is important, other factors such as employee engagement, training, and support also play critical roles in enhancing productivity. Sales quotas, while intended to motivate, can sometimes have adverse effects if perceived as unrealistic or misaligned with individual capabilities. High quotas may lead salespeople to prioritize short-term gains over ethical considerations or long-term customer relationships. Therefore, it's crucial for Diamond Office Furniture to set achievable quotas that consider market realities and individual capacities. After-sales service plays a vital role in sustaining customer satisfaction and loyalty, which in turn can enhance employee performance through repeat business and referrals. Investing in comprehensive training ensures that employees are equipped with the necessary skills to deliver exceptional after-sales support. Regular training helps employees stay up-to-date with industry trends and best practices, ensuring they can confidently assist customers in making informed purchasing decisions. The identified barriers to evaluating employee sales performance, such as inconsistent data resources and supervisory challenges in monitoring, are common across industries. Implementing standardized data collection methods and leveraging performance management systems can mitigate these issues. Clear metrics allow employees to align their performance with organizational objectives and expectations, driving better results and clearer paths to success. To address these challenges and enhance employee productivity, the study recommends implementing sales training and development workshops. Effective training programs are essential for improving sales skills, fostering motivation, and aligning employee performance with organizational goals. Tailored training initiatives that address specific performance gaps, supported by measurable outcomes, can validate their effectiveness. In summary, addressing gender disparities, aligning sales quotas with realistic targets, enhancing after-sales service, improving performance evaluation processes, and investing in targeted training programs are key strategies that Diamond Office Furniture can adopt to improve sales procedures and overall company performance.

Keywords: sales growth, quota attainment, conversion rates, customer satisfaction, profitability, sales goals, key performance indicators (kpis), individual performance, team performance, sales strategy, market share, product innovation, customer service

**EVALUATION ON THE MEMBERSHIP PROCEDURE:
BASIS FOR IMPROVEMENT AT RTC IN MAKATI CITY**

Aldrey Delos Santos, Kenneth Aquino, Richard Arron Arquilita,
Aleah Jane Fermilan, Mary Jane Linao, Kimberly Joyce Embile

Abstract

The study examines the membership procedure of Relevanttech Corp, focusing on its key aspects and identifying areas for improvement. Using a quantitative research approach, the study employs a simple random sample of personnel aged 21 to 31. It highlights the need for the company to reassess its membership policy and incorporate feedback from both customers and members. The aim of the study is to optimize overall performance and effectiveness, ensuring the organization's continued competitiveness in the industry by addressing areas that require improvement. The researchers utilized a quantitative research approach, which involves collecting numerical data to address research questions and test hypotheses. This method is often used to generalize findings to a larger population. The participants in the study were fifty (50) members of RelevantTech Corporation, selected using a simple random sampling technique. A survey questionnaire was employed as the primary tool to gather data for the study. The study shows that, of the fifty (50) members of RelevantTech Corporation (RTC), 64% of the respondents are female. The findings emphasize that a positive brand image is key to building credibility and trust, which significantly enhances customer satisfaction. Customers are confident that the business will fulfill its commitments and deliver a high-quality membership experience. Moreover, the membership's cost-saving features increase its attractiveness, as customers are able to save money while enjoying the benefits, making it a practical and appealing choice. Based on the study, it is recommended that the company reassess its membership procedure and consider the feedback and suggestions of its customers and members.

Keywords: membership procedure, relevanttech corporation, customer feedback, brand image, customer satisfaction, cost-saving features, membership experience, reassessment, quantitative research, simple random sampling

**EVALUATION ON THE SERVICE QUALITY OF MOVE IT PHILIPPINES:
GROUNDWORK FOR PROPOSED IMPROVED GUIDELINES**

John Norcio, Ryan John Albao, Ralph Cabilogan, Ralph Cabilogan,
Jasmin Mae Kali, Jonas Sarmiento, Reynold Bangalisan

Abstract

This research examines the growing demand for transportation network vehicle services (TNVS) in the Philippines, particularly in the context of changing mobility patterns and environmental concerns. Despite mandatory motorcycle taxi safety seminars, some riders may not fully absorb safety protocols, leading to potential accident risks. As Move It Philippines navigates a highly competitive market, the company faces challenges in maintaining service quality and ensuring driver preparedness. This study aims to evaluate Move It's service standards and propose strategic guidelines to enhance safety, efficiency, and overall customer experience while mitigating operational risks. The research employs a mixed-method design with seventy-five participants, assessing demographics, service quality perceptions, and utilization of the SERVQUAL model. Findings reveal positive perceptions of Move It's services, with an overall weighted mean of 3.48, while areas for improvement have been identified in rider practices, application functionality, and courier services. Passengers primarily encounter safety and payment issues, while operational challenges affect riders and parcel services. Recommendations include conducting a demographic analysis for fare competitiveness, improving rider practices and application professionalism, enhancing empathy and reliability, and reinforcing safety protocols. Move It should prioritize safety initiatives and operational efficiency, ensuring passenger safety and service quality. Additionally, establishing an operational development plan and enforcing unique strategies are suggested to enhance competitiveness and visibility in the market. This study provides valuable insights for Move It Philippines to address challenges and enhance service quality in the evolving TNVS landscape.

Keywords: service quality, guidelines, public transportation, accident risks

**EVALUATION ON THE WORK EXPERIENCE AND SCHOOL EXPERIENCE
OF WORKING STUDENT AT BESTLINK COLLEGE OF
THE PHILIPPINES: BASIS TOWARDS A GUIDE**

Regan Bernal, John Paulo Alcantara, Carmela Lumar, Hazelyn Nieva,
Joyce Mary Ann Servando, Bryan Tubao

Abstract

This study aims to examine the experiences of working students at Bestlink College of the Philippines, focusing on the challenges and benefits they face while balancing work and academics. With the rising cost of education, many students are compelled to work in order to support themselves and their families. These working students often encounter difficulties such as managing their time between work and school, handling stress, and maintaining their academic performance. However, they also gain valuable work experience, enhance their time management skills, and develop resilience in managing stress. The study will explore these experiences, identify factors contributing to their success, and provide insights into how their dual roles impact their overall academic performance and well-being. The research methods for this study will include a survey administered to working students at Bestlink College of the Philippines, along with a comprehensive review of relevant literature on the experiences of working students. The survey will collect data on the students' work and academic experiences, focusing on the challenges they face and the factors that contribute to their success. This approach will provide a deeper understanding of the balance between work and studies, offering insights into how working students navigate their responsibilities. The study revealed that the sample population was predominantly composed of individuals aged 18 to 24, with some representation from older age groups. The gender distribution showed a notable majority of female respondents, emphasizing the need to address gender disparities in academic performance. The participants had a wide range of work experiences, from minimal to several years of professional involvement, indicating the potential benefits of combining work with academic pursuits. Perceptions of their abilities and confidence levels varied, with some respondents feeling confident, while others expressed reservations. The analysis also highlighted the significant influence of social factors, such as isolation and lack of support, which appeared to overshadow the impact of their academic performance. The analysis of the age distribution within the sample reveals a diverse demographic, with both younger and older individuals represented, suggesting that age may have an influence on academic performance. The gender distribution emphasizes the need to address gender disparities in education to ensure equal opportunities for all students. The respondents' varied work experiences highlight the importance of balancing work and academics, with potential benefits for career development. The findings also reveal a mixed picture of self-perception, with varying levels of confidence and self-doubt, suggesting a need to address factors that impact self-belief. Additionally, social factors such as isolation and lack of support were found to significantly affect individuals, often overshadowing academic performance.

Keywords: working students, academic performance, age distribution, gender disparities, work experience, self-perception, social factors, confidence, academic challenges, balancing work and studies

**EXPLORING THE IMPACT OF INFORMATION SYSTEM IN BUSINESS
OPERATION IN HOME HEALTHCARE INCORPORATION**

Danica Laureta, Frenz Ian Abad, Ellea Mhay Castro, Melody Joy Fajardo,
Roselyn Garbo, Juniel Orias, Eugenio Bayani Jr.

Abstract

In this generation, many businesses integrate information systems to improve their business processes. It has become a crucial tool for businesses to thrive and succeed. The main purpose of this study is to identify the impact of information systems on business operations, the challenges that Home Health Care Incorporation has encountered, and its solutions. This study utilized survey questionnaires for twenty (20) employees in various departments, such as Finance, Human Resources, and Administration. Findings stated that information systems could help the business process in terms of operational efficiency, data accuracy, speed in service, and strategic decision-making. The findings also showed that poor internet connectivity was the respondents' main problem in using IS services such as QuickBooks and Sprout. In light of such difficulties, subscribing to offline versions of IS is recommended, as it allows users to manipulate the data and then use sync manager tools to update/sync the data once an internet connection is available. Conducting regular maintenance and updates of IS services is also recommended.

Keywords: information system, digitalization, business operation, operation efficiency, data accuracy, decision-making, smes

**EXPLORING THE IMPACT OF OFFICE MEETING ON
DECISION MAKING IN CORPORATE SETTING**

Lloyd Joel Regalado, Jeno Abueme, Anna May Casis, Resa Evangelio,
May Ann Llever, Kimberly Joyce Embile

Abstract

This study examines the impact of office meetings on decision-making within corporate settings. It explores the complex relationship between office meetings and the decision-making process, focusing on factors such as meeting frequency, participant engagement, agenda clarity, and meeting duration. By analyzing these aspects, the research aims to provide valuable insights into how office meetings influence decision-making effectiveness in corporate environments, ultimately offering practical recommendations for improving meeting efficiency and decision-making outcomes. This study utilized a Quantitative Descriptive Research Design and employed a purposive sampling technique to identify the target population. A researcher-designed questionnaire was used as the primary tool to gather data from the respondents, capturing their experiences and insights on the topic.. The demographic profile revealed that most of the respondents are between 21 and 28 years old, with 60% of the employees being male. Additionally, the majority of the respondents hold a Bachelor's degree. Through comprehensive data collection and analysis, utilizing surveys and statistical methods, the study explores key factors such as meeting frequency, participant engagement, clarity of the agenda, meeting duration, and the effectiveness of decision-making. By synthesizing the collected data, this study offers valuable insights into the complex dynamics of office meetings and their significant influence on corporate decision-making. The findings contribute to the existing body of literature on organizational communication and management, offering valuable insights that can help enhance meeting effectiveness and optimize decision-making processes within corporate environments.

Keywords: office meetings, decision-making, corporate settings, organizational communication, meeting effectiveness, decision-making processes, corporate management, employee participation, meeting frequency, agenda clarity, decision efficacy, quantitative research

**FACTORS AFFECTING CUSTOMER RETENTION AND SATISFACTION IN
SELECTED MILKTEA SHOPS IN BAGONG SILANG CALOOCAN CITY**

Eva Leah Papina, Merlene Calimlim, Ryssa Lyn Gemao, Renz Joyce Herrera,
Joevelyn Joy Ortega, Ariane Astudillo

Abstract

This research explores the increasing popularity of the milk tea industry. Milk tea refers to various types of teas and tea-based drinks enjoyed worldwide. This growing demand has created significant opportunities for entrepreneurs to enter the industry, increase their income, and develop innovative products from traditional offerings. The study was conducted in response to the observed rise in consumer enthusiasm for milk tea. The researchers utilized a descriptive research design with a quantitative approach. This study requires sixty (60) respondents, who will be customers of three (3) milk tea shops in Bagong Silang, Caloocan City. These respondents possess the necessary knowledge to address the issues examined in the study. The findings indicate that an appealing and contemporary decor significantly enhances customer satisfaction, fostering trust and loyalty, with an overall weighted mean of 3.88. Promptly addressing customer inquiries is also highly valued, with an overall weighted mean of 3.83. Additionally, quality packaging plays a crucial role in product perception and safety, greatly impacting customer satisfaction, with an overall weighted mean of 3.96. The study also identifies the criteria respondents use to measure customer satisfaction. Brand satisfaction is achieved when the business logo is both memorable and relevant, with an overall weighted mean of 3.78. Price satisfaction is attained when stores offer affordable add-ons, also with an overall weighted mean of 3.78. Product satisfaction is realized when stores consistently provide a standard quantity of food, with an overall weighted mean of 3.73. The primary challenge regarding pricing was the lack of discounts on bulk orders. In terms of delivery, the most notable issue was delays in product delivery. Regarding communication, the main challenge was the disregard for customer feedback. Recommendations include considering various demographic factors such as age, gender, and customer status when developing the research. Milk tea shop owners should enhance their product offerings and undergo proper training to effectively address customer feedback and ensure satisfaction. Creating a captivating tagline, assessing affordability, and maintaining quality standards are essential for customer engagement. Lastly, the researchers proposed an output model to address the factors affecting customer retention and satisfaction in the milk tea shop business.

Keywords: retention, satisfaction, loyalty

**FACTORS AFFECTING CUSTOMER SATISFACTION OF PICK UP COFFEE
AT U.P TOWN CENTER: BASIS FOR RETENTION STRATEGIES**

Reyssa Mae Rosal, Justin Jake Gacelo, Ma. Joy Calang, Jairine Galeon,
Rheann Franada, Ariane Astudillo

Abstract

This research examines the factors influencing customer satisfaction with pick-up coffee at U.P. Town Center, providing insights for developing effective retention strategies. With the increasing popularity of mobile food services, the study highlights coffee trucks worldwide that offer specialized coffee in unique locations. Customers have specific expectations regarding the products and services they purchase, and managing these expectations can be challenging. The study aims to improve customer satisfaction by utilizing customer feedback to enhance service quality. Additionally, retention strategies are explored to help maintain customer loyalty. The researchers used a quantitative correlational research design with fifty respondents to examine the relationship between demographic profiles, customer satisfaction, and customer retention. The findings indicate that the assessment of customer satisfaction for pick-up coffee resulted in a composite mean of 3.26, suggesting that satisfied customers are more likely to repurchase or continue using the product. In terms of customer retention, the composite mean was 3.29, highlighting that satisfied customers tend to make repeat purchases and maintain ongoing business relationships. The recommendations include the retention strategies proposed by the researcher to enhance customer satisfaction. These strategies were developed by identifying the key factors that affect customer satisfaction, with the goal of improving a business's ability to retain customers over time. This framework is crucial for marketing success, as it helps businesses craft strategies that meet customer needs, fostering long-term loyalty and contributing to sustained business growth.

Keywords: customer satisfaction, customer retention, retention strategies, demographic profile, quantitative research, marketing success, business growth, customer loyalty, factors affecting satisfaction, business strategies

**FACTORS AFFECTING EMPLOYEE PERFORMANCE ON SALES EXECUTIVE OF
AUTOMOTIVE RETAIL COMPANY IN QUEZON CITY**

Mary Rose Sanchez, Kobe Alforte, Daisyrelynn Kaye Abon,
John Carlo Enteria, Angel Lhyn Mago, Riva Manalo

Abstract

The purpose of this study is to examine the factors that influence the effectiveness of sales executives in a retail vehicle company. The primary objective is to evaluate the variables that affect performance evaluations, aiming to understand their significance and ensure consistent application. The study also provides recommendations and solutions to address these factors, with the goal of improving the overall performance of sales executives in the retail automobile industry. The study utilized a descriptive quantitative research design, selecting 25 sales executives from an automotive retail company as the sample. Structured survey questionnaires were employed as the primary tool for data collection. The study's results reveal that the majority of respondents are aged between 24 and 28 years and have 1 to 2 years of tenure with the company. With an overall mean score of 4.52, the findings indicate strong agreement among employees that various factors collectively influence their performance. This underscores the need for organizations to prioritize investments in employee development, incentivize high performance, and create a positive work environment. Addressing personal challenges and fostering effective leadership are also crucial for maximizing employee performance and ensuring organizational success. Furthermore, the study identifies the need for training and seminars focused on the importance of effective communication. It is recommended that these sessions teach both verbal and non-verbal communication skills. Providing seminars on different forms of communication and their proper application will help sales executives engage with clients more effectively and enhance their overall communication abilities. The study emphasizes the significance of providing additional seminars focused on the importance of effective communication. This initiative will help sales executives refine their skills, better meet customer needs, and improve overall customer satisfaction by ensuring clear and engaging interactions.

Keywords: sales executives, retail vehicle company, employee performance, communication skills, training seminars, customer satisfaction, employee development, organizational success, performance evaluation, effective communication

**FACTORS AFFECTING EMPLOYEE PRODUCTIVITY OF
FICCO TOWARDS UTILIZATION OF EISENHOWER
MATRIX A TOOL FOR ENHANCEMENT**

Jenerose Borinaga, Je-ann Bravo, Precilla Jade Montianto,
Jannel Andrea Saura, Thefanie Joy Rada, Bryan Tubao

Abstract

Employee productivity is crucial for a company's success, ensuring tasks are completed effectively, deadlines are met, and overall value is added to the organization. FICCO (First Community Cooperative) acknowledges the importance of employee productivity but faces challenges in optimizing workforce efficiency, particularly in areas such as workload, quality of output, meeting deadlines, and maintaining work-life balance. Despite adopting the ABC Method for task prioritization, the lack of a structured approach exacerbates these challenges, leading to employee overwhelm and inefficient resource allocation. To address this, FICCO proposes implementing the Eisenhower Matrix, a proven productivity tool, to streamline task management, enhance time allocation, and ultimately boost overall productivity among its employees. The research utilized a quantitative-descriptive methodology, employing a purposive sampling technique involving thirty-two (32) respondents from four branches of FICCO, aged 18 years and above. The researchers used an online survey questionnaire via Google Forms to gather insights for the study. The results from 32 respondents reveal diverse demographics, with 53% female and 47% male, and a range of ages, job positions, and tenures. Respondents highly agree that efficient workload management (weighted score of 3.8) using the Eisenhower Matrix improves productivity by prioritizing tasks. Quality output (weighted score of 3.7) with the matrix supporting work standards and expectations. Meeting deadlines (weighted score of 3.8) aided by efficient time management. Work-life balance also plays a significant role (weighted score of 3.6), improved coordination and time allocation. However, The matrix, a tool for managing tasks, faces challenges in integrating into digital tools and managing tasks, but can be customized for employee preferences. The researchers recommend implementing the Eisenhower Matrix at FICCO to boost employee productivity. This approach helps manage workload, prioritize tasks, and balance work-life needs more effectively. The matrix encourages employees to categorize tasks based on urgency and importance, fostering efficient decision-making and resource allocation. By adopting this method, FICCO can align tasks with strategic goals and empower employees to manage their work more effectively, ultimately improving organizational performance and productivity.

Keywords: the eisenhower matrix, workloads, quality output, meeting the deadline, work-life balance, employee productivity

**FACTORS AFFECTING EMPLOYEE PROMOTION IN QUEZON
CITY PLANNING AND DEVELOPMENT OFFICE**

Jeremy Santiago, John Dave Avanzado, Eliza Bisnar, Kim Allen Corbillon,
Mar Edrian Vidal, Danilo Molera Jr.

Abstract

This study provides comprehensive insights into employee demographics, promotion factors, and the significance of employee promotion within the Quezon City Planning and Development Office. A descriptive research design, along with simple random sampling techniques, was used in this study involving 95 employees of the Quezon City Planning and Development Office. The findings reveal a near-equal representation of male and female, with males accounting 50.53% and females for 49.47% of the total sample, with a diverse age distribution of 26.32% of them were ranging from 18 to 25 years old, while 34.74% ranging from 26 to 35 years old highlighted the presence of younger individuals within the workforce. Furthermore, 71.58% of employees' positions were Rank and File and 74.74% attain College Level of education with a 1 to 3 years length of service, which accounted for 64.21%. The analysis revealed that all factors considered, from seniority to work experience are perceived as "Strongly Agree" in employee promotion within the organization, with an overall mean of 3.33. By emphasizing these findings, the study underscores the importance of addressing key factors as seniority and work experience to cultivate a supportive work environment conducive to employee retention, employee motivation, and personal growth. Notably, employee motivation received the highest mean score of 3.53, perceived as "Strongly Agree". In conclusion, the study suggests that employee promotion serves as a potent motivator, providing workers a clear pathway for advancement and a tangible sense of achievement in their work. Organizations can capitalize on this by offering opportunities for growth and development, thereby encouraging employees to actively engage in their careers and make meaningful contributions to the accomplishment of corporate objectives. In summary, the insights gleaned from this study serve as a valuable roadmap for organizations seeking to optimize their promotion practices and foster a culture of inclusivity, fairness, and employee engagement within the Quezon City Planning and Development Office.

Keywords: promotion factors, employee promotion, employee motivation

**FACTORS AFFECTING EMPLOYEE RETENTION
IN A RETAIL COMPANY IN QUEZON CITY**

Fredderick Tadenna, Jashinda Mae Aswer, Mayvel Carel,
John Ed Vincent Binay, Jeffrey Belarmino, Riva Manalo

Abstract

In today's rapidly evolving business environment, where technological advancements and innovation are constant, companies face the challenge of retaining talented employees. Ensuring employee retention is vital not only for the long-term success of an organization but also for maintaining a highly engaged, productive workforce. This study, titled Factors Affecting Employee Retention in a Retail Company in Quezon City, focuses on the retention challenges at Ace Hardware, SM North EDSA, examining factors that contribute to employee turnover and identifying strategies to improve retention rates. The goal of the study is to propose a comprehensive training program to enhance employee performance and reduce turnover within the company. Key Factors Affecting Employee Retention: Workplace Culture and Employee Well-being: The study emphasizes that a positive workplace culture is a significant factor in retaining employees. When companies prioritize the mental health and well-being of their staff, employees feel valued and supported, leading to higher job satisfaction and loyalty. This, in turn, lowers turnover rates and boosts employee engagement. A supportive workplace culture can promote open communication, flexibility, and a healthy work-life balance, all of which contribute to a more committed workforce. Training and Development Opportunities: One of the critical findings of this study is the importance of offering continuous training and development opportunities. Employees are more likely to remain with a company that provides avenues for career growth and skill advancement. In the retail industry, offering employees ongoing training in product knowledge, customer service, and management skills can significantly improve both individual performance and overall business success. Regular development programs also foster a sense of achievement, encouraging employees to stay with the company for the long term. Competitive Compensation and Benefits: While larger organizations may offer more attractive financial incentives, the study reveals that competitive compensation remains a key factor in employee retention. Employees who feel that their contributions are adequately compensated are less likely to leave. However, beyond salary, non-monetary benefits such as flexible work hours, recognition programs, and opportunities for career advancement can also significantly impact retention. Companies should focus on offering a competitive package tailored to the needs of their employees, even if the financial resources are not as extensive as those offered by larger organizations. Alignment of Employee and Organizational Values: The study also highlights the importance of aligning employee values with the company's mission and goals. When employees share the same vision and values as the company, they are more likely to remain engaged and committed to their work. Recruiting employees whose personal values align with the organization's culture can reduce turnover and enhance overall job satisfaction. This alignment fosters a sense of purpose and encourages employees to contribute meaningfully to the organization's success. Workplace Environment: A positive work environment is crucial to employee retention. The study found that employees who feel part of a supportive and collaborative team are more likely to stay. A work environment that promotes mutual respect, teamwork, and a sense of belonging encourages long-term commitment. In contrast, a toxic or unsupportive work culture can lead to dissatisfaction, disengagement, and increased turnover rates. This study utilizes a quantitative descriptive research design to explore the factors affecting employee retention at a retail store in Quezon City. The descriptive method was selected to gather data that accurately represents the current situation

regarding employee retention and the factors influencing it. This approach allows the researchers to systematically collect and analyze data without manipulating any variables, providing a clear picture of the situation. Sampling Technique: The researchers used the purposive sampling technique to select the respondents for this study. A total of 45 regular employees from Ace Hardware at SM North EDSA were chosen based on their relevance to the study. The purposive sampling method ensures that the selected employees have the necessary experience and knowledge to provide meaningful insights into the factors that affect their retention. This targeted approach helps to focus on those most familiar with the company's working environment and retention issues. Data Collection and Analysis: For the statistical treatment of the data, the researchers employed the following methods: Weighted Mean: This was used to determine the average response for each factor affecting employee retention. By assigning weights to responses, the researchers were able to identify the significance of each factor and assess which ones have the most impact on retention. Frequency Percentage: This technique was applied to calculate the distribution of responses and determine how frequently certain factors were mentioned by the respondents. It provided a clear understanding of the prevalence of each factor and its perceived importance to employees. This study identified several key factors influencing employee retention at Ace Hardware, SM North EDSA Branch, including compensation, remuneration and benefits, work environment, and advancement opportunities. Compensation: The study found that salary significantly influences employee satisfaction and retention. Employees indicated that competitive pay, especially in comparison to similar roles in other retail companies, along with the economic conditions of the country, plays a major role in their job satisfaction. The average weighted mean of 2.80 suggests that employees generally agree that salary is a crucial factor in their decision to stay with the company. Offering competitive compensation helps Ace Hardware attract and retain skilled employees in the highly competitive retail sector. Remuneration and Benefits: The study also examined the employees' views on remuneration and benefits, particularly focusing on compensation during layoffs or accidents. Employees positively evaluated the company's provision of financial support in these situations, with a weighted mean of 2.77. This finding suggests that employees value the security provided by the company in times of hardship, contributing to their overall job satisfaction and loyalty, which is essential for reducing turnover. Advancement Opportunities: The study revealed that employees place significant importance on career advancement opportunities within the company. Employees expressed that promotions and advancements are based on merit and carried out in a fair and transparent manner. With a weighted mean of 3.02, this indicates strong agreement that Ace Hardware offers a transparent and equitable approach to promotions. This factor plays a vital role in employee retention, as employees who perceive opportunities for growth and advancement are more likely to remain committed to the company. These findings underscore the importance of competitive compensation, comprehensive benefits, and clear advancement pathways in fostering employee retention. By ensuring that employees are fairly compensated, provided with valuable benefits, and given opportunities for growth, Ace Hardware can enhance employee satisfaction and reduce turnover, ultimately promoting long-term organizational success. The study also examined the impact of job positions and educational attainment on employee retention, highlighting the differing priorities of employees based on their roles and educational backgrounds. Job Positions: The findings suggest that employees in different job positions within the company prioritize different factors influencing retention. Sales clerks are more likely to prioritize a positive work atmosphere and advancement opportunities. These factors are essential to them as they seek a supportive work environment and career growth within the company. Conversely, supervisors and managers tend to place greater emphasis on salary and compensation, reflecting their higher level of responsibility. This indicates that Ace Hardware should customize its retention strategies to meet the specific needs of different employee groups. For lower-level employees, such as sales clerks, focusing on creating a healthy work environment and providing clear advancement paths would be effective,

while for supervisory and managerial staff, competitive pay and attractive benefits should be a priority. Educational Attainment: The study also found that educational attainment influences retention, with a noticeable difference between employees with secondary education and those with vocational degrees. Employees with higher educational qualifications, such as vocational degrees, tend to prioritize factors like salary, benefits, and career advancement over those with lower educational qualifications. These employees are more likely to seek better-paying opportunities and career progression, and as a result, they may stay with the company longer if these needs are met. On the other hand, employees with secondary education may place more value on other factors, such as job stability, work atmosphere, and immediate rewards. These findings suggest that Ace Hardware must consider both job positions and educational backgrounds when designing employee retention strategies. By addressing the specific needs of each employee group, such as offering a supportive work environment and clear opportunities for growth to lower-level employees, and providing competitive salaries and advancement opportunities to those in higher positions, the company can foster greater employee satisfaction and loyalty. Tailoring retention strategies to these different factors will contribute to a more engaged and committed workforce across all levels of the organization.

Keywords: employee retention, job positions, sales clerks, supervisors/managers, work atmosphere, advancement opportunities, salaries and compensation, educational attainment, secondary education, vocational degrees, salary, remuneration, career advancement

**FACTORS INFLUENCING CUSTOMER SATISFACTION AND CUSTOMER
LOYALTY OF KOREAN RESTAURANT IN QUEZON CITY**

Zharlene Manalo, Ma. Angelica Atun, Angelica Lomibao, Jamie Nazarrea,
John Arlie Veluya, Vinalyn Sarzata

Abstract

The study aims to identify the factors influencing customer satisfaction and loyalty, evaluate how these factors affect customers' assessments, and determine their impact on customer retention. Understanding these elements is crucial for businesses seeking to enhance customer experiences and foster long-term relationships. Key Factors Influencing Customer Satisfaction and Loyalty: Product Quality: Customers expect products to meet or exceed their standards. Ensuring high product quality can lead to increased satisfaction and loyalty. Service Quality: Timely, efficient, and friendly service significantly boosts customer satisfaction. Price and Value: Offering competitive prices and perceived value for money enhances customer satisfaction. Convenience: Easy access to products or services, whether through location or online platforms, contributes to positive customer experiences. Personalization: Tailored experiences and recognizing individual customer needs strengthen emotional connections with the brand. Communication: Keeping customers informed and engaged through various channels builds trust and satisfaction. Employee Behavior: Courteous and knowledgeable staff positively influence customer perceptions and loyalty. Customer Engagement: Engaging customers through loyalty programs, community-building efforts, and personalized interactions fosters a sense of belonging and encourages repeat business. This study employed a correlational research design within a non-experimental quantitative framework to examine factors influencing customer satisfaction and loyalty at Manna Korean Grill and Shabu Shabu in Project 7, Quezon City. A convenience sampling method was utilized, involving 30 respondents selected based on their accessibility and willingness to participate. While this approach offers practical advantages, such as ease and cost-effectiveness, it may introduce biases that limit the generalizability of the findings. To enhance the robustness and applicability of future research, employing random sampling techniques is recommended. The collected data underwent thorough computation and interpretation to ensure accurate analysis and presentation of the results. The study underscores the significant impact of the 5 P's of marketing—Product, Price, Place, Promotion, and People—on customer satisfaction and loyalty at Manna Korean Grill and Shabu Shabu in Project 7, Quezon City. The findings reveal that customers highly value courteous and polite staff, as well as a clean environment, which contribute notably to their overall satisfaction. Furthermore, elements such as trust in service, product authenticity, and a peaceful ambiance are pivotal in fostering customer loyalty. These insights align with existing research emphasizing the importance of service quality, customer value, and brand image in enhancing customer satisfaction and loyalty within the restaurant industry. For instance, a study examining Korean restaurants found that consumer values (both hedonic and utilitarian) and knowledge positively and significantly affect customer satisfaction and loyalty. Similarly, research on dining motivations and restaurant attributes highlights their impact on customer satisfaction and loyalty in traditional Korean restaurants. By focusing on these factors and understanding their interplay, Manna Korean Grill and Shabu Shabu can enhance customer experiences, leading to increased satisfaction and long-term loyalty. The study underscores the importance of enhancing customer satisfaction and loyalty at Manna Korean Grill and Shabu Shabu by focusing on several key areas: Staff Development: Investing in training programs to enhance staff professionalism and service quality can significantly impact customer satisfaction. Studies have shown that consumer values and knowledge positively influence customer satisfaction and loyalty in Korean restaurants. Product

Quality: Ensuring the authenticity and high quality of dishes meets customer expectations, fostering trust and repeat patronage. Research indicates that menu factors have a significant positive effect on customer satisfaction in Korean restaurants. researchgate.net Pricing Strategy: Offering competitive and transparent pricing enhances perceived value, contributing to customer loyalty. Understanding consumer needs based on the marketing mix can help in developing appropriate pricing strategies. Ambiance Enhancement: Creating a comfortable and culturally immersive environment enriches the dining experience, encouraging customers to return. Studies have found that facility, menu, service, and food attributes significantly influence customer satisfaction in Korean restaurants. Promotional Activities: Implementing targeted promotions and loyalty programs can attract new customers and retain existing ones. Effective strategies to improve customer satisfaction and loyalty include enhancing service quality and customer engagement. By focusing on these areas, supported by relevant research findings, Manna Korean Grill and Shabu Shabu can enhance customer experiences, leading to increased satisfaction and long-term loyalty.

Keywords: assessment, evaluation, courteousness, creativity, innovation, korean restaurant, loyalty, people, place, price, product, promotion, politeness, quality, satisfaction, vicinity, service quality, physical environment quality, customer happiness,

**FACTORS INFLUENCING RETENTION AMONG THE FACULTY MEMBERS OF
BUSINESS COURSES AT BESTLINK COLLEGE OF THE PHILIPPINES**

Alexiz Sanidad, Janine Casuse, Myra Quiatchon, Dennymie Lescaïn,
Monica Mogar, Danilo Molera Jr.

Abstract

The study focused on identifying factors influencing faculty retention at Bestlink College of the Philippines, particularly among faculty members in business courses. This study utilized a descriptive research design and purposive sampling, involving 71 full-time faculty members with at least one year of experience. The demographic profile revealed a slight majority of female participants (60.56%) and a relatively young, early-career sample, with most respondents having 1–3 years (42.25%) or 4–6 years (40.85%) of service. Salary distribution showed that the largest proportion of respondents (38.03%) earned between ₱20,000 and ₱25,000. The study highlighted key challenges affecting retention, with limited job opportunities for growth and advancement being the most prevalent concern (38%). Other challenges included excessive workload, unclear job role expectations, work-life balance issues, lack of training and skill development opportunities, workplace discrimination, and pressure to meet deadlines and high expectations. In conclusion, proposed guidelines have been developed to enhance faculty retention at Bestlink College of the Philippines. The Human Resource Department (HRD) of Bestlink College of the Philippines (BCP) can further improve its Human Resource Manual and Policy, particularly for faculty members in business courses, by incorporating the guidelines proposed by researchers.

Keywords: faculty retention, career opportunities, recognition, job performance, job satisfaction, training and development

**FACTORS INFLUENCING THE EMPLOYEE PRODUCTIVITY IN COMMUNITY OF
LEARNERS ACADEMY OF SAN JOSE IN SAN JOSE DEL MONTE BULACAN**

Cayziel Yshe Mae Orlina, Mary Rose Silvestre, Claris Tagose,
Jade Urgelles, Jona Babagay, Riva Manalo

Abstract

The study aims to explore how various factors influence employee productivity, emphasizing the importance of fostering a culture of excellence, enhancing morale, and cultivating a positive working environment. Research indicates that several key variables impact productivity: 1. Age: While older employees often bring valuable experience and commitment, studies suggest that employee involvement in decision-making processes significantly enhances productivity. 2. Gender: Addressing gender disparities in pay and opportunities is crucial, as equitable treatment fosters motivation and productivity. 3. Education Level: Higher educational attainment is generally linked to better job performance. However, industry-specific factors, such as the nature of the work, can influence this relationship. 4. Workload and Task Management: Excessive workload can lead to stress, reducing output. Effective workload management ensures employees are not overwhelmed, maintaining productivity. 5. Duration of Service: Longer tenure often correlates with increased job performance due to accumulated experience. However, factors like role fit and ongoing training may play more crucial roles. 6. Compensation: Competitive and fair compensation enhances job satisfaction and motivation, leading to higher productivity. 7. Promotion Opportunities: Clear paths for advancement motivate employees to perform at their best, fostering a culture of excellence. 8. Job Quality and Work Environment: A positive work environment, characterized by safety, adequate resources, and supportive relationships, is essential for high productivity. Studies indicate that factors like workplace safety, equipment quality, and interpersonal relationships significantly affect job performance. By examining these variables, your study can provide valuable insights into enhancing employee productivity, fostering a culture of excellence, and improving workplace morale. research utilizes both quantitative and descriptive correlational methodologies to examine factors influencing faculty productivity at CLASJ. Focusing on thirty faculty members selected through purposive sampling, this approach allows for an in-depth understanding of specific characteristics pertinent to your study. Sample Size Considerations: Given the small population size of thirty faculty members, conducting a sample size calculation may not be necessary. However, it's important to acknowledge that smaller sample sizes can limit the generalizability of findings and may not fully capture the diversity of experiences within the population. To mitigate potential limitations, consider the following strategies: Comprehensive Data Collection: Aim to include all thirty faculty members in your study to maximize data richness and representativeness. ispor.org+3blog.flexmr.net+3Quantilope+3Supplementary Qualitative Insights: Incorporate qualitative methods, such as interviews or focus groups, to gain deeper insights into the factors affecting productivity. Transparent Reporting: Clearly discuss the limitations of your sample size in your research findings, providing context for the scope and applicability of your conclusions. By thoughtfully addressing sample size considerations, your study can yield valuable insights into the factors influencing faculty productivity at CLASJ, while acknowledging the inherent limitations of a small sample. The study offers valuable insights into the demographic characteristics of the faculty at CLASJ and their perceptions of factors influencing productivity. Given the small sample size of 30 participants, it's important to interpret these findings with caution, acknowledging the limitations inherent in such studies. Demographic Profile: Gender: A significant majority of the faculty are female (73.33%). Age: Most faculty members are between 24-28 years old (56.67%). Educational

Qualification: All participants hold bachelor's degrees, with an average score of 96.67%. Length of Service: Faculty tenure varies, with some having 0-1 year of service, while others have 6 or more years. Perceptions of Factors Influencing Productivity: Compensation: Faculty overwhelmingly agree that they receive their salary on time (99.97%). Promotion: A majority are satisfied with the promotions and benefits provided by the institution (93.57%). Quality of Work: Despite workload challenges, faculty maintain high work quality (96.93%). Time Management: Most faculty strongly agree on the importance of maintaining a to-do list for effective task management (98.33%). Number of Tasks: Faculty feel capable of assisting colleagues even when managing heavy workloads (97.80%). Statistical Analysis: Your hypothesis testing indicates a highly positive relationship between the factors influencing employee productivity. However, with a sample size of only 30, statistical analyses may have limited power, and results should be interpreted with caution. It's advisable to conduct further research with larger samples to validate these findings. Additionally, when reporting findings from small samples, consider presenting data as frequencies rather than percentages to avoid potential misinterpretation. In reporting these results, ensure transparency about the sample size limitations and consider the impact on the generalizability of the findings. Providing context and discussing potential biases will enhance the credibility and usefulness of your research. For comprehensive guidelines on reporting research findings, refer to resources such as the National Library of Medicine's recommendations. The study offers valuable insights and recommendations for enhancing factors that influence worker productivity at the Community of Learners Academy of San Jose in San Jose Del Monte, Bulacan. By thoroughly examining various organizational, human, and environmental factors, the research provides practical suggestions aimed at fostering a more productive work environment. Key Recommendations: Enhance Employee Motivation: Implement recognition programs to acknowledge faculty achievements. Provide professional development opportunities to boost job satisfaction and commitment. Foster a supportive work culture that encourages collaboration and open communication. Improve Compensation and Benefits: Ensure timely and competitive compensation to enhance financial well-being. Regularly review and update benefit packages to meet faculty needs and expectations. Promote Work-Life Balance: Offer flexible work arrangements to accommodate personal commitments. Encourage reasonable workload distribution to prevent burnout and maintain productivity. Invest in Professional Development: Provide training and development programs to enhance teaching and research skills. Support attendance at workshops and conferences to stay updated with educational trends. Foster a Positive Work Environment: Cultivate a culture of respect, inclusivity, and collaboration among faculty members. Address workplace challenges promptly to maintain a harmonious atmosphere. By implementing these recommendations, the Community of Learners Academy of San Jose can create a more supportive and efficient work environment, leading to enhanced faculty productivity and overall institutional success.

Keywords: employee motivation, compensation and benefits, work-life balance, professional development, positive work environment, employee engagement, organizational commitment, work productivity, time management, task management

**IMPACT OF EMPLOYEE ENGAGEMENT STRATEGIES OF VXI GLOBAL COMPANY:
BASIS FOR ENHANCED EMPLOYEE ENGAGEMENT STRATEGIES**

Rosalyn Dimalanta, April Joy Asonio, Grace Valerie Auguis,
Alice Sebastian, Aiza Mae Ramos, Bryan Tubao

Abstract

In the dynamic environment of Business Process Outsourcing (BPO) in the Philippines, implementing effective employee engagement strategies is crucial for fostering a motivated and high-performing workforce. These strategies not only enhance service quality but also improve customer satisfaction. Descriptive research design is a methodology aimed at providing an accurate and systematic depiction of characteristics, behaviors, or phenomena within a specific population or situation. This design primarily addresses the "what," "where," "when," and "how" aspects of research questions, focusing on detailing the current state of affairs without delving into causal relationships. As such, it does not explore the "why" behind observed patterns or behaviors. The findings from the study highlight several critical areas within the Philippine BPO industry that require attention to enhance employee engagement and organizational effectiveness. Addressing these issues with targeted interventions can lead to significant improvements in employee satisfaction, retention, and overall productivity. Addressing overwork-induced stress is essential for enhancing employee well-being and organizational effectiveness in the BPO sector. Implementing strategic workload management and stress reduction initiatives can foster a balanced and productive work environment.

Keywords: bpo, employee stress management, workload assessment, task prioritization, realistic deadlines, stress management programs, work-life balance, employee assistance programs (eap)

**IMPACT OF SERVICE QUALITY IN PARTY ACCOMMODATIONS OF
SELECTED JOLLIBEE STORES TO CUSTOMER SATISFACTION:
BASIS FOR A PROPOSED IMPROVEMENT PLAN**

Maryrose Engaña, Angelica Cabato, Kristine Callo, Melven Felias,
Jazmine Salahudin, Eugenio Bayani Jr.

Abstract

This study aims to understand the integral role of service quality in enhancing party accommodations at selected Jollibee stores in Quezon City. Employing a quantitative approach with a descriptive sampling design, the research examines aspects of employee satisfaction related to variables such as food packages, party favors, and venue arrangements. In this study, the population consisted of customers from selected Jollibee stores in Quezon City. Data were collected through surveys, employing a questionnaire designed to assess various aspects of service quality and customer satisfaction. The study reveals that while the majority of customers express high satisfaction with Jollibee's party accommodations, a segment reports only moderate satisfaction. This suggests that certain aspects of the service may benefit from enhancements to elevate the overall customer experience. Jollibee has established a strong reputation for delivering quality services, particularly in their party accommodations. However, to maintain and enhance their competitive edge in this sector, the company should focus on continuous improvement. This involves regularly evaluating customer satisfaction, identifying areas for enhancement, and implementing targeted strategies to address any shortcomings. By doing so, Jollibee can ensure sustained customer loyalty and positive feedback for their party services

Keywords: jollibee, party accommodations, customer satisfaction, service quality, continuous improvement, employee training, service quality assessment, customer engagement

IMPROVING BRAND IMAGE PROMOTION THROUGH ENHANCED MARKETING MIX AT BIG BREW BRANCHES IN NORTH CALOOCAN CITY

Leah Mae Lajo, John Paul De Leon, Kathlyn Joy Escobido, Ryzyl June Figueroa,
Jhon Mark Miranda, Reynold Bangalisan

Abstract

This study explores the competitive milk tea market, focusing on Big Brew as a key player. With milk tea consumption increasing due to affordability, health benefits, and diverse flavors, competition among brands has intensified. Established in 2019, Big Brew quickly gained popularity in Metro Manila by offering a variety of beverages in a welcoming environment. However, in a monopolistic competitive market, effective marketing strategies are crucial to maintaining a strong brand presence. This study aims to enhance Big Brew's brand image promotion using the 8Ps of the marketing mix. A mixed-method research design was employed, collecting data from fifty respondents across various branches in North Caloocan City through survey questionnaires. The findings indicate that the majority of respondents are 16-25 years old, predominantly female, and belong to lower-income brackets. Respondents generally view Big Brew's marketing mix positively, with strong agreement across product, promotion, price, place, people, process, positioning, and performance. They particularly appreciate the product offerings and promotional efforts. A significant positive correlation was found between promotion and the marketing mix, with a p-value of 0.00001. However, concerns were raised regarding product availability, ineffective online promotion, pricing, limited store space, customer service quality, inefficient processes, and infrastructure issues. Based on the findings, recommendations include implementing a monitoring system for product supplies, diversifying promotional strategies, ensuring competitive pricing, introducing delivery services, improving customer relationships, enhancing operational efficiency, and providing parking facilities. This study highlights the significance of a well-structured marketing mix in strengthening Big Brew's brand image. Addressing these challenges will help Big Brew solidify its competitive edge, improve customer satisfaction, and establish a stronger presence in North Caloocan City's milk tea market.

Keywords: brand image, promotion, marketing mix

**INFLUENCE OF FRINGE BENEFITS TO THE EMPLOYEES RETENTION OF BPO
EMPLOYEE UNDER T- MOBILE ACCOUNT IN QUEZON CITY**

Rose Mae Petallo, Marjorie Pajar, Ma Sophia Flor, Stephanie Dafny Moreno,
Paul Alexis Montes, Riva Manalo

Abstract

This study investigates the impact of fringe benefits on the retention rates of BPO employees, specifically those working under the T-Mobile account at Concentrix Cyberwest, Quezon City. Using a descriptive-quantitative research design, the study explores the significance of fringe benefits in enhancing employee retention. It aims to assess how these benefits influence employees' decisions to stay with the company and their satisfaction with the perks provided. The researchers employed a survey method to collect data, utilizing a descriptive-quantitative research design. This design analyzes relationships between variables without making causal claims. The study sought to answer research questions regarding the demographic profile of respondents, including age, gender, and years of service, as well as their perceptions of various fringe benefits. Findings indicate that fringe benefits significantly impact employee retention. The complexity allowance received the highest mean score of 3.29, suggesting strong employee agreement on its value in compensating for job challenges. The night differential fee and performance benefits both scored 3.16, highlighting their role in enhancing satisfaction and retention. The HMO benefit, with a mean score of 3.14, showed moderate satisfaction, while the rice allowance, scoring 2.74, indicated lower satisfaction. Overall, the composite mean of 3.10 suggests a generally positive perception of fringe benefits. The study concludes that fringe benefits, including the HMO, night differential fee, rice allowance, complexity allowance, and performance benefits, play a crucial role in employee retention. Survey results reveal that employees are generally satisfied with these benefits, with complexity and performance allowances receiving the highest levels of approval.

Keywords: fringe benefits, employee retention, bpo employees

**INFLUENCE OF LEADERSHIP STYLES ON EMPLOYEE PERFORMANCE
IN SELECTED FASTFOOD STORES ALONG CUBAO,
QUEZON CITY: TOWARDS A GUIDE**

Joyce Iliw Iliw, Kristel Rose Avila, Shecca Marie Bernal, John Earl Gee,
Precy San Gabriel, Justin Sinda, Reynold Bangalisan

Abstract

The fast-food industry in the Philippines, exemplified by companies like Jollibee, has faced significant challenges, particularly during the COVID-19 pandemic. Effective leadership has been crucial in navigating these challenges and ensuring organizational resilience and success. This study aims to explore how different leadership styles impact employee performance in fast-food establishments in Cubao, Quezon City. This study employed a descriptive research design to examine the impact of leadership styles on employee performance in fast-food establishments located in Cubao, Quezon City. A purposive sampling technique was utilized to select 40 participants, comprising both employees and supervisors from three different fast-food outlets. Data were collected using structured survey questionnaires, which served as the primary instrument for gathering information on various factors such as motivation, compensation satisfaction, work environment, and job satisfaction. The findings reveal a predominantly young, female workforce in the fast-food establishments of Cubao, Quezon City, with a preference for democratic leadership styles. Employees generally reported positive experiences concerning motivation, compensation, work environment, and job satisfaction. However, some scheduling issues were identified, highlighting the need for more equitable management practices. Effective leadership is crucial in enhancing employee performance and achieving organizational success within the fast-food industry. Building upon previous recommendations, additional strategies include: Implement Employee-Driven Growth (EDG) Practices: EDG focuses on employee support, engagement, and development, utilizing recognition, rewards, and feedback to drive business growth and customer satisfaction. Adopt Servant Leadership Principles: Servant leadership emphasizes prioritizing employees' needs, fostering a supportive environment that enhances job satisfaction and performance. By integrating these additional strategies, fast-food establishments can further improve employee engagement, navigate industry challenges, and sustain growth, leading to enhanced organizational outcomes.

Keywords: employee-driven growth (edg), servant leadership, fast-food industry, employee performance, organizational success, cubao, quezon city

**INFLUENCE OF MARKETING MIX (7P'S) ON CUSTOMER SATISFACTION
AMONG BIG BREW SCHOOL - LOCATED BRANCH:
TOWARDS IMPROVE MARKETING TOOL**

Cassandra Jaraba, Basil Moraleda, Nelrose Pagadora,
Jacil Jean Parcon, Norjanah Petagara, Vinalyn Sarzata

Abstract

This research investigates how the 7Ps of the marketing mix Product, Price, Place, Promotion, People, Process, and Physical Evidence affect customer satisfaction at Big Brew's school-located branches. By identifying areas needing enhancement, the study aims to provide actionable recommendations for improving marketing strategies and tools. This study employed a convenience sampling technique a non-probability sampling method where participants were selected based on their availability and proximity to the researcher. While this approach is expedient and cost-effective, it may introduce biases due to its lack of randomness, potentially limiting the generalizability of the findings. Data collection was facilitated through a survey questionnaire, designed to capture relevant customer information efficiently. The findings indicate that the majority of respondents are female students who prefer to make purchases between 4:00 PM and 8:00 PM. Regarding the 7Ps marketing mix, respondents expressed a high level of satisfaction, with an overall weighted mean of 3.39, suggesting a positive perception of these marketing elements. Similarly, customer satisfaction metrics such as perceived quality, perceived value, and customer service received favorable evaluations, achieving an overall weighted mean of 3.47, further reinforcing the positive customer sentiment. The study identified several areas within Big Brew's marketing mix that require attention to enhance customer satisfaction. Notably, male customers who are employed or passersby, particularly those preferring to purchase between 1:00 PM and 4:00 PM, represent a demographic that could benefit from targeted marketing strategies.

Keywords: qr code ordering, customer satisfaction, contactless dining, marketing mix, consumer behavior, digital payment systems

**INFLUENCE OF MERIT-BASED PAY ON EMPLOYEES' SATISFACTION
OF SALES COMPANY IN QUEZON CITY**

Ma. Edralen Salinas, Ysabel Bianca Garcia, Joyce Zella Pelingon,
Kaella Jane Emen, Jimelyn Doctolero, Riva Manalo

Abstract

Employee satisfaction refers to the level of contentment employees feel regarding various aspects of their job, such as compensation, career growth opportunities, and overall work environment. It plays a vital role in an organization's success, as satisfied employees are more likely to remain with the company, be engaged, and contribute positively to its goals. One effective way to enhance employee satisfaction is by offering competitive salaries and benefits, including merit-based pay. This strategy motivates employees, rewards their performance, and ultimately boosts productivity, helping to create a more positive and efficient workplace. The researcher utilized a quantitative descriptive correlational research design and sampling technique to examine the impact of merit-based pay on employee satisfaction in sales companies in Quezon City. The study focused on thirty (30) regular employees who received merit-based pay within the sales department. Data were collected using a survey questionnaire, which was divided into three (3) sections, designed to assess employee satisfaction, the effects of merit-based pay, and other factors that may influence job satisfaction. The results of the study show that employees at Philteq Enterprise Inc. are generally "satisfied," as indicated by the following mean scores: employee commitment (3.10), employee productivity (3.18), employee retention (3.12), career growth (3.23), motivation (3.22), and work environment (3.27). Overall, the mean scores suggest that employees "agree" with the indicators presented, highlighting a positive level of satisfaction across the various aspects of their work experience. Based on the overall results, it is evident that there are areas in the merit-based pay system that need further consideration, particularly in how it rewards employees for their contributions. The researcher has put forward several non-mandatory recommendations to address these areas. First, the company could consider conducting periodic performance reviews and assessments to ensure accurate appraisals and alignment with the company's values and goals. Second, updating the reward system to keep pace with current trends could help retain employees and improve their satisfaction. Additionally, holding regular meetings where employees receive constructive feedback on their performance and compensation could lead to higher morale and a more positive work environment. Lastly, the researcher recommends creating an improvement plan based on the lowest results from the study to address areas needing attention. This plan could serve as a strategic tool to enhance employee satisfaction and contribute to the company's long-term success.

Keywords: merit-based pay, employee satisfaction, performance reviews, compensation system, sales companies, employee retention, employee motivation, work environment

**INFLUENCE OF MOTIVATION ON EMPLOYEE RETENTION
WITHIN VERTERE GLOBAL SOLUTIONS, INC., MAKATI**

Judilyn Dela Peña, Wenally Aclon, Mechie Em Bacordo, Jonalyn Diwa,
Irene Joy Navarro, Danilo Molera Jr.

Abstract

This study investigates the influence of motivation on employee retention at Vertere Global Solutions, Inc., Makati, through an online survey. The objective is to assess the key motivational factors affecting employee retention and identify challenges encountered by employees. The findings aim to provide insights for HR departments to enhance retention strategies. The study employed a descriptive research method and used a simple random sampling technique, involving 89 employees. Data were collected through survey questionnaires as the primary instrument. Results show that 65% of regular employees are female. The most common age groups are 26-30 years old and 31-35 years old, each comprising 25% of the respondents. Additionally, 27% of employees earn a monthly salary of ₱30,001 and above, with 29% having a length of service of 0-1 or 2-3 years. Analysis reveals that all motivational factors, including compensation and leadership, are perceived as "Very Influential" in employee retention, with an overall mean of 3.42. Employee promotion received the highest weighted mean of 3.50, followed by recognition and rewards at 3.49. The most frequently reported challenges to retention include uncertainty about job stability (37 responses), excessive workload (28 responses), and emotional exhaustion (26 responses). The f-test analysis yielded a p-value of 0.2223, exceeding the 0.05 significance level, indicating no significant difference among the motivational influences on employee retention concerning the cited variables. The study highlights the critical role of motivation in employee retention, with promotion identified as the most influential factor. Based on the findings, HR departments should implement retention strategies such as career development programs, transparent promotion pathways, regular salary adjustments, and formal recognition initiatives. The proposed enhanced employee promotion program offers valuable insights for the HR Department of Vertere Global Solutions, Inc.

Keywords: motivation, employee retention

**INFLUENCE OF OFFICE ENVIRONMENT ON EMPLOYEE'S PRODUCTIVITY:
BASIS FOR EXPLORING PHYSICAL LAYOUT DESIGN**

Christine Joy Flores, Kiya Gom-os, Christine Mae Montes, Keana Chanelle Orane,
Decson Ponce, Kimberly Joyce Embile

Abstract

The work environment is crucial for achieving an organization's objectives. It encompasses the office space, furniture, layout, and the overall physical conditions in which employees perform their tasks. A well-organized and positive environment influences various aspects of the company, including leadership effectiveness, employee productivity, and overall performance. In addition, external factors such as the industry the company operates in, the market conditions, and the organizational culture also play a significant role in shaping the work environment. These factors collectively impact employee satisfaction, engagement, and the company's overall success. The researchers used a descriptive research design to present and interpret the study's findings. A quantitative method was employed to analyze the data collected through survey questionnaires and observations from the respondents. The study was conducted across three organizations: the City Real Estate Management and Control Office (CREMCO), the Kapisanan sa Pag-iimpok at Paghiram ng mga Kawani ng Pamahalaang Lungsod Quezon, Inc. (KAPAMALQ), and the Parole and Probation Administration Office 3 in Quezon City. The participants included 28 employees from the three offices, with 10 respondents from CREMCO, 11 from KAPAMALQ, and 7 from the Parole and Probation Administration Office. By collecting data through survey questionnaires, this research provides valuable insights into the design elements that have the most significant influence on employee productivity. The findings reveal that 28% of the 28 respondents are between the ages of 22 and 24, with the majority being female. Most respondents agree that the office environment can enhance both employee productivity and well-being. However, the study also indicates that when productivity in the workplace declines, it can have adverse effects on the company. Common issues reported by respondents include the lack of ergonomic furniture and insufficient workspace for each employee. Additionally, the study highlights that the physical layout of the office environment significantly influences employee productivity. The results indicate the importance of modern amenities in the workplace, as their lack has hindered employee efficiency and task performance. To improve productivity, the company should invest in updating the office environment, ensuring that employees have access to the necessary modern conveniences that will help optimize their work performance.

Keywords: workplace environment, employee productivity, modern amenities, ergonomic furniture, physical layout, office design, employee well-being, efficiency, investment

**INFLUENCE OF ONBOARDING PROCESS ON THE RANK-AND-FILE
EMPLOYEE RETENTION IN PHILIPPINE COALITION
AGAINST TUBERCULOSIS IN QUEZON CITY**

Daisy Rei Lorivell Dejucos, Juhaira Barua, Reanel Joy Jorge, Winona Ramos,
Claire Ann Tugal, Danilo Molera Jr.

Abstract

This study aims to investigate the impact of the onboarding process on rank-and-file employee retention at the Philippine Coalition Against Tuberculosis (PhilCAT) in Quezon City. Specifically, it focuses on general and departmental orientations and their role in fostering employee satisfaction and commitment. The research highlights the importance of a well-structured onboarding process in improving retention rates and contributing to the long-term success of the organization. The study utilized a correlational research design, involving a random selection of 111 rank-and-file employees from PhilCAT. Data were collected through assessments of employees' perceptions regarding key onboarding components, including general orientation, mentorship, training, support tools and processes, and feedback and evaluation. This methodology aimed to explore the relationship between these onboarding elements and employee retention, providing insights into how effective onboarding impacts employee engagement and retention at PhilCAT. The study revealed several important findings regarding the onboarding process at PhilCAT. Most respondents were between 20 to 24 years old (41.44%) and had a tenure of 2 to 3 years (46.85%), with the majority working in the Operations Department (82.88%). General orientation and feedback, with a composite mean score of 3.99, were found to have a strong impact on employee retention. Similarly, departmental orientation components, such as training (3.99), support tools and processes, and evaluation and feedback (both 3.98), were also highly influential. However, mentorship, with a composite mean score of 2.87, was perceived as moderately influential, highlighting dissatisfaction with the guidance and support provided during departmental orientation. To address these issues, the proposed program focuses on improving the mentorship component. Recommendations include developing customized onboarding initiatives that meet the varying needs of employees at different stages of their tenure. Strengthening the mentorship program through additional training for mentors is also recommended to ensure they are equipped to provide valuable support and guidance to new employees. This study highlights the significant impact of the onboarding process on employee retention at PhilCAT. The research indicates that both general and departmental orientations play a crucial role in improving employee satisfaction, engagement, and long-term commitment. By implementing the recommended strategies, the Human Resource Department at PhilCAT can create a more supportive and welcoming environment that fosters employee loyalty and enhances retention. Ultimately, these improvements will contribute to the organization's success by building a dedicated and satisfied workforce.

Keywords: onboarding process, employee retention, rank-and-file employees, general orientation, departmental orientation, employee satisfaction, employee commitment, organizational success, philippine coalition against tuberculosis (philcat), quezon city

**INFLUENCE OF REWARD AND RECOGNITION ON EMPLOYEE
MOTIVATION IN HEFTY POWER SYSTEM CORPORATION**

Jessa Mae Abenes, Angilene Guira, Jessa May Boras, Mark Justine Pengaron, Riva Manalo

Abstract

The researchers conducted a study titled "The Influence of Reward and Recognition on Employee Motivation at Hefty Power System Corporation." This study evaluates the impact of reward and recognition strategies on employee motivation, aiming to understand how these factors contribute to enhancing employee engagement and overall performance within the organization. This study utilizes a quantitative descriptive-correlational research design. Purposive sampling was employed to select 45 respondents. For data analysis, the researchers applied frequency and percentage to describe the data distribution, weighted mean to calculate the average, ranking to organize data from least to greatest, and a t-test to assess the null hypothesis. This study focused on employees from Hefty Power System Corporation, analyzing the results of the assessment. The statement "Proactive in seeking mentorship or guidance to enhance my chances of promotion" received the highest weighted mean of 3.67, while "Aware that promotions are based on our performance" had the lowest weighted mean of 3.49. Additionally, the statement "Cash incentives are a fair means of acknowledging contributions to the organization" earned a weighted mean of 3.63, showing that employees view cash incentives as an equitable method for recognizing their contributions. For the certificate of appreciation, all indicators were highly influential, with weighted means ranging from 3.51 to 3.64. In the case of detailed feedback, the indicators also showed significant influence, with weighted means ranging from 3.40 to 3.62. Regarding employee appreciation events, all indicators were deemed highly influential, with weighted means ranging from 3.53 to 3.68. The overall impact of rewards on employee motivation, with a composite mean of 3.60, falls within the "Highly Influential" range. This affirms that employee appreciation events have a strong positive influence on motivation within the company. The study demonstrates a strong positive relationship between merit-based pay and employee satisfaction and motivation. Adopting merit-based pay systems, which reward employees based on their performance and contributions, not only enhances satisfaction with compensation but also serves as a powerful motivator, driving improved performance. Survey results show that employees express high satisfaction with the benefits provided by the company, further reinforcing the positive impact of merit-based rewards on employee motivation and engagement.

Keywords: merit-based pay, employee satisfaction, employee motivation, performance-based rewards, compensation, employee benefits, organizational performance, employee engagement

**INFLUENCE OF TRANSFORMATIONAL LEADERSHIP STYLE ON EMPLOYEE
PRODUCTIVITY AT MCDONALDS JOSE ABAD SANTOS.
BAMBANG, TONDO, MANILA**

Michael Bautista, Shaina Mae Bautista, Rose Ann Calangi, Rosie Mae Nolasco,
Ara Bella Olandres, Danilo Molera Jr.

Abstract

This study explores the influence of transformational leadership style on employee productivity at McDonald's, Jose Abad Santos Bambang. It aims to evaluate how transformational leadership, through behaviors and performance, affects employees' productivity. Additionally, the study identifies challenges faced by employees that may impact their productivity, offering a comprehensive understanding of the factors influencing performance within the organization. This study utilized a descriptive correlational research design. A sample of ninety (90) service crew members was determined using Raosoft for sample size calculation, with purposive sampling employed to select the participants. Structured survey questionnaires served as the primary data collection instrument. The results fall within the "Highly Influential" range on the interpretation scale, demonstrating that transformational leadership significantly impacts employee productivity at all levels. The study identified significant differences among the variables associated with transformational leadership, with an F-value of 1.14585, indicating a noteworthy relationship. The research also revealed challenges, such as employee stress and burnout, which affect customer satisfaction. To address these concerns, the proposed guidelines focus on enhancing work-life balance, with objectives aimed at reducing stress and burnout, promoting stronger relationships and personal fulfillment, and increasing employee engagement and productivity. The study demonstrates that the transformational leadership style at McDonald's Jose Abad Santos Bambang, Tondo, Manila significantly influences employee productivity. The study also identifies a key issue: the lack of sleep among service crews, which negatively impacts their performance. By implementing the recommended guidelines, leaders can address these challenges and further enhance employee productivity. This research provides valuable insights into the role of transformational leadership in improving workplace efficiency and overall employee performance.

Keywords: transformational leadership, employee productivity, leadership style, employee behavior, performance, mcdonald's, employee challenges, organizational performance

**INTEGRATION OF WORK EXPERIENCE AND CLERICAL
SKILLS BASIS: FOR GRADUATE EMPLOYMENT**

Rose Excel Guillermo, Rica Mae Dacuyan, Irish Deasong, Jhudith Simon,
Jhudith Simon, Shine Kimberly Trinidad, Bryan Tubao

Abstract

The study collected descriptive data from 100 individuals (26% male and 74% female) to gather numerical insights on how integrated work experience and clerical skills serve as a basis for graduate employment. We utilized a structured questionnaire for data collection. The respondents were graduates from the Office Administration Department at Best link College of the Philippines. The study employed purposive sampling, a non-probability technique where participants are selected based on specific characteristics relevant to the research objectives. This method is particularly useful when the researcher aims to focus on particular subsets of a population that are knowledgeable about or have experienced the phenomenon under study. To ensure the validity of our data collection instrument, we focused on content validity. Content validity refers to the extent to which a measure represents all facets of a given construct. In our case, this involved aligning the questionnaire items with the study's objectives to accurately assess the relationship between work experience, clerical skills, and graduate employment. We consulted subject matter experts to review the questionnaire, ensuring that each item was essential and relevant to the constructs being measured. This process aimed to confirm that the instrument comprehensively covered the necessary content areas, thereby enhancing the study's overall validity. The study collected descriptive data from 100 individuals (26% male and 74% female) to examine how integrated work experience and clerical skills serve as foundations for graduate employment. We utilized a structured questionnaire for data collection, targeting graduates from the Office Administration Department at Best link College of the Philippines. The study employed purposive sampling, a non-probability technique where participants are selected based on specific characteristics relevant to the research objectives. This approach is particularly effective when the researcher aims to focus on subsets of a population that possess particular knowledge or experience related to the study's focus. The study reveals that graduates experienced minimal challenges in career progression, reflected by a total weighted score of 3.44, interpreted as 'very satisfied'. This high satisfaction level suggests that their employment aligns well with their career expectations. Job satisfaction was notably high among respondents, with a weighted mean score of 3.37, also interpreted as 'very satisfied', indicating a positive perception of their roles and responsibilities. A positive work environment has been shown to enhance employee performance. For instance, research indicates that a supportive company culture can significantly boost employee happiness, leading to increased productivity and profitability. Additionally, studies have found that job satisfaction significantly influences employee performance, with satisfied employees often demonstrating higher productivity and engagement. The study indicates that graduate employees experienced a high level of comfort and encountered minimal challenges in their career progression. They also faced fewer problems within their work environment. This positive atmosphere is associated with enhanced employee performance, commitment, and achievement striving. Moreover, these employees effectively applied their clerical skills in their roles. Research supports that a positive work environment fosters emotional intelligence, which enhances collaboration and task performance. Additionally, positive psychological capital, including hope and resilience, correlates with improved job satisfaction, commitment, and performance. Effective leadership also plays a crucial role; leaders who recognize and empower employees contribute to higher engagement and productivity.

Keywords: graduate employees, career progression, work environment, employee performance, clerical skills

**JOB SATISFACTION AND EMPLOYEE ENGAGEMENT OF AN ADVERTISING
COMPANY TOWARDS WORK PRODUCTIVITY**

Maria Liezel Gonzales, Kateleen Arnido, Densel Dela Cruz, Ghea Dinglasa,
Rose Ann Joy Millete, Ariane Astudillo

Abstract

This study examines the relationship between job satisfaction and employee engagement at Imaginary Line Advertising Corporation. This advertising company specializes in creating indoor and outdoor advertising materials like billboards, stickers, banners, and tarpaulins. One of the company's challenges is work productivity, so the researchers chose this topic to investigate how these factors affect the company's operations and how the problems are solved when they arise. They will also evaluate the importance of a positive work environment and employee engagement in maintaining sales growth and the company's ability to support its workforce, as indicated by the study's findings. The researchers adopted a quantitative-correlational research design to explore the relationship between job satisfaction and employee engagement. Data analysis was conducted using percentage, mean, and correlated z-tests. A survey questionnaire was utilized for data collection, with 50 out of 60 distributed questionnaires returned. Purposive sampling was employed to select eligible respondents, who were employees of the company. The results of the study show a significant correlation between employee engagement and job satisfaction. With an overall mean of 3.46 for job satisfaction and 3.48 for employee engagement, factors like work environment, employee autonomy, company practices, corporate social responsibility, teamwork, and performance management all play a key role in enhancing employee satisfaction. Specifically, job satisfaction was highest in areas such as business policies, fringe benefits, salary, interpersonal relations, and recognition. These findings emphasize the importance of these factors in promoting a positive work culture and fostering higher employee engagement. The most frequently mentioned issue by respondents regarding job satisfaction is the lack of adequate fringe benefits, including employee discounts and recognition. Other key concerns include limited opportunities for career advancement, employee autonomy hindered by conflicting work schedules, challenges in performance management related to work-life balance, and overall employee engagement. These issues are closely tied to the autonomy of employees. The study concludes that both management and staff would benefit from the implementation of the proposed action plan. By improving management systems and processes, the company can enhance the work experience, increase employee retention, foster transparency, boost motivation, and ultimately improve productivity, leading to overall benefits for the company.

Keywords: job satisfaction, employee engagement, work productivity, positive work environment, sales growth, employee support, advertising company, organizational operations, employee motivation

**JOB SATISFACTION AND ITS RELATION TO EMPLOYEE PERFORMANCE:
A BASIS ON THE PROPOSED DEVELOPMENT PROGRAM AT LAMONTE
SALES AND MERCHANDISING SPECIALIST INC. QUEZON CITY**

Jenny Reblando, Evangeline Barili, Rizz Danielle Medenilla, Nilo Rapsing,
Jelica Urmeneta, Rose Ann Vizagar, Eugenio Bayani Jr.

Abstract

This study aims to investigate the relationship between job satisfaction and employee performance within the organization. The primary objectives include identifying the factors that influence job satisfaction, evaluating performance indicators that are impacted by job satisfaction, and understanding how the two variables are interconnected. Furthermore, the study seeks to explore the role of job satisfaction in enhancing employee engagement and retention, with the goal of improving overall organizational performance. Through this research, the study will provide valuable insights into how companies can foster a more motivated and high-performing workforce. The researchers used a correlational research design to investigate the relationship between job satisfaction and employee performance. The study involved fifty-three (53) respondents from Lamonte Sales and Merchandising Specialist Inc. in Quezon City. Data was collected through survey questionnaires, which were used to assess the levels of job satisfaction and performance among the employees. This methodology enabled the researchers to analyze the connection between these two variables and understand how job satisfaction influences employee performance within the company. The majority of respondents were female, under 25 years old, rank-and-file employees, and had less than one year of employment experience. Most respondents expressed agreement with statements related to employee performance, as well as with factors affecting job satisfaction, such as job design and variety, job security, work environment, and compensation and benefits. The study found a significant correlation between job satisfaction and employee performance. Additionally, many respondents suggested that training and seminars would be beneficial in improving both job satisfaction and employee performance. This study aimed to examine the relationship between job satisfaction and employee performance at Lamonte Sales and Merchandising Specialist Inc. in Quezon City. The researchers collected demographic information, including gender, age, job level, and years of employment. Employee performance was assessed based on punctuality, skills, target achievement, and rewards and recognition. Job satisfaction was evaluated in terms of job design and variety, job security, work environment, and compensation and benefits. The findings aimed to provide insights into how job satisfaction influences employee performance.

Keywords: job satisfaction, employee performance, demographic profile, punctuality, skills, target achievement, job design, job security, work environment, compensation, lamonte sales and merchandising specialist inc.

**JOB SATISFACTION AND PRODUCTIVITY OF TEACHERS AT
BESTLINK COLLEGE OF THE PHILIPPINES, MV CAMPUS**

Radhene Bungar, Rosemarie Delos Reyes, Maria Criselda Navidad,
Kairra Punay, Ma Mikaela Ruaya, Randy Villaseñor

Abstract

A fulfilling career offers numerous benefits, including financial stability and personal satisfaction, which collectively enhance overall happiness. For educators, job satisfaction is particularly crucial, as it directly influences their effectiveness in the classroom and the well-being of their students. This study examines the factors influencing teacher satisfaction, including salary, flexibility, and coworker relationships, using a quantitative correlational research design. Thirty Business Administration teachers from Best link College of the Philippines at MV Campus participated, selected through convenience sampling. Surveys were administered to assess their job satisfaction and productivity levels. The findings provide valuable insights into the factors influencing teacher satisfaction and productivity. The strong positive correlation ($r = 0.8796$, $p = 0.00001$) between job satisfaction and productivity underscores the significant impact that satisfaction with various job aspects can have on teachers' performance. Enhancing teacher job satisfaction and productivity is essential for fostering a positive educational environment and improving student outcomes. Implementing targeted strategies can lead to significant improvements in both areas. Competitive Compensation and Benefits: Offer attractive salary packages and comprehensive benefits to recognize teachers' contributions and reduce turnover.

Keywords: teacher job satisfaction, productivity, compensation, work environment, coworker relationships, work-life balance, professional development, recognition, support, philippines

**KEY SUCCESS FACTORS FOR FOOD STALLS IN
NOVALICHES BAYAN, QUEZON CITY**

Darlene Vinson, Thea Diane Bactadan, Mary Jane Permejo, Naysa Villamor,
Renalyn Myrna Villamor, Reynold Bangalisan

Abstract

The global economy has seen a significant rise in the popularity and importance of food stalls, offering a convenient, affordable, and culturally significant dining experience. This growth is driven by factors such as urbanization, increasing interest in street food, and demand for unique culinary experiences. However, the industry also faces challenges, including intense competition, rising operational costs, and food safety concerns. This study employed a mixed-method research design, incorporating survey questionnaires and interviews with personnel from twenty food stalls. The research sought to identify key determinants of success, assess critical success factors, analyze barriers faced, and propose development strategies to improve food stall operations. The findings indicate that adherence to health and safety guidelines, use of fresh ingredients, and quality service are essential for success, with an overall weighted mean of 4.83. Among these, skilled personnel emerged as the most critical success factor, followed by quality service and food quality. However, food stalls face challenges such as limited seating capacity, competition with nearby vendors, and difficulties in sourcing fresh ingredients. To sustain success, the study proposes a comprehensive development plan, focusing on maximizing seating capacity, enhancing competitiveness, improving ingredient sourcing, ensuring regulatory compliance, and optimizing operational costs. Additionally, continuous improvement, customer engagement, and sound financial management are emphasized to maintain quality, innovation, and profitability. In conclusion, the study highlights the importance of strategic planning, adaptability, and innovation for food stalls to thrive in a competitive market. By addressing key success factors and challenges, food stall businesses can sustain growth, contribute to the local economy, and enhance the cultural dining experience.

Keywords: key success factors, food stalls, business strategy, street food industry

**ONLINE PROMOTION OF FIRST BREW: ITS
IMPACT ON CUSTOMER SATISFACTION**

Cristhel Nagrampa, Aimee Alburo, Jonna Belle Llabres, Jessalen Pinto,
Jessica Rafael, Vinalyn Sarzata

Abstract

First Brew is a milk tea shop in Batasan Hills, offering food items like takoyaki and fried noodles. As a franchise, the business is managed by the owner and employees. Being a newly established store, First Brew faced challenges in attracting customers, particularly through online platforms. This study aims to examine the relationship between online promotion and customer satisfaction, with the goal of improving online marketing strategies to boost customer engagement and attract more clientele. This study utilized a quantitative correlational design to investigate the relationship between two variables. The researchers applied random sampling and Slovin's Formula, selecting 50 participants from a population of 360 in Batasan Hills, with a 95% confidence level and a 5% margin of error. A pilot test with 10 participants was conducted to evaluate the clarity and accuracy of the survey questions. Data was gathered using a survey questionnaire distributed through Google Forms. To analyze the data, statistical treatments such as percentage and frequency distribution, weighted mean, ranking, and Pearson correlation were employed to determine the relationship between online promotion and customer satisfaction. The results of the study indicated that the overall mean for satisfaction with the product was 3.48, satisfaction with sales promotion was 3.46, satisfaction with social media advertising was 3.46, satisfaction with online promotion was 3.49, satisfaction with content was 3.51, and satisfaction with brand image was 3.51. These values reflect strong agreement and were interpreted as "highly satisfied." The findings also showed a t-statistic value of 0.65 and an r-value of 0.178. The p-value for the analysis was 0.525871, which exceeds the significance level of $p < 0.05$. As a result, there is no statistically significant relationship between online promotion and customer satisfaction, and the null hypothesis is therefore accepted. This study examines the factors that influence online promotion and customer satisfaction at First Brew. The findings reveal how First Brew affects its customers in areas such as product quality, sales promotion, social media advertising, online reviews, content, and brand image. Based on these insights, the researchers have provided recommendations to help First Brew attract more potential customers while improving satisfaction for both current and future customers, both in-store and online.

Keywords: online promotion, customer satisfaction, first brew, product quality, sales promotion, social media advertising, online reviews, content, brand image, customer attraction, customer retention, recommendations

**OPERATIONS MANAGEMENT OF BIG BREW IN NOVALICHES,
QUEZON CITY: BASIS FOR SUSTAINABILITY**

Mary Rose Tambalgue, Cathlyn Joie Canoneo, Shaira Encila, Arnold Nuñez Jr.,
Mc Jetbros Avant Salvador, Vinalyn Sarzata

Abstract

In today's fast-paced and competitive business environment, sustainability has become a crucial focus for organizations. Effective operations management plays a key role in achieving sustainability by optimizing processes, reducing waste, and enhancing efficiency. This study examines the operational management of Big Brew in Novaliches, Quezon City, evaluating its impact on sustainability in terms of environmental, social, and long-term business success. A survey-based approach was employed to assess the effectiveness of Big Brew's operations management in achieving sustainability. The study focused on four key management functions: planning, which involves establishing clear objectives to guide business growth in response to external influences; commanding, which ensures strong leadership and communication to align with the company's strategy, vision, and mission; coordinating, which fosters long-term thinking among employees to support sustainable business practices; and controlling, which maintains operational excellence through oversight and performance evaluation. The findings indicate that Big Brew's operations management is generally sustainable, particularly in its interactions with suppliers and in the areas of planning, organization, coordination, and oversight. However, respondents identified key challenges, including limited seating capacity at 31.95%, long wait times for accommodation at 25%, and slow service at 11.11%. The study highlights the importance of quality management in maintaining high service standards. Employee capability is emphasized as a crucial factor in ensuring that staff members are assigned roles suited to their skills, leading to improved product and service quality. Additionally, a structured quality checklist aligned with Big Brew's objectives and customer expectations helps maintain service excellence. The study also underscores the significance of inventory management in meeting customer demand efficiently. Overall, the findings demonstrate that a strong understanding of operations management principles can drive sustainable business practices and long-term success.

Keywords: enhance operations management, operations management sustainability

**PERCEPTION OF FRESHMEN STUDENTS ON THE STUDENTS'
SERVICES OFFERED AT BESTLINK COLLEGE OF THE
PHILIPPINES: BASIS FOR RECOMMENDATION**

Mark Arvin Taroma, Cordis Justine, Marideth De Vera, Jerymie Jalandoni,
Freynah Allyssa Mercado, Nica Ann Molina, Reynold Bangalisan

Abstract

This study examined first-year students' perceptions of the student services provided by Bestlink College of the Philippines in order to make recommendations. The institution's dedication to provide high-quality education in spite of obstacles served as the impetus for the study. Admissions, cashier services, safety and security, registrar, and the Student Management System (SMS) and Learning Management System (LMS) were some of the major service areas that were looked at. Using a standardized questionnaire, 375 freshman students participated in the study, which used a descriptive quantitative research approach. In order to guarantee representation across various segments, stratified sampling was employed. The findings showed that first-year students had generally favorable opinions about admissions, cashier services, registrar services, and safety and security. However, issues with the SMS and LMS were brought up, especially with reference to malfunctions and system outages. With an overall weighted mean of 4.12, freshmen students pinpoint certain issues within each service area. Outdated security equipment and a lack of emergency response training for employees are among the safety and security issues. Issues with online payments and lengthy wait periods impede cashier services. Staffing shortages and drawn-out document retrieval procedures plague registrar services. Inadequate staffing and sluggish response times are problems for admission services. Technical issues and irregular updates plague SMS and LMS platforms. With a p-value of .00001, statistical analysis showed substantial disparities in the assessment of various student services, highlighting the necessity of focused interventions. Addressing the perceptions and challenges faced by freshmen students within the student services at Bestlink College is essential for fostering a supportive and effective learning environment. Implementing the recommended solutions can lead to a safer, more efficient educational setting that enhances student success and satisfaction. Continuous evaluation and refinement of these strategies demonstrate a commitment to improving the overall educational experience for students, staff, and stakeholders. Research indicates that student engagement significantly influences academic resilience and success. Encouraging active participation in educational activities, setting and achieving goals, and providing collaborative opportunities can enhance engagement. Institutions that promote student autonomy and create learning communities—groups of students co-enrolled in multiple courses together—have observed improvements in academic performance and collaborative skills.

Keywords: perception, freshmen students, student services, bestlink college of the philippines, quality education, admissions, cashier services, safety and security, registrar, student management system (sms), learning management system (lms), recommendations

**PERCEPTION ON THE EMPLOYEES BENEFITS OF THE MANPOWER
AGENCY: BASIS FOR IMPROVEMENT PLAN**

Wallner De La Cruz, Ricshelle Garcia, Mary Chris Sabrido,
Shaira Joy Barro, Decierie Samones

Abstract

An international provider of IT services and solutions is Unisys Managed Services Corporation. In particular, Unisys Managed Services Corporation specializes in providing managed services to the Philippine Statistics Authority (PSA). It's possible that Unisys Managed Services Corporation provides a range of managed services that are customized to match the unique demands and specifications of its customers, enabling them to concentrate on their main business goals and optimize their IT operations. For improvement, the researchers will investigate how employees perceive the perks or gain a better understanding of them in the personnel agency. The perks are crucial for employees to establish workplace productivity, therefore there needs to be more communication between the business and employees to ensure that everyone is working toward the same objectives. A descriptive study design using a quantitative research method to assess the advantages of workers in the manpower agency, specifically Unisys Managed Services Company, as the foundation for its enhancement. The study examines employees aged 26 to 30 at Unisys Managed Services Corporation, specifically those in the evaluation period with 1 to 5 years of experience as Registry System Officers. Key findings include: Wage Adjustments: Respondents strongly favor wage adjustments, viewing them as essential for enhancing performance. However, salaries at Unisys are reported to be below the national average. In the Philippines, minimum wage rates vary by region, with Metro Manila's non-agricultural daily rate at ₱645 as of July 2024. Specific salary data for Unisys employees is not publicly available. Working Conditions and Rest Periods: Enhanced working conditions and sufficient rest periods are deemed vital for fostering a positive workplace, which can improve performance and productivity. The Philippine Labor Code mandates a minimum of 24 consecutive hours of rest after six consecutive workdays, and employers are required to provide at least 60 minutes for regular meal periods. Salary Concerns: The primary concern among employees is inadequate wages, with many salaries not meeting the minimum wage requirements. This issue has led to dissatisfaction and prompted some employees to seek better opportunities elsewhere. Ensuring compliance with minimum wage laws is crucial for employee retention and satisfaction. Challenges in Attracting Job Seekers: Manpower agencies, including Unisys, face significant challenges in attracting job seekers. Factors such as low starting salaries and limited benefits contribute to this difficulty. Addressing these issues requires a comprehensive approach, including competitive compensation, improved working conditions, and effective recruitment strategies to attract and retain talent. Addressing these challenges is essential for Unisys Managed Services Corporation to enhance employee satisfaction, attract qualified candidates, and comply with labor regulations. This study investigates employees' perceptions of the benefits provided by manpower agencies, utilizing both qualitative and quantitative research methods to identify areas of satisfaction and dissatisfaction. The findings highlight several key aspects: 1. Health and Well-being Benefits: Employees highly value benefits that support their health and well-being, such as Employee Assistance Programs (EAP) and wellness allowances. Comprehensive EAPs offering access to mental health professionals and counseling services have been linked to improved employee engagement and retention. 2. Work-Life Balance Initiatives: Flexible work arrangements, including options like working from home, flexible hours, and reduced workweeks, are highly appreciated by employees. Such flexibility can significantly reduce turnover, enhancing job satisfaction and productivity. Wikipedia 3. Career

Development Opportunities: Support for career growth, such as assistance with study fees, paid study leave, and opportunities for job shadowing, is important to employees. Providing ample training and development opportunities can discourage turnover by keeping employees satisfied and well-positioned for future growth. Wikipedia⁴. Financial and Retirement Planning: Benefits that aid in financial planning, including retirement savings plans and financial counseling, are valued by employees. Employers can enhance retention by offering competitive compensation packages and linking rewards to retention, such as vacation hours tied to seniority or retention bonuses. 5. Recognition and Reward Programs: Employees respond positively to recognition and reward initiatives, such as performance bonuses and employee of the month programs. Investing in bonus and employee perks programs has been shown to increase employee engagement and reduce turnover.

Keywords: employee benefits, manpower agencies, job satisfaction, work-life balance, employee retention, career development, financial planning, recognition programs

**PHYSICAL STORE RENOVATION: ASSESSMENT OF
CUSTOMER PERCEPTION IN BURGER MACHINE**

John Paul Benidict Desoloc, John Peter Bernard Desoloc, Sergio Miao Jr.,
Ma Angela Mias, Hazel Tugba, Vinalyn Sarzata

Abstract

Founded in 1981 by Fe Esperanza S. Rodriguez and her sister, Burger Machine has become known as "the burger that never sleeps" due to its 24/7 operations. The brand offers a variety of hamburgers with signature sauces to cater to customer preferences. Despite its popularity and competitiveness, outdated physical store designs have affected customer perception. This study aims to assess customer opinions on the current store design and provide recommendations for renovation to enhance the store's appeal, regain market popularity, and better meet customer expectations. A descriptive quantitative research design was used to collect accurate data on customer perceptions. The study surveyed 30 customers from Burger Machine in Evergreen Bagumbong, Caloocan City, using a convenience sampling technique. Data were gathered through surveys, interviews, and observations, with a weighted mean and ranking method employed to analyze responses. Findings show that both men and women aged 18 to 30 frequently purchase from Burger Machine. The overall weighted mean for the store's ambience, atmosphere, space, display, and interior and exterior design was 3.48, indicating that customers prefer a more visually appealing and comfortable environment. Customer perception regarding the store's physical space had a mean score of 3.53, emphasizing the importance of an inviting store layout. Notably, 66% of customer complaints were related to the outdated store design. These insights suggest that an enhanced store layout could positively impact customer purchasing behavior and overall satisfaction. Based on the study's findings, researchers proposed a 3D model for a renovated store design that would create a more attractive, engaging, and modern environment to appeal to both existing and new customers. In today's market, customers are increasingly drawn to a store's atmosphere as much as its products, making store aesthetics a key factor in customer retention.

Keywords: customer perception assessment, physical store renovation, burger machine

PROBLEMS ENCOUNTERED BY SELECTED INTERNET CAFES IN BRGY. PASONG TAMO, QUEZON CITY: BASIS FOR PROPOSED MARKETING PLAN

Mark John Peligrino, Arjhan Dogaojo, Michelle Stephanie Lili, Yasser Pangcatan,
Sheryl Jane Tuala, Reynold Bangalisan

Abstract

This study examines the challenges faced by internet cafes in an increasingly digital age, particularly in the aftermath of the COVID-19 pandemic. In the Philippines, where many households lack internet access and personal computers, internet cafes play a crucial role in providing connectivity and digital services. However, the pandemic has significantly impacted these establishments, with some remaining closed despite the easing of lockdown restrictions. This research evaluates the marketing strategies of two selected internet cafes—AiCafe Digital Printing and Outfit 2000—in Pasong Tamo, Quezon City. Specifically, the study aims to: Analyze the demographic profile of respondents. Identify the challenges encountered by both customers and employees. Compare the perceptions of these two groups regarding service quality and business operations. Develop a strategic marketing plan to enhance the competitiveness and sustainability of internet cafes in the evolving digital landscape. By addressing these objectives, the study provides insights into how internet cafes can adapt to changing consumer needs, improve service offerings, and recover from the economic impact of the pandemic. This study utilized a mixed-method research design and purposive sampling, selecting 24 respondents, including customers and employees from both internet cafes. The findings indicate that most respondents are between 16 and 20 years old, with a higher proportion being female and high school graduates. Key challenges identified include issues related to products and services, pricing, accessibility, promotions, staff performance, operational processes, and physical infrastructure. Moreover, a significant difference was observed between customer and employee assessments, with a p-value of 0.00001. Based on the study's conclusions, several recommendations are proposed to address the identified challenges. These include implementing personalized customer engagement strategies, providing comprehensive staff training in customer service, relocating to more accessible areas, enforcing policies to enhance customer experience, upgrading internet connectivity, and maintaining high cleanliness standards. The proposed marketing plan focuses on increasing brand awareness, boosting profitability, strengthening customer loyalty, fostering community engagement, and ensuring a clean and comfortable environment. By implementing these strategies, internet cafes can overcome operational challenges, improve customer satisfaction, and adapt to the evolving digital landscape, securing their long-term sustainability and success.

Keywords: internet cafes, marketing strategies, customer satisfaction, digital age, covid-19 impact, business challenges, customer engagement, service quality, profitability, community engagement

**QUALITY OF WORK LIFE AND ITS IMPACT ON EMPLOYEES JOB PERFORMANCE
IN THE WORKPLACE OF XYZ COMPANY IN QUEZON CITY**

Shaira De Luda, Althea Laxamana, Cristal Gail Morta, Darwin Racines,
Roger Gervacio, Kimberly Joyce Embile

Abstract

This study examines the impact of work-life balance on job performance among employees at XYZ Company in Quezon City. It highlights the significance of quality of work life in shaping employees' productivity and overall effectiveness in the workplace. The research seeks to evaluate employees' job performance and explore how workplace conditions affect their quality of work life. Additionally, it aims to identify areas for improvement based on survey findings. A quantitative research design was employed, engaging 196 employees from various departments through purposive sampling. Survey questionnaires served as the primary data collection tool, utilizing a four-point Likert scale to measure responses. Pearson R statistical analysis was used to assess the relationship between quality of work life and job performance. Findings indicate that the workforce at XYZ Company is composed of two major age groups: 21–25 years old and 50 years old and above, demonstrating a balanced distribution of younger and older employees. The majority of employees are male, accounting for 57.65% of the sample. Additionally, both single and married employees are almost equally represented at 96.94%. A significant portion of respondents (40.31%) have been working at XYZ Company for six years or more. Despite these insights, statistical analysis revealed no significant relationship between quality of work life and job performance ($p\text{-value} = 0.785977$). While XYZ Company emphasizes the importance of quality of work life, the study found no significant direct relationship between quality of work life and job performance. However, fostering a positive work environment through initiatives such as employee recognition, mentorship programs, and professional development opportunities may still contribute to long-term employee engagement, satisfaction, and overall workplace productivity.

Keywords: quality of work life, job performance, employees, job autonomy, employees

**QUANTIFYING THE IMPACT OF PRICE INFLATION ON BUSINESS OPERATION:
A CASE STUDY OF RICE SELLERS AT PALMERA WET MARKET**

Rose Anne Ramos, Norhanie Ali, Charlotte Cosares, Ara Jeanelle Estrada,
Jasmine Bea Guevarra, Sophia Pagal, John Paul Mantile

Abstract

This study examines the impact of price inflation on the operations of rice sellers at Palmera Wet Market. Rising prices, particularly for essential commodities like rice, pose significant challenges to businesses. The study aims to assess the financial, decision-making, and operational effects of inflation on rice vendors, explore the strategies they use to navigate inflationary pressures, and provide insights for policymakers on supporting small businesses during economic hardships. The study utilized non-probability sampling techniques to select three rice sellers at Palmera Wet Market as respondents. Data was collected through open-ended questions and rating scales, ensuring compliance with privacy regulations throughout the research process. The survey results among rice retailers at Palmera Wet Market indicate a strong consensus on the impact of inflation on their businesses. Respondents reported that inflation drives up grain prices, reduces profits, and decreases customer loyalty. They also expressed difficulties in setting competitive prices and securing affordable suppliers. To address these challenges, vendors prioritize marketing, customer service, and collaboration over adjusting pricing strategies. The findings highlight a shared understanding among rice sellers regarding the effects of inflation, emphasizing the need for flexible and adaptive measures to mitigate the challenges posed by rising prices. Respondents suggest strategies such as marketing, strengthening buyer-seller relationships, and collaborating with complementary businesses to sustain profitability during price increases. Adjusting pricing strategies ranks lower among the recommended actions during periods of high inflation. The study underscores the challenges faced by middle-income earners and highlights the broader negative impact of inflation on various sectors, including agriculture in areas like Palmera Wet Market.

Keywords: price inflation, business operation

**ROLE OF IN-SERVICE TRAINING PROGRAM AS A TOOL FOR THE TEACHER'S
PERFORMANCE IN BESTLINK COLLEGE OF THE PHILIPPINES**

Jinky Sto Domingo, Richard Lampos, Erica Limpiada,
Vannesa Cellona, John Coleta, Riva Manalo

Abstract

The purpose of the study is to assess the role of the in-service training program as a tool for improving teacher performance at Bestlink College of the Philippines. Aligned with the school's dedication to providing quality education, there is a recognition of the importance of continuous professional development for its faculty members. In-service training programs are organized every first semester to equip teachers with updated skills and knowledge, ensuring their effectiveness in the dynamic field of education. The study utilizes a descriptive-correlational research design, gathering data from one hundred fifty (150) full-time teachers selected through stratified sampling at Bestlink College of the Philippines in Quezon City for the period from August 2023 to April 2024. Data collection is conducted through the distribution of a survey questionnaire. The study findings reveal that a significant proportion of respondents hold master's degrees (48.67%) and have 1–3 years of service (50.67%). The in-service training program received notably high weighted mean scores across various indicators, indicating its effectiveness in areas such as delivering subject content and enhancing teacher-student learning. With a composite mean score of 4.41, teachers strongly endorse the program, highlighting its significance in enhancing teacher performance at Bestlink College of the Philippines. Furthermore, the study identifies a positive perception of the in-service training program among teachers. The overall composite mean score of 4.28 underscores the widespread endorsement of the program's effectiveness. There is a significant relationship between the contribution of the in-service training program to teacher performance and teachers' views on the program. The proposed training program targets identified areas for improvement, such as enhancing teachers' knowledge and skills, as well as improving their time management. In conclusion, the study emphasizes the crucial role of the in-service training program in enhancing teacher performance at Bestlink College of the Philippines. By implementing the proposed training program, the school can enhance teachers' knowledge and skills, improve their time management, and ultimately elevate teacher performance.

Keywords: teacher performance, in-service training program, teacher improvement

**ROLE OF NON-MONETARY INCENTIVES IN STRENGTHENING
EMPLOYEES COMMITMENT IN XYZ COMPANY**

Raphael Oxales, Ma Allyjane Abila, Kyle Ann Colibao,
Shirelyn Dismaya, Angeline Rodriguez, Bryan Tubao

Abstract

The purpose of conducting research on the role of non-monetary incentives in strengthening employee commitment is to understand the effectiveness of various non-financial rewards and incentives in fostering greater dedication, motivation, and loyalty among employees. This research aims to identify and evaluate the impact of non-monetary incentives, such as recognition, training opportunities, flexible work arrangements, and a supportive work environment, on employee engagement and commitment within a specific context, such as the service industry. By gaining insights into these factors, organizations can develop strategies to enhance employee satisfaction, productivity, and retention, ultimately leading to improved organizational performance. The collected data will be analyzed using a descriptive method to identify the role of non-monetary incentives in strengthening employee commitment. The findings will provide insights for the researchers to formulate recommendations based on the data. Furthermore, the results will serve as a basis for developing recommendations, emphasizing that providing recognition and appreciation to employees for their achievements can significantly increase their level of dedication. The researchers utilized survey questionnaires as an instrument to gather data and selected the sample based on a systematic interval among respondents within a defined population, employing a systematic random sampling technique. The statement of the problem was derived from the theoretical framework. The study's findings reveal that the majority of respondents at XYZ Company fall within the age range of 26–30 years old, with females comprising the larger portion of the workforce. In terms of tenure, employees with 1–3 years of service are the most prevalent, followed by those with 4–6 years, 7–10 years, and less than 1 year. Regarding non-monetary incentives, there is strong agreement among employees on the importance of recognition, development opportunities, open communication, and career advancement in strengthening their commitment. However, despite encountering issues such as lack of variety, favoritism, and delays, these problems do not significantly impact the effectiveness of non-monetary incentives in enhancing employee dedication. As a recommendation, the company should continue to prioritize and enhance these non-monetary incentives to further bolster employee engagement and commitment.

Keywords: non-monetary, incentives, employee commitment, employee recognition, employee appreciation

**ROLE OF ORGANIZATIONAL CULTURE IN EMPLOYEE RETENTION
AT TOYOTA NORTH EDSA, QUEZON CITY**

Mark John Vincent Malicdem, Carl Angelo Competente, Eugene Galvez,
Shiela Mae Guillen, Dimples Montealto, Danilo Molera Jr.

Abstract

The purpose of this study is to determine the role of organizational culture in employee retention at Toyota North EDSA, Quezon City. This was done by analyzing demographic profiles, culture factors, and problems. It aims to inform recommendations for enhancing organizational culture. This study used a descriptive research design, survey questionnaires, simple random sampling with one-hundred forty-five (145) respondents, and statistical analysis. Results highlights the majority of respondents belong to males which got 50.34%, 21-25 years old got 40%, the length of services ranges from 1-3 years with 49.66%, graduated with a Bachelor's degree with 76.55%, and 15,001-20,000 salary received monthly with 42.07%. Toyota North EDSA's organizational culture, influenced by professionalism and integrity/honesty got the highest mean score of 3.70 categorize as "Highly Influential". The most problems encountered by the employees is they feel that their organization lacks in communication. In relation to gender, the result showed that there is no significant differences found between employee retention and there is significant differences between employee retention and the demographic profile in terms of age, length of service, educational attainment and monthly salary. In conclusion, there are program proposed by the researchers focused on growth of employees teamwork and communication. This is to enhance the existing organizational culture of Toyota North EDSA, Quezon City to enable retaining their current employees.

Keywords: organizational culture, employee retention, communication, teamwork

**SERVICE QUALITY AND CUSTOMER SATISFACTION IN SELECTED
FAST-FOOD ESTABLISHMENTS ALONG SUSANO
ROAD, NOVALICHES, QUEZON CITY**

Trisha May Del Castillo, Nikki Domalaon, April Anne Medina, Menellyn Miday,
Aliyaah Joy Pulido, Reynold Bangalisan

Abstract

This study explores the critical relationship between service quality and customer satisfaction, emphasizing the significance of exceptional service in the competitive fast-food industry. Drawing on established literature, the introduction highlights the pivotal role of customer satisfaction in evaluating organizational performance and underscores the importance of understanding customer expectations. Using the SERVQUAL model, this research aims to assess service quality across five dimensions: tangibility, responsiveness, reliability, assurance, and empathy, focusing on major fast-food chains in the specified area. Through a mixed-method research design involving survey questionnaires, data was collected from 60 participants across establishments such as Jollibee, McDonald's, Mang Inasal, and Chowking. The results section highlights various aspects of service quality and customer satisfaction, with scores of 3.49, 3.32, 3.45, and 3.20 for McDonald's, Jollibee, Mang Inasal, and Chowking, respectively. Jollibee and Chowking emerge as leaders in tangibility, offering comfortable seating and visually appealing dining areas. In terms of responsiveness, Jollibee excels in making customers feel valued and appreciated. Regarding reliability, Jollibee leads in service accuracy, followed closely by McDonald's and Mang Inasal. Assurance is notable in Mang Inasal's completeness of employee responses and Jollibee's ability to make customers feel comfortable and confident. For value proposition, McDonald's leads in pricing aspects, with positive perceptions across factors such as price-to-quantity equivalence and perceived quality justifying costs. In terms of product quality, McDonald's and Mang Inasal perform best, particularly in serving food at the right temperature and offering unique products. Despite a positive correlation between service quality and customer satisfaction, statistical analysis indicates no significant difference among the selected fast-food establishments, with a p-value of 0.299494 and 0.516699. Challenges encountered include long waiting times and product unavailability. Recommendations range from proactive communication to enhancing loyalty programs and addressing cleanliness concerns. The study emphasizes tailored strategies for each establishment to enhance service quality and customer satisfaction. The proposed guidelines provide a roadmap for improvement, reflecting a commitment to continuous enhancement in the industry.

Keywords: service quality, customer satisfaction, fast-food establishment, organizational performance

**SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION
IN MCDONALD'S NOVALICHES, QUEZON CITY**

Ma Rizza Ann Cabuquin, Jamailah Reine Lazona, Nica Bernardo,
Bernadette Sioco, Josephine Domingo, Randy Villaseñor

Abstract

This study aims to evaluate the impact of service quality on customer satisfaction at McDonald's in Novaliches, Quezon City. Given their substantial influence on a company's ability to sustain operations, customer satisfaction and service quality are considered crucial business factors. The study focuses on assessing service quality in relation to customer satisfaction and identifying areas for improvement based on customer perception. The study employs a descriptive correlational quantitative research design, with data collected from 50 participants through Simple Random Sampling. A survey questionnaire measured different dimensions of service quality and customer satisfaction. The data were analyzed using percentage, frequency, and distribution to determine the demographic profile of the respondents. The weighted mean was used to assess service quality in relation to customer satisfaction, and Pearson's correlation coefficient was applied to determine the strength and significance of the relationship between service quality and customer satisfaction. The Pearson correlation coefficient revealed an R-value of -0.2798, with a t-statistic of -2.04 and a p-value of 0.046760 (two-tailed). Since the p-value is less than 0.05, the null hypothesis—indicating no relationship between service quality and customer satisfaction—is rejected. This result suggests a significant relationship between service quality and customer satisfaction. Based on these findings, the study proposes an action plan to address identified issues such as cleanliness, consistent performance, waiting time, quick service, customer assistance, product quality, affordability, customer expectations, and word-of-mouth influence. In conclusion, the study finds a significant relationship between service quality and customer satisfaction at McDonald's in Novaliches, indicating that improvements in service quality may directly impact overall customer satisfaction. These findings suggest that while the majority of the customer base comes from the middle class, customer satisfaction and loyalty could be enhanced by focusing on quality service delivery across all demographics. This study contributes valuable insights to the fast-food industry in Quezon City, providing a foundation for future research and highlighting areas for potential improvement in customer satisfaction through service quality enhancements, such as training staff, refining operational processes, and ensuring consistent service standards.

Keywords: customer satisfaction, service quality, business considerations

**THE ASSESSMENT OF HUMAN RELATION SKILLS IN RELATION TO
COMPANY SALES PERFORMANCE OF MG MOTORS DEALER
IN QUEZON CITY: BASIS FOR IMPROVEMENT**

Catherine May Mondoy, Jessabel Adora, Regine Mae Basuga, Krisha Valen Candeluna,
Helen Grace Castillo, Kristine May Marzan, Bryan Tubao

Abstract

This study seeks to investigate the relationship between human relations and the sales performance of MG Motors dealers. Recognizing the role of a car dealer in communicating and performing well, it is important to understand how a car dealer's human relation skills influence the company's sales performance. By examining this relationship, this study aims to contribute to the existing knowledge base and identify effective ways to improve human relation skills that can be used to boost not only sales performance but also the relations of car dealers with people. Human relations refer to the ability to interact in a positive way with others in an organization. A descriptive research design was used. Purposive sampling was employed to select the participants. This sampling method is used when members of a population have the capability to become part of the sample. In this study, respondents were chosen based on the inclusion and exclusion criteria listed in the methods section. The respondents of the study are composed of people from the year 2023. One of the essential steps for the ongoing success of this research was selecting the respondents, which include 15 individuals from the MG Motors Quezon Avenue branch. Questionnaires are the best method to obtain intended answers to questions and properly operate the research. The results show that most of the employees have been working for less than a year. It is observed that turnover rates are higher than employee retention. One common problem among employees is the lack of conflict resolution, which is connected to open communication and empathy—both of which are crucial for conflict resolution. Active listening is highlighted as the most important aspect of effective communication. Active listening is the most important part of effective communication, as it serves both as an acknowledgment and encouragement in the employee-client relationship. Teamwork and open communication are key to achieving company goals. The study also highlights the importance of effective teamwork in enhancing overall sales outcomes, as well as the significance of empathy and understanding in interpersonal interactions.

Keywords: human relations, sales performance, communication, customer relations

**THE ASSESSMENT OF MOTIVATING FACTORS AMONG
ACCOUNTING INFORMATION SYSTEM STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Richelle Ann Sapico, Fitz Ryan Serapion, Lei Alexis Tallon, Rose Annette Dinaya,
Jhonavic Myers, Eugenio Bayani Jr.

Abstract

This research seeks to fill a gap in the existing literature by assessing the motivating factors influencing AIS students at Bestlink College of the Philippines. The aim of this research is to identify and understand the drivers of academic excellence and career readiness, focusing on the factors influencing the career motivation of accounting information systems students in their academic performance. This includes understanding whether students are drawn to accounting due to its prestige, financial rewards, career prospects, personal interests, or other factors. The study utilized a descriptive research method involving fifty (50) accounting information systems students from Bestlink College of the Philippines. The results of this study reveal that the majority of the respondents are 22-25 years old, female, and 4th-year students. The respondents rated the motivating factors as "Agree" for Intrinsic Motivation, Extrinsic Motivation, and Social Motivation, and "Slightly Agree" for Normative Motivation. The challenges encountered by the respondents include late submission of projects and activities, low grades on exams, and a lack of concentration and motivation. Additionally, there is a recommendation to enhance the career motivation of accounting information systems students. This study recommends that Bestlink College of the Philippines continue to offer career opportunities to Accounting Information Systems students, as it can motivate them to choose the type of job they want in the future, such as an internship opportunity or a training program that helps Accounting Information Systems students excel in their careers.

Keywords: assessment, motivating factors, accounting information system, career, intrinsic, extrinsic, social, normative, career motivation, academic excellence

**THE ASSESSMENT OF UNISYS MANAGED SERVICES CORPORATION
ON COMMUNICATION PRIVACY MANAGEMENT:
BASIS FOR IMPROVED DATA PROTECTION**

Geralyn Navia, Angelica Marquita, Krizzia Fernandez, Andhrea Delos Reyes,
Jobelle Omandam, Bryan Tubao

Abstract

This study aims to explore the practices and perceptions of employees regarding communication privacy management within the organization. It seeks to investigate how employees handle confidential information, the tools and methods they use to communicate securely, and their understanding of data protection policies and procedures. By gaining insights into these aspects, the research aims to identify gaps in knowledge, potential areas of risk, and opportunities for improvement. To assess communication privacy management at Unisys Managed Services Corporation, a mixed-methods approach was employed. Quantitative data were collected through surveys distributed to a sample of 33 employees, measuring their perceptions of privacy policies, boundaries, control, rule-based management, and cybersecurity risks. Qualitative insights were obtained through in-depth interviews and focus groups with key stakeholders, providing a more nuanced understanding of employee experiences and attitudes. The data analysis focused on identifying trends and areas for improvement in the organization's communication privacy practices, with the goal of informing strategies to enhance data protection. The overall results indicate a positive perception of Unisys's communication privacy management. The findings show that the company has well-established privacy policies and practices, scoring a strong 3.3 on the weighted mean, with employees agreeing that Unisys effectively communicates these policies. Privacy boundaries and control mechanisms are perceived as adequate, with similar scores indicating employee confidence in these areas. Additionally, rule-based management and management dynamics received favorable ratings, suggesting that employees are aware of and adhere to the established privacy rules, and that communication strategies effectively bridge gaps across different management levels. Employees generally view Unisys's privacy policies and rules as effective, feeling secure and in control of their personal data. However, the study identified gaps, notably in human error and unauthorized access, which are among the leading cybersecurity risks. Despite a solid foundation for data protection, Unisys can further improve by increasing employee awareness and reinforcing specific security measures. These findings offer a clear direction for targeted enhancements to strengthen the company's communication privacy management.

Keywords: communication, security, safeguarding, privacy, data protection

**THE EFFECTIVENESS OF MARKETING TOOL TO CUSTOMER SATISFACTION
OF SIP N' TEYST IN HOLY SPIRIT BRANCH IN QUEZON CITY**

Sarah Jane Canion, Claire Bautista, John Mar Mancio, Janessa Maxilum,
Princess Mae Timkang, Vinalyn Sarzata

Abstract

Sip N' Teyst has been established in the market since February 2023. It is located at the Holy Spirit Branch in Quezon City. The shop offers modern and classic food with a touch of Filipino culture. The shop ensures that the products they offer have a Filipino touch, with innovative options such as Silogs and a variety of beverages, including milk tea and frappes. They also offer burgers and fries, which are budget-friendly, making it a popular choice for students and locals. The shop has a lot to offer but is lacking in advertising, particularly on social media platforms. Additionally, the store's space needs improvement to accommodate more customers, which could increase their income. With the help of this study, this business entity can improve its marketing tools through our proposed output. The method used for this study utilized a quantitative correlational research design. A quantitative-correlational research design was selected to study customer satisfaction and marketing tools of the Sip N' Teyst business. A survey questionnaire was used as part of our method to gather data from the respondents. The design was chosen to determine if there is a significant relationship between the marketing tools and customer satisfaction at Sip N' Teyst. The results show that there is a statistically significant relationship between the marketing tools and customer satisfaction. It was found that Sip N' Teyst has a lot to improve as a small business, but it has the ability to grow and earn more by addressing the areas where it is lacking. The researchers gathered all the necessary information to help this business entity improve its marketing tools by using an online platform to promote its products. Even though this business already has a Facebook page, it is no longer updated. Thus, it is highly suggested that the owner reactivate their social media advertising. Based on the results of the respondents to the questionnaires, they also expressed interest in purchasing online and providing feedback on their experience with the products and services. It is also recommended to create a QR code for customers to send feedback, which could help Sip N' Teyst improve their marketing tools based on customer opinions.

Keywords: marketing tool, customer satisfaction, advertising

**THE IMPACT OF EMPLOYEE ENGAGEMENT OF DSWD MIMAROPA
ON THEIR OFFICE PRODUCTIVITY: BASIS FOR
ENHANCING EMPLOYEE'S PRODUCTIVITY**

Mary Jane Paler, Vernacela Aspiras, Tiffany Jasryl Labbao, Danica Montecillo,
Nylan Grace Sumagang, Kimberly Joyce Embile

Abstract

Employee engagement is a key factor that influences an organization's productivity and overall success. In the case of the Department of Social Welfare and Development (DSWD) MIMAROPA, understanding the impact of employee engagement on office productivity is essential for cultivating a motivated, efficient, and committed workforce. Employee engagement refers to the level of emotional commitment and enthusiasm employees have toward their work, which directly affects their performance and their contribution to achieving organizational goals. The primary purpose of this study is to acknowledge the contributions of employees who dedicate their efforts to helping the organization achieve its objectives. By exploring the connection between employee engagement and office productivity, this research aims to provide valuable insights into how fostering greater engagement can lead to higher productivity, improved morale, and overall organizational success. The findings from this study will serve as a foundation for strategies that aim to enhance employee engagement and, in turn, boost productivity within DSWD MIMAROPA. This study adopted a Quantitative Descriptive Research design, utilizing a survey method to collect data from administrative employees of DSWD MIMAROPA. The objective was to assess the relationship between employee engagement and office productivity and to gather feedback on areas for improvement. The researcher employed purposive sampling, selecting participants based on their willingness to provide valuable insights into improving job satisfaction and engagement. Employees were chosen for their ability to offer recommendations and suggestions that could enhance their productivity and overall satisfaction in the workplace. This sampling approach ensured that the study focused on individuals who could contribute meaningfully to the research by sharing their perspectives on ways to improve employee engagement and productivity. The study's findings provide valuable insights into the demographic profile of the administrative employees at DSWD MIMAROPA. Out of the 28 respondents, 35.71% are aged 37 years and above and have 2 to 4 years of experience in their current roles. This demographic data helps identify the workforce's characteristics, which can influence strategies for improving employee engagement and satisfaction. Additionally, the study explored various factors that impact employee engagement and satisfaction. It aimed to identify effective methods to enhance these areas, with the goal of fostering a more motivated and committed workforce. The results suggest that understanding these factors is key to developing strategies that can boost employee motivation. By implementing tailored engagement initiatives, the organization can create an environment that improves employee satisfaction, productivity, and overall performance. These findings offer practical insights for DSWD MIMAROPA in developing strategies to enhance employee engagement and productivity. The results reveal that employees want their efforts to be recognized, with a strong emphasis on having their needs met and their sacrifices acknowledged by the company. The study underscores the crucial role of employee engagement in the growth and success of the organization. Employees are more motivated and committed when they feel valued and supported. To ensure long-term success, companies must prioritize the well-being of their employees by providing emotional, mental, and physical support. By actively listening to employees and addressing their concerns, organizations can cultivate a more engaged and loyal workforce. Recognizing employees as essential to the company's

success will enhance motivation, productivity, and overall organizational performance. This research highlights the importance of fostering employee engagement for sustainable growth and success.

Keywords: employee engagement, productivity, job satisfaction, employee recognition, organizational growth, support, motivation, employee well-being, dswd mimaropa, administrative employees

**THE IMPACT OF EMPLOYEE REWARD TO EMPLOYEE PRODUCTIVITY:
BASIS FOR ENHANCEMENT REWARD PROGRAM**

Maria Luz Agluba, Andrea Adelantar, Argie Buhia, Ivy Manila, Hannah May Pinor,
Joy Ann Sullano, Kimberly Joyce Embile

Abstract

Employee rewards are essential in organizations as they recognize and appreciate the hard work of employees, leading to improved productivity and job satisfaction. Understanding how rewards impact employee performance is crucial for organizations seeking to foster motivation and increase overall efficiency. Researchers have been examining the effects of different types of rewards, focusing on how employees' experiences, needs, and preferences influence their productivity. The motorcycle manufacturing industry is rapidly growing, driven by an increasing demand for motorcycles due to their cost-efficiency, fuel economy, maneuverability, and lower maintenance costs. As the industry continues to thrive, it becomes increasingly important for companies to understand how various reward systems affect employee productivity and engagement. This study investigates the impact of long-term and non-financial rewards on employee productivity in the motorcycle manufacturing industry. The aim is to provide insights into how these rewards can enhance motivation, improve performance, and strengthen employee commitment, ultimately helping organizations recognize the value of rewards in fostering a more productive workforce. This study utilized a quantitative correlational research design to explore the impact of employee rewards on productivity in the motorcycle manufacturing industry. The research aimed to understand how different forms of rewards (monetary, recognition, and non-financial) influence employee motivation, productivity, skill development, initiative, and overall work performance. Sampling and Participants: The study employed purposive sampling, selecting 27 local employees from the motorcycle manufacturing industry. The participants' demographic characteristics (age, gender, and company position) were also considered, as these factors were expected to have an impact on the way rewards influenced employee productivity. Research Instrument: Data was collected using a structured questionnaire, designed to measure the relationship between employee rewards and productivity. The questionnaire was divided into sections focusing on: Personal Demographics: Age, gender, and company position Motivation and Productivity: Questions to assess the effect of rewards on motivation and work performance. Skill Development and Initiative: To measure how rewards contribute to employees' professional growth and initiative. To ensure the validity and reliability of the research instrument, the questionnaire was reviewed and validated by experts in the field. Data Analysis: The data collected was subjected to statistical analysis to determine the correlations between employee rewards and various productivity outcomes. The statistical treatment helped identify significant relationships between rewards and improvements in motivation, productivity, skill development, and initiative. Objective: The goal of the study was to provide valuable insights into the relationship between employee rewards and productivity, contributing to the understanding of how reward systems can enhance employee engagement and performance in the motorcycle manufacturing industry. The survey conducted within the motorcycle manufacturing industry revealed several key findings about employee demographics, rewards, and their impact on productivity. Demographic Profile: Age Distribution: A significant portion of the respondents, 51.85%, are aged between 26 and 30. However, the highest percentage of employees belongs to the 36-40 age group and older. This indicates that the workforce is fairly diverse in terms of age, with older employees representing a considerable portion of the workforce. Work Engagement and Commitment: Older employees (aged 36-40 and above) exhibited higher work engagement and commitment levels. These employees showed greater loyalty to the organization,

were more invested in their roles, and displayed a deeper sense of responsibility towards their work. **Employee Rewards:** Employees frequently receive various types of rewards, including six appreciation awards. These include: Recognition for their contributions. Monetary rewards, such as performance-based bonuses. Extra vacation days as a form of rest and appreciation. Personalized gifts to acknowledge individual efforts. **Reward Effectiveness:** Among the rewards, monetary incentives and performance-based bonuses were the most commonly mentioned as key motivators. These rewards were found to significantly enhance employee productivity and satisfaction. **Team Building and Productivity:** The survey indicated that team building activities, when combined with rewards, play a pivotal role in improving workplace collaboration and productivity. These activities, along with rewards, helped foster teamwork and improve interpersonal relationships, which in turn boosted overall productivity. **Time Management Tools:** Paid time off, gift cards, and appreciation rewards were highlighted as effective tools for improving time management. Employees reported that paid time off allowed them to recharge, leading to better focus and productivity. Additionally, gift cards and appreciation rewards were seen as tools that helped employees organize their tasks better and manage their time more effectively. The findings of this study highlight the significant role that employee rewards play in improving productivity within the motorcycle manufacturing industry. As a sector primarily composed of male employees, with a distribution of 66.7% male workers, the study focused on various positions such as Sales Admin, Collector, Branch Head, Branch Mechanic, Sales Marketing, and Parts Custodian. The results underscore the effectiveness of reward systems in motivating employees to enhance their skills, increase initiative, and manage their time more efficiently.

Keywords: employee rewards, productivity, job satisfaction, motorcycle manufacturing industry, long-term rewards, non-financial rewards, employee motivation, performance, commitment, organizational success

**THE IMPACT OF REMOTE WORK SET-UP ON EMPLOYEE
PRODUCTIVITY AT SYSTEMANTECH INC.**

Darcell Mae Asuzano, Nice Estopia, Jesusa Jasmin Carin, Kaye Jane Cayetano,
April Dela Cruz, Eugenio Bayani Jr.

Abstract

The COVID-19 pandemic has profoundly affected individuals' lives worldwide. The economies of various nations and the mental well-being of their populations have deteriorated, leading to transformative changes. A notable development has been the shift of organizations towards remote work, a response to the social isolation experienced by many. Remote work allows individuals to perform their duties from various locations, predominantly from home during the pandemic. Employees at Systemantech faced an abrupt transition to remote work amidst a climate of uncertainty. This study aimed to assess the effects of remote work arrangements on employee productivity at Systemantech Inc. Additionally, the research considered factors such as communication, technological advancements, work-life balance, and flexible work options. Consequently, the influence of remote work arrangements on employee productivity at Systemantech Inc. remains unclear, prompting this investigation to address these issues. A survey was developed and disseminated electronically to participants, with a sample size of 50 individuals analyzed. The findings were assessed utilizing Pearson correlation, and cross tabulations were predominantly used in the methodology. Challenges faced by staff were investigated, and recommendations were made to address these issues while evaluating the impact of remote work on employee productivity. Research indicates that the influence of remote work on employee productivity is substantial, encompassing factors such as communication, technological advancements, work-life balance, and flexible work arrangements. There exists a significant correlation between the remote work environment and employee productivity. In this section, the research can explore the ramifications of the findings, examining their consistency with current literature, the practical consequences for Systemantech Inc., possible limitations of the study, directions for future research, and any suggestions derived from the results. This is the opportunity for the researchers to contextualize the findings more broadly and articulate their importance for both scholarly discourse and practical application.

Keywords: covid-19 pandemic, remote work, employee productivity, systemantech inc., communication, technology infrastructure, work-life balance, flexible work arrangements

**THE IMPACT OF USING DIGITAL DEVICES ON THE STUDENT'S ATTENTION
AND FOCUS IN RELATION TO ACADEMIC PERFORMANCE**

Steven Felipe, Shirlez Alindahao, Charlene Bocboc, Clara Jean Noval, Patricia Mae Olivas,
Clarisse Piamonte, Eugenio Bayani Jr.

Abstract

This research aims to investigate the impact of utilizing digital devices on students' attention and concentration concerning their academic achievements. This study seeks to improve students' academic success by understanding how the use of digital devices influences their attention and concentration concerning academic achievement. The researchers intended to provide solutions and suggestions to maximize the advantages of digital device usage while reducing its negative effects, ultimately leading to a more efficient learning environment for BSAIS students. A descriptive research design was employed in this study, which is an effective method utilized by scientists and researchers to collect data regarding a specific group or phenomenon. This research format offers a comprehensive and precise depiction of the traits and actions of a specific population or topic (Sirsilla, 2023). This chapter included the profiles of the respondents, the effects of utilizing digital devices, challenges faced, and the solutions implemented. This research involves 100 randomly selected BSAIS college students, and survey questions were designed to collect data from the participants. Results indicated that the use of digital devices primarily impacts their time management and class involvement. Findings indicate that with the appropriate use of digital devices, effective time management and allocating specific times for using such devices will contribute to enhancing their academic performance.

Keywords: digital devices, student attention, academic performance, focus, educational technology, digital distraction, learning environment, bsais students

**THE INFLUENCE OF SOCIAL MEDIA ON THE CONSUMER'S BUYING
BEHAVIOR AMONG FOURTH YEAR STUDENT IN THE BUSINESS
COURSE AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jolina Armenta, Michelle Arpon, Angelica Ayonque, Antonette Boja, Mary Jane Bonion,
Angeline Isabel Sadsad, Eugenio Bayani Jr.

Abstract

This study was carried out to determine the effect of social media on the purchasing habits of selected students in Business courses at Bestlink College of the Philippines. By utilizing social media in relation to consumer buying behavior, consumers can impact other buyers through their reviews of utilized products or services. In this research, we examined the impact of social media and how the decision to shop online impacts consumer purchasing behavior, focusing on product reviews, social media influencers, and live selling. Questionnaires were created to direct the research. The study's population comprises 4th-year students of Business courses in the academic year 2023-2024. The results of the study will help the student to reduce their purchasing behavior on social media and to enhance the awareness of the student regarding the impact of social media on their lifestyle. A total of 50 students were chosen to take part in the study using random sampling methods. The descriptive method was utilized to illustrate the data of the study. A questionnaire created by the researcher was devised. The questionnaires were validated by specialists to assess their content and were ultimately administered in a pilot test to ascertain their reliability. After determining its reliability, the validated questionnaires were distributed by the researcher to the primary respondents utilizing the Likert scale. The collected data were examined using percentages and a weighted mean. According to the analysis, it was discovered that a majority of the respondents are affected by social media influence; it encourages them to purchase the products that are promoted. Conversely, Live selling and Product reviews are the second preference among the students that influence them.

Keywords: social media influence, consumer buying behavior, product reviews, social media influencers, live selling, business courses students, bestlink college of the philippines, online purchasing decisions

UTILIZATION OF E-WALLET IN FAST-FOOD CHAIN IN ALIMALL, CUBAO

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Jullia May Obligar, Cheharmie Surada, Randy Villaseñor

Abstract

This study aims to provide insights into the utilization of e-wallets and their impact on financial transactions. The increasing use of e-wallets has significantly transformed the way consumers conduct digital payments, offering a convenient, secure, and efficient alternative to cash transactions. As e-wallets continue to bridge the gap between traditional banking systems and the digital economy, their adoption has grown rapidly among consumers, particularly in fast-food chains where quick and seamless transactions are essential. This study employed a quantitative research method, using researcher-made survey questionnaires as the primary data collection tool. A total of 50 respondents, all consumers of fast-food establishments in Alimall, Cubao, Quezon City, participated in the study. The analysis of respondents' profiles indicates that most users are female, aged 18 to 25, and began using e-wallets during the pandemic year of 2021. The findings show that GCash is the most commonly used e-wallet application, with respondents expressing high satisfaction and using it 5 to 10 times a week for transactions under ₱5,000. However, the majority of respondents experienced technical issues such as system outages. Despite these challenges, e-wallets are widely regarded as a convenient tool for digital payments. Lastly, statistical analysis confirmed that the demographic profile of respondents has no significant effect on their purchasing behavior and e-wallet usage. The study reveals that e-wallet adoption is gradually increasing, and respondents are likely to continue using this cashless payment method in the future. The results highlight a positive outlook on the growing acceptance of digital transactions due to their convenience and efficiency. However, technical issues, security concerns, and the need for user education must be addressed to support the sustained growth and widespread adoption of e-wallets.

Keywords: e-wallet, satisfaction, online payment

**UNDERSTANDING THE EMPLOYEE COMPETENCY AND JOB
REQUIREMENTS AT UNIBOND GROUP OF COMPANIES IN
CUBAO, QUEZON CITY: BASIS FOR IMPROVEMENT**

Mervin Gellang, Neña Jasmin Abraham, Melvie Mauricio, Jocelyn Orbillo,
Ruthlyn Aus, Eugenio Bayani Jr.

Abstract

This study aims to understand employee competency and job requirements at Unibond Group of Companies in Cubao, Quezon City as a basis for improvement. Enhancing business performance involves refining strategies, processes, and customer experiences to meet evolving demands while maximizing efficiency. Empowering employees by aligning their competencies with job requirements is crucial for organizational success. Competent employees not only possess the necessary qualifications and experience for their desired positions but also continuously learn, grow, and contribute to the overall success of the organization. Job requirements include the qualifications and specifications essential for effective performance in a given role. This study employed a quantitative research approach to measure employee competency in relation to job requirements, including skills, knowledge, learning experience, productivity levels, and employee engagement. A self-made questionnaire was used to collect data from all employees of the selected company through surveys and documentation. Findings indicate that both education and experience play significant roles in securing employment. The majority of hired college graduates were women, with their learning experiences positively influencing their employee competency in relation to job requirements. The study reveals that training and development significantly impact employee competency, demonstrating the effectiveness of training initiatives in enhancing individual capabilities. Moreover, businesses can use these findings to identify areas for improvement, optimize resource allocation, and foster continuous learning and growth within the workplace. This study not only presents facts from the literature review but also provides a deeper understanding of how organizations benefit from competent employees.

Keywords: employee competency, job requirements, training and development, learning experience

**A COMPARATIVE ANALYSIS BETWEEN THE TRADITIONAL
AND MODERN COOKING TOOLS AND EQUIPMENT:
BASIS FOR PROPOSED IMPROVEMENT PLAN**

Mayvelyn Dela Peña, Jaymarie Abion, Ivy Ann Palawan,
Jenilyn Wenceslao, Jane Morillos, Dr. Leilani Cusack

Abstract

Home Economics teachers need a guide to improve the quality of experiences and enhance the cooking skills of their students in cooking classes. They must assess the students' practical skill levels to provide support in areas where they may be struggling. In-Home Economics, having the right tools and equipment is essential for food preparation, as they make cooking faster and simpler. The researchers used a descriptive design to assess the level of proficiency based on the variables in this study. They employed purposive sampling to identify a specific group of individuals who possess knowledge or experience related to the research topic. Additionally, a survey questionnaire was used as the data collection instrument, employing structured survey forms. The researchers carefully analyzed the responses to each item for the purposes of tabulation, analysis, and interpretation. The study's results presented findings that thoroughly discussed the information gathered from the responses of three sections of Grade 12 Senior High School Home Economics (HE) students from Bestlink College of the Philippines, Bulacan Branch. The majority of respondents from these three sections were aged between 16 and 20 years old, with females outnumbering males, particularly in section HE12 A. Overall, Grade 12 HE students demonstrated a positive perception of both traditional and modern cooking tools and equipment. The overall weighted mean across all categories reflects a consistent positive attitude among students in all three groups, with only minimal variation. This indicates a generally favorable attitude toward the use of cooking tools and equipment in the Grade 12 Cookery curriculum, which contributes to a comprehensive culinary education and skill development. In the summary of findings, the researchers analyze and discuss the results presented in Chapter 3. The study concluded that there is no significant difference in the assessments provided by the three groups of respondents. Recommendations were made to specific individuals related to this study. An improvement plan was proposed for the teachers of the Grade 12 Home Economics (HE) Senior High School Department to enhance the cooking skills of Grade 12 HE students. This plan suggests incorporating both traditional and modern cooking tools and equipment into their learning experience.

Keywords: traditional and modern cooking tools, equipment, home economics teachers, grade 12 students, cooking tools

**ACADEMIC OUTCOME IN UTILIZATION OF SPORTS FACILITIES AND EQUIPMENT
AMONG BPED STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Paulo April Rose, Zetha Elea Mae Cataluna, Patricia Alexis Labrador,
Jomel Manabat, Clifford Salinas, Dr. Abraham Muyrong II

Abstract

One of the challenges faced by students pursuing a bachelor's degree in physical education is the inadequate availability of facilities and equipment, which directly impacts students' performance and influences the effectiveness of the learning environment. Inadequate conditions negatively impact interest in learning, academic performance, and participation in enriching activities for mental, physical, and social development. This research is grounded in the theory of sports facility maintenance management, emphasizing the importance of having functional, safe, and sustainable sports facilities to support physical activities, sports, and events. The research also recognizes the significance of well-maintained physical facilities in school systems for creating an optimal environment that enhances the performance of teachers and students. The researchers have developed a comprehensive theoretical framework to ensure effective management and control of sports and school facilities. The researchers were challenged to study the academic outcome of the utilization of sports facilities and equipment among BPED students at Bestlink College of the Philippines. This study utilized the descriptive method and quantitative research design to collect information using a survey questionnaire. The study was intended for the selected sixty-three (63) second-year BPED students. The researchers used random sampling techniques to choose the respondents for the study. The study explains how inadequate sporting facilities and equipment significantly affect students' performance and academic outcomes. Students acknowledged the impact on academic outcomes in terms of social, mental, and physical aspects. The majority of the respondents concur that the use of sports facilities and equipment affects practical demonstration, physical skills, and sportsmanship, which lead to better academic outcomes. The study found that students have access to a basketball court but lack equipment at school. They believe that using sports facilities and equipment improves their health and performance, affects their mental well-being and academic performance, and enhances their social skills through interaction during sports participation. Most students strongly agreed that using sports facilities and equipment helped them execute the proper use of the facilities and equipment and develop skills and teamwork. In order for the students to enhance their academic performance by utilizing sports facilities and equipment, researchers created a guideline to optimize the students' performance and improve their academic outcomes. By following these guidelines, students, teachers, school administrators, and future researchers can work together to continuously improve sports facilities and equipment, creating an environment that promotes physical activity, well-being, and academic success.

Keywords: facilities, sports facilities, school facilities

**AN EVALUATION TO THE FACTORS THAT AFFECTS THE ACADEMIC INTEGRITY
OF THE 3RD YEAR BACHELOR OF ELEMENTARY EDUCATION**

Marizen Buere, Catrina Celoso, Mari Ace Lapu Lapu, Marry Rose Santiago,
Joyce Alexis Waniwan, Ryan Christopher Villalon

Abstract

Academic honesty is taking precedence over academic integrity in schools. The gap in this study is to evaluate the factors that affect the academic integrity of Bachelor of Elementary Education students. According to Beruin L. (2022), academic integrity is still a major issue in the academic community as the Philippines begins a new school year. This research study seeks to address the problems encountered when it comes to Behavior (4.44), Academic Performance (4.32), Interpersonal Relationships (3.87), Professional Ethics (4.49), Legal (4.30), and Solidarity (4.26), with all of these aspects interpreted as "strongly agree." The research method used is quantitative and descriptive design with statistical treatments, including frequency and percentage, Likert scale, weighted mean, and ranking, to evaluate the factors that affect the academic integrity of third-year Bachelor of Elementary Education students at Bestlink College of the Philippines. Researchers utilized the random sampling technique, and a sample of 103 respondents was chosen from the third-year Bachelor of Elementary Education students. The study found that schools in higher education still face many challenges, such as cheating during exams, lack of participation in school programs, difficulty building good relationships with peers, failure to follow certain principles, poor communication in school, and copying and pasting sources from the internet due to lack of time. In other words, academic integrity needs to be given attention. The department head's solution presents that, for all solutions to be effective, everyone must act and support others in doing so. For learners to feel confident when instructors are concerned about their needs, it is essential for educators to exercise consideration. The researcher proposed an action plan to improve the academic integrity of third-year Bachelor of Elementary Education students to enhance accountability and efficiency within the institution and assist pioneering individuals in achieving their objectives. It also specifies the measures that will be executed to help the institution accomplish its desired outcomes. The action plan may improve accountability and efficiency within the institution and assist pioneering individuals in achieving their objectives, ultimately helping the institution achieve its desired outcomes. The Theory of Self-Efficacy (self-confidence) is a major determinant of behavior that occurs when people have enough motivation to act on their perceptions of themselves.

Keywords: academic integrity, descriptive design, behavior, academic performance, interpersonal relationships

**ANALYSIS ON ACADEMIC PERFORMANCE OF STRUGGLING
READERS IN ENGLISH OF GRADE 6 STUDENTS**

Diether Cernal, Janice Amper, Jackelyn Manoso, Rona Dela Fuente,
Cyrill Aira Nogales, Ryan Christopher Villalon

Abstract

The purpose of this study is to analyze the factors contributing to poor reading skills and recommend interventions by examining the academic performance of struggling readers in Grade 6. Several complex, interacting factors, such as vocabulary, fluency, comprehension, phonemic awareness, and phonological awareness, contribute to reading challenges. Individualized interventions tailored to the needs of struggling readers are vital. Additionally, this is one of the issues facing our nation: it can be difficult for students to find literature relevant to their experiences and areas of interest, compounded by inadequate parental and instructional supervision and low motivation. This study emphasizes how essential it is to identify struggling readers in Grade 6 as efficiently as possible and to provide them with the support they need to succeed academically in English and other courses. To effectively support struggling readers, more research is required to improve and broaden the strategies explored in this study. The academic performance of San Gabriel Elementary School's sixth-grade struggling readers was examined using the correlation approach. With 58 respondents, the researchers employed quota sampling. For data analysis, they used statistical techniques such as Pearson's correlation, rank, frequency, and weighted mean. The study found that respondents had a variety of problems. When reading, with a weighted mean of 1.80, they frequently ignore hidden meanings. A mean of 3.30 reflects a challenge in understanding text, goals, and context. When they don't understand something, students usually ask for assistance, with a mean of 2.30. For English reading comprehension, the mean was 2.46, with many relying on their parents or tutors. Writing strong conclusions for English essays proved difficult, with a mean of 3.04. However, students take great pleasure in contributing to class (mean of 3.36) and invest a lot of time in improving their English (mean of 3.30). Students' academic and personal success is significantly hampered by their inadequate literacy abilities. We propose a thorough Student Engagement Intervention Program Plan. Creating a supportive learning environment, using interactive teaching techniques, implementing individual interventions, and supporting students who struggle with literacy seek to improve students' motivation, engagement, and literacy development. Reading is the cornerstone of education and the foundation for lifelong learning. It makes the unknown known and provides the reader with new insights.

Keywords: poor reading skills, academic performance, reading comprehension

**ANALYZING TEACHER - STUDENT COMMUNICATION ON LEARNING OUTCOMES
IN SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jiesel Dhana Cabrera, Angel Mary Atis, Ryoma Cabral, James Librado,
Jonan Rey Quinto, Christopher Azares

Abstract

Effective communication between teachers and students is essential for promoting meaningful interactions, enhancing the learning process, and enriching the overall educational experience for both educators and learners. Active student participation and the completion of tasks rely heavily on the quality of communication within the classroom. This research aims to analyze the role of teacher-student communication in influencing learning outcomes among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. By examining current communication practices, this study seeks to offer insights into how teacher-student interactions affect academic performance and to provide recommendations for optimizing communication strategies to improve student outcomes and foster a more engaging learning environment. This study utilized a descriptive-quantitative research design to analyze the perspectives of the respondents. The participants included 150 Grade 12 Humanities and Social Sciences students from Bestlink College of the Philippines. Data were collected through a simple random sampling method, selecting students from six different sections. A survey questionnaire was used as the primary data collection tool, with the survey conducted through face-to-face interaction. The collected data were analyzed using descriptive categories, including "strongly agree," "agree," "disagree," and "strongly disagree," to provide a comprehensive assessment of how teacher-student communication impacts learning outcomes. The study findings indicate that Grade 12 Humanities and Social Sciences students perceive teacher-student communication, particularly in terms of language, engagement, and feedback, as highly impactful, with an overall weighted mean of 3.31. Additionally, the respondents recognize the positive influence of teacher-student communication on their learning outcomes, as reflected in an overall weighted mean of 3.37. These results underscore the critical role that effective communication plays in enhancing the educational experience and contributing to improved academic performance. This study underscores the significant role of teacher-student communication in fostering a positive learning environment. The findings highlight that effective communication contributes directly to enhanced learning outcomes and overall student engagement. Based on these results, an action plan has been proposed to further strengthen communication practices, with an emphasis on refining strategies, improving feedback mechanisms, and fostering a more collaborative classroom atmosphere. The insights gained from this research provide a solid foundation for future initiatives aimed at promoting continuous improvement in teacher-student interactions, ensuring that both educators and learners benefit from a more effective and supportive educational experience.

Keywords: teacher-student communication, learning outcomes, grade 12 humanities and social sciences, engagement, feedback, action plan, communication strategies, educational experience, classroom atmosphere, student engagement, teacher effectiveness, improvement

**ASSESSING THE ACCESSIBILITY OF STUDENT MANAGEMENT SYSTEM
BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Allysa Espinocilla, Alyngie Eriarte, Arwin Mahinay, Arwin Mahinay, Jemmer Placencia,
Mharkjames Rebleza, Gian Sangcap, Christopher Azares

Abstract

This study evaluates the accessibility of the Student Management System (SMS) for selected Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. A well-functioning SMS helps educational institutions efficiently manage administrative tasks and student-related data, including attendance records, grades, and personal information. Without such a system, schools may face challenges in data-driven decision-making and staff coordination. The research aims to determine how accessible and effective the SMS is for students while identifying potential improvements to enhance its usability and functionality. The study employed a descriptive-quantitative research design to assess the accessibility of the Student Management System (SMS) as perceived by 150 Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Data collection was conducted through a simple random sampling technique using a survey questionnaire. Statistical tools such as frequency and percentage, mean, ranking, Slovin's formula, and the Likert scale were used to analyze the responses. The results were interpreted based on four categories: highly accessible, accessible, least accessible, and not accessible, providing insights into the effectiveness and usability of the SMS. The study's findings reveal that respondents evaluated the Student Management System (SMS) based on technical glitches, time management, and accessibility, yielding an overall weighted mean of 3.25, which is interpreted as highly accessible. Additionally, challenges related to technical issues, user-friendliness, and task simplification were assessed, resulting in an overall weighted mean of 3.22, categorized as accessible. These results indicate that the SMS has significantly improved in terms of overall performance, meeting the needs of students effectively. The Student Management System (SMS) is deemed accessible based on respondents' assessments. To ensure continued effectiveness, school administrators should actively monitor and track its accessibility. This study recommends ongoing improvements to the SMS, including comprehensive training sessions for administrators, teachers, and staff to enhance system utilization. Additionally, students are encouraged to actively engage with the SMS to improve their academic performance and maximize its benefits.

Keywords: student management system, accessibility, technical glitches, time management, user-friendly, simplified tasks, academic performance, school administration, system improvement, educational technology

**ASSESSING THE EXTRA-CURRICULAR ENGAGEMENTS THAT
AFFECT THE ENTHUSIASM OF SELECTED GRADE 11
HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Pherlyn May Baldosano, Khen Buenaflor, Air John Kyle Isaga, Andric Laxamana,
Mico Angelo Quilondrino, Christopher Azares

Abstract

Many students today hesitate to participate in various school activities due to nervousness. However, engaging in extracurricular activities has significant benefits, including enhanced self-discovery, skill development, and real-world application of abilities. A comprehensive education incorporates extracurricular activities as they provide students with opportunities to apply academic knowledge in practical settings, reinforcing classroom learning and fostering personal growth. This study employed a quantitative research method using quota sampling to gather data from 150 Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The research aimed to assess how extracurricular engagement influences students' enthusiasm. A structured questionnaire served as the primary data collection tool, allowing researchers to obtain relevant responses from the participants. The study results indicate that extracurricular engagements influence the enthusiasm of selected Grade 11 Humanities and Social Sciences (HUMSS) students in terms of financial resources, facilities, and time management, as reflected by an overall weighted mean of 3.27. Additionally, extracurricular participation contributes to students' commitment, social communication, and skill development, with an overall weighted mean of 3.37. These findings highlight the significant role of extracurricular activities in shaping students' personal and academic growth. The discussion presents a summary of findings on the assessment of extracurricular engagements that influence the enthusiasm of selected Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The study highlights key factors such as financial resources, facilities, and time management, as well as the benefits students gain from participation, including commitment, social communication, and skill development. These insights emphasize the importance of extracurricular activities in enhancing students' overall academic and personal growth.

Keywords: extracurricular engagements, enthusiasm, humanities and social sciences, financial resources, facilities, time management, commitment, social communication, skills development, academic growth, personal growth

**ASSESSING THE FACTORS IN CAREER CHOICES AMONG SELECTED
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Precious Laine Licudan, Ceasar Egido, Mary Lyn Estomaguio, John Paul Moscosa,
Princess Aira Takahashi, Christopher Azares

Abstract

This study emphasizes the importance of choosing a career path aligned with one's goals by considering values, interests, abilities, and aspirations. Effective decision-making can be enhanced through exploring various job options, researching different fields, and understanding market trends. These factors play a crucial role in shaping academic and career choices. It is essential to be critical when selecting a career to ensure long-term success and job satisfaction. Many students base their career choices on their passions and interests, highlighting the need to pursue a path that aligns with their strengths and ambitions for a more fulfilling and successful future. The purpose of this study is to assess the factors influencing career choices among selected Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Specifically, it examines the impact of self-esteem, financial constraints, and changing interests on their decision-making. The study employs a quantitative research design, utilizing survey questionnaires to gather data from 150 selected Grade 12 HUMSS students. This study utilized a simple random sampling technique for data collection. The findings reveal that self-esteem received a mean score of 3.48, financial constraints 3.41, and changing interests 3.44, resulting in an overall mean score of 3.44, which falls under the "Strongly Agree" category for the first set of variables. Additionally, personal growth was rated at 3.46, career success at 3.41, and job security at 3.55, leading to an overall mean score of 3.41, also categorized as "Strongly Agree" for the second set of variables. The overall assessment of beneficial factors influencing career choices among respondents resulted in a mean score of 3.46. To ensure motivation and long-term fulfillment, choose a career path that aligns with your passions, interests, and values. Continuously enhance your skills and knowledge to remain competitive and advance in your chosen field. Engage in lifelong learning and professional development to adapt to industry demands. Seek guidance from career counselors or experienced professionals to gain valuable insights and advice that can help you make informed decisions and achieve success in your career.

Keywords: passion, career path, interests, values, lifelong learning, skills development, competitiveness, professional growth, career advancement, guidance, career counselors, industry insights

**ASSESSING THE PERFORMANCE IN PROBABILITY TOPICS OF
GRADE 11 GENERAL ACADEMIC STRAND STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

April Ebrona, Mayna Rose Gamalo, Rezabell Magbutay, Michael Angelo Toca,
Angelica Versoza, Dominador Rilon Jr.

Abstract

Probability is a fundamental concept in mathematics, playing a crucial role in real-world applications and decision-making. Mastery of probability and statistics equips students with the skills to collect, interpret, analyze, and communicate data effectively, fostering critical thinking and problem-solving abilities. This study assesses the performance of Grade 11 General Academic Strand (GAS) students at Bestlink College of the Philippines in probability-related topics. It aims to evaluate their proficiency in analyzing, solving, and articulating probability concepts, identifying both strengths and areas for improvement to enhance their mathematical reasoning and data interpretation skills. This study utilized a quantitative descriptive research method to evaluate the performance of Grade 11 General Academic Strand (GAS) students at Bestlink College of the Philippines in probability topics. To ensure an unbiased and representative sample, the study employed a random sampling technique in data collection. The findings of this study reveal a significant difference in the performance of GAS 1101 and GAS 1102 students in probability topics. The most challenging aspect for students was understanding basic probability concepts, while selecting and applying appropriate problem-solving strategies was the least challenging. These results underscore the need for targeted instructional strategies to enhance students' comprehension and proficiency in probability. This study recommends that students take an active role in class discussions and hands-on activities to strengthen their understanding of probability concepts. Teachers should integrate frequent assessments, such as quizzes, polls, and short exercises, to monitor student progress effectively. Furthermore, employing a variety of assessment methods, including multiple-choice questions, problem-solving exercises, simulations, and written explanations, can cater to different learning styles and offer a more well-rounded evaluation of student proficiency.

Keywords: probability, student performance, quantitative descriptive research, assessment methods, problem-solving, learning strategies, active participation, quizzes, simulations, comprehension, statistical analysis

**ASSESSMENT IN THE IMPACT OF FACEBOOK TO
THE GRADE 6 STUDENT'S BEHAVIOR**

Jario Jhon Rhayan, Jerica Alperto, Kimverly May Baguisi, Desiree Borjal,
Christine Del Rosario, Ryan Christopher Villalon

Abstract

Facebook remains the preferred social media platform for approximately half of all users, underscoring its role as a key space for information sharing, self-expression, and online interaction (Statista, 2020). This study examines the impact of Facebook activities—such as posting self-content, commenting, and sharing posts—on students' self-esteem, mental health, and negative emotions. It investigates how these online behaviors influence their attitudes and behaviors as students, shedding light on the psychological effects of social media engagement. This study employed a quantitative research approach, which involves collecting and analyzing numerical data to identify trends, averages, and make projections to larger populations. To ensure a representative sample, the researchers used simple random sampling based on the target respondents' criteria. On a designated day, a total of two hundred (200) Grade 6 students from Tandang Sora Elementary School were randomly selected as participants, with all 200 students included in the study sample. This method allowed for a comprehensive analysis of the data within the defined group. To analyze and present the data, the researcher applied statistical methods such as frequency and percentage, composite weighted mean, and the Likert scale. The findings revealed that demographic factors such as age, gender, gadget usage, and time spent on Facebook significantly influence students' use of the platform. The study examined variables like self-posting, commenting, sharing posts, self-esteem, mental health issues, and negative emotions. The data was interpreted as indicating agreement across all variables, suggesting a clear connection between Facebook activities and students' emotional and mental well-being. To develop emerging guidelines for the positive use of Facebook, the researcher draws conclusions from the study's findings. It is acknowledged that these guidelines can help students engage with Facebook in a more constructive and beneficial way. A set of guidelines was created based on the key variables identified in the second problem statement. The study also explores the connection between Facebook's influence and Faiswal Kasirye's Gratification Theory (2022). This theory plays a key role in understanding the relationship between media and individuals' needs and actions. It underscores the active role users play in engaging with media to meet their personal goals. The research highlights the complexity of social media's impact on daily life, mental health, and productivity, demonstrating its profound effect on users' well-being and behaviors.

Keywords: emerging guidelines, positive use of facebook, gratification theory, facebook influence, mental health, productivity, social media impact, student engagement, media users, constructive use

**ASSESSMENT OF ENGLISH APTITUDE IN RELATION TO THE ACADEMIC
PERFORMANCE IN ENGLISH OF GRADE 6 STUDENTS**

Christine Joy Julapong, Steffielyn Yxel Frago, Maricar Tecson, Lexter Dave Galvan,
Jackylyn Delacruz, Ryan Christopher Villalon

Abstract

This study underscores the importance of schools in preparing students for higher education, particularly by enhancing their English aptitude. It highlights the issue of low academic performance at the elementary level and proposes a comprehensive English aptitude development program as a solution. The objective of the program is to strengthen foundational English skills, enabling students to actively engage in society and excel academically. In doing so, the study contributes to the broader goal of supporting the country's 21st-century education reforms, promoting excellence, and ensuring high-quality learning outcomes for future generations. This study utilized a correlational research design, which is ideal for examining the relationship between English aptitude and academic performance in English among Grade 6 students at Silanganan Elementary School. The participants were selected through random sampling, with 84 Grade 6 students chosen from the total student population. The lottery method was employed to ensure unbiased selection. Data was primarily collected using a researcher-designed survey questionnaire, which consisted of three sections. This survey served as the main tool for gathering information on the students' English aptitude and their academic performance in English. The results of the study indicated the following: English Aptitude Skills: Deductive Grammar: The respondents' ability in deductive grammar was assessed as "strongly agree," with an average weighted mean of 3.70. Spelling: The respondents' skills in spelling were assessed as "agree," with an average weighted mean of 3.38. Vocabulary: The respondents' vocabulary skills were assessed as "agree," with an average weighted mean of 3.35. Academic Performance in English: Written Task: The respondents' performance in written tasks was assessed as "strongly agree," with an average weighted mean of 3.54. Performance Task: The respondents' performance in performance tasks was assessed as "agree," with an average weighted mean of 3.49. Significance Between English Aptitude and Academic Performance: The study revealed a significant relationship between English aptitude skills and academic performance, emphasizing the influence of English aptitude on academic success. The positive correlation between the two suggests that stronger English aptitude skills contribute to better academic performance in English. The researcher concluded that the respondents' English aptitude skills were highly effective in learning grammar, particularly during reading or speaking activities, as indicated by their "strongly agree" response. This suggests that these activities play a crucial role in enhancing their English proficiency. The findings are consistent with Schema Activation Theory, which emphasizes that learning is more successful when individuals can connect new information to existing knowledge. In this case, reading and speaking activities help activate prior knowledge, allowing students to better understand and apply grammatical concepts, ultimately making the learning process more effective.

Keywords: english aptitude skills, grammar learning, reading activities, speaking activities, effective learning, schema activation theory, prior knowledge, language proficiency, grammatical concepts, learning process

**ASSESSMENT OF INFORMATION LITERACY SKILLS IN RELATION TO
ACADEMIC PERFORMANCE OF SOCIAL SCIENCE STUDENTS**

Gerlyn Cartoneros, Mary Ann Donaire, Thelma Jabay, Kriza Joy Magtibay,
Joven Anthony Mendoza, Lester Sirenio, Dr. Abraham Muyrong II

Abstract

"In today's tech-driven world, we are surrounded by an endless and diverse range of information, whether from the Internet, mass media, or books" (Hilderbrand, 2023). With the vast amount of information available, developing strong information literacy skills has never been more important. Yet, a significant issue persists: many individuals struggle to recognize when information is required, find trustworthy sources, and use and communicate it effectively. In an era where information is abundant, being able to critically assess, process, and apply data is essential. These skills enable individuals to make informed decisions and navigate the complexities of modern society, reducing the risk of misinformation and ensuring responsible usage of available resources. The researchers employed a descriptive and correlational research design, utilizing a purposive sampling method to select participants. This approach ensured the inclusion of individuals who were directly relevant to the study's focus, as explained by Thomas, F. B. (2022), who highlighted the value of purposive sampling in gathering detailed data on significant topics. The study targeted fifty-four (54) third-year social science students from Bestlink College of the Philippines as respondents. Data analysis was conducted using statistical tools such as frequency and percentage distributions, Spearman's rho, weighted mean, and average weighted mean, allowing for a thorough and detailed examination of the collected data. The study identified that many respondents felt uncomfortable seeking help from librarians or lecturers and faced challenges in explaining complex topics to individuals without specialized knowledge. Additionally, they experienced difficulties in synthesizing information from multiple sources. However, the findings did not indicate a significant correlation between students' academic performance and their information literacy skills, especially in the areas of evaluation, organization, and communication. This suggests that while students struggle with applying information literacy skills, these challenges do not appear to have a direct impact on their academic success. Emphasizing the relevance of Jean Piaget's theory of cognitive development was crucial in understanding how students' cognitive abilities affect their information literacy skills. Piaget's theory suggests that individuals can effectively reason and understand complex concepts once they reach the formal operational stage of cognitive development. This stage is particularly important for social science students, as it influences their ability to evaluate, organize, and present information they encounter. Based on these insights, the researchers developed guidelines aimed at improving the information literacy skills of social science students. They believe that these guidelines will not only enhance the students' learning experience but also better prepare them for their future academic and professional challenges.

Keywords: information literacy, cognitive development, jean piaget, formal operational stage, social science students, cognitive abilities, evaluation skills, organization skills, presentation skills, learning experience, guidelines, academic performance

ASSESSMENT OF TEACHERS INSTRUCTIONAL STYLE IN RELATION TO THE READING COMPREHENSION SKILLS OF GRADE 5 ENGLISH STUDENTS

Monica Acuña, Quennie Ira Cachola, Rocelle Depanzo, Joana Mae Domingo,
Kathline Eve Emen, Ryan Christopher Villalon

Abstract

Reading comprehension is a crucial skill that involves a range of cognitive processes, such as extracting and integrating information from a text to form a coherent understanding. Scholars like McNeil and Adler (2019), Wibowo et al. (2020), and Adeani et al. (2020) have extensively explored these processes. To investigate how teachers' instructional styles impact students' reading comprehension, the researchers employed a correlational research method. By analyzing these connections, the study aimed to uncover effective teaching strategies that could enhance students' ability to comprehend and engage with reading material more effectively. The study involved a sample of ten Grade 5 English teachers from Tandang Sora Elementary School. Most of the teachers were women, aged between 40 and 45, with 10 to 15 years of teaching experience. All participants held bachelor's degrees and were recognized for using effective instructional methods in their classrooms. These characteristics were highlighted to provide a clearer understanding of the teachers' professional background and their approach to teaching, offering valuable context for the study's exploration of instructional styles and their influence on students' reading comprehension abilities. The study's results reveal that although teachers expressed strong support for instructional strategies aimed at improving reading comprehension, statistical analysis showed no significant correlation ($p\text{-value} > 0.05$, $r(s)$ value) between these teaching methods and the students' reading comprehension performance. Consequently, the null hypothesis was accepted, indicating that teachers' instructional styles did not significantly influence the enhancement of students' reading comprehension skills. To better support academic success, future research should investigate alternative methods or factors that could more effectively improve reading comprehension outcomes. The findings of the study reveal no significant correlation between teachers' instructional styles and students' reading comprehension skills. This outcome aligns with Schema Theory, which emphasizes that effective reading comprehension support should be provided regardless of the teaching approach (Barlett Frederic, 2019). Based on these findings, it is suggested that the school adopt a more holistic and consistent reading comprehension program. Such a program would ensure that all students receive the necessary support to improve their reading abilities, regardless of the instructional style used. This approach would ultimately help reduce reading difficulties and enhance overall comprehension across the student body.

Keywords: instructional styles, reading comprehension, schema theory, teaching methods, academic success, student performance, educational strategies, reading support, teachers' impact, comprehension skills

**ASSESSMENT OF THE IMPROVEMENT OF SENIOR HIGH SCHOOL REGISTRAR
AS PERCEIVED BY THE SELECTED GRADE 12 HUMANITIES AND SOCIAL
SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Kyla Maristel Blanca, Dhennise Baguisi, Mica Ella Gumogda,
Tiffany Mae Pagulayan, Jeneby Simon, Christopher Azares

Abstract

The Senior High School Registrar's Office plays an essential role in managing student records, facilitating enrollment, and ensuring the smooth operation of administrative processes. During their transactions, the researchers identified several challenges within the office, leading to the initiation of this study. The purpose of the research is to assess the improvements in the Senior High School Registrar's Office as perceived by Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The study also aims to provide a legal framework for evaluating the current services of the Registrar's Office and identifying areas for enhancement. This study adopted a descriptive-quantitative research design to assess the perceptions of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines regarding the Senior High School Registrar's Office. The respondents were selected through a cluster sampling technique, which included 150 students from six different sections. Data were collected via a face-to-face survey questionnaire. The responses were analyzed and categorized into four descriptive ratings: "highly improved," "improved," "poor improvement," and "no improvement," in order to evaluate the perceived improvements in the Registrar's services. The study's findings reveal that Grade 12 Humanities and Social Sciences students largely agree on the noticeable improvements in the operations of the Senior High School Registrar. Key areas of enhancement, including queue management, communication, registration processes, and document storage, were highlighted, with an overall weighted mean of 2.97. Additionally, respondents acknowledged improvements in data accuracy, service satisfaction, and overall service quality, reflected by a higher weighted mean of 3.14. These results suggest a consensus among respondents that the Registrar's Office has made substantial progress in optimizing its operations and overall performance. In conclusion, the study demonstrates that the Senior High School Registrar's Office has made considerable improvements, as reflected by the positive feedback from Grade 12 Humanities and Social Sciences students. Despite the progress, there is still room for further development. To ensure sustained progress, the study suggests the implementation of an action plan focused on maintaining existing strengths while enhancing areas that still require attention. The findings provide valuable insights that can guide future initiatives aimed at continually improving the efficiency and quality of services in the Registrar's Office.

Keywords: senior high school registrar, service improvement, grade 12 humanities and social sciences, student satisfaction, administrative efficiency, registration process, communication, data record accuracy, queue management, document storage, action plan

**ASSESSMENT OF THE MULTIPLE INTELLIGENCES: DEVELOPING
COMPREHENSIVE EVALUATION TOOLS FOR HOLISTIC
EDUCATIONAL OUTCOMES AMONG GRADE 12
GENERAL ACADEMIC STRAND STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Heavenly Love Hilbero, Chris Adriane Fernandez, Mark John Lanzagarita,
Euler Baldecaño, Ron Ahlen Villareal, Christopher Azares

Abstract

Multiple intelligences refer to the brain's capacity to learn and acquire knowledge across various disciplines. Learning is significantly influenced by activities such as painting, writing, listening to music, and watching performances, broadening the traditional view of intellectual capacity. Howard Gardner introduced the theory of multiple intelligences in his 1983 book *Frames of Mind* and later expanded upon it in *Intelligence Reframed* (1999), where he refined the theory and introduced additional intelligences. This study aims to assess multiple intelligences among Grade 12 General Academic Strand students to develop comprehensive evaluation tools for holistic educational outcomes. The study utilized a descriptive quantitative research method with a simple random sampling approach. A questionnaire was used as the primary data-gathering tool, collecting responses from sixty (60) Grade 12 General Academic Strand students. The assessment results indicate that students exhibit various forms of intelligence, including musical, visual-spatial, verbal-linguistic, logical-mathematical, bodily-kinesthetic, interpersonal, intrapersonal, naturalistic, and existential intelligence. Additionally, multiple intelligence assessment tools, such as self-assessment, multi-modal assessment, and collaborative assessment, were fully evaluated and described. The findings summarize the assessment of multiple intelligences among Grade 12 General Academic Strand students, along with the evaluation tools used. Based on the results, the study recommends further development of multiple intelligences and suggests strategies to provide students with a deeper understanding of evaluation tools for a more holistic educational approach.

Keywords: multiple intelligences, assessment, evaluation tools

**ASSESSMENT ON THE IMPORTANT ELEMENTS OF THE STUDENT
PRACTICE TEACHING AT THE COLLEGE OF EDUCATION:
BASIS FOR A PROPOSED GUIDELINES**

Hanna Ria Kempis, Apple Ebajo, Mae Enriquez, Jennycha Nunez,
Maribel Olaya, Dr. Abraham Muyrong II

Abstract

This study examines the essential elements of student practice teaching at the College of Education. By evaluating key factors, it provides a framework for recommendations that promote effective teaching practices and ensure comprehensive training for future educators. Addressing gaps in teacher education is crucial to equipping aspiring teachers with the necessary skills, knowledge, and support to succeed. The study aims to analyze these elements and their impact on the overall quality of student practice teaching, contributing to the continuous improvement of teacher education and better preparing educators for future challenges. This study employs a descriptive approach, focusing on systematically analyzing the characteristics of the population, situation, or phenomenon. Instead of addressing complex "why" questions, it explores "what," "where," "when," and "how" aspects. To thoroughly assess these elements, the study integrates multiple research tools, ensuring a comprehensive analysis of the subject matter through a multimodal methodology. This approach enhances the study by providing a deeper understanding of the complexities inherent in the research question. The study identifies key factors influencing practice teaching among fourth-year students. The presentation of lessons received a strong agreement with an average weighted mean of 3.57. The quality of instruction was strongly agreed upon, with an average weighted mean of 3.49. The teaching climate was also strongly agreed upon, with an average weighted mean of 3.58. Classroom management received a strong agreement, with an average weighted mean of 3.52, while professional behaviors were similarly rated at 3.52. According to McClain, the learning environment and interpersonal dynamics significantly influence students. This study provides a comprehensive understanding of the factors affecting student practice teaching. It not only identifies areas for improvement but also offers practical recommendations to enhance educational standards at Bestlink College of the Philippines. The findings have the potential to shape future educational policies and practices by emphasizing the impact of external factors on a learner's knowledge, skills, and attitudes.

Keywords: assessment, student practice teaching, important elements, cooperating teachers, college of education

**ASSESSMENT ON THE LEVEL OF EFFECTIVENESS OF INQUIRY-BASED LEARNING
APPROACH TO ACADEMIC PERFORMANCE OF GRADE 3 STUDENTS**

Mica Abiera, Mica Abiera, Alexies Ann Oclitaria, Jan Margarete Ramirez, Lyzza Rhean Sabas,
Syrryl Mae Tranquilo, Ryan Christopher Villalon

Abstract

Inquiry-based learning (IBL) is an active teaching strategy that centers on student engagement, encouraging learners to ask questions, investigate, and connect classroom knowledge with real-world scenarios. By focusing on in-depth research and analysis, this approach helps students explore complex issues and gain knowledge through experience. Rodriguez et al. (2019) highlight that IBL fosters the development of higher-order skills, such as critical thinking, introspection, and independent research, which contribute to students' intellectual growth and personal responsibility for their learning. Overall, inquiry-based learning enhances students' maturity, problem-solving abilities, and their capacity to think critically about the world around them. The researchers employed a quantitative approach utilizing a correlational research design. Purposive sampling was used to select 30 Grade 3 teachers from Kalayaan Elementary School as the study's respondents. A survey questionnaire was developed to gather the necessary data. The data were analyzed using statistical tools such as mean, percentage, rank, weighted mean, average mean, and Pearson r to assess relationships and patterns within the data. The results of the study demonstrated that inquiry-based learning is highly effective for Grade 3 students across various domains. In terms of cognitive development, the approach received a composite weighted mean of 4.58, which corresponds to "strongly agree." For affective development, the composite weighted mean was 4.69, also reflecting a "strongly agree" rating. Regarding psychomotor development, the approach earned a composite weighted mean of 4.60, again categorized as "strongly agree." Furthermore, the study identified a significant relationship between student engagement and the effects of the inquiry-based learning approach across all three domains: cognitive, affective, and psychomotor. Based on these findings, the researchers recommended the implementation of an improvement plan for teachers, aimed at enhancing the effectiveness of the inquiry-based learning approach and better assessing student outcomes. The researchers recognized that the inquiry-based learning approach plays a crucial role in assessing students' behavior, engagement in experiential learning, and fostering their creativity. They also found a significant relationship between student engagement and the effects of the inquiry-based learning approach. This aligns with the insights presented in Murdoch's 2019 work. Additionally, the study revealed that students effectively utilized the assessment to evaluate the impact of the inquiry-based learning approach on their academic performance, particularly among Grade 3 students.

Keywords: inquiry-based learning, student engagement, experiential learning, creativity development, academic performance, cognitive development, affective domain, psychomotor skills, educational assessment, teaching strategies, grade 3 students

**ASSESSMENT ON THE ROLE EXTRACURRICULAR ACTIVITIES IN
GRADE 11 HUMANITIES AND SOCIAL SCIENCE AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Meca Ella Castro, Jhunrose Madelar, Jhon Alfrid Ecija, Shyla Mae Bermas,
Edmar Zacariaz, Christopher Azares

Abstract

Extracurricular activities in the academic lives of senior high school students from the Humanities and Social Sciences (HUMSS) track at Bestlink College of the Philippines play a vital role in enhancing various aspects of student development. These activities significantly improve students' time management skills, boost their confidence, foster personal growth, and strengthen social skills. Additionally, they provide valuable opportunities for addressing personal challenges, while positively influencing academic performance. Engaging in extracurriculars thus contributes to a more well-rounded educational experience, supporting students in both their academic and personal endeavors. This study utilized a descriptive research design and a cluster sampling technique to gather data from 200 students from 11 different sections, using a survey questionnaire for data collection. The findings revealed that extracurricular activities significantly contribute to the development of Humanities and Social Sciences students. Students reported that their involvement in these activities positively impacted time management, confidence levels, personal growth, and academic achievement, while also helping them manage personal issues and improving their social interaction skills. These results underscore the importance of extracurricular activities in enhancing both the academic and personal growth of students. The study, the findings indicate that extracurricular activities have a notable impact on the academic lives of Grade 11 Humanities and Social Sciences students. Time management, confidence levels, and handling personal issues received the highest overall weighted mean of 3.39, signifying a strong correlation with improved academic performance. Personal development followed closely with a weighted mean of 3.21, showing its significant role in the students' growth. Lastly, social skills ranked with a weighted mean of 3.19, indicating a moderate, yet meaningful, influence on the students' ability to interact with others. These results underscore the positive influence of extracurricular involvement on students' academic achievement and personal development. In light of the study's findings, an action plan has been proposed to enhance and maintain the role of extracurricular activities in the academic experiences of Grade 11 Humanities and Social Sciences students. The plan focuses on sustaining the positive outcomes these activities have on students' personal growth, time management, social skills, and overall academic achievement. It also aims to address areas for improvement and ensure that extracurricular involvement continues to support the development of essential life skills. The results of this study can guide future decisions, providing a framework for adjustments that better meet the needs and aspirations of Humanities and Social Sciences students.

Keywords: extracurricular activities, academic achievement, humanities and social sciences, time management, confidence building, personal development, social skills, senior high school, grade 11 students, student engagement, academic performance, action plan

**AUDIO-VISUAL INSTRUCTIONAL MATERIALS AS LEARNING
TOOL AMONG 1ST YEAR SCIENCE MAJOR STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Joel Luarez Jr., Ella Mae Aldave, Jessa Ecleo, Jean Rose Esperas, Jhon Zyrell Mariano,
Christine Ann Talens, Adora Angeline Babia

Abstract

In education, instructional materials are key to improving students' learning experiences and enhancing their understanding of various subjects. One such material that has gained popularity is audio-visual aids, which combine both sound and visuals to deliver information in an engaging and effective manner. These materials not only capture students' attention but also make learning more interactive and memorable. Audio-visual tools are particularly beneficial for 1st-year science major students, as they help simplify complex scientific concepts. This introduction highlights the importance of audio-visual instructional materials as valuable resources for improving learning outcomes among science students. This study utilized purposive sampling, a non-probability sampling method where the researcher selects specific participants based on their relevance to the study's objectives. The sample consisted of 40 first-year students from a single section. To gather data, the researcher used surveys or questionnaires, an effective and manageable method of data collection, ensuring that the responses were directly related to the research focus. This approach allowed for focused insight into the subject matter from a specific group of participants. A total of 40 first-year science majors participated in our research study. The results showed that the value of audio-visual aids in the classroom, specifically through PowerPoint presentations and Smart TVs, received the highest mean score. Additionally, perspectives on the use of audio-visual aids in enhancing understanding and knowledge also yielded a high mean score. Audio-visual instructional materials are essential learning tools for first-year science major students, as they facilitate comprehension, engage multiple senses, promote active learning, and enhance motivation and engagement. Devices such as PowerPoint, projectors, and smart TVs serve as visual aids, helping students gain a more comprehensive understanding of the information presented through both visual and auditory means. The study's results indicate that by taking into account factors like the availability of materials, usability, content quality, and students' knowledge and understanding, educators can create audio-visual materials that significantly enhance meaningful learning experiences in the classroom.

Keywords: audio-visual, auditory, visual elements, learning styles, multiple senses

**AUTHENTIC ASSESSMENT LEARNING TOWARDS WRITING SKILLS
IMPROVEMENT OF 1ST YEAR BSED ENGLISH STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jhoanna Mae Calabita, Celine Lozano, Casey Kyle Guillen, Janette Isaga,
Royalle Dacallos, Syndee Germano, Josephine Ojastro

Abstract

Effective writing is a key aspect of professionalism, especially when it comes to crafting sales proposals, formal letters, and even everyday emails. In today's interconnected and diverse world, the ability to communicate clearly in writing has become more essential than ever. However, traditional methods of assessing writing skills, such as multiple-choice tests, have limitations in accurately measuring a student's writing capabilities. These conventional approaches often fail to fully capture the range of skills necessary for strong writing, such as creativity, critical thinking, and the ability to effectively convey complex ideas. A more holistic evaluation of writing abilities is needed to better understand a student's proficiency. This study employed a Quantitative Research method, focusing on objective data collection and statistical analysis through a questionnaire. The respondents were first-year BSED students majoring in English from sections 1101 to 1109 at Bestlink College of the Philippines for the 2023-2024 academic year. A total of 200 respondents were selected using Slovin's formula to determine the appropriate sample size. To ensure fairness and eliminate bias, simple random sampling was utilized, ensuring the representativeness and validity of the study's findings. The distribution of students across sections was done evenly to ensure a balanced and diverse representation in the study sample. Among the various writing tasks, essays received the highest mean score of 3.475, while argumentative essays scored a mean of 2.9. The most prominent challenge faced by the respondents was deficiencies in grammar, vocabulary, and punctuation, which garnered the highest mean score of 2.895. A significant number of respondents strongly agreed that offering instructional guides, encouraging participation in writing activities, and organizing professional workshops focused on writing skills would greatly enhance their writing abilities. The study not only supports existing literature but also offers fresh insights into the effectiveness of authentic assessments. Through a detailed analysis of different authentic assessment methods among 1st-year BSED English students, we provide practical guidance for educators and institutions. The findings highlight the significance of personalized interventions and well-rounded strategies to address the unique writing challenges students encounter. The students' enthusiastic response to creating a guide emphasizes the value of hands-on, practical learning experiences in improving writing abilities.

Keywords: authentic assessments, writing challenges, bsed english students, personalized interventions, practical learning, hands-on experiences, writing abilities, educational strategies, student engagement, writing skills

**BARRIERS IN COMPREHENDING BILINGUALISM
OF BSSED 3RD YEAR SOCIAL SCIENCE**

Fear Maren Delizo, Lilibeth Clavicillas, Richel Fayo, Cherelyn Linay,
Rose Ann Peneranda, Jb Lawrence Poquiz, Dr. Abraham Muyrong II

Abstract

Bilingualism has become an important issue in today's globalized society, especially in multilingual communities where multiple languages are commonly used in education. This can take place vertically, with different languages used across different educational levels, such as elementary versus tertiary education, or horizontally, where multiple languages serve as mediums of instruction within the same classroom (Karthik & Noblit, 2020). The researcher employed a survey questionnaire as the primary tool to gather data and address the study's specific questions. A descriptive research method was used to identify the barriers to comprehending bilingualism. The purposive sampling technique was applied, focusing on 3rd-year Social Science major students, with a total of fifty-four (54) respondents from Bestlink College of the Philippines. The collected survey data was analyzed using statistical methods, including frequency and percentage, ranking, weighted mean, average weighted mean, and the Likert scale. The study identified several key barriers to comprehending bilingualism. Language barriers, especially in foreign languages, were a significant challenge for students, as they struggled to communicate effectively outside their native tongue. Regarding dialects, students felt more at ease speaking in their mother tongue. They also pointed out that jargon and slang are often used by specific groups in casual conversations, which creates confusion for others. Lastly, issues with literacy and vocabulary emerged, with students finding foreign language vocabularies particularly challenging to understand. The study revealed insights into the level of comprehension among students in bilingualism, focusing on fluency. The findings indicated that students felt less confident in speaking English fluently. Regarding vocabulary, students found mobile apps helpful for testing and expanding their vocabulary, describing the process as enjoyable and less stressful. In terms of prior knowledge, respondents expressed greater confidence when gathering information related to their lessons. This thesis examined the language barriers and comprehension challenges faced by 3rd-year BSSED Social Science students, confirming the significant impact of these barriers on their understanding of bilingualism. The study is grounded in the Threshold Theory, which explores the relationship between cognition and bilingualism. This theory posits that individuals must have a certain level of competence in both languages to effectively comprehend bilingual content. Based on the findings, the study recommends guidelines to help mitigate the language barriers that hinder students' ability to fully grasp bilingualism.

Keywords: bilingualism, language barriers, comprehension, fluency, vocabulary, prior knowledge, mobile apps, threshold theory, social science students, language competence, bilingual education, student challenges.

**CAREER ASPIRATION AND DECISION MAKING AMONG GRADE 12
HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Trisha Faye Llanos, Monika Casimero, Ian Dellova, Kim Mark Despi,
Charlene Joy Halasan, Ashly Tecson, Christopher Azares

Abstract

Career aspiration and decision-making play a crucial role in personal development, education, workforce planning, and psychological well-being. Career aspiration refers to an individual's ambition to achieve specific professional goals, while career planning is an ongoing process involving steps to attain these objectives. Understanding the factors that influence students' career aspirations and decision-making is essential for providing guidance and support. This study employed a quantitative research design and was conducted among 150 selected Grade 12 Humanities and Social Sciences students. A simple random sampling technique was used to select the respondents, ensuring that each individual had an equal probability of being chosen. Data collection was facilitated through a structured survey questionnaire designed to assess factors influencing career aspirations and decision-making. Findings indicate that factors influencing career aspirations include interest (composite mean: 3.17), peer influence (3.84), and financial considerations (3.26), resulting in an overall weighted mean of 3.34, categorized as "strongly agree." Additionally, factors affecting career decision-making include skills (3.26), abilities (3.31), and parental support (3.29), leading to an overall weighted mean of 3.29, also categorized as "strongly agree." The results highlight the significant role of peer influence, financial stability, skills, abilities, and parental support in shaping students' career aspirations and decision-making. The study concludes that students have a clear understanding of career planning and the factors affecting their decisions. Addressing these factors through career guidance programs can help students make informed choices about their future paths.

Keywords: career aspiration, decision-making, senior high school, career planning

**CHALLENGES ENCOUNTERED IN COPING COMPETENCIES SKILLS OF
CHOOSING HUMANITIES AND SOCIAL SCIENCES STRAND
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jhallyzza Batan, Jennelyn Angeles, Kenneth Delos Santos,
Izzy Garcia, Jonas Ocampo, Christopher Azares

Abstract

The Humanities and Social Sciences (HUMSS) strand presents various challenges for students, particularly in developing coping competencies and skills to meet academic demands. This study examines the difficulties faced by 150 Grade 12 HUMSS students at Bestlink College of the Philippines. It explores the factors influencing their choice of strand, the coping mechanisms they employ, and strategies to enhance their academic and career preparedness. The findings aim to provide insights that can improve career counseling and student support services. This study utilized a descriptive-quantitative research design, employing a simple random sampling method to gather data. The research highlights the growing interest of HUMSS students in careers that require flexibility and adaptability, emphasizing the importance of guidance and career support services in overcoming academic and personal challenges. Findings indicate that the "preparation" indicator received the lowest weighted mean of 3.39, suggesting that students feel less prepared for the demands of the HUMSS strand. Meanwhile, "interest" had the highest weighted mean of 3.67, showing that students are more motivated when their chosen strand aligns with their personal interests. The results suggest that interest is the most significant factor influencing students' ability to cope with the challenges of the HUMSS strand. The study highlights the need for students to approach career decision-making with adaptability and an open mind, recognizing that their goals and circumstances may change in the future.

Keywords: humss students, academic challenges, decision-making, coping skills, career preparedness

**CHALLENGES ENCOUNTERED IN GENERAL MATHEMATICS SUBJECT OF THE
SELECTED GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Ericka Casinillo, Angel Joy Adorna, Shiela Marie Diaz, Tirso Nolasco,
Bryan Duarte, Christopher Azares

Abstract

Many high school students struggle with understanding and performing well in mathematics. This study aims to assess the level of difficulty they experience in mathematics subjects, identify specific problem areas, and explore potential contributing factors. By gaining insight into these challenges, educators and policymakers can develop targeted interventions and instructional strategies to enhance students' learning outcomes. Ultimately, this research seeks to improve mathematical comprehension and its practical applications in real-life situations. This study utilized a quantitative research method with a simple random sampling technique to collect data from 150 Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The research aimed to identify the challenges students encounter in General Mathematics. A structured questionnaire served as the primary data collection tool to gather responses from the participants. The results indicate that the selected Grade 11 Humanities and Social Sciences (HUMSS) students strongly agreed that they face challenges in General Mathematics, particularly in confidence, problem-solving, and teaching methods. However, certain mathematics subjects were also perceived as beneficial, suggesting that while students encounter difficulties, they also recognize aspects of mathematics that support their learning. Furthermore, an action plan was developed to address the challenges faced by selected Grade 11 Humanities and Social Sciences (HUMSS) students in General Mathematics. The discussion provides a summary of findings, outlining the difficulties encountered, the benefits of mathematics to the students, and the proposed strategies to overcome these challenges. Additionally, the study includes conclusions and recommendations from the researchers to enhance students' learning experiences in General Mathematics at Bestlink College of the Philippines.

Keywords: general mathematics, challenges, problem-solving, confidence, teaching methods, quantitative research, action plan, learning strategies, humanities and social sciences (humss), bestlink college of the philippines

CHALLENGES IN TEACHING PHYSICAL EDUCATION SPORTS AMONG STUDENTS WITH DISABILITY IN BESTLINK COLLEGE OF THE PHILIPPINES

Justine Gotot, Adrielle Alferez, John Cedrick Baetiong, Jed Muyon,
Gerald Luigi Sendin, Dr. Abraham Muyrong II

Abstract

Physical Education (PE) teachers often encounter challenges when instructing students with disabilities, highlighting a need for enhanced pedagogical strategies and comprehensive training. Challenges in Teaching Students with Disabilities: Insufficient Training: A significant number of PE teachers feel inadequately prepared to teach students with disabilities. A study revealed that fewer than half of K-12 PE teachers utilize high-quality instructional practices, such as modified instructions or equipment, to accommodate these students. Attitudinal Barriers: While many teachers hold moderately positive attitudes toward inclusion, there are variations based on gender, with female teachers generally displaying more favorable views than their male counterparts. Environmental Factors: Creating an inclusive environment requires addressing factors like acceptability, affordability, adaptability, accessibility, and availability. A respectful and tolerant classroom climate is essential for facilitating the participation of students with disabilities. In conducting this study, a descriptive quantitative research design was employed to systematically examine the challenges faced by Physical Education (PE) teachers instructing students with disabilities. Purposive sampling was utilized to select 35 PE teachers from Bestlink College of the Philippines, ensuring participants possessed relevant experience and insights pertinent to the research objectives. A researcher-developed survey questionnaire served as the primary data collection instrument. To ensure content validity and clarity, the questionnaire underwent a rigorous validation process: Expert Review: Subject matter experts evaluated the questionnaire for relevance and comprehensiveness, providing feedback for refinement. Pilot Testing: A pilot test was conducted with 10 individuals not included in the main sample to identify and address any ambiguities or issues in question formulation. The finalized questionnaire incorporated a five-point Likert scale to measure respondents' attitudes and perceptions, ranging from "Strongly Agree" to "Strongly Disagree." This scale is commonly used in educational research to assess the intensity of respondents' feelings toward specific statements. Data analysis involved calculating frequencies and percentages to determine the distribution of responses, providing a clear picture of participants' characteristics and opinions. Weighted means were computed to assess the central tendency of responses, offering insights into overall trends. Additionally, ranking techniques were applied to prioritize factors based on their perceived importance, aiding in identifying key areas that require attention. By employing these rigorous research methodologies, the study aimed to provide valuable insights into the challenges faced by PE teachers in instructing students with disabilities, thereby informing strategies for enhancing educational practices in this area. The study's findings indicate that Physical Education (PE) teachers face challenges in engaging students with disabilities, particularly in the cognitive domain, and in recalling appropriate instructional methods during psychomotor activities. To address these challenges, teachers implement strategies such as enlarging visual aids, adjusting rules, and modifying sports equipment to facilitate effective teaching. These observations align with Rademaker's application of Contact Theory in inclusive education, which suggests that meaningful interactions and collaborative engagement among students can reduce stereotypes and biases. By fostering opportunities for students to connect and understand diverse perspectives, a more inclusive and respectful learning environment can be cultivated. Implementing Contact Theory in educational settings has been shown to promote positive attitudes and enhance the social participation of students with disabilities. Interventions that combine direct contact with

information about disabilities have been particularly effective in achieving these outcomes. By integrating these evidence-based strategies, educators can improve engagement and learning outcomes for students with disabilities, while also promoting a more inclusive and supportive educational environment. Building upon the previously discussed strategies, the researchers have developed additional guidelines to address the challenges faced by Physical Education (PE) Special Education (SPED) teachers in instructing students with disabilities. These guidelines aim to further enhance student participation and accommodate the specific needs of each student. Additional Recommendations for Enhancing PE for Students with Disabilities: Collaborate with Support Staff: Work closely with special education teachers, therapists, and aides to design and implement PE activities that align with each student's Individualized Education Program (IEP). Regular collaboration ensures that PE activities complement other therapeutic interventions and support overall educational goals. Incorporate Peer Support: Encourage peer mentoring and buddy systems to foster an inclusive environment and provide students with disabilities opportunities for social interaction and support during PE activities. Peer support can enhance motivation and engagement, leading to improved physical and social outcomes. Utilize Technology and Assistive Devices: Integrate technology and assistive devices to facilitate participation, such as using communication apps for students with speech impairments or adaptive equipment for mobility challenges. Technology can provide personalized learning experiences and overcome physical barriers to participation. Provide Ongoing Professional Development: Engage in continuous learning about best practices, new technologies, and innovative strategies for teaching PE to students with disabilities. Attend workshops, seminars, and conferences focused on adapted physical education to stay informed about current research and methodologies. Engage Families and Caregivers: Involve families in the development and implementation of PE activities by seeking their input on effective strategies and understanding the student's preferences and needs. Regular communication with families ensures consistency between school and home environments, reinforcing the importance of physical activity. By integrating these additional recommendations, PE SPED teachers can further enhance the educational experience for students with disabilities, promoting a more inclusive, supportive, and effective physical education environment.

Keywords: inclusive education, physical disabilities, adapted physical activities, teacher preparedness, teaching strategies, student engagement, undergraduate teacher preparation, disability awareness, theguardian.com, professional development, inclusive ped

**COMPARATIVE ANALYSIS OF LET PASSERS BETWEEN
REVIEW CENTER FROM SELF REVIEW OF BEED**

Junnah Canulo, Jobelle Florendo, Rosalie Lerit, Glenda Padama,
Mae Beth Paparon, Ryan Christopher Villalon

Abstract

This study examines the effectiveness of review centers compared to self-review for aspiring LET passers. Taking the Licensure Examination for Teachers (LET) assesses an individual's skills regardless of the chosen review method. Future LET takers must carefully weigh the advantages and disadvantages of both approaches. This research aims to provide insights into how these review methods impact exam preparation, performance, and overall readiness. A correlation design was used in this quantitative-qualitative study. Data were collected through survey questionnaires from 30 BEED alumni of Bestlink College of the Philippines. Statistical tools such as Frequency and Percentage, Weighted Mean, and T-test were applied to analyze the relationship between review centers and self-review concerning social, emotional, and mental aspects. Review center attendees found social interaction beneficial for focus and performance ($M = 4.13$, Agree), while workload and exam expectations had minimal effects on mental health ($M = 3.73$, Agree). Stress and anxiety management were rated neutral ($M = 3.00$). Self-review participants showed neutral confidence in collaborative studying ($M = 3.4$), a neutral impact of workload and expectations on mental health ($M = 2.93$), and a neutral experience of stress and anxiety during LET preparation ($M = 2.6$). Grounded in Bandura's self-efficacy theory, this study highlights the role of confidence in LET preparation. Students with higher self-efficacy tend to navigate challenges effectively, collaborate well, and maintain a positive mindset. The findings suggest that self-efficacy is a key factor in determining study commitment and success in the LET.

Keywords: let (licensure examination for teachers), review center, self-review, self-efficacy, let passers

**COMPETENCIES IN TEACHING SPORTS FOR BPED
STUDENTS TOWARDS EFFECTIVE TEACHING**

Teejay Roxas, Laica Ambrocio, Rose Anne Catapan, Arianne Cecille Sepulbida,
Jency Sumbeling, Dr. Abraham Muyrong II

Abstract

This chapter examines the profiles of respondents and evaluates their competencies in various aspects of sports teaching, including skills, rules, techniques, autonomy, competence, and relatedness. The study aims to address the necessity for enhancing sports teaching competencies among Bachelor of Physical Education (BPED) students at Bestlink College of the Philippines. It recognizes that insufficient skills and knowledge among sports educators can lead to diminished student engagement and performance in sports activities. Key Competencies Assessed: Planning Competencies: Involves identifying student needs based on demographic characteristics and selecting appropriate educational objectives. MacrothinkImplementation Competencies: Pertains to the effective delivery of instructional content, utilizing diverse teaching strategies to cater to various learning styles. Personal and Social Competencies: Encompasses the development of interpersonal skills, including communication, empathy, and relationship-building with students. AASS Journal Motivational Competencies: Relates to the ability to inspire and maintain student interest in sports, fostering a positive and inclusive learning environment. By focusing on these competencies, the study seeks to identify areas where sports educators may require further development. Enhancing these competencies is essential for improving student engagement and performance in sports activities. Implementing best practices, such as multisensory teaching strategies and a proactive approach to integrating new knowledge, can significantly contribute to the effectiveness of sports education. This study engaged 50 third-year Bachelor of Physical Education (BPED) students from Bestlink College of the Philippines. Data collection was facilitated through a validated survey questionnaire, meticulously developed following a comprehensive literature review of pertinent local and international studies to ensure relevance and effectiveness. PubMed Central Questionnaire Structure: Part I: Collected demographic and background information of the respondents. Parts II and III: Contained core survey questions assessing various aspects of sports teaching competencies. To enhance clarity and effectiveness, pilot testing was conducted, allowing for necessary refinements based on feedback. Beyond surveying BPED students, the study also included surveys of sports teachers and school administrators to gain comprehensive insights into perspectives on sports education and identify training needs. This multifaceted approach ensured a thorough understanding of the challenges and opportunities in sports teaching, informing strategies for competency development. The study analyzed the demographic profiles of 50 third-year Bachelor of Physical Education (BPED) students from Bestlink College of the Philippines. The findings revealed that the participants were evenly distributed across genders and primarily aged between 20 and 23 years. Training Competencies Assessment: Moderate Effectiveness: The study identified that participants exhibited a moderate level of effectiveness in demonstrating sports skills and understanding relevant rules and procedures. High Effectiveness: Conversely, techniques and strategies were areas where participants showed a high degree of effectiveness. These insights underscore the critical competencies necessary for effective sports teaching and highlight the importance of developing a targeted training program for BPED students. The term "sport" encompasses all forms of physical activity that, through casual or organized participation, aim to enhance physical fitness, mental well-being, social relationships, or achieve competitive outcomes across various levels. Regular physical activity has been shown to enhance cognitive functions such as concentration, memory, creativity, and

problem-solving skills. This study's insights are expected to inform the development of a comprehensive training program that equips Bachelor of Physical Education (BPED) students with the necessary competencies to become effective sports educators. Integrating exercise into daily routines not only bolsters physical health but also significantly benefits brain function, thereby supporting the cultivation of skills vital for effective teaching and learning in physical education.

Keywords: bachelor of physical education (bped) students, sports teaching competencies, physical education, teaching efficacy, cognitive learning, teacher competency, sports education, physical activity, student engagement, professional development

**CRITICAL THINKING SKILLS IN FILTERING INFORMATION IN FACEBOOK:
AN ASSESSMENT IN SELECTED GRADE 12 HUMANITIES AND SOCIAL
SCIENCES STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES**

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Rochele Rasines, Christopher Azares

Abstract

This study investigates the perceptions of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines regarding their ability to filter information on Facebook. Effective information filtering is essential for enhancing decision-making, efficiency, accuracy, and cost-effectiveness in the learning process. Therefore, students must develop critical thinking skills to assess online content. However, as Collins et al. (2020) highlight, social media users often rely on various sources but struggle to evaluate the credibility and quality of information due to the overwhelming volume available online. This issue underscores the need to strengthen students' information literacy skills for more responsible social media use. This study aims to evaluate the critical thinking skills of Grade 12 Humanities students in filtering information. In today's digital age, the ability to assess online content is crucial for various aspects of life, including social engagement, entertainment, business promotion, and staying informed about current events. The research adopted a descriptive quantitative method and utilized simple random sampling to ensure a representative selection of participants. A questionnaire was used as the data-gathering tool to collect responses from 150 Grade 12 Humanities and Social Sciences (HUMSS) students. The findings revealed that students perceived Facebook as a platform for assessing information based on the following criteria: Reliability (3.29), Usefulness (3.36), and Confidentiality (3.28). Overall, students strongly agreed with the assessment, with an average rating of 3.42. The discussion provides a summary of findings on the assessment of critical thinking skills in filtering information among Grade 12 Humanities students. It also includes recommendations from the researchers on improving information filtering strategies and enhancing students' ability to assess and verify the credibility of information effectively.

Keywords: critical thinking, information filtering, social media, facebook, reliability, usefulness, confidentiality, humanities students, digital literacy, credibility assessment

**CURRENT TRENDS IN THE ADVANCED ASSESSMENT TECHNOLOGY
BASIS FOR A PROPOSED INTERVENTION PLAN**

Alfie Burgos, Jerie Ann Crespo, Edralyn Saura, John Gabriel Faeldoña,
Dr. Leilani Cusack

Abstract

This study explores the role of advanced assessment technology in evaluating teaching and learning styles in Physical Education. Bachelor of Physical Education (BPEd) students were selected as the focus, given their exposure to modern technologies, while teachers often lack the technical expertise necessary to integrate these tools effectively. This gap may contribute to students losing interest in Physical Education. The study aims to bridge theory and practice by equipping students with the knowledge, skills, and mindset needed to adapt to the evolving educational landscape. A proposed intervention plan will address specific challenges by fostering digital literacy, encouraging evidence-based decision-making, and promoting innovation. Targeted initiatives such as workshops, seminars, hands-on training, and collaborative projects will empower students to effectively utilize advanced assessment technology in both academic and professional settings. The researchers employed a probability sampling method to collect data on current trends in advanced assessment technology, serving as the foundation for a proposed intervention plan. The findings were thematically analyzed to highlight key insights. A simple random sampling technique was used to ensure an unbiased selection of respondents. Data collection was conducted through survey questionnaires and checklists, which were distributed digitally via Google Forms. These findings underscore the importance of considering gender-specific differences when addressing challenges and leveraging technology to enhance teaching and learning experiences for BPEd students. Further research is needed to develop tailored interventions that effectively meet the unique needs of both male and female students. The research findings reveal widespread acceptance of technology in assessments while highlighting distinct gender-based engagement patterns. Males demonstrate greater motivation in cognitive tasks, particularly memory-based assessments, indicating a preference for technology-driven learning. Meanwhile, females show stronger engagement in socio-emotional aspects, suggesting that technology can be effectively utilized to support both cognitive and emotional development, fostering a more holistic learning experience.

Keywords: technology integration, assessment methods, gender differences, cognitive engagement, socio-emotional learning, digital learning, bped students, teaching strategies, holistic development, educational technology

**DANAS NG MGA MAG-AARAL SA PAGKATUTO NG ASIGNATURANG FILIPINO SA
BATSILYER NG SEKONDARYANG EDUKASYON MEDYOR SA FILIPINO**

Joan Luya, Jerson Angala, Jasmine Joy Centeno, Jessanie Docena, Judith Ramirez,
Ma Kristel Razon, Dominador Rilon Jr.

Abstract

Ang pananaliksik na ito ay naglalayong suriin at maunawaan ang mga karanasan ng mga mag-aaral sa pagkatuto ng asignaturang Filipino. Sa pamamagitan ng masusing pagsusuri ng kanilang mga hamon, pananaw, at estratehiya sa pag-aaral, layunin nitong makabuo ng isang gabay na maaaring makatulong sa pagpapabuti ng kanilang karanasan sa pag-aaral. Ang gabay na ito ay magsisilbing suporta sa mga mag-aaral, guro, at tagapamahala ng edukasyon upang mapalakas ang epektibong pagtuturo at pagkatuto ng Filipino. Ang pag-aaral na isinagawa ng mga mananaliksik ay gumamit ng deskriptibong pamamaraan at simple random sampling technique. Sa pamamagitan ng fishbowl method, ang mga mananaliksik ay pumili ng animnaput isa (61) na mag-aaral mula sa ikalawang taon ng BSED medyor sa Filipino sa College of Teacher Education ng Bestlink College of the Philippines. Ang mga mag-aaral na ito ang naging mga kalahok at tumugon sa mga inihandang talatanungan ng mga mananaliksik. Sa pag-aaral na ito, ayon sa edad, ang pinakamataas na porsyento ng mga respondente ay mula sa pangkat na may edad 18-21 taong gulang, na mayroong 78.6% na bahagi. Sa kasarian naman, ang mga kababaihan ang pinakamarami, na mayroong 62.2% na bahagi sa mga tumugon sa talatanungan. Sa karanasan batay sa wika o lenggwahe, ang nangungunang aspeto ay ang maayos na paggamit ng wikang Filipino sa pag-aaral at pagbabahagi ng saloobin o opinyon, na may katamtamang bigat na 4.21 at interpretasyong "lubos na sumasang-ayon." Para naman sa karanasan batay sa aktibidad, ang nangunguna ay ang pagpapamalas ng mga kakayahan sa paggawa ng mga gawain, na may katamtamang bigat na 4.29 at interpretasyong "lubos na sumasang-ayon." Sa karanasan batay sa akademikong pagganap, ang pinakamataas na ranggo ay ang pagkakaroon ng malawak na pag-unawa mula sa asignaturang Filipino, na may katamtamang bigat na 4.32 at interpretasyong "lubos na sumasang-ayon." Sa aspeto ng interes, nakakuha ito ng katamtamang bigat na 4.16 at interpretasyong "sumasang-ayon." Sa pag-uugali, ang nakuhang bigat ay 4.34, na may interpretasyong "lubos na sumasang-ayon." Sa pagpapahalaga, mayroong katamtamang bigat na 4.67 at interpretasyong "lubos na sumasang-ayon." Batay sa kakayahan, nakakuha ng katamtamang bigat na 4.54 at interpretasyong "lubos na sumasang-ayon." Sa pagbibigay palugit, mayroong katamtamang bigat na 4.47 at interpretasyong "lubos na sumasang-ayon." At sa pagtatalakay, nakakuha ng katamtamang bigat na 4.67 at interpretasyong "lubos na sumasang-ayon." Ang mga resulta ng pag-aaral na ito ay magsisilbing gabay para sa mga mag-aaral ng Bestlink College of the Philippines at para na rin sa mga mananaliksik sa hinaharap. Layunin nitong mapabuti ang karanasan sa pagkatuto ng asignaturang Filipino, pati na rin matulungan ang mga guro at tagapamahala ng paaralan na maiakma ang mga estratehiya at pamamaraan sa pagtuturo upang mapalawak at mapabuti pa ang karanasan ng mga mag-aaral sa asignaturang ito.

Keywords: karanasan sa pagkatuto, asignaturang filipino, deskriptibong pamamaraan, simple random sampling, mag-aaral ng bestlink college of the philippines, kasanayan sa wika, akademikong pagganap, pagpapahalaga, pag-uugali, pagtatalakay, kakayahan

**DATA GATHERING USING TRADITIONAL AND DIGITAL SOURCES OF SELECTED
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK
COLLEGE OF THE PHILIPPINES: BASIS FOR AN ACTION PLAN**

Paul Adriane Dela Cruz, John Mico Alcaraz, Christian Cajipo,
Mary Jane Mendoza, Aira Salonoy, Cristopher Azares

Abstract

Information gathering is essential not only in academics but also in various fields. This study aims to examine the advantages and disadvantages of both traditional and digital methods of acquiring information. By analyzing these approaches, individuals, organizations, and institutions can make informed decisions on the most effective strategies for information acquisition across different contexts." This study utilized a descriptive-quantitative research design to examine the perceptions of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. A cluster sampling technique was employed to select 150 students from six different sections. Data were collected through a face-to-face survey using a structured questionnaire. The responses were classified into four categories: strongly agree, agree, disagree, and strongly disagree." The study's findings reveal that Grade 12 Humanities and Social Sciences (HUMSS) students generally agree on the effectiveness of both traditional and digital information-gathering methods in terms of accessibility, quality, and cost, with an overall weighted mean of 3.22. Moreover, respondents strongly agree on the factors influencing information gathering. For traditional sources, challenges such as time consumption, outdated information, and information literacy were identified, with an overall weighted mean of 3.28. Meanwhile, for digital sources, concerns regarding media literacy, internet connectivity, and cybersecurity were noted, with an overall weighted mean of 3.38. These results emphasize the significant role of both traditional and digital sources in shaping the information-gathering process across different aspects of research and learning." "In conclusion, utilizing both traditional and digital sources plays a crucial role in helping students gather information and improve their academic performance. This study recommends that students develop critical thinking skills to evaluate the credibility and reliability of information from various sources. Additionally, an action plan has been proposed to enhance students' media and information literacy. The findings of this study can serve as a foundation for future improvements in information-gathering strategies, ensuring that students maximize the benefits of both traditional and digital resources in their learning and research."

Keywords: information gathering, traditional sources, digital sources, accessibility, media literacy, information literacy, cybersecurity, internet connection, academic performance, critical thinking

**DIFFICULTIES ENCOUNTERED IN TEACHING MUSIC AND ARTS IN
SELECTED DISTRICT V SCHOOLS AT QUEZON CITY**

Jean Queenie Clavite, Dio Carlo Cabiton, Angelica De Guzman,
John Fajardo, Dr. Abraham Muyrong II

Abstract

This study investigates the challenges faced by Grade 10 MAPEH teachers in teaching Music and Arts in selected District V schools in Quezon City. By identifying these difficulties, the research aims to provide insights and strategies to help educators overcome obstacles and enhance their teaching effectiveness. Gardner (2019) highlights that individuals possess multiple intelligences, and each class of students has unique strengths and limitations. Understanding these differences is essential for addressing the challenges teachers encounter in delivering Music and Arts instruction effectively. This study utilized a quantitative research method and a descriptive research design to examine the challenges faced by Grade 10 MAPEH teachers in teaching Music and Arts. The respondents comprised 30 Grade 10 MAPEH teachers from Doña Rosario High School, Sta. Lucia High School, and Novaliches High School. A survey questionnaire served as the primary data-gathering instrument. The collected data were systematically tallied, tabulated, and analyzed using statistical treatments, including ranking, frequency, percentage, weighted mean, and overall composite mean, to ensure the validity and reliability of the results. The study surveyed Grade 10 MAPEH teachers aged 22 to 42, taking into account their gender and educational attainment, which included bachelor's, master's, and doctoral degrees. All respondents were currently teaching in selected schools within District V, Quezon City. The findings revealed that respondents acknowledged facing challenges in teaching Music and Arts, particularly in terms of equipment availability, student engagement, and teaching skills. However, they disagreed that factors such as lesson mastery, delivery methods, and personal traits or characteristics significantly affected their teaching performance in Music and Arts. The study suggests that MAPEH teachers adopt innovative instructional approaches to accommodate students' diverse skill levels, interests, and learning styles. To enhance their teaching effectiveness, they should engage in continuous professional development and attend seminars to stay updated on the latest teaching strategies and methodologies. Additionally, teachers must remain dedicated, embrace students' individual traits and abilities, and utilize reliable references to support their lessons. Furthermore, the study has developed guidelines to help MAPEH teachers address and mitigate the challenges encountered in teaching Music and Arts.

Keywords: mapeh teachers, instructional approaches, teaching challenges, professional development, student engagement, learning styles, teaching strategies, music and arts, educational resources, lesson mastery

**DISTINCTIVE QUALITIES OF BACHELOR OF TECHNICAL-VOCATIONAL
PROGRAM AS A CAREER CHOICE: BASIS FOR SPECIALIZED
SUBJECT OF GRADE 12 STUDENTS**

Rizajoy Biglang-awa, Jomecaella Biglang-awa, Mary Lyn Canomay,
June Joseph Lapitan, Dr. Leilani Cusack

Abstract

Senior high school graduates face one of the most significant decisions of their lives: selecting a program that will influence their future. This decision often brings about stress and confusion, as students struggle to choose a program that aligns with their aspirations. Rather than thoroughly researching and comparing available programs, many students who have completed the Technical Vocational Livelihood (TVL) track end up pursuing a different program altogether. This raises important questions about the factors influencing TVL students' decisions to enroll in the Bachelor of Technical-Vocational Teacher Education (BTVTED) program and how these factors shape their future career choices. Understanding these influencing factors is crucial for guiding students in making informed decisions that will lead to successful and fulfilling careers. The researchers used a simple random sampling technique to select the respondents. Printed questionnaires and checklists were distributed for data collection. The gathered data were analyzed and processed statistically. To identify the key factors influencing the choice of the Bachelor of Technical-Vocational Education and Training (BTVTED) program, the researchers employed weighted mean analysis. The study highlights that students encounter challenges in selecting BTVTED as their college career path. Peer pressure is one of the key factors influencing their decision, with 13 respondents indicating its impact. Family-related issues also play a role, with 15 respondents mentioning it as a concern. However, the most significant barrier identified by the majority of respondents is financial difficulty, which hinders their ability to pursue the program. The main objective of this study is to examine the factors influencing technical-vocational students' choices of academic programs that align with their career goals. The study highlights the importance of providing comprehensive career guidance and market-awareness programs in vocational education, enabling students to make informed decisions about their future careers. The findings suggest that students' program choices are primarily influenced by their personal interests, career aspirations, and the desire for expert advice. Moreover, addressing financial barriers, which are the most significant obstacle, can be achieved by promoting the BTVTED program through social media and offering resources such as scholarship information and requirements to help students navigate these challenges.

Keywords: factors influencing career choices, technical-vocational education and training (tvte), bvtved program, career guidance, market-awareness programs, student decision-making, vocational education, scholarship opportunities, financial barriers

**DRIVING IMPACT OF PHYSICAL EDUCATION SUBJECT AS PERCEIVED
AMONG 1ST YEAR STUDENTS IN CTE DEPARTMENT
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Benzyl Gonzales, Adrian Corsanes, Marimel Malaylay, Uki Mendoza,
Sarajane Morales, Dr. Abraham Muyrong II

Abstract

This study examines the role of physical education in fostering physical, mental, and social development among students, emphasizing its impact on their overall well-being. Physical education activities such as dancing, fitness exercises, and team sports contribute to health preservation, teamwork, and enjoyment while reducing the risk of diseases. These classes play a crucial role in encouraging students to engage in lifelong physical activities, positively influencing their health and academic performance. This study employed a descriptive research design. Using purposive sampling, 50 first-year English major students at Bestlink College of the Philippines were selected as respondents. A survey questionnaire served as the primary data collection tool. Data analysis involved the use of frequency, percentage, weighted mean, a four-point Likert scale, and ranking to interpret the gathered information. The study revealed that the respondents comprised 25 male and 25 female first-year English major students aged 18 to 20. Most participants engaged in physical activities to enhance their strength, maintain physical and mental health, and promote wellness. Additionally, participation in physical education contributed to improved time management, teamwork, and academic performance. However, respondents reported a lack of competence and confidence. Strategies such as positive affirmations, self-reflection, and skill development were identified as key contributors to building confidence and encouraging continuous learning. The study highlights the perceived impact of physical education on first-year students, demonstrating its role in improving physical fitness and academic performance. It emphasizes the importance of integrating diverse physical activities that cater to various interests and abilities, fostering inclusivity, and recognizing individual and team achievements. The curriculum's focus on skill development, fundamental competencies, and challenging activities contributes to professional growth and overall well-being. By adopting structured principles, students can enhance their learning competencies and maximize the benefits of physical education.

Keywords: driving impact, physical education, lifestyle, perceived, physical activities

**EFFECTIVENESS OF ENGLISH REMEDIAL PROGRAM TO THE
ACADEMIC PERFORMANCE OF GRADE 6 STUDENTS**

Ma Cristina Zulueta, Jay Christian Jalipa, Trisha Mae Lagsa, Olegario Morilla,
Sherizza Mae Villorente, Ryan Christopher Villalon

Abstract

The teaching and learning of languages could be affected by this study. Grammar instruction should be included in all language classes, according to language professors. In order to improve their writing abilities, language learners should also be exposed to more varied writing projects. Originality/Value: The creation of an evidence-based remedial English program to enhance the academic writing abilities and English language proficiency of second language learners in higher education (Catabay, 2023). This research assessed the impact of an English Remedial Program on Grade 6 students at Tandang Sora Elementary School using non-experimental quantitative methods. It involved 77 students selected through quota sampling and employed survey questionnaires, percentage, weighted mean, and Spearman's rho for data analysis. The study revealed that 71.43% of respondents use mobile phones for communication. Academic challenges include difficulty grasping the main idea in English (weighted mean 3.75), writing speed (3.60), clear expression in spoken English (3.50), and enjoyment in reading (3.73). Writing in English (3.30) and practicing new words in spoken English (3.53) are also common challenges among students. The researchers discovered that there is a significant relationship between the existing remedial program and academic performance. The respondents reported that, in terms of reading, the students look up unknown vocabulary and try to understand the meaning of unknown words or phrases. In terms of writing, the students can write a good academic paragraph and write notes, messages, letters, or reports in English. In terms of speaking, the students make a list of expressions and words to learn and love participating in class using the English language. According to social cognitive theory, the MKO (more knowledgeable others), which is self-explanatory, can be further defined as any person or thing typically thought of as a teacher, coach, or older adult, but could also be a peer or a younger person whose capabilities, knowledge, or ability are significantly higher than the learner's level, relative to a specific task, process, or concept. The researchers proposed an improvement plan to enhance the remedial program and foster a sense of belonging in class.

Keywords: remedial program, english language, academic performance

EFFECTIVENESS OF FULLER METHOD TO THE READING COMPREHENSION OF GRADE 2 STUDENTS

Christine Yvonne Campolio, Benamor Kate Andrade, Vheverly Campo,
June Marie Laga, Laarnie Mae San Roque, Ryan Christopher Villalon

Abstract

This study examines the effectiveness of the Fuller Approach in enhancing reading comprehension, vocabulary development, and overall literacy skills among Grade 2 students. The Fuller Approach integrates alphabet recognition, phonics, and whole-word methods to reading instruction. Supporting Evidence: Improved Reading Proficiency: Research has demonstrated that the Fuller Approach significantly enhances reading abilities. For example, a study involving Grade 3 pupils revealed substantial improvements in reading proficiency after implementing this method. Enhanced Comprehension: Utilizing audio-video lessons in conjunction with the Fuller Approach has been shown to improve comprehension levels among Grade 2 pupils. Supplementary materials and dedicated teaching further bolster reading performance. Positive Impact on Struggling Readers: The Fuller Approach has proven effective in addressing reading challenges among struggling readers in multigrade classrooms, leading to significant improvements in reading proficiency. The study employed a quasi-experimental design to evaluate the effectiveness of the Fuller Method in enhancing reading comprehension among Grade 2 students at Villa Verde Elementary School. This design was chosen due to the absence of random assignment, a characteristic inherent in quasi-experimental studies. Methodology: Participants: Seventy Grade 2 students participated, with their reading comprehension assessed through pre-test and post-test evaluations. Data Collection: Raw scores from these assessments were analyzed to determine any significant improvements in reading comprehension. Statistical Analysis: The study utilized various statistical tools, including frequency counts, percentages, weighted means, average weighted means, and t-tests. Specifically, t-tests were employed to compare the means of pre-test and post-test scores, aiming to identify any statistically significant differences resulting from the intervention. The study investigated the effectiveness of the Fuller Approach in enhancing reading comprehension among Grade 2 students at Villa Verde Elementary School. Participants were predominantly 6-7-year-old males in both the Fuller and Non-Fuller groups. Key Findings: Phoneme Recognition: Both groups scored highly, with Non-Fuller at 4.35 and Fuller at 4.34, indicating strong agreement on phoneme recognition skills. Word Recognition: Non-Fuller participants scored 4.17, and Fuller participants scored 4.03, both reflecting strong agreement, suggesting a slight advantage for Non-Fuller students in word recognition. Alphabet Recognition: Non-Fuller scored 4.45, and Fuller scored 4.69, with the Fuller group showing very strong agreement, highlighting the Fuller Approach's effectiveness in teaching alphabet recognition. Phrase Recognition: Non-Fuller scored 4.54, and Fuller scored 4.87, both very strong agreements, with the Fuller group demonstrating greater proficiency. Image Matching: Non-Fuller scored 4.63, and Fuller scored 4.93, both very strong agreements, indicating the Fuller Approach's effectiveness in image-word association. This study aimed to evaluate the effectiveness of the Fuller Method in enhancing reading comprehension among Grade 2 students. The Fuller Method integrates elements such as Image Matching, Bottom-Up, Top-Down, and Interactive approaches to reading instruction. Key Findings: Improvement in Comprehension Scores: Both the Fuller and Non-Fuller groups exhibited increased comprehension scores in the post-test compared to the pre-test. Lack of Statistical Significance: Analysis using paired sample t-tests revealed no statistically significant differences between pre-test and post-test scores, suggesting that the observed improvements may not be directly attributed to the Fuller Method.

Keywords: fuller method, reading comprehension, grade 2 students, image matching, bottom-up approach, top-down approach, interactive method, quasi-experimental design, paired sample t-test, statistical significance, educational intervention, reading instruction

**EFFECTIVENESS OF SELF-PACED LEARNING IN TEACHING VALUES
EDUCATION AMONG SECOND YEAR BSED VALUES STUDENTS'
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jemalyn Lebrino, John Moises Francisco, Szaira Cristine Huevia,
Allysa Macquian, Dr. Abraham Muyrong II

Abstract

Self-paced learning stands as a transformative approach in education, effectively mitigating the prevalent issues of classroom frustration and boredom. By affording students the autonomy to progress at their own speed, this method not only fosters engagement but also allows for concentrated exploration of areas aligned with individual interests or existing knowledge. The result is a reduction in negative emotions, paving the way for a more enjoyable and effective learning experience, ultimately leading to improved educational outcomes. This paradigm shift towards self-directed learning aligns with the principles of Intentional Change Theory (2021), highlighting a five-step process crucial for sustained positive transformations. A notable investigation conducted by researchers at Bestlink College of the Philippines delved into the challenges faced by students engaged in self-paced learning for teaching values education. The study, employing the descriptive method and purposive sampling, focused on 40 second-year BSED students. Various statistical tools, including frequency, ranking, and weighted mean, were utilized to comprehensively assess the effectiveness of self-paced learning in this context. The findings revealed that 57.5 percent of the respondents had a low income, indicating potential socio-economic challenges. Organizing studies and setting goals emerged as prominent issues, with a mean score of 3.13, underscoring the need for additional support in these areas. Students demonstrated a keen interest in independent learning, as reflected by a mean score of 2.6, and relied on academic tests (mean = 3.08) to gauge their progress. Class ranking based on abilities was identified as a motivator (mean = 1.83), while students with high self-esteem showed resilience to peer influence (mean = 2.8). Material repetition (mean = 2.88) formed an integral part of the learning agenda, emphasizing the importance of reinforcing concepts. Notably, self-paced learning was valued with a mean score of 3.08, indicating its perceived effectiveness in the educational context. The study also serves as a valuable reference for future research endeavors, offering insights into the challenges and potential solutions associated with self-paced learning in the specific context of values education. By addressing these issues systematically, educational institutions can foster a conducive learning environment, ensuring the success of students engaged in self-directed educational journeys.

Keywords: self-paced learning, intentional change, descriptive, resonant, learning development

**EFFECTIVENESS OF TIKTOK AS LEARNING RESOURCES IN MATHEMATICS
TO THE ACADEMIC PERFORMANCE OF GRADE 6 STUDENTS**

Delmar Bundang, Sherlyn Ganzan, Kates Jalea, Jessa Linggas,
Catherine Paclarin, Ryan Christopher Villalon

Abstract

This research study aims to determine the effectiveness of TikTok as a learning resource in Mathematics and its impact on the academic performance of Grade 6 students at Tandang Sora Elementary School for the academic year 2023-2024. Conducted using a non-experimental quantitative research approach, the study delved into the relationship between utilizing TikTok for learning and the academic progress of Grade 6 students in Mathematics. A total of 77 students participated in the study through a quota sampling technique, responding to a survey questionnaire. Findings, derived from percentage calculations and weighted averages, pointed to weaknesses in students' comprehension, underscoring the importance of refining teaching methodologies. These outcomes highlight the necessity for interventions and enhanced instructional techniques to elevate academic performance in Mathematics among Grade 6 students. The study revealed that TikTok was an effective learning resource for Mathematics, especially for male students aged 11 to 13, with satisfactory academic performance in the subject based on tests and assessments. These outcomes underscore TikTok's potential in enhancing students' understanding and success in Mathematics. Educators can harness TikTok's interactive features to create engaging content, thereby improving the learning experience. This research emphasizes the positive influence of digital platforms such as TikTok in education, showcasing their capacity to enhance student engagement and academic success in Mathematics. The study presented compelling evidence linking the use of TikTok as a learning resource to positive outcomes in motivation, mathematical abilities, and problem-solving skills. These results underscore the significant advantages of integrating TikTok into education. Moreover, the research revealed a positive correlation between TikTok's effectiveness as a learning tool and students' attitudes toward it, suggesting that when students perceive TikTok as useful for learning, they are more likely to engage with it and achieve positive results. This implies that students using TikTok for math learning tend to enhance their mathematical skills and cognitive processes. In conclusion, these findings underscore TikTok's potential as a valuable resource for enhancing motivation, mathematical proficiency, problem-solving abilities, and overall academic performance in Mathematics.

Keywords: academic performance, effectiveness, learning resources, mathematics, tiktok as a learning resources, social media in education

**EFFECTIVENESS OF URBAN GARDENING IN EDUCATING
GRADE 7 STUDENTS AT NOVALICHES HIGH SCHOOL**

Rochiel Lariba, Queenie Arceo, Catherine Campit, Edwin Detico Jr,
Mark Gio Gonzaga, Normebel Rubis, Dr. Abraham Muyrong II

Abstract

Urban agriculture, practiced within cities and their surrounding areas, offers communities the opportunity to cultivate food crops and understand their nutritional benefits. President Ferdinand R. Marcos Jr. emphasized that urban agriculture programs can empower students to contribute to national goals such as poverty reduction, food security, and environmental protection. In alignment with these objectives, the researchers propose establishing a "Gulayan sa Paaralan" (School Garden) at Bestlink College of the Philippines. This initiative aims to enhance students' knowledge and skills in horticulture, fostering hands-on learning experiences. Bestlink College is committed to providing quality education that equips students with the competencies needed to become globally competitive and productive citizens. Implementing the "Gulayan sa Paaralan" program at Bestlink College not only aligns with national efforts to promote urban agriculture but also serves as a practical platform for students to engage in sustainable practices. This initiative can lead to improved nutritional awareness and contribute to environmental sustainability within the community. The researchers employed a descriptive research design, which involves observing and describing the characteristics of a subject without influencing it. This approach is effective for collecting data through surveys and observations without manipulating variables. A systematic sampling technique was utilized to select 60 Grade 7 students from Novaliches High School as participants. Systematic sampling involves selecting subjects at regular intervals from an ordered list, ensuring a representative sample of the population. Data collection was conducted using survey questionnaires, a common method in descriptive research for gathering quantifiable information. The collected data were analyzed using statistical tools such as frequency, percentage, weighted mean, and a four-point scale to interpret the findings accurately. This research is anchored in John Dewey's Theory of Inquiry, which emphasizes experiential learning as essential for comprehensive understanding and skill development. Dewey advocated that learners must engage directly with their environment to construct meaningful knowledge. The study's findings align with Dewey's principles, demonstrating that hands-on experiences, such as urban gardening, are vital for students. Engaging in urban gardening not only enhances their knowledge but also fosters community development and addresses food insecurity. School gardens have been shown to improve students' understanding of the natural world and promote environmental stewardship. Moreover, urban gardening initiatives can combat community poverty by ensuring the availability of fresh produce, thereby enhancing food security. Such programs have been linked to improved dietary habits and social outcomes, contributing to the overall well-being of communities. Incorporating experiential learning opportunities like urban gardening into educational settings not only enriches student learning but also promotes sustainable community practices. This approach aligns with Dewey's philosophy, highlighting the transformative power of experience in education. Urban gardening plays a significant role in educational settings by enhancing students' knowledge and skills in horticulture. Implementing school gardens provides hands-on experiences that deepen students' understanding of plant biology, ecology, and sustainable agriculture practices. These experiences not only enrich academic learning but also promote environmental stewardship and healthy eating habits. For such programs to be effective, it is essential for teachers to acquire specialized knowledge and skills in horticulture. Professional development opportunities, such as workshops and certification courses, can equip educators with the necessary competencies to manage

school gardens and integrate them into the curriculum. Organizations like the Center for Urban Agriculture and Gardening Education offer programs designed to expand academic and public knowledge of sustainable farming techniques, thereby supporting educators in their efforts to implement successful urban gardening initiatives. By engaging in urban gardening, students gain practical skills in planting and crop management, fostering a sense of responsibility and connection to their food sources. Teachers, by enhancing their horticultural expertise, can effectively guide students in these activities, creating enriching educational experiences that extend beyond the classroom.

Keywords: urban gardening, school gardens, horticulture education, experiential learning, teacher training, student skill development, food security, community engagement, sustainable agriculture, environmental stewardship

**EFFECTS OF ARTIFICIAL INTELLIGENCE (AI) TO THE ACADEMIC
PERFORMANCE OF GRADE 12 GENERAL ACADEMIC STRAND
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Heaven Tuanda, Edrian Cuartillo, Samantha Faith Latina,
Russell Maquirang, Von Ivan Zoilo, Christopher Azares

Abstract

Artificial intelligence (AI) is increasingly integrated into education, offering personalized learning experiences, automating administrative tasks, and creating new opportunities for students and educators. However, its adoption also presents challenges, including ethical considerations and potential impacts on critical thinking. In educational settings, AI automates routine tasks like attendance tracking and grading, freeing educators to focus more on interactive teaching and direct student engagement. AI tools also monitor student progress and predict academic challenges, enabling timely interventions for those at risk of falling behind. To gather information from 60 General Academic Strand students regarding the impact of artificial intelligence (AI) at Bestlink College of the Philippines, a straightforward random sampling methodology is employed in conjunction with quantitative analysis as the research method. To gather the replies of the study participants, the researchers employed a questionnaire as a data collection technique. Artificial Intelligence (AI) is increasingly influencing educational landscapes, particularly among Grade 12 General Academic Strand students. Studies indicate that AI tools are perceived positively in terms of information accessibility, user-friendliness, and assisting in meeting deadlines. These tools also offer academic benefits related to time management, availability, and competency enhancement. AI-powered educational tools provide students with immediate access to a vast array of information, facilitating a more personalized and efficient learning experience. The user-friendly nature of these applications allows students to navigate complex subjects with greater ease, thereby enhancing their comprehension and retention of material. Artificial Intelligence (AI) is increasingly being integrated into educational settings, offering numerous advantages that can enhance the academic performance of students, including those in Grade 12 General Academic Strand programs at institutions like Bestlink College of the Philippines. Key benefits of AI in education include: AI enables personalized learning by analyzing individual student data to tailor educational content, allowing students to learn at their own pace and according to their unique needs. This adaptability enhances understanding and engagement.

Keywords: personalized learning, accessibility, immediate feedback, collaborative learning, educator insights

**EFFECTS OF EXCESSIVE MEDIA EXPOSURE ON BODY IMAGE
AS PERCEIVED BY GRADE 11 HUMMS STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Sherwin Fabellare, Angelica Cebulo, Leocadio Bacha Jr., Albert Cuyos,
Jason Custorio, Khristoffy Azares

Abstract

Media consumption is an integral part of daily life, encompassing television, movies, social media, and advertising. Constant exposure to images and messages shapes perceptions of beauty and body ideals. This study explores the relationship between media consumption habits and their impact on individuals' body perception. With increasing concerns about body image issues and their psychological and physical consequences, it is crucial to understand how media influences self-perception. This research aims to examine the effects of media exposure on body image, self-esteem, and overall well-being. By analyzing these influences, the study seeks to provide insights into strategies and interventions that promote healthier self-perception and mitigate negative media effects. Erin Heger (2022), describes descriptive research focuses on understanding and explaining "what is." It involves the systematic description, recording, analysis, and interpretation of a phenomenon's current nature, composition, or processes. This research method examines prevailing conditions and how individuals, groups, or objects behave or function in the present. Additionally, it often includes comparisons or contrasts to provide deeper insights into the subject being studied. The overuse of media consumption affects body image perception among Grade 11 Humanities and Social Sciences students. In assessing this impact, the weighted mean for the statement "Practicing self-control can be an effective way to prevent media overuse" was 3.36, with a verbal interpretation of "Agree." The second statement received a weighted mean of 3.21, also interpreted as "Agree." The third-ranked statement, "Replacing social content with educational content," had a weighted mean of 3.11. The overall composite mean was 3.23, with a verbal description of "Agree." According to Vandenbode (2022), different social media platforms have distinct features that influence body image. Visual-based platforms, such as Instagram, tend to have a more negative impact on body image, while text-based platforms like Facebook exhibit different but still significant effects. Additionally, activities such as taking and editing selfies—regardless of whether they are posted—can contribute to negative body image perceptions. Self-Confidence is demonstrated by trusting yourself and maintaining a sense of control over your life, with a weighted mean of 3.36. Setting realistic expectations and goals received a weighted mean of 3.21. Recognizing strengths and weaknesses while maintaining a positive self-view had a weighted mean of 3.11.

Keywords: media consumption, body perception, body image, self-esteem, well-being, television, movies, social media, advertising, psychological consequences, physical consequences, media exposure, self-perception, intervention strategies

EFFECTS OF FACEBOOK USE ON PSYCHOLOGICAL WELL-BEING OF 3RD YEAR EDUCATION STUDENTS

Ariane Barbo, Anne Eunice Alico, Jon Galo, Kaye Angelou Gandeza, Kiana Rose Moralina

Abstract

Facebook, established in 2004, has evolved into the largest social networking platform, enabling users to interact, share interests, information, and opinions. Its user base has grown consistently, with individuals utilizing the platform for entertainment, communication, and information sharing. While Facebook offers benefits such as social connectivity, its impact on psychological well-being, particularly among late adolescents aged 19-21, warrants careful consideration. Facebook can enhance social skills by providing a platform for users to engage in discussions, share experiences, and maintain relationships, thereby fostering a sense of community and belonging. This connectivity can contribute positively to users' self-esteem and overall well-being. Negative Impacts However, excessive use of Facebook has been associated with negative psychological outcomes. Studies have shown that higher levels of social media use among adolescents and young adults are linked to increased symptoms of depression and anxiety. Additionally, excessive use can disrupt sleep patterns, further exacerbating mental health issues. Moreover, the addictive nature of social media platforms can lead to a cycle of seeking external validation, which may undermine self-esteem and contribute to stress. In this study, a quantitative-descriptive research design was employed to assess the effects of a specific variable on a target population. This approach facilitated the statistical analysis of relationships among variables, aligning with the study's primary objectives. Data Collection A survey questionnaire was administered to gather ungraded responses from the participants. This method enabled the collection of vital information pertinent to the study's focus. The utilization of a quantitative approach allowed for the examination of interrelations among variables and facilitated statistical analysis to address the main research purpose. Sampling Technique A random sampling technique was implemented, involving 135 respondents from Bestlink College of the Philippines. Random sampling enhances the generalizability of the findings by reducing selection bias and ensuring that each member of the population has an equal chance of being included in the sample. The study investigated the impact of Facebook usage on various aspects of students' psychological well-being, yielding the following mean scores: Behavior: 2.98 Social Interaction: 3.09 Openness to Experience: 3.22 Conscientiousness: 3.06 Extraversion: 3.13 Agreeableness: 3.27 Neuroticism: 3.18 These findings suggest that Facebook usage may facilitate emotional expression, ease in approaching others, and enjoyment in learning new ideas among students. Existing literature presents mixed results regarding the impact of Facebook on psychological well-being. Some studies indicate that intensive Facebook usage is associated with both positive outcomes, such as enhanced online social relationship satisfaction, and negative outcomes, including diminished offline social relationship satisfaction. Additionally, other research has found that Facebook usage can positively affect psychological well-being through increased perceived social support and online social relationship satisfaction, while also negatively impacting well-being via reduced offline social relationship satisfaction. Social Learning Theory, originally proposed by Albert Bandura, posits that individuals can acquire new behaviors through the observation and imitation of others within a social context. This cognitive process emphasizes that learning can occur without direct reinforcement or motor reproduction, highlighting the significance of modeling and observational learning. In the context of contemporary education, integrating social learning tools, such as Facebook, can enhance the teaching-learning experience, particularly for Generation Z learners who are adept with digital technologies. Cilliers (2021) reflects on the potential of these tools to improve educational outcomes by aligning with the preferences and

characteristics of modern learners. Utilizing Facebook as an educational resource offers several benefits: Enhanced Social Interaction: Facebook provides a platform for students to engage in discussions, collaborate on projects, and share resources, thereby fostering a sense of community and improving communication skills. Increased Engagement: The interactive nature of Facebook can motivate students to participate more actively in their learning process, making education more engaging and relatable. Development of Digital Competencies: By integrating Facebook into educational activities, students can develop essential digital literacy skills, preparing them for the demands of the modern workforce. Researchers recommend leveraging these advantages by incorporating Facebook into educational strategies to enhance students' attitudes and social skills. This approach aligns with Social Learning Theory, as students observe and emulate positive behaviors within their online communities, leading to improved social competencies and academic outcomes. In conclusion, thoughtfully integrating Facebook into educational practices can serve as a valuable tool to support social learning, thereby enriching the educational experience and fostering essential social skills among students.

Keywords: social learning theory, albert bandura, observational learning, facebook in education, student social skills, student attitudes, digital learning platforms, behavior modeling, online collaborative learning, educational technology integration

**EFFECTS OF MOBILE PHONE ON THE LEARNING
BEHAVIOR OF GRADE 6 STUDENTS**

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Jenny Torres, Ryan Christopher Villalon

Abstract

In today's digital age, mobile phones play a significant role in shaping students' learning behavior. One advantage is their ability to facilitate collaboration in group projects and enhance knowledge exchange. However, Segarra (2021) found that many students develop mobile phone addiction, often without realizing it, which can negatively impact their studies. This research explores the effects of mobile phone usage on the learning behavior of Grade 6 students, as observed by teachers. Additionally, the study aims to develop guidelines to help students improve their learning habits. This study employed a quantitative approach with a descriptive research design. The respondents consisted of 27 Grade 6 teachers from Holy Spirit Elementary School. Data was collected through a researcher-made survey questionnaire. The study utilized purposive random sampling, and the data was analyzed using frequency, percentage, weighted mean, and ranking as statistical tools. After analyzing the data, the researcher found that most respondents are female and have 16–20 years of teaching experience. The study identified the effects of mobile phone usage on students' learning behavior, with the following average weighted means: Interpersonal skills 3.21, Intrapersonal skills 2.92, Initiative skills 3.40. Teachers also evaluated the impact of mobile phones on students' academic performance in specific areas: Class participation 2.86, Group activities 3.22, Summative tests 2.88. The study found that students used mobile phones for group research, fostering independence and creativity. However, teachers observed several negative effects, including Lack of focus due to constant notifications and distractions. Reduced work quality as a result of mobile phone overuse. Incomplete assignments caused by excessive screen time. Prioritization of gaming over learning, making classroom engagement more difficult. To mitigate these issues, teachers implemented classroom monitoring strategies to help students stay focused on their studies.

Keywords: mobile phones, learning behavior, group research, independence, creativity, lack of focus, distractions, work quality, incomplete assignments, gaming, classroom monitoring, student engagement

**EFFECTS OF PHYSICAL FACILITIES IN SELECTED GRADE 11
HUMANITIES AND SOCIAL SCIENCES STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Analyn Gallardo, Karl Angelo De Guzman, Ela De Lara, Charles Andrei Macalinao,
Rosalinda Mahusay, Christopher Azares

Abstract

The study looks at how physical school facilities affect pupils, emphasizing how much of an impact the physical environment has on them. Knowing the effects of physical facilities, this study aims to examine the effects of physical facilities on a sample of grade 11 humanities and social science students at Bestlink College of the Philippines. Other factors that affect students include concerns with the learning environment and physical upkeep. The present study employed a descriptive quantitative research design, quota sampling, and formula solving to recruit 150 Grade 11 Humanities and Social Studies students from Bestlink College of the Philippines. The instrument used to try to find answers to the study questions is a survey questionnaire that uses statistical methods like frequency and percentage, ranking mean, and Liker scale. According to our readings of the results, the respondents' responses regarding the physical facilities including classroom size, ventilation, and output submission—are characterized as "Strongly Agree." Furthermore, the respondents "Strongly Agree" that physical facilities have certain academic benefits in terms of safety and security, the learning environment, and student involvement. Encourage sustainability by putting in place green measures like recycling bins, eco-friendly maintenance supplies, and energy-efficient lights, according to the results presented.

Keywords: energy efficiency, waste reduction, sustainable procurement, employee engagement, communication

**EFFECTS OF REDUCING CLASSROOM DESIGNS ON GRADE 12
HUMANITIES AND SOCIAL SCIENCES STUDENTS OF
BESTLINK COLLEGE OF THE PHILIPPINES**

Princess Arellano, Allen Wilverson Garcia, Ann Lorraine Jimenez, Jamaica Paula Melecio,
Janila Mariz Toradio, Christopher Azares

Abstract

Classroom design plays a vital role in shaping students' learning experiences by fostering inspiration, exploration, and productivity. In recent years, classroom layouts have evolved to accommodate modern learning needs, incorporating optimized spaces, technological advancements, and streamlined designs. Essential factors such as desk and seat arrangements, acoustics, visibility, temperature control, and ventilation significantly impact the effectiveness of a learning environment. Striking the right balance among these elements is crucial to creating an ideal classroom setting. A common challenge in classroom design is limited access to multimedia and technological resources, which can restrict opportunities for interactive learning and digital literacy development. Providing classrooms with interactive whiteboards, tablets, computers, reliable internet connectivity, and educational software can enhance teaching effectiveness, boost student engagement, and create a more dynamic and accessible learning environment. This study utilized a descriptive-quantitative research design to assess the impact of classroom design reduction on the learning experience of 150 Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The researchers applied a stratified sampling technique to ensure a representative sample. Data collection was conducted through a structured questionnaire, which served as the primary tool for gathering insights from the participants. The study reveals that the reduction in classroom design impacts Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, particularly in terms of limited space, decreased student engagement, and restricted resources, with respondents generally acknowledging these challenges. Moreover, proposed solutions such as integrating visual displays, utilizing digital resources, and implementing a flexible seating arrangement were widely accepted, indicating their potential to enhance the learning environment despite space constraints. The findings related to the effects of reduced classroom design on Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Key issues identified include limited space, diminished student engagement, and a lack of resources. The researchers suggest potential solutions, such as incorporating visual displays, utilizing digital resources, and adopting flexible seating arrangements, to address these challenges. Additionally, the researchers offer recommendations for simplifying classroom layouts to enhance the learning experience, emphasizing that an optimized classroom design can improve student engagement and overall educational effectiveness.

Keywords: classroom design, grade 12 humanities and social sciences, bestlink college of the philippines, limited space, student engagement, resources, visual displays, digital resources, flexible seating arrangements, simplified layouts, educational effective

**EFFECTS OF SOCIAL MEDIA ON LEARNING BEHAVIOR OF GRADE 5
STUDENTS IN TANDANG SORA ELEMENTARY SCHOOL**

Apple Joy Santillan, Hanna May Cristobal, Ma Zairine Goco, Kristian Matulac,
Renalyn Villarante, Ryan Christopher Villalon

Abstract

Social media has a significant role in determining how people learn in the current world. The majority of social media users are students, which has a big influence on how they study these days. The effects of social media on students' learning behaviors are the main topic of this study. People's behavior is influenced by social media, and technological developments have improved social interactions, learning, information sharing, and social network updates. Abbas and associates (2019). A descriptive design was employed in this investigation. With the primary goal being statistically examined and linked through statistical analysis, it employed quantitative approaches to characterize the variables. Random sampling was used in the selection of the students. Out of the 555 enrolled students, 232 were selected. After that, 232 people in all were selected as sample responses. 232 students will be selected from 14 sections that the researcher selects using the lottery method. Survey questions were employed as the instruments. Frequency, composite mean, five-point Likert scale, and ranking were used to analyze the collected data. According to the report, 112 out of 232 students use government-provided tablets, which is beneficial for students without access to technology for online learning and academic pursuits, particularly during a pandemic. It was found that students' learning behaviors are dramatically impacted when they spend two to three hours on social media, especially Instagram. Social media is essential to students' daily life, particularly when it comes to interacting with a variety of people. Additionally, lack of focus, the advantages of sleep, addiction, and social growth all have an impact on the changes that kids experience in their learning processes. The respondents' demographic profile is as follows: they are between the ages of 9 and 10. Male is the gender. Device Used: Tablets were employed. Two to three hours were spent on social media. What impact do the following factors have on fifth-grade students' learning behaviors? Variables had an impact on the respondents' learning behavior. What difficulties do fifth-grade pupils face as a result of their excessive use of social media? Variables had an impact on the respondents' learning behavior.

Keywords: social media, learning behavior, students, educational impact, information sharing, technological advancements, social interactions

**EFFECTS OF WORK IMMERSION TO THE COLLEGE PROGRAM PREFERENCE
OF GRADE 12 SENIOR HIGH SCHOOL GAS STRAND**

Noraiza Dipatuan, Patricia Erasga, Maica Shaine Fuggan, Joycel Quinagoran,
Alexander Sales, Ryan Christopher Villalon

Abstract

Senior High School integrates work immersion programs to expose students to real-world professions, assisting them in making informed decisions about their college courses. Work immersion enhances students' awareness, interest, and preparation for higher education. According to Insorio et al. (2023), such programs significantly influence students' college preferences. This study aims to examine the impact of work immersion experiences on the college program choices of Grade 12 General Academic Strand (GAS) students. The study employed a quantitative research approach using a descriptive research design to determine the effects of work immersion on the college program preferences of Grade 12 GAS students. A purposive sampling technique was used, with survey questionnaires distributed to 50 Grade 12 students from Bestlink College of the Philippines. Data were analyzed using statistical tools such as frequency and percentage, weighted mean, Likert scale, and ranking. The study found that most respondents were 18-year-old females with varying family income levels, primarily aiming to pursue a course in Education. However, the majority had not participated in work immersion programs, leading to a lack of hands-on experience in a professional setting. The effectiveness of work immersion was rated as moderately impactful, with a composite weighted mean of 2.38 for skills, 2.45 for attitude, and 2.46 for job orientation. These findings indicate that while work immersion provides benefits, its influence varies among students. The study identified challenges in job roles, practical training, career decision-making, and applying theoretical knowledge to real-world situations. To address these issues, recommendations include career exploration through interviews and internships, skill development workshops, soft skills training, and career counseling. Pamungkas (2019) highlights experiential learning as essential for bridging academic learning and workplace application. The proposed improvement plan focuses on strengthening communication skills, commitment, multitasking, motivation, and aligning skills with job requirements to enhance career readiness.

Keywords: work immersion, senior high school, college program preference, general academic strand, career decision-making

**EFFECTS OF WORKING WHILE STUDYING ON THE ACADEMIC PERFORMANCE
OF THE 3RD YEAR BACHELOR OF ELEMENTARY EDUCATION STUDENTS**

Mary Grace Santonia, Geneva Arguillas, Brenelyn Jhuy Casio, Sittie Aina Indad,
Glysdi Open, Diana May Sebastian, Ryan Christopher Villalon

Abstract

This study investigates how third-year Bachelor of Elementary Education (BEED) students balance working and studying while assessing its effects on academic performance. The research explores challenges students face in managing their time, finances, and responsibilities. Guoying Zhang et al. (2019) emphasized that student age significantly predicts academic performance, regardless of work status. This study aims to analyze students' performance in written tasks, performance tasks, major examinations, career development, and personal obligations, where the respondents' weighted mean score of 3.68 indicated a high level of agreement. The study employed a quantitative descriptive research design using statistical tools such as frequency, percentage, Likert scale, weighted mean, and ranking. A random sampling technique was used to select 30 third-year BEED students from Bestlink College of the Philippines to assess the effects of working while studying on academic performance. Findings indicate that effective time management and financial planning help students manage the challenges of working while studying. The study highlights the importance of student participation in class and the role of teachers in understanding their students' situations. Additionally, school administrators should provide support and motivation through relevant programs and policies that aid working students. These insights serve as a reference for future research on similar topics. To address the challenges identified, the researchers propose an improvement plan focused on time management strategies for working students. The study aligns with motivation theory, which suggests that financial, career, family, and personal needs influence students' drive to balance work and academics. Providing institutional support, flexible schedules, and academic guidance can enhance their overall performance and well-being.

Keywords: time management, academic performance, working students, financial needs, motivation theory, educational support

**EFFICIENCY OF OUT-OF-FIELD TEACHERS TEACHING PHYSICAL EDUCATION
SUBJECTS AMONG DISTRICT V PUBLIC HIGH SCHOOLS**

Ceejay Sabeniano, Rose Ann Bangal, Riena Samudio, Aaron Jake Tieng,
Angelo Umac, Dr. Abraham Muyrong II

Abstract

Changes in the educational landscape often lead to teachers being assigned to subjects outside their expertise. Out-of-field teachers are typically appointed to address faculty shortages, which may impact the quality of education. Physical education teachers play a critical role in imparting theoretical knowledge, practical skills, and firsthand experiences that contribute to students' holistic development. Their ability to foster a physically active lifestyle is essential to students' overall well-being and learning outcomes. This study examines the efficiency of out-of-field teachers in teaching physical education and the challenges they face in delivering quality instruction. This study employed a quantitative research method using a descriptive design. A purposive sampling technique was used to select 30 out-of-field public high school teachers teaching physical education in large schools within District V, Quezon City. Data were collected through survey questionnaires and analyzed to identify key themes and sub-themes. The main themes included the efficiency of out-of-field teachers with sub-themes of adaptability, evaluation, and adjustments, as well as challenges encountered in teaching physical education, including subject mastery, pedagogical development, and skill demonstration. Findings indicate that out-of-field teachers can effectively deliver instruction, receiving positive feedback from both students and administrators. Despite their lack of specialization, they adapt well to the curriculum and demonstrate resilience in teaching physical education. However, subject mastery remains a challenge, affecting their ability to develop pedagogical strategies and execute skill demonstrations effectively. Teachers with expertise in the subject tend to have fewer instructional difficulties and require fewer adjustments in lesson planning and content delivery. Mastery of subject matter, pedagogical development, and skill demonstration are crucial to effective teaching and learning in physical education. Teaching this subject extends beyond theoretical discussions, as it requires active participation and hands-on skill execution. Students benefit most when they engage in practical applications of learned concepts. Addressing the challenges faced by out-of-field teachers through targeted training and professional development can enhance their efficiency in delivering quality physical education instruction.

Keywords: out-of-field teaching, physical education, efficiency

**EFFICIENCY OF SANITATION AND SAFETY AMONG FOOD STALLS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Monica Rabe, Arianne Abejo, Missy Nicole Bermas, Antonette Negros,
Mikee Roaring, Dr. Abraham Muyrong II

Abstract

Ensuring proper sanitation and safety in food stalls is crucial in maintaining the health and well-being of students. The researchers aim to develop appropriate guidelines to enhance food stall efficiency in these areas. According to Presidential Decree No. 856, also known as the Code on Sanitation of the Philippines, food establishments must adhere to strict sanitation criteria. This study highlights the effectiveness of sanitation and safety measures implemented in food stalls, emphasizing the need for proper food handling to prevent contamination and the spread of diseases. Proper sanitation knowledge among stall staff is essential in maintaining hygienic food preparation practices. This study employed a descriptive quantitative research approach. A total of forty-six (46) students from the Bachelor of Technology and Livelihood Education (BTLED) program were selected using purposive sampling. The researchers utilized survey questionnaires as the primary data-gathering instrument. Data were analyzed using a five-point Likert scale, frequency, percentage, and weighted mean. Findings indicate that most students prefer rice meals and typically consume a single meal daily in the cafeteria. The efficiency of food stalls in sanitation and safety was rated highly, particularly in food handling, storage, preparation, hygiene practices, personal protective equipment usage, sanitation enforcement, tool and equipment cleanliness, and pest control. However, waste management received a slightly lower efficiency rating. The study emphasizes the need for proper hygiene training among food handlers to ensure food safety, consumer trust, and overall public health protection. This research highlights the effectiveness of sanitation and safety measures in food stalls at Bestlink College of the Philippines. The researchers proposed guidelines to enhance sanitation and safety practices, including stricter hygiene protocols, scheduled cleaning routines, proper waste disposal, and improved food handling procedures. Ensuring that canteen vendors are well-informed about sanitation standards and committed to maintaining cleanliness is crucial in upholding food safety standards within the school.

Keywords: efficiency, sanitation, safety, food hygiene, pest control, personal protective equipment (ppe)

**ENHANCED STRATEGIES OF LEARNING MODALITIES AMONG
SECOND YEAR AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Symhon Racasa, Bea Fordan, Dana Hermogenes, Nica Logina,
April Pearl Rafols, Marithonie Tayson, Dominador Rilon Jr.

Abstract

This study examines the effectiveness of enhanced learning modality strategies in improving the mathematics learning experience of second-year Bachelor of Secondary Education Major in Mathematics students at Bestlink College of the Philippines. The study aims to develop strategies that enhance students' learning efficiency and engagement in mathematics. The findings will serve as a basis for refining instructional methods to support better learning outcomes. A descriptive research method was employed, with 41 students selected through random sampling. The researchers developed a self-designed questionnaire validated by experts and subjected to a pilot test to ensure reliability. The validated questionnaire was then administered to the main respondents using a Likert scale. Statistical tools, including percentage, rank, and weighted mean, were utilized to analyze the collected data. Findings revealed that 90.24% (37) of respondents preferred face-to-face learning. For online learning, respondents identified access to a wide range of resources as the most effective factor influencing their mathematics learning, with a composite weighted mean of 3.59. In face-to-face learning, teacher-student interaction, increased motivation, and instant feedback were deemed most effective, with a composite weighted mean of 3.68. The study also found that 75.61% (32) of respondents cited time management issues as the main challenge in online learning, while 68.29% (28) identified traffic delays as the primary challenge in face-to-face learning. To enhance learning, the study recommends implementing guidelines that develop students' skills within a constructivist learning framework. Teachers should emphasize effective strategies and instructional techniques to improve mathematics learning outcomes. Strengthening student engagement in both online and face-to-face modalities can further support their academic success.

Keywords: effectiveness, learning modalities, online learning, face-to-face learning, enhanced strategies

**EPEKTO NG PAGGAMIT NG KOLOKYAL NA SALITA SA
AKADEMIKONG PAGGANAP NG MGA MAG-AARAL SA
UNANG ANTAS NG DEPARTAMENTO NG EDUKASYON**

Lovely Faye Dula, Andria Acuin, Althea Julexis Cayabyab, Raymarie Ann De Lara,
Verolo Olimba Jr., Dominador Rilon Jr.

Abstract

Layunin ng pag-aaral na ito na suriin ang epekto ng paggamit ng kolokyal na salita sa akademikong pagganap ng mga mag-aaral. Ayon kay Monde (2022), ang isang salita ay matuturing na kolokyal kapag ito ay pinaikli at madalas ginagamit sa komunikasyon. Bagamat maaaring magaspang o pabulgar ang ilan sa mga ito, maaari rin silang magkaroon ng mas maayos na anyo depende sa gumagamit. Sa pag-aaral na ito, sinusuri ang positibo at negatibong epekto ng paggamit ng kolokyal na wika sa akademikong pagganap ng mga mag-aaral. Gumamit ang mga mananaliksik ng deskriptibong pamamaraan sa disenyo ng pananaliksik. May kabuuang 70 respondente ang lumahok sa pag-aaral, na pinili gamit ang simple random sampling. Sa pangangalap ng datos, ginamit ang talatanungan bilang pangunahing instrumento upang matukoy ang pananaw ng mga mag-aaral ukol sa paggamit ng kolokyal na salita. Batay sa resulta ng pag-aaral, ang madalas na paggamit ng kolokyal na salita ay nagdudulot ng kahinaan sa tamang pagbaybay. Ang “pagkalito sa tamang pagbaybay ng mga salita” ang may pinakamataas na ranggo, na may katumbas na bigat na 3.75 at interpretasyong sumasang-ayon. Sumunod ang “mas napapadali ang pagbaybay ng mga salita” na may bigat na 3.35 at interpretasyong katamtamang sumasang-ayon. Ang mga datos na ito ay nagpapahiwatig na ang paggamit ng kolokyal na salita ay maaaring humantong sa pagkalito ng mag-aaral sa tamang pagbabaybay. Nakatuon ang pag-aaral na ito sa mga mag-aaral sa unang antas ng departamento ng edukasyon. Sa pamamagitan ng pananaliksik, natukoy ng mga mananaliksik ang mabuti at masamang epekto ng paggamit ng kolokyal na salita sa akademikong pagganap ng mga mag-aaral. Lumabas sa pag-aaral na maaaring magdulot ng pagkalito sa tamang pagbabaybay ang madalas na paggamit ng kolokyal, ngunit may ilan ding maalam kung kailan ito dapat gamitin. Dahil dito, bumuo ang mga mananaliksik ng isang gabay upang matulungan ang mga guro, mag-aaral, at magulang na matukoy kung kailan nararapat gamitin ang kolokyal na salita.

Keywords: kolokyal, wika, salita, akademikong pagganap

**EPEKTO NG PAGGAMIT NG WIKANG FILIPINO SA PAGKATUTO SA
ASIGNATURANG MATEMATIKA NG MGA PILING MAG-AARAL
NG IKAPITONG BAITANG SA BAGUMBONG HIGH SCHOOL**

Lanie Dioso, Mary Joyce Buenaobra, Ana Cris Cardíño, Maria Bernadeth Song,
Ma Francel Torrero, Dominic Vizmanos, Dominador Rilon Jr.

Abstract

Ang wika ay simbolo at pagkakakilanlan ng isang bansa. Ito ay isang instrumento sa pakikipagtalastasan, pasulat man o pasalita. Ayon sa Konstitusyon ng Republika ng Pilipinas 1987, Artikulo XIV, Seksyon 6, "Ang wikang pambansa ng Pilipinas ay Filipino. Samantalang nalilintang, ito ay dapat payabungin at pagyamanin pa salig sa umiiral na mga wika ng Pilipinas at sa iba pang mga wika." Dagdag pa rito, sa Artikulo XIV, Seksyon 7, bukod sa Filipino, Ingles ang maaaring gamitin sa komunikasyon at edukasyon. Ang Matematika ay isa sa pinakamahirap na asignatura ayon sa ebalwasyon ng "PISA" o Programme for International Student Assessment, kung saan ang mga lumahok na mag-aaral ay nakakuha ng 353 puntos, higit na mas mababa kaysa sa normal na 489 puntos. Ginamit sa pag-aaral na ito ang eksperimental na metodo ng pananaliksik. Ang instrumentong "Pre-test and Post-test" ay ginamit sa pangangalap ng kinakailangang datos. Apatnapung (40) respondente ang lumahok, kung saan dalawampu (20) ang kabilang sa eksperimental na pangkat at dalawampu (20) rin sa kontroladong pangkat. Ang pagpili ng mga respondente ay isinagawa gamit ang "Cluster Random Sampling." Samantala, ginamit ang "Independent T-test" upang matukoy ang makabuluhang pagkakaiba sa mga datos na pinagkukumpara. Sa panapos na pagsusulit ng kontrolado at eksperimental na pangkat, nakuha ang T-Value na 0.59, na nasa loob ng Critical Value na -2.0244 at 2.0244. Ipinapakita nito na walang makabuluhang pagkakaiba sa marka ng dalawang pangkat. Samantala, sa pauna at panapos na pagsusulit ng eksperimental na pangkat, nakuha ang T-Value na 0.76, na nasa loob ng Critical Value na -1.6860 at 1.6860. Ito ay nagpapahiwatig na walang makabuluhang pagkakaiba sa pauna at panapos na pagsusulit ng eksperimental na pangkat. Ang wika ay may malaking gampanin sa edukasyon. Ang paggamit ng tamang wika sa pagtuturo ay nakakatulong sa mas epektibong pagkatuto ng mga mag-aaral. Ang paggamit ng Wikang Filipino sa talakayan ay maaaring mapadali ang pag-unawa, ngunit may mga asignatura, tulad ng Matematika, na may mga terminong walang eksaktong katumbas sa Filipino. Ito ang isa sa mga dahilan kung bakit nagiging mahirap ang paglalapat ng wikang Filipino sa ilang larangan ng pag-aaral.

Keywords: wikang filipino, asignaturang matematika, wikang panturo

**EPEKTO NG PAGPAPALIT KODA SA AKADEMIKONG PAGGANAP NG MAG-AARAL
SA IKATLONG TAON NG BATSILYER SA SEKONDARYA MEDYOR
SA FILIPINO NG BESTLINK COLLEGE OF THE PHILIPPINES**

Shiel Vera Marie Alfonso, Jennifer Barcenal, Katherine Del Mundo, Janine Rose Gotot,
Anna Marie Pena, Dominador Rilon Jr.

Abstract

Ang pananaliksik na ito ay sinusuri ang epekto ng pagpapalit koda sa akademikong pagganap ng mga mag-aaral sa Ikatlong Taon ng Batsilyer sa Sekondarya Medyor sa Filipino ng Bestlink College of the Philippines taong 2023. Ang pag-aaral na ito ay gumamit ng deskriptibong pamamaraan upang suriin ang iba't ibang baryabol. Sa pagtukoy ng sample size mula sa kabuuang populasyon na 151, ginamit ang Slovin's Formula na may 5% margin of error, kaya't nagresulta ito sa 110 na sample size. Ang pagpili ng kalahok ay isinagawa gamit ang simple random sampling technique upang matiyak ang pantay na pagkakataon ng bawat mag-aaral na mapili. Ang instrumentong ginamit upang alamin ang epekto ng pagpapalit koda sa akademikong pagganap ng mga mag-aaral ay talatanungan. Para sa pagsusuring estadistikal, ginamit ang distribusyon ng bahagdan, katumbas na bigat, at ranggo. Ang may pinakamataas na bilang ng respondente ayon sa edad ay nasa saklaw na "21-23 taong gulang" na may 63%. Babae ang may pinakamaraming kalahok sa pag-aaral na may 88%. Ang "Nagiging hadlang sa pag-unawa" ay may katumbas na bigat na 3.35 at nangunguna bilang pangunahing dahilan ng pagpapalit koda dahil sa kakulangan sa bokabularyo. Sa aspeto ng pagpapahayag, nanguna ang "Malayang nakapagpapahayag ng sariling opinyon at saloobin" na may bigat na 3.51. Samantala, ang pangunahing dahilan ng pagpapalit koda ayon sa retensyon ay "Mas naaalala ang mga tinalakay" at "Mas nagiging aktibo sa pakikiisa sa pagkatuto" na may parehong bigat na 3.38. Ang positibong epekto ng pagpapalit koda ay "Napapadali ang pagkatuto sa mga talakayan" na may bigat na 3.53, samantalang ang negatibong epekto ay "Nagkakaroon ng maling pag-interpretasyon sa talakayan" na may bigat na 3.30. Sa kabuuan, habang patuloy na umuunlad ang edukasyon, lumilitaw ang iba't ibang pamamaraan upang mapabuti ang kasanayan sa pagtuturo ng mga guro at akademikong pagganap ng mga mag-aaral. Ang pagpapalit koda sa loob ng silid-aralan ay may malaking ambag sa larangan ng pagtuturo at pagkatuto, na maaaring makatulong o maging hadlang sa akademikong pagganap depende sa paraan ng paggamit nito.

Keywords: pagpapalit koda, akademikong pagganap ng mag-aaral, epekto.

**EPEKTO NG WATTPAD SA PAGGAMIT NG BOKABULARYO NG MGA
MAG-AARAL SA IKALAWANG TAON MEDYOR SA FILIPINO
SA BESTLINK COLLEGE OF THE PHILIPPINES**

Girlie Sarmiento, Angelyn Bartolome, Leah Ann Calamba,
Daniela Chavez, Dominador Rilon Jr.

Abstract

Ang pag-aaral na ito ay naglalahad ng mga pamamaraan sa pangangalap ng kinakailangang datos. Ayon kay Katherine Cabangbang (2018), ang Wattpad ay isang digital na plataporma kung saan maaaring magbasa at magsulat ng iba't ibang uri ng kuwento. Ito ay malayang naa-access ng sinuman, kabilang ang mga kabataan at matatanda. Ang mga respondente ng pag-aaral na ito ay mga mag-aaral sa Ikalawang Taon, Medyor sa Filipino sa Bestlink College of the Philippines. Ginamit ang Purposive Sampling Technique sa pagpili ng tatlung (30) kalahok. Ang pananaliksik ay nakatuon sa pagsusuri ng epekto ng Wattpad sa kanilang bokabularyo. Ang mga respondente ay inilalarawan ayon sa edad at kasarian. Ang pinakamalaking pangkat ayon sa edad ay "18-21 taong gulang" na may 87% ng kabuuang bilang. Ayon sa kasarian, 90% ay babae. Natuklasan na ang paggamit ng "matalinhagang salita" sa Wattpad ay nagdulot ng kalituhan sa pag-unawa sa bokabularyo. Bukod dito, natukoy rin ang paggamit ng "balbal na salita," na nagresulta sa hindi akmang paggamit ng mga salita sa akademikong konteksto. Ipinapakita sa Talahanayan 1 na karamihan sa mga respondente ay nasa edad "18-21 taong gulang" (87%) at karamihan ay babae. Ang susunod na pangkat ay "22-24 taong gulang" na may 13%, habang walang respondenteng nasa "25 pataas." Ang paggamit ng Wattpad ay may impluwensya sa bokabularyo ng mga mag-aaral, na maaaring positibo o negatibo depende sa konteksto ng paggamit.

Keywords: wattpad, bokabularyo, matalinhagang salita, balbal na salita

**EPEKTO SA PAGGAMIT NG GOOGLE MEET BILANG INSTRUMENTO SA
PAGKATUTO NG IKAAPAT NA TAON MEDYOR SA FILIPINO
SA BESTLINK COLLEGE OF THE PHILIPPINES**

Hizel Lamarca, Reynalyn Genteliso, Jv Angel Mastrili,
Princess Monique Padilla, Dominador Rilon Jr.

Abstract

Nilalayon ng pag-aaral na ito na malaman ang karanasan ng mga mag-aaral sa paggamit ng Google Meet sa panahon ng pandemya hanggang ngayon. Sa paglaganap ng pandemya na tinawag na Covid-19, naglabas ng Memorandum Order No. 04 ang CHED Series of 2020 kung saan ang Google Meet ang naging instrumento sa pagpapatuloy ng pag-aaral sa loob ng dalawang taon. Kaya ang pag-aaral na ito ay layuning malaman kung ito ba ay naging epektibong instrumento sa pagkatuto kahit nasa loob lamang ng tahanan. Ang pag-aaral na isinagawa ng mga mananaliksik ay gumamit ng convenience sampling technique sa pagkuha ng datos na may quota na limampung (50) kalahok na mag-aaral mula sa ikaapat na taon ng Batsilyer ng Pangsekondaryang Edukasyon, medyor sa Filipino, sa Bestlink College of the Philippines, na kung saan sila ang tumugon sa mga inihandang talatanungan ng mga mananaliksik. Para sa naging resulta ng pananaliksik, ang mga datos ay malinaw na ipinapahayag sa pamamagitan ng talahanayan. Ang mga datos ay inayos at sinuri gamit ang mga angkop na instrumentong pang-istatistika, na naging dahilan upang malaman ang naging weighted mean at bahagdan sa bawat hamon na naranasan ng bawat mag-aaral sa paggamit ng Google Meet. Matapat na isinaayos ng mga mananaliksik ang mga datos upang maging batayan sa mga impormasyong natural na lumabas sa isinagawang sarbey hinggil sa paggamit ng Google Meet bilang instrumento sa pagkatuto. Ang mga hamon sa paggamit ng Google Meet sa pagkatuto ng mga mag-aaral ay nagpapakita ng mga bahagdan ng mga respondente. Ang konklusyon naman ay nagmula sa mga kaisipan ng mga mananaliksik batay sa mga nakalap at natuklasang impormasyon na nakatala sa bawat kabanata. Ang paggamit ng Google Meet sa panahon ng pandemya ay naging isang malaking hamon para sa mga guro at mag-aaral, tulad ng mga isyung kaugnay ng internet connection, mga specs ng gadgets, kapaligiran, at pinansyal na aspeto. Subalit, malaki rin ang naging ambag nito sa pagkatuto ng mga mag-aaral sapagkat naituloy nila ang kanilang pag-aaral sa gitna ng kasagsagan ng pandemya. Ang ginawang pananaliksik na may paksang "Epekto sa Paggamit ng Google Meet Bilang Instrumento ng Pagkatuto ng Ikaapat na Taon, Medyor sa Filipino sa Bestlink College of the Philippines" ay malaking tulong para sa mga susunod na mananaliksik. Ito ay magbibigay ng kaalaman upang mapalawak ang pag-aaral tungkol sa paggamit ng Google Meet na nakakaapekto sa pagkatuto ng mga mag-aaral at upang malaman pa ang iba't ibang hamon na kinahaharap ng mga mag-aaral.

Keywords: online platform, teknolohiya, bidyo-kumperensya, google meet, online learning, modern education

**EVALUATION ON THE LEVEL OF EFFECTIVENESS ON THE INTEGRATION
OF REPRODUCTIVE SYSTEM IN SCIENCE 5 BASIS FOR
PROPOSED INSTRUCTIONAL MATERIAL**

Erica Anne Nicole Magluyan, Angeline Campijiyos, Kyla Shane Duenas, Romnick Tadeo,
Wilzeth May Tolentino, Ryan Christopher Villalon

Abstract

The main objective of this study is to evaluate the effectiveness of integrating the reproductive system into the Science 5 curriculum, which will serve as a basis for the development of proposed instructional materials. The study aims to identify the most suitable instructional materials for teaching the reproductive system effectively. This will assist in enhancing the teaching methods of Grade 5 Science teachers, ultimately improving the overall quality of instruction and student learning outcomes. The researchers employed a descriptive design and quantitative methods to assess the level of effectiveness of integrating the reproductive system into the Science 5 curriculum. A stratified random sampling technique was used to select an equal number of male and female Grade 5 students from each section, with a total of 42 respondents. The statistical tools used in the study included frequency and percentage distribution, weighted mean, t-test, and ranking to analyze the data and draw conclusions about the effectiveness of the integration. The study revealed that the integration of the reproductive system into Science 5 was effective for both male and female students in terms of teaching methodology, knowledge, comprehension, and health. There was no significant difference between male and female students in relation to these variables. The researchers identified several barriers faced by both male and female respondents, including the complexity of terminology, lack of visual materials, insufficient prior knowledge, embarrassment or taboos, and fear of asking questions. In response, the science teachers implemented several solutions, such as breaking down complex terms into simpler components, promoting peer teaching to correct misunderstandings, providing pre-reading materials or videos to prepare students, creating a safe and respectful classroom environment for open discussions, and incorporating visual aids like educational posters or 3D models. The researchers identified effective instructional materials that science teachers can use to teach Grade 5 students about the reproductive system. The theoretical framework for the study is the ASSURE model, modified by Jiwak Raj Bajracharya (2020), which is a procedural, cyclical, and classroom-centered instructional design. The results of the study will serve as a guide for teachers in developing appropriate and effective instructional materials for their students. Additionally, the study demonstrates the importance of teaching Grade 5 students about the reproductive system, promoting body care, and preparing them for puberty, as emphasized by Maisie (2019).

Keywords: instructional materials, science teachers, grade 5, reproductive system, assure model, jiwak raj bajracharya, teaching methodology, body care, puberty, educational design, teacher guidance, student preparation, effective teaching, curriculum development

**EXAMINING THE ACADEMIC HABITS AND STRATEGIES OF SELECTED
GRADE 12 HUMANITIES AND SOCIAL SCIENCES HONOR STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Nicole Caitlin Carlos, Jeperson Ardeña, Rj Galindo, Jonel Charles Mati-ong,
Wayne Andy Villamor, Jovani Zulueta, Christopher Azares

Abstract

In the realm of education, understanding academic habits and strategies is crucial for enhancing learning outcomes. This study focuses on Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines who achieved honors. DepEd Order No. 18, s. 2020, required that learners independently complete their learning tasks at home due to the severe limitations imposed by the pandemic. This study examines how these students focus on their study habits and learning outcomes. Their academic success sets them apart from their peers, as they can share knowledge with classmates who have faced academic challenges. For the honor students, academic success is both a goal and a challenge, motivating them to understand the habits and strategies that lead to their studies' achievements. The study explores the academic behaviors and approaches employed by these honor students, who are recognized for their outstanding performance at Bestlink College of the Philippines. This study utilized a descriptive research design and quantitative research method. The target respondents for this study are thirty (30) honor students who can respond to our survey questionnaire. We are using purposive sampling technique, and the participants are selected by the researchers. According to the results, the respondents strongly agree that the academic habits and strategies of honor students can be described in terms of time management, skill techniques, and competitiveness. Additionally, the results indicate that these academic habits and strategies are advantageous for enhancing problem-solving, communication, and creativity skills, which were also strongly agreed upon by the respondents. The discussion summarizes the academic habits and strategies of Grade 12 Humanities and Social Sciences Honor students. The recommendation was provided by the researchers regarding the habits and strategies of honor students.

Keywords: habits and strategies, academic challenges, academic success, learning outcomes

**FACTORS AFFECTING THE ACADEMIC PERFORMANCE OF
1ST YEAR BSED VALUES STUDENT AT BCP: BASIS FOR
PROPOSED DEVELOPMENT PLAN**

Vincent Desolo, Charlyn Beringuel, Maribel Lazado, Suzibher Obligacion,
Myra Ortelano, Dr. Abraham Muyrong II

Abstract

Academic performance plays a significant role in determining students' success in their educational and professional pursuits. The factors affecting student performance must be thoroughly examined and addressed, as they can have lasting impacts on their future. As highlighted by Briones et al. (2022), multiple factors influence academic achievement, including personal, social, environmental, and institutional variables. Therefore, it is important to identify and provide solutions to the challenges students face to enhance their overall performance. This study employed a mixed-methods approach, utilizing both qualitative and quantitative research methods to explore the various factors impacting students' academic performance. The quantitative aspect gathered measurable data, while the qualitative component helped gain a deeper understanding of students' experiences and perceptions. By identifying the factors influencing performance, the study aims to propose practical solutions and strategies that can motivate students to improve their academic outcomes, helping them achieve success in their chosen paths. This study aimed to identify the factors affecting the academic performance of 1st-year BSED Values students at BCP. The researchers employed a variety of methods to observe and analyze data. A purposive sampling technique was used to select 43 active 1st-year BSED Values students as respondents. Twelve students were excluded from the study as they were either inactive or had already dropped out. To collect data, the researchers used a research-made survey questionnaire designed to assess various factors influencing academic performance. The survey was structured to capture students' perspectives on these factors. For data analysis, the researchers applied several statistical methods, including: Likert scale to assess the respondents' level of agreement or disagreement with different statements. Weighted mean to determine the overall responses and their intensity. Ranking to evaluate the relative importance of different factors affecting academic performance. Frequency and percentage to analyze the distribution of responses. T-test to test for significant differences between groups. These methods provided a comprehensive approach to analyzing the factors influencing academic performance and helped the researchers draw meaningful conclusions from the data. The demographic profile of the respondents revealed the following: Age: The majority of respondents were aged 18–19. Gender: Most of the respondents were female. Civil Status: All respondents were single. The study examined the factors affecting academic performance, with the following composite weighted means for each variable, broken down by gender: Family: Male: 2.72, Female: 3.09, Financial: Male: 3.44, Female: 3.27, Friends: Male: 3.44, Female: 3.32 Future Goals: Male: 3.60, Female: 3.29. A T-test was conducted to determine if there were significant differences in the responses of male and female respondents. The null hypothesis (H_0), which stated that there is no significant difference between the responses of the two groups, was accepted. The computed t-value was 0.1657, which was less than the 0.01 significance level with 5 degrees of freedom. This indicates that there is no significant difference between the assessments of male and female respondents regarding the factors affecting academic performance. Regarding barriers affecting academic performance, the study found that the primary challenge was the lack of meeting expectations, with a composite mean of 60.46, indicating that unmet academic expectations were a significant barrier to student success. The researchers found that students' academic performance is influenced by various factors, including the principles of Maslow's hierarchy of needs. According to

Llego (2022), achieving one's full potential requires the fulfillment of certain essential needs. To address this, the study recommends implementing a Personal Values Development Plan in collaboration with department heads, teachers, and administrators. This initiative is expected to significantly benefit students by fostering personal growth and ultimately improving their academic performance.

Keywords: academic performance, maslow's hierarchy of needs, personal values development plan, student growth, collaboration, teachers, administrators, department heads, full potential, student success

**FACTORS AFFECTING THE LEADERSHIP OF THE BSED 2ND YEAR MAJOR IN
VALUES EDUCATION AT BESTLINK COLLEGE OF THE PHILIPPINES**

Rica Jane Viaña, Donna Mae Arcelon, Enrica Aristoteles, Joyce Ann Pollescas,
Raizel Quinones, Dr. Abraham Muyrong II

Abstract

This study contributes to the growing field of leadership development in education by exploring the opportunities and challenges faced by Bachelor of Science in Education (BSED) students majoring in values education. It aims to enhance our understanding of leadership within the context of values education, guided by Cindy Love's (2020) definition of leadership as a process of motivation, guidance, and influence, with an emphasis on the human aspect. The research seeks to uncover how values education shapes leadership development and the specific obstacles and opportunities that these students encounter as they prepare to become future educators and leaders. The study utilized a phenomenological approach and cluster random sampling to gather data from ten second-year Bachelor of Science in Education (BSED) students at Bestlink College of the Philippines. The data analysis incorporated various statistical procedures, including weighted mean, composite weighted mean, ranking, frequency, percentage, and the Likert scale. These methods were employed to assess the students' experiences and perceptions, providing a comprehensive understanding of the opportunities and challenges they face in the context of values education and leadership development. The data revealed that 60% of the participants were female, and 80% of the respondents were within the 21-23 years age group, indicating a diverse age representation. A strong consensus emerged regarding the importance of intrapersonal leadership qualities, as reflected in a composite weighted mean of 3.52. Additionally, the assessment of key leadership attributes highlighted their crucial role in effective leadership, with a composite weighted mean of 3.47. These results underscore the significance of both intrapersonal leadership and fundamental leadership traits in the development of leadership skills among BSED students majoring in values education. The challenges faced by the participants underscored the importance of self-awareness, recognizing personal strengths and weaknesses, understanding the specifics of each situation, and considering all available resources when making leadership decisions. The study concludes with recommendations for improving leadership skills and addressing obstacles to benefit the educational organization. In summary, this research significantly contributes to the understanding of leadership development in education by emphasizing the human aspect of leadership within the context of values education. The study's practical insights and focus on the difficulties encountered by BSED students enhance our understanding of effective leadership in educational settings.

Keywords: leadership development, values education, bsed students, educational leadership, intrapersonal leadership, self-awareness, challenges in leadership, leadership skills, education organization, effective leadership

**FACTORS AFFECTING THE LEARNING OUTCOMES IN BLENDED CLASSROOM
BY SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Tiffany Claire Raymundo, Benhard Orang, John Ahron Baldosano,
Jaymar Baldres, Jerome Galit, Naif Nasser, Christopher Azares

Abstract

This study examined the influential factors in blended learning among a cohort of 150 Grade 12 Humanities and Social Sciences students from Bestlink College of the Philippines. The research aimed to identify the factors influencing learning outcomes within the blended classroom environment. It included a review of relevant literature and an exploration of the Community of Inquiry model. The researcher used a cluster sampling technique to conduct this study. In terms of the assessment of Blended Classroom Factors, the overall weighted mean was 3.41, indicating strong agreement. Similarly, in Classroom Management, the overall weighted mean was 3.41, also indicating strong agreement. Regarding Learning Style Preference, the overall weighted mean was 3.35, again reflecting strong agreement. In terms of Traditional Classroom Factors within the Learning Environment, the overall weighted mean was 3.46, signifying strong agreement. Next, in the assessment of Resources, the overall weighted mean was 3.38, showing strong agreement. In the aspect of Motivation, the overall weighted mean was 3.45, indicating strong agreement. Lastly, in the evaluation of Online Classroom Factors, Student Engagement showed an overall weighted mean of 3.37, with strong agreement. In Pedagogical Design, the overall weighted mean was 3.44, again showing strong agreement. This research has the potential to enrich discussions on blended learning by providing valuable insights to enhance education. It can assist parents, schools, and researchers in making informed decisions and creating more adaptable learning environments.

Keywords: learning outcomes, blended learning

**FACTORS IN NAVIGATING CAREER PATHWAYS IN COLLEGE AS PERCEIVED
BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Charmaine Ann Tugal, Zandrick Fernandez, Vincent Naboya, Cristel Anjela Soria,
Obaid Zaal Al Hameeri, Christopher Azares

Abstract

This study explores the factors that influence the career path decisions of Grade 12 Humanities and Social Science students at Bestlink College of the Philippines. It focuses on understanding how personal interests, educational goals, family influences, and exposure to various career opportunities shape their career choices. The aim is to help students make informed decisions that align with their strengths and aspirations. By identifying these influencing factors, the study seeks to provide insights that can guide students in selecting careers that match their abilities and future ambitions. Using a descriptive-quantitative research approach and a basic random sampling technique, 150 Grade 12 Humanities and Social Science students from Bestlink College of the Philippines provided the data. Researchers were able to learn a great deal about the viewpoints and experiences of students by using a survey questionnaire. Participants in the poll were reached directly, and the phrases strongly agree, agree, strongly disagree, and disagree were used to interpret the findings. The results show that several factors, including limited goals, parental involvement, and personal interests, have a significant impact on students' career choices in college. These findings are supported by an overall mean rating of 3.33, indicating strong agreement among participants. Furthermore, respondents expressed strong agreement regarding the advantages of exploring career pathways in college, as evidenced by an overall mean rating of 3.40. To help students explore their interests, mentorship programs with professionals can be established. Additionally, implementing regular career counseling sessions and participating in skill assessment workshops can further assist students in navigating their career paths. The researchers recommend an action plan aimed at enhancing decision-making skills. This comprehensive approach highlights the importance of addressing key factors such as career satisfaction, alignment of skills, and effective career planning to ensure students' success in college and beyond.

Keywords: factors- navigate- career pathways, navigate, career pathways

**FACTORS THAT INFLUENCING COLLEGE PROGRAM SELECTION BY
THE SELECTED GRADE 12 GENERAL ACADEMIC STRAND
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Janna Soriano, Edgie Gamboa, Reuel Legaspi, Aris Jhon Magtibay,
Akisha Mae Santos, Christopher Azares

Abstract

Career choices are pivotal decisions that shape an individual's professional journey and significantly influence various aspects of life. These decisions are influenced by a combination of factors, including personal interests, skills, values, education, and available opportunities. Selecting a career not only determines one's future income and job responsibilities but also impacts personal development, self-awareness, and overall satisfaction.

Influential Factors in Career Choices

Personal Interests and Skills: Aligning one's career with personal passions and innate abilities often leads to greater job satisfaction and success.

Values and Beliefs: Choosing a profession that resonates with one's core values ensures a sense of purpose and fulfillment.

Educational Background: The level and field of education can open or limit career opportunities, guiding individuals toward specific paths.

Economic and Market Conditions: The demand for certain professions and economic trends can heavily influence career decisions.

Cultural and Social Influences: Family expectations, cultural norms, and societal pressures can play a significant role in career selection.

The Role of Career Counseling

Career counseling serves as a valuable resource in navigating these factors, offering guidance to align personal attributes with professional opportunities. It involves various theories and approaches, such as:

Trait and Factor Theories: These theories focus on matching individual traits with job factors to find the best fit.

Social Cognitive Theories: These theories emphasize the role of self-efficacy and personal goals in career development.

Developmental Theories: These theories propose that career development is a lifelong process, evolving through different stages.

Engaging in career counseling encourages individuals, especially students, to explore their strengths and weaknesses, fostering personal growth and informed decision-making.

Career Management and Adaptability

In today's dynamic job market, career management involves continuous learning and adaptability. Individuals are encouraged to:

Reflect on Career Goals: Regularly assess and realign career objectives to ensure they match personal growth and market realities.

Develop New Skills: Pursue additional training and education to stay relevant and open to new opportunities.

Seek Mentorship and Networking: Engage with professionals and communities to gain insights and support in career progression.

By considering these factors and utilizing available resources, individuals can make informed career choices that lead to personal fulfillment and professional success. This study surveyed 60 Grade 12 General Academic Strand students at Bestlink College of the Philippines to assess factors influencing their career choices, focusing on decision-making, financial considerations, and peer influence. A simple random sampling technique selected participants from two sections, and data were collected using a Likert-scale questionnaire ranging from "Strongly Agree" to "Strongly Disagree." The analysis yielded an overall weighted mean of 2.99, indicating that respondents generally "Agree" that decision-making processes, financial factors, and peer influence impact their career choices. This finding aligns with existing research highlighting the significance of these factors in shaping students' career decisions. Understanding these influences is crucial for educators and policymakers aiming to provide effective career guidance. By addressing these factors, support systems can be developed to assist students in making informed career decisions that align with their aspirations and competencies. Enhancing the educational experience of Grade 12 General Academic Strand students at Bestlink College of the Philippines can be achieved through the implementation of

mentorship programs and participation in skill-development seminars. Mentorship Programs Establishing mentorship initiatives that connect students with alumni mentors or industry professionals can provide invaluable guidance and support as they navigate academic and career decisions. Such programs offer insights into various professions, help students align their academic pursuits with career goals, and foster professional networking opportunities. Skill-Development Seminars Organizing seminars focused on academic success, personal growth, and financial stability is crucial for holistic student development. These seminars can equip students with essential skills such as time management, effective study techniques, personal development strategies, and financial literacy, all of which contribute to their overall success and well-being. By integrating mentorship programs and comprehensive seminars, Bestlink College can further support its students in achieving academic excellence and personal development, preparing them for future challenges and opportunities. Developing a comprehensive action plan is essential for educational institutions aiming to enhance and sustain factors influencing students' selection of college programs. The findings from this study can serve as a foundation for future strategies to improve these processes. Action Plan for Enhancing College Program Selection Early Intervention and College Awareness Implement Early Awareness Programs: Introduce initiatives similar to the Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP), which provide financial aid guarantees and prepare students from an early age for higher education. Engage in Non-Profit College Access Programs: Collaborate with organizations offering academic enrichment, tutoring, and personal counseling to underserved students, aiding them in making informed college program selections. Enhance College Application Support Provide Comprehensive Counseling: Offer guidance to help students craft balanced college lists, develop effective application strategies, and avoid common pitfalls in the application process. Foster Individuality in Applications: Encourage students to focus on their unique strengths and interests, ensuring their applications reflect genuine personal qualities and aspirations. Strengthen Academic and Extracurricular Profiles Promote Strategic Planning: Assist students in early and thoughtful planning of their academic courses and extracurricular activities to align with their desired college programs. Encourage Meaningful Engagement: Support students in pursuing extracurricular activities that reflect their genuine interests and contribute to personal growth, enhancing their overall profiles. Increase Financial Support and Transparency Expand Scholarship Opportunities: Increase the availability of scholarships and financial aid to attract a diverse student body. Provide Cost Transparency: Offer clear information about tuition fees, additional costs, and potential return on investment for each program. Foster a Supportive Campus Environment Establish Mentorship Programs: Pair students with mentors to guide them through academic and career planning. Offer Extracurricular Activities: Provide clubs and organizations that align with various academic interests to enhance student engagement. Implementing this action plan can lead to more informed and satisfactory college program selections, benefiting both students and educational institutions.

Keywords: personal interests, skills, values, education, opportunities, income, work environment, personality, attitude, self-awareness

**GAMIFYING MATH: EVALUATING THE POTENTIAL AND CONSTRAINTS
OF TECHNOLOGY-ASSISTED PROBLEM-SOLVING AMONG
THE GRADE 11-HUMSS STUDENTS OF BESTLINK
COLLEGE OF THE PHILIPPINES**

Ivan Garcia, Allona Cesar, Lorelyn Dagohoy, Sherry Ann De Mayo,
Jusmine Tangalin, Dominador Rilon Jr.

Abstract

This study aimed to evaluate the potential and challenges of using gamification and technology-assisted problem-solving to enhance critical thinking skills in mathematics among Grade 11-HUMSS students at Bestlink College of the Philippines. It explored the demographic profile of the respondents, including their grade level, strand, and section. The study also assessed the effectiveness of gamified technology, identified significant differences in scores, examined the challenges faced by students, and proposed an intervention program based on the findings. The research study adopted a true-experimental design, using interactive quizzes and presentations, such as the ClassPoint App integrated with PowerPoint, alongside standardized tests to improve students' understanding and engagement in mathematical problem-solving. The respondents were divided into two groups: the experimental group and the control group. Data were collected through pretests and posttests, and analyzed using descriptive and inferential statistics to assess the impact of the intervention. The study found that the pre-test results of the experimental and control groups showed minimal differences, indicating no significant variation between the test variables. However, in the post-test, both groups exhibited an increase in their mean scores. This change suggests a significant difference in the scores of both groups following the application of the treatment. The data strongly supports the use of gamified elements, such as badges, points, and rewards, in boosting motivation and engagement, highlighting their potential for enhancing future educational programs. The integration of gamified technology can significantly improve students' critical thinking skills, engagement, and motivation, particularly in problem-solving. However, challenges such as limited internet access and a lack of sufficient devices for all students need to be addressed. The study recommends that school administrators explore further ways to incorporate gamification principles into the math curriculum. Additionally, teachers should involve students in developing interactive and enjoyable math resources to enhance engagement and foster a more dynamic learning environment.

Keywords: gamified technology, critical thinking skills, student engagement, motivation, problem-solving, internet access, device availability, math curriculum, gamification principles, interactive resources, educational technology, student involvement

**GETTING READY FOR COLLEGE: READINESS AND PREPAREDNESS
OF GRADE 12 GENERAL ACADEMIC STRAND**

Princess Navarro, Angel Ann Baban, Janise Anne Camacho, Jovellin Gonzales,
Francine Mae Reyes, Carlito Vergabera, Homer Panoy

Abstract

The Senior High School program was added to the basic education curriculum, incorporating various tracks and strands designed to align with students' skills, interests, and intended college degrees. However, some undecided students choose the General Academic Strand (GAS) due to uncertainty about their future careers. GAS students expect the current curriculum to provide sufficient information and experiences to help them prepare for higher education. This study focuses on analyzing the level of readiness and preparedness of GAS students. It aims to explore and examine the factors influencing Grade 12 General Academic Strand students in choosing their college degree and their readiness to enter higher education. The factors will be measured using a quantitative approach and a descriptive method to assess and describe their relationship to the decision-making process of Grade 12 General Academic Strand students. This quantitative research study utilizes closed-ended questions and Likert scales as instruments for data collection. In the profile of the respondents, the respondents are mostly 17–19 years old, and the majority of the respondents are female (53.3%). All Grade 12 students agreed that they are prepared for higher education, with a composite mean of 3.06. The struggles faced by GAS students are difficulties in developing ideas and a lack of a desired major in a specialized subject, with a composite mean of 2.93. In choosing a course, most respondents agreed that they are fully decided to choose a college course. The 2.94 composite mean which means they are ready on entering college. In summary, students are ready for higher education. The study revealed that preparedness significantly impacts their readiness for college. While respondents can choose courses that align with their interests, many still face challenges in decision-making, which affects their performance and self-perception. Despite their certainty about attending college, they often struggle to decide which university to attend.

Keywords: college readiness, academic preparedness

**GROUP STUDY: IMPROVING MATHEMATICAL SKILLS OF
GRADE 11 GAS STUDENTS IN GENERAL MATHEMATICS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Ronnie Libanan Jr., Jennifer Tuyor, Marychel Gabriel, Maily Bassig,
Jeffrey Sarion, Dominador Rilon Jr.

Abstract

This study explored the effectiveness of group study as a strategy for enhancing mathematical skills in General Mathematics among Grade 11 GAS students at Bestlink College of the Philippines. According to Becton Loveless (2023), study groups serve as a highly effective learning method, promoting active engagement, cooperative learning, and improved problem-solving skills. The study aimed to provide insights into how group study can enhance students' academic performance and mathematical proficiency. To assess its effectiveness, students' mathematical skills were evaluated using pretest and post-test assessments, with group study implemented as an intervention. The study utilized a one-group pre-test post-test pre-experimental research design, which does not involve a control group or the manipulation of an independent variable. A convenience sampling technique was employed to select 43 respondents based on their availability and accessibility. Data collection methods included a pre-test, post-test, and survey questionnaire to evaluate the effectiveness of group study in enhancing mathematical skills. The majority of respondents (86%) were aged 16-17, with males comprising the largest portion (63%). Most participants had an academic performance ranging from 83-88, representing 39% of the sample. Challenges encountered during group study included time management difficulties, distractions, lack of focus, communication barriers, scheduling conflicts, and a lack of confidence in expressing ideas. The pre-test and post-test results showed a significant improvement in scores after the intervention, confirming that group study is an effective strategy for enhancing students' mathematical skills in General Mathematics. The results indicated that time management was the most common challenge faced by respondents. Effective time management is crucial in group study sessions to ensure comprehensive coverage of all relevant topics within the allocated time. Inefficient time management can lead to rushed or incomplete studying, potentially leaving gaps in students' understanding of the subject matter.

Keywords: time management, group study, challenges, effective learning, study sessions, academic performance, mathematical skills, general mathematics, student engagement, problem-solving, cooperative learning, pre-test, post-test, intervention

**IMPACT OF ACADEMIC VALIDATION ON THE MOTIVATION
LEVEL OF SENIOR HIGH SCHOOL STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Jirah Jane Lobitos, Gabriella Mahy Lucas, Kline Ramiso, Danielyn Tolentino,
Mariel Tolentino, Samuel Nicanor, Rexter Louie Diamsen

Abstract

This study examines how academic validation influences the motivation levels of Grade 11 and Grade 12 students at Bestlink College of the Philippines, Bulacan Campus, during the 2023-2024 academic year. Academic validation, encompassing the acknowledgment and recognition of students' achievements, plays a crucial role in shaping motivation and overall academic success. This research employs a quantitative survey design to assess the impact of academic validation on the motivation levels of Grade 11 and Grade 12 students at Bestlink College of the Philippines, Bulacan Campus, during the 2023-2024 academic year. A structured Google Forms questionnaire, featuring Likert-scale items, will be distributed to a selected group of students across various academic strands. The questionnaire aims to capture students' perceptions of academic validation, identify factors influencing their motivation, and explore strategies that could enhance their motivational levels. The findings align with existing research on factors influencing student motivation. Strong support from family, teachers, and mentors, along with personal interest in subjects, have been consistently identified as significant contributors to student motivation. A meta-analysis by Black and Wiliam (1998) highlighted that formative assessment, which often involves feedback from teachers and peers, can enhance motivation by clarifying learning goals and providing actionable feedback. The concept of academic validation as a motivator is also well-supported. Research by Harackiewicz and colleagues (2009) demonstrated that interventions emphasizing the relevance of course material to students' future goals can increase both interest and performance. In their study, students who reflected on how science courses related to their personal aspirations showed significant improvements in motivation and achievement. However, the study notes some uncertainty among respondents regarding academic validation's impact. This could be influenced by individual differences in goal orientation. Social comparison theory suggests that students' motivation can be affected by their perceptions of peers' achievements, leading them to adjust their own goals and efforts accordingly. For example, students might feel motivated to excel if they perceive their peers achieving high academic standards. The study emphasizes the significant role of academic validation in enhancing the motivation levels of senior high school students. It identifies several key factors influencing student motivation: Support Systems: Strong backing from family members, teachers, and mentors significantly bolsters student motivation. This support fosters a nurturing environment conducive to academic engagement. Personal Interest: Students' intrinsic interest in their subjects plays a crucial role in sustaining motivation. When students find personal relevance in their studies, they are more likely to remain engaged and committed. Academic Validation: Recognition of academic achievements serves as a powerful motivator. However, the study notes that some respondents expressed uncertainty about its impact, suggesting the need for a nuanced approach to validation. Opportunities for Growth: Providing avenues for personal and academic development keeps students motivated. When students perceive opportunities for growth, they are more likely to invest effort in their studies. Perceived Importance of Education: Students' belief in the value of education for their future goals influences their motivation levels. A clear understanding of how education aligns with personal aspirations can drive sustained effort and interest. These findings highlight the multifaceted nature of student motivation, emphasizing the interplay between external support, personal interests,

recognition, growth opportunities, and the perceived value of education. Addressing these factors holistically can lead to more effective strategies for enhancing motivation among senior high school students.

Keywords: academic validation, student motivation, support systems, personal interest, recognition, growth opportunities, perceived importance of education, school belonging, self-determination theory, intrinsic motivation, extrinsic motivation

**IMPACT OF COLLABORATIVE LEARNING ON THE ACADEMIC
PERFORMANCE OF FIRST YEAR BSED MATH MAJOR
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Reniel Obeda, Thesa Bautista, Maria Jamaica Cui, Jericho Manabat,
Johann Von Ramiro, Dominador Rilon Jr.

Abstract

This study aims to enhance student learning and academic performance through collaborative learning, where mutual knowledge sharing fosters idea generation and positive academic outcomes. Collaborative learning involves joint intellectual efforts, enabling students to learn more effectively and retain information better than when studying independently. Research has shown that such collaborative activities lead to improved comprehension, critical-thinking skills, and a more positive attitude toward learning. Additionally, peer-led team learning, where students facilitate workshops for their peers, has demonstrated significant improvements in student engagement and academic achievement. By working together and sharing knowledge, students can develop new ideas and strategies, leading to enhanced academic performance. This study employed a quantitative experimental research design, utilizing a census sampling technique to involve all seventy-seven (77) respondents from the target population. A structured survey questionnaire was used as the primary data collection instrument to evaluate the acceptability of various assessment methods, including written work, performance tasks, and group assessments. The data collected were analyzed to determine the effectiveness of these assessment methods in enhancing student learning and academic performance. The study's findings indicate that implementing collaborative learning significantly enhances the academic performance of first-year mathematics majors. Collaborative learning strategies, such as Peer-Led Team Learning (PLTL), have been associated with improved student engagement and success in mathematics courses. Additionally, active learning approaches that promote collaboration have been shown to reduce failure rates and increase student performance in STEM subjects. By incorporating collaborative learning methods, mathematics programs can foster a more effective and supportive learning environment, leading to better academic outcomes for students. This study recommends integrating collaborative learning strategies, such as think-pair-share and peer-teaching, into the educational process to enhance students' academic performance. Regular implementation of diverse collaborative techniques can foster critical thinking, improve understanding, and promote active engagement among students. Educators are encouraged to explore and apply various collaborative methods to continually enrich the learning experience and academic success of their students.

Keywords: collaborative learning, think-pair-share, peer-teaching, academic performance, student engagement, active learning

**IMPACT OF OFF-CAMPUS ACTIVITIES AMONG COLLEGE OF TEACHER
EDUCATION STUDENTS TOWARDS LEARNING DEVELOPMENT**

Mary Grace Trinidad, Mary Rose Bacsa, Vivialin Flores,
Julie Relos, Dr. Abraham Muyrong II

Abstract

This study explores the transformative impact of off-campus activities on the learning development of College of Teacher Education students, in alignment with the Commission on Higher Education (CHED) guidelines and legal frameworks. The integration of extracurricular activities, as mandated by CHED Memorandum Order No. 63 Series of 2017, aims to enrich students' educational experiences by bridging the gap between academic learning and real-world applications. Benefits of Off-Campus Activities: Enhanced Academic Performance: Participation in extracurricular activities has been associated with improved academic outcomes, including higher attendance rates, increased school engagement, and elevated grade point averages. Personal Development: Off-campus activities provide opportunities for students to develop essential life skills such as leadership, teamwork, communication, and self-confidence. theguardian.com Social Integration: Engaging in diverse activities allows students to form meaningful relationships, fostering a sense of community and belonging. Professional Preparedness: Work-integrated learning experiences, such as internships and field placements, equip students with practical skills and enhance their employability upon graduation. files.ascd.org. Recommendations for Implementation: Curriculum Integration: Incorporate structured off-campus activities into the curriculum to ensure all students have access to experiential learning opportunities. Collaboration with Industry Partners: Establish partnerships with educational institutions, community organizations, and industry leaders to offer a diverse range of off-campus activities. Continuous Assessment: Implement mechanisms to evaluate the effectiveness of off-campus activities in contributing to students' academic and personal growth, making necessary adjustments based on feedback. By embracing these recommendations, educational institutions can foster a holistic learning environment that not only adheres to CHED guidelines but also significantly enhances the overall development of future educators. For more insights on CHED's policies regarding off-campus activities, you may refer to the following resource: CHED Memorandum Order No. 63 Series of 2017 This study investigates the impact of off-campus activities on the professional and personal development of third-year students at Bestlink College of the Philippines. Utilizing a mixed-methods approach with a descriptive design, the research involved 220 randomly selected students from seven majors. A 15-item questionnaire, validated through content validation, collected data on demographic profiles, factors influencing learning development, and challenges encountered. Data analysis employed statistical techniques such as frequency counts, weighted means, rankings, and T-tests to provide comprehensive insights. Contextual Background: In January 2025, during an off-campus activity in Hermosa, Bataan, students of Bestlink College experienced severe logistical challenges and safety concerns. Reports indicated that students were stranded for hours without transportation back to Manila, leading to physical exhaustion and distress. The Commission on Higher Education (CHED) noted that Bestlink College did not apply for authorization to conduct the off-campus activity, as required by CHED Memorandum Order No. 63, Series of 2017. The study on the impact of off-campus activities on the learning development of College of Teacher Education students at Bestlink College of the Philippines reveals several noteworthy findings. The majority of respondents were female, aged between 22 and 23, and enrolled as third-year students in the Bachelor of Secondary Education (BSED) Major in English 3201. Positive Impacts of Off-Campus Activities: Academic Skills Enhancement: Both male and female students reported improvements in study habits,

time management, and academic performance as a result of participating in off-campus activities. This aligns with research indicating that experiential learning opportunities, such as service-learning and work-integrated learning, can enhance critical thinking and academic skills. en.wikipedia.org

Professional Development: Engaging in off-campus activities provided students with practical experiences that complemented their academic studies, fostering professional growth and readiness for future teaching roles. Work-integrated learning (WIL) has been shown to offer career, academic, and personal benefits, including increased self-efficacy and stronger professional networks.

Challenges Encountered: Financial Stress: Students faced financial constraints that contributed to stress, impacting their overall learning experiences. Addressing this issue is crucial, as financial stress can adversely affect academic performance and well-being.

Conclusion: The study underscores the complex interplay of personal, environmental, and behavioral factors influencing student development. While off-campus activities offer significant benefits in enhancing academic and professional skills, attention must be given to mitigating financial challenges to maximize their positive impact.

Recommendations for Future Practice:

Financial Support Initiatives: Implement financial assistance programs or subsidies to alleviate the financial burdens associated with off-campus activities.

Structured Reflection: Incorporate structured reflection sessions post-activity to help students process experiences and integrate learning.

Faculty Training: Provide training for faculty to effectively mentor and support students engaged in off-campus activities, ensuring alignment with academic objectives. By implementing these recommendations, educational institutions can enhance the efficacy of off-campus activities, fostering holistic development in future educators. Recognizing demographic diversity is essential in designing educational programs that meet the varied needs of all students. Off-campus activities significantly enhance academic and personal growth by providing opportunities to develop valuable life skills. To foster an inclusive learning environment and promote holistic development, the following guidelines are recommended:

Implement Universal Design for Instruction (UDI): UDI involves proactively designing learning experiences that accommodate the diverse needs of all students, including those with disabilities. This approach benefits everyone by identifying and eliminating unnecessary barriers to teaching and learning while maintaining academic rigor.

Provide Financial Support Initiatives: Address financial constraints by offering assistance programs or subsidies to alleviate the financial burdens associated with off-campus activities. This support helps reduce stress and enhances the overall learning experience.

Ensure Accessibility in Activities: Make off-campus activities accessible to all students, including those with physical disabilities. This includes ensuring that venues are wheelchair accessible and that activities do not require excessive physical effort.

Offer Diverse Learning Opportunities: Provide a variety of delivery methods and learning approaches, such as lectures, discussions, hands-on activities, projects, case studies, and internet-based interactions, to cater to different learning styles and backgrounds.

Promote Inclusive Teaching Practices: Create an inclusive environment where all students are encouraged to participate by learning about students' backgrounds and tailoring approaches accordingly. Establish ground rules for discussing controversial issues and develop deeper racial and socioeconomic awareness.

Communicate Available Support Resources: Add inclusion statements and information about available student resources to syllabi, and discuss them in class. This ensures that all students are aware of and can access the support they need.

Integrate Field Experiences with Academic Goals: Align off-campus activities with academic objectives to ensure that students gain relevant experiences that contribute to their professional development. Field experiences may occur in off-campus settings such as schools, community centers, or homeless shelters. By implementing these guidelines, educational institutions can enhance the overall educational experience for College of Teacher Education students engaged in off-campus activities, contributing to a more engaging and enriching learning environment.

Keywords: off-campus activities, college of teacher education students, academic development, personal growth, demographic diversity, inclusive learning environment, holistic development, educational programs, life skills, volunteer service, alternative breaks

**IMPACT OF TECHNOLOGY - BASED CLASSROOM ON SELECTED GRADE 12
INFORMATION AND COMMUNICATION TECHNOLOGY STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Bj Osio, Jim Copada, Mark Angelu Gumanad, Jelyn Mateo, Joshua Rasgo,
Andrea Nicole Rosales, Christopher Azares

Abstract

Information and Communication Technology (ICT) is revolutionizing education by introducing digital tools and online resources that enhance teaching and learning experiences. However, several challenges accompany this digital transformation: Digital Divide: A significant concern is the disparity in access to technology and the internet, known as the digital divide. For instance, in California, approximately 27% of schoolchildren lack the necessary broadband to attend school remotely, and 16% have no internet connection at all. This gap hinders students' ability to develop essential digital skills and participate fully in educational activities. Non-Educational Distractions: The widespread availability of digital devices can lead to distractions, as students might engage in non-educational activities during learning sessions. Privacy Concerns and Over-Reliance: Integrating technology into education raises privacy issues related to data security. Additionally, an over-reliance on technology may affect the development of fundamental skills that are traditionally nurtured through non-digital means. Digital Literacy: In the digital age, possessing digital literacy skills is crucial for academic and professional success. Educators and students alike must be proficient in navigating and utilizing digital platforms effectively. Equitable Access: Ensuring all students, including those from low-income families and rural communities, have access to technology and the internet is vital. In Australia, for example, the rising costs of digital tools have placed significant pressure on family budgets, with many parents concerned about affording essential educational resources. News.com.au Flexible Learning Environments: Technology has transformed traditional classrooms into flexible learning spaces, promoting critical thinking and problem-solving skills among students. Educator Training and Support: Proper integration of ICT in education requires comprehensive training and ongoing support for educators. Organizations like the International Society for Technology in Education (ISTE) provide professional development courses to help teachers integrate technology effectively into their lessons. Additionally, initiatives like Open AI's free AI training course for teachers aim to demystify artificial intelligence and enhance educators' digital competencies. This study employed a descriptive research design, targeting seventy (70) Grade 12 Information and Communication Technology (ICT) students from Bestlink College of the Philippines. A purposive sampling technique was utilized to select participants based on specific characteristics pertinent to the research objectives. The study evaluated the impact of technology-based classrooms on students, focusing on engagement, academic performance, and the development of 21st-century skills. A five-point Likert scale was used, where higher weighted means indicate stronger agreement with positive statements. The study examined the impact of technology-based classrooms on Grade 12 Information and Communication Technology (ICT) students at Bestlink College of the Philippines, focusing on engagement, academic performance, and the development of 21st-century skills. Findings: Engagement: Students reported a weighted mean of 3.35, indicating a positive perception of increased engagement in technology-based classrooms. Academic Performance: A weighted mean of 3.27 suggests that students perceive a moderate enhancement in their academic performance due to the integration of technology. Development of 21st-Century Skills: With a weighted mean of 3.45, students acknowledged a significant improvement in skills such as critical thinking, problem-solving, and digital literacy. The overall weighted mean across these areas

is 3.47, reflecting a generally positive impact of technology-based classrooms on the students. Barriers Identified: Despite the positive outcomes, students faced certain challenges: Lack of Technological Knowledge: A weighted mean of 2.47 indicates that students generally disagreed with this being a significant barrier. Network Issues: With a weighted mean of 4.01, network connectivity problems were identified as a major obstacle in technology-based learning environments. Power Fluctuations: A weighted mean of 2.46 suggests that power instability was not considered a significant barrier by the students. The overall weighted mean for these barriers is 2.98, indicating a moderate level of concern, primarily due to network issues. Conclusions: The integration of technology in classrooms has notably enhanced student engagement and the development of essential 21st-century skills. However, the anticipated improvement in academic performance was moderate, suggesting that while technology facilitates learning, it may not directly translate to higher academic achievement without additional supportive measures. Network connectivity emerged as the most significant barrier, highlighting the need for reliable infrastructure to fully realize the benefits of technology-based education. Recommendations: Based on the findings, the following recommendations are proposed: Infrastructure Enhancement: Invest in robust and reliable network infrastructure to mitigate connectivity issues, ensuring uninterrupted access to digital learning resources. Professional Development: Provide continuous training for educators to effectively integrate technology into their teaching practices, thereby maximizing its potential to improve academic performance. Student Support Programs: Implement initiatives to assist students in developing technological proficiency, ensuring they can effectively engage with digital tools and resources. Comprehensive Evaluation: Conduct regular assessments to evaluate the effectiveness of technology-based classrooms, allowing for data-driven adjustments to enhance learning outcomes. By addressing these recommendations, educational institutions can optimize the benefits of technology-based classrooms, thereby enriching the learning experience and better preparing students for the demands of the digital age.

Keywords: technology-based classrooms, student engagement, academic performance, 21st-century skills, network issues, technological proficiency, educational infrastructure, professional development, student support programs

IMPACTS OF FALSE INFORMATION SHARING ON THE CREDIBILITY OF SOCIAL MEDIA PLATFORMS

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Ruth Marie Perez, Renalyn Villaflor, Dr. Abraham Muyrong II

Abstract

Social media platforms are interactive digital spaces that enable users to create, share, and exchange content, facilitating social networking and the dissemination of ideas. However, these platforms can also serve as conduits for false information. Misinformation: False or inaccurate information shared without harmful intent. Disinformation: Deliberately deceptive information intended to mislead. Malinformation: Factual information presented out of context to cause harm. The proliferation of false information on social media poses significant challenges, as it can mislead consumers by mimicking credible sources or using deceptive URLs. To combat this issue, it is essential to assess and enhance individuals' understanding of false information, particularly among students. Educational initiatives focusing on media literacy can empower users to critically evaluate content, recognize misleading information, and reduce the spread of falsehoods online. The researchers investigated the challenges faced by Grade 12 Humanities and Social Sciences (HUMSS) students in recognizing false information on social media platforms. They employed a descriptive correlational research design to assess the relationship between the dissemination of false information and the perceived credibility of social media among these students. Utilizing convenience sampling, 50 Grade 12 students who primarily rely on social media for information were surveyed. The findings indicate that 50% of surveyed Grade 12 Humanities and Social Sciences (HUMSS) students struggle to distinguish false information on social media platforms. While these students exhibit competence in discerning information on platforms like Facebook and YouTube, they tend to trust content on Twitter and TikTok without verifying its sources. Additionally, there is a notable trend of students placing greater trust in social media influencers over traditional journalists. The study emphasizes the need to enhance students' abilities to critically assess information encountered on social media platforms. To address this, researchers developed a pamphlet offering guidance on effective information handling, including fact-checking strategies using reliable resources, to help students identify and combat false information online.

Keywords: media literacy, misinformation, social media platforms, fact-checking, critical thinking, news credibility, educational interventions, social media influencers, journalistic trust

**IMPEDIMENTS IN VIEWING AS PART OF MACRO SKILL IN ACHIEVING
ENGLISH PROFICIENCY AMONG FRESHMEN ENGLISH MAJORS
IN BESTLINK COLLEGE OF THE PHILIPPINES**

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Trixxie Gift Torres, Dr. Romeo Fernandez

Abstract

With technological advancements, a new macro skill—viewing—has emerged across various subjects. This skill involves analyzing and interpreting visual media, such as images, videos, and diagrams. It is essential to consider both the benefits and drawbacks of the viewing skill. On the positive side, viewing helps enhance understanding by providing visual context, improving knowledge retention, and encouraging critical thinking when evaluating multimedia content. However, it also has potential downsides, including an over-reliance on visuals that may hinder the development of other cognitive skills, such as reading comprehension and in-depth analysis. By carefully weighing these pros and cons, individuals can effectively integrate the viewing skill into their learning processes, ensuring a well-rounded approach to acquiring knowledge. This study adopted a descriptive-correlational research method with a quantitative design. Simple Random Sampling was employed to select the participants. The researchers developed a questionnaire based on the statement of the problem to identify the challenges associated with viewing as a macro skill in achieving English proficiency. The collected data were then analyzed to assess the relationship between the viewing skill and English proficiency levels of the respondents. The results indicated a strong relationship between the viewing skills of freshmen English majors and their English proficiency. The computed t-value of 16.29 was higher than the critical t-value of 1.984, leading to the rejection of the null hypothesis. As a result, the alternative hypothesis was accepted, confirming a significant and strong relationship between the students' viewing skills and their English proficiency. This suggests that the students' ability to effectively engage with and understand visual content has a substantial impact on their overall proficiency in English. Based on the findings of the study titled "Viewing as Part of Macro Skill in Achieving English Proficiency Among Freshmen English Majors at Bestlink College of the Philippines," it is evident that the majority of Freshmen English Major students actively utilize viewing as an essential part of developing their English proficiency. The indicators—observing, watching, examining, and interpreting—demonstrate how these students engage with viewing to enhance their language skills, thereby playing a crucial role in improving their overall English proficiency.

Keywords: viewing, macro skill, english proficiency, freshmen english majors, bestlink college of the philippines, observation, watching, interpreting, english language skills, descriptive-correlation research

**IMPLUWENSIYA NG PILING SOCIAL MEDIA SA PAGPAPAUNLAD
NG BOKABULARYO SA WIKANG FILIPINO NG UNANG
TAON SA KOLEHIYO MEDYOR SA FILIPINO**

Mary Grace Agacita, Jhonacel Dominaro, Hazel Ann Domingo, Vince Miaral,
Melvin Ng, Jolina Setiar, Dominador Rilon Jr.

Abstract

Sa makabagong panahon, ang social media ay naging isang mahalagang bahagi ng araw-araw na buhay ng mga Pilipino. Ito ay nagsisilbing plataporma para sa mabilisang pagpapalitan ng impormasyon, opinyon, at kultura. Ayon sa isang pag-aaral, ang social media ay may malaking epekto sa paggamit ng wika, kabilang na ang wikang Filipino. Ang patuloy na pag-usbong ng social media ay nagdudulot ng mga pagbabago sa estruktura at bokabularyo ng wikang Filipino. Halimbawa, ang paggamit ng mga bagong salita at ekspresyon ay mabilis na kumakalat at nagiging bahagi ng pang-araw-araw na wika. Gayunpaman, may mga hamon din na dulot nito, tulad ng paggamit ng mga slang at ang posibleng pagkawala ng mga tradisyunal na salita. Samakatuwid, mahalaga ang pagsusuri sa impluwensiya ng social media sa pagpapaunlad ng bokabularyo ng wikang Filipino upang mapanatili ang balanse sa pagitan ng makabago at tradisyunal na gamit ng wika. Ang pananaliksik na ito ay gumamit ng deskriptibong pamamaraan upang masusing mailarawan ang impluwensiya ng social media sa pagpapaunlad ng bokabularyo ng wikang Filipino. Upang matiyak ang representasyon ng mga mag-aaral sa Bestlink College of the Philippines, ang mga mananaliksik ay gumamit ng 'Simple Random Sampling Technique' sa pamamagitan ng Fishbowl Method. Sa pamamaraang ito, ang bawat pangalan ng mag-aaral mula sa unang taon sa kolehiyo na may medyor sa Filipino ay isinulat sa magkakahiwalay na piraso ng papel at inilagay sa isang lalagyan. Ang mga mananaliksik ay nag-draw ng 70 pangalan mula sa lalagyan upang magsilbing mga kalahok sa pag-aaral. Ang mga napiling kalahok ay pinunan ang mga talatanungan na inihanda ng mga mananaliksik upang makuha ang kinakailangang datos para sa pagsusuri. Ang mga sumusunod na talata ay naglalahad ng mga pangunahing resulta ng pananaliksik at ang kanilang mga interpretasyon: Demograpikong Katangian ng mga Respondente: Edad: Ang pinakamataas na porsyento ng mga respondente ay nasa edad na 18-20 taong gulang, na may 84% na bahagi. Kasarian: Ang mga kababaihan ang may pinakamataas na representasyon sa pag-aaral, na bumubuo ng 57% ng kabuuang bilang ng mga respondente. Katayuang Sosyo-ekonomiko: Ang 66% ng mga respondente ay nagmula sa mga pook na may taunang kita na mas mababa sa ₱36,400, na nagpapahiwatig ng kanilang pagiging kabilang sa lower socio-economic status. Paggamit ng Social Media: Sa mga platform ng social media, ang Facebook Messenger ang pinakaginagamit ng mga respondente, na mayroong weighted mean na 3.64 at interpretasyong "lubos na sumasang-ayon." Impluwensiya ng Social Media sa Pagpapaunlad ng Bokabularyo sa Wikang Filipino: Ang sumusunod na mga aspeto ay ipinakita ang epekto ng social media sa iba't ibang dimensyon ng wika: Kaalaman: Mayroong weighted mean na 3.51 at interpretasyong "lubos na sumasang-ayon." Pakikipagtalastasan: Nagtamo ng weighted mean na 3.61 at interpretasyong "lubos na sumasang-ayon." Paglinang: Nakakuha ng weighted mean na 3.14 at interpretasyong "lubos na sumasang-ayon." Pag-uugali: Mayroong weighted mean na 3.30 at interpretasyong "lubos na sumasang-ayon." Pagpapahalaga: Nagtamo ng weighted mean na 3.10 at interpretasyong "lubos na sumasang-ayon." Pananaw: Mayroong weighted mean na 3.39 at interpretasyong "lubos na sumasang-ayon." Ang mga resulta ay nagpapakita ng makabuluhang impluwensiya ng social media sa iba't ibang aspeto ng wika at komunikasyon ng mga mag-aaral sa Filipino sa Bestlink College of the Philippines. Ang mga natuklasan sa pag-aaral na ito ay nagbigay-liwanag sa makabuluhang epekto ng social media sa pagpapayaman ng bokabularyo ng wikang Filipino sa mga mag-aaral ng Bestlink College of

the Philippines. Ang mataas na antas ng paggamit ng Facebook Messenger at ang positibong pananaw ng mga respondente patungkol sa kontribusyon ng social media sa iba't ibang aspeto ng wika ay nagpapakita ng potensyal nito bilang kasangkapan sa edukasyon. Gayunpaman, mahalaga ring isaalang-alang ang mga posibleng negatibong epekto ng labis na paggamit ng social media, tulad ng paggamit ng mga salitang balbal o slang na maaaring makaapekto sa pormal na gamit ng wika. Samakatuwid, inirerekomenda na magsagawa ng mga karagdagang pag-aaral na magbibigay-diin sa balanseng paggamit ng social media at tradisyunal na pamamaraan ng pagkatuto upang mapanatili ang integridad at yaman ng wikang Filipino. Ang mga resulta ng pag-aaral na ito ay magsisilbing batayan para sa mga mananaliksik sa hinaharap na nagnanais mag-explore ng iba pang dimensyon ng ugnayan sa pagitan ng social media at wika, pati na rin sa mga edukador at policy-makers na naglalayong mapabuti ang kalidad ng edukasyon gamit ang makabagong teknolohiya.

Keywords: social media, wikang filipino, bokabularyo, pagpapaunlad, impluwensiya

**IMPROVING THE COMMUNICATION BEHAVIOR OF GRADE 11 HUMANITIES
AND SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES**

April Gonida, Von Joryl Lopez, John Francis Bibon, Kyle Torres,
John Christopher Manalo, Christopher Azares

Abstract

Communication in an educational setting plays a crucial role in developing students' personalities and skills. However, learning also occurs in non-academic environments, shaping personal growth and enhancing abilities. Engaging in communication with others fosters problem awareness, improves comprehension, and enables individuals to make informed decisions that impact their daily lives and communities. Additionally, students must actively participate in the community to develop better behavior. Since interpersonal communication significantly influences personality development, it may also affect students' communication behavior by promoting both personal and community growth. This study aims to determine how interactions with various individuals influence the communication behavior of Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. A quantitative analytic research approach using quota sampling was employed, with data collected from 150 students. Survey questionnaires were utilized as the primary data collection instrument. Findings indicate that respondents agree on issues related to students' communication behavior, particularly in terms of privacy concerns, language barriers, and security. Additionally, respondents strongly agree that communication behavior provides benefits such as improved communication skills, increased inspiration, and enhanced credibility. The results highlight that communication skills are the most highly rated benefit of community participation in students' behavioral improvement. Conversely, safety and security concerns are the most frequently encountered challenges. Based on these findings, the researchers provide recommendations for enhancing students' communication behavior while addressing the identified challenges.

Keywords: improvement, communication behavior

**INFLUENCE OF USING ARTIFICIAL INTELLIGENCE (AI) AS TOOL
TO THE ACADEMIC PERFORMANCE OF SELECTED GRADE 12
HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Junaid Repors, Jeralden Ballescas, Cristof Cruz, Riza Mae Ignacio,
James Laurence Quinon, Reinier Villanueva, Christopher Azares

Abstract

While some Artificial Intelligence (A.I.) tools require internet access to function, they provide significant benefits in terms of efficiency and automation. The purpose of utilizing A.I. tools varies depending on the context, but they generally enhance productivity, accuracy, and streamline various tasks. Vitaliy Yashchenko's theory posits that artificial intelligence can serve as a valuable source of knowledge, understanding, and intelligence, positioning A.I. as a field of study in its own right. The Statement of the Problem explores how respondents perceive the effectiveness of A.I. tools and how they assess the benefits these tools bring to their tasks and processes. This study employed a quantitative-descriptive research design with purposive sampling. A total of 150 Grade 12 Humanities and Social Sciences students from Bestlink College of the Philippines participated in the survey. The survey questionnaire was used as the main instrument to evaluate students' preferences regarding the use of Artificial Intelligence (A.I.) tools in academic performance, focusing on key factors such as accessibility, accuracy, efficiency, and data analysis. The results reveal that the respondents strongly agree on the positive impact of using AI tools on their academic performance, specifically in written work, performance tasks, and exams. They also strongly agree that artificial intelligence is beneficial in improving their performance across these academic activities. Based on the findings, the researchers recommend the following guidelines for using Artificial Intelligence (AI) as a tool to improve academic performance: Understand Ethical Use: Learn how to properly and ethically use AI tools in academic tasks to ensure responsible application. Verify AI Results: Always verify AI-generated results to ensure their accuracy and reliability. Avoid Blind Trust: Do not rely solely on AI-generated outputs apply critical thinking and judgment to assess the results. Embrace Continuous Learning: Use AI tools as an aid to enhance learning and promote the development of new skills. Balance with Human Input: Integrate AI support with personal input and creativity to maintain originality in academic work. Ensure Privacy and Security: Safeguard personal data and ensure that AI tools follow privacy regulations and security protocols.

Keywords: artificial intelligence (ai), academic performance, written work, performance tasks, exams, ethical use, verification, privacy, security, human input, learning

**INSPECTING THE RELATIONSHIP BETWEEN MOTIVATIONS AND ACADEMIC
SUCCESS ON SELECTED GRADE 12 STUDENTS OF GENERAL ACADEMIC
STRAND IN BESTLINK COLLEGE OF THE PHILIPPINES**

Marielle Castro, Jonniel Entretinga, Maria Monica Eser, Honorio Esteban Jr.,
Allysa Mae Guarte, Christopher Azares

Abstract

Motivation plays a pivotal role in determining academic success among students. Understanding how motivation influences academic achievement can provide valuable insights into effective educational strategies. This study aims to examine the relationship between intrinsic and extrinsic motivation and academic success among Grade 12 General Academic Strand (GAS) students at Bestlink College of the Philippines. The research utilizes both intrinsic and extrinsic motivation scales to measure student motivation and academic performance indicators such as grade point average (GPA). A diverse sample of students is selected to ensure a comprehensive representation of the student body. The findings from this study will benefit students, teachers, parents, school administrators, and future researchers by offering a deeper understanding of how different motivational factors contribute to academic success. This study employs a correlational research design and utilizes a simple random sampling technique. The sample consists of 60 Grade 12 General Academic Strand (GAS) students from Bestlink College of the Philippines. To gather data, the researchers administered a survey questionnaire as the primary instrument. The questionnaire was designed to capture both intrinsic and extrinsic motivation levels, as well as academic performance indicators, such as grade point average (GPA). The collected data will be analyzed to examine the relationship between motivation and academic success. The results reveal how students perceive the relationship between motivation and academic success, specifically in terms of concentration, time management, peer pressure, classroom management, academic performance, and personal growth. Furthermore, the study highlights the significant impact of motivation on the academic success of Grade 12 General Academic Strand (GAS) students at Bestlink College of the Philippines. These findings emphasize the crucial role that motivation plays in influencing both academic outcomes and personal development. The preliminary findings indicate a significant positive correlation between both intrinsic and extrinsic motivation and academic success. However, intrinsic motivation appears to have a slightly stronger influence on academic performance than extrinsic motivation. These results highlight the importance of fostering intrinsic motivation within students. Further research is needed to investigate potential causal relationships and the underlying mechanisms linking motivation to academic achievement. The findings suggest that creating an educational environment that enhances intrinsic motivation through curriculum design and teaching strategies could lead to better academic outcomes.

Keywords: motivation, intrinsic motivation, extrinsic motivation, academic success, academic performance, grade 12 general academic strand, bestlink college of the philippines, correlational research, time management, concentration, peer pressure, classroom management

**INVOLVEMENT IN STUDENT ORGANIZATIONS AMONG
SELECTED SENIOR HIGH SCHOOL STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Nhel James Flores, Sean Kevin Bermudo, Jaron Ace Marcial,
Nadine Paaño, Katelyn Tura, Christopher Azares

Abstract

Student organizations are student-led groups within educational institutions, such as schools and universities, designed to pursue shared interests, hobbies, and objectives. These organizations provide students with valuable opportunities to develop essential skills, such as leadership, communication, and teamwork, which contribute to their personal growth and future success. Active participation in student organizations has been linked to increased engagement, enhanced social networks, and a deeper sense of community. However, students often face challenges when balancing their academic responsibilities with extracurricular commitments, such as poor time management, which can hinder their involvement and overall academic performance. This study aims to explore the level of involvement of senior high school students at Bestlink College of the Philippines in student organizations, identify the benefits they gain from participation, and examine the challenges they face in managing both academic and extracurricular activities. This study follows a quantitative research design and uses simple random sampling to collect data from sixty senior high school students at Bestlink College of the Philippines. A structured questionnaire was used as the primary data collection instrument to gather information about the students' involvement in student organizations. The questionnaire aimed to assess the extent of student participation, the benefits they derive, and the challenges they face in managing both academic responsibilities and extracurricular commitments. The findings reveal that a subset of senior high school students at Bestlink College of the Philippines shows a high level of engagement in student organizations, particularly in terms of commitment, seniority, and time management. Participation in these organizations contributes to their personal growth, social interaction, and success in extracurricular activities. The findings on the involvement of selected senior high school students at Bestlink College of the Philippines in student organizations. It emphasizes key aspects such as commitment, seniority, and time management, as well as the positive impacts on personal development, social interaction, and extracurricular accomplishments. Additionally, the discussion includes the conclusions drawn from the results and offers recommendations to students engaged in student organizations, aiming to enhance their involvement and manage their academic and extracurricular commitments more effectively.

Keywords: student organizations, senior high school, bestlink college of the philippines, student involvement, personal development, leadership skills, communication, teamwork, time management, extracurricular activities

**KAHALAGAHAN NG ASIGNATURANG FILIPINO SA
BATSILYER NG SEKONDARYA SA EDUKASYON**

Jan Mark Paul Dino, Mary Rose Balajadia, Hannah Grace Cabanlit,
Jerry Delos Reyes, Justine Jane Centeno, Dominador Rilon Jr.

Abstract

Ang kahalagahan ng Asignaturang Filipino ay hindi lamang nakatuon sa pambansang wika kundi pati na rin sa pagpapaunlad ng ating kultura at pagkakakilanlan. Layunin ng pananaliksik na ito na matukoy ang halaga ng asignaturang Filipino sa mga mag-aaral ng Batsilyer ng Sekondaryang Edukasyon na nasa unang taon sa kolehiyo. Sa pamamagitan ng paggamit ng sariling wika, ang asignaturang Filipino ay maaaring makatulong hindi lamang sa pagpapalakas ng identidad ng isang indibidwal kundi pati na rin sa iba't ibang larangan, tulad ng edukasyon, kultura, at ekonomiya. Binibigyang-diin din ng pananaliksik ang pagiging makabayan ng mga Pilipino at ang patuloy na pagpapayabong ng ating sariling wika. Ginamit sa pag-aaral na ito ang kwantitatibong pananaliksik sa pamamagitan ng pagsagot sa mga inihandang tanong ng mga mananaliksik. Ang mga kalahok ay mga mag-aaral na kumukuha ng kursong Batsilyer ng Sekondaryang Edukasyon sa Bestlink College of the Philippines. Sinuri kung gaano kahalaga ang asignaturang Filipino sa aspeto ng edukasyon, kultura, at ekonomiya. Batay sa mga nakalap na datos, karamihan sa mga respondent ay lubos na sumasang-ayon na may malaking halaga ang asignaturang Filipino sa iba't ibang disiplina. Ang kanilang mga sagot ay nagpapakita ng mataas na pagpapahalaga sa asignaturang ito bilang bahagi ng kanilang edukasyon at personal na pag-unlad. Ang wika ay isang mahalagang salik sa pagkatuto ng isang indibidwal. Ito ay ginagamit hindi lamang sa komunikasyon kundi pati na rin sa pagbubuo ng identidad at pagkilala sa kultura. Ang wikang pambansa ng Pilipinas na Filipino ay itinatakdang Artikulo XIV, Seksyon 6 ng 1987 Saligang Batas ng Pilipinas bilang isang wikang dapat payabungin at pagyamanin. Gayunpaman, sa ilalim ng CHED Memorandum Order No. 20, s. 2013, hindi na kabilang ang asignaturang Filipino at Panitikan sa bagong general education guidelines. Sa pananaliksik na ito, sinuri ang pananaw ng mga mag-aaral ng Bestlink College of the Philippines na kumukuha ng kursong Batsilyer ng Sekondaryang Edukasyon hinggil sa kahalagahan ng asignaturang Filipino sa kanilang pag-aaral.

Keywords: asignaturang filipino, bsed, temporary restraining order, tanggol wika, komisyon sa wikang filipino, ched memorandum order, senate bill 1838, polyeto

**KAHALAGAHAN NG SOCIAL PLATFORM SA PAGTUTURO NG PANITIKANG
FILIPINO SA BESTLINK COLLEGE OF THE PHILIPPINES**

Krealyn Salaysay, Leonor Jardin, Aira Marie Junio, Ronnick Ortil,
Eduardo Jr Siason, Dominador Rillon

Abstract

Layunin ng pananaliksik na ito na matukoy ang kahalagahan ng social platform sa pagtuturo ng panitikang Filipino sa Bestlink College of the Philippines. Ang social platform ay tumutukoy sa mga aplikasyon at digital na plataporma na ginagamit upang makapagbahagi ng impormasyon na maaaring makatulong sa edukasyon. Ang mga social platform ay nagiging tulay upang mapadali ang komunikasyon sa pagitan ng mga guro at mag-aaral, kaya nagiging mas maayos at epektibo ang pagtuturo ng panitikang Filipino. Gumamit ang pag-aaral na ito ng deskriptibong pamamaraan upang siyasatin at mangalap ng impormasyon tungkol sa kahalagahan ng social platform sa pagtuturo ng panitikang Filipino. Sa pamamagitan ng random sampling, napili ang animnapung (60) mag-aaral mula sa ikatlong taon ng Batsilyer sa Sekondarya, Medyor sa Filipino, bilang mga kalahok sa pananaliksik. Ang pangunahing instrumento sa pangangalap ng datos ay isang talatanungan. Sinuri ang nakuhang datos gamit ang porsyento at weighted mean. Batay sa resulta ng pag-aaral, mas maraming babae kaysa lalaki ang lumahok sa pananaliksik, na nasa edad dalawampu hanggang dalawampu't lima at kabilang sa middle class. Napag-alaman din na ang YouTube ang pinakaepektibong social platform sa pagtuturo ng panitikang Filipino, samantalang ang laptop at prodyektor ang karaniwang gamit sa klase. Lumabas sa pagsusuri na ang paggamit ng social platform ay nakakatulong sa pagtaas ng interes ng mga mag-aaral sa panitikang Filipino. Dahil dito, napatunayan na epektibo ang paggamit ng social platform sa pagtuturo ng panitikang Filipino, dahil nagbibigay ito ng mas malinaw at makabuluhang pagkatuto sa mga mag-aaral. Ipinakita sa pananaliksik na ang paggamit ng social platform sa pagtuturo ng panitikang Filipino ay may malaking epekto sa pagkatuto ng mga mag-aaral. Samakatuwid, inirerekomenda ng mga mananaliksik na tiyakin ang tamang paggamit ng social platform upang mapanatili ang kalidad ng edukasyon at mapalawak ang kaalaman ng mga mag-aaral sa panitikang Filipino.

Keywords: filipino, panitikan, social platform

**KNOWLEDGE PREFERENCE ON SEX EDUCATION AS AN ELECTIVE
SUBJECT IN SENIOR HIGH SCHOOL STUDENTS OF
BESTLINK COLLEGE OF THE PHILIPPINES**

Nicole Ann Regalado, Cristina Ducay, Danica Espiritu, Ma. Luisa Bautista,
Cristine Joy Manalastas, Dindo Danganan

Abstract

Sex education covers human sexuality, sexual anatomy, sexual behavior, and safe sex practices. Since knowledge is essential for everyone, many Filipinos believe that teenagers should receive sex education in schools to increase awareness about safe sex, unintended pregnancy, and sexually transmitted diseases (STDs) such as HIV. This study aims to explore students' perspectives on sex education and assess their awareness of its importance in preventing health risks. The respondents for this study were Senior High School students from Bestlink College of the Philippines. The study targeted 331 students aged 18 and above, using simple random sampling to ensure unbiased selection. This method allowed the researchers to gather representative data and draw accurate conclusions about the knowledge preferences of students regarding sex education as an elective subject. The majority of respondents were between the ages of 18 and 20. Most agreed that sex education plays a crucial role in preventing unintended pregnancies and sexually transmitted diseases. The inclusion of sex education in school curricula remains a topic of debate, focusing on its appropriateness, necessity, and impact on students' attitudes and behaviors. Some consider sex a sensitive subject, particularly in an academic setting. However, by broadening perspectives on sexual health education, it becomes evident that early knowledge is vital in promoting awareness and responsible decision-making.

Keywords: sex education, sexual intercourse, abstinence, safe sex, sexual health

**LANDSCAPE OF MAPEH GRADUATES IN BESTLINK COLLEGE OF
THE PHILIPPINES: TRACE FOR ITS EMPLOYABILITY RATE**

Danilo Capili II, Haifah Ali, Andreia Mariz Discaya, Khryss Laurenz June Labordo,
Mike Ariel Tan, Dr. Abraham Muyrong II

Abstract

This study examines the employability rate of MAPEH graduates from Bestlink College of the Philippines, evaluating their success in securing jobs within their field. It explores key factors influencing employability, including curriculum relevance, acquired skills, and industry demands. By analyzing these elements, the research provides valuable insights into the career prospects of MAPEH graduates in the local job market and identifies potential areas for curriculum and training improvements to enhance their employment opportunities. This study explores the employability rate of MAPEH (Music, Arts, Physical Education, and Health) graduates from Bestlink College of the Philippines, providing insights into their employment status and career prospects. It aims to identify the key factors influencing their employability, including curriculum relevance, acquired skills, and industry demands, to better understand the challenges graduates face in securing jobs within their field. The research employs a descriptive quantitative design, utilizing a survey questionnaire to gather data on the factors affecting MAPEH graduates' employment outcomes. The study focuses on 50 MAPEH graduates from the 2018–2019 batch, selected through purposive sampling. Findings from this study may serve as a basis for curriculum enhancement, skill development, and career readiness initiatives, ultimately improving graduates' job prospects in the field. This study revealed that the majority of MAPEH graduates have not pursued or enrolled in master's programs. Their academic performance is often influenced by disciplinary referrals, as intellectual abilities vary among graduates and educators. A favorable learning environment was also identified as a significant factor in choosing MAPEH as a major, as it enhances teaching effectiveness. Regarding career paths, many graduates seek opportunities abroad as teachers, particularly when offered higher salaries and better professional prospects. Additionally, a large number of graduates plan to take the Licensure Examination for Teachers (LET) and the Civil Service Examination to improve their career stability and professional growth. To enhance the employability rate of MAPEH graduates, the researchers recommend several key strategies. Teachers can support graduates by providing a list of schools actively hiring MAPEH educators. Additionally, the school administration should conduct an annual seminar on employment trends, where successful graduates can share their experiences and best practices to improve teaching quality and career preparedness. Moreover, MAPEH graduates should cultivate a positive mindset, remaining resilient and proactive in navigating the job market. These recommendations aim to expand job opportunities, enhance teaching standards, and equip graduates with the knowledge and confidence to succeed in their careers.

Keywords: map eh graduates, employability rate, career opportunities, teaching quality, job market, professional growth, education sector, skill development, career preparedness, seminar recommendations

**LEARNING MANAGEMENT SYSTEM DIFFERENT ISSUES, CONCERN,
AND POSSIBLE INTERVENTION FOR SENIOR HIGH STUDENTS
OF BESTLINK COLLEGE OF THE PHILIPPINES**

Mark Christian Osoya, Noa Lico, John Patrick Duro, John Michael Guetan,
Zyrhel Waine Laurio, Marjorie Ferrer, Homer Panoy

Abstract

In today's educational landscape, Learning Management Systems (LMS) play a vital role in enhancing student learning, particularly for Senior High School (SHS) students. However, despite their benefits, various issues and concerns arise, necessitating thoughtful interventions. This study aims to explore common LMS-related challenges faced by SHS students and identify potential solutions to improve its implementation. Understanding these challenges is crucial for educators and policymakers in making LMS platforms more effective and inclusive. Furthermore, public interaction remains an essential aspect of the learning process. This research seeks to address student concerns regarding LMS usage. The study employed a quantitative research method with 30 Grade 12 Senior High School General Academic Strand (GAS) students from Bestlink College of the Philippines, Bulacan, enrolled for the Academic Year 2023-2024. Findings indicate that most students strongly agree that completing LMS activities improves their grades. The study also confirms that LMS is highly beneficial in providing continuous access to lessons, even when students are not physically attending school. Using the weighted mean method, results show that students recognize LMS as an essential tool that impacts both their academic performance and daily learning activities. It is recommended that educators optimize LMS to further support students aged 17 to 19, who make up the majority of respondents. The data reveals that the most significant benefit of LMS is its ability to enhance students' grades, ranking first with a mean score of 3.31, indicating a strongly agree response. Additionally, the study confirms that LMS provides students with continuous access to learning materials, making it an essential tool for both academic and daily applications.

Keywords: learning management system, online quizzes, asynchronous learning

**LEVEL OF AVAILABILITY OF PERSONNEL IN ASCENDENS ASIA OFFICE AT
BESTLINK COLLEGE OF THE PHILIPPINES AS PERCEIVED BY GRADE 11
HUMANITIES AND SOCIAL SCIENCES STUDENTS**

Jelan Faye Cañares, Ria Steve David, Angelique Estacio, Jonard Adrian Mago,
Erico Tioxon, Christopher Azares

Abstract

In today's academic environment, students often struggle to navigate their learning modalities and student management systems, requiring guidance from Ascendens Asia personnel. These personnel assist in accessing and monitoring the learning and student management systems, ensuring students receive the necessary support. This study aims to assess the level of availability of personnel in the Ascendens Asia Office and how their presence impacts Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. This study used a descriptive research design, which aims to observe, document, and describe a phenomenon without manipulating variables. The respondents consisted of 200 selected Grade 11 Humanities and Social Sciences students from Bestlink College of the Philippines, Millionaires Village Campus, Barangay San Agustin, Novaliches, Quezon City. The quota sampling technique was used to select participants. The study assessed the level of personnel availability in the Ascendens Asia Office based on three factors: Time Management (mean: 3.25), Availability of Personnel (mean: 3.16), and Student Account Assistance (mean: 3.13), with an overall weighted mean of 3.18, described as Agree. In terms of the most beneficial services, respondents ranked the Learning Management System service provider highest at 21.05%, followed by Fixing Learning Management System accounts (20.47%), and General Availability of Personnel (20.18%). Other services included Easy Access to Learning Media Platforms (19.59%) and Providing Guidelines for Multidisciplinary Research (18.71%), which received the least votes. The study found that students generally agree that the availability of personnel, student account assistance, and time management in the Ascendens Asia Office is beneficial. To further improve service efficiency, respondents recommended increasing staff numbers to ensure faster resolution of student account issues.

Keywords: ascendens asia office, availability of personnel, student assistance

**LEVEL OF EFFECTIVENESS OF ARTIFICIAL INTELLIGENCE IN ACADEMIC
PERFORMANCE OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Noli Destor Jr., Desirie Monteza, Vergel Nituda, Mariel Odquin,
Jhon Clifford Pelarion, Christopher Azares

Abstract

Artificial Intelligence (AI) has become increasingly prevalent in various aspects of our lives, including education. In the context of academic performance, AI has the potential to greatly enhance the learning experience and improve educational outcomes. By leveraging advanced algorithms and machine learning techniques, AI can provide personalized learning experiences, adaptive assessments, and intelligent tutoring systems. This level of individualization and customization can help students better understand complex concepts, identify areas of weakness, and receive targeted support. The researchers developed this study to analyze the effectiveness of AI among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. By examining the impact of AI-driven educational tools on student learning, the study aims to provide insights into how AI can be leveraged to improve academic performance in the Philippine educational context. This study employs a descriptive research design to quantitatively assess the effectiveness of Artificial Intelligence (AI) on the academic performance of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. A simple random sampling technique was utilized to select 150 participants, ensuring each student had an equal chance of inclusion. Data collection was conducted using a structured questionnaire, which is a standardized tool designed to gather specific information from respondents. Based on the findings, this study evaluates the effectiveness of Artificial Intelligence (AI) in enhancing the academic performance of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The analysis encompasses both the challenges and benefits associated with AI integration in the educational context. This discussion synthesizes the findings on the effectiveness of Artificial Intelligence (AI) in enhancing the academic performance of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. It highlights the benefits students have derived from AI integration and presents recommendations provided by respondents to optimize AI's impact on their education.

Keywords: artificial intelligence, academic performance, grade 12, humanities and social sciences, bestlink college of the philippines, learning experience, personalized learning, adaptive assessments, intelligent tutoring systems, student satisfaction, sustainability

**LEVEL OF EFFECTIVENESS OF TECHNOLOGY IN IMPROVING READING SKILLS
OF STRUGGLING GRADE FOUR READERS IN CONG. REYNALDO A.
CALALAY MEMORIAL ELEMENTARY SCHOOL**

Arfe Riasen Delizo, Menmhel Ablay, Bea Fe Literal, Racquel Faye Selidio,
Maricar Sison, Ryan Christopher Villalon

Abstract

E-learning is a form of instructional design that has introduced new possibilities in teaching and learning. According to Villiessche (2019), e-learning transforms education by enhancing accessibility, adaptability, and flexibility. Adaptive platforms support diverse learners, democratizing education and promoting lifelong learning. This study employed a quasi-experimental design to explore the impact of Computer-Assisted Instruction (CAI) on student learning at Calalay Elementary School. The research involved two groups: an experimental group that received CAI and a control group that followed traditional instruction. Both groups, each consisting of 30 participants, took a pre-test to establish baseline proficiency. The post-test, conducted only on the experimental group, measured the effectiveness of CAI. The study aims to assess learning improvements and provide evidence-based recommendations for technology integration in elementary education. The research compared the Santiago (experimental) and Mallari (control) groups, analyzing demographics such as age, gender, and section. Pre-test results showed that Mallari had below-average language proficiency, particularly in parts of speech, figures of speech, subject-verb agreement, and affixes. Similarly, Santiago also had below-average proficiency initially but demonstrated significant improvement in the post-test, reaching an average proficiency level. Statistical analysis revealed notable differences between the two groups. Santiago's reading challenges included text comprehension, word recall, phonics, sentence understanding, and focus. Additional factors affecting their performance were limited vocabulary, reading habits, and motivation, highlighting the complex nature of reading difficulties. The findings confirm that Computer-Assisted Instruction (CAI) significantly enhances reading proficiency among struggling learners. While traditional methods provided limited improvement, the experimental group benefited from interactive and adaptive learning. The study suggests that technology integration in elementary education can support struggling readers, but it must be paired with motivational strategies and individualized learning approaches to maximize effectiveness.

Keywords: e-learning, reading proficiency, digital-age learning

**LEVEL OF PHYSICAL ACTIVITY AND SELF-ESTEEM OF STUDENTS WITH
SPECIAL NEEDS AMONG DISTRICT V ELEMENTARY SCHOOLS**

Mia Rose Estrosas, Maery Katte Bartolo, Jomari Caliguiran,
Jessa De Leon, Ayanna Siba, Dr. Abraham Muyrong II

Abstract

The researchers have developed an action plan to enhance the self-esteem of students with special needs by implementing activities designed to improve their physical, emotional, social, and mental skills. This plan is grounded in Maslow's Hierarchy of Needs (1943), which suggests that individuals are motivated to fulfill basic needs before advancing to higher levels of self-actualization. By addressing foundational needs, students are better positioned to engage in and benefit from educational experiences. To promote social inclusion and skill development, the plan incorporates structured programs such as "Best Buddies" and "Circle of Friends." These initiatives facilitate one-on-one friendships between students with and without disabilities, fostering social skills and a sense of belonging. "Best Buddies," for example, operates across various educational levels, pairing students to encourage mutual understanding and support. Similarly, the "Circle of Friends" approach brings together a group of peers to support and include a student with special needs, enhancing their social interactions and community integration. The study employed a descriptive quantitative research design to assess the self-esteem of students with special needs. Using a convenience sampling technique, 30 SPED students from Susano, Kaligayahan, and San Agustin Elementary Schools were selected with the assistance of their teachers. Data were collected using a survey questionnaire and analyzed through percentages and weighted means. The analysis indicates that many SPED students excel in psychomotor skills, thriving through hands-on activities and physical engagement. This preference for kinesthetic learning not only enhances their self-esteem but also fosters a sense of belonging as they actively participate alongside their peers. Observing these students acquire new skills and express joy upon mastering them highlights the profound impact of tailored educational strategies on their confidence and self-worth. Inclusive special education programs are essential in recognizing and nurturing the unique strengths and needs of each student. By focusing on both addressing challenges and fostering individual talents, these programs create supportive learning environments that benefit all learners. **Diverse Teaching Strategies:** Educators should implement a variety of instructional methods tailored to the diverse learning styles of students. This approach ensures effective engagement with the curriculum. One such framework is Universal Design for Learning (UDL), which guides the development of flexible learning environments accommodating individual learning differences. **Quality Learning Environment:** Creating a comfortable and inclusive classroom atmosphere is vital. This includes considering sensory needs and providing necessary accommodations to support all learners. For example, Saints College in Fitzroy North, Victoria, offers a "radically inclusive" environment with tailored curricula and flexible routines, benefiting neuro diverse students. **Parental Involvement:** Parents should actively monitor and support their children's well-being and educational progress. Collaborating with educators to reinforce learning at home enhances student development. Programs that train teaching assistants as emotional literacy support assistants (ELSAs) and mediating learning support assistants (MeLSAs) can further support students' emotional and educational needs. **Focus on Physical Activity and Self-Esteem:** Future research should explore the impact of physical activity on the self-esteem of SPED students. Programs incorporating movement-based instruction have been shown to improve cognitive processes and student engagement. Additionally, early intervention services can support the development of social, emotional, and mental health skills, contributing to overall well-being. By integrating these

strategies, educators and parents can collaborate to create environments that address the challenges faced by SPED students while celebrating and nurturing their unique abilities.

Keywords: inclusive education, special education, sped students, psychomotor skills, kinesthetic learning, self-esteem, universal design for learning (udl), tailored educational strategies, parent involvement, physical activity

**LEVEL OF PREPAREDNESS IN RESEARCH PROJECT SUBJECT IN
GRADE 12 STUDENTS OF HUMANITIES AND SOCIAL SCIENCES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Shelvie Tarrayo, Angel Trisha Mengullo, John Mark Plaza, Joyses Redulfin,
Sandre Salva Tierra, Christopher Azares

Abstract

This study examines the level of preparedness of selected Grade 12 students at Bestlink College of the Philippines in undertaking research subjects. It aims to assess their readiness in terms of resource availability, effectiveness, and participation. Additionally, it explores how preparedness influences students' research knowledge, access to sources, and engagement in group activities. The study seeks to provide practical strategies to enhance students' research readiness. This research adopts a descriptive research design, surveying 150 Grade 12 Humanities and Social Sciences students at Bestlink College. A simple random sampling technique was utilized to select participants, and data were gathered through structured survey questionnaires. The findings reveal varying levels of preparedness among students. While some exhibit strong research skills, others encounter difficulties in sourcing information and participating in group tasks. The study identifies key factors affecting students' readiness and proposes targeted strategies to improve research preparedness. The discussion emphasizes the need for educational interventions and additional resources to address gaps in students' research preparedness. Recommendations include enhancing training programs, fostering supportive learning environments, and encouraging collaboration. The findings provide insights for educators and institutions to refine research-based curricula and support student success in research-intensive courses.

Keywords: preparedness, research subject, students

**LEVEL OF PREPAREDNESS OF SELECTED GRADE 12 HUMANITIES
AND SOCIAL SCIENCE STUDENTS SHIFTING IN THE TERTIARY
EDUCATION AT BESTLINK COLLEGE OF THE PHILIPPINES**

Juvilyn Noleal, Arron Docot, John Patrick Dorado, Tricia Mae Guzman,
Jhayzel Masangkay, Justine Sabillo, Christopher Azares

Abstract

This study examines the preparedness of Grade 12 Humanities and Social Science students at Bestlink College of the Philippines for tertiary education, focusing on the challenges they face, including financial difficulties, personal management, academic responsibilities, and social commitments. The study explores cognitive understanding, a learning theory that encourages students to reflect on their thinking to grasp challenging concepts. It highlights the potential of this theory to enhance engagement and motivation while helping educators implement it effectively. Furthermore, the study investigates financial concerns, course availability, career assessment, the benefits of preparation for tertiary education, essential skills, abilities, and decision-making processes. It also proposes an action plan to provide students with advanced learning opportunities and discusses academic readiness, social adjustment, expectations, and available support systems to facilitate their transition to college and employment. This study includes research design, sampling technique, respondents, research instruments, instrument construction and validation, data collection, and statistical treatment. A quantitative observational approach was deemed appropriate, allowing researchers to collect data based on their observations of respondents' behaviors and characteristics in their natural context. This method enabled objective data gathering, primarily centered on numerical values and statistical analysis. A simple random sampling technique was used in this study. With approval from their research adviser, the researchers distributed survey questionnaires to 150 Grade 12 Humanities and Social Science students at Bestlink College of the Philippines. This study aims to help Grade 12 Humanities and Social Science students take proactive steps to prepare for college, ensuring they are ready and well-equipped for success. It highlights the essential knowledge, skills, and resources students need to navigate the college environment and achieve their academic and career goals.

Keywords: preparedness, shifting, tertiary education

**MOTIVATIONAL FACTORS IN PURSUING SPORTS CAREER DEVELOPMENT
AMONG VARSITY IN SELECTED SCHOOLS IN QUEZON CITY**

Belinda Joy Rejuso, Russel Acibo, Fernando Jr Eustaquio, Bryan Sevilla,
Melvin Sisa, Jhon Wilbert Valdez, Dr. Abraham Muyrong II

Abstract

This study aims to explore the motivational factors influencing the pursuit of a sports career among varsity athletes in selected schools in Quezon City. The chosen schools for this research are Bestlink College of the Philippines (BCP) and Systems Technology Institute (STI). It focuses on factors such as achievement, affiliation, power, employability, prestige, camaraderie, and wage income. A descriptive research method was employed, with a total of thirty-six (36) varsity students from BCP and fourteen (14) varsity students from STI. The respondents were selected using purposive sampling. This study utilized a descriptive research method and employed purposive sampling to select the respondents. A total of thirty-six (36) active student-athletes, both male and female, from two sports basketball and volleyball from Bestlink College of the Philippines (BCP) were chosen. Additionally, fourteen (14) male basketball players from Systems Technology Institute (STI), who are also active student-athletes, were included. The researcher used a face-to-face survey questionnaire to collect data and information from the student-athletes at both BCP and STI. Research into the connection between human behavior and motivation has spanned over a century. According to reputable literature, motivation is the primary driving force, with unconscious and psychological systems influencing observable behaviors. It arises from a combination of intrinsic, extrinsic, and socio-environmental factors, which collectively fuel effort and actions directed towards achieving goals, influencing performance, and shaping long-term decision-making. Intrinsic motivation, in particular, is generated when individuals engage in activities driven by enjoyment, interest, curiosity, self-expression, and personal challenges. Contribution incentives stem from a complex combination of extrinsic and intrinsic factors, rather than a single motivator. Engaging in extracurricular activities during college helps student-athletes make informed career decisions and cultivates a long-term commitment to being lifelong contributors.

Keywords: motivational factors, sports career development, varsity athletes, quezon city

**PAGGAMIT NG BALBAL NA SALITA BILANG WIKANG
PAMPAGKATUTO SA IKALAWANG TAON NG MGA
PILING MAG-AARAL NG MEDYOR SA FILIPINO**

Marianne Marie Doctor, Denmark Benosa, Carysa Constantino, Rochelle Maming,
Nica Mae Mortel, Dominador Rilon Jr.

Abstract

Ang pananaliksik na ito ay naglalayong tuklasin ang "Paggamit ng Balbal na Salita bilang Wikang Pampagkatuto sa Ikalawang Taon ng mga Piling Mag-aaral ng Medyor sa Filipino." Sa patuloy na pag-unlad at pagbabago ng ating wika, naging bahagi na ng proseso ng impormal na pagkatuto ang paggamit ng mga balbal na salita. Ang mga mag-aaral ay nakakakuha ng kaalaman mula sa kanilang karanasan sa loob at labas ng paaralan, at ito ay naipapasa sa pormal na pakikipagtalastasan sa loob ng silid-aralan. Ang disenyo ng pananaliksik na ginamit ay Deskriptibong Pagsusuri, na isang uri ng Kwalitatibong Pananaliksik. Ang mga respondente ay kinuha gamit ang pormula ng Sloven, na nagresulta sa 61 na mga mag-aaral. Ang sampling technique na ginamit ay Random Sampling Technique, kung saan walang bias na naganap sa proseso ng pagkuha ng mga respondente. Ang instrumento na ginamit sa pananaliksik ay isang talatanungan na naglalaman ng mga tanong na itinakda ng mga mananaliksik upang masagutan ng mga respondente. Ayon sa mga nakalap na datos, ang pinakamataas na bilang ng mga respondente ay nasa edad na 18-20 taon, habang ang karamihan sa mga respondente ay babae. Mula sa mga negatibong pagsulat at pagsasalita, ipinakita ng mga respondente na may sapat silang kaalaman tungkol sa mga epekto nito sa kanilang pakikipag-komunikasyon. Sa kabuuan, ang mga respondente ay may tamang kaalaman tungkol sa mga epekto ng paggamit ng balbal na salita sa kanilang pakikipag-ugnayan sa iba. Ang mga rekomendasyon: Siguraduhin na napapanatili ang wastong paggamit ng balbal na salita sa akademikong pag-aaral upang maiwasan ang maling interpretasyon at paggamit nito. Magkaroon ng malawak na kaalaman sa tamang paggamit ng balarilang Filipino upang maiwasan ang maling paggamit ng balbal na salita sa konteksto ng akademikong pag-aaral. Maaaring gamitin ang balbal na salita sa interaktibong klase, lalo na sa pakikipagtalastasan, ngunit may limitasyon at tamang konteksto. Ilangkop ang paggamit ng balbal na salita sa tamang sitwasyon sa loob ng paaralan upang maiwasan ang mga hindi pagkakaintindihan at mapanatili ang pormalidad sa mga akademikong diskurso.

Keywords: balbal na salita, wikang pampagkatuto, akademikong pag-aaral, paggamit ng balbal, filipino, pagsasalita, komunikasyon, balarila, pagsasaliksik, mag-aaral

**PARENTS AND STUDENTS' INVOLVEMENT IN SCHOOL ACTIVITIES
AND EVENTS OF HUMANITIES AND SOCIAL SCIENCES STRAND
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Carmela Nacario, Jessieca Alvero, Prince Charles Bagang, Hans Cureg,
Christopher Lauroza, Justin Ugay, Christopher Azares

Abstract

For students, learning is more than just sitting through lectures in a classroom. Students have a unique opportunity to deepen their understanding and acquire critical life skills through school-related events and activities. The school provides kids with a well-rounded education that enables them to demonstrate their abilities. Engaging in school activities helps students grow as individuals and build solid relationships with their teachers, administrators, and peers. The purpose of this study was to ascertain how involved parents and students were in the Humanities and Social Sciences Strand events and activities at Bestlink College of the Philippines. This study employs a quantitative analysis approach using quota sampling to gather information from 150 Grade 11 Humanities and Social Science students regarding their parents' and students' participation in school events and activities related to the humanities and social sciences at Bestlink College of the Philippines. To get the respondents' answers, the researchers employed a questionnaire as a data gathering instrument. The respondents evaluate their parents' participation in school events and activities based on the findings, taking into account factors like confidence, rapport, and financial constraints. There are also certain advantages that students might gain from school events and activities in terms of interest, talents, and experience. At Bestlink College of the Philippines, the discussion presents a summary of the findings regarding the involvement of parents and students in school activities and events related to the humanities and social sciences, the academic benefits that students receive from these activities and events, and the suggestions made by the respondents.

Keywords: student participation, parental involvement, personal development, academic achievement, community engagement

**PERCEPTION OF THIRD YEAR STUDENTS MAJOR IN ENGLISH AT BESTLINK
COLLEGE OF THE PHILIPPINES IN USING EDUCATIONAL
TIKTOK VIDEOS TO ENHANCE SPEAKING SKILLS**

Patricia Mae Olermo, Kezziah Seth Alig, Elma Rose Andaya, Justine Manzano,
Ruth Anne Narciso, Dr. Romeo Fernandez

Abstract

This study investigates the effectiveness of TikTok as an innovative educational tool for enhancing the speaking skills of third-year English major students at Bestlink College of the Philippines. While existing research has explored the integration of TikTok in language learning, studies specifically focusing on its impact on speaking proficiency among university students are limited. By examining how educational TikTok videos influence vocabulary development, fluency, grammar, pronunciation, and comprehension, this research aims to fill this gap and provide insights into the potential benefits of incorporating TikTok into language education. This study employed a descriptive research design to systematically examine the demographic profiles of third-year English major students at BCP and identify challenges they face in English speaking, including vocabulary, fluency, grammar, pronunciation, and comprehension. Data were collected through survey questionnaires, ensuring informed consent was obtained from all participants and that ethical considerations were strictly followed throughout the research process. Approval from the school administrator was secured prior to data collection, and the study adhered to institutional review board guidelines to uphold ethical standards in research involving human subjects. The study examines the demographic profile of participants, focusing on gender and age distributions, and identifies common challenges in English speaking, including vocabulary, fluency, grammar, pronunciation, and comprehension. Additionally, the research evaluates the effectiveness of instructional TikTok videos as a supplementary tool to enhance speaking abilities among learners. Integrating TikTok as a supplementary instructional tool has been shown to enhance English speaking skills among students. A study involving junior high school students at Mamplasan National High School found that viewing TikTok videos positively impacted learners' English speaking abilities, particularly in content, diction, pronunciation, and grammar. The engaging nature of 1-minute videos facilitated quick learning and knowledge retention.

Keywords: tiktok, educational tool, speaking skills, english major students, bestlink college of the philippines, language learning, social media

**PROPER USAGE OF COMPUTER LABORATORY AS PERCEIVED
BY SELECTED GRADE 12 STUDENTS OF INFORMATION
AND COMMUNICATION TECHNOLOGY STRAND
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Evannie Lascoña, Liddel Acedo, Adrienne James Diolaso, Faith Ashley Macato,
Micaela Joy Reyes, Christopher Azares

Abstract

Computer laboratories are essential in educational institutions such as schools, colleges, and universities, providing support for teaching, learning, and research in computer-related fields. These labs offer hands-on training in software applications, programming languages, and digital tools, enhancing students' technical skills. Additionally, computer labs are widely used in research institutions for experiments, data analysis, and simulations. Beyond academia, they are also found in government agencies, businesses, and public facilities, serving as hubs for technological innovation, workforce training, and digital accessibility. This study utilized a quantitative-descriptive research design to examine the perspectives of Grade 12 Information and Communication Technology (ICT) students at Bestlink College of the Philippines. A simple random sampling technique was employed to select 70 respondents, and data was gathered through a face-to-face survey questionnaire to ensure accuracy and reliability. The data gathered was analyzed using a Likert scale, with response options of Strongly Agree, Agree, Disagree, and Strongly Disagree. The findings revealed that respondents strongly agreed on the proper usage of the computer laboratory, particularly regarding malfunction handling, maintenance, and internet connectivity, as indicated by an overall weighted mean of 3.46. Furthermore, respondents strongly agreed on the benefits of the computer laboratory in terms of multimedia learning, digital literacy, and learning opportunities, with the same overall weighted mean of 3.46. These results suggest a shared viewpoint among respondents, highlighting the significant impact of the computer laboratory on enhancing academic performance and supporting effective learning experiences. The findings of this study highlight that the proper usage of the computer laboratory significantly contributes to improving students' computer skills and overall performance. To further enhance computer literacy, it is recommended that students engage in training sessions or workshops. These programs will help students develop their skills and maximize their use of the computer laboratory. The results of this study can serve as a valuable reference for creating initiatives aimed at strengthening students' understanding and proficiency in computer laboratory usage.

Keywords: computer laboratory, proper usage, ict students, digital literacy, multimedia learning, internet connectivity, maintenance, educational tools, computer skills, training, workshops

**RELATIONSHIP BETWEEN PARENTAL INVOLVEMENT ON THE ACADEMIC
PERFORMANCE OF GRADE 5 IN THE GSIS ELEMENTARY SCHOOL**

Sheen Ella Juaneza, Inah Crizelle Avelino, Christine Divine Guibao,
Aivy Martinez, Justine April Quintans, Ryan Christopher Villalon

Abstract

Parental engagement involves guiding and supporting children's academic progress while recognizing the potential challenges of high expectations. This study aims to raise awareness among parents about how their involvement influences their children's academic performance. According to UNICEF (2021), parental involvement has a significant impact on a child's educational success. This study adopted a correlational research design and employed a quantitative approach. A total of 60 Grade 5 students from GSIS Elementary School were selected as respondents using purposive sampling. To analyze the data, the study utilized statistical tools such as percentage, weighted mean, ranking, frequency, and Pearson r correlation coefficient. The survey findings revealed that most respondents were between 10 and 11 years old, with 56% being female. Additionally, 46% of their families had a monthly income below ₱5,000. Regarding parental involvement, the study found that the "nurture" aspect received a weighted mean of 3.84 (Strongly Agree), "affective" 3.41 (Agree), "boundaries" 3.22 (Agree), and "interaction" 3.12 (Agree), resulting in an overall weighted mean of 3.40 (Agree). For factors affecting academic performance, "attendance" had a weighted mean of 3.42 (Agree), "class participation" 3.84 (Strongly Agree), "assigned tasks/homework" 3.09 (Agree), and "examinations" 3.59 (Strongly Agree), with an overall weighted mean of 3.49 (Agree). The results indicate a significant relationship between parental involvement and academic performance, with an r-value of 0.6999, highlighting the strong influence of parental engagement on students' academic success. The study highlights a significant correlation between parental involvement and academic performance, shaped by factors such as nurture, affective support, boundaries, and interaction, as outlined in Baumrind's Theory. According to Candelanza et al. (2020), parenting styles significantly influence a child's future success in relationships, including those with peers, romantic partners, and their own future children. This study recommends that students consider their parents' guidance, alongside support from teachers, administrators, graduates, local government units, and future researchers, to enhance both academic achievement and effective parenting strategies. Furthermore, an improvement plan was developed to examine the relationship between parental involvement and academic performance, providing actionable insights for fostering student success.

Keywords: parental involvement, academic performance, parenting styles, baumrind's theory, nurture, affective support, boundaries, interaction, student success

**RELATIONSHIP OF VOCABULARY SKILLS TO THE READING
COMPREHENSION OF GRADE 6 STUDENTS**

Fe Belarmino, Maria Theresa Calmante, Jhosea Dequena, Niechaella Mae Gayanilo,
Diana Rose Secillano, Ryan Christopher Villalon

Abstract

This study investigates the relationship between vocabulary skills and reading comprehension among elementary students. Reading comprehension is a complex cognitive process that involves interpreting and understanding written texts, making it essential for academic success. Vocabulary skills, which refer to the ability to recognize and understand words in both spoken and written language, play a significant role in developing reading comprehension. This study aims to explore how vocabulary proficiency influences students' ability to comprehend and analyze texts effectively. This study utilizes a quantitative research method with a descriptive-correlational design to examine the relationship between vocabulary skills and reading comprehension. To analyze the data effectively, the study employs statistical tools such as frequency, percentage, weighted mean, rank, and Pearson R correlation coefficient for accurate interpretation of results. The findings highlight the respondents' levels of reading comprehension and vocabulary skills: Reading Comprehension: Interest in reading for pleasure or gaining information had a weighted mean of 3.33 (Agree). Ability to read words with complex phonics patterns and sight words had a weighted mean of 4.34 (Strongly Agree). Reading slowly and with less fluency had a weighted mean of 2.08 (Moderately Agree). Vocabulary Skills: Listening to improve vocabulary skills had a weighted mean of 3.90 (Strongly Agree). Using English words to enhance vocabulary had a weighted mean of 3.70 (Strongly Agree). Taking notes to improve vocabulary had a weighted mean of 3.90 (Strongly Agree). The results indicate that there is no significant relationship between reading comprehension and vocabulary skills. Additionally, both male and female respondents face difficulties in reading and vocabulary, as observed by their English teacher. The study indicates a negative relationship between vocabulary skills and reading comprehension, suggesting that a higher vocabulary level does not necessarily lead to improved reading comprehension. Students develop vocabulary by fostering word consciousness—an awareness of and interest in words. Additionally, critical thinking, a vital 21st-century skill, is essential for students to adapt to global changes and plays a crucial role in the elementary school curriculum. This finding contrasts with the Interactive Dynamic Literacy Model by Kim Young-Suk Grace (2020), which proposes four core hypotheses: Hierarchical structure of component skills, where skills are interconnected through direct and indirect relationships. Interactive relationships between reading and writing components. Co-morbidity of reading and writing difficulties, meaning struggles in one area often affect the other. Dynamic relationships, where skill development varies based on learner characteristics, developmental stages, and assessment methods.

Keywords: vocabulary skills, reading comprehension, word consciousness, critical thinking, elementary education, interactive dynamic literacy model, language development, literacy skills

**ROLE OF SMARTPHONE TO THE ACADEMIC PERFORMANCE OF SELECTED
BACHELOR OF SECONDARY EDUCATION SCIENCE MAJOR
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Arhona Belen Rafols, Nemuel John Borbon, Vijay Cabrera, Jericho Capillo, Maria Cristina Nogara,
Chrystine Janyne Querubin, Adora Angeline Babia

Abstract

The study aimed to determine the role of smartphones in the academic performance of selected Bachelor of Secondary Education Science Major students at Bestlink College of the Philippines. Smartphones are a type of modern technology that helps the new generation in their daily lives by making tasks easier. They also serve a multi-functional role, allowing users to access various features anytime, anywhere. The researchers encountered a minor issue where students were less engaged in discussions when technology and smartphone use were not incorporated into their academics. This study utilized a quantitative and descriptive research design. The respondents were selected from 1st-year, 2nd-year, and 3rd-year Science Major students in the Bachelor of Secondary Education program. A purposive sampling method was used, with a total of 45 respondents. The primary instrument for data collection was a survey questionnaire. The researchers distributed the questionnaires using a random sampling technique to ensure authentic results. The collected data were analyzed using percentage calculations and weighted mean to determine the correlation of the study through Pearson's correlation method. The results of the study are based on the respondents' findings, which show a significant relationship between smartphone use and academic performance. In terms of communication tools, Messenger ranked the highest, with a weighted mean of 3.82 and a verbal interpretation of "strongly agree." Regarding learning tools, the data indicate that most respondents strongly agree that YouTube is useful for watching tutorials on experiments and documentaries, with a weighted mean of 3.78. As for organizational tools, respondents strongly agree that Google Drive is effective for importing and exporting files, with a weighted mean of 3.69. Overall, the results demonstrate a strong correlation between smartphone use and the academic performance of the respondents, as shown in the correlational matrix. The benefits of this study include promoting comfortable learning, enhancing students' ability to operate technology, and identifying reliable applications that may help improve academic performance. Since 21st-century students are referred to as the "Alpha Generation," they are comfortable with technology and prefer visual and interactive learning. They also value collaborative learning and benefit from personalized learning experiences. Uzoka (2021) stated that system theory is relevant when working with technologies. To supplement traditional courses or integrate technology into distance-delivered courses, educators need to collaborate with design specialists, utilize available electronic resources, seek technical support, and engage individuals who will support the learners.

Keywords: smartphone, academic performance, learning tools, technology in learning, modern education

**SATISFACTION IN THEIR CAREER CHOICE AS PERCEIVED
BY GRADE 12 SENIOR HIGH SCHOOL**

Stella Marie Ted, Jhoryl Fernandez, Iacon Curdney Miralles, Jay-ann Mundacruz,
Earnie Olavere, Christopher Azares

Abstract

A crucial part of pursuing a career is selecting a strand that aligns with one's aspired profession. According to Holland's theory, individuals tend to choose a strand that matches their future career goals, allowing them to work alongside like-minded individuals and thrive in environments suited to their interests and skills. To determine the scope and range of this study, we employed a descriptive research design and used quota sampling as our sampling technique. The Slovin formula was applied to calculate the sample size, resulting in 125 Grade 12 Senior High School students from different strands at Bestlink College of the Philippines. A survey questionnaire served as the primary instrument for data collection. Additionally, statistical tools such as frequency, percentage, ranking, and mean were used to analyze the gathered data. A Likert scale was also utilized to measure respondents' opinions. The study included 125 participants, representing 100% of the sample, who fell within a specific age range and gender. This research examined three key aspects: Changing Goals, Mismatched Interest, and Internal Expectations. The findings revealed that the Internal Expectations category had an overall weighted mean of 33.22, interpreted as "Agree." The Mismatched Interest category produced an overall weighted mean of 3.29, while the Changing Goals category had a weighted mean of 3.26, interpreted as "Strongly Agree." These results provide valuable insights into how participants perceive and experience these factors. Moreover, the findings suggest that selecting a strand aligned with one's career choice is beneficial in terms of familiarity and preparedness. In a nutshell, this study provides valuable insights into various factors, including internal expectations, mismatched interests, shifting goals, and the significance of selecting an appropriate course strand. The majority of respondents (55.2%) were female, and the largest age group (82.4%) fell between 17 and 18 years old. The findings highlight the importance of adapting to change and exploring new opportunities for success. Additionally, choosing a strand aligned with their career choice proves beneficial in terms of familiarity and preparedness.

Keywords: career choice, career fulfilment, future careers

**SCHOOL CLINIC HEALTH SERVICES AS PERCEIVED BY SELECTED
GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Francisco Guia, Pauline Marie Araneta, Jeremy Bayon, Junie Mae Sanchez,
Ricardo Viscayno, Christopher Azares

Abstract

A school clinic is vital for ensuring the well-being of all students, serving as an essential component of their overall health. Establishing a clinic in every educational institution is a commendable and equitable initiative. These clinics are stocked with necessary medical supplies and medications that students may need throughout the school day, promoting health among both students and staff while providing high-quality health services to nurture a generation that values healthy living. The main goal of a school medical clinic is to enhance and promote student health while encouraging self-care, especially for those requiring immediate medical attention. This research aims to investigate the experiences of selected Grade 12 Humanities and Social Sciences students regarding the school clinic services at Bestlink College of the Philippines. This study employed a quantitative-descriptive research method using purposive sampling to examine the experiences of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. A total of 30 respondents were selected to participate in the study. The analysis of survey responses revealed that respondents strongly agree with the effectiveness of school clinic health services in the following areas: Health education – Weighted Mean: 3.29, Teleconsultation – Weighted Mean: 3.32, Medical consultation – Weighted Mean: 3.31. The overall weighted mean for these aspects is 3.31, indicating a strong agreement among respondents on the effectiveness of the school clinic's health services. However, respondents also strongly agree that they encountered challenges in the school clinic health services, particularly in: Availability of equipment - Weighted Mean: 3.27, Medical supplies, Weighted Mean: 3.27, Staff adequacy – Weighted Mean: 3.44. The overall weighted mean for these concerns is 3.33, suggesting that insufficient resources and staffing are key issues affecting the quality of healthcare services provided by the school clinic. To enhance the quality of school clinic health services, the following recommendations are proposed: Sustain Effective Health Services - The school clinic should consistently maintain and improve its health education, medical consultations, and teleconsultation services to ensure continuous healthcare support for students. Improve Resources and Staffing – Addressing challenges related to medical supplies, equipment, and staff adequacy is essential. The school should allocate sufficient resources and enhance staffing to provide more efficient and accessible healthcare services. Implementing these recommendations will contribute to a more effective and well-equipped school clinic, ultimately benefiting the overall well-being of students.

Keywords: school clinic, health services, medical consultation, teleconsultation, health education, medical supplies, equipment, staffing, student healthcare, service improvement

**SOCIAL MEDIA PLATFORMS AS EDUCATIONAL RESOURCES
AMONG THE BACHELOR OF SECONDARY EDUCATION
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Mark Adrian Tabios, Angerica Villamor, Pino Nabocodonosor Jr., Jayco Cabataña,
Liezal Calacsan, Erlinda Magalona, Adora Angeline Babia

Abstract

Just a few years ago, social media platforms held little significance for students and teachers, often being viewed as a source of distraction or misbehavior. However, today, both educators and learners actively engage with social media for academic purposes. Schools are now adopting a new approach by integrating platforms like YouTube, Facebook, and TikTok into the education system. This study aims to explore the use of social media platforms as educational resources among Bachelor of Secondary Education students at Bestlink College of the Philippines. This study utilized the purposive sampling technique, a non-probability sampling method in which researchers select respondents based on their judgment. Using this approach, 30 respondents were chosen. Data collection was conducted through a survey questionnaire, which was verified and approved by school heads and administrators. The collected data were then analyzed using appropriate statistical treatments. The results of this study show that among the 30 respondents, the majority were female, aged 20 to 26 years old. They primarily use Facebook and frequently use YouTube and TikTok as educational resources. The findings also indicate that students can easily discern the accuracy of information they acquire from social media. However, they trust books more than social media platforms for validity. Despite this, students actively seek factual and reliable information from social media. They also agreed that the perceived benefits of using social media for teaching and learning include consistent accessibility, smoother instruction, reduced preparation time, and overall high benefits. The demographic profile of the respondents shows that the majority were female, aged 20 to 26 years old, spending an average of three hours daily on social media. Facebook was the most frequently used platform, followed by TikTok and YouTube. While respondents generally trust the reliability of the information they acquire, they are more cautious about its accuracy and validity. The most perceived benefits of using social media for teaching and learning include consistent accessibility, reduced preparation time, and smoother instruction delivery.

Keywords: social media platforms, educational resources, technology in education, modern education

STUDENT ASSESSMENT ON FOOD SAFETY PRACTICES AMONG STALL OWNERS: A PROPOSED RECOMMENDATIONS FOR IMPROVEMENT

Bea Gordo, Andrea Mhae Benedicto, Maria Fe Sarmiento,
Jeremie Bartolata, Dr. Leilani Cusack

Abstract

The school canteen is a great place to encourage students to appreciate healthy eating. Schools need to be aware of safety procedures that protect learners from health risks. It poses a risk to students' health since school canteens often lack proper sanitation and hygiene facilities. Poor nutritional and hygienic quality of meals, with low-quality raw materials and hygiene violations, are the main problems. Schools are urged to implement "Clean as You Go" (CLAYGO), as learners need to understand how they can contribute to keeping the school canteen clean for all parties involved: students, faculty, non-teaching staff, and food handlers. This research primarily focuses on developing a deeper understanding of food safety practices. We conducted a student assessment pertaining to food safety practices among stall owners. One hundred (100) randomly selected students from Bestlink College of the Philippines in Bulacan participated, and they were chosen using purposive random sampling. This study utilized a quantitative research design through a survey-type questionnaire to evaluate students who bought their meals at the school canteen. The results indicated a multidisciplinary approach to maintaining hygienic conditions throughout the school canteen. The study discussed the basic hygiene and preparation standards of the food served. It emphasizes how much the school canteen's food safety procedures need to be improved overall, with a focus on fundamental hygiene, correct food handling, and cleanliness standards. This research highlights the need for innovative and consistent regulations regarding food hygiene to protect consumers dining at school canteens. Our findings highlight significant food safety practices in school canteens in terms of nutritional value, food consistency, food safety, food handling, and food storage. Most of the respondents demonstrated a clear understanding of food safety. The study discussed how we should maintain food hygiene, be mindful of what food we should or should not eat, and understand basic food handling and storage. The study suggests reconducting a seminar for stall owners, providing insights on how to maintain safety in the food we consume, and utilizing an inspection checklist to bridge the gap between knowledge and practice in food safety, ultimately reducing the incidence of foodborne illnesses. It also suggests room for improvement in training and monitoring to enhance food safety practices.

Keywords: hygienic quality of meals, food safety practices, food consistency, nutritional value, food storage, claygo

**STUDY HABITS OF STUDENT-ATHLETES IN RELATION TO ACADEMIC
PERFORMANCE AT BESTLINK COLLEGE OF THE PHILIPPINES**

Kristia Estolonio, Monina Martinez, King Christian Parde, Jenessa Quinonez,
Herobert Ula, Dr. Abraham Muyrong II

Abstract

The goal of this study is to explore the study habits of student-athletes at Bestlink College of the Philippines and how these habits relate to their academic performance. Balancing the demands of athletics and academics presents unique challenges for student-athletes. While effective study habits are essential for academic success, factors such as time limitations, fatigue, and lack of support can impede their development. This study seeks to understand how student-athletes juggle their academic and athletic responsibilities and stresses the importance of providing resources and support to enhance their study habits. This study utilized a quantitative research approach with a descriptive-correlational design to examine the relationship between study habits and the demographic profiles of student-athletes. The respondents were aged 16-20, primarily male, and had a monthly family income of ₱10,000 or less. The composite mean scores indicated a strong agreement on study habits related to time management, support, study environment, and motivation. However, the statistical analysis revealed no significant relationship between study habits and the demographic characteristics of the participants. The demographic analysis revealed that most respondents were aged 16-20, male, and came from families with a monthly income of ₱10,000 or below. The student-athletes showed strong study habits, particularly in areas such as time management, support, study environment, and motivation. However, no significant correlation was found between study habits and demographic factors. The primary challenges included managing academic responsibilities alongside athletic training, fatigue affecting concentration, and navigating the transition after their athletic careers. The findings highlight that male student-athletes aged 16-20 face significant challenges in balancing their academic and athletic commitments. Recommendations: School Administrators: Provide access to nutritionists and strength coaches to help students maintain their physical health and performance. Student-Athletes: Create a structured study schedule to manage academic responsibilities alongside sports. Coaches, Teachers, and Parents: Foster open communication to support the academic and emotional needs of student-athletes. School Administrators: Offer financial support and scholarships to reduce the economic burdens on student-athletes. Coaches, Teachers, and Parents: Be attentive to the mental and emotional challenges faced by student-athletes. This study provides important insights into the challenges of student-athletes and offers actionable recommendations to improve their ability to balance academics and athletics.

Keywords: student-athletes, academic performance, time management, study habits, challenges, balancing athletics and academics, mental health, recommendations, school administrators, coaches, financial support, emotional stress

**TEACHERS' BURNOUT: ASSESSMENT ON OCCUPATIONAL STRESS IN
RELATIONSHIP WITH THE TEACHERS' JOB PERFORMANCE OF
GRADE 3 TEACHERS IN URDUJA ELEMENTARY SCHOOL**

John Rick Tano, Johpeter Abrinica, Tina Lumandas, Sophia Loraine Manalo,
Kristel Marie Olitan, Ryan Christopher Villalon

Abstract

Teachers shape the most valuable asset of the nation; stress among them is a complicated and multifaceted phenomenon. This study attempts to explore the complex dynamics that surround burnout among educators, with a particular emphasis on how it is measured in relation to occupational stress and how it affects job performance, given the critical role that teachers play in laying the educational groundwork for younger students. This study used a correlational design. It utilized the teachers as participants for the survey questionnaire to gather the needed data essential for the study's stated definition. A total of fourteen respondents were Grade 3 teachers from Urduja Elementary School. The researchers used purposive sampling techniques by distributing questionnaires to the teachers. The researchers utilized statistical tools, including frequency and percentage, composite weighted mean, Likert scale, and Pearson's r for data analysis. As indicated by the results, Grade 3 teachers have a heavy workload, and there is no discernible correlation between occupational stress and the variables mentioned above and how well they perform on the job. Stress is generally thought to have a negative impact on professional effectiveness, but teachers who reported higher levels of stress did not show a corresponding decline in job performance. The study emphasized that school administrators must carefully allocate workloads in order to reduce teacher stress and burnout. Implementing correct workload assignments is crucial for maintaining a healthy and productive teaching environment. It becomes clear that a holistic approach to workload management is necessary to ensure that teachers are not burdened with responsibilities that threaten their health. Despite the challenges, teachers are recognized for their commitment to providing quality education.

Keywords: teacher burnout, occupational stress, job performance, education, workload

**TEACHING METHODS OF ENGLISH TEACHER AT BESTLINK
COLLEGE OF THE PHILIPPINES IN RELATION WITH THE
LEARNING STYLES OF GENERATION Z STUDENTS**

Angel Mae Montes, Chabilita Modesto, Ailyn Cameon, Reica Cabanilla,
Diana Rose Espenilla, Josephine Ojastro

Abstract

This research aims to explore the correlation between teaching methodologies and the learning preferences of Generation Z (Gen Z) English majors at Bestlink College of the Philippines. Understanding these preferences is essential for developing effective teaching strategies that resonate with Gen Z students, enhancing their English language proficiency. Gen Z students, typically born between 1997 and 2012, are digital natives who have grown up with technology as an integral part of their lives. This immersion has significantly shaped their learning styles and preferences. Technological Integration: Gen Z learners are accustomed to accessing information digitally and expect technology to be integrated into their education. Utilizing digital tools, online resources, and multimedia content aligns with their daily interactions and enhances engagement. Research indicates that Gen Z students prefer technology-oriented teaching methods to meet their personal and academic needs. Active Participation and Collaboration: Unlike passive learning styles, Gen Z students crave active participation and collaboration. They learn best by doing, discussing, and working together. Incorporating group activities, discussions, and collaborative projects fosters a dynamic learning environment that caters to their preferences. This study employed a quantitative research design, involving 50 English major students and 6 selected English teachers from Bestlink College of the Philippines. A thorough examination of various teaching methodologies was conducted, including project-based learning, flipped classrooms, and online learning. To gain direct insights into student perceptions, a face-to-face survey was administered, adding a personalized dimension to the data collection process. Findings from the poll offer important information for creating more successful teaching methods that are tailored to the interests of teachers and students. The research acknowledges the significance of modifying instructional strategies to align with the unique learning preferences of Generation Z in light of the changing educational environment. Recognizing the changing nature of the educational landscape and the necessity of effectively engaging and instructing Gen Z students, the findings encourage English teachers to investigate these novel techniques. The study explores the role that instructional tactics play in influencing Gen Z students' educational experiences. The study emphasizes how crucial it is to modify teaching methods in light of the changing educational environment and the unique learning preferences of Generation Z. The findings help educators design instructional approaches that promote a positive and fruitful teacher-student dynamic as they negotiate the complexity of modern education. The study hopes to give educators useful information for developing and implementing more successful teaching methods that will improve academic results, student engagement, and the development of a learning environment sensitive to the complex demands of Gen Z students.

Keywords: augmented reality (ar), explicit teaching methods, direct instruction, project-based learning, flipped classrooms, online learning, generation z (gen z), educational technology, learning preferences, student engagement

**TESDA TRAINING IN DEVELOPMENT OF SPECIALIZED SKILLS
AMONG BTLED STUDENTS: BASIS FOR ACTION PLAN**

Michelle Ann De La Cruz, Hazel Colminar, Nathaniel Perra, Judy Ann Santos,
Janna Althea Tagle, Dr. Abraham Muyrong II

Abstract

This study aimed to assess how TESDA training influences the development of specialized skills among BTLED students. The research focuses on the participants' demographic characteristics, the effectiveness of TESDA training, and the extent of skill enhancement in specific areas such as food and beverage, housekeeping, and bread and pastry. The study involved 30 students selected through purposive sampling and utilized a descriptive methodology to analyze the data. The researcher independently developed a set of questions and conducted a pilot test to ensure their validity. Questionnaires were administered to the participants using a four-point Likert scale. The researchers analyzed the collected data through percentage calculations, ranking, and weighted means. The demographic analysis reveals that most participants are females aged 21 to 25, primarily in their fourth year of study, who hold National Certificates in food and beverage, housekeeping, and bread and pastry, with equal representation across these fields. Regarding the effectiveness of TESDA training, respondents strongly agree that it is vital for improving their skills, performance, and work attitudes. The findings highlight the positive impact of TESDA training on students' ability to identify opportunities, enhance their competencies, and fulfill their responsibilities effectively. Furthermore, the study explores the development of specialized skills, indicating that TESDA training is particularly effective. Respondents acknowledge the program's significant role in helping them acquire essential skills in food and beverage, housekeeping, and bread and pastry. Overall, TESDA training has improved students' skills, attitudes, and performance in these areas, thereby boosting their employability and providing better access to job opportunities and promotions. This study highlights the significance of TESDA training for BTLED students, as it enhances their knowledge, skills, and employment opportunities. The researchers have suggested an action plan to provide additional support for BTLED students participating in TESDA training, which will contribute to the ongoing development of their specialized skills. This research offers important insights into the effectiveness of TESDA training and establishes a foundation for future investigations into skill development in technical education.

Keywords: tesda training, student demographics, academic motivation, skill development, employability, gender representation, career opportunities, curriculum enhancement, societal perceptions, intrinsic motivation, extrinsic motivation

**THE EFFECTIVENESS OF LABORATORY FACILITIES IN DEVELOPING ARTS
AND CRAFT SKILLS OF THE 2ND YEAR BTLED STUDENT OF
BESTLINK COLLEGE OF THE PHILIPPINES S.Y.2023**

Jaira Rosales, Maristela Berso, Angelica Espnillo, Maria Ann Joy Golveo,
Jerome Jalayahay, Kim Charlemagne Romero, Dr. Abraham Muyrong II

Abstract

According to Sitellogicblog, students focus better when they're comfortable and are more likely to attend classes. The study assesses the skills of the respondents in arts and crafts, specifically in letter cutting, embroidering, printing, and creating instructional materials. It also examines the extent of the effectiveness of laboratory facilities as perceived by the respondents in practical application, collaboration, and utilization. The researchers used a descriptive design and quantitative method to analyze data on the effectiveness of laboratory facilities in developing arts and crafts among 50 BTLED students at Bestlink College of the Philippines, using purposive sampling to ensure similar demographics. The research explores the role of laboratory facilities in skill development, identifying gaps in existing literature. It uses surveys to understand 2nd-year BTLED students' perceptions of available resources and proposes guidelines for improving laboratory facilities for arts and crafts skills. This study highlights that the respondents generally have positive perceptions of various aspects related to letter cutting, embroidery, printing laboratories, and instructional materials, as well as the extent of the effectiveness of laboratory facilities as perceived by the respondents in practical application, collaboration, and utilization. The research underscores the importance of investing in state-of-the-art laboratory facilities to create an environment conducive to holistic skill development. As the BTLED program seeks to prepare students for both academic and vocational pursuits, understanding the nuances of how laboratory resources contribute to their artistic competencies becomes integral to optimizing educational outcomes. These findings emphasize the significance of creating and maintaining conducive learning environments to support students in their pursuit of excellence in arts and crafts. Facilities and resources are seen as valuable for enhancing creativity, skill development, and overall growth in arts and crafts.

Keywords: laboratory facilities, arts and crafts, skills, btled students

**THE EFFECTIVENESS OF TEACHING STRATEGIES BY SELECTED
HUMANITIES AND SOCIAL SCIENCES TEACHERS
OF BESTLINK COLLEGE OF THE PHILIPPINES**

Lalaine Anne Buenaventura, Charolene Alibay, Clarck Dave Ferrer, Carlo James Lapitan,
Erwin Masamayor, John Philip Orogo, Christopher Azares

Abstract

Effective teaching strategies are essential in enhancing student learning and academic performance, particularly in specialized strands such as Humanities and Social Sciences (HUMSS). At Bestlink College of the Philippines, educators continually seek methods that resonate with students' diverse learning preferences and contribute to their overall success. This study aims to evaluate the effectiveness of various teaching strategies employed by selected HUMSS teachers at Bestlink College of the Philippines. By examining these strategies, the research seeks to identify their impact on student engagement, comprehension, and academic achievement. Understanding the correlation between teaching methods and student outcomes is crucial for educators striving to foster an environment that promotes critical thinking, cultural awareness, and social responsibility among students. Through a comprehensive analysis of current teaching practices, this study endeavors to provide insights that can inform future instructional approaches, ensuring that HUMSS students receive a quality education tailored to their needs and aspirations. To assess the effectiveness of teaching strategies employed by Humanities and Social Sciences (HUMSS) teachers at Bestlink College of the Philippines, a mixed-methods research design will be utilized. This approach integrates both qualitative and quantitative research methods, providing a comprehensive understanding of teaching practices and their impact on student learning. Research on the effectiveness of teaching strategies employed by Humanities and Social Sciences (HUMSS) teachers at Bestlink College of the Philippines reveals several impactful findings: 1. Impact of Teaching Strategies on Academic Performance: A study focusing on Grade 12 General Academic Strand students found that teachers' instructional methods significantly influenced students' academic outcomes. The research utilized a quantitative descriptive design and discovered that both male and female students perceived their teachers' strategies as highly effective. Specifically, male respondents rated the effectiveness with a weighted mean of 3.5, while female respondents rated it at 4.25, both falling under the "highly effective" category. The findings from the studies on teaching strategies employed by Humanities and Social Sciences (HUMSS) educators at Bestlink College of the Philippines provide valuable insights into effective instructional practices. Impact of Teaching Strategies on Academic Performance: The study on Grade 12 General Academic Strand students revealed that students perceive their teachers' instructional methods as highly effective, with male students rating them at a weighted mean of 3.5 and female students at 4.25. This perception aligns with research indicating that cooperative learning techniques, such as think-pair-share and jigsaw, can enhance student engagement and learning outcomes.

Keywords: humanities and social sciences (humss), teaching strategies, academic performance, bestlink college of the philippines, student engagement, technology integration, cooperative learning, social pressures

**THE EFFECTS OF DIGITAL LEARNING ON STUDENTS ACADEMIC PERFORMANCE
AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCE
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Millanes Ranilo Jr, Ma. Leslie Cusi, Richmond Domingo, Jhon Andrey Gloria,
Erica Vargas, Christopher Azares

Abstract

Digital learning boosts student engagement through interactive content and personalized experiences, yet its impact on academic performance varies. Factors like internet connection and technical issues influence students' academic performance. Understanding the effect of digital learning on student academic performance is crucial for maximizing its benefits. Overall, the researchers developed this study to investigate the effects of digital learning on student academic performance as perceived by Grade 12 Humanities and Social Science students at Bestlink College of the Philippines; specifically, the effects of digital learning on student academic performance in terms of internet connection, digital literacy, and devices. This study utilized the descriptive quantitative research design. We also used the simple random sampling technique and Slovin's formula to gather 150 Grade 12 Humanities and Social Science students at Bestlink College of the Philippines. To answer the research problems, the instrument used was a survey questionnaire, with statistical tools employed such as frequency and percentage, ranking mean, and the Likert scale. From the foregoing analysis and interpretations made in the results, the effect of digital learning on student academic performance in terms of internet connection, digital literacy, and devices is described based on our interpretations as "Agree." Additionally, there are some academic benefits the students can acquire from using digital learning on student academic performance, and it's described as "Strongly Agree" in terms of learning efficiency, accessibility, and collaboration. Based on the results presented, the following recommendations are forwarded: encourage your friends and classmates to seek out schools that offer free internet access and computer facilities for students; invite your peers to participate in seminars about the proper use of digital learning to enhance their digital literacy skills; and advise your friends to seek guidance from a technical support service if their devices are having technical issues.

Keywords: digital learning, academic performance, digital literacy

**THE EFFECTS OF INTEGRATING ICT IN RESEARCH SUBJECT IN SELECTED
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STRAND
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Cristhelle Amoyan, Ericc Khrix Araza, Derwin Guiao, Aaron Pancho,
Eugene Saguisa, Christopher Azares

Abstract

The integration of Information and Communication Technology (ICT) into research has revolutionized the way studies are conducted, improving efficiency and providing access to a wealth of online resources. However, this shift also introduces challenges such as over-reliance on technology, privacy and security concerns, compatibility issues, and ethical dilemmas. To overcome these challenges, researchers can implement solutions such as comprehensive training programs, robust security protocols, and initiatives that promote inclusive access. These strategies aim to optimize the advantages of ICT while safeguarding the integrity and accuracy of research findings. The study emphasizes the importance of instructors being equipped with the skills to effectively use technology, design engaging lessons, and address students' diverse needs. This research employs a quantitative descriptive methodology to evaluate the impact of ICT integration on the research subject for Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. This study explores several factors, including data gathering, learning style, time management, learning efficiency, student motivation, and computer literacy, to assess the impact of ICT integration in research subjects. The research involved 150 Grade 12 Humanities and Social Sciences students from Bestlink College of the Philippines, selected using a simple random sampling method and a descriptive-quantitative research design. Data was collected through a survey questionnaire, which provided valuable insights into the students' perspectives and experiences. The responses were analyzed using a Likert scale, ranging from strongly agree to strongly disagree, to evaluate the overall effects of ICT integration on students' learning experiences. The results revealed several key factors, including data gathering, learning style, and time management, with the impact of using ICT-integrated materials in research subjects yielding an overall mean of 3.45, indicating a "strongly agree" response. Furthermore, respondents strongly agreed with the benefits of integrating ICT in research subjects, reflected in an overall mean of 3.48. These findings suggest that the use of ICT in research education significantly enhances students' ability to gather data efficiently, cater to diverse learning styles, and improve time management skills, thereby contributing to a more effective learning experience. The incorporation of mentoring programs and active parental support plays a key role in enhancing time management skills among students and employees. These initiatives provide essential guidance and encouragement, helping individuals develop effective strategies to prioritize tasks, set achievable goals, and allocate their time efficiently. Mentoring programs, in particular, offer personalized support, which helps students and employees manage their responsibilities more effectively, avoid multitasking, and focus on their most important tasks. In addition, active parental involvement can reinforce these skills by fostering an environment of accountability and responsibility. When parents actively engage in their children's time management practices, it creates a supportive framework that encourages better organization, discipline, and focus. This collaboration between students and parents can significantly improve academic performance and contribute to the development of lifelong time management habits. By integrating these strategies into both academic and professional settings, students and employees are better equipped to balance their responsibilities, resulting in improved productivity, reduced stress, and greater success. Educational institutions and organizations play a vital role in fostering these practices, ensuring that individuals are prepared to

meet the demands of their studies and careers. Ultimately, the emphasis on effective time management not only enhances individual performance but also cultivates a more organized and efficient approach to achieving long-term personal and professional goals.

Keywords: information and communication technology (ict), research, efficiency, privacy, security, compatibility, ethical considerations, training programs, inclusive access, technology integration, learning, quantitative descriptive research, grade 12 humanities

**THE EFFECTS OF STUDENT DIVERSITY OF SELECTED GRADE 11
HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Norraine Albalateo, John Mark Abrazado, Wowie Arcil, Alaiza Mesa,
Desirrie Treseñe, Christopher Azares

Abstract

Diversity among student populations is a major topic to consider in today's academic environment in order to establish a more equal and productive learning environment for students. It is now more important than ever to examine and understand their different backgrounds, experiences, and needs. This diversity helps students develop their confidence and skills. The researchers conducted this study to determine the effects of student diversity on selected Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines, Millionaires Village Campus, Barangay San Agustin, Novaliches, Quezon City. This research will benefit students, teachers, parents, school administration, researchers, and future studies. The study uses a descriptive quantitative research design and a simple random sampling technique, involving 219 Grade 11 Humanities and Social Sciences students from Bestlink College of the Philippines. The researchers used a questionnaire as a data collection tool, and the statistical tools employed include frequency and percentage, weighted mean, ranking, and Slovin's formula to calculate the sample size from the population. Based on the results, the effects of student diversity in terms of class participation, native language, and culture were observed. Additionally, the effects of student diversity are beneficial to the respondents. Based on the summary of the findings, Grade 11 Humanities and Social Sciences students strongly agreed that student diversity impacts class participation, native language, and culture. They also agreed that student diversity benefits the respondents. Furthermore, an action plan is proposed to address the effects of student diversity. As a result of the conclusions, it is recommended that students implement diversity education, include diverse voices in learning activities, and support student-organized initiatives to promote a more inclusive and diverse campus culture.

Keywords: student diversity, equality, equal learning environment, modern academic environment

**THE EFFECTS OF USING COMMON ASSESSMENT BY
SELECTED SENIOR HIGH SCHOOL TEACHERS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Dhaniella Durero, Marvin Cadorna, Reymond Gaspe, Mark Pangan,
Sunshine Praico, Christopher Azares

Abstract

Formative and summative assessments are various methods used by teachers to evaluate students' learning progress. These assessments help determine how students study and what they learn from their teachers. By using these evaluation methods, students can improve their skills and understanding. Formative assessments, conducted during the instructional process, provide ongoing feedback and information to help students enhance their study strategies and performance. Summative assessments, on the other hand, focus on evaluating students' overall learning at the end of an instructional period, helping to identify areas that need improvement. This research study employed a descriptive-quantitative research design to explore the perceptions of the respondents. The participants were Senior High School teachers from Bestlink College of the Philippines. A cluster sampling technique was used to select 15 teachers from different sections, who were surveyed using a questionnaire as the instrument. The survey was administered face-to-face. The data collected was analyzed and categorized into four descriptive labels: highly improved, improved, poor improvement, and no improvement. The results of the respondents can be described in terms of age, gender, highest educational attainment, subjects handled, and length of experience, which collectively account for 100%. Additionally, the common assessments used by the respondents such as practical examinations, quizzes, and activities were reflected by an overall weighted mean of 3.76. Lastly, the effects of using common assessments in terms of observation, questioning strategies, and time consumption were supported by an overall weighted mean of 3.61. These findings indicate a shared perspective among the respondents that common assessments are significantly utilized to enhance overall performance. To conclude, the data underscore a consensus among the Senior High School teachers regarding the effects of common assessments. The study highlights that while common assessments are effectively utilized, continued improvement is essential. It is recommended that further enhancements be made to optimize the impact of assessments on student learning and performance.

Keywords: assessment, improvement, senior high teachers

**THE EFFICACY OF GARBAGE SEGREGATION IN PROMOTING CLEANLINESS
TO THE GRADE 12 HUMANITIES SOCIAL SCIENCES STUDENTS
IN BESTLINK COLLEGE OF THE PHILIPPINES**

Kristel Joy Pla, Bianca Eunice Gonzales, Chinky Rose Maratas, Justin Marven Paragoso,
Verielle Talaboc, Marjorie Vallanta, Christopher Azares

Abstract

Garbage segregation has become increasingly important as communities strive for more sustainable waste management practices. There is a growing emphasis on separating waste into categories such as recyclables, organic matter, and non-recyclables. Governments worldwide have implemented policies to encourage segregation. This study aims to investigate the efficacy of garbage segregation in promoting cleanliness among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. This study employed a descriptive quantitative research design and utilized simple random sampling techniques with Slovin's formula to select 150 Grade 12 HUMSS students from Bestlink College of the Philippines. A survey questionnaire was used as the research instrument, incorporating statistical tools such as frequency and percentage, ranking mean, and the Likert scale to analyze the data and address the research problems. The results indicate that the respondents strongly agree with the efficacy of garbage segregation in promoting cleanliness, particularly in terms of garbage disposal, segregation, and health benefits. Additionally, the benefits of garbage segregation, such as reduced pollution, recycling of materials, and improved cleanliness, were generally rated as "agree" by the respondents. Based on the findings, the following recommendations may be considered: encouraging classmates to participate in garbage segregation, inviting peers to engage in waste separation efforts, and promoting awareness of its benefits to enhance overall cleanliness.

Keywords: efficacy, garbage segregation, promoting cleanliness

**THE INFLUENCE OF K-POP TO GRADE 11 HUMANITIES AND
SOCIAL SCIENCES STUDENTS TO THEIR ACADEMIC WORK
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Mohammad Jal Abbas, Cedrick Coquia, Shiela Mae Mahinay, Ailyn Marie Montalban,
Shaine Trixie May Silva, Christopher Azares

Abstract

A K-POP is a concise term for Korean Popular music. It represents a music style that originated in South Korea and has become a part of their culture. This genre is categorized into various styles such as: hip-hop, R&B, jazz, rock, etc. Furthermore, K-POP also exemplifies the art of dance. Consequently, the presence of K-pop has expanded globally, along with its impact on everyone whose interest is aroused. The study of The Influence of K-pop on Selected Grade 11 Humanities and Social Sciences students at Bestlink College in the Philippines seeks to challenge the stereotype surrounding K-pop, which is often viewed as a simple distraction, whereas it is actually a source of motivation and inspiration for students to excel in their studies. This research employs a Descriptive research method design. According to McCombes (2019), descriptive research seeks to accurately and systematically depict a population, situation, or phenomenon. It is capable of addressing what, where, when, and how inquiries, but not inquiries about why. A descriptive research design may utilize a diverse range of research methods to explore one or more variables. Through Convenience Sampling, the researcher has selected 30 participants from Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. The researchers utilize a survey questionnaire as a research instrument to assess the Influence of K-pop on Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. The research indicates that entertainment, inspiration, and diversity have impacted the academic work of the chosen Grade 11 humanities and social sciences students, with a total weighted mean of 3.31. This is succeeded by time management, performance task, and the internet, with a total weighted mean of 3.11. The impact of K-pop on Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines is clear in their time management, performance tasks, internet usage, and entertainment choices. Students consider K-pop to be an encouragement for achieving their goals, ensuring they fulfill school assignments, and participating actively in class discussions. They also regard K-pop as a wellspring of motivation, driving them to pursue excellence and nurturing a sense of community. Additionally, K-pop offers diversity, cultivating relationships with idols and fans, and establishing a global community that crosses national boundaries. In summary, K-pop plays a crucial role in influencing students' academic performance and overall well-being.

Keywords: k-pop, korean popular music, cultural influence, student motivation, academic performance, humanities and social sciences students, bestlink college of the philippines, grade 11, stigma, distraction, inspiration

**THE INFLUENCE OF STUDENT PEER RELATIONSHIP ON THEIR
ACADEMIC PERFORMANCE BY SELECTED GRADE 11
HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Cristie Tomas, Jonilo Idorita Jr, Miguel Judilla, Kim Rostata,
Jillian Raine Vacaro, Christopher Azares

Abstract

Students' educational success is contingent upon their relationships with peers, which affect learning, social interaction, and overall well-being. A positive influence from peers fosters engaged learning and participation, thus cultivating a supportive atmosphere. Conversely, negative relationships may lead to anxiety, distraction, and diminished self-worth, all of which can obstruct academic achievement. Recognizing these dynamics can enhance educational outcomes and student wellness by promoting positive peer relationships and academic development. The researchers designed this study to assess the effect of Student Peer Relationships on their academic performance among grade 11 Humanities and Social Sciences students at the Bestlink College of the Philippines Millionaires Village Campus, Barangay San Agustin Novaliches, Quezon City. This study will be advantageous for students, educators, parents, school administration, researchers, and future researchers. The research utilized a descriptive quantitative research method of design and a simple random sampling technique, involving 150 grade 11 humanities and social sciences students at Bestlink College of the Philippines. The researchers utilized a questionnaire as a tool for data collection, and the statistical tools used included frequency and percentage, weighted mean, ranking, and Slovin's formula to determine the sample size from the population. According to the findings, the relationship among students impacts their academic success regarding class participation, engagement, and the learning environment. Furthermore, the impact of the student peer relationship is advantageous for the respondents. The conclusions drawn from the summary of the findings indicate that Grade 11 Humanities and Social Sciences students firmly agreed that peer interactions influence class participation, interaction, and the classroom environment, and strongly concurred that peer influence is advantageous for the respondents, along with a proposed action plan regarding the impact of student peer relationships on their academic performance. The recommendations that may be provided as a consequence of the conclusions suggest that students ought to foster positive peer interactions to enhance academics, and students should proactively cultivate strong peer relationships and establish social media guidelines for study sessions that highlight learning; finally, engaging with educators and counselors to enhance personal skills, as well as participation in group activities to bolster social skills, could promote well-being and academic achievement.

Keywords: peer relationships, academic performance, student well-being, positive peer influence, negative peer influence, active learning, engagement, anxiety, self-esteem, humanities and social sciences students, bestlink college of the philippines

**THE LEVEL OF EFFICIENCY OF TRADITIONAL CLASSROOM INSTRUCTION
AS PERCEIVED BY GRADE 12 GENERAL ACADEMIC STRAND
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jovanna Antonio, Anthonette Baltazar, John Markson Buriel, Argen Legaspino,
Ernest Loteyro, Christopher Azares

Abstract

This study explores the perceptions of Grade 12 General Academic Strand students at Bestlink College of the Philippines regarding traditional classroom instruction. Through surveys and interviews, the researchers gathered insights into students' experiences, preferences, and attitudes toward traditional teaching methods in their academic setting. The study aims to assess the efficiency of traditional classroom instruction as perceived by these students. This study serves as a basis for understanding the effectiveness of traditional classroom instruction. A descriptive-quantitative research design was used to analyze the perceptions of Grade 12 General Academic Strand students at Bestlink College of the Philippines. A cluster sampling technique was employed, and data were gathered through a structured questionnaire. The findings indicate that students evaluated traditional classroom instruction in terms of teacher-student interaction (3.05), learning outcomes (3.29), and collaboration (3.18), resulting in an overall mean of 3.17, interpreted as "Agree" and "Efficient." Additionally, students assessed facilities (3.14), teaching strategy (3.06), and student engagement (3.07), with an overall mean of 3.09, also interpreted as "Agree" and "Efficient." The results suggest that traditional classroom instruction remains effective for General Academic Strand students. However, further improvements and innovations are recommended to enhance teaching strategies and student engagement. An action plan was formulated to maintain and improve the efficiency of traditional classroom instruction.

Keywords: traditional classroom instruction, academic learning

**THE LEVEL OF INFLUENCE OF PEER PRESSURE IN DECISION-MAKING
AMONG GRADE 12 STUDENTS IN GENERAL ACADEMIC STRAND
AT BESTLINK COLLEGE OF THE PHILIPPINES.**

Althea Galangue, Ameril Lumpa, Kenneth Navarro, John Walter Oseo,
Jericho Ricaza, Reanelle Zarate, Christopher Azares

Abstract

Peer pressure refers to the impact a group has on a person, prompting them to change their attitudes, actions, or decisions to align with the group's expectations or norms. It also affects choices and may lead to uncertainty, swayed by others, making it difficult to think clearly. This can encompass both beneficial and detrimental influences, as people seek approval from their peers. Peer pressure is motivated by the desire to be accepted and appreciated by friends. This research study employed a descriptive research design to outline the perceptions of the respondents. The respondents in this study were the Grade 12 General Academic Strand students at Bestlink College of The Philippines. A simple random technique was applied to collect data from sixty (60) students across two (2) separate sections using a survey questionnaire as the tool. The survey was carried out in person. The data collected was characterized using the terms strongly agree, agree, disagree, and strongly disagree. The results suggest that the Grade 12 General Academic Strand students surveyed came to an agreement on the significant improvements observed among the grade 12 students regarding peer pressure decision-making, especially in study habits, social media, and social interactions, as evidenced by an overall weighted mean of 3.08. Altogether, these findings support a common viewpoint among respondents that the general academic strand students have notably enhanced their overall performance. To sum up, the students in the general academic strand have shown a significant enhancement in various areas. The data highlights an agreement among the students in the general academic strand regarding peer pressure in making decisions. This study suggests that the degree of peer pressure in decision making could be reduced. An action plan was formulated to diminish the peer pressure in decision making among grade 12 students in the general academic strand. The findings from this study can serve as a foundation for students to understand how to make the right decisions.

Keywords: peer pressure, conformity, group influence, individual behavior, attitudes, decision-making, acceptance, positive influence, negative influence, social dynamics

**THE LEVEL OF PROFICIENCY IN ENGLISH AND FILIPINO LANGUAGE
COMMUNICATION AS PERCEIVED BY SELECTED GRADE 11 SENIOR
HIGH SCHOOL IN BESTLINK COLLEGE OF THE PHILIPPINES**

Den Benedict Cabangbang, Kizzie Eunice Dela Cruz, Jasper Esparraguera,
Lawrence Joeehriel Japa, Arian Roque, Christopher Azares

Abstract

This research concentrates on identifying the most efficient language for interaction among grade 11 senior high school students at Bestlink College of the Philippines, primarily considering English and Filipino. It seeks to emphasize difficulties in communication between the English and Filipino languages to better prepare students for educational and professional environments, ultimately improving their communication abilities. The study intends to pinpoint barriers in message delivery in both English and Filipino, supporting informed choices in communication and linguistics. The researchers employed a quota sampling method to gather data from three hundred (300) grade 11 senior high school students at Bestlink College of the Philippines. A questionnaire was utilized by the researchers as a data collection instrument to gather the responses from the study's participants. The results showed that grade 11 senior high school students have a strong command of English and Filipino language communication regarding: comprehension with a weighted mean of 3.16, categorized as agree and interpreted as proficient; diction with a weighted mean of 3.09 characterized as agree and understood as proficient; and grammar with a weighted mean of 3.02 labeled as agree and analyzed as proficient. Furthermore, there are several advantages in terms of public speaking with a weighted mean of 3.29, classified as strongly agree and interpreted as highly proficient; vocabulary has a weighted mean of 2.93, categorized as agree and interpreted as proficient; and writing formal documents with a weighted mean of 3.22, which is categorized as agree and understood as proficient. This offers a recap of the results concerning the proficiency level of grade 11 senior high school learners at Bestlink College of the Philippines. It features the conclusions and suggestions made by the researchers to improve their skills in both English and Filipino languages.

Keywords: language proficiency, communication challenges, english language, filipino language, senior high school students, bestlink college of the philippines, educational settings, professional settings, communication skills, linguistic obstacles

**THE OUTCOMES OF DIFFERENT INSTRUCTION STRATEGIES IN MATHEMATICS
AS PERCEIVED BY SELECTED MATHEMATICS TEACHERS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Daryl Pantaleon, Reymart Aure, Rico Becera Jr, Kirt Ronnel Duyaguit,
Remy Trugillo, Christopher Azares

Abstract

For the introduction, the Instructions Strategies is a kind of educational method that an educator employs to assist students in learning or obtaining a clearer comprehension of the course content. It enables the educators to enhance the educational experience, making it more enjoyable and applicable while also promoting students to adopt a more participatory approach in their schooling. The aim of this research is to assess the perceived effects of various instructional strategies in mathematics. This seeks to ascertain which instructional strategies are more effective in aiding students' comprehension of the results of different teaching approaches in enhancing students' understanding and performance in mathematics. Participants also filled out a trait regarding mathematics teaching strategies and were selected based on their experience and proficiency in teaching mathematics to senior high school students. According to research, the factors: teacher, learner, and teacher-learner can be seen as strongly agree, while understanding, classroom engagement, and confidence are considered agreed. Nevertheless, this research revealed that the predominately utilized instructional strategies in mathematics were Teacher-centered, Learner-centered, and Teacher-and-Learner centered. The educators indicated that these strategies were beneficial in enhancing students' understanding and performance in mathematics. Additionally, there were certain variations in the perceived results of these strategies. The researchers developed a recommendation concerning the outcomes of various instructional strategies tailored for mathematics educators. For the abstract discussion, the researchers intend to assess the effectiveness of different styles of mathematics instruction in enhancing students' understanding and performance. Participants were chosen based on their experience and capability in teaching senior high school learners. The study seeks to pinpoint the most effective teaching strategies for improving student learning.

Keywords: instructional strategies, teaching techniques, student engagement, active learning, educational methods, learning experience, student-centered learning

**THE RELATIONSHIP OF FACEBOOK UTILIZATION TO THE ETHICAL
COMMUNICATION OF 3RD YEAR ENGLISH MAJOR STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Crystel Jane Sitao, Andrea Almanshor, Elisa Baetiong, Bai Nisa Mastura,
Hannah Mae Tenajeros, Dr. Romeo Fernandez

Abstract

Facebook has become a more integral part of third-year English majors' lives, influencing their professional growth, ethical communication, and educational experiences. This study will investigate the ways in which social media platforms Facebook in particular affect their educational experiences, examine the effects on their professional growth, and evaluate how social media platforms influence the third-year English majors' ethical communication. This research used a quantitative descriptive correlational design. A correlational research design looks at the relationships between variables without altering any of them. A correlation shows the strength and/or direction of the relationship between variables. The study's respondents are the selected third-year English majors at Bestlink College of the Philippines. The researchers used basic random sampling, in which each person is selected at random, to make generalizations about a certain group while removing any bias from such statements. The survey questionnaire was the primary tool used in the study to collect data. According to the findings, Facebook has a number of issues that undermine moral communication. Based on the study's findings, it is clear that most third-year English majors have experienced ethical communication violations on Facebook. The results also demonstrated that the need to communicate had an impact on Facebook usage. It is also suggested that a number of factors could influence the respondents' choice of Facebook usage. Facebook was employed to enhance and fortify existing ties in the real world. The researchers have concluded that there is a correlation between Facebook use and ethical communication. In light of this, they have put forth guidelines and recommendations that will encourage a more trustworthy, courteous, and ethical Facebook communication environment while encouraging positive and healthy interactions among all users.

Keywords: facebook, social media impact, educational experiences, professional development, ethical communication, 3rd-year english majors, social media influence, digital communication, online learning, student engagement

**THE RELATIONSHIP OF PERFORMANCE TASKS TO SPEAKING SKILLS
OF THE SELECTED 2ND YEAR ENGLISH MAJOR AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Ma Cristina Abina, Ericka Abiog, Ma Venus Oste, Janah Claire Panimdim,
Geonalyn Sontillano, Dr. Romeo Fernandez

Abstract

This research explores the relationship between Performance Tasks and Speaking Skills among 2nd-year English Major students at Bestlink College of the Philippines. The study was prompted by the limited availability of Performance Tasks at this academic level, highlighting the need to examine their impact on students' public speaking proficiency. To analyze this relationship, the researchers employed a quantitative, closed-ended questionnaire approach within a correlational research method. This approach facilitated the systematic collection of data, enabling the identification of connections between Performance Tasks and Speaking Skills. The quantitative analysis provided a solid foundation for drawing meaningful conclusions. A total of 143 respondents participated in the study, with 68% aged 18–20 years old and 76% identifying as female. The correlation coefficient ($r = 0.33$) indicated a weak positive correlation, meaning that an increase in Performance Tasks had a slight positive impact on Speaking Skills. The study rejected the null hypothesis, confirming a significant relationship between the two variables. The findings underscore the importance of Performance Tasks in enhancing students' public speaking skills, suggesting that integrating more performance-based activities could further improve their proficiency. This research contributes to the language education discourse by offering insights and practical recommendations for educators and curriculum developers. It emphasizes the importance of incorporating performance-based tasks to enhance students' communication skills and improve speaking proficiency.

Keywords: performance tasks, speaking skills, correlation, students, public speaking proficiency

**THE ROLE OF GUIDANCE AND COUNSELING ON ACADEMIC
PERFORMANCE OF GRADE 12 HUMSS STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Joel Tolin Jr., Clarise Bulilan, Rona Jane Canites, Charity Grace Hazminez,
Kisses Anne Medida, Dr. Abraham Muyrong II

Abstract

Guidance and counseling play a crucial role in schools by providing personalized support, requiring counselors to have a deep understanding of student characteristics. This study aims to identify factors such as psychographic profiles and evaluate the role of guidance and counseling in academic performance. Students facing personal challenges may experience a lack of confidence, highlighting the importance of effective counseling in fostering holistic student development. This study utilized a descriptive-correlational design and a quantitative approach to examine the relationship between guidance and counseling and academic performance. A total of 158 respondents were selected from 262 Grade 12 HUMSS students at Bestlink College of the Philippines through the modified Slovin formula and cluster random sampling. Data were gathered using a modified standard survey questionnaire, a commonly used data collection tool. Statistical analysis included frequency, percentage, weighted mean, ranking, Likert scale, and t-test to measure and analyze the significance of variables. This chapter presents the analysis and interpretation of data through tables and descriptive rating techniques. The study revealed that students' study habits had an average weighted mean of 3.16, performance tasks scored 2.95, and written tasks averaged 3.00, all interpreted as agree across the indicator items. The composite mean for study habits (3.18), performance tasks (3.02), and written tasks (3.12) further confirmed overall agreement among respondents. Findings indicate no significant difference between students' class schedules and the effectiveness of guidance and counseling. Factors such as poor sleeping habits, anxiety about future careers, lack of time for advanced study, low motivation, and fear of participation were observed. The study by Aqdas, S., and Soomro, M. A. (2023), which applied Carl Rogers' person-centered theory, supports these findings. The results led to the development of "Empowering Guidance and Counseling: An Intervention Program" for Grade 12 HUMSS students.

Keywords: guidance and counseling, academic performance, study habits, educational methods, student support

**THE ROLE OF PUBLIC SPEAKING AS PERCEIVED BY THE
GRADE 12 HUMANITIES AND SOCIAL SCIENCES**

Nathaniel Caasi, Vincent Josh Aguilar, Mike Raizen Celedonio, Kier Jovan Gonzaga,
Jeriel Notarion, Frederick Moratin, Christopher Azares

Abstract

Deductive reasoning is the process of drawing a conclusion from two factual claims. Students can make inferences from the findings by applying deductive reasoning. This can improve the speech by demonstrating to the audience that the speaker has researched the topic thoroughly. They can see how you arrived at your conclusion, and depending on the evidence, they may agree with it or disagree. According to research, people can establish opinions about a leader's competency in as short as 30 seconds. This implies that listeners will make a snap judgment about your credibility based on your vocal characteristics and body language. On April 3, 2024, 150 Grade 12 Humanities and Social Science students from Bestlink College of the Philippines, Millionaires Village, Novaliches, Quezon City, were given the survey in paper form by the researchers with permission from the research adviser. Completing this survey only took three to five minutes. Whole. The researchers provided a copy of the questionnaire to each respondent after they had retrieved the instrument. The researchers transcribed the results after collecting the questionnaires. On a clean sheet of paper, place the questionnaire. Demonstrates the Grade 12 Humanities and Social Sciences evaluation of public speaking's role in terms of competency. With a mean score of 3.45 and a rating of "strongly agree," the first (1st) rank for the indicator "Ability to face and communicate in front of many people with self-confidence." The indication "Ability to speak in front of many people without stuttering and nervousness" yielded a mean score of 3.44, placing the second (2nd) rank as highly agree. With a mean of 3.38 and a rating of "strongly agree," the third (3rd) rank corresponds to the indicator "Ability to speak clearly and elaborately in front of many people." A composite mean of 3.34 suggests that grade 12 students in the humanities and social sciences highly feel that public speaking is good for their personal growth. Maximize the benefits of working hard to achieve goals (3.43), boost confidence by determining the difference between failure and success, and becoming more conscious of one's ideas, feelings, strengths, and flaws to show personal growth (3.31).

Keywords: deductive reasoning, logical conclusion, factual assertions, research-based argument, audience perception, speaker credibility, leadership competence, body language, vocal attributes, first impressions

**THE ROLE OF TEACHER-STUDENT COLLABORATION IN IMPROVING OUTCOMES
IN SELECTED GRADE 11 GENERAL ACADEMIC STRAND STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jean Aba-a, Mikko Binaya, Zedrick Britos, Jodel Francisco, Ernest Julian Manlangit,
Rezyrha Recuerdo, Christopher Azares

Abstract

This study investigates the role of teacher-student collaboration in enhancing academic outcomes. Teacher collaboration is a fundamental aspect of modern educational research and practice, emphasizing how educators working together can leverage their collective knowledge, skills, and experiences to create a more effective learning environment. This study involved 60 Grade 11 General Academic Strand students at Bestlink College of the Philippines. The respondents were students who actively engaged in teacher-student collaboration to improve their academic performance during the 2023-2024 academic year. The findings indicate that students strongly agree with the effectiveness of teacher-student collaboration in improving academic outcomes, particularly in written activities, performance tasks, and examinations. Additionally, this study evaluates how different forms of collaboration contribute to discussion, sense of community, and group norms within the classroom setting. The results highlight the importance of teacher-student collaboration in fostering better academic performance and student engagement. The study suggests that effective communication, mutual support, and collaborative learning strategies positively impact students' learning experiences.

Keywords: teacher-student collaboration, academic outcomes, education, classroom engagement

**USE OF ONLINE-GRAMMAR APPLICATION AS A TOOL FOR VOCABULARY
ENHANCEMENT OF SELECTED GRADE 12 GAS STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jackielyn Alvarez, Russel Asparido, Charles Earhon Azañon, Bianca Limson,
Lovely Kate Sartin, Josephine Ojastro

Abstract

In today's modern era, proficiency in the English language is a highly valuable skill in the global job market. However, many students, particularly those in higher education, face challenges in speaking English fluently due to limited vocabulary. This deficiency affects their academic performance in subjects such as linguistics, literature, translation, and language skills. Fortunately, various online resources are now available to aid vocabulary development, including grammar and spelling checkers, which are becoming increasingly popular among scholars and researchers. This study aims to evaluate the effectiveness of online grammar applications in enhancing the vocabulary of selected Grade 12 GAS students at Bestlink College of the Philippines. A quantitative method with a descriptive research design was employed, using random sampling. The study included 60 respondents, with 30 students from Section 1201 and 30 students from Section 1202. Slovin's formula was used to determine the appropriate sample size. Findings indicate that most respondents were female, aged 15 to 19, and primarily used WiFi as their internet connection. The most commonly used online grammar tool was Grammarly. The results show that these applications improve reading comprehension, provide guidance on punctuation and cohesive writing, expand vocabulary, and enhance self-expression. However, some respondents struggled with vocabulary retention, often forgetting correct word usage. Despite this, the majority demonstrated long-term memory retention by focusing on sentence structure, which supports vocabulary development. This study concludes that online grammar applications are effective in enhancing vocabulary and improving reading, writing, and speaking skills. Additionally, these tools aid students in vocabulary retention, contributing to overall language proficiency.

Keywords: online-grammar application, vocabulary, enhancement, tools, utilization

**UTILIZATION OF LEARNING MANAGEMENT SYSTEM AS PERCEIVED
BY GRADE 11 HUMANITIES AND SOCIAL SCIENCES AT
THE BESTLINK COLLEGE OF THE PHILIPPINES**

Sittie Hannah Janie Ramber, Joby Osio, Charlie Otas, Mhaidne Rivera,
Kier Torres, Christopher Azares

Abstract

The adoption of Learning Management Systems (LMS) in educational settings is becoming increasingly widespread, driven by advancements in digital technology and the pursuit of more effective learning experiences. At Bestlink College of the Philippines, this transition is particularly evident in the Grade 11 Humanities and Social Sciences program. This study explores the impact of LMS utilization on students' academic performance and engagement, providing valuable insights into its effectiveness and implications for learning outcomes. Using a descriptive research design, data were collected from 150 Grade 11 Humanities and Social Sciences students through a survey questionnaire. The study employed a quota sampling method to ensure representation across various segments of the student population. The questionnaire covered challenges encountered in LMS utilization and students' perceptions of its impact on academic performance and engagement. To analyze the data, statistical tools such as frequency and percentage distribution, ranking, mean, and the Likert scale were utilized. The findings provide valuable insights into various aspects of LMS utilization. Participants strongly emphasized the importance of a stable internet connection for academic success while acknowledging challenges related to system errors and limited access to necessary devices. Despite concerns regarding accessibility and navigation within the LMS platform, respondents reported improvements in their academic performance and increased engagement as a result of its use. The results highlight the transformative potential of LMS in enhancing academic performance and engagement among Grade 11 students. While challenges such as internet disruptions and system errors persist, the overall sentiment toward LMS utilization remains positive. Participants' strong agreement on the importance of a stable internet connection underscores the critical role of technological infrastructure in facilitating effective learning experiences. Additionally, their acknowledgment of challenges related to system errors and limited access to gadgets emphasizes the need for ongoing support and resources to optimize LMS usage. Despite these difficulties, respondents attributed improvements in academic performance and increased engagement to LMS utilization. These findings align with previous research, reinforcing the positive impact of technology-enhanced learning environments on student outcomes.

Keywords: learning management system, descriptive research design, quota sampling, student engagement, academic performance, survey questionnaire, statistical analysis, likert scale, humanities and social sciences (humss), educational technology, digital learning, challenges

**UTILIZATION OF MATHEMATICS AND ENGLISH SUBJECT IN
GRADE 11 HUMANITIES AND SOCIAL SCIENCE AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Eloisa Marie Lopez, Draeziel Dulfo, Catrina Flores, Jhon Iverson Vadal,
Romeo Lañada, Christopher Azares

Abstract

In today's ever-evolving educational landscape, the effective integration of Mathematics and English as foundational subjects is crucial for fostering holistic and meaningful learning outcomes across various disciplines. This research aims to examine the proper utilization of Mathematics and English among Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines during the School Year 2023-2024. By analyzing how these subjects are applied in their academic journey, this study seeks to highlight their impact on students' overall learning experience and proficiency in diverse areas of study. This study utilized a descriptive research design to examine the opinions of the respondents. A survey questionnaire, validated by a panel of experts in language and research, was implemented to collect data. The respondents consisted of 150 Grade 11 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines, selected from 11 different sections. Descriptive statistical methods, including frequency and percentage, mean, Likert scale, and ranking, were used to analyze and interpret the gathered data, ensuring a comprehensive presentation of the findings and their implications. The data revealed that students strongly agreed with statements regarding the proper utilization of Mathematics and English subjects, as reflected in their ratings for comprehension (3.29), critical thinking (2.41), and concentration (3.53). Regarding strategies to enhance their academic skills, Humanities and Social Sciences (HUMSS) students perceived communication as the most effective solution (22.9%), while peer teaching was considered the least important (17.8%) among the five proposed strategies. It is recommended that students minimize unnecessary distractions, such as phone use, to enhance concentration and maximize learning. Additionally, having a strong support system can help them improve their academic performance and effectively utilize both Mathematics and English in their studies.

Keywords: mathematics and english, survey questionnaire, descriptive research, comprehension, critical thinking, strategies, academic skills

**UTILIZATION OF TRAINING LABORATORY AND ITS EFFECTIVENESS
ON THE PRACTICAL PERFORMANCE OF GRADE 12 TVL - HOME
ECONOMICS COOKERY STUDENTS AT BESTLINK
COLLEGE OF THE PHILIPPINES**

Roydelon Bitmal, Salwa Camsa, Cristine Duque, Alaiza Ignacio, Shane Nicole Juane,
Ma Caroline Sapp Obos, Dr. Abraham Muyrong II

Abstract

Training laboratories play a crucial role in schools, particularly in TVL (Technical-Vocational-Livelihood) courses like Home Economics and Cookery. They provide students with hands-on learning experiences that reinforce theoretical knowledge, bridge skill gaps, and prepare them for industry challenges. These dynamic environments help students develop essential competencies in observation, manipulation, and practical application of culinary skills. This study employed a quantitative research design to assess the effectiveness of training laboratories for Grade 12 TVL-Home Economics Cookery students. The methodology was selected to ensure reliable data collection and analysis, providing essential insights into the impact of training facilities on students' practical performance. The study also aimed to explore potential improvements in laboratory resources and instructional methods. The findings revealed that students were highly satisfied with the tools, equipment, and workstations available in training laboratories. However, inadequate equipment was identified as a significant challenge. Based on these results, the researchers proposed recommendations to help TVL Home Economics instructors optimize teaching facilities and further enhance student learning outcomes. Students expressed high satisfaction with laboratory conditions, particularly in terms of cleanliness, safety measures, and practical workstations. Their positive feedback on acquired skills and knowledge indicates the effectiveness of training laboratories in improving practical performance. However, insufficient equipment remains a critical issue, affecting students' confidence and efficiency. The study suggests implementing guidelines and instructional strategies to further develop students' culinary skills and address resource limitations.

Keywords: training laboratories, home economics, cookery, practical performance, tvl education

UTILIZATION OF VISUAL MULTIMEDIA TO PREVENT MISINFORMATION IN LEARNING OUTCOMES: A QUASI - EXPERIMENTAL STUDY

Jean Mae Nedroda, Mykah Alcayde, Leonardo Dumasig, John Lerry Intia,
John Paul Rico, Kirby Villa, Dr. Abraham Muyrong II

Abstract

In today's digital era, misinformation has become widespread, often being actively or inadvertently disseminated through various communication channels. Its effects compromise the credibility and authenticity of information, impacting diverse fields, including education. This study explores the use of Visual Multimedia as a strategy to mitigate misinformation and improve learning outcomes. The study employed a quasi-experimental design, selecting 30 second-year Social Studies majors as respondents. A pre-test and post-test were conducted to assess the effectiveness of Visual Multimedia in learning. The t-test was used to analyze the significance between two sections, revealing no significant difference in performance. Purposive sampling was applied to select participants, providing insights into the experimental setup and its implications for future research in education. The findings indicate a significant relationship between Visual Multimedia utilization and students' learning outcomes, as shown by Pearson correlation coefficients below 0.5 for all pre-test items. Both the Traditional Group (-0.782) and the Visual Multimedia Group (-0.680) showed notable correlations. Similarly, in the post-test phase, the Traditional Group (-0.8217) and the Visual Multimedia Group (0.9267) continued to exhibit significant associations. These results highlight the effectiveness of multimedia principles including Coherence, Contiguity, Modality, Multimedia, Redundancy, Segmenting, and Pre-training in preventing misinformation and improving learning. The study confirms that Visual Multimedia enhances learning retention and helps mitigate misinformation across different educational phases. The integration of multimedia strategies based on established cognitive principles provides practical benefits for educators aiming to improve student engagement and comprehension. These findings offer valuable insights for educators, curriculum developers, and researchers seeking to optimize learning experiences through multimedia-based approaches.

Keywords: visual multimedia, misinformation, learning outcomes, educational strategies

**UTILIZING YOUTUBE AS TOOL TO ENHANCE MATHEMATICAL
SKILLS OF GRADE 11 GAS STUDENTS AT BESTLINK
COLLEGE OF THE PHILIPPINES**

Cecille Cuesta, Zxyrrah Asis, Rose Camille Capiral, Chona Macascas,
Shaira Trubanos, Dominador Rilon Jr.

Abstract

Mathematics plays a vital role in daily life, helping individuals solve problems in both personal and professional settings. In the Philippines, many public schools have adopted modular remote learning, shifting how students acquire knowledge. Given that students frequently engage with YouTube for entertainment and learning, integrating it into classroom instruction could enhance their listening comprehension and mathematical skills. This study explores the effectiveness of YouTube as a learning tool for improving students' mathematical abilities. The study employed quantitative research using a customized survey questionnaire alongside pre-tests and post-tests. The researchers applied simple random sampling to select respondents while considering relevant characteristics for assessment. The pre-test evaluated students' prior mathematical knowledge, the post-test measured knowledge gained from YouTube tutorials, and the survey questionnaire assessed the overall effectiveness of YouTube in enhancing mathematical skills. Data were collected from 67 GAS students at Bestlink College of the Philippines. The post-test scores demonstrated a statistically significant improvement compared to the pre-test scores, confirming the positive impact of teacher-made YouTube video lessons on students' understanding of mathematical concepts. However, some challenges persisted, including inadequate teaching, limited time for learning, and unstable internet connections. The findings indicate that the YouTube tutorials provided by the researchers were effective in enhancing students' mathematical skills. The significant difference between pre-test and post-test scores suggests that teacher-made video lessons serve as a valuable supplement to traditional classroom instruction, reinforcing student learning in mathematics.

Keywords: youtube, mathematical skills, teacher-made video

**WRITING DIFFICULTIES IN ENGLISH LANGUAGE SUBJECT BY SELECTED
GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Vincent Maranan, Vin Cohen Calimlim, Kim Ivan De Paz, Edison Mercado,
John Kenneth Pedico, Nicko James Tobiaso, Christopher Azares

Abstract

The writing difficulties in the English language faced by selected Grade 11 Humanities and Social Sciences students play a critical role in challenges such as writer's block, grammatical errors, and environmental factors. The researchers, having encountered similar struggles during their own Grade 11 experience, observed that not all students could effectively follow English-based subjects. This observation prompted the initiation of the study. This research aims to assess and address the writing difficulties experienced by selected Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. The study seeks to contribute to the improvement of students' writing skills, focusing on grammar, spelling, and overall writing proficiency. Additionally, it serves as a foundational reference for understanding and enhancing English language writing skills within the academic setting. This study employed a descriptive-qualitative research design to examine the writing difficulties in the English language among selected Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. A purposive quota sampling technique was used to gather data from 200 students across 11 different sections. The primary instrument for data collection was a survey questionnaire, which was administered in person. The study's findings indicate that the selected Grade 11 Humanities and Social Sciences students agreed on the need to reduce writing difficulties in English, particularly in areas such as writer's block, grammatical errors, and environmental factors. This is supported by an overall weighted mean of 3.24. In conclusion, the study highlights the writing difficulties faced by students in the English language, emphasizing the need to address challenges related to grammar, spelling, and writer's block. The findings reveal a shared consensus among Humanities and Social Sciences students on the importance of improving grammatical accuracy and spelling proficiency. Based on these results, it is recommended that initiatives be implemented to enhance students' writing skills, particularly in grammar and spelling. This study serves as a foundation for future efforts aimed at improving students' writing proficiency, ultimately fostering better academic performance and communication skills.

Keywords: writing difficulties, english language proficiency, grammar and spelling, writer's block, student writing skills, descriptive-qualitative research, purposive quota sampling, academic writing challenges, humanities and social sciences (humss), writing skill improvement

**LEVEL OF EFFECTIVENESS OF THE TEACHERS INSTRUCTIONAL STYLES
ON THE ACADEMIC PERFORMANCE OF GRADE 6 STUDENTS**

Mary Jane Pelagio, Iwy Convicto, Janeza Doroteo, Tricia Quioyo,
Sheila Ann Suprimido, Ryan Christopher Villalon

Abstract

This study examines the level of effectiveness of teachers' instructional styles in influencing the academic performance of Grade 6 students at Tandang Sora Elementary School. The research seeks to evaluate different teaching methods and their impact on student learning. It also aims to address key questions, including the demographic profile of teachers, instructional strategies used, their effectiveness on student performance, challenges encountered by students, and potential development plans for enhancing academic outcomes. This study employed a descriptive research design, involving 25 Grade 6 teachers from Tandang Sora Elementary School as respondents. Data collection methods included observations, which captured daily classroom interactions, and informal interviews conducted before, during, and after lessons to gain insights into teachers' instructional strategies. A questionnaire was also utilized to assess various aspects of student motivation and learning styles. The research focused exclusively on Grade 6 teachers, aiming to identify the most effective teaching methodologies used in classroom instruction. The study analyzed demographic data of respondents and assessed how different instructional styles influenced student engagement and learning outcomes. It also explored students' learning preferences and identified key challenges in academic performance. This study highlights the relationship between instructional techniques and academic performance among Grade 6 students. By examining teaching strategies, learning preferences, and the challenges faced, the research provides insights into improving teaching practices and enhancing the overall educational experience for both students and educators.

Keywords: academic performance, instructional styles, teaching techniques, learning preferences, challenges in education

**PAGSUSURI SA MGA ESTRATEHIYA SA PAGTUTURO NG ASIGNATURANG
FILIPINO NG MGA KAGURUAN SA MEDYOR NG FILIPINO**

Rizzie Ann Roxas, Mary Grace Fugoso, Daisyle Lacerna,
Myra Rollo, Jenelyn Silorio, Dominador Rilon Jr.

Abstract

Ang guro ay isa sa pinakamahalagang bahagi ng ating lipunan at kinikilala bilang isang marangal na propesyon. Bukod sa kanilang tungkulin bilang tagapagturo, sila rin ay nagsisilbing pangalawang magulang sa loob ng paaralan. Maliban sa pagbibigay ng kaalaman sa iba't ibang asignatura tulad ng Matematika, Agham, Ingles, at Filipino, may malawak din silang pananagutan sa paghubog ng mga mag-aaral upang maging responsableng mamamayan. Sa kabila ng pagiging isa sa mga pambansang wika ng Pilipinas, mapapansin ang bumababang kasanayan ng maraming Pilipino sa pagsulat at pagsasalita ng Filipino, na maaaring dulot ng labis na pagtangkilik sa mga hiram na salita at dayuhang wika, lalo na ng mga kabataan. Dahil dito, mahalagang masuri ang mga estratehiyang ginagamit sa pagtuturo ng asignaturang Filipino upang mapahusay ang kasanayan at interes ng mga mag-aaral. Gumamit ng kwantitatibong pananaliksik upang suriin ang pagiging epektibo ng mga estratehiyang ginagamit ng mga guro sa pagtuturo ng Filipino. Ang mga respondente ng pag-aaral ay binubuo ng 30 guro na may espesyalisasyon sa Filipino, na pinili gamit ang purposive sampling technique. Isinagawa ang isang sarbey upang makuha ang kanilang pananaw at karanasan sa paggamit ng iba't ibang estratehiya sa pagtuturo. Natukoy sa pag-aaral na ang pinakamaraming respondente ay may edad 21-25 taong gulang (43.33%) at karamihan sa kanila ay kababaihan (70%). Lumitaw rin na may iba't ibang estratehiya ang ginagamit ng mga guro upang mapahusay ang pagkatuto ng kanilang mga estudyante, kabilang ang pangkatang gawain, KWL charts, interaktibong aktibidad, at ang limang makrong kasanayan. Ang paggamit ng mga estratehiyang ito ay may positibong epekto sa pagkatuto ng mga mag-aaral na nagresulta sa mas mataas na marka sa pagsusulit at mas mabilis na pag-unawa sa mga aralin. Batay sa mga natuklasan, lumalabas na ang mga makabagong estratehiya sa pagtuturo ay may malaking epekto sa pagpapadali ng pagkatuto ng mga mag-aaral. Ipinapakita rin ng pag-aaral na ang pagpili ng tamang estratehiya ay dapat isaalang-alang upang mapanatili ang interes ng mga estudyante at mapabuti ang kalidad ng edukasyon sa asignaturang Filipino. Ang mga natuklasan ng pananaliksik na ito ay maaaring magsilbing gabay sa mga guro upang higit pang mapaunlad ang kanilang paraan ng pagtuturo at magbigay ng mas epektibong edukasyon sa mga mag-aaral sa hinaharap.

Keywords: estratehiya, pagtuturo, asignatura, filipino, epektibo

**SYNCHRONOUS AND ASYNCHRONOUS: CONTRASTING THE SHS STUDENT'S
EXPERIENCES IN MODULAR AND ONLINE LEARNING**

Joselle Anne Esteban, Maria Elthea Asauro, Renalyn Lamadora,
Jawel Lozano, Angel Lou Romulo, Homer Panoy

Abstract

This research paper analyzes how online and modular learning have changed traditional teaching methods in the context of modern education by providing students with a variety of ways to engage with what they are learning and communicate with teachers. Synchronous learning emulates traditional classroom settings by allowing students and instructors to participate in real-time. On the other hand, asynchronous learning gives students the freedom to interact with the lesson content whenever it suits them, allowing for flexibility in scheduling and time management. Moreover, this research aims to fill the gaps in the literature by emphasizing online or modular learning modalities alone, sometimes ignoring the complex interactions between these modalities and the function of synchronous and asynchronous techniques within them. The methods used in this study includes the research design, respondents of the study, sampling techniques, instruments used in the study, validation of the research instruments, construction and retrieval of the instruments, and the statistical treatment of data used. It shows the distribution of respondents according to their age, with 42.85 percent of the respondents from Senior High School learners being within the age bracket of 18 years old. The distribution of respondents according to their grade shows that Grades 11 and 12 were represented, with more Grade 12 students participating in this study. It also shows the distribution of respondents according to synchronous learning opportunities, with 2.37 percent of the 35 respondents from Senior High School students participating. Furthermore, it depicts the challenges faced by Senior High School students in terms of modular and online learning. The mode they believe best supports their academic needs is self-paced learning, as shown by the questionnaire conducted by the researchers, which had the highest ranking (1) and a weighted mean of 3.11. Face-to-face learning is considered the most efficient, as it allows students and teachers to interact without much hindrance. The following instruments were used in the study to gather data and information: a questionnaire to find the answers to the results we made and to understand the challenges faced by Senior High School students, as well as the mode they believe best supports them. We then computed the results from our survey or questionnaire using the following formula: $WM = \frac{\sum (F \times W)}{N}$ – Weighted Mean F – Frequency of an item or response W – Weights of options or choices N – Number of respondents.

Keywords: online learning, modular learning, face to face learning, traditional teaching, modern education

**TEACHER'S ASSESSMENT CRITERIA IN PHYSICAL EDUCATION: THE EFFECTS
ON THE ACADEMIC PERFORMANCE OF GRADE 12 SENIOR HIGH SCHOOL
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

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Prince Carlo Onate, Christopher Azares

Abstract

This study explores how teachers assess students in physical education classes, examining not only its effect on grades but also how it influences students' actual physical performance. This chapter outlines the research design, identifies the respondents, and details the data collection methods used within the sample space. It describes the tools and strategies employed to effectively gather and process raw data. The study uses a Descriptive Research design to assess individuals' proficiency levels, aiming to accurately depict their competencies in the given context. Additionally, purposive sampling was employed to select the participants for the study. This study involved four (4) Senior High School Physical Education Teachers from Bestlink College of the Philippines - Millionaires Village Campus, Barangay San Agustin, Novaliches, Quezon City. The purposive sampling technique was used to select the participants. The summary of results indicates that the problems encountered in teachers' assessment criteria in physical education are reflected in the following ratings: quizzes (3.83), performance tasks (3.58), and quarterly exams (3.67), all of which were considered highly effective. The assessment criteria used by the teachers to evaluate physical education include cognitive (3.75), affective (3.67), and psychomotor (3.75) domains. Synthesizes the overarching findings, draws conclusions, and proposes an actionable plan derived from the data presented in the preceding chapter. It provides a comprehensive overview of the research outcomes, underscores their significance, and delineates the strategic steps forward based on the insights garnered from the previous data analysis. The teacher's assessment criteria in physical education: the effects on the academic performance of Grade 12 senior high school students at Bestlink College of the Philippines are described in terms of quizzes, performance tasks, and quarterly exams. It is considered highly effective in these areas, though further improvements are needed. Arrange study and tutorial sessions where students actively participate in collaborative problem-solving exercises and activities aimed at grasping the foundational principles of physical education.

Keywords: physical education classes, academic performance, active participation

**THE IMPACT OF SPORTS PARTICIPATION ON THE ACADEMIC
PERFORMANCE OF GRADE 12 STUDENTS AT BESTLINK
COLLEGE OF THE PHILIPPINES - BULACAN CAMPUS**

Trisha Groyon, Shyron Budaño, Maryjane Bantilan, Ralph John Hermosa

Abstract

These days, education is more than just traditional classroom instruction. A variety of extracurricular activities are now available to students, with sports being a popular option. In addition to encouraging physical activity, playing school sports like basketball and volleyball helps pupils become more motivated. Examining the difficulties grade 12 students face in juggling their involvement in sports with their academic obligations is the main goal of this study. The researchers also want to find out if playing sports can improve academic achievement. Descriptive correlation research methods were used in a non-experimental qualitative study to gather data on the association between grade 12 students' academic achievement and their involvement in sports. The study focused on how playing sports can significantly affect a person's academic performance and involves giving a qualitative survey to a chosen group of respondents. Examining elements like time management, stress reduction, peer pressure, motivation, and rewards was part of this. Statistical techniques, such as descriptive and inferential analysis, were used to further examine the data and ascertain how much sports influence grade 12 participants' academic achievement. Based on the findings of the study, most seniors in the class participate in sports to a modest degree. Some students participate in sports because they are genuinely excited about them, but others do so because of outside incentives or the apparent academic advantages. Furthermore, some students view sports as enjoyable pastimes that provide them with a way to relax and find fulfillment in their lives. Last but not least, athletes feel that playing sports is essential to improving their performance in the classroom. It is advised that athletes acquire sufficient assistance from their instructors or coaches in order to overcome these obstacles and create a more well-rounded strategy. The purpose of this study is to determine how participation in athletics affects Grade 12 students' academic achievement at the Bulacan Campus of Bestlink College of the Philippines.

Keywords: sports participation, academic performance, grade 12 students, time management, stress relief, peer influence, motivation, incentives, extracurricular activities, student-athletes

**AAHRMEI JUNIOR ASSOCIATE MEMBERS (AJAM) AS A
NATIONAL STUDENT-BASED ORGANIZATION: IT'S
IMPACT TO THE HOSPITALITY AND TOURISM**

Daisy Ree Lavariaz, Alexis John Caole, Roel Siacor Jr,
Zyra Mae Rieza, Dr. Dana France Ignacio

Abstract

A descriptive quantitative research design was used to distribute survey questionnaires for data collection. One hundred third-year and fourth-year students had been involved in different activities organized by AJAM while pursuing their studies at this institution. These respondents were selected using a cluster sampling technique. The identified respondents were student leaders from the AARJMEI Junior Associate Members (AJAM) at the third-year and fourth-year levels. The researchers selected a total of 100 respondents from AJAM. Additionally, researchers set a requirement that respondents should be between 15 and 50 years old. A descriptive quantitative research design was used to distribute survey questionnaires for data collection. One hundred third-year and fourth-year students who had been involved in different activities organized by AJAM while studying at this institution participated in the study. These respondents were selected using a cluster sampling technique. The identified respondents were student leaders from the AARJMEI Junior Associate Members (AJAM) at the third-year and fourth-year levels. In the selection process, we, the researchers, obtained a total of 100 respondents from AJAM. Researchers also set a requirement that respondents should be between 15 and 50 years old. The results for the first statement of the problem, which examines the influencing factors in joining national-based student organizations of hospitality and tourism, show the following: The first variable, interest, ranked the highest with a composite mean of 3.60, verbally interpreted as strongly agree. The second variable, time to participate in various activities, ranked second with a composite mean of 3.58, also interpreted as strongly agree. Lastly, the third variable, ability and competencies, ranked the lowest with a composite mean of 3.55, still interpreted as strongly agree. Overall, the influencing factors in joining national-based student organizations of hospitality and tourism students had an average weighted mean of 3.58, interpreted as strongly agree. In conclusion, the study has shown how AAHRMEI Junior Associate Members (AJAM) can shape one's educational and professional life in hospitality management. It suggests ways in which management could generate more interest among learners in hotel industry courses offered by this institution. Additionally, it recommends practical time-planning skills for those who wish to participate actively.

Keywords: aahrmei, ajam, academic performance, personal development, hospitality, tourism

**AN ASSESSMENT ON THE SUSTAINABLE PRACTICES OF
CLASSIC SAVORY RESTAURANT IN QUEZON CITY**

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Sheila Myel Suarez, Roland Rambo Jayoma

Abstract

This study explores sustainability practices in the restaurant industry, with a focus on Classic Savory Restaurant in Quezon City. It aims to assess the current state of sustainable initiatives and their impact on restaurant operations. The findings of this research will provide valuable insights for restaurant owners, policymakers, and consumers, highlighting the importance of eco-friendly practices and the need for further investment in sustainability efforts to enhance environmental and economic benefits. The study employed a mixed-methods approach to collect data from 25 employees of Classic Savory Restaurant in Quezon City. Questionnaires were used as the primary data collection tool, allowing the researchers to gather quantitative insights into employees' demographic profiles, perceptions of sustainability practices, and the challenges faced in implementing sustainability initiatives. The research findings indicate that the respondents are primarily young, male, single, and employed full-time, with most occupying crew/waiter positions. There is a noticeable enthusiasm for sustainable practices among employees, reflected in their support for initiatives that promote economic growth, social inclusion, and environmental protection. Sustainable practices, such as reducing single-use plastics, using eco-friendly cleaning products, and separating food waste, have already been incorporated into the restaurant's daily operations. However, a significant challenge identified is the lack of awareness among employees regarding sustainable practices. The results underscore the importance of sustainability in the restaurant industry and highlight the need for enhanced investment in employee training and awareness initiatives. The findings align with existing research, reinforcing the importance of bridging the identified knowledge gap. Limitations of the study, such as the small sample size and focus on a single restaurant, are acknowledged, providing opportunities for future research to explore sustainable practices across a broader range of restaurants and locations. Overall, the study's implications stress the significance of sustainability in the restaurant industry and suggest that future research could inform policies and best practices for the sector.

Keywords: sustainability, restaurant industry, employee training, awareness programs, sustainable practices, single-use plastics, eco-friendly products, food waste, demographic profile, policy implications, restaurant practices, employee perceptions, sustainability

**ANALYZING EMPLOYEES' EFFICIENCY ON WORKING PERIOD
IN SELECTED BRANCHES OF MCDONALDS QUEZON CITY**

Yvannah Gene Uligan, Jen Marie Centina, Khyl Solemny Fumar, Jocelyn Tano,
John Simeon Bulante, Mariathess Mojica, Dr. Dana France Ignacio

Abstract

The fast-food industry is a key pillar of the food service sector, offering extensive employment opportunities while relying on customer satisfaction for success. Employee efficiency plays a critical role in delivering quality service, with working periods being a significant factor in overall productivity. This quantitative study investigates the impact of work schedules on employee efficiency in selected McDonald's branches in Quezon City. It aims to identify optimal working periods that enhance productivity and explores strategies for improving time management. By emphasizing sustainable working conditions, the research underscores the importance of employee well-being and job satisfaction in driving long-term business success. This study employs a descriptive research design, utilizing surveys and observational methods to evaluate employee perceptions and performance." Employees highlighted key challenges, including reduced social life, irregular scheduling, and workplace stress, underscoring the need for proactive management strategies. To mitigate these issues, the study recommends fostering a culture of transparency and empowerment, where employees feel valued, supported, and encouraged to contribute innovative ideas for workplace improvements." This study offers valuable insights into the impact of working periods on employee efficiency within the fast-food industry. By adopting evidence-based strategies to improve working conditions, McDonald's and similar establishments can enhance employee well-being, boost productivity, and elevate customer satisfaction. Ultimately, these efforts contribute to long-term business success and the cultivation of a supportive, high-performance work environment."

Keywords: working periods, employee efficiency, fast-food industry, workplace productivity, employee satisfaction, customer experience, business success, supportive work environment, evidence-based strategies, work conditions optimization

**ANALYZING THE IMPACT OF MANAGEMENT METHODS ON EMPLOYEE
PRODUCTIVITY AT SAMBO KOJIN IN SM FAIRVIEW, QUEZON CITY**

Cris Bryan Emaas, Glenn Joseph Laurente, Harvey Laurence Rubrica,
Panotes Orlando Jr., Carolina Tappa, Roland Rambo Jayoma

Abstract

The objective of this study is to examine how management methods affect employee productivity and how leaders hold a crucial responsibility in driving team performance and ensuring the overall success of the company. Their behavior can either uplift or hamper the company's success, making it essential for leaders to recognize the weight of their actions. Additionally, the study focuses on the pivotal role that experienced colleagues in higher positions fulfill in fostering employee development and growth. The study employs a quantitative design which employed to twenty-five (25) employees of Sambo Kojin in SM Fairview, Quezon City. Descriptive research methods are used to collect data, and purposive sampling is utilized to select suitable respondents. The findings indicate that management methods are a crucial factor in employee productivity. Instances that support this include showing recognition to employees to express gratitude, engaging employees in developing new and varied solutions to approach tasks innovatively, providing employees with a clear understanding of the task, core values, and objectives, and listening to employees' concerns. This concludes that employees are satisfied because management shows recognition and expresses gratitude, encourages employees to develop new and unique approaches to work in innovative ways, listens to and considers employees' complaints, and provides them with a clear understanding of their responsibilities, core values, and objectives. Management should foster an environment where employees feel encouraged to ask questions and voice concerns. They should express themselves clearly and clarify concepts so that all employees understand the objectives, duties, and expectations of every task. Additionally, they must offer concrete guidance while granting staff the freedom to manage their own schedules and tasks, enhancing productivity, initiative, and job satisfaction. Furthermore, management should be aware of the needs and demands of their employees, regularly check in on their performance, listen intently, and empower them to participate in decision-making. Delegating work effectively gives employees a sense of empowerment, increasing engagement and providing opportunities to develop innovative skills.

Keywords: management, methods, employee, employee productivity, performance, employee retention

**ANALYZING THE ROOTS OF FOOD WASTAGE IN
OPPA K-GRILL AT CAMARIN CALOOCAN**

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Anna Mae Vino, Roland Rambo Jayoma

Abstract

The purpose of this study is to analyze the roots of food wastage at Oppa K-Grill in Camarin, Caloocan. Food waste refers to any food that has been eliminated from the food supply chain. It occurs due to production issues and other factors. "Waste" food is defined as food that is fit for consumption but is purposely discarded during the retail or consumption stages. Additionally, food waste includes any substance suitable for human consumption that is thrown away, regardless of whether it has surpassed its expiration date. Wasted food is a significant indicator of environmental degradation, particularly in Western culture. Another fundamental issue is the injustice of large-scale food waste while many people struggle to afford basic meals. Addressing food waste is crucial in mitigating both environmental and social concerns. The research employs a quantitative design and involves 50 selected respondents. A descriptive research method is used to collect data. The researchers distributed the questionnaires using a random sampling technique. The results of the study show that customers agree that the kitchen equipment used is clean and sanitized. Customers are happy with the expertise of the kitchen staff in preparing food, but they are not fully satisfied with the time and budget. Additionally, customers agree on the safety and quality of the food. Provide complete and easy-to-use equipment, properly preserve food in storage, and maintain cleanliness. Implement a food waste tracker, conduct further research and inventory management, and plan and list seasonal targets and seasonal food.

Keywords: food wastage, production issues, environmental degradation

**ASSESSING THE QUALITY SERVICE OF
MCDONALD'S TALIPAPA, QUEZON CITY**

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Ankee Palcon, Dr. Dana France Ignacio

Abstract

In today's highly competitive and rapidly evolving fast-food industry, maintaining stringent quality control measures is imperative for the sustained success of establishments like McDonald's. The fast-food industry is renowned for its fast-paced environment, demanding a seamless blend of speed, precision, and consistent quality. Customer expectations continue to rise, driven by evolving preferences and heightened awareness of food safety and hygiene. The main issue faced by the company is the quality of the food and the perception that McDonald's offers quick and fast food that is not fresh or healthy. Another challenge is its understaffed restaurants and the lack of adequately trained and motivated staff. Researchers aim to gain insights that can inform the broader fast-food industry and contribute to the enhancement of service standards and quality assurance practices. The aim of this research is to determine the quality of service provided by employees at McDonald's and to understand the intricacies of service efficiency and quality control. The researchers utilized the descriptive method with qualitative approaches in assessing the quality of service at McDonald's Talipapa, Quezon City. They selected fifty (50) customers of McDonald's Talipapa, Quezon City, using a simple random sampling method based on predetermined requirements for respondent selection. The researchers chose the first fifty (50) customers dining in the store. There are 50 individuals who participated in our focus study. They have different gender identities, civil statuses, ages, and perspectives on each question in our survey, which covered aspects such as the responsiveness of the staff, empathy, assurance, reliability, and the tangibility of every employee inside the store. Based on the results, the most common problem customers experience is long waiting times due to a lack of employees. Based on the results, respondents fall within the 16–18 age range, with most of them being female and single. Clean and well-organized utensils achieved the highest rank. Responsiveness to customers' requests also ranked first. Additionally, staff efforts in understanding customers' needs and preferences, as well as genuinely caring about their satisfaction and well-being, were highly rated. Researchers conclude that the most prevalent challenge for customers at McDonald's Talipapa is long waiting times.

Keywords: fast-food industry, quality control, evolving preferences

**ASSESSMENT OF FACEBOOK PROMOTION ON SELECTED
CAFES IN NOVALICHES, QUEZON CITY**

Alexander Trance, Nicole Manalo, Trisha Gail Diaz, Hecel Deguia, Emielyn Canones,
Reynald Boquiran, Dr. Dana France Ignacio

Abstract

In today's digital landscape, Facebook has become a powerful tool for businesses, including coffee shops, to interact with their customers and drive growth. Instead of just focusing on traditional marketing, coffee shops can harness the interactive and dynamic nature of Facebook to build stronger relationships with their community and stand out in a competitive market. Personalized Customer Engagement: Instead of generic marketing posts, coffee shops can use Facebook to create personalized experiences for their customers. By responding to customer queries or acknowledging their feedback publicly, they foster a deeper connection and show they value individual customer relationships. Storytelling and Visual Appeal: Instead of just posting about deals, coffee shops can use Facebook's Stories feature to share behind-the-scenes looks at how they source coffee beans, create new recipes, or support local communities. This type of content offers authenticity and builds brand loyalty. Influencer Collaborations: Partnering with local influencers or food bloggers on Facebook allows coffee shops to tap into a wider audience. This can take the form of reviews, product shoutouts, or co-hosting live events, increasing brand visibility organically. Customer-Driven Content: Rather than just sharing business-generated content, coffee shops can encourage customers to post photos of their experiences and tag the shop. This not only provides free, authentic content but also gives customers a sense of involvement in the brand's journey. Data-Driven Decisions: Through Facebook Insights, coffee shops can gather data on customer preferences, behaviors, and post performance. This allows for more strategic decision-making, such as determining the best times to post, crafting content that resonates, or fine-tuning advertising strategies. By adapting to the ever-evolving nature of Facebook and using it as a platform for authentic interaction and creative marketing, coffee shops can transform their presence online, making it a key factor in long-term success. This study explores how social media marketing, specifically through Facebook, influences the sales of coffee shops by examining key factors such as Facebook Engagement, Reviews, and Sales. By applying descriptive and quantitative research methods, the study seeks to evaluate how these factors contribute to a coffee shop's success. Here's a more detailed outline of the study: Objectives: Assess Facebook Engagement: This focuses on the interaction level between coffee shops and their customers on Facebook, including likes, comments, shares, and direct messages. The goal is to evaluate how engagement correlates with customer interest and sales growth. Evaluate Customer Reviews: The study will analyze the impact of customer reviews on Facebook, such as ratings and written feedback. It will explore whether positive or negative reviews significantly influence potential customers' purchasing decisions. Assess Sales Impact: Investigating whether there's a measurable effect on sales as a result of social media activity, including promotional posts, engagement, and customer reviews. Research Methods: Descriptive Method: This method will be used to describe the types of Facebook content being shared by coffee shops (promotions, product highlights, events) and the level of interaction they receive from customers (engagement rate, types of posts, etc.). The researcher will observe trends over time to establish patterns in customer behavior. Quantitative Method: Through surveys and statistical analysis, the study will gather numerical data from coffee shop owners, employees, and customers. This data will include: Demographics of the respondents (age, gender, location, etc.) Frequency of Facebook use and engagement with coffee shop pages. The impact of reviews on purchasing behavior. Sales data before and after specific Facebook promotions

or campaigns The analysis provides a compelling and persuasive indication of the effectiveness of Facebook promotion in driving engagement, building brand reputation, and contributing to business growth across all the key variables examined: Facebook Engagement: With a composite mean of 3.46, there is a clear and strong agreement on the effectiveness of Facebook promotion in boosting customer engagement. This score reflects that coffee shops are successfully leveraging Facebook as a platform for building interactive relationships with their customers. The high engagement levels indicate that customers are not only exposed to the content but also actively participating, which is essential for strengthening brand presence and fostering customer loyalty. Reviews: The impressive rating of 3.57 underscores the critical role of Facebook reviews in shaping brand reputation. It suggests that Facebook promotion is highly effective in cultivating consumer trust, managing feedback, and enhancing the overall customer experience. Positive reviews, in particular, contribute significantly to attracting new customers and retaining existing ones, reinforcing the importance of managing online feedback as part of a comprehensive marketing strategy. This rating emphasizes the direct correlation between effective social media promotion and enhanced brand credibility. Sales: The 3.39 score for Sales highlights the significant impact of Facebook promotion on business growth. While slightly lower than engagement and reviews, this score still strongly indicates that Facebook marketing efforts directly contribute to increased sales. The positive correlation between online engagement and purchasing behavior shows that customers who interact with the brand on social media are more likely to convert, translating virtual engagement into real-world revenue. This confirms the effectiveness of Facebook as a revenue-generating tool for coffee shops. the data on Facebook engagement, reviews, and sales offers valuable insights into customer interaction, brand perception, and profitability. This information helps coffee shop owners understand their position within the competitive landscape and identify opportunities for growth and expansion. By focusing on these aspects, coffee shop owners can improve customer engagement, enhance brand reputation, and unlock new business opportunities. However, the most significant challenge faced by coffee shop entrepreneurs in implementing effective Facebook promotion is the time commitment required for regular posting and content management. Consistently creating and posting content on Facebook is essential for maintaining audience engagement, but many entrepreneurs struggle to find the time to do so. Additionally, insufficient staffing can be a major barrier to running a successful Facebook marketing campaign. Many small coffee shops lack the resources or personnel needed to manage social media promotion effectively. This lack of personnel often results in inconsistent posts, slow responses to customer inquiries, and missed opportunities for engagement. Key Challenges: Time Management: The most common challenge coffee shop owners face is finding the time to post on Facebook frequently. Regular and strategic posting is crucial to maintain customer interest, yet many owners find it difficult to manage this on top of their day-to-day responsibilities. Limited Personnel: Many coffee shops operate with a small staff, making it difficult to dedicate a team member solely to handling social media efforts. Without sufficient resources, managing Facebook promotions becomes overwhelming, which can lead to inconsistent content and slower response times.

Keywords: facebook engagement, reviews, sales, customer interaction, brand perception, profitability, competitive landscape, growth opportunities, time commitment, content management, time management, staffing limitations, social media tools

**ASSESSMENT OF HOUSEKEEPING DEPARTMENT PRACTICES
ON GUEST SATISFACTION AT RICHMONDE HOTEL
EASTWOOD: BASIS FOR CRAFTING A GUIDE**

Mary Beatriz Damian, Bhonde Bullecer, Joanne Marie Dollente, Antonio Pepito Jr,
Jhulian Fae Tapit, Dr. Dana France Ignacio

Abstract

The Assessment of Housekeeping Department Practices on Guest Satisfaction at Richmonde HOTEL EASTWOOD: Basis for Crafting a Guide is a crucial study in determining the factors that affect guest satisfaction. This research aims to examine housekeeping functions and regulations to understand how they directly impact guests' stay experiences. The study will establish findings that can serve as a basis for formulating a guide to enhance the hotel's overall guest experience. The primary objective of assessing housekeeping practices at Richmonde Hotel is to measure their impact on guest satisfaction and identify areas that need improvement. In this study, the researchers used a quantitative research design. According to McCombes (2019), a systematic approach to gathering and evaluating data from various sources is known as quantitative research. The study involved thirty (30) guests, through whom the researchers examined the relationship between housekeeping department practices and guest satisfaction. Findings from Richmonde HOTEL EASTWOOD's guest evaluations showed a high level of satisfaction with cleanliness and the quality of service offered. Communication, responsiveness, and attention to detail also received positive feedback. This study is important as it provides significant information that can be used to develop targeted strategies for enhancing the overall guest experience at Richmonde HOTEL EASTWOOD, making it more competitive in the hospitality industry. From a broader perspective, this assessment aims to improve efficiency in housekeeping methods to enhance service quality at Richmonde HOTEL EASTWOOD. To understand its impact on guest satisfaction, Richmonde HOTEL EASTWOOD's evaluation of housekeeping department practices is essential. The hotel should study these operations to identify areas for improvement, enhancing visitors' experiences and encouraging repeat visits with even greater satisfaction. This comprehensive assessment lays the foundation for creating a customized manual that equips employees with the necessary skills to provide excellent service, thereby raising overall quality standards within the hospitality industry.

Keywords: guest satisfaction, housekeeping practices, experience, service quality, cleanliness

**ASSESSMENT ON CUSTOMER SATISFACTION ON DISCOVERY SUITES
IN PASIG CITY: BASIS FOR SERVICE QUALITY IMPROVEMENT**

Kyra Franchesca Roy, Marc Nicolle Lariosa, Rachelle-an Mallari,
Maryjane Rosario, Roland Rambo Jayoma

Abstract

Social media has emerged as a crucial platform for businesses, especially in the hospitality sector, to advertise their services, engage with customers, and cultivate brand loyalty. Although it presents challenges, such as the risk of negative feedback and customer dissatisfaction, social media marketing continues to be a widely adopted strategy. It offers various benefits, helping businesses to stand out and stay competitive in a crowded market. This chapter provides a comprehensive discussion of the research design adopted by the researchers, detailing the profile of the respondents, the research instruments utilized, the data collection methods, and the statistical techniques applied to analyze the data. Based on the summary of findings and conclusions, the following recommendations are proposed: Optimize elevator management to reduce congestion, shorten queue times, and enhance the overall guest experience, especially during peak transportation periods. Expand the parking facilities to better accommodate guests' vehicles, ensuring greater convenience and minimizing traffic congestion. Upgrade Wi-Fi services to ensure fast and reliable connectivity, addressing guest dissatisfaction and significantly improving their stay. Maintain consistent room and water temperatures by resolving issues related to fluctuating hot and cold water supply, ensuring guest comfort and satisfaction. Provide complimentary grooming kits to meet guest needs and enhance their overall experience, reinforcing attention to detail and customer care. From the findings and data collected, the following conclusions were made: Elevator delays occur due to occasional breakdowns, resulting in long wait times that inconvenience guests who are eager to reach their rooms. Insufficient parking spaces create challenges and frustration for guests, particularly during peak periods or events, leading to difficulty in finding parking. Wi-Fi connectivity issues are noted, as guests expect continuous and reliable internet access during their stay, with disruptions causing dissatisfaction. Fluctuating room temperatures cause discomfort, impacting sleep quality and diminishing overall guest satisfaction with their stay. The lack of essential amenities, such as combs and shaving kits, leaves guests feeling that their needs are not fully met, potentially affecting their overall experience.

Keywords: elevator delays, breakdowns, long wait times, insufficient parking, frustration, peak periods, wi-fi connectivity issues, reliable internet access, fluctuating room temperatures, sleep quality, lack of essential amenities, combs, shaving kits, guest

**ASSESSMENT ON INFLUENCE OF FOOD TRENDS IN RESTAURANT
MENU PLANNING TOWARDS ENHANCEMENT**

Jeanniveb Sarad, Regie San Asuncion, Juvy Mae Candinato, Johnloyd Cristian Fernando,
Julieann Gonzales, Roland Rambo Jayoma

Abstract

Food trends have a notable impact on businesses, especially among millennials and Gen Z, as they reflect shifting preferences and the uniqueness of food offerings. Social media plays a crucial role in brand promotion, customer engagement, and advertising, enabling businesses to reach a wider audience. However, food trends are constantly evolving and can change over time. Visual elements, like menu items, are important in shaping customer perceptions and enhancing service quality. Well-crafted, high-quality visuals can increase social media interactions and improve advertising effectiveness. Menu descriptions also serve as key communication tools, informing customers about the restaurant's offerings. This study aims to explore the advantages of incorporating food trends into restaurant menus, the role of cultural traditions, and the influence of social media on promoting dishes globally. Technological advancements offer new avenues for business growth, and strategic menu planning is essential for ensuring profitability and long-term success. This chapter presents the research methodology employed by the researchers, covering the research design, the profile of the study respondents, the sampling techniques used, and the instruments applied. It also outlines the process of constructing the survey questionnaire, validating the instrument, and gathering data. Furthermore, this chapter explains the procedures for administering and retrieving the questionnaires, as well as the statistical methods used for data analysis. The study identified that women, especially those aged 22-25, are the most engaged participants, showing a higher likelihood of agreement. The quality of food strongly influences customer purchasing intentions, while a variety of menu options plays a crucial role in decision-making. A restaurant's ambiance, along with meeting customer expectations, contributes significantly to fostering customer loyalty. Effective visibility and promotional efforts are key in attracting new customers. However, challenges such as low employee salaries remain an issue. Furthermore, negative reviews have the potential to create confusion among customers and negatively impact their decisions. The recommendations focus on delivering high-quality food, organizing a clear and appealing menu, and ensuring cleanliness and a pleasant ambiance. Exceeding customer expectations, offering easy access to business facilities and parking, and making promotional efforts fun and relevant are also crucial. Moreover, continuously introducing new products will help capture and retain customer interest. These strategies are aimed at building long-term customer loyalty and enhancing overall satisfaction.

Keywords: high-quality food, organized menu, cleanliness, ambiance, customer expectations, business facilities, parking, promotional engagement, trending promotions, new product discoveries, customer loyalty, customer satisfaction

**ASSESSMENT ON RESTAURANT SERVICE TRAINING ALONG QUEZON CITY:
BASIS FOR ACTION PLAN**

Kyle Angelo Gade, John David Bangquiao, Jerson Garcia, Denmark Palses,
Jiandra Trajano, Roland Rambo Jayoma

Abstract

The food industry faces a significant challenge with high employee turnover, largely driven by insufficient training, limited opportunities for growth, and poor customer service. Low staff morale further contributes to employee dissatisfaction, making them more likely to leave. A study showed that 62% of restaurant employees would consider quitting if they lacked proper training. To address these concerns, restaurant training programs should prioritize the development of caring behaviors to improve service quality and strengthen customer loyalty. This study aims to develop an actionable plan to improve restaurant service training and reduce employee turnover. This study utilized a quantitative research method with a descriptive design to evaluate the effectiveness of restaurant service training programs. The study indicates that most respondents are between 18 to 29 years old, with the majority working as crew members or waiters, emphasizing the need for targeted service training and culinary expertise. This highlights the importance of building strong skills to benefit the restaurant's performance. The current training methods, including outsourced and workshop-based programs, show room for improvement in terms of service quality and effectiveness. Furthermore, fostering effective communication and building relationships with guests are crucial for delivering exceptional service. A significant challenge identified is the lack of efficient training programs. To improve service quality, training must align with industry standards and focus on developing key competencies. Current training programs cover key areas such as food safety, service protocols, and communication skills, including active listening, responsiveness, and following instructions. By focusing on both strengths and areas for improvement, employees can enhance their performance through practice and goal-setting. To better meet industry standards and improve service quality, it is essential to invest in continuous training programs that focus on customer expectations and empower employees. This will not only boost their confidence but also help them address any weaknesses. The findings of this study will contribute to the development of an action plan aimed at enhancing restaurant service training.

Keywords: restaurant service training, food safety, effective communication, employee development, customer service, training programs, skill improvement, service quality, employee empowerment, goal-setting, customer expectations, ongoing training, industry standards

**ASSESSMENT ON THE SERVICE QUALITY OF YELLOW CAB PIZZA CORP.
AT SAN JOSE DEL MONTE BULACAN: BASIS FOR RECOMMENDATION**

Regine Cueva, Erica Bartolome, Kimberlie Delos Reyes, Juana Marie Delmonte,
Janelle Juntillo, Dr. Dana France Ignacio

Abstract

Yellow Cab Pizza Corp., established in April 2001 in the Philippines, has grown to operate 200 branches globally. This study focuses on evaluating the service quality at Yellow Cab Pizza Corp. The goal is to provide valuable insights for employees, educators, future students, and researchers to inform future studies aimed at improving service quality. The results of this study will help identify areas for improvement, supporting the company's efforts to enhance its service standards and achieve better customer satisfaction. Ultimately, it seeks to contribute to the continuous growth and success of the brand. The study utilized a descriptive research design to explore the characteristics, frequencies, trends, and categories related to the service quality at Yellow Cab Pizza Corp. A total of fifty customers were selected as respondents, chosen for their ability to provide valuable insights that would contribute to the study's objectives. Purposive sampling was employed to ensure that participants were knowledgeable and capable of offering relevant information. To gather accurate and reliable data, the researchers distributed a survey questionnaire, which was designed to collect factual responses that would help address the research questions and provide a comprehensive understanding of the service quality. The data indicates that most of the respondents are 20 years old, female, and single. Regarding the assessment of service quality at Yellow Cab Pizza Corp., five variables were evaluated: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles: The top-rated aspect was that service personnel consistently display professionalism and proper grooming during customer interactions. Reliability: The highest-rated statement was that employees are easily accessible and available to assist customers when needed. Responsiveness: The highest rating in this area was for employees' willingness to help solve customer problems. Assurance: The most highly rated item was that customers are treated respectfully and with courtesy. Empathy: The highest score was for employees' ability to promptly respond to customer concerns. Among these variables, assurance received the most excellent ratings. However, the majority of respondents expressed dissatisfaction with the long wait times for seating or services at Yellow Cab Pizza Corp. This study offers important insights into the service quality of Yellow Cab Pizza Corp. in San Jose Del Monte, Bulacan. The findings suggest that the company should explore the possibility of expanding its presence by opening more branches in strategic locations. Furthermore, it is crucial to invest in regular and effective training programs for staff to ensure consistently excellent service. Implementing these recommendations will help elevate the overall customer experience and foster continued growth for Yellow Cab Pizza Corp.

Keywords: service quality, yellow cab pizza corp., customer satisfaction, staff training, expansion, service improvement, restaurant management, customer experience, fast-food industry, san jose del monte, bulacan

**CHALLENGES ENCOUNTERED BY EMPLOYEES IN HANDLING GUEST
COMPLAINTS IN SELECTED RESTAURANTS IN QUEZON CITY:
BASIS FOR PROPOSE ACTION PLAN**

Justin Salazar, Sillina Cabaddu, Eries Chua, Xavier Macavinta,
Jeremy Serenatas, Roland Rambo Jayoma

Abstract

Effectively managing customer complaints is crucial in the hospitality industry, particularly for restaurant service crews who often encounter dissatisfied patrons. Properly addressing these concerns not only enhances customer satisfaction but also supports employee well-being and retention. 1. Listen Actively when a customer voices a complaint, give them your full attention. Listen without interruption, maintain eye contact, and show empathy. Taking notes can demonstrate your commitment to resolving the issue and help retain important details. 2. Respond with Empathy acknowledge the customer's feelings and apologize for the inconvenience they've experienced. A sincere apology can defuse tension and show that you value their patronage. 3. Offer a Solution after understanding the issue, propose a resolution that aligns with the customer's expectations. This could involve replacing a meal, offering a discount, or providing a complimentary item. Involving the customer in the solution process can increase their satisfaction. 4. Take Swift Action Implement the agreed-upon solution promptly to demonstrate efficiency and commitment to customer satisfaction. Delays can lead to further frustration and negative perceptions. 5. Learn and Improve use customer complaints as opportunities for growth. Analyze recurring issues, provide staff training to address common concerns, and adjust policies or procedures to prevent future problems. This proactive approach can enhance the overall dining experience and reduce the likelihood of complaints. research employs a descriptive quantitative methodology, utilizing a survey questionnaire administered to 50 employees from selected casual fine dining restaurants in Quezon City through purposive sampling. This approach effectively captures employees' experiences in handling guest complaints. Previous studies have explored similar themes. For instance, research titled "A Customer-Employee Encounter: A Review of Customer Quality Control on Restaurant Food Service" examines customer-employee interactions and their impact on service quality. Another study, "An Examination of Guest Complaints and Complaint Communication," investigates guests' preferred methods for reporting service failures in casual-dining restaurants. Additionally, "Assessing Customer Complaints Behaviour Towards Services Delivered in Restaurant" empirically analyzes customer attitudes and behaviors regarding complaints in restaurant services. These studies provide valuable insights into complaint management within the hospitality industry, complementing the focus of your research. study highlights several critical challenges faced by restaurant employees in delivering exceptional customer service: 1. Complexity of Providing Excellent Customer Service Achieving high levels of customer satisfaction is complex, with a weighted mean of 3.58 indicating significant challenges. Factors such as long wait times and delayed services contribute to customer dissatisfaction. Notably, 39% of customers are likely to write a negative review after experiencing staffing issues, long wait times, and order inaccuracies. Long waits in line and service delays are prevalent, with a weighted mean of 3.4. These issues often lead to customer boredom and frustration. Investing in employee training has been shown to enhance staff proficiency in handling customer complaints and special requests, leading to a more seamless dining experience. Customers expect dining establishments to maintain clean and sanitary environments, reflected in a weighted mean of 3.7. Ensuring high standards of cleanliness is crucial for customer retention and satisfaction. A survey by the National Restaurant Association found that 70% of diners are more likely to return to a restaurant where they received excellent service, even if

the food was only average. Employees encounter communication difficulties, including customer misunderstandings and inadequate training in complaint handling. These challenges are exacerbated by resource constraints. Effective employee training boosts guest satisfaction by improving service quality, communication, and customer care. Addressing these challenges necessitates comprehensive training programs focused on effective communication and complaint resolution. Establishing clear guidelines and providing employees with the skills to handle customer complaints can lead to improved service quality and customer satisfaction. Additionally, maintaining high employee satisfaction has been linked to improved customer experiences, with a 2023 survey indicating that for every 10% increase in employee satisfaction, average customer satisfaction scores rose by 7%. Incorporating these findings into operational strategies can enhance the overall dining experience, fostering customer loyalty and a positive reputation for the establishment. Effectively managing guest complaints is essential for maintaining a positive reputation and ensuring customer loyalty in the hospitality industry. Stay Calm and Professional In the face of customer dissatisfaction, it's crucial to remain composed and professional. Avoid arguing or becoming defensive, as this can escalate the situation. Instead, maintain a calm demeanor, acknowledge the customer's feelings, and focus on resolving the issue. 2. Empower Your Staff Equip your employees with the authority and training to handle complaints effectively. Empowered staff can address issues promptly without always needing managerial intervention, leading to faster resolutions and increased customer satisfaction. 3. Follow Up after resolving a complaint, follow up with the customer to ensure they're satisfied with the solution and to demonstrate your commitment to their experience. This step can turn a dissatisfied guest into a loyal patron. By integrating these practices, along with active listening, empathy, swift resolution, and continuous improvement, your restaurant can transform negative experiences into positive outcomes, fostering customer loyalty and a supportive work environment.

Keywords: employee challenges, guest complaints, casual fine dining, quezon city, restaurant industry, customer service, complaint management, service recovery, employee experiences, hospitality sector

**CUSTOMERS' DINING EXPERIENCE AND ITS IMPACT ON CUSTOMER
RETENTION AT THE COFFEE BEAN AND TEA LEAF,
TOMAS MORATO AVE. DILIMAN, QUEZON CITY**

Johanna Mariz Barona, Dexter Demetrio, Christian Paul Espeña, Charles Adrian Garcia,
Rj Menk Rivas, Abegail Mei Roxas, Dr. Dana France Ignacio

Abstract

The Coffee Bean & Tea Leaf is a well-established café chain known for its diverse beverage offerings and inviting atmosphere. This study explores the relationship between customer dining experiences and customer retention, considering factors such as gender, age, socioeconomic status, pricing, ambiance, location, food and beverage quality, service quality, servicescape, and customer feedback. The primary goal is to evaluate how these factors influence customer loyalty. To collect data, the study surveyed 50 customers of The Coffee Bean & Tea Leaf. The researchers utilized a descriptive research design to evaluate the ambiance, service quality, and location of The Coffee Bean & Tea Leaf. Data were gathered from 50 customers selected through simple random sampling. A survey questionnaire was used as the primary research instrument to assess customer experiences and perceptions. The data reveal that most respondents are female, aged 21-25 years old, and belong to the middle-income bracket. Regarding their dining experience, respondents reported high satisfaction with price, ambiance, and location. Furthermore, the findings indicate that factors such as food and beverage quality, service quality, servicescape, and feedback play a significant role in influencing customer retention, with overall satisfaction levels being very high. Customers at Coffee Bean and Tea Leaf generally have a positive perception of their dining experience, appreciating the quality of products, ambient music, visual aesthetics, and cleanliness, which enhance their overall satisfaction and encourage repeat visits. Convenient location and access to Wi-Fi are also highly valued, contributing to a more enjoyable experience. The study reveals a significant correlation between dining experience and customer retention, emphasizing that high-quality food and service foster customer loyalty. A café that consistently meets or exceeds customer expectations strengthens its relationship with patrons, increasing the likelihood of repeat visits. As a result, the researchers have proposed a sustainability plan for the Coffee Bean and Tea Leaf branch in Tomas Morato, Ave., Diliman, Quezon City, to further enhance customer satisfaction and long-term business success.

Keywords: customer retention, dining experience, service quality, ambiance, location, food and beverage quality, servicescape, pricing, customer satisfaction, sustainability proposal

**EFFECTIVENESS OF DELIVERY SERVICES IN SELECTED
FAST-FOOD CHAIN ALONG CULIAT, QUEZON CITY:
BASIS FOR RECOMMENDATION**

Abelardo III Balisi, Mary Bello Jr, Rafael Del Rosario, Jonas Dela Cruz,
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Abstract

Online food ordering systems have significantly transformed the fast-food industry by enhancing operational efficiency, improving customer satisfaction, and offering valuable economic benefits. Key Advantages: Enhanced Customer Convenience: These systems enable customers to place orders anytime and anywhere, eliminating the need for phone calls or in-person visits. This 24/7 accessibility caters to diverse schedules and preferences, allowing customers to pre-order outside business hours and have orders ready for fulfillment upon opening. Automating the ordering process streamlines operations, reduces wait times, and minimizes order errors. This efficiency allows staff to focus on food preparation and quality, enhancing overall service delivery. In-house online ordering systems allow restaurants to collect customer information and order patterns, providing insights into regular customers, popular items, and peak ordering times. This data is invaluable for personalized marketing and inventory management. The integration of digital payment methods simplifies transactions, reduces labor costs, and enhances revenue through increased order volumes. Additionally, the collection of customer data facilitates targeted marketing strategies, further boosting sales. Online platforms serve as modern loyalty programs, offering exclusive discounts and promotions to customers. This approach not only enhances customer retention but also attracts a broader audience, including younger demographics that value convenience and digital engagement. Evaluating the effectiveness of delivery services in a fast-food chain in Culiat, Quezon City, involves a comprehensive assessment of various operational and customer satisfaction metrics. A descriptive research design, utilizing quantitative data collection and statistical analysis, is well-suited for this purpose. Key Performance Indicators (KPIs) to Assess: Delivery Time Efficiency: Analyze the average time taken from order placement to delivery completion. Strategies such as organizing deliveries based on location and time, accurately estimating delivery times using historical data, and examining local traffic patterns to optimize routes can enhance delivery efficiency. upmenu.com Order Accuracy: Monitor the precision of orders delivered, ensuring that customers receive exactly what they requested. Implementing robust order verification processes and integrating point-of-sale (POS) systems with delivery platforms can reduce errors and improve accuracy. altametrics.com+1Fast Casual+1Service Quality: Evaluate customer perceptions of service quality, focusing on aspects such as courteousness, cleanliness, speed of service, and food consistency. Prioritizing these factors can lead to increased customer satisfaction and loyalty. scirp.org Operational Efficiency: Assess internal processes, including staff scheduling, kitchen workflow, and delivery route optimization. Adjusting staff schedules based on peak hours and optimizing delivery zones can streamline operations and reduce costs. Fast Casual Customer Satisfaction: Gather feedback regarding the delivery experience, addressing factors like timeliness, order accuracy, and overall service. Utilizing customer feedback to continually improve service can enhance satisfaction and retention. altametrics.com Methodology: Data Collection: Distribute structured surveys to a representative sample of customers who have utilized the delivery service. Collect data on delivery times, order accuracy, service quality, and customer satisfaction. Data Analysis: Employ statistical tools to analyze the collected data, identifying patterns, correlations, and areas needing improvement. Reporting: Present findings with actionable recommendations to enhance delivery service effectiveness, aiming

to increase customer satisfaction and operational efficiency. By systematically evaluating these aspects, the study aims to provide valuable insights into the strengths and weaknesses of the current delivery service, facilitating targeted improvements and strategic enhancements. The study on the effectiveness of delivery services in a fast-food chain in Culiat, Quezon City, provides valuable insights into customer demographics and service evaluations. Demographic Insights: Age and Usage: The study indicates that 52% of respondents aged 22-26 use Foodpanda, a leading food delivery app in the Philippines. Foodpanda holds a significant market share, with reports indicating approximately 40% in 2022. The Business Manual Gender and Marital Status: The study found that 60% of male respondents are single. This aligns with broader data, where Foodpanda's audience is approximately 50.21% male and 49.79% female. similarweb.com Employment and Education: The majority of respondents are non-working, with 60% being students. This demographic actively engages with food delivery services, reflecting a trend among younger consumers. Animorepository Service Evaluation: Respondents assess delivery services based on several factors: Usefulness: The perceived value and convenience of the service. Digital Platforms: User experience with the mobile app and website, including ease of navigation and performance. Payment Methods: Satisfaction with online payment options and flexibility in payment modes. Delivery Speed: Timeliness and reliability of deliveries. Service Quality: Professionalism and appearance of delivery personnel, as well as after-sales support. These factors are consistent with those identified in studies on customer satisfaction with online food delivery services in the Philippines. Ensuring timely food delivery, efficient customer service, and a strong track record are crucial for the success of regional fast-food delivery services. Collaborative efforts among delivery firms, businesses, and customers can significantly enhance customer satisfaction, loyalty, and overall market success. By minimizing late deliveries, maintaining transparent pricing, reducing missing items, and improving the delivery experience, these stakeholders can collectively contribute to a more efficient and customer-centric service. Strategies to Enhance Customer Satisfaction in Fast-Food Delivery Services: Optimize Delivery Routes and Times: Utilize route planning software to determine the most efficient delivery paths, considering factors like traffic conditions and delivery windows. This approach can reduce delivery times and increase customer satisfaction. Implement Real-Time Order Tracking: Providing customers with real-time updates on their orders enhances transparency and allows them to anticipate delivery times, leading to a better overall experience. Streamline Communication Channels: Establish clear and responsive communication between customers, delivery personnel, and restaurants to address any issues promptly and keep customers informed about their orders. Leverage User Data for Personalization: Analyze customer purchase histories and preferences to offer personalized recommendations and promotions, enhancing the customer experience and encouraging repeat business. Maintain High Food Quality and Presentation: Ensure that food items are prepared to high standards and presented attractively, even during transit, to meet customer expectations and reduce complaints. Encourage and Act on Customer Feedback: Regularly solicit customer feedback through surveys or reviews and use this information to identify areas for improvement, demonstrating a commitment to continuous enhancement of services. By implementing these strategies, fast-food delivery services can foster stronger customer relationships, enhance satisfaction, and achieve greater market success.

Keywords: disaster risk reduction management (drrm), flood control, barangay kasiglahan, rodriguez, rizal, disaster preparedness, community-based disaster risk reduction and management (cbdrrm), flood-prone communities, capacity building, disaster

**EFFECTS OF MODERN TECHNOLOGY IN ENHANCING THE CUSTOMERS
EXPERIENCE IN FRONT OFFICE DEPARTMENT TOWARDS GLOBAL
COMPETITIVENESS IN SELECTED HOTEL IN QUEZON CITY**

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Abstract

In 2023, the hospitality industry is rapidly adopting advanced technologies to enhance guest experiences and streamline operations. Key developments include: Voice-Activated Systems: Integrating voice recognition technology in guest rooms allows patrons to control lighting, temperature, and entertainment systems through voice commands, offering personalized and convenient services. Contactless Payments: Implementing contactless payment solutions enables guests to settle bills securely and efficiently, reducing physical contact and improving transaction speed. Robotics and Artificial Intelligence (AI): Utilizing robots for tasks such as room service delivery and AI-powered chatbots for customer service enhances operational efficiency and provides innovative guest interactions. Internet of Things (IoT): Deploying IoT devices in guest rooms allows for smart room controls, where guests can adjust lighting, temperature, and entertainment systems through their devices, creating a personalized environment. Data Analytics: Leveraging data analytics helps in understanding guest preferences and behaviors, enabling personalized marketing strategies and improved service offerings. However, the integration of these technologies also introduces significant security challenges. A concerning trend is the rise of AI-generated voice scams, where malicious actors use AI to mimic voices, leading to fraudulent activities. In April 2023, an Arizona family was deceived by a scammer using AI to clone a relative's voice, demanding ransom. Additionally, a 2023 survey revealed that 10% of global respondents experienced AI-generated voice scams, with higher incidences in countries like India. To mitigate these risks, hospitality organizations should implement comprehensive cybersecurity measures, including: Encryption: Protecting sensitive data through encryption ensures that even if data is intercepted, it remains unreadable to unauthorized parties. Firewalls and Intrusion Detection Systems: Deploying advanced firewalls and intrusion detection systems helps in monitoring and blocking unauthorized access attempts to networked systems. Regular Security Audits: Conducting frequent security audits assists in identifying vulnerabilities and ensuring compliance with industry standards. Employee Training: Educating staff about security protocols and potential threats enhances vigilance and reduces the likelihood of successful phishing or social engineering attacks. Collaborative Efforts: Engaging in industry-wide collaborations to establish unified data security policies and adopting strong authentication methods can create a more secure environment across the sector. By embracing these technologies while proactively addressing security concerns, the hospitality industry can enhance guest experiences and maintain trust in an increasingly digital landscape. Purposive sampling, also known as judgmental or selective sampling, is a non-probability technique where researchers deliberately select participants based on specific characteristics or qualities relevant to the research objectives. In the context of studying the impact of modern technology on customer experience in selected hotels in Quezon City, purposive sampling is particularly suitable. By intentionally choosing hotels renowned for their effective integration of technology and global competitiveness, researchers can gain insights from establishments that are likely to provide valuable information on the subject matter. When selecting these hotels, it's important to consider factors such as: Business Standing: Assessing the hotel's reputation, market position, and financial performance can indicate its commitment to adopting advanced technologies to enhance operations and guest experiences. Technology Integration:

Evaluating the extent to which a hotel has incorporated modern technologies—such as property management systems, customer relationship management tools, and in-room innovations—can provide insights into its technological maturity. Guest Satisfaction and Reviews: Analyzing guest feedback, online reviews, and ratings can reveal how technology impacts customer experiences and satisfaction levels. By focusing on hotels that meet these criteria, researchers can gather targeted data on how technological advancements influence customer experiences in the hospitality sector. However, it's essential to acknowledge that while purposive sampling allows for in-depth exploration of specific cases, the findings may not be generalizable to all hotels in the region. Nonetheless, this method is valuable for obtaining detailed insights from particular cases that align with the research objectives. The study surveyed 100 respondents, comprising 45% individuals aged over 26 years, 56% males, and 38% college graduates. Participants evaluated the effectiveness of modern technology in hotels across four key dimensions: Fast Communication: The use of technology facilitated swift and efficient communication between guests and hotel staff, enhancing responsiveness to guest needs. Customer Experience: Technological amenities and services enriched the overall guest experience, offering conveniences such as mobile check-ins and personalized recommendations. Customer Satisfaction: The integration of modern technology contributed to higher levels of guest satisfaction by meeting contemporary expectations for digital services. Fast Transactions: Digital payment systems and automated processes streamlined financial transactions, reducing wait times and improving operational efficiency. Overall, the study found that modern technology significantly enhanced the hotel stay experience by simplifying access to information and services, thereby improving the guest experience. However, 12.52% of respondents encountered challenges such as lack of basic knowledge, system maintenance issues, and technical difficulties. Despite these challenges, the findings align with broader industry trends, indicating that modern technology is a valuable tool for enhancing customer experience and satisfaction in the hotel industry. These results are consistent with industry observations, where 73% of guests reported they are likely to return to a hotel that meets their technology needs, underscoring the importance of technological integration in enhancing guest satisfaction. The study surveyed 100 respondents, revealing a demographic composition of 56% male and 44% female participants. Age-wise, the majority were over 26 years old, followed by those aged 21–25, and under 20. Respondents evaluated the impact of modern technology in the front office department across four key areas, each rated on a scale where a higher mean indicates greater effectiveness: Fast Communication: Mean score of 4.00, Customer Experience: Mean score of 4.00, Customer Satisfaction: Mean score of 3.99 Fast Transactions: Mean score of 4.00. However, 12.52% of respondents (12 individuals) reported experiencing challenges such as technical difficulties, system maintenance issues, and a lack of basic knowledge regarding the technological systems in place. These findings align with existing literature, which highlights that the integration of Information and Communication Technologies (ICT) in front office operations can significantly impact service quality and productivity, depending on factors like the demographic profile and IT skills of front office personnel. These results underscore the positive influence of modern technology on hotel operations, while also highlighting areas where improvements are needed to enhance user experience and address existing challenges.

Keywords: smart hotel technology, guest satisfaction and loyalty, digital transformation, customer experience enhancement, operational efficiency, ai and automation in hospitality, in-room technology, personalized guest services, technology adoption challenges

**EFFECTS OF UNDERSTAFFED WORKFORCE ON EMPLOYEE PERFORMANCE IN
EMNACE'S GRILL, QUEZON CITY: BASIS FOR RECOMMENDATION**

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Xandra Aubrey David, Dr. Dana France Ignacio

Abstract

This study aims to analyze the effects of an understaffed workforce on employee performance at Emnace's Grill, Quezon City, particularly during high workload periods due to mismanagement. Organizational structures, task complexities, and departmental variations contribute to workload imbalances. Employees' perception of inequitable workload distribution may lead to dissatisfaction, reduced morale, and decreased productivity. A descriptive quantitative research design was employed to assess the impact of an understaffed workforce on employee performance. Data was gathered through a survey of 20 respondents employed at Emnace's Grill, Quezon City. The study examined employee demographics, work hours, and perceptions of workload distribution and recognition. Findings indicate that 75% of respondents are male and fall within the 26-35 age bracket. Additionally, 85% identify as single. All respondents reported working 9 to 16 hours per shift while maintaining professional grooming standards. A weighted mean of 2.90 suggests that respondents strongly agree that acknowledging employees' efforts, attitudes, and skills positively impacts their performance. Moreover, employees believe that an understaffed workforce can still bring success to the business. However, over-fatigue, reported by 15% of respondents, is a significant concern, as prolonged working hours negatively impact productivity and well-being. Survey results highlight challenges such as understaffing, long working hours, and a lack of recognition. To address these issues, management should hire additional staff, introduce uniforms, expand dining space, enhance promotional strategies, recognize employee contributions, and fairly redistribute tasks. Providing competitive salaries and fostering open communication will contribute to a more positive work environment.

Keywords: workforce, understaffed, recognition, flexibility, productivity

**ERGONOMIC WORKPLACE STRUCTURE AND EMPLOYEE
PERFORMANCE AT STORYA KITCHEN + BAR: AN ANALYSIS**

Jamaika Daliva, Aedan James Agne, Genevive Licpao, Angelica Songcog,
Mary Jean Nedroda, Dr. Dana France Ignacio

Abstract

In the restaurant industry, employees often encounter safety hazards. Common injuries include sprains, strains, burns, and slips. The purpose of this study is to determine whether ergonomic workplace structures are present at Storya Kitchen + Bar. The researcher aims to understand how ergonomic workplace structures can improve employee productivity and work performance. This study used a correlation research design to ensure validity and reliability. The researchers employed purposive sampling to distribute the questionnaires and used a survey questionnaire to gather data. The main focus of the study is the employees of Storya Kitchen + Bar, with a total of thirty respondents. Based on the study's findings, the employees of Storya Kitchen + Bar are primarily between 20 and 25 years old. The majority are female, comprising 60% of the workforce, while males account for 40%. In terms of length of service, 50% of the respondents have been working at the restaurant for more than a year. Most employees work full-time, making up 63% of the total workforce. The majority of respondents at Storya Kitchen + Bar believe that the restaurant's ergonomic design is highly effective in enhancing productivity and work performance. The study showed that employee performance is significantly influenced by the ergonomic workplace structure. Overall, the data highlight that Storya Kitchen + Bar is committed to providing a workplace that promotes employee efficiency and productivity. Maintaining and improving these ergonomic structures can further enhance operational effectiveness and the customer experience within the establishment. The study also emphasizes the effectiveness of workstation design, equipment and tools, storage and organization, as well as ventilation and lighting. Additionally, it highlights success in cultivating a workforce characterized by strong personal traits, excellent work performance, effective interpersonal skills, and a positive attitude and commitment. This study recommends that entrepreneurs maintain a proper workplace structure to enhance employee productivity and efficiency. Managers should provide quick solutions to workplace challenges that may hinder productivity. Additionally, employees should maintain a well-organized storage area for supplies and equipment, enabling staff to access items quickly and efficiently.

Keywords: ergonomic workplace, ergonomic, work performance

**EVALUATION OF COFFEE SHOP PREFERENCES OF GENERATION Z AT SELECTED
COFFEE SHOPS IN QUEZON CITY: BASIS FOR RECOMMENDATION**

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Clarisse Rivera, Rolando Rambo Jayoma

Abstract

The purpose of this study is to thoroughly assess the continuous changes in Gen Z's preferences for coffee shops at selected cafés in Quezon City. This study aims to explore how the preferences of this new generation as consumers have evolved. It seeks to assess their coffee preferences based on taste and identify potential factors influencing their choices. Additionally, the study examines the challenges Generation Z encounters when selecting coffee shops based on their experiences, using a descriptive methodology. This study used a descriptive methodology under a quantitative research approach, involving one hundred Generation Z respondents in Quezon City. The descriptive method was employed to analyze and describe real-life events accurately. It presents the subject matter and provides a precise description of specific occurrences and their significance. The result of this study, reveals that the preferred coffee shops of generation Z, an interactive Coffee Bean Wall, a digital display showcasing the origin and journey of different coffee beans, The interior design is great Seeing a good brand advertisement online influences customers to try the product. The shop's location should be easy to find. The price of coffee varies depending on the type of store. Offering special and exclusive drinks and food on special occasions attracts customers. Free Wi-Fi, charging stations, and a tech-friendly environment are often appreciated. Running out of key ingredients or products can lead to a limited menu, frustrating customers who expect a broader selection.

Keywords: coffee shop, generation z, gen z preferences, consumer satisfaction

**EVALUATION OF FOOD SAFETY AND HYGIENE PRACTICES ON
SELECTED FOOD CARTS AT NOVALICHES, QUEZON CITY:
BASIS FOR RECOMMENDATION**

Cristine Nacional, Mary Jean Musico, Angelo Lopez, Nimra Yousaf,
Patrick Angelo Sanchez, Dr. Dana France Ignacio

Abstract

Food carts have become a ubiquitous presence in urban landscapes, offering a wide array of delectable treats to passersby. These mobile food vendors, often found on bustling streets and in public spaces, contribute significantly to the culinary diversity of a community while providing convenience and affordability. However, food safety is a critical public health concern, and inadequate practices in food handling and hygiene can lead to foodborne illnesses. These illnesses, caused by the consumption of contaminated food, can range from mild discomfort to severe and life-threatening conditions. Ensuring the safety of street food is essential for both the well-being of the community and the reputation of vendors. By focusing on this specific location, the researchers aim to provide insights into the unique challenges and opportunities faced by vendors operating in this urban setting. The research methodology employs a descriptive design to study kitchen sanitation practices among food cart customers in Novaliches, Quezon City. Purposive sampling targets relevant individuals. Data collection involves questionnaires and interviews, while statistical treatment includes percentage distribution and weighted mean with Likert scale interpretation, enabling a comprehensive investigation into customer perceptions. The study's key findings include demographics indicating that the majority of employees and customers fall within the 21–25 age bracket, with notable gender and civil status distributions. Both groups perceive cleanliness and grooming standards among food vendors favorably. Positive perceptions also extend to hand-to-food contamination and cross-contamination practices. No significant difference was found in safety and hygiene standards among vendors. Challenges primarily revolve around cross-contamination. Proposed recommendations emphasize comprehensive training initiatives for employees to enhance food hygiene and safety measures. The study's conclusions reveal positive perceptions of cleanliness and grooming standards among both employees and customers, highlighting a foundation of trust in food safety practices. Recommendations focus on bridging perception gaps through targeted training, clear guidelines, and systematic monitoring. Emphasis is placed on regular training sessions, clear protocols, and collaboration with health authorities to establish standards. Continuous education is also recommended to ensure sustained improvement in food hygiene and safety practices.

Keywords: food safety, food carts, mobile food vendors, convenience, food affordability

**EVALUATION OF SERVICE PROFESSIONAL OF HOTEL IN
QUEZON CITY: BASIS FOR IMAGE ENHANCEMENT**

Sheryl Gabay, Angeline Agad, Janil Alagan, Irene Arceo,
Mary Nicole Quinton, Roland Rambo Jayoma

Abstract

The purpose of this study is to determine the problems encountered at Microtel by Wyndham Acropolis in Quezon City. Good hygiene and grooming are crucial for employees in the hospitality industry. However, some hotel employees tend to neglect these basic requirements for various reasons, affecting their performance and the overall reputation of the hotel. Implementing stricter policies and investing in proper training can foster a culture of good hygiene and grooming. A well-groomed and presentable employee not only enhances the company's performance but also creates a positive experience for guests. In conclusion, good hygiene and grooming are indispensable in the hospitality industry. The study used the descriptive research method with ten (10) employees and forty (40) guests of Microtel by Wyndham Acropolis in Quezon City through purposive sampling technique. The results of this study reveal that service professionals need improvement in image enhancement. The majority of respondents, particularly those aged 22-25 and 26-29, believe that employees displaying a positive attitude and maintaining a professional image provide a significant advantage for the hotel. Additionally, proper treatment of employees is essential to fostering competence and maintaining high-quality service. The primary issue encountered by guests is the failure to meet grooming standards. To enhance the service provided to guests, it is crucial to ensure they feel valued and well cared for. The majority of hotel guests are male and primarily speak Tagalog. Providing excellent service is essential for guest satisfaction and maintaining the hotel's reputation. However, employees also require proper treatment and strong communication skills to excel in their roles. Fostering positive relationships with coworkers and promoting a healthy work environment can enhance employee confidence and competencies. Mental and physical well-being remain common concerns among hotel employees. There is a notable difference in service evaluation between guests and employees, highlighting the need for staff training to boost confidence and performance. A positive attitude leaves a lasting impression, while excellent customer service strengthens satisfaction and reputation. Maintaining high standards of proficiency, enhancing communication skills, and fostering an attractive and welcoming environment can improve guest loyalty. Actively listening to guest needs, promoting a positive workplace culture, and building employee competencies are crucial for long-term success.

Keywords: service professional, positive self-perception, image enhancement

**EXPLORING OPPORTUNITIES AND CHALLENGES FOR LGBTQ+
IN THE HOSPITALITY INDUSTRY: A HOTEL PERSPECTIVE**

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Abstract

This study aims to explore the opportunities and challenges faced by LGBTQ+ individuals in the hospitality industry. While progress has been made in promoting inclusivity, there are still significant barriers such as employment discrimination, healthcare access, and a lack of legal protections. Embracing diversity in the workplace can foster innovation and strengthen communities, but it is crucial to address inequality and ensure equal rights for all. The goal of this research is to closely examine both the positive aspects and the challenges LGBTQ+ individuals experience within hotels and restaurants. By understanding their experiences, we seek to contribute to creating a more welcoming and fair environment for both staff and customers. The data will be collected in Novaliches, Quezon City, with the aim of supporting efforts to make the hospitality industry more inclusive and supportive for everyone. The research design employed in this study is quantitative research. The respondents/participants for this study are hotel employees, with a target sample size of 30 individuals. The sampling technique used is simple random sampling. To collect accurate and relevant data, a survey questionnaire will be utilized as the primary data collection tool. The selected hotels in Quezon City provide a safe and supportive work environment for LGBTQ employees, with a high satisfaction rating of 1.04. The policies and procedures implemented by these hotels effectively prevent discrimination and harassment based on sexual orientation or gender identity, receiving a satisfaction rating of 1.07. Management in these hotels actively promotes a culture of respect and acceptance towards all employees, regardless of sexual orientation, resulting in a satisfactory level of support, rated at 0.99. Key Findings: LGBTQ-Friendly Policies and Career Impact: Ranked 1st with a weighted mean of 1.04, showing that LGBTQ-friendly policies positively influence career progression and job satisfaction. Perception of LGBTQ Graduates: Ranked 2nd with a weighted mean of 0.94, indicating that LGBTQ graduates perceive the hospitality industry as welcoming and free from discrimination, with strong support from guests. Recruitment of LGBTQ Graduates: Ranked 3rd with a weighted mean of 0.99, reflecting active recruitment and inclusion of LGBTQ individuals in hospitality management roles. Openness About LGBTQ Identity: Ranked 4th with a weighted mean of 0.92, suggesting that while guests are generally positive about LGBTQ individuals being open about their identity in the workplace, this aspect received slightly lower ratings compared to other areas. Management Addressing Discrimination: Ranked 1st with a weighted mean of 1.04, highlighting strong guest agreement that management at the selected hotels actively addresses incidents of discrimination or bias against LGBTQ employees, making this the highest-rated aspect of fair treatment. Fair Treatment in Promotions: Ranked 2nd and 3rd with a weighted mean of 0.99, showing that LGBTQ graduates in hospitality management are treated fairly in terms of promotions and career advancement opportunities. Support Systems for LGBTQ Employees: Ranked 4th with a weighted mean of 0.92, indicating positive feedback on communication and support systems available to LGBTQ employees facing discrimination or harassment, though this aspect received a slightly lower rating than others. LGBTQ Graduates' Success: Ranked 1st with a weighted mean of 1.01, showing strong guest agreement that LGBTQ graduates believe their identity will not impact their success in Quezon City's hotel sector. Equal Employment Opportunities: Ranked 2nd with a weighted mean of 1, indicating that guests strongly agree the hotel industry provides equal opportunities for LGBTQ individuals. Equal Training and Development: Ranked 3rd with a weighted mean of 1,

reflecting equal access to training and development opportunities for LGBTQ employees in hospitality management roles. Respect and Dignity: Ranked 4th with a weighted mean of 0.96, showing that while LGBTQ graduates are treated with respect and dignity by their colleagues and superiors, this aspect was rated slightly lower compared to other factors. LGBTQ+ Employees in the Hospitality Sector: Experiences, Challenges, and Opportunities. This study examines the experiences, challenges, and opportunities faced by LGBTQ+ employees in the hospitality industry. It emphasizes the importance of fostering inclusive environments, addressing issues like discrimination and harassment, and understanding the distinct needs of LGBTQ+ travelers. The findings suggest that hospitality organizations should prioritize creating supportive, inclusive workspaces where LGBTQ+ employees can succeed, with equal opportunities for career growth and personal development. Implications for the Industry. The research indicates that the hospitality industry must actively promote inclusivity by implementing policies and practices that address discrimination, harassment, and lack of support for LGBTQ+ employees. Ensuring equal opportunities for career advancement, providing training programs, and creating a respectful work environment are critical to fostering fairness. Organizations that do so can reduce barriers, help LGBTQ+ employees thrive, and enhance workplace equity. Catering to LGBTQ+ Travelers In addition to supporting LGBTQ+ employees, hospitality businesses must also recognize and cater to the unique needs of LGBTQ+ travelers. Understanding these guests' preferences and expectations allows hotels and other establishments to offer more personalized and welcoming services. This can be achieved through targeted marketing, LGBTQ+ friendly policies, and employee training to ensure that staff is equipped to meet the diverse needs of LGBTQ+ guests in a respectful and inclusive manner. Addressing these needs not only builds stronger relationships with LGBTQ+ employees and guests but also boosts customer satisfaction, enhances brand reputation, and improves business performance.

Keywords: lgbtq+ employees, hospitality sector, inclusion, discrimination, harassment, lgbtq+ travelers, workplace culture, equal opportunities, lgbtq+ friendly services, career advancement, employee satisfaction, tailored services, hospitality industry, safe

**FACTORS AFFECTING CUSTOMER SATISFACTION AT NO.8 CHINA HOUSE
RESTAURANT IN TAGUIG CITY; A BASIS FOR ENHANCEMENT**

Camille Yvonne Mendoza, Jeanie Quining, Patricia Ann Decio, Mary Grace Dejino,
Joan Porciuncula, Roland Rambo Jayoma

Abstract

Customer satisfaction is influenced by how well the services and food quality meet customer expectations. The researchers aim to investigate the factors affecting customer satisfaction, including language barriers, food quality, service quality, ambiance, and waiting time. This study is significant, as it seeks to assess the level of satisfaction in a fine dining restaurant setting. It is relevant to the hospitality industry, helping identify areas for improvement and providing valuable insights to enhance the customer experience. Data for the research was gathered at No. 8 China House Restaurant, Grand Hyatt Taguig City. The target participants of this study consisted of 25 employees and 25 customers, totaling 50 respondents from No. 8 China House. A descriptive research method was used, with a convenience sampling technique employed to select participants. The main instrument for data collection was a survey questionnaire. The demographic profile of the respondents based on age revealed that the majority (31 respondents) were in the 21-30 age group, followed by 11 respondents in the 31-40 age group, 7 in the 41-50 age group, and 1 respondent in the 11-20 age group. No respondents were under 10 years old or over 60. In terms of gender, there were 27 male respondents and 23 female respondents. Regarding civil status, the largest group was single, with 35 respondents, followed by 14 married respondents, and 1 widow. For the factors affecting customer satisfaction, the composite mean scores were as follows: Language barrier (3.58), Food quality (3.41), Service quality (3.40), Ambience (3.31), and Waiting time (3.30), all of which were interpreted as "Strongly Agree." The overall mean was 3.40. When ranking the statements, "Excellent quality service can lead to a customer's satisfaction" received the highest score, with 45 respondents (90%) agreeing. The lowest-ranked statement was "Restaurant owners need employees who can get the job done for the customer," with 34 respondents (68%). The researchers conclude that the majority of respondents in this study were aged 21-30. No. 8 China House Restaurant has successfully achieved customer satisfaction. However, to further enhance employee satisfaction, it is recommended that the restaurant recognize and reward exceptional performance, promote work-life balance, and cultivate a supportive environment where employees feel valued and motivated to excel in their roles.

Keywords: customer satisfaction, employee recognition, work-life balance, supportive environment, motivation, no. 8 china house restaurant, exceptional performance, age group, restaurant industry, employee satisfaction

**FACTORS AFFECTING CUSTOMER SATISFACTION
ON CASINO UNDER PAGCOR, MANILA**

Angelica Lambayan, Orlino Jhon Amboat, Mylene Hela-os, Eric Kian Villar,
Jhon Edrian Zuñiga, Dr. Dana France Ignacio

Abstract

This research study aims to address the factors affecting customer satisfaction at casinos under PAGCOR in Manila. It seeks to identify issues such as loyalty/membership programs, the tangibility of services, the accessibility of machines, and the courtesy, responsiveness, and empathy of the establishment's staff. Additionally, it examines employee satisfaction and its impact on customer perceptions of the casino staff. Employing the descriptive and quantitative research methods, this study examines the demographics and evaluations of customer satisfaction by twenty five respondents. Assessing the factors affecting customer satisfaction in terms of loyalty/membership programs, the mean scores indicate a high level of satisfaction across all indicators, with good customer service ranking the highest at 3.60. In terms of tangibles, the highest level of satisfaction was found in well-maintained cleanliness, with a mean score of 3.68, followed by a composite mean score of 3.62. In terms of accessibility, the highest level of satisfaction was achieved in customer experience, with a mean score of 3.68, followed by a composite mean score of 3.58. Regarding courtesy, the highest level of satisfaction was in communication, with a mean score of 3.72, followed by a composite mean score of 3.62. In terms of responsiveness and empathy, the highest level of customer satisfaction was in speed, with a ranking of 3.64 and a composite mean score of 3.52. Lastly, in terms of employee satisfaction, the highest level of satisfaction was in the speed of service and cleanliness, with a mean score of 3.72 and a composite mean score of 3.71. The findings reveal a consistent trend of high satisfaction levels across all dimensions, with employee satisfaction emerging as the most critical aspect. This underscores the significant impact of employee-related factors, including efficient service delivery, cleanliness, and positive staff interactions, on overall customer satisfaction. Tangibles and courtesy also received commendable scores, suggesting that customers highly value physical facilities and professionalism among casino staff. However, loyalty and membership programs received comparatively lower scores, indicating potential areas for improvement to further enhance customer satisfaction.

Keywords: customer satisfaction, casino, retention

**FACTORS AFFECTING THE HARD SKILLS DEVELOPMENT OF 4TH YEAR BSHM
STUDENTS OF BESTLINK COLLEGE TOWARDS CAREER OPPORTUNITIES**

Hannah Isabel Abayan, Angeline Calderon, Carmela Del Remedios,
Mary Grace Famini, Shaina Nasam, Patricia Caroline Loceo

Abstract

This study examines the significance of possessing diverse skills in the hospitality sector, where continuous learning and adaptability are crucial for success. It highlights the challenges students face in aligning their skills with industry demands, particularly during a significant shortage of workers. The study explores the relationship between career preferences and skill enhancement among fourth-year BSHM students at Bestlink College, aiming to shed light on how to navigate shifting career paths and the impact on skill-enhancement initiatives. Additionally, it investigates the effects of the pandemic on programs designed to improve skills and underscores the importance of strategic career planning in achieving personal fulfillment. Using a mixed-method approach, this study examined the topic of fourth-year Bestlink College of the Philippines Bachelor of Science in Hotel Management students. A probability sampling technique called simple random sampling was used to choose a sample of 100 students. Research instruments included survey questionnaires with scaled questions. Between 20 and 22, 64% of the respondents were female and part of the program. The purpose of the study was to comprehend the viewpoints and experiences of the students. According to the study, participating in course laboratories, seminars, and demonstrations helps students gain practical skills. Although family support is also helpful, students frequently require more real-world experience in practical settings. The primary means by which BSHM students develop complex skills namely, the ability to identify their hard skills and gain helpful knowledge is through seminars. With a mean of 3.36, genetic inheritance has the most minor significant influence on developing hard skills. However, 18.21% of participants require more hands-on experience because they lack sufficient practical application or evaluation expertise and require specialized knowledge and skills. Students can apply their knowledge in a laboratory through practical, hands-on opportunities offered by course laboratories and demonstrations. The researcher recommends implementing skill development and structured training programs to foster personal growth and continuous learning. Professionally conducted programs provide in-depth experiences and engaging discussions that enhance participants' professional abilities and better prepare them for the workforce of the future. Skill development is a crucial component of any training program.

Keywords: hard skills development, career preference, strategic career planning, personal fulfillment

**FACTORS AFFECTING THE POPULARITY OF SELECTED COFFEE
SHOP ALONG SARANAY ROAD, CALOOCAN CITY:
BASIS FOR RECOMMENDATION**

Joanna May Cabanas, Zaimon Angue, Frederic Egana, Reymark Este,
Ryan Oliva, Roland Rambo Jayoma

Abstract

The purpose of this study is to identify the factors influencing the popularity of coffee shops along Saranay Road, Caloocan City, and to offer recommendations for improving their performance. The research aims to examine factors such as Place, Price, Product, Promotion, and People that contribute to the success of coffee shops in the area. With the increasing popularity of coffee culture, the number of coffee shops in Saranay Road has significantly grown, making it an ideal location for data collection. The study seeks to understand how coffee shop owners can better cater to customer preferences, address challenges in business management, and determine the factors that drive consumer choice. By analyzing these factors, the study aims to provide actionable insights that will help coffee shops improve their services and attract more customers. The findings of this research will serve as a valuable reference for coffee shop owners, offering guidance on how to adapt their strategies to meet customer needs and enhance business growth along Saranay Road. This research adopted a descriptive inferential research design within the quantitative method framework. A total of forty-five (45) customers from five selected coffee shops, along with five (5) coffee shop owners along Saranay Road, participated in the study. The respondents were selected using purposive sampling. The key challenges faced by coffee shop owners include fierce competition, managing unexpected expenses, and increasing rental costs. To address these challenges, owners should prioritize improving their facilities and services, aligning product value with pricing, and refining promotional strategies. Diversifying menu offerings and introducing unique products can help attract customers. Additionally, negotiating favorable rental terms and establishing customer behavior policies are essential strategies for ensuring long-term success in the coffee shop business. This research underscores the importance of evaluating the factors that influence the popularity of coffee shops and identifying the challenges owners face in managing and enhancing their establishments.

Keywords: factors, popularity, coffee shops, saranay road, caloocan city, place, price, product, promotion, people, challenges, owners, business growth, customer preferences, recommendations

**FACTORS AFFECTING THE WORK PRODUCTIVITY OF HOUSEKEEPERS
IN SELECTED HOTEL IN QUEZON CITY**

Joanna Patricia Awid, John Jubert Orit, Shannen Kaileen Pares, Alexandrie Sales,
Rachel Leigh Sauro, Roland Rambo Jayoma

Abstract

Housekeepers are responsible for ensuring the cleanliness and tidiness of guest rooms, and their productivity profoundly impacts the functioning of hotels. Work productivity influences the work environment, profitability, costs, services, and overall operations. By enhancing productivity, organizations can boost employee morale, increase output, and provide better customer service, ultimately fostering company growth and a culture of excellence. Employing the descriptive method while applying a quantitative approach to data collection and distributing questionnaires through simple random sampling. Hence, 25 randomly selected housekeepers will receive questionnaires from the researchers, who will use them to perform the study. The study found that 72% of housekeepers in selected hotels are male, with 40% aged 19–24. The majority have a work schedule from 8 a.m. to 4 p.m., accounting for 48%. The most significant variables identified were efficient work output, punctuality, workload, health and well-being, job satisfaction and motivation, and retention and turnover. The overall weighted means for these variables are 3.62, 3.57, 3.51, 3.56, 3.56, 3.54, and 3.47, respectively. Meanwhile, most housekeepers agree that "mismanagement of time increases task line-ups and reduces guest satisfaction, quality of work, and efficiency." This suggests that housekeepers recognize the impact of time management on their performance. To enhance workplace efficiency and employee well-being among housekeepers in Quezon City hotels, several strategies are proposed. These include ensuring balanced gender representation, incorporating diverse age groups, and addressing specific challenges through targeted interventions such as time management training, digital tool integration, and specialized workshops on resource optimization. Additionally, cross-training, rotating job assignments, fostering open communication, setting realistic deadlines, prioritizing tasks that impact guest satisfaction, and distributing tasks based on team skills are recommended. Regular assessments of employee workload and satisfaction are essential for making necessary adjustments to improve productivity, strengthen teamwork, and address issues such as inefficient time management, excessive task demands, and employee attrition.

Keywords: work productivity, housekeepers, workload, motivation

**FACTORS THAT INFLUENCE CUSTOMER'S EXPECTATIONS
OF THE SERVICE QUALITY IN SAMGYUPKART
AT REGALADO, QUEZON CITY**

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Ma Donna Zamora, Dr. Dana France Ignacio

Abstract

SamgyupKart, a prominent food delivery service in Quezon City, has experienced significant growth, particularly with its branch at Amaia Series in Novaliches. The establishment has garnered attention for offering affordable samgyeopsal and milk tea options, attracting a considerable customer base. Factors Influencing Customer Perception and Expectations: Understanding customer perceptions and expectations is crucial for SamgyupKart's continued success. Several key factors influence these perceptions: Hedonic Motivation: The enjoyment and pleasure derived from consuming samgyeopsal and milk tea significantly impact customer satisfaction. Price Sensitivity: Competitive and transparent pricing contributes to customer trust and loyalty. Information Quality: Clear and accurate information about menu items and promotions enhances the customer experience. Promotions and Discounts: Special offers and loyalty programs can influence customer decisions and enhance satisfaction. Service Efficiency: Timely delivery and responsiveness to customer inquiries are essential for maintaining positive perceptions. User Experience: An intuitive and user-friendly online ordering platform enhances convenience and meets customer expectations. Staff Professionalism: Courteous and professional staff interactions positively influence customer satisfaction. Aligning Customer Expectations with Actual Experiences: To bridge the gap between customer expectations and actual experiences, SamgyupKart can implement the following strategies: Regular Feedback Collection: Utilize surveys and reviews to gather insights on customer experiences and identify areas for improvement. Staff Training: Ensure that delivery personnel and customer service representatives are well-trained to handle orders efficiently and address customer concerns professionally. Order Tracking Features: Implement real-time order tracking to keep customers informed about their delivery status, reducing uncertainty and enhancing trust. Quality Assurance Protocols: Establish strict quality control measures to maintain consistency in food quality and service delivery. Personalized Marketing: Use customer data to offer personalized recommendations and promotions, enhancing the overall customer experience. By focusing on these aspects, SamgyupKart can enhance customer satisfaction, foster loyalty, and maintain a competitive edge in the dynamic food delivery market of Quezon City. The researchers employed a quantitative descriptive research methodology to assess factors influencing customer satisfaction and loyalty. Data were collected from 100 randomly selected customers through structured surveys, ensuring consistency and reliability. This approach aligns with established practices in customer satisfaction research, where quantitative methods are favored for their ability to analyze numerical data and identify patterns. By focusing on measurable aspects of the customer experience, the study aims to provide actionable insights for enhancing service quality and fostering customer loyalty. The demographic profile of respondents reveals a predominance of males aged 21 to 25 years, with the majority identifying as single. At SamgyupKart's Regalado branch in Quezon City, customers have expressed positive feedback regarding service quality, highlighting the staff's empathy, reliability, assurance, and responsiveness. These insights are valuable for tailoring marketing strategies and enhancing customer engagement initiatives targeted at this demographic segment. The researchers concluded that SamgyupKart in Regalado, Quezon City faces several common issues that affect customer satisfaction and loyalty. One major concern is delayed orders, highlighting the need for prompt service delivery. To address this, the researcher recommends setting

realistic delivery times that align with actual delivery capabilities. Additionally, the study suggests implementing comprehensive training programs for SamgyupKart employees involved in billing processes to enhance their awareness of potential errors and best practices for preventing these mistakes. To further improve customer satisfaction, the researcher advises ensuring consistent food quality across visits by instituting rigorous quality control measures for ingredients, cooking methods, and seasoning applications. This will help maintain the same taste across all food items.

Keywords: samgyupkart regalado quezon city, customer demographics, service quality attributes, empathy, reliability, foodpanda, assurance, responsiveness, marketing strategies, customer engagement, quezon city

**GUEST SERVICE EFFICIENCY IN THE HOTEL INDUSTRY TOWARDS SATISFACTION
OF GUEST AT SELECTED HOTELS IN TOMAS MORATO, QUEZON CITY:
BASIS FOR RECOMMENDATION**

Bryx Angelo De Leon, Abcidy Kirk Diaz, Chelsea Anne Ocampo, Normie Salgado,
Mardelyn Joy Cajurao, Roland Rambo Jayoma

Abstract

In the hospitality industry, a guest's experience in a hotel transcends mere accommodation; it embodies a journey of expectations, experiences, and ultimately, satisfaction. This study was conducted to determine how guest service efficiency influences guest satisfaction in the hotel industry in terms of time, cleanliness, customer service, room facilities, communication skills, service quality, and flexibility in selected hotels in Tomas Morato, Quezon City. It highlights the challenges encountered by guests to provide insights and recommendations for hotel owners and future guests. The research aims to help hotel owners enhance their services based on guest satisfaction. The descriptive and quantitative research method was used in this study, involving 50 guests from selected hotels in Tomas Morato, Quezon City, consisting of 25 respondents from each hotel, namely Go Hotels and Hive Hotel. The researchers employed a purposive sampling technique, a non-probability sampling method, to disseminate the questionnaires. The survey was conducted to gather information about guest service efficiency. The findings of this study show that the key challenges encountered by guests in hotel services include insufficient complimentary supplies, poor guest service, uncomfortable rooms, inefficient preparation and clean-up, and a lack of time to clean the facilities and amenities. To address these challenges, hotels should closely monitor supply levels of complimentary amenities and proactively replace or refill them before they run out. Enhanced customer service is essential—hotel staff should be aware of guests' needs and respond to their concerns promptly. Providing comfortable and clean bedding can improve guest comfort, while ensuring proper room lighting enhances the overall experience. Additionally, establishing a full-time cleaning schedule for hallways and amenities can help maintain cleanliness and efficiency. In conclusion, the study recommends that effective time management is essential for achieving seamless operations and minimizing distractions. Cleanliness plays a crucial role in ensuring guests' health and enjoyment. Hotels can build loyal connections with their guests by providing exceptional customer service and consistently meeting their needs and expectations. Well-maintained room facilities contribute to a comfortable guest experience. Strong communication skills are vital in the hospitality industry, as they enhance interactions between staff and guests. Effectively managing and resolving guest concerns can significantly improve a hotel's reputation.

Keywords: guest service, service efficiency, satisfaction, service quality, time, cleanliness, communication skills, hospitality industry

**HOSPITALITY MARKETING STRATEGIES: A COMPARATIVE STUDY
BETWEEN TRADITIONAL AND DIGITAL APPROACHES AT
SELECTED HOTELS IN NOVALICHES, QUEZON CITY**

Ma Angel Llosa, Sharmaine Candelaria, Jasmin Espares, Baby Zel Gortifacion,
Aira Mhae Mojica, Patricia Caroline Loceo

Abstract

This comparative study examines the marketing strategies employed by Spiral Suites Hotel and Pacific Hotel in Quezon City, focusing on traditional versus digital technologies. It gathers perspectives from hotel employees and customers to assess the advantages and disadvantages of each approach. The findings aim to provide actionable insights for marketing professionals, business owners, and policymakers in the hospitality industry, contributing to the discourse on integrating traditional methods with innovative digital strategies in the digital age.

Advantages and Disadvantages of Traditional and Digital Marketing:

Traditional Marketing:

- Advantages:** Local Audience Engagement: Effective in reaching local demographics through mediums like newspapers, magazines, and radio. Tangible Materials: Physical items such as brochures and flyers can leave a lasting impression and are easily accessible.
- Disadvantages:** Limited Engagement: Lacks interactive features, making it challenging to gauge audience response. Higher Costs: Production and distribution expenses can be substantial. Measurability Issues: Difficult to track the effectiveness of campaigns and return on investment.

Digital Marketing:

- Advantages:** Global Reach: Access to a worldwide audience through online platforms. Cost-Effectiveness: Generally lower costs with the potential for higher returns on investment. Targeted Campaigns: Advanced analytics allow precise targeting based on demographics and behavior. Real-Time Feedback: Immediate responses facilitate agile marketing strategies.
- Disadvantages:** Digital Divide: Not all potential customers are active online, potentially excluding certain demographics. High Competition: Standing out in a crowded digital space requires continuous effort. Technology Dependence: Reliance on digital platforms means technical issues can disrupt marketing activities.

Employee and Customer Perspectives:

Hotel Employees:

- Traditional Marketing:** Familiarity with conventional methods may lead to comfort but also a reluctance to adopt new technologies.
- Digital Marketing:** Opportunities for skill development in modern marketing techniques are recognized, though training may be necessary.

Customers:

- Traditional Marketing:** Appreciation for tangible materials, though some may view them as outdated.
- Digital Marketing:** Engagement with online content is common, but preferences for less digital interaction exist among certain demographics.

This study employed purposive sampling to select 100 respondents, 50 hotel employees and 50 hotel customers located in Quezon City, Metro Manila. This approach ensured a diverse perspective on hospitality marketing strategies by encompassing various demographics. Data collection was facilitated through platforms like Question Pro Audience Panel, which provides access to a vast network of pre-screened and qualified respondents, enhancing the efficiency and quality of data gathering. Question Pro Audience Panel offers access to millions of active members with detailed demographic and background information, accounting for over 300 data points per participant. This extensive profiling ensures the collection of accurate and high-quality responses, making it an invaluable tool for targeted research. By leveraging such platforms, researchers can efficiently obtain diverse and representative data, enriching the insights into hospitality marketing strategies. The analysis revealed significant insights into current hospitality marketing trends. A majority of respondents were over the age of 31, with a notable gender distribution indicating a higher preference for hospitality management among females. These demographics may influence the effectiveness of various marketing strategies. The findings highlight that while traditional marketing methods retain

certain merits, digital marketing strategies offer substantial advantages. Notably, digital approaches are associated with increased customer engagement, cost-effectiveness, targeted reach, real-time management, and data-driven decision-making. For instance, studies have shown that digital marketing can generate 50% more customer interactions compared to traditional methods. Additionally, effective digital marketing can lead to increased revenue by directing traffic to a hospitality company's website or physical location. The preference for digital marketing is further underscored by statistics indicating that 70% of travelers book hotels online, emphasizing the necessity for a robust digital presence. Moreover, hotel email marketing has been found to generate a \$36 return on investment for every \$1 spent when executed effectively, highlighting its potential for high returns. However, it's essential to recognize that traditional marketing methods continue to play a role, particularly in reaching certain demographics and local markets. Some studies suggest that traditional media can be as effective as online media in promoting tourism, especially within domestic markets. Therefore, integrating both traditional and digital marketing strategies may offer a more comprehensive approach, leveraging the strengths of each to effectively engage diverse audiences. The findings underscore the necessity for the hospitality industry to adapt to evolving consumer preferences and technological advancements. While traditional marketing methods maintain their relevance, the increasing shift toward digital strategies highlights the industry's need to embrace technological innovations to remain competitive.

Influence of Internet Penetration and Mobile Device Usage. The widespread availability of the internet and the pervasive use of mobile devices have significantly impacted the effectiveness of digital marketing in the hospitality sector. A substantial 29% of mobile device users plan their travels using these devices, 30% decide on accommodations through mobile platforms, and 46% complete check-in processes via mobile. Moreover, 85% actively use mobile devices during their travels, emphasizing the critical role of mobile-optimized marketing strategies.

Role of Adaptability in Digital Marketing Strategies Adaptability is crucial for hotels implementing digital marketing strategies. Continuously monitoring and adjusting campaigns ensures they meet changing consumer behaviors and technological trends. Hotels that effectively adapt their marketing approaches can enhance customer engagement and maintain a competitive edge in a rapidly evolving market. Incorporating these factors—high internet penetration, extensive mobile device usage, and strategic adaptability—into marketing plans enables hotels to effectively reach and engage their target audiences, thereby enhancing competitiveness in the dynamic hospitality industry.

Keywords: hospitality marketing strategies, traditional marketing, digital marketing, consumer preferences, technological advancements, internet penetration, mobile device usage, adaptability, competitive advantage, hotel marketing, seo strategies for hotels

**IMPACT OF GENERATIONAL PREFERENCES IN CUSTOMER
CHOICES AT SHAKEY'S COMMONWEALTH, QUEZON
CITY, TOWARDS IMPROVED MARKETING PLAN**

Nicole Pearl Llupar, Jasmin Doblon, Roger Cariño, Angelica Lim,
Ana Marie Abellano, Dr. Dana France Ignacio

Abstract

The study examines how client preferences across generations affect the food service industry, specifically focusing on Shakey's Commonwealth in Quezon City. The study's goal was to determine how generational preferences affected consumer decision. It highlights how important it is to understand and accommodate the tastes of all generations while taking trends, taste, and cost into account. The study focuses on five generations, each with their own preferences: Baby Boomers, Generation X, Generation Y, Generation Z, and the Traditionalist or Silent Generation. For the purpose of ensuring that every generation is represented, a descriptive research design use quantitative techniques and questionnaires to gather data from 30 customers through random sampling. Demographic profiles and preferences pertaining to trends, pricing, and taste are included in the surveys. Ranking, weighted mean, and frequency distribution techniques were used to carry out the statistical study. The fact that Generation Z is well represented 33 percent is one of the study's main conclusions. Five Baby Boomers indicated that they liked traditional tastes for taste and healthy menu items for trends, whereas six members of Generation Z indicated that they preferred price and sought for special deals and discounts. There was a considerable correlation between customer choice and generational preferences, particularly with regard to trends, taste, and pricing. Respondents frequently cited a lack of healthy menu selections, expensive prices relative to food quality, poor kid-friendly facilities, and a lack of varied marketing techniques as issues. The study indicates that in order to thrive in the ever-evolving food service industry, marketing tactics need to be customized to the ever-evolving tastes of specific generations. The outcomes may help Shakey's make well-informed judgments about pricing, trends for each generation, and how best to accommodate customer taste preferences. The report offers various suggestions, such as developing marketing strategies that are specific to the male and Generation Z demographics, implementing family-friendly marketing strategies, and emphasizing the provision of healthier menu options to cater to Baby Boomer tastes. Shakey's might increase brand loyalty and consumer engagement by aligning marketing campaigns with generational preferences.

Keywords: generational preferences, customer choice, food service industry, shakey's commonwealth, quezon city, traditionalists, baby boomers, generation x, millennials, generation z

**IMPACT OF KOREAN CUISINE IN TRADITIONAL FILIPINO PALATES:
FLAVOR FUSION BASIS FOR ACTION PLAN**

Kareen Samortin, Angelica Burguillos, Jhonarose Tapic, Mylene Torres,
Mirnalyn Villegas, Dr. Dana France Ignacio

Abstract

Filipinos are known for their love of food, with a palate open to new and exciting flavors, whether local or international. In recent years, Korean cuisine has gained immense popularity in the Philippines. Beyond the increasing number of Korean restaurants and food stalls, the influence of Korean cuisine is evident in Filipino households, where families are now experimenting with Korean dishes. This study explores the impact of Korean cuisine on traditional Filipino palates, assessing its reception and potential for flavor fusion. This study employed a quantitative research design to assess the impact of Korean cuisine. The respondents consisted of 40 Gen Z customers from a Korean BBQ and buffet restaurant. The researchers utilized a judgmental or purposive sampling technique to ensure relevant participation. The study examined various factors, including product quality, service, facilities, and pricing, using survey questionnaires. The demographic profile of respondents revealed that the majority (55%) were aged 22-27, with males comprising 60% of the sample. Most respondents (45%) were high school graduates. The study evaluated Korean cuisine's impact based on several factors. In product quality, the most highly rated aspect was the variety of menu items, with a mean score of 3.38. In service quality, staff attentiveness ranked highest, with a mean score of 3.48. Facility-wise, business location accessibility was the top-rated factor, scoring 3.45. Regarding pricing, the clarity and ease of understanding of the pricing structure received the highest rating, with a mean score of 3.35. The most common issue encountered by respondents was the increasing price of food products. Overall, respondents expressed a favorable attitude toward Korean cuisine, ranking it highly in terms of ingredient quality, flavor accuracy, and variety. However, there is room for improvement, particularly in service quality, facility standards, and pricing. To enhance customer satisfaction and further develop flavor fusion, customer feedback should be carefully considered and utilized in improving the dining experience.

Keywords: product quality, flavor fusion, korean cuisine

**IMPACT OF TRAINING AND SEMINARS OF BSHM GRADUATES
IN BESTLINK COLLEGE OF THE PHILIPPINES**

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Michaela Luna, Carl Justin Navarro, Dr. Dana France Ignacio

Abstract

The Bachelor of Science in Hospitality Management (BSHM) program is meticulously designed to equip individuals with the skills and knowledge necessary for a successful career in the hospitality industry. Central to this program are training sessions and seminars that enhance competencies such as decision-making, problem-solving, and self-confidence, thereby fostering both personal and professional growth. In this study, a quantitative research design was implemented to assess the career success of Bachelor of Science in Hospitality Management (BSHM) graduates from the 2018–2023 cohorts. Purposive sampling, a non-probability sampling technique, was employed to select participants based on specific characteristics relevant to the research objectives. This method ensures that the sample comprises individuals who can provide pertinent information, thereby enhancing the study's effectiveness. Sampling Technique: Purposive sampling was utilized to specifically target BSHM graduates from the 2018–2023 batches, ensuring that respondents possess the necessary background to provide valuable insights into their career trajectories post-graduation. Data Collection Instrument: An online survey served as the primary data collection tool. Online surveys are structured questionnaires distributed via the internet, allowing respondents to complete them at their convenience. This method is efficient for reaching a dispersed population and facilitates timely data collection. Sample Size: The study targeted fifty (50) BSHM graduates from the specified cohorts. This sample size was deemed sufficient to provide meaningful data while maintaining manageability in terms of data analysis. The findings offer a detailed overview of the demographic and employment characteristics of Bachelor of Science in Hospitality Management (BSHM) graduates from the 2018–2023 cohorts: Demographic Profile: Gender Distribution: The cohort consists of 26 male and 24 female graduates, indicating a near-equal gender representation. Age Distribution: The majority of male graduates are aged between 22 and 24, while most female graduates fall within the 25 to 27 age bracket. Employment Profile: Occupational Roles: A significant portion, 40% of the graduates, have secured positions as Food and Beverage Managers or Servers. Roles such as Front Desk Receptionists and Chefs each account for 12% of the employment distribution. Relevance to Degree: The majority of respondents indicated that their current employment aligns closely with their bachelor's degree in hospitality management. These findings align with trends observed in similar studies: A tracer study on the employability of BSHM graduates from Palawan State University Brooke's Point Campus revealed that most graduates are employed in roles relevant to their field of study, particularly within the hospitality industry. Research on BSHRM graduates from Guimaras State College indicated that a significant portion of graduates secured employment in roles related to their field of study, with many obtaining positions within months after graduation. These parallels underscore the alignment between academic training in hospitality management and employment opportunities within the industry, particularly in food and beverage roles. The researcher's recommendations emphasize the importance of active participation in school-provided activities, training, and seminars for Bachelor of Science in Hospitality Management (BSHM) students to enhance their knowledge and skills. Additionally, it is advised that school administrations develop programs offering financial support to enable students to compete effectively in the hospitality industry.

Keywords: bshm graduates, career success, training, seminars, skill enhancement, employability, hospitality industry

**LEVEL ON THE STUDENT SATISFACTION IN THE CANTEEN SANITATION
AND CLEANLINESS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Alyssa Oledan, Jenivy Kyra Adona, Janeth Delos Reyes, John Michael Fulgosino,
R J Ordinado, Dr. Dana France Ignacio

Abstract

This study was conducted to determine the level of student satisfaction with the sanitation and cleanliness of the canteen at Bestlink College of the Philippines. A total of 100 college students from the Bachelor of Science in Hospitality Management (BSHM) program participated in the study. The primary data collection method was a survey questionnaire. The gathered data were analyzed using percentages and weighted means to assess students' satisfaction levels regarding canteen sanitation and cleanliness. The majority of the respondents (55%) were between 20 and 22 years old, followed by 26% aged 17–19, and 19% aged 23–25. Most respondents were female (62%), while males accounted for 38%. Respondents were evenly distributed across all college year levels. Analysis revealed that student satisfaction was largely influenced by adherence to Standard Operating Procedures (SOPs) related to sanitation and cleanliness. Many students expressed the need for proper food storage practices, particularly separating raw and cooked foods. Service quality factors such as assurance, reliability, responsiveness, and empathy played a significant role in student satisfaction. Reliability and responsiveness were linked to the canteen's commitment to maintaining high service standards, while empathy reflected the management's focus on hygiene and students' well-being. This study highlights the importance of sanitation and cleanliness in maintaining student satisfaction with the college canteen. Findings suggest that proper hygiene practices, adherence to food safety protocols, and efficient service contribute significantly to a positive dining experience.

Keywords: assurance, reliability, responsiveness, empathy, sanitation, cleanliness, student satisfaction

**MEETING THE GUEST SATISFACTION ASSESSMENT ON
CUSTOMER SERVICE STRATEGIC SKILLS AT
LUXENT HOTEL IN QUEZON CITY**

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Rhealyn Jaquez, Izza Mae Santos, Patricia Caroline Loceo

Abstract

This study evaluates guest satisfaction at Luxent Hotel, a renowned luxury hotel in Manila, Philippines. The research focuses on the hotel's strategic service skills and responsiveness to guest feedback, aiming to identify areas for improvement and enhance the overall guest experience. Luxent Hotel prioritizes guest satisfaction as a core objective, continuously assessing and refining its service standards from the reservation process to checkout. By aligning its service strategies with guest expectations, the hotel seeks to maintain its reputation as a top destination for travelers in the competitive hospitality industry. The study employed purposive random sampling to assess guest satisfaction and identify service gaps. This approach allowed for the comparison of satisfaction levels across different guest demographics and enabled tracking of service improvements over time. By selecting representative guest samples, the researchers gathered accurate and reliable data to analyze trends and evaluate the effectiveness of customer service strategies. A survey of 100 respondents revealed that female guests comprised the majority, with 68% (68 respondents), while male guests accounted for 32% (32 respondents). The overall guest satisfaction level was high, with a composite mean score of 3.78. Additionally, the hotel's ability to efficiently address guest concerns and resolve complaints contributed to positive experiences, reflected in a composite mean score of 3.76. The study highlighted the importance of personalized service and attention to detail in fostering guest satisfaction. Survey responses underscored guests' expectations for a seamless and responsive hospitality experience. The findings suggest that by continuously refining its service approach, Luxent Hotel can further enhance customer satisfaction and maintain its competitive edge in the industry.

Keywords: hotel, guest satisfaction, customer service

**MENU PLAN IN CATERING OPERATION OF COPA DE MANILA
STA. CRUZ MANILA TOWARDS CRAFTING A GUIDE**

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Joshua Luga, Dr. Dana France Ignacio

Abstract

This study explores the challenges in evaluating menu planning within catering operations, focusing on Copa de Manila in Sta. Cruz, Manila. It aims to assess key factors such as variety, nutritional value, cost-effectiveness, customer satisfaction, and adaptability to consumer preferences, with the goal of enhancing overall menu quality. The study employed descriptive and quantitative research methods, surveying a total of 50 respondents, 25 customers and 25 employees to evaluate the effectiveness of the catering menu. The analysis revealed strong agreement across all examined variables. Cost-effectiveness emerged as the highest-rated factor with a mean score of 3.76, followed closely by nutritional value at 3.63. Both variety and preference adaptability received consistent ratings of 3.65, indicating strong consumer orientation and satisfaction. Additionally, customer satisfaction was rated at 3.67, reflecting the menu's success in meeting customer expectations. These findings highlight the menu's appeal and its ability to cater to diverse customer needs, reinforcing its competitive edge in the market. Optimizing key aspects of catering operations is essential for not only meeting but also exceeding customer expectations. A well-balanced menu that offers variety, nutritional value, affordability, and adaptability to changing preferences can significantly enhance customer satisfaction and foster loyalty. Catering businesses can differentiate themselves in a competitive market by continuously prioritizing these factors and aligning their offerings with consumer demands.

Keywords: menu plan, catering operation, guide

**PERFORMANCE OF MOBILE DELIVERY APPS AT SHAKEY'S
QUEZON CITY: A COMPARATIVE STUDY**

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Romalyn Villarme, Dr. Dana France Ignacio

Abstract

In this study, assess how well Shakey's performs in delivering orders through mobile apps in Quezon City. This study will look at customer satisfaction by surveying users of Shakey's Super App, GrabFood, and Foodpanda to identify areas for improvement in the delivery service. The researchers conducted a descriptive study using a quantitative approach through a survey. They employed a convenience sampling technique to gather data from 30 Shakey's Quezon City customers who used in-house and tie-up mobile delivery apps. In findings of this study, the researchers examined user demographics and satisfaction with an in-house and tie-up delivery app. The study found that the in-house app users were more spread across age groups, while the tie-up app users skewed younger and slightly more female. Despite this difference, users from both groups rated the app highly on all aspects, with both achieving "High efficiency" scores. Since there wasn't a statistically significant difference in ratings, the researchers focused on maintaining user satisfaction through strategies that improve responsiveness, assurance, empathy, tangibles, and reliability. These findings could suggest that investigating the tie-up app's strengths in design and user experience could benefit the in-house app. To enhance the user experience and foster long-term customer satisfaction for Shakey's Quezon City mobile delivery app, a comprehensive strategy should be implemented, focusing on design improvements, personalized experiences, and user engagement.

1. Analyze and Integrate Design Elements: Given that the partnered delivery app received slightly higher user satisfaction scores, a detailed analysis of its design and user experience is essential. Identify features that resonate with users, such as intuitive navigation, appealing visuals, and responsive interfaces. Incorporate these elements into the in-house app to create a more engaging and user-friendly experience.
2. Implement Personalization Strategies: Utilize customer data to offer personalized recommendations and promotions. By analyzing order histories and preferences, the app can suggest relevant menu items, enhancing user satisfaction and encouraging repeat orders. For instance, AI-powered QR code menus can provide personalized dish and drink recommendations based on customers' past orders, streamlining the ordering process and minimizing decision fatigue.
3. Develop a Loyalty Program: Introduce a loyalty program that rewards repeat customers. Offer incentives such as points for each order, which can be redeemed for discounts, free deliveries, or exclusive promotions. Gamifying the loyalty program can further boost engagement by making it more interactive and rewarding. Fast-food apps have successfully utilized loyalty programs to enhance customer retention by remembering favorite orders, suggesting new items, and tracking rewards.
4. Enhance User Onboarding and Education: Simplify the registration process and provide interactive tutorials to help new users navigate the app's features effectively. Offering welcome discounts or free delivery on the first order can motivate users to engage with the app immediately.
5. Optimize App Performance: Ensure the app loads quickly and operates smoothly, minimizing any technical issues that could frustrate users. Fast loading times and a seamless interface are crucial for retaining customers and encouraging frequent use.
6. Provide Real-Time Order Tracking: Incorporate real-time GPS tracking for deliveries, allowing customers to monitor their orders from preparation to arrival. This feature enhances transparency and trust, leading to higher satisfaction levels.
7. Engage Users with Targeted Communications: Utilize push notifications and email campaigns to keep users informed about special promotions, new menu items, and personalized deals. Tailored messages based on user

behavior can increase engagement and drive repeat business. For example, location-based services can send customized offers when users are near a Shakey's outlet, enhancing the relevance of the communication. 8. Offer Flexible Delivery Options: Provide various delivery time slots and options, including scheduled deliveries, to accommodate different customer preferences. Ensuring timely and convenient delivery enhances the overall user experience. 9. Establish Exceptional Customer Support: Offer responsive customer support through multiple channels, such as live chat, email, and phone. Addressing user concerns promptly and effectively can prevent churn and build brand loyalty. 10. Continuously Collect and Act on Feedback: Regularly solicit user feedback through surveys or in-app prompts to identify areas for improvement. Acting on this feedback demonstrates a commitment to user satisfaction and helps refine app features to better meet customer needs. By implementing these strategies, Shakey's Quezon City can enhance its mobile delivery app's user experience, leading to increased customer loyalty and sustainable growth.

Keywords: shakey's quezon city mobile delivery app, user experience (ux) design, personalization strategies, loyalty programs, app performance optimization, real-time order tracking, user engagement

**PRACTICES IN HANDLING CUSTOMER COMPLAINTS
AT DADS WORLD BUFFET, SM MEGAMALL**

Realyn Dela, Ma. Angela Armas, Jhasmin Avila, Ina Marie Dignos,
Athena May Odulio, Dr. Dana France Ignacio

Abstract

Restaurants play a crucial role in shaping customer experiences, and their success largely depends on the quality of service and customer satisfaction. Focusing on customer satisfaction is essential not only for increasing revenue but also for fostering customer loyalty. However, several factors can lead to customer complaints, which negatively impact a restaurant's reputation. These include issues related to food and beverage services, menu variety, cleanliness, price fairness, and overall service quality. This study will explore the practices in handling customer complaints at DADS World Buffet, located in SM Megamall. The primary aim of this research is to identify the specific factors contributing to customer dissatisfaction and analyze how they influence customer behavior. By investigating the causes and effects of customer complaints, the study aims to uncover the relationship between complaint management practices and customer satisfaction. This study adopts a quantitative research design utilizing descriptive research methods to collect and analyze data. The focus is on understanding the practices and approaches in handling customer complaints at DADS World Buffet, SM Megamall. The respondents of the study are the service staff at DADS World Buffet. The researchers selected thirty (30) employees based on a purposive sampling technique, ensuring that participants are directly involved in customer service and complaint resolution. Data will be gathered through the use of a survey questionnaire designed to collect detailed insights into the practices, challenges, and strategies employed by staff members in addressing customer complaints. This method aims to provide a comprehensive overview of the complaint-handling process from the perspective of the employees. The majority of respondents are between 27 and 30 years old. In terms of gender, 60% are male, while 40% are female. Regarding their marital status, 83% of the respondents are single, and 17% are married. The feedback collected from the respondents indicates that DADS World Buffet is generally well-regarded for several key factors. Customers appreciate the restaurant's commitment to food safety, the authenticity of dishes, fair pricing, and the high-quality service provided. The attention to detail in both food preparation and presentation also received positive recognition. Additionally, diners enjoy the traditional flavors and the welcoming atmosphere of the restaurant. The study also reveals the benefits of customer complaints in identifying areas that need improvement. The most common complaints highlighted in the feedback include overcrowded seating and excessive noise levels, both of which could lead to customer dissatisfaction if not addressed swiftly. In conclusion, the findings emphasize the importance of restaurants actively gathering and analyzing customer feedback. This process helps to address weaknesses and improve the overall dining experience, ensuring continued customer satisfaction. The research suggests that DADS World Buffet should treat customer complaints as an important tool for improvement. Acknowledging and addressing complaints can help identify weaknesses and provide opportunities for enhancing service quality and overall customer experience. It is also recommended that staff remain calm and professional when engaging with customers. This approach allows for a better understanding of customer concerns and creates a more positive environment for resolving issues. Establishing clear and accessible methods for customers to voice their complaints will not only improve the customer experience but also contribute to greater customer loyalty and satisfaction.

Keywords: customer complaints, complaint handling, service quality, customer satisfaction, feedback mechanism, restaurant management, dads world buffet, professionalism, improvement strategies

**SATISFACTION OF CUSTOMER IN USING AUTOMATED ROOM
KEYCARDS OF WEST AVENUE SUITE HOTEL QUEZON CITY**

Marivic Bongalosa, Jugie Ann Cabale, Shiela May Marasigan, Ma. Angelica Sausa,
Carlos Miguel Silos, Ariane Mae Taluban, Dr. Dana France Ignacio

Abstract

The use of automated room key cards in hotels has become increasingly popular in recent years, with many establishments opting for this technology to enhance the guest experience. The West Avenue Suite Hotel in Quezon City is no exception, as it has implemented automated room key cards to streamline the check-in process and improve overall customer satisfaction. Research conducted at the hotel has shown that guests are highly satisfied with the use of automated room key cards. The convenience of accessing their rooms quickly and easily without having to wait in line at the front desk has been a major factor in this satisfaction. Additionally, guests appreciate the added security that comes with using key cards, as they are more difficult to duplicate or lose compared to traditional keys. Data were collected from 50 guests who experienced checking in with the automated room keys at West Avenue Suite Hotel in Quezon City. This study used a descriptive research method to assess the socio-demographic profile, such as age, sex, and visit frequency of guests/respondents to West Avenue Suite Hotel in Quezon City. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon being studied. It is a scientific method that involves observing and describing the behavior of a subject without influencing it in any way. Overall, the research abstract for customer satisfaction in using automated room keycards at West Avenue Suite Hotel Quezon City highlights the positive impact that this technology has had on guest experiences. It also underscores its importance in modern hospitality industry.

Keywords: convenience, security and accessibility, modern hospitality industry, technology in hotels

**SMART KITCHEN: ASSESSMENT ON FOOD QUALITY AND SAFETY
IN SELECTED RESTAURANTS IN QUEZON CITY:
TOWARDS ENHANCEMENT**

Elaine Trexie Sas, Esther Austria, Janna Mae Espino, Irah Victoria Salazar,
Ollyvia Maria San Juan, Roland Rambo Jayoma

Abstract

The smart kitchen is an upgraded system connected to Wi-Fi and high-tech appliances. It saves time and makes food preparation easier, especially in restaurants. Although there are occasional issues with connecting to phones and Wi-Fi, the benefits of a smart kitchen are significant. It allows for faster cooking, easier appliance operation, quicker dish cleaning, and the preparation of healthy and safe food. The smart kitchen has evolved significantly since the invention of the refrigerator in 1913. While some challenges remain, it is clear that a smart kitchen can greatly improve daily life. The researchers decided to use a quantitative descriptive technique to identify how a smart kitchen can help selected restaurants in Quezon City. They gathered information and data from restaurants that use smart kitchens in their daily food preparation. The researchers distributed the survey questionnaire to their target respondents, which consisted of 40 employees in total. Research has shown that smart kitchen appliances contribute to quicker food preparation and improved customer satisfaction. They offer energy-saving modes and allow for real-time data transfer. Additionally, they can detect potential hazards and track fulfillment times automatically. Investing in safety measures, such as wet floor signs and fire extinguishers, is also recommended. Overall, the use of smart kitchen technology enhances efficiency and food safety in restaurants and other food enterprises. Smart kitchen technologies are crucial for maintaining food safety and quality, as well as improving service time. Upgraded equipment with built-in sensors and Wi-Fi/Bluetooth connectivity aids in monitoring and management. Proper management is essential for ensuring customer satisfaction and employee safety. Key factors for efficient operations include quick and accurate service, empathy and responsiveness toward customers, ergonomic workstations, high-quality equipment, and proper maintenance. Challenges in implementing these technologies include effective training and ensuring the safety and quality of cooked food. Regular maintenance and data security measures are also necessary.

Keywords: smart kitchen, food quality and safety, smart home, smart appliances

**TECHNOLOGY ADVANCEMENT UTILIZE IN CUSTOMER SERVICE
TOWARDS AN EFFICIENT JOB ACCOMPLISHMENT**

Marvin Tungpalan, Alejandro Alabado, Gerald Advincula,
Mark Christian Tapiceria, Patricia Caroline Loceo

Abstract

Technology advancement utilized in customer service towards efficient job accomplishment has brought innovative ways to change how it contributes to a massive change in our industry. The hospitality industry has been greatly impacted by technology in many ways, from guest experiences to current operational technology. The study was conducted on the procedures and techniques we use to collect and obtain data; our research is presented in this chapter. The process of completing our significant study yielded the key data that we required to make informed decisions. Each procedure outlined in our research is included in the analysis and mapped based on how it will benefit each piece of knowledge. 1.1 The results show that there are 45 respondents. According to the data, the participants who were employed belonged to the age categories of 20–24, 25–28, and 29–32 years old. 1.2 In terms of the highest age percentage, 49% of the respondents were in the 20–24 age range, followed by 47% in the 25–28 age range and 4% in the 29–32 age range. 1.3 In terms of participants, the highest percentage was 51% male and 49% female respondents. 1.4 The duration of employment: 1 to 2 years of employment resulted in 45% of responses, whereas 3 to 4 years resulted in a 29% response rate, and 5 to 6 years resulted in only 26%. 2.1 Convenient access to everything: A system of seamless interaction that allows users to move between chat, emails, phone conversations, and social media communications using technology, with 71% of respondents strongly agreeing (SA). 2.2 Saving time/more time for important tasks: A digital dashboard offers information regarding average resolution times, with 71% of respondents strongly agreeing (SA). 2.3 Collaboration: Every corporate social responsibility organization has access to a common, centralized information source with good services, with 64% of respondents strongly agreeing (SA). 2.4 Improving communication: Collecting and reviewing user reviews can be done on an online platform, which enables them to keep upgrading their communication techniques and accommodate various customer needs, with 68% of respondents strongly agreeing (SA). The thesis posits that employees with greater training not only feel more at ease with technological advancements but also have a greater sense of empowerment within their roles, which, in turn, leads to increased job satisfaction and achievement.

Keywords: technology advancement, customer service, modern technology

**THE EFFECTIVENESS OF CROSS TRAINING EMPLOYEE IN SELECTED
RESTAURANTS IN SAN JOSE DEL MONTE, BULACAN:
CRAFTING A GUIDE FOR CAREER OPPORTUNITIES**

Mark Joriz Toyco, Ella Queen Rose Aguilo, Antonette Dizon, Michael Glenn Fariscal,
Maica Patricia Minguete, Roland Rambo Jayoma

Abstract

The cross-training will focus on a special training strategy that has been proven to increase flexibility in hospitality organizations while also meeting employees' growing requirements and preferences. Cross-training refers to the process of instructing personnel to perform activities from more than one area. The restaurant sector is extremely competitive, with many establishments offering a wide selection of cuisines to attract clients. Cross-training has become an integral part of running a successful restaurant. This study aims to give employees an idea of how cross-training is helpful in their careers. The researchers used purposive sampling as a technique under the non-probability sampling method in order to evaluate twenty-five (25) respondents from selected restaurants in San Jose Del Monte, Bulacan. The researchers will use a simple method to classify the total gathered information. This study recommends that employees must receive ongoing training in order to grow in their careers and remain competitive. Training initiatives should link the learning of new skills to opportunities for professional growth. Mentorship programs can strengthen this relationship even further. Employees should be prepared for changes in the workplace through training. Developing a growth mindset has the potential to enhance adaptability as well. To reduce miscommunication and ensure the efficient transfer of knowledge and skills, training programs must be carefully planned and implemented.

Keywords: cross-training, professional growth, adaptability, hospitality industry

**THE EFFECTIVENESS OF INCENTIVE PROGRAM ON EMPLOYEE'S EFFICIENCY
TOWARDS JOB SATISFACTION IN KENNY ROGERS ROASTER RESTAURANT
AT SM SUCAT PARANAQUE CITY: BASIS FOR RECOMMENDATION**

Edgie Tenerife, Alljay Deloroso, Cris Marfil, Fel Paula Morte,
Jenny Lyn Surial, Ronald Rambo Jayoma

Abstract

In the highly competitive world of the restaurant industry, success is often measured not only by the quality of food and service but also by the efficiency and job satisfaction of its employees. Kenny Rogers Roasters Restaurant, a well-known name in the global food service sector, recognizes the importance of a motivated and efficient workforce in delivering exceptional dining experiences to its customers. The quantitative descriptive technique was used in the research to identify the effectiveness of the incentive program on employee efficiency towards job satisfaction at Kenny Rogers Roasters Restaurant: Basis for recommendations in terms of promotion, bonuses, recognition, and appreciation. The researchers used purposive sampling as the sampling technique for disseminating the questionnaires. This research was conducted at Kenny Rogers Roasters Restaurant, SM Sucat, Parañaque City. The researchers will acquire the survey to gather information about the effectiveness of the incentive program. The researchers will conduct the study using questionnaires with fifty (50) employees. The results of this study reveal that clear roles and responsibilities foster understanding, respect, and value among co-workers, recognizing the importance of each other's unique contributions. The study found that providing monetary employee awards improves employee productivity, impacts organizational culture, and enhances commitment to the organization. Employees who feel valued through these incentives are more likely to demonstrate a strong work ethic and take greater personal responsibility for achieving results. This study recommends reinforcing a collaborative and respectful work environment, encouraging regular communication and team-building activities. This will solidify the understanding of each other's roles, foster appreciation for unique contributions, and strengthen the value employees place on their colleagues. Enhance employee productivity, organizational culture, and commitment, and implement a well-designed monetary award program that recognizes and incentivizes valuable contributions. Cultivate a culture of recognition and achievement, and implement a program that acknowledges outstanding performance through a combination of tangible rewards and public recognition. This will incentivize a strong work ethic and personal accountability for exceeding expectations.

Keywords: promotion, bonuses, incentives, efficiency, monetary awards, recognition, appreciation

**THE EFFECTS OF ONLINE REVIEWS IN ESTABLISHING GOOD REPUTATION
ON SELECTED HOTEL IN FAIRVIEW, QUEZON CITY**

Jayna Nikka Fejedoro, Ma. Relyn Bornales, Kyle Raphael Sevilla,
Earl John Petalino, Mariz Casurao, Patricia Caroline Loceo

Abstract

This study focuses on understanding how online reviews impact consumer decision-making and contribute to shaping the reputation of hotels. Specifically, it examines the effects of online reviews on the reputation of selected hotels in Fairview, Quezon City, by considering factors such as the context of reviews, overall ratings, management's response strategies, and their influence on customer perceptions. Through this research, the aim is to offer valuable insights into how online reviews shape the reputation of hotels in the digital era. Data will be gathered from hotels in Fairview, Quezon City, with the expectation that the findings will provide valuable knowledge to both hoteliers and consumers on the significance of online reviews in the hospitality industry. This research will use a quantitative approach with a descriptive design. The participants will include both consumers and employees of selected hotels. A total of 100 respondents will be chosen for the study through a non-random sampling method. Data will be gathered using a survey questionnaire as the primary instrument for collecting information. The demographic profile of the respondents includes individuals aged 18-27, with the majority being 27 years old and above. These individuals made up the primary group of participants who answered the research questionnaire developed by the researchers. The study on the impact of online reviews on hotels in Fairview, Quezon City offers valuable insights into guest demographics and the challenges encountered. The majority of hotel guests are mature individuals, likely consisting of working professionals or seasoned travelers. Importantly, female respondents play a key role in posting online reviews, emphasizing the need for hotel management to pay special attention to their preferences and concerns.

Keywords: online reviews, hotel reputation, consumer behavior, guest demographics, hotel management, fairview, quezon city, customer perceptions, review context, ratings, response strategies

**THE IMPACTS OF SUSTAINABLE ECO-FRIENDLY PRACTICES IMPLEMENTED AT
MCDONALDS AT MUNOZ, QUEZON CITY: TOWARDS CRAFTING A GUIDE**

Vanessa Mae Sollano, Marian Barrientos, Donnaville Pavillion,
Maries Pabatang, Cyrus Servo, Dr. Dana France Ignacio

Abstract

In an age defined by industrial growth and swift urban expansion, unsustainable techniques and practices are increasingly having harmful effects that endanger the fragile equilibrium of our planet. In light of these urgent issues, a significant shift towards sustainability and environmental friendliness is essential for worldwide survival and success. The challenges focus on evaluating the practices within the sector and how consumers view them in relation to their overall experience. It seeks to assess the influence of sustainable eco-friendly practices on guest satisfaction rates and to develop a guide that can aid future efforts. This research aims to highlight the various advantages of embracing eco-friendly approaches. Through a detailed examination, researchers seek to demonstrate the beneficial impacts of these practices. To ensure unbiased findings, researchers carried out a study at the McDonald's branch in Munoz, which caters to a varied customer base. This research employed a descriptive quantitative research approach to systematically evaluate the effects of sustainability initiatives, thereby promoting eco-friendly practices within the fast-food industry. The researchers conducted a survey involving 50 customers to assess their contentment with the introduction of eco-friendly measures. By using a cluster sampling method, the researchers chose McDonald's in Muñoz Quezon City, with the goal of thoroughly examining the impacts of sustainable practices in this particular region. A survey questionnaire acted as the main tool for gathering and analyzing data. The results showed a significant rise in positive results when customers are educated about sustainability practices. A substantial segment shared positive opinions regarding waste reduction in restaurants, particularly among eco-conscious individuals. Notably, there is a positive perception of restaurants that follow environmental regulations and adopt energy-saving strategies. Furthermore, initiatives aimed at community impact were emphasized for their beneficial influence on promoting a healthier environment. The research illustrates the various advantages of sustainable, eco-friendly practices for companies, such as improved brand reputation, greater customer satisfaction, and favorable community effects. This research is considered important as it offers useful information that can help in minimizing waste generation that could damage the environment, as well as in addressing the current expectations of environmentally aware consumers.

Keywords: sustainability, eco-friendly practices, guest satisfaction, customer perception, fast-food industry, mcdonald's, environmental initiatives, munoz branch

**THE STUDY TOWARDS ENHANCEMENT OF THE COMMUNICATION SKILLS OF
THE BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT STUDENT
IN BESTLINK COLLEGE OF THE PHILIPPINES, MAIN CAMPUS**

Rheajoyce Quijano, Clarissa Mae Capuz, Mary Grace Quintana, Aila Espiritu,
John Carlo Pedimonte, Patricia Caroline Loceo

Abstract

Effective communication is essential for students, as they constantly interact by sharing news, opinions, and information. Strong communication skills enable them to express their thoughts clearly and foster positive connections with peers. In today's world, these skills are more crucial than ever. The study aims to enhance student's ability to articulate their ideas while gaining a deeper understanding of their peers and future clients. Since we are in the hospitality industry, effective communication is a fundamental skill for career success. Students will learn to present ideas logically, tailor their messages for specific audiences, and communicate with clarity and purpose. This study employs a descriptive research design. The respondents are 100 randomly selected first-year Hospitality Management students from Bestlink College of the Philippines, Main Campus, for the academic year 2023-2024. A simple random sampling method ensures that each student has an equal chance of being selected. To collect accurate and relevant data, the study utilizes a survey questionnaire as the primary research instrument. The study findings indicate that there are 100 student respondents. The majority (81%) fall within the 21–27 age group, while female respondents make up the largest portion at 60%. The two primary communication challenges identified are fear of criticism and lack of confidence. Additionally, most respondents agreed that they struggle to communicate effectively. The results suggest that enhancing and reinforcing the school's guidelines through various programs, activities, and presentations can improve the communication skills of first-year BSHM students at Bestlink College of the Philippines, Main Campus. Recommended initiatives include watching films that model effective conversations, conducting group presentations, fostering open discussions, and providing interactive learning activities. For these efforts to be successful, students must demonstrate a strong willingness to learn and develop their communication skills.

Keywords: communication skills, hospitality management students, descriptive research, simple random sampling, survey questionnaire, fear of criticism, lack of confidence, effective communication, interactive learning activities, group presentations, open communication

UTILIZATION OF COOKING LABORATORY FOR THE SUBJECT OF SPECIALTY CUISINE IN BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

Katrina Cassandra Antipolo, Georgie Bastiro, John Paul Moreno, Erika Jane Tabernero,
Revi Mae Tanchico, Patricia Caroline Loceo

Abstract

The research focuses on utilizing the cooking laboratory in our Specialty Cuisine subject, highlighting its significant impact on the knowledge and skills we acquire for future use. Our study includes 100 fourth-year BSHM students as respondents. We conducted this research to identify and address the challenges students face while using the cooking laboratory. By doing so, we aim to develop solutions that will enhance the learning experience for future Hospitality Management students, ensuring they gain more knowledge and practical skills in a well-optimized environment. This research follows a quantitative approach as it aims to assess the effects of the cooking laboratory on students' culinary skills. Our respondents consist of 100 fourth-year BS Hospitality Management students who have taken the subject Specialty Cuisine. We utilized purposive sampling as our sampling technique, ensuring that only students with relevant experience participated. The primary research instrument used for data collection is a survey questionnaire. According to the findings, all 100 respondents belong to the 21-25 age group, making up 100% of the sample. The majority of the respondents are male. The most common challenge identified by students is "lack of time," which ranked as the primary issue. This suggests that extending the time spent in the kitchen laboratory would allow students to enhance their learning experience, improve their skills, and increase their familiarity with kitchen operations, tools, and equipment. The study concludes that the learning process of students becomes more effective through hands-on demonstrations, as they can freely ask questions and familiarize themselves with the tools and equipment. However, one major challenge identified is the limited accessibility of the kitchen laboratory, particularly for students who miss an activity due to scheduling constraints. Based on these findings, we propose the following recommendations: Increase Faculty Support – The school should consider hiring additional proctors or facilitators to accommodate the growing number of students enrolled in the course. Conduct Seminars – Organizing seminars and workshops on safety procedures, proper handling of tools and equipment, and new culinary techniques can enhance students' knowledge and skills. Extend Laboratory Sessions – Allocating more time for laboratory sessions will provide students with a better opportunity to practice and refine their culinary skills. Enhance Laboratory Access – Allowing students more frequent access to the kitchen laboratory, especially for those who miss scheduled activities, will ensure a continuous and effective learning experience. These recommendations aim to improve the overall learning environment, ensuring that students gain comprehensive knowledge and hands-on experience in their culinary studies.

Keywords: learning process, cooking, laboratory culinary class, hospitality management, cuisine, operations, tools and equipment

**VERTICAL TRANSITION SYSTEM: ASSESSMENT ON OPERATIONAL EFFICIENCY
AT MCDONALD'S CHARBEL MINDANAO AVE. QUEZON CITY**

Mary Joy Quebral, Rommel Juance, Mark Eroll Crisostomo, Tisha May Magcaling,
Ezekiel Dela Cruz, Dr. Dana France Ignacio

Abstract

This study assesses the Vertical Transition System (VTS) at McDonald's Charbel, Mindanao Avenue, Quezon City, focusing on service, maintenance, cleanliness, and safety. The research aims to identify common errors encountered by employees when using the VTS during operations. The study also seeks to provide relevant insights into the system's functionality and efficiency, contributing to future research. The researchers sought permission from management through a formal letter to collect employee data. A quantitative research design was utilized to evaluate employees' perceptions of the VTS's operational efficiency. The study involved 50 employees from McDonald's Mindanao Avenue, Quezon City, selected using a simple random sampling technique to ensure reliable statistical inferences. The primary research tool was a questionnaire, consisting of structured inquiries designed to gather data from respondents regarding their experiences with the VTS. The VTS operation was rated as very effective in service, with a weighted mean score ranging from 3.70 to 3.78, indicating that employees find it responsive to vertical transition needs. In terms of maintenance, the VTS was also rated very effective, with a score of 3.66, emphasizing user-friendly maintenance procedures. Cleanliness was similarly rated high at 3.68, with respondents recognizing the proper handling of quality products. Lastly, the VTS in safety received a score of 3.62, highlighting the presence of clear and effective emergency response protocols. The study found that most employees are 21-25 years old, with a majority being female. The VTS meets operational standards in service, maintenance, cleanliness, and safety. However, employees reported challenges related to limited capacity when using the VTS machine. To optimize operations, McDonald's should rearrange the VTS layout to minimize errors and enhance workflow, ensuring smoother and more efficient operations.

Keywords: vertical transition system (vts), operational efficiency, service, maintenance, cleanliness, safety

**ANAA HOTEL AND RESTAURANT MANAGEMENT SYSTEM: STREAMLINED
OF BILLING, PAYMENT TRANSACTIONS AND PAYMENT GATEWAY
INTEGRATION WITH STAFF PERFORMANCE MONITORING
FOR ENHANCED EFFICIENCY**

Marvin Gamayot, Zoneah Lambon, Roehan Diezel Lumibao,
Bernard Monroid, Jane Chen Tayor, Gerald Dela Cruz

Abstract

With rapid technological advancements, hotel and restaurant management systems have become essential for successful operations and guest satisfaction. These systems focus on streamlining billing processes, payment transactions, and payment gateway integration while also monitoring staff performance to enhance productivity, guest experience, and overall comfort. This study aims to address challenges in managing billing procedures, ensuring seamless payments, and maintaining high service quality through efficient staff performance monitoring. Additionally, it explores advanced methods in billing, payment processing, and integration within Anaa Hotel and Restaurant's management systems. By implementing these improvements, the study seeks to elevate service quality and provide a competitive advantage in the hospitality industry. The researchers aimed to develop an improved payment system for Anaa Hotel. To achieve this, they first conducted interviews with Anaa Hotel employees and staff from other hotels to understand how their current payment systems operate. The focus was on identifying the features they found beneficial and the areas that needed improvement, particularly in terms of security, given the sensitive nature of payment management. Ensuring the protection of personal and financial information was a top priority. These interviews served as the primary source of data for designing the new system. Additionally, the researchers reviewed existing studies on payment systems, particularly electronic payments, to incorporate best practices and enhance security measures. As a result, the improved system enhances billing, payment processes, and staff performance monitoring in restaurant operations. The staff performance monitoring capabilities enable continuous tracking, ensuring efficiency and reliability. Additionally, the upgraded billing system includes features such as personalized receipt generation and automated, itemized invoicing, allowing for seamless payment transactions. Furthermore, the integration of a secure payment gateway streamlines transactions, directing them smoothly to their respective destinations. This modernization not only improves operational efficiency but also highlights opportunities for growth, emphasizing the importance of adapting to evolving industry standards. Anaa Hotel and Restaurant Management Systems ensure effective financial operations by incorporating secure billing, payment gateways for safe online transactions, and staff performance monitoring tools for efficient management. These systems assess key metrics such as staff performance, order accuracy, and guest satisfaction ratings, allowing management to identify areas for improvement. Most importantly, these enhancements contribute to an improved guest experience and increased profitability for the business.

Keywords: hotel and restaurant management system, financial operation, technological advancements

**ASSESSMENT ON THE ACCEPTABILITY LEVEL
OF ALOE VERA AS GUMMY CANDY**

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Joy Ungria, Alexa Rica Viscayno, Analyn Brosas

Abstract

Originating from the Arabian Peninsula, the aloe vera plant, known for its therapeutic properties, has been developed into an innovative aloe vera gel candy. This product offers both health benefits and a delicious, convenient form for health-conscious consumers and the confectionery industry. The gel, extracted from the plant's leaves, contains essential bioactive compounds such as vitamins, minerals, enzymes, and polysaccharides. By incorporating these elements into sweets, the candy provides a new method of delivering health benefits. The study aims to evaluate consumer acceptance of this novel product and offer insights for its potential impact on the future of the confectionery business. This study adopted a descriptive and quantitative research design to assess the acceptance and satisfaction of Aloe Vera candy among Grade 12 Home Economics students at Bestlink College of the Philippines. A quota sampling technique was used to select thirty participants, with a focus on evaluating flavor, texture, aroma, and overall satisfaction. The researchers employed a survey questionnaire for data collection, using a checklist method to measure satisfaction levels. The instrument was validated by the researchers and their adviser before being administered to the participants. Once completed, the questionnaires were submitted to a statistician for further analysis and data processing. This research seeks to enhance understanding of the innovative Aloe Vera candy and explore its potential for market success. This study explores the innovation of Aloe Vera as a gummy candy and assesses its acceptability among respondents. The findings indicate that most respondents were satisfied with the product's flavor, texture, and aroma. The flavor received an average rating of 3.56, though approximately 2.5 respondents expressed dissatisfaction with its saltiness. The texture garnered a rating of 3.59, with an average of 3.52 respondents expressing contentment with the candy's stickiness and chewiness. The aroma was rated at 3.56, with an average of 3.13 respondents enjoying the citric extract. The overall average for these factors was 3.09. In terms of improvement, the most frequent suggestions included balancing the taste (47.06%), enhancing the texture (23.53%), emphasizing sourness (8.82%), and improving the aroma (20.59%). The overall average rating of 3.15 reflects a general satisfaction with the flavor and texture of the product. The Aloe Vera gummy candy received high satisfaction ratings in terms of flavor, texture, and aroma, with average scores of 3.56, 3.59, and 3.56, respectively. Most respondents were pleased with these aspects of the product. However, the analysis also identified areas for improvement. Recommendations included refining the balance of flavor, texture, and aroma, as well as emphasizing the sourness of the candy. These suggestions provide valuable direction for further product development. The study highlights the importance of continuous product enhancement and the role of consumer feedback in shaping successful products. By addressing these identified areas, researchers can boost the appeal and market acceptance of Aloe Vera gummy candy.

Keywords: aloe vera, gummy candy, flavor, texture, aroma, satisfaction ratings, product improvement, consumer feedback, product development, market acceptance, sourness, product enhancement, continuous improvement

**ASSESSMENT ON THE ACCEPTABILITY LEVEL OF
CUCUMBER CHIPS AMONG HUMSS STRAND**

Alaiza Gandawali, Kim Rafael Magboo, Alliyah Marie Bragais,
John Patrick Daligdig, Aname Tomaniog, Analyn Brosas

Abstract

Cucumbers, a member of the Cucurbitaceae family, are known for their high water content and low calorie count, making them a refreshing and healthy vegetable. However, many teenagers struggle with poor eating habits, often opting for unhealthy snacks. To combat this, cucumber chips offer a nutritious alternative. Packed with antioxidants, vitamins, and minerals, cucumbers can help improve overall health and may lower the risk of chronic illnesses. These chips are not only a low-calorie, low-fat option, but they also provide essential nutrients, making them an excellent snack for those seeking healthier food choices. This study utilized a descriptive and quantitative research design to gather data through survey questionnaires. The participants were selected from the Humanities and Social Sciences strand at Bestlink College of the Philippines, using a quota sampling method. A total of 50 respondents (30 males and 20 females) participated in the survey. The researchers used a survey questionnaire to collect the data and employed a checklist method to assess the level of agreement among the respondents regarding the different aspects of the study. The results indicate that the flavor and appearance of the cucumber chips achieved a composite mean of 3.07, signaling that the respondents were satisfied with these features. Similarly, the texture of the product garnered a composite mean of 3.08, reflecting a positive response from the participants. The presentation of the cucumber chips received the highest rating, with a composite mean of 3.31, demonstrating that the respondents found the product's presentation to be the most appealing. This suggests that the respondents recognized and appreciated the researchers' creativity in developing cucumber chips as a healthy alternative. Overall, the study was successful in meeting the satisfaction levels of the respondents, with cucumber chips being viewed as both a tasty and healthy option. Nevertheless, the findings also highlight areas where further improvements could be made to enhance the product even more. This study combines nutritional analysis, sensory evaluation, and consumer perception to assess the acceptability of cucumber chips as a healthier snack alternative. The findings highlight that cucumber chips are a valuable source of essential nutrients, particularly vitamins C and K, which offer significant health benefits. Additionally, the sensory evaluation reveals positive consumer responses regarding the taste, texture, and overall appeal of the chips. These results suggest that cucumber chips present an attractive, nutritious, and enjoyable snack option for health-conscious individuals seeking an alternative to traditional, less nutritious snacks.

Keywords: cucumber chips, healthier snack, nutritional analysis, sensory evaluation, consumer perception, vitamins c and k, snack alternative, taste, texture, health benefits

**ASSESSMENT ON THE ACCEPTABILITY LEVEL OF MANGO
PEEL CHIPS SERVED WITH HONEY MUSTARD SAUCE:
AN ALTERNATIVE HEALTHY SNACK**

Joanna Mae But-oy, Karl Marvin Magdaluyo, Jomarie Mangubat,
Jomar Padlan, Mark Dennis Velaso, Analyn Brosas

Abstract

Mango is a tropical fruit known for its sweetness and high nutritional value. Its thick peel protects the soft, delicate flesh inside. Research has shown that mango peels are rich in nutrients and completely edible, containing essential vitamins and minerals. This study aims to assess the acceptability of mango peel chips as a healthy alternative snack while highlighting the benefits of mango peel consumption. Additionally, the research seeks to educate individuals on the potential advantages of utilizing mango peels in food products. The study employed a descriptive and quantitative research design, using surveys to assess the acceptability of mango peel chips among Grade 12 Accountancy, Business, and Management students at Bestlink College of the Philippines. Thirty respondents were selected through quota sampling, and data was gathered using structured questionnaires and checklists. Findings indicate that respondents were generally satisfied with the texture, flavor, aroma, and appearance of mango peel chips. The texture received a composite mean of 3.1, while aroma scored 3.20. Flavor was the most appealing aspect, with a composite mean of 3.7, whereas appearance was rated 3.16. The researchers successfully met the respondents' satisfaction levels, demonstrating that mango peels can be transformed into a delicious and healthy snack. However, some aspects of the product still require improvement. The study revealed that mango peel chips received favorable feedback, particularly for flavor. Recommendations for improvement include balancing bitterness and enhancing crunchiness. The researchers aim to refine their expertise and further assess the acceptability of mango peel chips served with honey mustard sauce as a healthy snack alternative.

Keywords: mango, mango peel chips, alternative healthy snack, health benefits, mango peel

**ASSESSMENT ON THE ACCEPTABILITY LEVEL OF ORANGE PEEL AS FLAVOR
IN RICE CAKE AMONG GRADE 11 HOME ECONOMICS STRAND
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Errich Omayan, Imie Joy Tayhon, Lea Esparagosa,
Lyka Mae Bosito, Angel Jose, Analyn Brosas

Abstract

Rice cakes are a popular Filipino dessert, and introducing unique flavors like orange peel could elevate their appeal. Orange peel, often overlooked, has numerous health benefits and aromatic qualities. Rich in fiber, vitamin C, and polyphenols, orange peels are a powerful addition to any dish. Just one tablespoon of orange peel provides 14% of the daily value of vitamin C—almost three times more than the fruit itself. The polyphenols found in orange peel, particularly hesperidin and polymethoxyflavones (PMFs), are being researched for their potential anticancer properties. In Filipino cuisine, rice cakes serve as a sweet and satisfying dessert. They are generally low in calories, gluten-free, and can be made with whole grains, which is an attractive aspect for health-conscious consumers. However, rice cakes can cause a spike in blood sugar levels, especially when consumed in large quantities or in sweetened varieties that contain added sugar. Due to their high carbohydrate content and low levels of protein and fiber, they can lead to rapid increases in blood sugar. Integrating orange peel into rice cakes could add both flavor and nutritional value, providing a healthier, more unique alternative to traditional varieties while tapping into the growing demand for innovative desserts. This study utilized a descriptive and quantitative research design to examine the topic under investigation. The respondents were selected from the Grade 11 Senior High School Home Economics (CF) students at Bestlink College of the Philippines. A quota sampling technique was employed to ensure that a specific number or proportion of participants from the relevant groups were included in the survey. This non-probability sampling method allowed the researcher to focus on specific subsets of the population. Data collection was carried out using a structured survey questionnaire, designed to capture detailed information from the respondents. Additionally, the checklist method was used to assess the respondents' level of agreement on various aspects of the study, providing a clear and reliable measure of their attitudes and opinions. This approach enabled the study to gather precise insights that were both representative and relevant to the research objectives. The study evaluates the acceptability of orange peel as a flavor in rice cakes, focusing on several key attributes such as taste, texture, and appearance. Most respondents were satisfied with the product's sweetness, sourness, softness, stickiness, chewiness, and stretchiness, as well as its visual appeal, describing it as appetizing and attractive. However, some respondents expressed dissatisfaction with the texture of the rice cakes, indicating that there is room for improvement in this area. Overall, the incorporation of orange peel as a flavor was positively received, though attention to texture could further enhance customer satisfaction. The findings of the study indicate that the orange peel rice cake garnered positive feedback in terms of taste, texture, and appearance, with average satisfaction ratings of 2.76, 2.88, and 3.57, respectively. While the majority of respondents expressed satisfaction, the study highlights areas that could be improved, particularly in balancing taste, texture, and appearance, and adjusting the sweetness to better match consumer preferences. These insights are invaluable for refining the product. The study emphasizes the importance of continuous improvement, incorporating consumer feedback, and addressing identified areas for enhancement. By focusing on these aspects, researchers and producers can improve the appeal and acceptance of orange peel as a flavor in rice cakes, ultimately creating a more satisfying and marketable product.

Keywords: orange peel, rice cake, flavor, taste, texture, appearance, consumer satisfaction, product development, sweetness balance, texture improvement, food innovation, consumer feedback, food product appeal, market acceptance, satisfaction ratings

**ASSESSMENT ON THE ACCEPTABILITY LEVEL OF THE LANZONES
FRUIT IN THE CREATION OF DELECTABLE MOCKTAIL**

Kian Myxee Tojos, Jhon Benedic Deleon, Arjay Vinluan, John Manolo Oscaris,
Richard Angel Bajamundi, Cristian Pizarra, Leah Ruth Beberino

Abstract

Lanzones are commonly found in Southeast Asia and are cultivated in Malaysia, Indonesia, Thailand, the Philippines, and Sumatra. Belonging to the Mahogany family, lanzones are known for their natural sweetness and a combination of tangy and sour flavors. These fruits can be used in mocktails to create refreshing beverages by juicing them or mixing them with citrus fruits, herbs, or coconut water. Enhancing the mocktail's taste and presentation can be achieved by incorporating tropical fruits, fresh herbs, or garnishes. This study utilized a descriptive and quantitative research design to conduct a survey questionnaire. The respondents were selected through quota sampling to assess the acceptability of the lanzones mocktail. The results showed that the aroma received a composite mean of 3.56, taste scored 3.41, and appearance obtained 3.46, all of which were rated as "very satisfied." The study revealed that while many respondents appreciated the unique and distinctive flavor profile of the lanzones mocktail, some suggested that adding sugar or honey could enhance its sweetness. The product received positive evaluations for its visual appeal, aroma, and taste, although improvements were recommended to refine the overall experience. Despite varying preferences, the mocktail was generally well-received. Based on the findings, the respondents were satisfied with the lanzones mocktail, recognizing its potential benefits. However, only a small portion of the respondents claimed to be in good health. The researchers aim to enhance their expertise in product development and hope that this study will serve as a valuable reference for future research.

Keywords: lanzones, mahogany family, unique flavor, acceptability, mocktail

**ASSESSMENT ON THE AWARENESS OF THE SERVICE OFFERED FOR
DIFFERENTLY ABLED CUSTOMERS OF KUYA J' FAIRVIEW
QUEZON CITY: BASIS FOR ENHANCEMENT**

Lheyca Sabalunes, Macy Joy Atejano, John Peter Ofracio, John Dale Pineda,
Florence Mae Sumayod, Roland Rambo Jayoma

Abstract

A restaurant business should create an inclusive and welcoming environment for all customers, regardless of age, race, gender, or abilities, as outlined by the Americans with Disabilities Act (ADA). According to Pendrill (2020), providing exceptional hospitality ensures that guests of all abilities receive equal treatment, fostering customer loyalty and repeat visits. The more accessible a restaurant is, the broader its customer reach. Therefore, restaurant managers and owners must properly train their staff, enhance facilities, and adopt inclusive practices to accommodate every guest. Individuals with disabilities whether physical, intellectual, or emotional should be treated with the same fairness, respect, and quality of service as all other patrons. The research methodology employed in this study follows a structured and systematic approach to effectively address the identified issues. The following components outline the procedural aspects utilized in data collection, analysis, and interpretation: Research Design this study adopts a descriptive research design, which allows for a comprehensive assessment of the subject matter by systematically collecting, analyzing, and interpreting data. This approach ensures a clear understanding of trends, behaviors, and relationships within the study. Data Sources the study relies on both primary and secondary data sources. Primary data was collected through surveys and interviews to gather firsthand insights from respondents, while secondary data from academic journals, industry reports, and relevant literature provided additional context and validation. Sampling Techniques a purposive sampling technique was utilized, selecting participants based on specific criteria aligned with the study's objectives. This method ensures that the sample comprises individuals with relevant knowledge and experience, enhancing the reliability of findings. Research Instruments the study employed structured questionnaires and interview guides tailored to the research objectives. The questionnaire included closed-ended, Likert-scale, and open-ended questions, allowing for both quantitative measurement and qualitative insights. Data Collection Procedures – Surveys and interviews were conducted through online and face-to-face methods, ensuring broad accessibility and participant convenience. Stringent measures were applied to maintain data reliability, validity, and integrity throughout the collection process. Data Analysis Procedures the collected data underwent systematic classification, coding, and analysis. Quantitative responses were processed using statistical tools, while qualitative data were analyzed through thematic analysis, identifying recurring patterns and significant themes. Statistical Treatment to ensure accurate interpretation of results, the study applied descriptive statistics (frequency distribution, percentages, mean, and standard deviation) for trend analysis. Where applicable, inferential statistical methods such as correlation analysis, t-tests, or regression analysis were employed to establish relationships between variables and validate findings. Ethical Considerations the research adhered to strict ethical guidelines, ensuring confidentiality, anonymity, and informed consent from participants. Ethical approval was obtained, and all data collection activities complied with standard research protocols to safeguard respondents' rights and privacy. By integrating these methodological components, the study ensures a robust and credible framework for analyzing data, drawing meaningful conclusions, and providing valuable recommendations for future research and practice. The data gathered on restaurant awareness and accommodations for differently-abled customers, particularly those with vision impairments, provides crucial insights into current practices and areas requiring enhancement. The

findings reveal the extent to which restaurants prioritize accessibility, including staff training, service modifications, and adaptive facilities. By analyzing these insights, businesses can identify gaps and implement targeted improvements to foster a more inclusive dining environment. Strengthening accessibility measures not only enhances the customer experience for visually impaired individuals but also promotes compliance with accessibility standards and reinforces a restaurant's commitment to diversity and inclusivity. The findings of this study provide a basis for recommendations aimed at improving restaurant preparedness and inclusivity. As societal norms continue to evolve, women are increasingly taking on leadership roles in various industries, including the restaurant sector. The high representation of female staff in restaurants may reflect these shifting gender dynamics in the workplace. To enhance the dining experience for all patrons, staff training should prioritize accommodating individuals with mobility challenges, sensory sensitivities, and hearing impairments. Suggested improvements include optimizing restaurant layouts, incorporating accessible table designs, and implementing specialized customer service training. Additionally, ensuring accessibility for visually impaired customers remains a critical area for improvement in Quezon City's restaurant industry. Ongoing initiatives to increase staff awareness, upgrade infrastructure, and refine service strategies will help create a more inclusive and welcoming environment, ensuring that all customers, regardless of their abilities, receive equitable and high-quality service.

Keywords: restaurant accessibility, inclusive dining, differently-abled customers, mobility challenges, sensory sensitivities, hearing impairments, vision impairment, staff training, customer service, gender dynamics, workplace inclusivity, infrastructure

**EVALUATION OF PRODUCT QUALITY OF MAPISHI FOOD HOUSE
IN QUEZON CITY: BASIS FOR IMPROVEMENT**

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Julie Talamayan, Roland Rambo Jayoma

Abstract

Our study focuses on evaluating the product quality of Mapishi Food House to assess how pricing and ingredient quality affect consumer satisfaction and identify areas for improvement. Food quality is a complex concept, encompassing various factors that determine consumer acceptance. It includes key attributes such as color, texture, taste, and flavor, all of which contribute to the overall perception of a product's excellence and desirability. The research design we employed is the qualitative under descriptive approach. The respondents are using questionnaires with a random (25) twenty-five clients from Mapishi food house in Quezon City, survey, questionnaire, checklist is the instrument of the study that we utilized. The study gathered data from 25 respondents, revealing that the majority fall within the 26–33 age group (32%). Female respondents had the highest frequency at 56%, with nationalities represented primarily by Filipinos (30%) and Africans (15%). Regarding civil status, the majority of respondents were single, comprising 64% of the sample. In terms of product quality evaluation: Appearance received a weighted score of 3.52, interpreted as Strongly Agree. Texture had an average weighted mean of 3.72. Taste and Production both received a weighted score of 3.80, also interpreted as Strongly Agree. The results indicate no significant difference in customer satisfaction assessment (appearance, texture, taste, and production) based on age, gender, nationality, or civil status. However, some challenges were identified, such as stock shortages and occasional issues with food being too salty or tasteless. To improve product quality, the business should focus on maintaining adequate stock levels, identifying the root causes of shortages, and implementing measures to enhance product consistency over time. In conclusion, customers occasionally experience challenges in restaurants, such as shortages of ingredients or products, which can affect menu availability and overall satisfaction. Also, technological advancements and evolving customer preferences have contributed to a constantly changing and competitive landscape in the food industry. Lastly, high menu prices may pose a challenge for staff in promoting and selling items, potentially affecting their motivation and overall morale.

Keywords: evaluation, product quality, consumer satisfaction

**LEARNING EXPERIENCE OF THE BSHM STUDENTS IN FRONT OFFICE
OPERATION AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jethro Maurillo, Johnryl Espinol, Aubrey Jane Preda, Weldy Lugdat,
Jeleen Aure, Mark Adrian Dawal, Dana France Ignacio

Abstract

Front office management is a comprehensive field that encompasses planning, organizing, staffing, directing, and controlling front office operations. This subject is designed to equip both students and professionals with essential skills, transforming them into polished, value-adding assets in the hospitality industry. It provides hands-on practical knowledge, exposing learners to industry best practices and emerging trends. This study explores the impact of simulation activities, laboratory familiarization, and communication skills development strategies on the learning experience of Bachelor of Science in Hospitality Management (BSHM) students specializing in front office management at Bestlink College of the Philippines. This study utilized a quantitative research design to ensure reliability and validity. Data was collected from 100 fourth-year Bachelor of Science in Hospitality Management (BSHM) students through a simple random sampling technique to assess the effectiveness of these practices in improving student readiness for the workforce. The results reveal that the most significant issue reported by respondents is the limited class schedule, with 70 out of 100 students emphasizing its impact. While students acquired valuable front office skills, challenges and obstacles persisted. This suggests that although they were able to apply their skills, further improvements are needed in the implementation and execution of front office training. Based on the gathered data and conclusions, the researchers recommend enhancing the learning experience by expanding simulation activities, increasing student engagement, and providing essential equipment for hands-on training. Additionally, they suggest that the administration support practical learning by establishing a structured timetable to prevent scheduling conflicts and offering alternative tasks for emergencies. These strategies aim to foster active learning, build student confidence, and enhance subject comprehension, ultimately improving the overall educational experience.

Keywords: front office management, simulation activities, hands-on learning, student engagement, structured timetable, workforce readiness, quantitative research, bachelor of science in hospitality management (bshm), learning experience, skill development

**THE ACCEPTABILITY LEVEL OF OKRA DYNAMITE
AMONG HOME ECONOMICS TEACHERS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Hazelle Asuncion, Jamela Kaye Villareal, Jhonmark Ace Basco,
Kathrina Cassandra Mercado, Mary Rose Sison, Analyn Brosas

Abstract

A blooming plant belonging to the Mallow family, okra is a versatile meal with conflicting origins in South Asia, Ethiopia, West Africa, and Southeast Asia. Growing this adaptable crop at different temperatures is possible. In addition to being a popular in Ghanaian cooking due to its slimy texture, okra lowers the risk of heart disease, diabetes, cancer, and stroke. Even though it looks slimy, okra is frequently used in cuisine, appearing in dishes like soup, grilled, sautéed, dried, and boiling. With an emphasis on the main ingredient, okra, researchers want to develop a healthier and tastier version of Okra Dynamite. The purpose of this study is to determine whether home economics instructors at Bestlink College of the Philippines find it acceptable. In descriptive quantitative research, purposive sampling is a non-random technique where researchers select participants based on specific characteristics relevant to the study's objectives. This method ensures that the sample aligns closely with the research focus, enhancing the depth and relevance of the data collected. In your study, thirteen higher education teachers were chosen as respondents using this approach. To gather the necessary information, the researchers employed a questionnaire, a research instrument consisting of a set of questions designed to collect data from respondents. Questionnaires are commonly used in survey research due to their efficiency and effectiveness in obtaining standardized information. They can include various types of questions, such as close-ended and open-ended, allowing for both quantitative analysis and qualitative insights. By combining purposive sampling with questionnaires, the researchers aimed to obtain targeted and comprehensive data from participants who possess specific knowledge or characteristics pertinent to the study, thereby enhancing the study's validity and relevance. The survey results indicate that Okra Dynamite is highly acceptable among respondents, with the following composite mean scores: Taste: Mean score of 3.50, Texture: Mean score of 3.65, Appearance: Mean score of 3.45. These scores suggest a positive reception, as higher mean scores typically reflect greater acceptability in sensory evaluations. Respondents' Suggestions: Increase Spiciness: Two respondents recommended enhancing the spiciness of the dish. Reduce Greasiness: Five respondents suggested decreasing the greasiness. Improve Texture: Two respondents advised improving the texture. Incorporating these suggestions could further enhance Okra Dynamite's appeal. This approach aligns with established methods in sensory evaluation, where panelists assess attributes such as taste, texture, and appearance to determine overall acceptability. The study evaluated the acceptability of Okra Dynamite among respondents, focusing on taste, texture, and appearance. The findings are as follows: Taste: Mean score of 3.50, indicating high acceptability. Texture: Mean score of 3.65, indicating high acceptability. Appearance: Mean score of 3.45, indicating high acceptability. Additionally, okra is recognized for its health benefits, including its positive impact on heart health, blood sugar regulation, and its suitability for pregnant women. Recommendations: For Consumers: Consider adding Okra Dynamite to your diet to enjoy its taste and health benefits. For Expectant Mothers: Okra's folate content supports fetal development and may reduce the risk of neural tube defects. For Individuals with Health Conditions: Okra's properties may aid in managing blood sugar levels and supporting heart health. For Researchers: The study's insights can inform future research on okra's culinary applications and health impacts. By embracing Okra Dynamite, consumers can enjoy a flavorful dish that aligns with health-conscious choices.

Keywords: okra dynamite, sensory evaluation, taste, texture, appearance, health benefits, cholesterol management, blood sugar regulation, pregnancy support, expectant mothers, heart disease, diabetes, stroke prevention, dietary recommendation

THE ACCEPTABILITY OF SMASH AVOCADOS WRAPPED WITH MELTED WHITE CHOCOLATE AMONG GRADE 11 HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

Mark Francis Posilero, Justin Torreon, Nhel Stephane Balorio,
Tricia Bajamundi, Rose Anne Tomboc, Analyn Brosas

Abstract

Avocados, sourced from the *Persea Americana* tree, are rich in monounsaturated fats, vitamins, and vital minerals. Eating them can improve digestive health, ease depression symptoms, prevent bone loss, promote heart health, and may lower the risk of cancer. A varied diet of fruits and vegetables is linked to lower rates of obesity, diabetes, heart disease, and overall mortality. Combining avocado with melted white chocolate creates a delicious and nutritious mixture, making it a fantastic option for culinary innovation. This study employs a descriptive quantitative research design, aiming to systematically gather information about the phenomena, conditions, or variables surrounding the topic under investigation. Descriptive research is a type of quantitative research that focuses on describing characteristics of a population or phenomenon without influencing it. The study surveyed 207 third-year Bachelor of Science in Psychology students currently enrolled at Bestlink College of the Philippines, selected from a population of 445 using quota sampling. Quota sampling is a non-probability sampling method where the population is segmented into mutually exclusive sub-groups, and judgment is used to select subjects from each segment based on a specified proportion. The results show that participants were generally pleased with the combination of Smash avocado and melted white chocolate. However, they suggested improving the flavor balance, particularly by enhancing the bitterness. Respondents gave positive ratings for the acceptability of the Smash avocado with melted white chocolate in terms of texture, taste, and appearance. The average rating for texture was 2.83, indicating that participants are satisfied with this aspect of the product. The taste received an average rating of 3.10, reflecting a good level of satisfaction. Additionally, the average rating for appearance was 3.35, demonstrating a high degree of satisfaction with this feature of the product. The findings indicate that respondents were satisfied with the Smash avocado wrapped in melted white chocolate and acknowledged its benefits for students. However, few reported being in good health. The researcher aims to improve study methods and product development, hoping that the insights gained will benefit future researchers.

Keywords: smash avocados, melted white chocolate, acceptability, grade 11 home economics students, bestlink college of the philippines

**THE INNOVATION OF TAPA AS A NEW FILLING OF PANDESAL
AMONG GRADE 12 STUDENT IN HOME ECONOMICS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Kenneth Mariano, Rosemarie Mahusay, Sunshine Codoy,
John Jenber Belen, Paula Verdeflor, Analyn Brosas

Abstract

Pandesal is the most popular type of bread in the Philippines. The name derives from a Spanish term meaning 'salt bread,' and it began during the 16th century period of Spanish colonization in the Philippines. Pandesal is optimally served warm and freshly baked in the oven. Many love having pandesal dunked in hot coffee for breakfast in the morning. In this study. Both descriptive and quantitative research designs were utilized by the researchers to assist in administering the survey questionnaire. The survey is being administered to grade 12 home economics students at best link college of the Philippines. A total of 30 respondents completed the survey. This included 13 males and 17 females from the home economics strand. Quota sampling was used to choose the respondents for the survey. Additionally, the researchers employed the survey questionnaires as a tool for collecting data and information from the respondents, as well as the checklist method for assessing the level of agreement among the respondents. According to the results, the flavor of the product received the highest overall response from the respondents, with a composite mean of 3.1 indicating that the respondents found the taste of tapa as a new filling of pandesal to be the most appealing feature of the product. The texture of the product was also considered satisfactory by the respondents, with a composite mean of 3.08. Finally, the respondents were disappointed with the aroma of tapa as a new pandesal filling, as reflected in the product's composite mean of 2.55. Consequently, by using tapa as a fresh pandesal filling, the researchers were able to achieve the respondents' satisfaction level. Elements of the product that still need improvement by the researchers are identified by the collected data. Based on the summary of findings, conclusions, and recommendations, the respondents were pleased with the tasting of tapa pandesal and recognized positive advantages for the students. However, only a minimal number of the respondents indicate that they are in good health. The researcher will strive to enhance our skill in conducting this study and in creating the product. All of us researchers hope that our efforts, expertise, and study findings will aid other researchers in the future.

Keywords: pandesal, philippine bread, salt bread, spanish colonization, 16th century, breakfast staple, hot coffee, culinary tradition

**THE LEVEL OF ACCEPTABILITY OF USING DURIAN FRUIT AS A MAIN INGREDIENT
IN MAKING MATCHA LATTE AS A REFRESHER DRINK FOR THE SENIOR HIGH
SCHOOL TEACHERS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Janayah Aeisha Dela Cruz, Joanhanna Mae Venenos, Jake Aranton, Darryl Endita,
Annliezel Gonzales, Dexter Jazareno, Leah Ruth Beberino

Abstract

Referred to as the “king of fruits,” durian is a well-liked fruit in its native Southeast Asia. It is a large, spiky, greenish-brown fruit. When fully ripe, durian fruit releases a strong odor that varies based on the type. The fresh fruit is so off-putting to many that it is even banned from being eaten in public spaces and on public transport. When mature, durians often split open, unleashing that famous scent and making it quite easy to access the tasty flesh inside. The white, yellow, or red flesh, favored by many for its creamy texture and unique taste, can be consumed raw or cooked, and is usually sliced with a large knife or cleaver. Due to its brief growing season, short shelf life, and increasing demand, durian is relatively expensive, particularly if brought in from abroad. In this research, a descriptive and quantitative research approach is employed to facilitate the administration of a survey questionnaire. The population will participate in the survey following the precise identification of the variables through quota sampling. The investigators utilized quota sampling due to its convenience in collecting the required number of respondents and data. According to the results, using durian as the primary component in the product somewhat fulfilled expectations. The assessment by respondents, as a predicted variable, did not influence the outcomes. Decrease the odor of durian. Respondents rated the product innovation with a composite mean presentation and color score of 3.43, very satisfied; taste and ripeness composite mean of 3.26, very satisfied; refreshing flavor composite mean of 3.26, very satisfied; sweetness composite mean of 3.53, very satisfied; aroma and fruity scent composite mean of 3.26, very satisfied. Based on the summary of findings, conclusions, and recommendations, the respondents appreciated tasting the durian matcha latte and highlighted favorable content for SHS teachers. The respondents have numerous queries regarding in our product, such as how to lessen the smell of durian. Therefore, our respondents, the SHS teachers, asked us many questions, and the researchers discussed all of the steps that they can take to reduce the smell of durian fruits.

Keywords: durian, king of fruits, southeast asia, spiky fruit, pungent odor, public bans, custardy texture, unique flavor, high cost, short shelf life, edible seeds

EVOLVE FITNESS GYM MANAGEMENT SYSTEM

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Elbert Gregia, Heron Jay Valdez, R-jay Pornasoro

Abstract

The gym management system is a web-based platform that allows users to create and access an account on the website. Our system includes several functionalities: user login, dashboard access, schedule monitoring, and payment tracking. It facilitates payment transactions and enables digital attendance tracking in the gym. This proposal pertains to Evolve Fitness Gym, which was established on May 1, 2017. This study utilized the Waterfall Model (SDLC) as the primary approach, progressing through the planning, analysis, development, design, testing, implementation, and maintenance phases. Researchers interviewed the client to identify the problem that required a solution. They developed the system using HTML, CSS, PHP, and a database, focusing on user-friendly interfaces. The system was designed according to the client's requirements. XAMPP was used for server and database management, while Visual Studio was used for coding. The Gym Management System has been successfully implemented by the client and company. This system allows access to member information and enhances service quality in the gym. This capstone project, entitled Evolve Fitness Gym Management System, is a web-based system developed to help the gym owner monitor attendees and manage transactions. The researchers interviewed the client to gather feedback on the system.

Keywords: members monitoring, payment monitoring, management, gym management system, service quality

**ASSESSMENT OF SOCIAL MEDIA UTILIZATION OF PRETTYNEST TOWARDS
CUSTOMER SATISFACTION: BASIS FOR ENHANCEMENT**

Marvin Panaguiton, Harvey Kein Zander Corbillon, Rennalyn Labastida,
Nicole Tiballa, Mariel Visitacion, Vinalyn Sarzata

Abstract

Prettynest, established in 2017, gained recognition for its diverse beauty care products and secured a presence in Robinsons Fairview. As market competition increased, the need for a more modern and strategic marketing approach became apparent, particularly in digital advertising. However, Prettynest has primarily focused on its physical store, limiting its online and social media presence. This study examines the influence of social media utilization and the 4Ps of marketing on customer satisfaction, engagement, and loyalty in Robinsons. The findings aim to provide actionable strategies to enhance Prettynest's brand visibility, market reach, and digital presence. The study evaluated Prettynest's use of social media and its influence on customer satisfaction. It employed a quantitative descriptive research method with convenience sampling, a non-probability technique, gathering data from 30 respondents at Robinsons Novaliches, Quezon City. The research utilized frequency and percentage distribution analysis to measure the effectiveness of Prettynest's digital marketing efforts. The study examines Prettynest's online marketing effectiveness through social media platforms, assessing whether modern marketing strategies enhance customer satisfaction and brand awareness. Platforms like Facebook, TikTok, and Instagram receive consistently high satisfaction ratings, demonstrating their impact on branding, engagement, convenience, and scalability. Key marketing factors price, product, place, and promotion show positive customer responses, ranging from "satisfied" to "highly satisfied." However, a major issue identified is the lack of responsive customer/chat support, emphasizing the need for management to enhance communication channels and improve overall customer experience. Prettynest has established a strong presence with its physical store, but expanding its reach through social media is key to attracting a larger and more diverse audience. This research emphasizes the untapped potential of social media as an influential marketing tool for Prettynest's brand growth. By effectively utilizing platforms such as Facebook, Instagram, and TikTok, Prettynest can foster direct engagement with current customers, expand its follower base, and boost its digital presence. Implementing a comprehensive social media strategy will not only enhance brand awareness but also drive sales and customer loyalty. The study provides actionable insights into Prettynest's marketing approach and suggests strategic improvements to ensure sustained growth and competitiveness within the cosmetics industry.

Keywords: prettynest, social media marketing, customer satisfaction, brand awareness, digital marketing, cosmetics industry, engagement, online presence, marketing strategy, social media platforms, customer loyalty, business growth, marketing insight

**DISTINCTIVE QUALITIES OF SELECTED MINUTE BURGER IN
QUEZON CITY TOWARDS CUSTOMER RETENTION**

Jedlyn Dagooc, Angelene Ibatuan, Monica Capuz, Ednalyn Laurente,
Angela Dagahuya, John Louie Tibio, Vinalyn Sarzata

Abstract

Minute Burger, a well-established Buy 1, Take 1 burger brand, has been a market staple since 1982. The brand gained significant traction when the Buy 1, Take 1 promotion became popular, especially as consumers sought budget-friendly meals that offered good value in a single serving. Despite its success, Minute Burger faces challenges, particularly from competitors introducing new products. Additionally, some branches struggle with resource shortages, particularly with buns, leading to operational disruptions. To address these concerns, it is essential to optimize the distribution of resources across branches, ensuring timely restocking and efficient inventory management to maintain consistent service and support growth. This study utilized a quantitative approach with a correlational design. Data was collected through a questionnaire administered to a sample of 50 respondents. The data collection process included surveys, interviews, and observational analysis, using a convenience sampling method. The statistical tools employed for data analysis were frequency and percentage distribution, weighted mean, t-test, and ranking. These tools allowed for a comprehensive analysis of the relationships and patterns among the variables under investigation. The majority of respondents are male, aged between 26 and 33 years old, with most identifying as single. In terms of the location, respondents agreed that the cleanliness and ambiance of Minute Burger outlets were commendable. Regarding the price, they felt that the food offered was tasty and satisfying, even though it was priced reasonably. On product packaging, respondents found Minute Burger's packaging to be both appealing and convenient. As for promotional events, they believed that Minute Burger's promotions effectively created excitement and engagement. However, a notable issue raised was the inconsistency in food quality, as some visits resulted in fresh, hot food, while others served cold items. The company should focus on attracting both teenagers and older customers by launching new menu variants that cater to a wider audience. Choosing accessible locations and adjusting the pricing strategy based on customer feedback will help ensure the company's long-term success. To stay competitive, Minute Burger needs to introduce innovative product variants not offered by its competitors. Additionally, creating modern, attention-grabbing promotional advertisements will help engage a larger audience. The company should assign staff to monitor branches closely to prevent any operational issues. The researchers have proposed guidelines for maintaining customer retention, which include ensuring consistent service, enhancing product quality, and fostering customer loyalty.

Keywords: minute burger, customer retention, product variants, pricing strategy, promotional advertisement, customer feedback, accessibility, brand engagement, operational monitoring, competitive advantage

**FACTORS AFFECTING MARKETING MIX OF TAKE A SHOT,
COFFEE BRANCHES: TOWARDS CRAFTING A GUIDE**

Antonda Arsenio, Monica Barruga, Joshua Anthony Brillo,
Rose Angelyn Latoga, Samuel Maldo, Vinalyn Sarzata

Abstract

Take a Shot, Coffee is a small business established in March 2023, offering a variety of iced-cold drinks, including coffee and milk tea. With the growing popularity of iced beverages, the business aims to capitalize on this trend but faces strong competition in the market. To effectively navigate this competitive landscape and achieve its objectives, the business needs to develop a deeper understanding of the factors affecting its marketing mix. This study aims to examine the key factors that influence the marketing mix of Take a Shot, Coffee, focusing on the controllable elements that a company can adjust to meet the needs of its target customers. The study centers around the Four Ps of Marketing: Product, Price, Place, and Promotion. By analyzing these components, the business can create a well-rounded marketing strategy to strengthen its market position, attract more customers, and enhance its overall success in the competitive iced beverage industry. This study utilized a quantitative-descriptive research design to investigate the factors affecting the marketing mix of Take a Shot, Coffee. A simple random sampling method was applied, with the total number of respondents determined using Slovin's formula. To ensure the reliability and clarity of the survey instrument, a pilot test was conducted, involving ten (10) dry runs to assess the validity and comprehensiveness of the questions. The survey was distributed to 30 customers of Take a Shot, Coffee, specifically from the Manotoc and Balubaran branches. The responses obtained from these customers were analyzed to identify the key factors influencing the marketing mix at both branches. This analysis provided valuable insights into how the marketing mix elements impact customer experience and business performance. The findings of the study highlighted various factors affecting the performance of Take a Shot, Coffee branches, both positively and negatively. The respondents indicated that Take a Shot, Coffee provides high-quality beverages, which was reflected in a weighted mean of 3.62, interpreted as "very stable." This suggests that the quality of the drinks is a major strength and a significant factor in customer satisfaction. The study also examined the impact of the marketing mix (product, price, place, and promotion), which yielded a composite mean of 3.03, interpreted as "relatively stable." While the marketing mix factors were generally perceived as stable, there is still room for improvement to better meet customer expectations and enhance business performance. Additionally, communication challenges emerged as a key issue faced by customers when purchasing from Take a Shot, Coffee. 13 respondents (32.3%) reported communication difficulties, pointing to the need for improved communication strategies to address customer concerns and enhance the overall purchasing experience. This study identified the factors influencing the marketing mix of Take a Shot, Coffee branches, providing insights to develop a strategic guide. The findings highlighted areas where the business could improve in terms of product, price, place, and promotion. By understanding these factors, the researchers were able to formulate guidelines that can assist Take a Shot, Coffee in better meeting the needs of its target audience. These recommendations aim to optimize the marketing mix, improve customer satisfaction, and strengthen the business's competitive position in the market.

Keywords: marketing mix, take a shot, coffee, product, price, place, promotion, customer satisfaction, target audience, business improvement, strategic guide, factors affecting marketing mix, competitive position, recommendations, business growth

**THE SIGNIFICANCE OF COGNITIVE BIASES IN MARKETING OF ABM STUDENTS
IN BESTLINK COLLEGE OF THE PHILIPPINES S.Y 2023-2024**

John Marby Cinco, Rowena Acabal, Kevin Mortes, David De Castro,
Angelica De Castro, Rexter Louie Diamsen

Abstract

This study explores the profound impact of cognitive biases on consumer behavior in marketing. Biases like anchoring and confirmation bias subtly shape decision-making, often leading to irrational choices. Marketers can strategically leverage these biases to craft compelling campaigns that resonate subconsciously, enhancing communication and influencing purchasing decisions. This research examines ethical approaches to integrating cognitive biases into marketing strategies to drive sales while maintaining consumer trust. Additionally, it underscores the importance of ABM students mastering these concepts to apply them effectively and ethically in real-world scenarios. Ultimately, the study aims to demonstrate how, when used strategically, cognitive biases can shape consumer behavior and foster long-term brand loyalty. We conducted a quantitative study using the descriptive survey method among a sample of 40 ABM students from three sections, selected through random sampling. The respondents included 22 Grade 12 Section B students, 10 Grade 12 Section A students, and 8 Grade 11 Section A students. They answered an e-questionnaire consisting of ten questions divided into two categories: Likert scale and frequency-scaled questions. Many respondents acknowledged their awareness of the systematic cognitive strategies that sellers and marketers use to boost sales. The findings indicate that irrational purchasing decisions often result from cognitive distortions and perceptual biases, particularly when questions are framed in a self-satisfying manner. Responses to the Likert scale questions (items 1–5) showed overall agreement, with a mean score of 30.84. Meanwhile, the frequency-scaled questions (items 6–10) were predominantly answered as "sometimes," yielding an overall mean of 25.32. The results indicate that cognitive biases play a crucial role in shaping consumer purchasing patterns. Utilizing these biases significantly impacts marketing strategies and can serve as a powerful tool to guide consumers toward marketers. However, consumers must also remain aware and mindful of the cognitive biases influencing their buying decisions in the marketplace.

Keywords: cognitive biases, marketing, abm students, sampling technique, consumer purchasing pattern, marketing flow

**THE EFFECTS OF LABORATORIES IN HARDSKILL DEVELOPMENT OF
BSHM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Kayla Hermogino, Stephanie Jane Gomez, Eloizha Kaye Nieva,
Emmanuel Garganza, Angeline Agos, Ma. Patricia Caroline Loceo

Abstract

Students pursuing a BS in Hospitality Management gain significant advantages from the practical experiences offered by laboratories, which are essential for developing hands-on skills. These practical learning environments allow students to apply theoretical knowledge to real-world scenarios, deepening their understanding of hospitality concepts. By engaging in exploratory learning, students not only enhance their intellectual growth but also refine their skills, preparing them to meet the demands of the hospitality industry. The research will adopt a mixed-methods approach, incorporating both qualitative and quantitative techniques to provide a comprehensive understanding of the topic. This combination allows for the collection of both numerical data and detailed insights, offering a well-rounded analysis of the subject.

Demographic Information:

1.1 Gender Distribution: The majority of respondents are female, accounting for 68% of the total sample.

1.2 Year Level: Among the 100 student respondents, 76% are in their 3rd year.

Effectiveness of Laboratory Activities in Developing Hard Skills Among BSHM Students:

2.1 Bar and Beverages Laboratory Activities: The statement, “Students are guided by the instructor manually when they are using the facility and equipment,” received a weighted mean of 3.69, which is interpreted as Strongly Agree (SA). This suggests that the laboratory activities are highly effective in helping students develop hard skills through hands-on guidance and equipment use.

Factors Affecting the Development of Hard Skills:

3.1 Demonstration: The statement, “Demonstration and practice are useful for learning a task that involves developing a student’s skill,” received a weighted mean of 3.65, interpreted as Strongly Agree (SA). This indicates that students find demonstrations and practice valuable for skill development.

3.2 Experience: The statement, “Guidance from experienced professionals or educators provides valuable insights, feedback, and opportunities for skill development,” also received a weighted mean of 3.65, interpreted as Strongly Agree (SA). This suggests that students acknowledge the importance of guidance from experienced professionals in honing their skills.

Challenges Encountered by Students in Using the Laboratory:

4.1 Limited Time for Simulation: The most significant challenge faced by students is the limited time for laboratory simulations, with 89% of respondents citing this issue. To address this, it is recommended that the school administration implement alternative schedules for laboratory simulations to ensure that all students have sufficient time for practice.

Development of Hard Skills: Laboratory exercises play a crucial role in developing hard skills, which are essential for success in the hospitality industry. These practical experiences enable students to apply theoretical knowledge and gain hands-on skills required in their field.

Role of Educational Institutions: Institutions of higher learning can enhance students' hard skills by addressing key factors such as providing ample practical training, fostering industry partnerships, and offering specialized resources. This approach ensures that students are well-prepared for a successful career in hospitality.

Challenges Faced by Students: Students using laboratory facilities often face challenges, including limited simulation time and shared resources. These obstacles can hinder skill development, and addressing them by offering more scheduling flexibility or additional equipment would improve the learning experience.

Application of Research Findings: Applying research findings can significantly improve the development of hard skills within the Bachelor of Science in Hospitality Management (BSHM) curriculum. For instance, analyzing market research data can enhance skills in

revenue management and strategic planning, while gaining practical experience in hotel operations refines expertise in hospitality management and customer service.

Keywords: hard skills, laboratory exercises, hospitality industry, educational institutions, skill development, challenges in laboratories, bshm curriculum, revenue management, strategic planning, hotel operations, customer service

**A COMPARATIVE STUDY OF SELF-ESTEEM LEVELS AMONG
STUDENTS PURSUING BS TOURISM MANAGEMENT
AND BS BUSINESS ADMINISTRATION**

Mia Ann Aribbay, Ma. Michelle Ann Gayas, Leon Aaron Abenido,
Jenny Riel Jongco, Jocelyn Marie Usi, Benedict Darilag

Abstract

This study aimed to examine the self-esteem levels of students pursuing a Bachelor of Science in Tourism Management and a Bachelor of Science in Business Administration. Self-esteem may vary among students in different fields due to distinct experiences, perceptions, and expectations related to their chosen disciplines, all of which can affect their overall sense of self-worth. The respondents were selected using stratified random sampling, dividing the population into two strata: BS Tourism Management (BSTM) and BS Business Administration (BSBA). From each stratum, random samples were then taken. The study utilized a comparative cross-sectional research design and applied the ANOVA formula as a statistical treatment to test the differences in self-esteem levels between the two groups. The study revealed differences in confidence regarding values, beliefs, attitudes, skills, and knowledge between Tourism Management students and Business Administration students. Tourism students exhibit a significant contrast in self-esteem compared to their Business Administration counterparts, suggesting that self-esteem issues may be more pronounced among them. Conversely, students pursuing a Bachelor of Science in Business Management may experience increased competition and pressure to excel in a highly competitive and profit-driven industry. This environment can lead to low self-esteem, as young individuals often compare themselves to their peers, leading to feelings of inadequacy or anxiety about their abilities and accomplishments. The outcomes of this study will illuminate the factors contributing to disparities in self-esteem levels among students in different academic disciplines. By understanding these disparities, educators and counselors can develop tailored interventions and support programs to help students enhance their self-esteem and overall well-being. In conclusion, this comparative study of self-esteem levels among students in the BS Tourism Management and BS Business Management programs is vital for understanding the specific challenges and experiences faced by students in various fields of study. By analyzing these differences, we can better support students in achieving their academic and career goals, as well as aid them in building a strong sense of self-esteem and confidence.

Keywords: self-esteem, confidence, self-worth, tourism management students values, beliefs, and attitude

**A STUDY OF MOTIVATION TOWARDS A LIVED EXPERIENCE OF BSTM
PROFESSIONALS: BASIS FOR A PROPOSED EMERGING GUIDE**

Ma Lj Vanessa Acebo, Benjie Cangayo, John Alvic Fulgueras, Renato Quinagutan,
Shaquille Iverson Sinogat, Sheiladele Marie Gonzales

Abstract

This survey research aimed to explore the motivations behind the lived experiences of BSTM professionals, serving as a foundation for a proposed emerging guide. The study was guided by well-formulated research questions. The population consisted of tourism professionals, with 15 participants selected through purposive sampling. The researcher conducted the study with individuals actively working in the tourism industry. The researchers employed a mixed-methods approach, integrating both quantitative and qualitative methodologies. Surveys and experiments were used to collect quantitative data, including numerical metrics such as age, scores, and percentages. To gain deeper insights into the research subject, qualitative data were gathered through interviews and focus groups, capturing non-numerical indicators such as beliefs, motivations, attitudes, and experiences. Mixed-methods research is widely used in behavioral, health, and social sciences, as it provides a comprehensive understanding by combining numerical and non-numerical data. The collected data were analyzed using percentages and weighted means. Proposed Output: Meeting Employee Needs for Growth and Well-being Physiological Needs: Healthy Work-Life Balance Employers should offer health benefits and promote a balanced work-life dynamic to support employees' overall well-being. Safety Needs: Safe and Fair Work Environment Organizations must prioritize employee safety by ensuring proper training, implementing safety protocols, and fostering a fair workplace. Social Needs: Purpose-Driven Workplace Employees thrive in organizations that align with their values and provide opportunities for meaningful work and collaboration. Self-Esteem Needs: Leadership Development Encouraging continuous learning and self-improvement helps employees develop leadership skills and advance professionally. Self-Actualization Needs: Goal Setting & Alignment with Mission and Vision When employees stay focused on long-term organizational goals, their performance and sense of fulfillment at work improve. Based on the findings, the study proposed an emerging guide for BSTM professionals that can be used to enhance motivation, promote career satisfaction and faster professional development. One's behavior is guided by motivation, a set of forces that operate behind the motives. Achieving high levels of success depends on developing the motivation necessary for purposeful practice over time.

Keywords: motivation, experience, tourism professionals, work-life balance

**ANALYSIS OF ECOTOURISM DEVELOPMENT STRATEGIES AT
SITIO WAWA IN SAN RAFAEL RODRIGUEZ RIZAL:
BASIS FOR DEVELOPMENT PLAN**

Lashly Ann Subala, Mara Heart Arco, Ailababes Cababag, Rachel Cochico,
Trisha Nichole Dalupang, Robert Kevei Cruz

Abstract

Rodriguez, Rizal, a mountainous municipality and one of the wealthiest in the Philippines (Esquire Philippines, 2022), has embraced ecotourism as a core aspect of its culture, policy, and development. The town actively promotes its natural attractions, positioning them as premier destinations for nature enthusiasts. One of its standout ecotourism sites is Wawa Dam in Barangay San Rafael, a picturesque river ideal for swimming and diving. Ongoing ecotourism projects in the area aim to showcase best practices, strengthen partnerships among stakeholders, and implement sustainable strategies for environmental conservation and resource management, further enhancing Rodriguez's appeal as an eco-friendly tourism hub. This study employs a descriptive research design, a widely used approach among researchers and scientists to gain deeper insights into a specific population or subject (Sirisilla, 2023). Descriptive research provides a comprehensive and accurate representation of the characteristics, behaviors, and trends within a given community or topic. By systematically observing and collecting data, this method allows researchers to better understand underlying issues, identify patterns, and generate valuable insights that contribute to informed decision-making and further studies. The management of various tourist destinations appears to be lacking, underscoring the need for a more structured and efficient administrative approach. Effective oversight is essential to ensure that all aspects of the attraction are well-managed, supported by a knowledgeable and well-trained staff. Visitors have emphasized the importance of enhancing the San Rafael River Adventure by prioritizing safety, environmental conservation, and overall guest satisfaction. The materials used in constructing eco-tourism sites should be sourced sustainably to minimize environmental impact. Utilizing renewable energy sources such as solar, wind, and hydro power is often a more practical and cost-efficient alternative to fossil fuels, reducing strain on local resources. To further mitigate ecological disruption, tourist facilities should be built on the outskirts of park boundaries. Additionally, collaboration among government officials, eco-tourism operators, conservation groups, and non-governmental organizations is essential. These partnerships can provide crucial support, including funding, training, and technical expertise, ensuring both the legitimacy and long-term sustainability of eco-tourism projects.

Keywords: sustainable materials, renewable energy, eco-tourism, environmental impact, conservation, non-governmental organizations, sustainable development, resource management, tourism infrastructure, collaborative partnerships

**ASSESSING THE AIRLINE PREPAREDNESS TOWARDS NATURAL CALAMITIES:
A PROPOSED ACTION PLAN IN SAFETY AND SECURITY**

Danica Nario, Elaisa Jane Cabarrus, Roan Margallo, Jenny Señido,
Mariebel Sugang, Benedict Darilag

Abstract

This study explores the shift from a hazard-centered disaster paradigm to one that prioritizes vulnerability and resilience in understanding natural disasters. While natural hazards were once seen as purely external threats, modern perspectives emphasize the role of socioeconomic factors in shaping disaster outcomes. However, the theoretical and empirical measures of vulnerability and resilience remain subjects of debate. This review of economic literature aims to summarize advancements in defining and assessing the economic dimensions of vulnerability and resilience to natural hazards. Additionally, it provides policymakers with valuable insights to enhance disaster preparedness, risk reduction, and economic recovery strategies. This study employs purposive sampling to ensure participants have firsthand experience with disruptions caused by natural hazards, including hurricanes, earthquakes, and typhoons. By selecting a diverse group across age, gender, and geographic location, the research enhances its validity. The study focuses on the economic impact of typhoons on the airline industry, analyzing costs incurred by airlines, passengers, and airports, as well as broader economic consequences. Additionally, it evaluates existing mitigation strategies such as disaster response plans, insurance policies, emergency funds, and risk management approaches. The research aims to identify new strategies to minimize financial losses and enhance the industry's resilience against future typhoon-related disruptions. This study aims to empirically assess the economic impact of typhoons on the airline industry, examining direct costs incurred by airlines, passengers, and airports, as well as the indirect effects on the broader economy. It will evaluate the effectiveness of existing mitigation strategies, including disaster response plans, insurance policies, emergency funds, and risk management approaches. Additionally, the study seeks to identify new strategies to reduce financial losses and enhance industry resilience against future typhoon-related disruptions. This study examines the significant economic impact of natural hazards, including hurricanes, tornadoes, and earthquakes, on the airline industry. By analyzing trends, issues, and challenges, the research aims to identify key problems faced by the industry and propose effective solutions. Through an empirical approach, the study evaluates the extent of financial losses and assesses strategies to enhance resilience and mitigate future disruptions.

Keywords: natural hazards, economic impact, airline industry, disaster resilience, risk management, mitigation strategies, business disruptions, emergency funds, insurance policies, disaster response plans

**ASSESSING THE RISK OF ILOCOS TOUR: BASIS FOR PROPOSE
IMPROVEMENT OF SAFETY & SECURITY**

Julia Marie Sicsic, Marry Joy Avila, Queenie Darlene Cantillon,
Angel Mae Garcia, Hanna Marie Prado, Benedict Darilag

Abstract

The Ilocos region, renowned for its rich cultural heritage, has produced numerous nationally recognized artists, including Isabel de los Reyes, Juan Luna, and Carlos Bulosan. It is also home to notable figures such as Severino Montano, a National Artist for Theatre, and Lucrecia Kasilag, both honored in 2001. As tourism in Ilocos continues to grow, it plays a vital role in boosting economic development. However, the increasing influx of visitors also brings safety concerns, including road accidents, extreme weather conditions, water-related hazards, and health risks. This study aims to assess these potential risks and explore effective strategies to enhance tourist safety and security in the region. This study will employ a mixed-methods research approach, allowing researchers to collect both quantitative and qualitative data to gain a comprehensive understanding of safety concerns in Ilocos tourism. Additionally, the study will examine the strategies employed by tourism industry stakeholders to mitigate these risks. To gather numerical data, the researchers will conduct surveys among visitors to Ilocos. The survey will identify the most common safety hazards encountered during their travels, including risks related to extreme weather conditions, water incidents, traffic accidents, and health issues. Statistical analysis will be used to determine the prevalence of these risks and identify recurring patterns or trends.

1.1 Road Accidents the survey results indicate that respondents are very concerned about their safety regarding road accidents. The composite mean score of 2.12 reflects a high level of concern, emphasizing the need for improved safety measures in Ilocos to prevent such incidents. The total weighted mean (WM) of 2.16 further supports this finding.

1.2 Extreme Weather Conditions Similarly, respondents expressed significant concern about extreme weather conditions affecting their safety. The composite mean score of 2.09 highlights the importance of implementing precautionary measures to safeguard tourists from weather-related risks. Tourism in Ilocos has been on the rise in recent years, playing a crucial role in the region's economic growth. However, with the increasing number of tourists, concerns over safety risks have also grown among tourism stakeholders. Key risks include road accidents, extreme weather conditions, water-related hazards, and health issues, all of which may impact the well-being of visitors during their stay in Ilocos. Addressing these concerns is essential to ensuring a safer and more secure travel experience.

Keywords: safety and security, safety risks, safe ilocos tour

**ASSESSMENT OF CUSTOMER SERVICE SKILLS OF BACHELOR OF SCIENCE
IN TOURISM MANAGEMENT GRADUATES SY: 2021-2022**

Jolina Cajotay, Mary Rose Bohol, Celline Broncano, Jeli Mica Rodriguez,
Mary Joyce Tindugan, Benedict Darilag

Abstract

A growing number of employees and recent graduates must be fully equipped with the knowledge and skills necessary to remain competitive in their respective fields. At this stage, educational attainment is highly emphasized, as tertiary education serves as a foundation that prepares students for their future careers. Systematic feedback from former students provides valuable insights into their career trajectories, working conditions, and retrospective assessments of their academic programs. Understanding the employment status of tourism graduates, including potential mismatches such as working outside their field of specialization or facing challenges in career advancement can help institutions improve their Travel and Tourism programs. This study aims to assess the employment outcomes of tourism graduates and evaluate whether their education aligns with industry demands, ultimately benefiting current and future students. Survey questionnaires were used as the primary data-gathering tool for this study. These were distributed to the 2021–2022 Tourism Management graduates of Bestlink College of the Philippines. The study aims to assess the graduates' employment status and evaluate the effectiveness of their academic training in preparing them for industry demands. Additionally, the findings will help in designing a customer service skills training program that incorporates best practices in curriculum development, technology integration, and hands-on training opportunities. The study surveyed respondents aged 18–24, primarily male, who have been working in the tourism industry for 1–2 years. The findings indicate that they are generally satisfied with their communication skills, problem-solving abilities, attention to detail, and knowledge of local attractions. Additionally, they feel confident in handling client issues, overseeing guests, and creating positive customer experiences. The study suggests that incorporating factors such as social adaptability, industry knowledge, professional attitude, and skill development can enhance employability among BS Tourism Management graduates. Furthermore, the findings highlight the need for institutions to refine their curriculum by integrating industry-aligned content, promoting hands-on learning experiences, and strengthening partnerships with the tourism sector. The researcher recommends implementing retraining programs and seminars for BS Tourism Management undergraduates and graduates to enhance their communication skills, problem-solving abilities, and knowledge of local attractions. These initiatives will contribute to technological advancements, support curriculum development, and improve employee performance in both current and future career opportunities.

Keywords: tertiary education, graduate assessment, fully equipped employees

**ASSESSMENT OF SEMINARS AND WORKSHOPS OF FOURTH YEAR
TOURISM STUDENTS: BASIS FOR STUDENTS' REFERENCE**

Keith Ta-ay, Karylle Shayne Ricohermoso, Margareth Ann Bayona,
Romy Duardo Marquez, Bernadeth Frias, Rosalie Jacinto

Abstract

This study aims to assess the effectiveness of seminars and workshops attended by fourth-year tourism students at Bestlink College of the Philippines. The assessment focuses on leadership, communication, flexibility, problem-solving, and employability skills. A descriptive research design was utilized, involving 50 fourth-year tourism students from Bestlink College of the Philippines. Findings indicate that students who positively assess seminars and workshops tend to attend them more frequently. The assessment received a "Strongly Agree" rating in leadership, communication, flexibility, problem-solving, and employability. Additionally, challenges encountered during these activities were addressed, and a graphical representation was created to serve as a reference for students. The study highlights that students who perceive seminars and workshops positively are more likely to participate in them regularly. Assessing these activities is essential in understanding students' experiences and identifying areas for improvement. Enhancing and developing students' skills through these events will contribute to their professional growth and employability.

Keywords: assessment, seminars, workshops, tourism, leadership, communication, employability

**ASSESSMENT ON THE COMPETENCY LEVEL AMONG LOCAL TOUR
GUIDES IN MT. PAMITINAN IN MONTALBAN RIZAL**

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Jen Jen Tualla, Shieladele Marie Gonzales

Abstract

This study examines the competency levels of local tour guides at Mt. Pamitinan Cave in Montalban, Rizal. The findings reveal that tour guide performance has a significant direct impact on tourist satisfaction with guiding services and an indirect influence on overall satisfaction with tour services and experiences. As a key attraction within the Pamitinan Protected Landscape, Mt. Pamitinan draws visitors due to its breathtaking natural scenery and rich historical significance. Tour guides play a vital role in enhancing the tourism experience by providing insightful information, ensuring visitor safety, and creating a welcoming atmosphere. Their expertise and service quality not only contribute to the success of the local tourism industry but also help promote a positive image of the country as a premier travel destination. This study utilizes a descriptive research design. As stated by Sirisilla (2023), descriptive research is widely used by researchers and scientists to gain a comprehensive understanding of a specific population or subject. This approach provides a detailed and accurate representation of characteristics and behaviors within a particular group. By systematically collecting and analyzing data, descriptive research helps identify patterns and insights that can guide future studies. A quantitative method was employed, using survey questionnaires to gather and interpret data from the respondents. This chapter presents the results, analysis, and interpretation of the data collected from the questionnaires distributed to the respondents. 1. Demographic Profile of the Respondents: Table 1 illustrates the age distribution of the respondents. The majority, 55%, belong to the 18-27 age group, making up the largest portion of the sample. This is followed by the 35 and above age group, which constitutes 30% of the respondents. Meanwhile, the 28-34 age group has the lowest representation, accounting for only 15% of the total. To elevate the overall tourist experience, strengthen community engagement, and promote sustainable tourism at Mt. Pamitinan, a collaborative approach among stakeholders is essential. Regular evaluations should be conducted to assess progress and ensure continuous enhancement of tourism services. Tour guides should focus on developing their knowledge, communication, leadership, assessment, and coaching skills to provide exceptional service. By consistently refining their expertise, they can deliver a more engaging and informative experience for visitors, fostering greater appreciation for the destination while contributing to the long-term success of the tourism industry in the region.

Keywords: tourist experience, community engagement, sustainable tourism, tour guide competency, communication skills, leadership development, visitor satisfaction, tourism industry, stakeholder collaboration, service improvement

**ASSESSMENT ON THE CONTRIBUTION OF BACHELOR OF SCIENCE IN TOURISM
MANAGEMENT PROGRAM TO THE DEVELOPMENT OF GRADUATES:
BASIS FOR RECOMMENDATION**

Casey Jules Purano, Maria Ara Fe Layas, Ma Cristina Mendoza,
Noriel Muyo, Shojiyoshi Sugie, Rosalie Jacinto

Abstract

This research paper examines the effectiveness of the Tourism Management program at Bestlink College of the Philippines in shaping the professional growth and career readiness of its graduates. With the approval of the Program Head of the Tourism Department, data was gathered from alumni to assess the program's impact on their skills, industry adaptability, and employment opportunities. The study aims to provide valuable insights for curriculum enhancement and the continuous improvement of the program to better align with industry demands. The study gathered data through online questionnaires distributed via social media platforms, with 50 graduates participating. The results indicate that the Tourism Management program has significantly contributed to the graduates' professional growth. It has enhanced their communication, human relations, leadership, problem-solving, and research skills, preparing them for careers in the tourism and hospitality industry. The findings indicate that the program has effectively equipped graduates with essential skills and competencies, preparing them for successful careers in the tourism management industry. Based on these findings, the researchers have developed an action plan to further improve the program. This initiative aims to enhance the educational experience, equipping future students with a more comprehensive skill set and industry-relevant expertise.

Keywords: tourism management, graduates, skill development, career preparation, program effectiveness, communication skills, leadership, problem-solving, human relations, research skills, educational enhancement, action plan

**ASSESSMENT ON THE EFFECTS OF PUBLIC UTILITY VEHICLE MODERNIZATION
PROGRAM TO THE LIVES OF JEEPNEY DRIVERS IN NOVALICHES,
QUEZON CITY: BASIS FOR STRATEGIC PLAN**

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Reyzelyn Rose Suarez, Rose Ann Gonzales, Rosalie Jacinto

Abstract

The Public Utility Vehicle Modernization Program (PUVMP) aims to phase out old and unsafe jeepneys, replacing them with modern, safer alternatives. While the program seeks to reduce air pollution and improve public transportation, the rapid implementation raises concerns about its impact on jeepney drivers. This study assesses the effects of the PUVMP on the lives of jeepney drivers in Novaliches, Quezon City, focusing on budget, job security, and technology adaptation. A mixed-methods design was used. A total of 50 jeepney drivers in Novaliches, Quezon City, responded to structured survey questions. To ensure accuracy, some respondents were also interviewed to gain deeper insights into the challenges they face under the modernization program. The study revealed that the majority of respondents were male, aged 51 and above, with 16-20 years of experience as jeepney drivers. The respondents strongly agreed with all variables assessing the effects of the PUVMP in their lives, considering standard criteria for evaluation. Various challenges were encountered by the drivers, including financial constraints and difficulties in technology adaptation. Based on the findings, a strategic plan can be proposed to address these issues and support affected jeepney drivers during the transition. The study recommends that the government develop a comprehensive plan to improve key aspects of the PUVMP, particularly budget allocation, job security, and technology adaptation for jeepney drivers. Policymakers must closely examine the issues faced by drivers and implement effective solutions to mitigate the negative effects of modernization.

Keywords: public jeepneys, modernization, jeepney drivers

**ASSESSMENT ON THE IMPLICATION OF COMMERCIALIZATION IN INTRAMUROS:
BASIS FOR PROPOSED CULTURAL CONSERVATION**

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Joevelynnors Rafols, Alma Mae Aguilar, Benedict Darilag

Abstract

This study aims to explore the implications of commercialization on the long-term preservation of Intramuros as a prominent tourist destination. It emphasizes the positive economic impact experienced by communities that recognize the benefits of proactive planning for conservation. The research underscores the importance of maintaining Intramuros' historical value, ensuring that its Philippine-Spanish architectural style, dating from the sixteenth to the nineteenth centuries, is preserved amid commercial development. The researcher will employ a mixed-methods design for this study, integrating both qualitative and quantitative data collection methods. Quantitative data will be gathered through surveys and questionnaires to evaluate the implications of commercialization on cultural preservation, identify challenges in preserving historical landmarks, and explore how commercialization influences cultural heritage conservation. The study will involve 10 local residents, 10 local tourists, and 10 local authorities from Intramuros, utilizing surveys and questionnaires to gather comprehensive insights from each group. The results of this study suggest that commercialization plays a vital role in the preservation of historical landmarks while offering economic benefits. A number of respondents agreed that commercialization influences the preservation of historical landmarks in terms of the economy, infrastructure, and employment. Additionally, commercialization appears to have a positive impact on the economy, with significant agreement that it encourages cultural exchange and understanding between diverse communities. This indicates that the economic advantages of heritage sites are being successfully realized. This study recommends fostering greater community involvement in heritage preservation efforts. Local communities often have a strong emotional and cultural connection to historic landmarks, and their insights can be crucial in the preservation process. By allowing community members to participate actively, provide feedback, and share their knowledge about the cultural significance of these landmarks, the preservation efforts can be more effective. Additionally, since funding has been identified as a significant challenge in preserving historic landmarks, it is vital to allocate more financial resources to support cultural preservation initiatives. This approach would ensure the sustainable conservation of heritage sites for future generations.

Keywords: community involvement, heritage preservation, local communities, historic landmarks, cultural significance, financial resources, preservation efforts, cultural preservation initiatives, sustainable conservation.

**ASSESSMENT ON THE PROMOTIONAL ACTIVITIES OF SELECTED
TOURIST ATTRACTIONS IN RODRIGUEZ, RIZAL:
BASIS FOR PROMOTIONAL PLAN**

Ruben Tabamo Jr., Beafrel Salarda, Jonabel Auditor, Jessa Cerro,
Norman Buna, Rosalie Jacinto

Abstract

The objective of this study was to conduct a thorough evaluation of the promotional activities used by selected tourist attractions in Rodriguez, Rizal. The study aimed to develop an effective promotional plan that would increase the visibility and attractiveness of these destinations, ultimately boosting tourism in the region. By assessing the strengths and weaknesses of current promotional strategies, the research sought to provide actionable recommendations to enhance marketing efforts and ensure a more effective promotion of these local attractions. The main objectives of this study were to present a detailed profile of the respondents, analyze the promotional activities implemented by selected tourist attractions, assess the respondents' perceptions of these strategies, identify any issues or challenges with the current promotional methods, and propose an enhanced promotional plan to improve the effectiveness of these marketing efforts for the tourist attractions in Rodriguez, Rizal. The study's findings revealed key insights into the demographics and perceptions of respondents. A majority of 60% of participants identified as male. The largest age group, accounting for 46% (23 respondents), fell within the 18–22-year-old range. The second-largest group, representing 36% (18 respondents), was between 23 and 27 years old. The 25–29 years age group accounted for 12% (6 respondents), while the 33–37 years range made up 4% (2 respondents), and 2% (1 respondent) were aged 43 years or older. Notably, there were no respondents in the 38–42 years age group. In terms of promotional activities, personal selling received the highest mean score of 3.72, followed by advertising at 3.32, public relations at 3.09, and publicity at 2.95. The overall composite mean of 3.14 suggests a generally favorable view of the promotional efforts. Additionally, most tourists gave positive feedback about the tourist attractions in Rodriguez, Rizal, regardless of their age, and recommended visiting these sites to friends and family. The study suggests encouraging greater participation from tourists in promotional activities, which would help them better understand the objectives and strategies behind promoting Rodriguez, Rizal. This increased involvement could lead to a deeper connection with the local attractions, ultimately boosting the success of future promotional initiatives.

Keywords: tourism promotion, rodriguez rizal, promotional activities, public relations, personal selling, advertising, publicity, tourist engagement, local attractions, marketing strategies, tourist participation, competitive advantage

**ASSESSMENT ON THE SUSTAINABILITY OF SAN RAFAEL RIVER ADVENTURE
AS A TOURIST ATTRACTION IN SAN RAFAEL, BULACAN:
BASIS FOR DEVELOPMENT PLAN**

Fedelah Diana Garcia, Mary Joy Azares, Jerry Mae Bonaobra,
Justin Wrayn Flores, Justine Ricafort, Robert Kevei Cruz

Abstract

This study aims to assess the sustainability of San Rafael River Adventure as a tourist attraction in San Rafael, Bulacan, focusing on smart destination management, seasonality management, tourist experience, and carrying capacity. The study utilized a descriptive research method and surveyed fifty (50) purposively selected tourists at San Rafael River Adventure. The study findings indicate that while the sustainability of San Rafael River Adventure is generally rated as "sustainable" in terms of smart destination, seasonality management, tourist experience, and carrying capacity, several challenges were identified. These include issues related to overcrowding, maintenance and cleanliness, lack of training and resources, refund and compensation disputes, health and safety concerns, and the presence of insects and wildlife. Based on these findings, a development plan can be proposed to further improve the sustainability of San Rafael River Adventure as a tourist attraction. The study recommends that the resort continuously maintain its sustainability as a tourist attraction. Enhancements should be made in smart destination management, seasonality management, tourist experience, and carrying capacity. It is essential for the resort to implement various activities for visitors and develop a structured management plan to attract more tourists.

Keywords: carrying capacity, seasonality management, smart destination, sustainability, tourist destination, tourist experience

**BALANCING ACT: MANAGING ENVIRONMENTAL
IMPACT OF MASS TOURISM**

Jose Mark Gil, Jodiza Balasabas, Angel Nicole Beltran, Ericka Mae Chong,
Louren Andrei Talion, Benedict Darilag

Abstract

This study examines the economic and environmental effects of mass tourism, highlighting the key factors influencing these impacts. While tourism has grown into a vital global economic driver in recent years, this expansion has also resulted in significant environmental challenges. Mass tourism disrupts natural habitats, depletes ecosystems, and threatens biodiversity. This research adopts a mixed-method approach, combining both quantitative and qualitative data collection techniques to analyze the economic and environmental consequences of mass tourism. The study involves 30 tourists, 30 local residents, and 30 environmental officials, all selected through purposive sampling. Data collection was conducted through survey questionnaires. Findings indicate that stricter regulations are necessary to protect fragile soil environments in heavily visited areas. Infrastructure expansion and increased tourist influx contribute to soil degradation and erosion. Moreover, the high volume of foot traffic compacts soil, reducing its fertility. Mass tourism also significantly affects biodiversity and increases waste generation in tourist destinations. Strong collaboration between tourism stakeholders and environmental organizations is essential in mitigating these adverse effects. Additionally, waste accumulation from mass tourism causes extensive environmental harm, further emphasizing the need for sustainable tourism policies. The concept of "carrying capacity limits" in sustainable tourism ensures that popular destinations manage visitor numbers effectively, preventing environmental degradation, minimizing disruptions to local communities, and maintaining the overall visitor experience. Developing transport hubs that encourage public and eco-friendly transportation can reduce reliance on private vehicles. Additionally, enforcing edge regulations to control new construction in historic and environmentally sensitive areas is vital for preservation. These measures play a crucial role in urban planning, promoting conservation efforts and safeguarding natural resources.

Keywords: mass tourism, impact, environment, sustainability biodiversity

**CONTRIBUTIONS OF ANGAT DAM TOWARDS SUSTAINABLE LIFESTYLES
AMONG THE SITIO DIKE RESIDENTS IN NORZAGARAY, BULACAN**

Justine Villanueva, Marie Balasoto, Johannah Mae Bation, Allyza Nicole Claro,
Rrazhel Payonga, Dr. Leilani Cusack

Abstract

Sustainable living has become a priority as communities seek to reduce environmental impact while maintaining a high quality of life. Angat Dam plays a crucial role in providing water resources and fostering sustainable practices. However, its presence also alters the environment, affecting both residents and wildlife. This study examines the factors influencing the sustainable lifestyles of Sitio Dike residents and identifies barriers they face in achieving sustainability. The research underscores the importance of water resources in promoting sustainable development and formulating targeted solutions. The study employed a descriptive research design and a purposive sampling technique, focusing on 78 residents of Sitio Dike, Norzagaray, Bulacan. Data was collected using printed survey questionnaires. The weighted mean was used to analyze responses, while a Z-test determined differences between male and female respondents' assessments. Findings indicate that most respondents were aged 26–30, with both male and female participants from lower-income backgrounds who had resided in the area for over 10 years. Factors affecting residents' lifestyles received high ratings: livelihood (3.70), ecological balance (3.67), management practices (3.80), and implementation of rules and regulations (3.92). Statistical analysis showed no significant difference between male and female assessments. The study concludes that Angat Dam is vital to residents' livelihoods, providing water resources and supporting local biodiversity. Effective environmental management practices, such as eco-friendly waste disposal, controlled tree cutting, and disaster risk reduction, enhance sustainability. Implemented solutions include fish population replenishment, tree planting initiatives, and potable water treatment. These efforts contribute to water security, environmental conservation, and ecotourism development.

Keywords: angat dam, sustainable lifestyles, contributions

COVID-19 AFTERMATH UNWANTED EXPERIENCES OF SELECTED WORKING STUDENTS IN BSTM AT BESTLINK COLLEGE OF THE PHILIPPINES: AN INTERVENTION PROGRAM FOR PANDEMIC REOCCURRENCE

Farah Mae Malunes, Shiena Pilar, Jemeah Rose Flores, Clarissa Binasbas,
Cristina Domingo, Gene Justine Medina, Richard Sagcal

Abstract

The COVID-19 pandemic has posed significant challenges for Bachelor of Science in Tourism Management (BSTM) students at Bestlink College of the Philippines who are also employed. This study examines the unique struggles faced by these working students, emphasizing the impact of the pandemic on both their academic and professional lives. Globally, millions have suffered severe physical, emotional, and financial hardships due to the pandemic. Working students, in particular, have faced difficulties in balancing their studies and job responsibilities while navigating the stress and uncertainty brought about by the crisis. This qualitative study utilizes in-depth interviews and surveys to examine the diverse challenges faced by working Bachelor of Science in Tourism Management (BSTM) students amid the COVID-19 pandemic. The findings reveal significant disruptions in academic routines, financial hardships, and heightened stress levels, offering a comprehensive understanding of the complex struggles these students encounter while balancing work and studies. In light of these findings, this research proposes an intervention program tailored to support working students in navigating the challenges posed by the COVID-19 pandemic. The program includes academic assistance, mental health resources, and professional development opportunities. Additionally, it outlines proactive measures to enhance institutional preparedness for future disruptions, fostering a more resilient and adaptive learning environment. This study contributes to the academic discourse on the impact of the pandemic while offering practical solutions for institutions to effectively support working students. By prioritizing their well-being and academic success, the proposed intervention program aims to foster resilience, enhance institutional support systems, and ensure a more adaptive response to future challenges in education.

Keywords: covid-19 pandemic, working students, academic challenges, financial constraints, mental health, resilience, adaptive learning environment, intervention program, academic support, professional development

**EFFECTIVENESS OF A TRIPIT TRAVEL PLANNER TO TRAVEL AGENCIES:
A BASIS FOR RECOMMENDATION**

Stacy Lumanog, Demmar Develos, Mary Joy Posion, Shee Ann Cantos,
Belmarie Gapayao, Lyka Joy Arizo, Dr. Richard Sagcal

Abstract

TripIt is a travel organization application designed to streamline the management of travel itineraries by consolidating booking details into a single, accessible platform. This study evaluates TripIt's effectiveness as a travel planner, focusing on its functionality, user-friendliness, efficiency, and efficacy, to provide insights for local travel agency clients considering its adoption. **Functionality:** TripIt offers comprehensive features to enhance travel planning: **Automatic Itinerary Creation:** By forwarding travel confirmation emails to plans@tripit.com, users can have their flight, hotel, car rental, and other travel details automatically organized into a chronological itinerary. **Real-Time Alerts:** TripIt Pro subscribers receive timely notifications about flight delays, cancellations, gate changes, and other travel disruptions, often ahead of official airline communications. **Seat and Fare Tracking:** The app monitors seat availability and fare changes, alerting users to opportunities for better seating options or fare reductions after booking. **Points Tracker:** TripIt Pro helps users keep track of loyalty program points and miles, centralizing reward information for easy access. Designed with the user in mind, TripIt ensures ease of use: **Intuitive Interface:** The app's user-friendly design allows travelers to manage their itineraries effortlessly, with features like the ability to add personal notes and documents. **Multi-Device Accessibility:** Users can access their itineraries across various devices, including smartphones, tablets, and computers, ensuring information is available whenever needed. **Efficiency:** TripIt streamlines travel organization: **Time-Saving Organization:** By consolidating all travel details into one platform, TripIt eliminates the need to search through multiple emails or documents, saving users valuable time. **Real-Time Updates:** The app provides timely information about travel disruptions, allowing users to make informed decisions and adjustments as needed. **Efficacy:** The effectiveness of TripIt is evident in its impact on travelers: **Enhanced Travel Experience:** Users report increased satisfaction due to the app's ability to keep travel plans organized and accessible, reducing stress associated with trip. This study employed a descriptive research methodology, utilizing purposive sampling to select three local travel agency clients. Purposive sampling, also known as judgmental or selective sampling, is a non-probability technique where researchers deliberately choose participants based on specific characteristics or qualities relevant to the research objectives. This approach is particularly effective in qualitative research when the researcher aims to gain in-depth understanding from individuals who are knowledgeable about or have experienced the phenomenon under investigation. The findings of this study indicate that while TripIt serves as a useful travel planning tool, certain enhancements are necessary to better meet the needs of travel agencies and their clients. Identified areas for improvement include: 1. **Limited Collaboration Features:** TripIt is designed to support arrangers assisting a small number of travelers but is not optimized for managing large groups or corporate bookings. It lacks robust collaboration tools essential for coordinating travel plans among multiple users. Incorporating features that facilitate team collaboration, such as shared trip planning and real-time updates, would enhance its utility for agencies managing group travels. 2. **Client Management Challenges:** The application does not offer comprehensive client management functionalities, making it difficult for agencies to oversee client-specific travel details and preferences effectively. Integrating client profiles and preferences would enable agencies to personalize services and improve client satisfaction. 3. **Security and Privacy Concerns:** While TripIt provides features like storing travel documents and personal information,

there are concerns about data security and privacy, especially when integrating with third-party applications. Users have expressed wariness about forwarding travel-related emails to the app due to potential security breaches and access to personal emails. Enhancing data encryption and offering clear privacy policies would address these concerns. 4. Integration with Agency Systems: TripIt may not seamlessly integrate with existing agency management systems, leading to inefficiencies in data synchronization and workflow management. Developing APIs and integration capabilities would allow TripIt to synchronize smoothly with various agency management systems, enhancing operational efficiency. 5. Lack of Direct Booking Management: The application does not facilitate direct booking capabilities, requiring users to manage reservations separately, which can be time-consuming and prone to errors. Incorporating direct booking features within the app would streamline the reservation process and reduce the risk of errors. 6. Customization and Branding Limitations: TripIt offers limited options for customization and branding, hindering agencies from providing personalized experiences that align with their brand identity. Providing tools that allow agencies to customize the app interface and incorporate branding elements would offer a personalized user experience and strengthen brand presence. Proposed Action Plan for Enhancements: To address these challenges and enhance the effectiveness of TripIt as a travel planner for agencies, the following improvements are recommended: Develop Advanced Collaboration Tools: Implement features that allow multiple users to collaborate on trip planning, share itineraries, and receive real-time updates. Enhance Client Management Features: Introduce functionalities that enable agencies to manage client profiles, track preferences, and tailor travel plans accordingly. Strengthen Security Measures: Adopt robust data encryption and privacy protocols to protect sensitive information, especially when interfacing with third-party services. Ensure Seamless System Integration: Develop APIs and integration capabilities that allow TripIt to synchronize smoothly with various agency management systems. Incorporate Direct Booking Functionality: Enable direct booking options within the app to streamline the reservation process and reduce the risk of errors. Expand Customization and Branding Options: Provide tools that allow agencies to customize the app interface and incorporate branding elements to offer a personalized user experience. By implementing these enhancements, TripIt can significantly improve its utility for travel agencies, leading to more efficient operations and a better experience for both agencies and their clients. This study recommends that TripIt continually enhance its application by focusing on improving functionality, user-friendliness, efficiency, and efficacy. Such ongoing enhancements are crucial for maintaining competitiveness, adapting to evolving user needs, leveraging technological advancements, and ensuring a positive user experience. Regular updates not only improve the application's capabilities but also significantly contribute to user satisfaction and loyalty.

Keywords: ripit, functionality, user-friendliness, efficiency, efficacy, continuous improvement, user satisfaction, user loyalty

**EFFECTIVENESS OF ALTERNATIVE TRANSPORTS TO
COMMUTERS IN QUEZON CITY**

Jenievieve Ria Doca, Richelle Ann Capangpangan, Jackelyn Orjalesa,
Merlyn Rizo, Robert Kevei Cruz

Abstract

Alternative modes of transportation provide a practical solution for commuters facing heavy traffic in Quezon City. Private rental services such as Grab, Joyride, habal-habal, and carpooling offer convenient options. Metro Manila's dense population contributes to severe public transportation challenges, emphasizing the need for environmentally friendly alternatives such as walking, cycling, and public transit. This study explores how factors like cost, accessibility, safety, and user experience impact the effectiveness of alternative transportation options for commuters. This study aimed to assess the effectiveness of alternative transportation for commuters in Quezon City using a descriptive research method. A total of 100 randomly selected commuters participated in the study. The findings indicate that respondents frequently use alternative transport services such as Joyride and Angkas, rating them as highly effective. Respondents evaluated these services based on security, convenience, flexibility, and cost. However, common challenges were identified, including discomfort with helmets and limited space in top boxes. An improvement plan is proposed to enhance alternative transport services. The study recommends that commuters maximize these transportation options for their convenience and accessibility. Findings suggest that alternative transport services offer significant benefits for both users and service providers. To improve user experience, strategic solutions should be implemented, including investments in infrastructure, safety measures, and policy enhancements. Ensuring accessibility and affordability will prevent excessive fare increases while optimizing transport efficiency in Quezon City.

Keywords: alternative transports, commuters in quezon city, effectiveness

**EFFECTIVENESS OF FLIGHTRADAR24 SYSTEM APPLICATION FOR AIRLINE
PASSENGER BASIS FOR PASSENGER REFERENCE**

Joahna Marie Beringuela, Ma. Alexandra Beceril, Jeremae Dumaul,
Mary Jane Jabel, Christel Joy Moldes, Dr. Richard Sagcal

Abstract

Air travel has become an essential mode of transportation, with tools like Flightradar24 enhancing the passenger experience by offering real-time flight tracking and detailed aircraft information. This research evaluates Flightradar24's effectiveness as a passenger reference tool, aiming to provide insights for travelers, airlines, and developers. Flightradar24 is a global flight tracking service that allows users to monitor real-time air traffic worldwide. Founded in 2006, it has evolved from regional coverage to a comprehensive platform accessible via its website and mobile applications. The service utilizes a network of over 10,000 receivers worldwide, providing extensive coverage and accurate flight data. en.wikipedia.org. User Experiences and Community Engagement the platform fosters a community where users actively engage in tracking flights and supporting fellow travelers. For instance, a traveler experiencing flight anxiety received real-time updates and comforting messages from community members, highlighting the supportive environment. A recent descriptive study assessed the effectiveness of the Flightradar24 application among airline passengers. Thirty respondents participated, and the findings highlighted several key benefits: Real-Time Flight Tracking: The app enables users to monitor flights globally, enhancing their travel experience by providing up-to-date information on flight statuses and estimated arrival times. Comprehensive Airport Information: Passengers have access to detailed data about airports, aiding in navigation and planning during their journeys. Awareness of Nearby Flights: The application allows users to view nearby flights, offering a broader perspective of air traffic and contributing to a more informed travel experience. Weather Updates: Integrated weather information assists travelers in anticipating and preparing for potential weather-related flight delays or changes. These features collectively enhance the air travel experience by keeping passengers informed and engaged throughout their journey. A recent descriptive study evaluated the effectiveness of the Flightradar24 application among 30 airline passengers aged 20 to 36, encompassing diverse age and gender demographics. The findings highlighted several strengths and areas for improvement: Strengths: Real-Time Flight Tracking: Users appreciated the application's capability to provide live updates on flight statuses, enhancing their travel experience by keeping them informed. User-Friendly Interface: The intuitive design of Flightradar24 was commended, making it accessible to users with varying levels of technological proficiency. Efficient Search Features: Respondents found the search functionality effective, allowing them to quickly locate specific flights or airports. Reliable Notifications: The timely and accurate notifications regarding flight updates were valued for their dependability. Accessibility: The ease of downloading and registering for the app facilitated quick access for new users. Security: Users felt confident in the app's privacy settings and data encryption measures, ensuring their personal information remained secure. A recent study involving 30 airline passengers aged 20 to 36, with 77% identifying as female and aged between 21 and 25, evaluated the effectiveness of the Flightradar24 application. The findings highlighted several strengths and areas for improvement: Strengths: Effective Flight Monitoring: Respondents found Flightradar24 to be a valuable tool for tracking flights, enhancing customer satisfaction by providing real-time updates and detailed flight information. Enhanced Airport Operations: The application's comprehensive data contributed to improved efficiency in airport operations, aiding both staff and passengers in staying informed. Areas for Improvement: Collaboration Features: Users expressed a desire for enhanced collaboration tools

within the app, such as the ability to share flight information and updates with others. Client Management: Some respondents identified challenges in managing client-specific information, suggesting the need for more robust client management functionalities. Training and Onboarding: Improving training materials and onboarding processes could help users better understand and utilize the app's features. Security and Privacy Measures: Concerns were raised about data privacy, with reports suggesting that user information might be sold to data brokers. Enhancing security protocols and ensuring transparent data handling practices are crucial. Integration with Agency Systems: Users noted the absence of integration with certain agency systems, recommending that the app support seamless integration for enhanced functionality. Regular collection of user feedback and continuous refinement of features are essential for Flightradar24 to maintain its effectiveness and address user concerns.

Keywords: flightradar24, flight monitoring, customer satisfaction, airport operations, collaboration features, client management, training, onboarding, security, privacy measures, agency systems, user feedback, feature refinement

**EFFECTIVENESS OF SOCIAL MEDIA PLATFORM AS A PROMOTIONAL
STRATEGY OF LOCAL TOURIST DESTINATIONS IN QUEZON CITY:
A PROPOSED PROMOTIONAL PLAN**

Allysa Cris Publico, Beverly Ann Fuellas, Sheena Mae Marquez,
Aster Alia Mentang, Rosell Recla, Robert Kevei Cruz

Abstract

Social media has revolutionized the tourism industry by serving as a dynamic platform for promoting destinations and influencing travelers' decisions. Platforms like Instagram, TikTok, and Facebook enable users to share real-time updates, photos, and reviews, providing authentic insights that shape potential visitors' choices. This user-generated content serves as a valuable resource, enabling travelers to make informed decisions based on firsthand experiences. Beyond individual travel planning, social media plays a significant role in destination marketing. Tourism organizations leverage these platforms to engage with audiences, showcase attractions, and promote cultural values. For instance, campaigns that encourage sharing personal travel stories not only increase engagement but also foster a sense of community among travelers. Moreover, social media holds a social responsibility to bridge local, national, and international cultural values, contributing to societal and economic development. By disseminating diverse cultural content, media platforms can promote understanding and appreciation among different communities, thereby enhancing social cohesion and supporting economic growth through increased tourism. However, it's important to acknowledge that while social media can positively influence tourism, it also presents challenges such as over tourism and the potential for cultural commodification. Therefore, sustainable practices and mindful promotion are essential to ensure that tourism development benefits both visitors and host communities. The study employs a descriptive research design, which is effective for observing and measuring variables without manipulating them, thereby identifying characteristics, trends, and correlations. To gather pertinent data, you have chosen purposive sampling, a non-probability sampling technique where participants are intentionally selected based on specific characteristics relevant to the research objectives. This method is particularly useful when targeting specific groups, such as travelers, mini-vloggers, and content creators, who can offer insights aligned with your study's aims. For data collection, utilizing a survey questionnaire distributed through Google Forms is an efficient approach. This method allows for the collection of standardized data from a geographically dispersed sample, facilitating ease of analysis. Ensuring that the questionnaire encompasses key elements—such as demographic information, social media usage patterns, and perceptions of tourism promotion—will help obtain comprehensive data aligned with your research objectives. By integrating a descriptive research design with purposive sampling and a well-structured survey instrument, your study is well-positioned to derive meaningful insights into the role of social media in tourism promotion. Analyzing the social media preferences of travelers, mini-vloggers, and content creators provides valuable insights for businesses and marketers aiming to promote local tourist destinations in Quezon City. Understanding these preferences enables the development of targeted marketing strategies, enhancing online presence and engagement. This approach leverages the influential role of social media platforms in shaping travel decisions, thereby boosting the effectiveness of promotional efforts for Quezon City's tourism sector. Negative user reviews and feedback on social media platforms can significantly deter potential tourists from visiting local destinations. Such reviews influence travelers' decision-making processes, as many rely on the experiences and opinions shared by others when planning their trips. A study highlighted that social media comments and personal experiences strongly affect prospective travelers' choices, underscoring the importance of managing

online reputation. Insufficient knowledge in effectively utilizing social media for promoting local tourist destinations often leads to strategies that merely establish an online presence without achieving meaningful engagement. This lack of a clear and measurable strategy can result in missed opportunities to attract and retain visitors. Challenges such as staying updated with the rapidly evolving social media landscape and maintaining consistency in content delivery are common obstacles for tourism businesses. Additionally, inadequate internet connectivity poses a significant barrier to the effective promotion of local tourist destinations. Limited access to online resources hampers the ability of tourism stakeholders to implement timely and interactive marketing strategies, thereby reducing the competitiveness of these destinations. Addressing this issue by improving internet infrastructure can enhance operational efficiency and enrich the travel experience, making the process more enjoyable and efficient for tourists. In summary, to enhance the promotion of local tourist destinations, it is crucial to manage online reviews proactively, develop informed and strategic social media marketing plans, and ensure robust internet connectivity to support these digital initiatives.

Keywords: quezon city tourism promotion, social media marketing strategies, local tourist destinations, digital marketing for tourism, destination branding, online engagement tactics, content creation for tourism, influencer collaborations, user-generated content

**EFFECTIVENESS OF TRAVEL VLOGS MODERNIZATION TO
LOCAL TOURIST ATTRACTIONS IN MANILA CITY:
A PROPOSED STRATEGIC PLAN**

Franchette Kim Enriquez, Charlene Espesor, Missy Abadilla, Queen Jamaica Salangang,
Sarah Jane Saligan, Robert Kevei Cruz

Abstract

Travel vlogs are used to advertise tourism attractions in certain regions. They promote tourism attractions to engage individuals and impart informative content to the audience. Vlogging is one of the most useful marketing methods in today's culture, using social media to disseminate information about the heritage and history of tourist attractions, among other things. In this manner, the modernization of travel vlogs allows virtual access to tourist destinations, providing several opportunities for both locals and spectators. This study has utilized a descriptive research design. Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. This research design investigates one or more variables and includes proper analysis, interpretation, comparisons, and identification of trends and relationships. This chapter presents and interprets data on travel vlog modernization in Manila City, focusing on age, gender, and civil status. The majority of respondents were aged 21–25, with males representing the highest number of respondents. Singles also had the highest number of respondents, with a mean score of 3.36 for quality content. The effectiveness of travel vlog modernization for local tourist destinations was rated highly effective, with a mean score of 3.60 for content information through vlogging. The trending destinations in Manila City had a mean score of 3.76. To promote the proposed strategic plan, vloggers can increase exposure by partnering with influencers and creating destination videos that appeal to tourists. The purpose of this chapter is to summarize the findings that emerged from the study—what the study suggested, revealed, or indicated. This usually refers to the totality of outcomes rather than the conclusions or recommendations drawn from them.

Keywords: travel vlogs, modernization, tourist destination, vlog, tourism

**EFFECTS OF DIGITAL PLATFORM IN PROMOTING AGRICULTURAL
TOURISM IN GREENHOUSE GARDEN AT CALUMPIT, BULACAN**

Aileen Jane Abrogar, Criselda Alpe, Danica Agata, Valerie Anne Iringan,
Jolie Joyce Tangalin, Ana Althea Tumamao, Sheiladele Marie Gonzales

Abstract

The growth of agricultural tourism through a greenhouse garden in Calumpit, Bulacan offers a unique opportunity for the local tourism sector to promote the agricultural heritage and environmentally friendly practices of the area to a larger audience. To take advantage of this opportunity, the researchers advertise their goods and services on Facebook to reach a wider audience. By creating a dedicated Facebook page for their greenhouse garden or agricultural tourism business, the researchers can share videos and information about their products and services with potential tourists. The purpose of this study is to determine the effects of digital platforms in promoting agricultural tourism in a greenhouse garden in Calumpit, Bulacan, in terms of the growth of the local community, tourist activities, and helping farmers increase their income by improving production efficiency. The study utilized a descriptive research method, which was employed with 52 local farmers/residents in Calumpit, Bulacan. Each person in the population had an equal probability of being chosen using the sampling technique. The results of this study reveal that most respondents agreed on the promotion, awareness, fostering of economic development, and sustainability of the environment when using digital platforms as a tool for effectively promoting the greenhouse garden in Calumpit, Bulacan. The researchers found that a greenhouse garden can boost the tourism industry through social media promotion, as visually appealing locations and well-designed gardens help connect potential tourists with information about the greenhouse garden. Additionally, the primary benefit for the local community and residents is education and skill development, as the greenhouse garden provides a platform for educational programs. This study recommends that the local community should gain benefits regarding future employment, safety and security for their protected agricultural tourism, and the opportunity to practice gardening skills to enhance their knowledge in preserving farm tourism and promoting a sustainable environment.

Keywords: agricultural tourism, environmental-friendly farming practices, farm tourism, role of technology in agriculture

**EMPOWERING THE TOURISM STUDENT'S ENTREPRENEURSHIP
SKILLS TRAINING AS A MARKETING STRATEGY:
A PROPOSED GUIDELINES**

Sheila Mae Adamos, Emerald Alvarez, Grace Rosal Burgos, Lenzy Freo,
Gracieline Hermina, Aris Suganob, Robert Kevei Cruz

Abstract

The tourism industry continues to grow, yet tourism students often lack essential entrepreneurship skills. This study aims to develop a structured guideline for a marketing strategy that enhances tourism students' entrepreneurial competencies, fostering self-employment opportunities. By addressing the complexities of entrepreneurship training, the research seeks to provide valuable insights for both students and the industry. A descriptive research design was employed, utilizing Likert scale survey questionnaires and focus group interviews with second- and third-year Bachelor of Science in Tourism Management students as respondents. The study explored opportunities and challenges in entrepreneurship training. Data were quantified and analyzed using frequency counts, percentage distribution, weighted means, ranking, and a 4-point Likert scale. The researchers examined the effectiveness of empowering tourism students' entrepreneurship skills training as a marketing strategy within the context of existing literature. Findings indicate that tourism students face challenges in entrepreneurship training, particularly in competencies, time management, and self-confidence. Balancing vocational skills and critical thinking proves difficult, and time management issues contribute to lower-quality outputs. However, students recognize that entrepreneurship skills can be acquired through active participation in entrepreneurial activities. The study highlights key barriers tourism students face in entrepreneurship training, including a lack of competencies, time management difficulties, and low confidence levels, which may impact their academic experience and future careers. Given the growing demand for tourism entrepreneurs, structured and comprehensive entrepreneurship training is necessary. The study recommends targeted training programs focusing on core competencies, time management, and confidence-building. Limitations include a small sample size and the absence of consideration for prior entrepreneurship experience. Further research is needed to develop more effective training strategies.

Keywords: tourism student, entrepreneurship skills, entrepreneurship training challenges, marketing strategy, skill development, training limitations

**FACTORS AFFECTING THE GUEST'S SATISFACTION IN THE
SITE BEACH BAR: BASIS FOR PROPOSED PLAN AND
ACTION ENHANCEMENT**

Jeany Rose Babor, Jehosua Golocino, Charmaine Kae Henson, Carlo Moratalla,
Kristy Ann Ortaleza, Sanny Sevilla, Robert Kevei Cruz

Abstract

The purpose of this study is to evaluate customer satisfaction and enhance the competitiveness of The Site Beach Bar in the bleisure travel market. Additionally, the study aims to assess the impact of the bar's existing features located in Brgy. Lingsat Catalan Compound, San Fernando City, La Union. By analyzing customer feedback, the study seeks to identify areas for improvement and provide recommendations to strengthen the bar's position in the evolving bleisure tourism industry. The study used a quantitative research method and selected a total of 100 participants from The Site Beach Bar in Brgy. Lingsat Catalan Compound, San Fernando City, La Union. The sample consisted of 25 staff members and 75 guests, allowing for a thorough evaluation of customer satisfaction and the bar's competitiveness in the bleisure travel market. The results of this study indicate that factors influencing guest satisfaction, such as completeness, expectations, accessibility, responsiveness, and overall customer satisfaction, were rated as "very satisfied" by the participants. When analyzing the differences in guest satisfaction based on demographic profiles, age and frequency of visit were found to have no significant impact, while gender and civil status showed a significant difference. Furthermore, a significant relationship was found between the factors affecting guest satisfaction. To further enhance guest satisfaction, the study recommends a plan of action that focuses on improving customer service and staff knowledge, upgrading resort facilities (including enhanced Wi-Fi and equipment for water activities), and improving transportation services to facilitate easier access to the resort from the main road. These measures are suggested to elevate the guest experience at The Site Beach Bar and its beachfront area. This study recommends that the management of the beach bar consistently strive to exceed guest expectations to improve the overall resort experience. Additionally, it suggests strengthening connections with the local community by engaging them in beach bar events, supporting local initiatives, and fostering collaborations to create a more welcoming and inclusive atmosphere. Furthermore, sharing insights with researchers will contribute to the body of knowledge in hospitality management and encourage continued research for ongoing improvements. Finally, the study provides valuable recommendations for future research in hospitality management, offering guidance to researchers aiming to enhance the quality and competitiveness of beach bars.

Keywords: guest satisfaction, beach bar management, resort experience, local community engagement, hospitality management, service excellence, event collaboration, facilities improvement, customer expectations, sustainable practices

**FACTORS AFFECTING THE PERSONS WITH DISABILITY WORKING IN
SELECTED TOURIST ATTRACTIONS IN METRO MANILA:
BASIS FOR RECOMMENDATION**

Candy Tumandao, Rose Marie Casimiro, Ma Theresa Mabalot,
Maria Dianne Quilbio, Shieladele Marie Gonzales

Abstract

The tourism industry is a major contributor to the global economy, fostering growth and creating job opportunities worldwide. However, it has yet to fully tap into the potential of a significant and often overlooked segment of the population: people with disabilities (PWDs). These individuals face various barriers to employment within the tourism sector, which limits the industry's access to a diverse and talented workforce. PWDs can bring fresh perspectives, creativity, and a unique understanding of accessibility needs to a wide range of tourism roles. This research explores the impact of workplace features on job satisfaction, career growth, and the sense of inclusion for PWDs in the tourism industry. Researchers used a survey format to collect data from PWDs employed at tourist attractions across Metro Manila. Targeted questions were designed to guide the survey, and a sample of 20 PWD workers was selected using stratified sampling. This approach ensured the sample represented the diversity of the PWD population within the tourism industry, considering different disability types and job roles. An online survey tool was used for data collection, and the responses were analyzed using percentages and weighted means to assess the factors affecting PWDs' work experiences. The survey results revealed that the majority of respondents felt several factors influenced their work experiences within the tourism industry. These factors included the physical accessibility of the workplace, support for mental and emotional well-being, government disability rights regulations, and opportunities to effectively use their skills and knowledge. The research also identified positive aspects for PWDs in Metro Manila's tourist attractions, such as a sense of inclusion in some workplaces, recognition of their strengths by supportive colleagues and managers, and the presence of legal protections for their rights. The study also highlighted areas needing improvement to better support people with disabilities (PWDs) in the workplace, such as enhancing accessibility, managing stress, and addressing biases. These challenges affect PWDs in various ways, underscoring the importance of creating inclusive environments. By focusing on inclusivity, employee well-being, and providing growth opportunities, workplaces can tap into the unique talents and perspectives of PWDs. Tourism businesses that fail to make everyone feel welcome risk missing out on a valuable workforce and customer base. Many individuals with disabilities are eager to engage with the tourism industry and bring significant contributions to its growth.

Keywords: tourism industry, people with disabilities (pwws), workplace accessibility, employee well-being, inclusivity, stress management, bias reduction, career development, legal protection, metro manila, disability rights, customer experience

**FACTORS AFFECTING VISITOR'S CHOICE IN MANILA TOURIST
DESTINATION: A BASIS FOR IMPROVEMENT PLAN**

Jaypee Ignas, Raizel Daz, Rizzamae Runes, Jessica Bien,
Jonnamay Sales, Robert Kevei Cruz

Abstract

Manila, a popular tourist destination, boasts modern attractions such as the National Museum, Fort Santiago, Rizal Park, San Agustin Church, and Manila Bay Walk, offering unforgettable experiences despite the traffic. The study employs a descriptive design to accurately identify a population, situation, or phenomenon by addressing what, where, when, and how questions without manipulating variables. Manila's population includes 27% females of diverse ages and civil statuses, who frequently visit popular tourist spots such as Fort Santiago, the National Museum, San Agustin Church, Rizal Park, and Manila Bay Walk. The survey shows that 73% of respondents are female, aged 15-20, single, and married, with top tourist destinations in Manila being Fort Santiago, National Museum, San Agustin Church, Rizal Park, and Manila Bay Walk.

Keywords: tourist spots, safety and security, leisure, manila, tourist spots in manila

**FACTORS INFLUENCING TOURISTS PREFERENCES TO VISIT
MT. PARAWAGAN IN RODRIGUEZ RIZAL: AN ASSESSMENT**

Daphne Cameros, Jerome Balabala, Maribel Fenis, Jea Faye Marcos,
John Rommel Nomo, Shieladele Marie Gonzales

Abstract

This study investigates the key factors that influence tourists' decisions to visit Mt. Parawagan, a popular natural attraction. Using a comprehensive assessment approach, the research examines various elements such as environmental factors, cultural appeal, and infrastructure development that contribute to tourists' choices. By exploring these factors, the study seeks to provide insights on how these influences impact the attraction's appeal, offering recommendations to enhance its attractiveness and improve the overall tourist experience. The study involved 50 tourists selected to participate in the research. Data was collected using a survey questionnaire, which guided the investigation through a series of structured questions. The collected data was then analyzed using percentages and weighted means. The findings indicated that the majority of respondents strongly agreed that four key factors significantly influenced their decision to visit Mt. Parawagan. The study utilized surveys, interviews, and observational methods to examine how various factors influence tourists' preferences and behaviors toward Mt. Parawagan. The findings emphasize the importance of maintaining the mountain's natural beauty while simultaneously enhancing the overall tourist experience. This research offers valuable insights for the tourism sector, providing guidance to policymakers, local communities, and businesses in developing sustainable strategies that both promote tourism and protect the natural environment. The study examines the impact of tourism on the local community, highlighting socioeconomic benefits, environmental conservation, and the potential challenges faced. By understanding the factors that motivate tourists to visit Mt. Parawagan, the findings provide crucial insights for stakeholders in tourism, promoting effective conservation efforts and encouraging sustainable development practices in the region.

Keywords: tourism, mt. parawagan, tourist preferences, environmental conservation, socioeconomic benefits, sustainable tourism, local community, infrastructure development, natural attractions, cultural appeal

**FACTORS THAT AFFECTS THE LEARNING CAPABILITIES
OF THE SELECTED 4TH YEAR TOURISM STUDENTS:
BASIS FOR A PROPOSED IMPROVEMENT PLAN**

Martin Jive Dalde, Joliana Abello, Karen Kate Bagadiong, Arabella Ilocto,
Althea Princess Sabanal, Sheiladele Marie Gonzales

Abstract

The learning capabilities of students are influenced by various factors, including ethnicity, socioeconomic status, environment, and the guidance of parents, peers, and teachers' methodologies. Additionally, many students are unaware of how multicultural diversity operates. This research study aims to identify the factors affecting the learning capabilities of selected fourth-year tourism students as a basis for a proposed improvement plan. This study plays a significant role in clarifying the coverage and concepts of multicultural diversity for both readers and target respondents—an issue that remains relevant today. Furthermore, guidance from individuals with sufficient knowledge on the topic is essential to help people understand and appreciate how multicultural diversity functions. The respondents of the study consisted of fourth-year tourism students. Through random sampling, a total of 65 respondents were selected to participate in the study. The researchers gathered data by distributing survey questionnaires via Google Forms. After data collection, the data was thoroughly analyzed and calculated using frequency, average weighted mean, and ANOVA. The results show that 73.85% of the respondents are female, while 26.15% are male, which may indicate a gender imbalance. However, this reflects the overall composition of fourth-year tourism students at Bestlink College of the Philippines, where female students outnumber males. After completing and analyzing the data, researchers found that most respondents strongly agreed on the five key factors affecting their learning capabilities: ethnicity, socioeconomic status, parental guidance, teachers' methodologies, and peer groups. They reported encountering minor to major challenges in pursuing this program, and all respondents concurred with the findings of this research study. Based on the findings, the researchers provided recommendations and a proposed improvement plan to address the identified issues. Bestlink College of the Philippines should conduct more seminars on racism, discrimination, harassment, and bullying prevention. These initiatives would help students develop awareness, foster understanding among peers, and recognize boundaries that should not be crossed. As a result, this study has allowed the researchers to identify the underlying challenges that hinder the learning capabilities of most respondents.

Keywords: multicultural diversity, ethnicity, socio economic status, parental guidance, teacher's methodologies, peer groups

**FACTORS THAT INFLUENCE THE EFFECTIVENESS OF ON-THE-JOB
TRAINING ON CAREER PREFERENCE OF ALUMNI GRADUATES
IN BESTLINK COLLEGE OF THE PHILIPPINES**

Shanly Reyes, Jennifer Arco, John Loyd Barrientos, Ella May Bricenio,
Rhea Angeline Villanueva, Rosalie Jacinto

Abstract

On-the-Job Training (OJT) is a practical approach that integrates theoretical knowledge with real-world application, immersing individuals in their work environment to acquire job-specific skills through hands-on experience. Key Advantages of On-the-Job Training: Accelerated Skill Development: OJT facilitates rapid learning by enabling trainees to apply concepts directly in their daily tasks, leading to faster proficiency. Enhanced Productivity: As trainees contribute to actual work processes, organizations often experience increased efficiency and output during the training period. Cost-Effectiveness: By reducing the need for external training programs and minimizing downtime, OJT proves to be a financially viable option for skill development. Improved Employee Retention: Employees who undergo OJT are more likely to remain with the company, as they feel invested in and equipped for their roles. Real-Time Feedback: Trainees receive immediate guidance and feedback, allowing for continuous improvement and adjustment to job requirements. Incorporating OJT into organizational practices not only bridges the gap between education and employment but also fosters a workforce that is competent, adaptable, and aligned with company objectives. This study employed a descriptive research design to examine the experiences of alumni graduates in the tourism industry, focusing on the challenges and obstacles encountered during their on-the-job training (OJT). A total of fifty alumni participated in the survey, providing valuable insights into their OJT experiences. The findings underscore the critical role of practical training in tourism education. Practical training bridges the gap between theoretical knowledge and real-world application, enabling students to develop essential skills and competencies required in the dynamic tourism sector. As highlighted in existing literature, such training is vital for students to apply learned concepts effectively and prepare for industry demands. By utilizing a qualitative research approach, this study offers a nuanced understanding of the specific challenges faced by tourism alumni during their OJT. These insights are crucial for educators and industry stakeholders aiming to enhance OJT programs, ensuring that future graduates are better prepared to meet the evolving demands of the tourism sector. Addressing the identified challenges can lead to more effective training programs and improved career readiness for tourism graduates. The survey, administered via Google Forms and distributed through social media platforms, investigated the impact of on-the-job training (OJT) on tourism graduates. The findings highlight several key areas influenced by OJT. Professional Development: Graduates reported significant growth in their professional skills, emphasizing the transition from academic knowledge to practical application in real-world settings. This transition is crucial in the tourism industry, where practical experience enhances service quality and operational efficiency. Skill and Knowledge Enhancement: The OJT experience facilitated the acquisition of industry-specific skills and knowledge, preparing graduates for the dynamic demands of the tourism sector. Hands-on training enables students to apply learned concepts effectively, bridging the gap between theory and practice. Employment Opportunities and Industry Trends: OJT played a crucial role in enhancing job prospects, with many graduates securing employment within the tourism industry. The tourism sector serves as a pathway into the workforce, offering diverse job opportunities and contributing significantly to economic development. Notably, tourism accounts for approximately 10% of all global jobs, underscoring its importance as an economic engine. Social and Personal Growth: Beyond

professional skills, graduates experienced personal development, including improved interpersonal abilities and a deeper understanding of workplace dynamics. These attributes are essential in the tourism industry, where customer interaction and teamwork are vital. These insights underscore the multifaceted benefits of OJT, highlighting its role in bridging the gap between academic learning and industry requirements. Addressing the challenges identified can lead to more effective training programs and improved career readiness for tourism graduates. This study employed a descriptive research design to examine the experiences of alumni graduates in the tourism industry, focusing on the challenges and obstacles encountered during their on-the-job training (OJT). A total of fifty alumni participated in the survey, providing valuable insights into their OJT experiences.

Demographic Profile: The majority of participants were female, aged between 20 to 22 years. This demographic trend aligns with the broader tourism management student population in the Philippines, where females often constitute a significant majority.

Professional Development: Graduates reported significant growth in their professional skills, emphasizing the transition from academic knowledge to practical application in real-world settings. This transition is crucial in the tourism industry, where practical experience enhances service quality and operational efficiency.

Skill and Knowledge Enhancement: The OJT experience facilitated the acquisition of industry-specific skills and knowledge, preparing graduates for the dynamic demands of the tourism sector. Hands-on training enables students to apply learned concepts effectively, bridging the gap between theory and practice.

Employment Opportunities and Industry Trends: OJT played a crucial role in enhancing job prospects, with many graduates securing employment within the tourism industry. The tourism sector serves as a pathway into the workforce, offering diverse job opportunities and contributing significantly to economic development. Notably, tourism accounts for a substantial portion of global employment, underscoring its importance as an economic engine.

Social and Personal Growth: Beyond professional skills, graduates experienced personal development, including improved interpersonal abilities and a deeper understanding of workplace dynamics. These attributes are essential in the tourism industry, where customer interaction and teamwork are vital.

Recommendations: Based on these findings, the researchers propose enhancing the tourism industry curriculum to better align with industry needs. Strengthening partnerships between educational institutions and tourism enterprises can provide students with more comprehensive OJT opportunities, fostering a more competent and industry-ready workforce. These insights underscore the multifaceted benefits of OJT, highlighting its role in bridging the gap between academic learning and industry requirements. Addressing the identified challenges can lead to more effective training programs and improved career readiness for tourism graduates.

Keywords: on-the-job training (ojt), tourism graduates, professional development, skill enhancement, employment opportunities, social and personal growth, curriculum improvement, tourism industry, Philippines

**IMPACT OF GENDER CAPABILITIES TOWARDS THE JOB PERFORMANCE
OF THE EMPLOYEES IN TOURISM INDUSTRY**

Albert Sanchez, Betty Mae Dulce, Julliene Sareen Elvas, Geza May Machado,
Mikaela Jean Vargas, Shieladele Marie Gonzales

Abstract

This study explores the relationship between workplace dynamics and how gender capabilities influence job performance among employees in the tourism and hospitality industry. It examines gender and age stereotypes in hiring processes and highlights the impact of gender on job satisfaction and turnover. The study emphasizes the importance of gender equality for employees and organizations, advocating for an intersectional approach to understanding biases. Additionally, it examines how motivations, perceptions of success, and stereotypes influence career outcomes and employee well-being in the tourism industry, promoting equal opportunities and a goal-oriented approach over direct comparisons. The researchers gathered data from fifty (50) employees in the tourism industry, consisting of 25 male and 25 female respondents. Data collection was conducted through survey questionnaires distributed via Google Forms. The collected data was analyzed using frequency, average weighted mean, and ANOVA. The study focused on five factors affecting gender capabilities: recruitment, employment status, performance, commitment, and retention. The analysis revealed that most respondents strongly agreed on the five factors affecting gender capabilities. Gender played a significant role in shaping workplace experiences, with recruitment and employment status emerging as the most influential factors. The findings suggest that gender capabilities impact job satisfaction, career progression, and employee retention in the tourism industry. The study identified various challenges employees face in the tourism sector related to gender dynamics. Based on the findings, the researchers proposed recommendations and an improvement plan to address issues such as bias, discrimination, and workplace inequality. It is recommended that companies in the tourism industry implement seminars and training programs to prevent racism, discrimination, harassment, bias, and bullying.

Keywords: employment status, gender, job satisfaction

**IMPACT OF JOINING OFF-CAMPUS ACTIVITIES AMONG THE SELECTED
BSTM STUDENTS TOWARDS DEVELOPING NEW
SKILLS FOR CAREER ADVANCEMENT**

Deziree Juan, Jocelyn Entatano, Jenel Eramis, Gennifer Labbao,
Rieza Mae Ramos, Dr. Leilani Cusack

Abstract

This study investigates the impact of off-campus activities on the skill development and employability of Bachelor of Science in Tourism Management (BSTM) students. Engaging in work-integrated learning (WIL) experiences, such as internships and industry placements, allows students to apply academic knowledge in practical settings, enhancing their job readiness. The study employed a mixed-methods approach, integrating both quantitative and qualitative research methods within a descriptive design, to assess the impact of off-campus activities on skill development among Bachelor of Science in Tourism Management (BSTM) students. Hard-copy survey questionnaires were distributed to 80 purposively selected first-year to fourth-year students, ensuring participants had relevant experience with off-campus activities. This purposive sampling technique is commonly used in educational research to gather in-depth insights from specific subgroups. Participant confidentiality was strictly maintained throughout the research process, adhering to ethical standards in educational research. The study investigated the impact of off-campus activities on skill development and career advancement among Bachelor of Science in Tourism Management (BSTM) students. Despite challenges such as financial constraints particularly affecting female students participants demonstrated resilience, effectively leveraging off-campus opportunities to enhance essential skills including practical experience, leadership, communication, decision-making, and personal growth. These findings align with existing research on work-integrated learning (WIL), which emphasizes the benefits of combining academic studies with practical work experience. WIL has been linked to increased self-efficacy and the development of professional networks, significantly enhancing graduate employability. To address financial challenges and maximize the benefits of off-campus activities, it is recommended that educational institutions collaborate with industry partners to provide financial support initiatives and structured reflection opportunities. Implementing such measures can enrich the learning experience, better preparing students for successful careers in the tourism sector. Participating in off-campus activities significantly influences academic, career, and personal development. These experiences offer opportunities to cultivate essential skills, expand professional networks, and gain practical insights beyond the traditional classroom setting. Participation in such activities enhances competencies like communication, teamwork, leadership, and adaptability, all crucial for success across various fields. Moreover, these engagements facilitate networking, fostering meaningful connections with professionals, mentors, and peers, which can lead to valuable career opportunities. For example, alternative break programs provide students with immersive experiences that combine volunteer service with education on social issues. These programs not only contribute to community development but also promote personal growth and a commitment to active citizenship among participants. Additionally, engaging in nature-based activities like birdwatching has been linked to improved mental health, reducing psychological distress and enhancing overall well-being. Such activities offer accessible avenues for stress relief and personal reflection, contributing to a balanced and fulfilling college experience. Incorporating off-campus experiences into one's educational journey enriches personal development and enhances professional preparedness, leading to a more fulfilling and successful career trajectory.

Keywords: off-campus activities, skill development, career advancement, personal growth, communication, teamwork, leadership, adaptability, networking, professional development, alternative breaks, volunteer service, social responsibility, experiential learning

**IMPACT OF TOURISM BIODIVERSITY CONSERVATION IN PARKS
AND WILDLIFE: BASIS FOR IMPROVEMENT PLAN**

Cherry Mae Abril, Mary Grace Amestoso, Eve Zion Sangrador,
Nicole Caballero, Sheiladele Marie Gonzales

Abstract

This study focuses on the positive effects of implementing an improvement plan for conserving parks and wildlife. Using a qualitative approach, the researchers conducted a survey among 80 respondents to identify areas that require improvement. The findings of this study will benefit both local tourists and residents by enhancing their experiences and increasing awareness of environmental conservation. Additionally, the study aims to mitigate the negative effects of human activities on parks and wildlife. It recommends that tourists and nearby residents be equipped with sufficient knowledge on environmental protection and conservation to ensure long-term sustainability and benefits for all. The study examines traveler behavior and its impact on conservation efforts in parks and wildlife areas. The researchers conducted surveys to assess visitor interactions with the environment and their adherence to responsible tourism practices. The study also explores how tourists contribute to conservation efforts through their actions and expenditures. The study evaluates the effectiveness of conservation measures implemented in ecotourism sites, including protected area management, habitat restoration, and community-based conservation initiatives. By comparing biodiversity data from within and outside protected areas, the researchers assess the impact of different management approaches on biodiversity conservation. Tourism biodiversity enhancement strategies involve identifying key ecosystems, species, and habitats that require protection. The researchers conducted surveys and biodiversity assessments to determine areas most vulnerable to tourism activities and prioritize conservation efforts. Sustainable tourism practices, such as ethical wildlife observation, waste management programs, and habitat restoration projects, are recommended. Additionally, this study highlights opportunities for ecotourism, which promotes nature-based experiences while supporting conservation programs and local communities.

Keywords: environmental protection, conservation, ecotourism

**IMPACT OF TOURISM LEAKAGE AS PERCEIVED BY THE LOCAL TOURISTS
IN INTRAMUROS, MANILA: BASIS FOR ENHANCEMENT PLAN**

Roell Bayogos, Kimberly Mario, Vanessa Ergo, Jovilyn Marcial,
Lalyn Olazo, Rosalie Jacinto

Abstract

The study underscores the importance of understanding local perspectives in safeguarding cultural heritage, particularly in addressing cultural leakage the erosion of indigenous traditions due to external cultural influences. In the Philippines, this phenomenon poses challenges to preserving native customs, notably in historic sites like Intramuros, Manila. Intramuros, once the heart of Spanish colonial Manila, showcases the Philippines' rich cultural heritage. However, the influx of foreign customs and values has contributed to cultural leakage, diluting the area's historical significance. This underscores the need for initiatives that promote and preserve indigenous culture. Addressing cultural leakage requires a comprehensive approach that includes community engagement, education, and sustainable tourism practices. By involving local communities in preservation efforts and fostering awareness among tourists about the importance of cultural heritage, it is possible to mitigate the adverse effects of cultural leakage and ensure the enduring legacy of sites like Intramuros. This chapter delineates the research methodology employed in the study, encompassing the research design, sampling method, data collection instruments, and procedures adhered to during the research process. Research Design: The study utilized a descriptive research design, aiming to systematically describe the characteristics of the subject matter without influencing it. This approach is effective in obtaining information to depict existing conditions, identify patterns, and generate hypotheses for further investigation. Sampling Method: A purposive sampling technique was employed to select participants who possess specific characteristics pertinent to the study. This non-probability sampling method is effective when the researcher intends to focus on particular subsets of the population that are most informative. Data Collection Instrument: The primary instrument for data collection was a structured questionnaire, designed to gather both quantitative and qualitative data relevant to the research objectives. The questionnaire comprised closed-ended questions to facilitate statistical analysis and open-ended questions to capture detailed responses. Prior to administration, the instrument underwent a pilot test to assess its validity and reliability, ensuring that the questions were clear, unbiased, and capable of eliciting the desired information. Data Collection Procedure: The data collection process involved several key steps: Preparation: Securing necessary permissions from relevant authorities and institutions, and informing participants about the study's purpose, procedures, and ethical considerations. Administration: Distributing the questionnaires to the selected participants, providing clear instructions, and ensuring a conducive environment for completion. Follow-up: Monitoring the response rate, sending reminders to non-respondents, and addressing any queries or concerns raised by participants. Collection: Retrieving the completed questionnaires within the stipulated timeframe, ensuring the integrity and confidentiality of the responses. Data Analysis: Upon collection, the data were organized and subjected to appropriate statistical analyses. Quantitative data were analyzed using descriptive statistics to summarize and interpret the findings, while qualitative responses were examined through thematic analysis to identify recurring patterns and insights. The results were then presented in a coherent manner, aligning with the research questions and objectives. This study employs a descriptive research methodology to assess the impact of tourism leakage determinants on local residents in Intramuros, Manila. Descriptive research systematically describes characteristics of a population or phenomenon, addressing questions such as "who," "what," "when," "where," and "how," but not "why." This approach is particularly effective in providing factual and

accurate portrayals of existing conditions without manipulating the study environment. In this context, tourism leakage refers to the process by which revenue generated from tourism is lost to other economies, often due to foreign ownership of tourism-related businesses, importation of goods and services, and employment of non-local labor. This phenomenon can significantly reduce the economic benefits of tourism for local communities, as substantial portions of tourism income may not remain within the host economy. By employing a descriptive research design, this study aims to assess the extent to which tourism leakage affects local residents in Intramuros. The data collected through surveys will provide insights into the specific determinants of tourism leakage in this historic district, enabling the identification of patterns and informing strategies to enhance the retention of tourism revenue within the local economy. This chapter presents the summary of findings, conclusions, and recommendations regarding the impact of tourism leakage as perceived by local tourists in Intramuros, Manila. Summary of Findings: The study identified several key factors contributing to tourism leakage in Intramuros: Economic Leakage: A significant portion of tourism revenue is lost due to foreign ownership of tourism-related businesses, importation of goods and services, and employment of non-local labor. This diminishes the economic benefits for the local community. Cultural Erosion: The influx of tourists has led to the commercialization of cultural practices, potentially diluting the authenticity of local traditions and values. Resource Strain: Increased tourist activity has placed pressure on local infrastructure and resources, leading to challenges such as traffic congestion and environmental degradation. Conclusions: Tourism in Intramuros presents both opportunities and challenges: Opportunities: Tourism has stimulated economic growth by creating jobs and generating revenue for local businesses, contributing to the preservation of cultural heritage sites. Challenges: Economic leakage, cultural erosion, and resource strain have hindered the full potential of tourism benefits for the local community. Recommendations: To mitigate tourism leakage and enhance benefits for the local community, the following measures are recommended: Promote Local Ownership: Encourage local entrepreneurship in tourism-related businesses to retain economic benefits within the community. Cultural Preservation: Implement programs that safeguard and promote authentic cultural practices, ensuring that tourism development respects and enhances local traditions. Sustainable Tourism Practices: Develop infrastructure and policies that manage tourist flows and resource use sustainably, minimizing negative environmental impacts. By addressing these areas, Intramuros can optimize the positive impacts of tourism while minimizing leakage, thereby fostering sustainable development and enriching the experiences of both locals and visitors.

Keywords: tourism leakage, local tourists, intramuros, manila, economic impact, cultural preservation, sustainable tourism

**IMPACTS OF TRAFFIC CONGESTION TO THE LOCAL TOURISTS IN
INTRAMUROS, MANILA BASIS FOR INTERVENTION PROGRAM**

Beverlyn Tan, Athea Lara Romero, Jessie Lucena Jr., Maria Roxanne Rebadavia,
Stenette Petalino, Robert Kevei Cruz

Abstract

This study examines the impact of traffic congestion on local tourists in Intramuros, Manila, serving as a basis for an intervention program. Using a descriptive research method, data were gathered from 50 local tourists to identify the challenges they encounter. The study highlights key issues such as: Limited parking spaces, overcrowding including street vendors, adverse weather conditions (e.g., flooding) road maintenance and closures, lack of bicycle-friendly and pedestrian-friendly infrastructure, presence of informal settlements, safety concerns and accidents. Among these, parking limitations and overcrowding were identified as the most pressing concerns. The findings will help guide the development of strategies to enhance accessibility, safety, and overall tourist experience in Intramuros. The unexpected surge in traffic congestion across many areas stems from multiple factors. The primary cause is population growth, leading to a significant increase in vehicles on the road. Other contributing factors include inadequate infrastructure, poor traffic management, construction work zones, special events, emergencies, and excessive demand. In Manila, traffic congestion remains a pressing urban issue, largely due to ineffective urban and transport planning, further worsening mobility and daily commutes. For decades, the Philippine government has tackled traffic congestion by building bypass roads and tollways to reduce travel time. Common strategies include road construction and widening to ease congestion. However, promoting non-motorized transportation, such as walking, remains an overlooked yet viable solution for improving mobility and sustainability. his study proposes an Intervention Program to mitigate traffic congestion in Manila City by offering strategic solutions and recommendations. By implementing this program, the city is expected to see significant improvements in traffic flow. The study highlights the importance of proactive measures in reducing congestion's negative impact on residents and promoting sustainable urban development.

Keywords: traffic congestion, urban development, intervention program, manila city, transportation planning, mobility solutions, infrastructure, road management, public safety, non-motorized transport

**LEVEL OF ACCEPTABILITY ON A LOW-COST ALARM AND MONITORING
SYSTEM AS PERCEIVED BY THE TRAVELERS**

John Cedric Sanchez, Jayson Castro, Matt Jayson Cayabyab, Rona Delos Santos,
Jemarie Baguhin, Dr. Richard Sagcal

Abstract

This study aims to evaluate the effectiveness of a low-cost alarm and monitoring system in addressing misplaced luggage among travelers. The system is designed to ensure the security of passenger belongings against loss or theft. While numerous studies have explored the causes of luggage misplacement, few have proposed effective solutions. Given the significant impact of lost luggage on the airline industry, this study highlights the importance of implementing preventive measures. This research employed a quantitative method, focusing on travelers' perceptions of the device's acceptability and efficiency. A survey questionnaire was used to assess key aspects, including sensor efficiency, tracking accuracy, functionality, technical reliability, and user-friendliness. Additionally, the study examined issues encountered by travelers and gathered recommendations for improvement. Findings revealed that most respondents were male, single, and between the ages of 21 and 30. The majority found the alarm system effective in terms of sensor efficiency, tracking, functionality, and ease of use. However, common issues included limited coverage range and short battery life. To improve the adoption of this technology, awareness campaigns should be conducted, particularly targeting frequent travelers and individuals prone to misplacing their belongings.

Keywords: low-cost alarm, luggage security, travel monitoring system

**LEVEL OF COMPETENCY IN TOUR GUIDING AMONG FOURTH YEAR
STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES -
BULACAN CAMPUS.**

Abun Nazarious, Janniel Almiñana, Jayvencent Arellano, Lloyd John Esquillo,
Rexjohn Herrera, Dr. Leilani Cusack

Abstract

This study aims to assess the level of competency in tour guiding among fourth-year students at Bestlink College of the Philippines - Bulacan Campus. Tour guiding requires practical and hands-on skills, making it essential for students to develop their competencies through actual experiences. This research examines the competencies needed for students to effectively guide tours and enhance their skills in the tourism industry. The researchers employed a quantitative research method with a descriptive research design. Purposive sampling was used to select respondents, which included tourists, community members, and head teachers. A survey questionnaire was distributed to 25 respondents, with females comprising 92% of the sample and males only 8%. This gender disparity suggests that the findings may be influenced by the predominance of female perspectives, potentially affecting experiences, opinions, and behaviors related to tour guiding. Enhancing competency in tour guiding requires developing approaches that engage students, foster learning, and create memorable experiences. Knowledgeable tour guides help deepen understanding and appreciation of subjects such as history, art, science, and culture, making educational tours more enriching. Graduating students must develop both theoretical knowledge and practical skills to succeed in the tourism industry. A strong academic background in geography, history, and culture is crucial for designing educational and engaging tours. However, the transition from theoretical learning to real-world application remains a challenge. To address this, educational institutions should incorporate more experiential learning opportunities, such as simulations, internships, and direct interaction with tourists, to better prepare students for the demands of the tourism sector.

Keywords: competency, tour guiding, experience, knowledge

**LEVEL OF EFFECTIVENESS OF SOCIAL MEDIA, MARKETING
STRATEGIES IN PROMOTING CLOUD 9 ANTIPOLLO**

Yusoph Nasma, Sarah Mae Culipano, Xyreen Mae Billion, Erika Mae Malazarte,
Ian Lobino, Shieladele Marie Gonzales

Abstract

One of the most interesting and vibrant industries in the world is tourism. Purposefully and sustainably planning and developing tourism is crucial, as is finding ways to balance the economic, social, and environmental goals of society. Sustainable tourism development management must maintain a high level of customer satisfaction, guarantee a memorable experience for customers, raise their awareness of sustainability issues, and encourage sustainable tourism practices among them. Cloud 9 Sports and Leisure Club, which first began as a restaurant in 1995, is one of the most well-known recreation centers. In time, it expanded to incorporate accommodations as well as more recreational activities and amenities. The purpose of the study was to increase the researchers' understanding of social media. 52 Cloud 9 Antipollo visitors were the subjects of this study, which used a quantitative descriptive methodology. According to the study, awareness of social marketing strategies is rated as "effective" for both men and women, destination promotion is rated as "moderately effective" for men and "effective" for women, tourist attraction improvement is rated as "strongly effective" for both men and women, and sustainable tourism is rated as "effective" for men and "strongly effective" for women. To enhance the social media strategy and overall customer engagement for Cloud 9 Sports and Leisure Club, the following comprehensive improvement plan is recommended: 1. Update Online Pricing and Merchandise Strategy: Implement Dynamic Pricing: Utilize dynamic pricing strategies to adjust prices based on demand fluctuations, optimizing revenue during peak times and attracting visitors during off-peak periods. Transparent Pricing Display: Ensure all updated prices are clearly visible on the official website and social media platforms, enabling visitors to make informed decisions. Competitive Pricing Analysis: Benchmark prices against similar establishments to maintain competitiveness while ensuring profitability. 2. Enhance Social Media Content and Engagement: Leverage TikTok for Promotion: Create engaging short-form videos showcasing activities, events, and testimonials to tap into TikTok's vast user base, especially among younger audiences. User-Generated Content Promotion: Encourage visitors to share their experiences by creating branded hashtags and featuring user-generated content on official channels. This approach fosters community and trust. 3. Collaborate with Influencers and Bloggers: Influencer Partnerships: Invite travel influencers and bloggers to experience and review the facilities, leveraging their followers to expand reach. Press Trips and Fam Tours: Organize familiarization tours for travel writers and media personnel to generate authentic content and media coverage. 4. Diversify Activities and Programs: Seasonal Events Planning: Develop and promote seasonal events and themed activities to attract repeat visitors and generate buzz. Workshops and Classes: Offer workshops, such as cooking classes, art sessions, or wellness programs, to provide enriching experiences for guests. 5. Monitor and Analyze Performance: Analytics Tools Implementation: Utilize social media analytics and website traffic tools to track engagement, identify popular content, and adjust strategies accordingly. Customer Feedback Collection: Regularly solicit feedback through surveys and reviews to identify areas for improvement and adapt offerings to meet visitor expectations. By implementing this plan, Cloud 9 Sports and Leisure Club can enhance its online presence, engage effectively with potential visitors, and offer competitive and appealing services that resonate with a broad audience.

Keywords: cloud 9 sports and leisure club, antipolo city, philippines, hotel accommodations, recreational facilities, event venues, art gallery, 360-degree viewing deck, hanging bridge, social media strategy, pricing updates, content engagement, influencer

**NATURE AND CULTURAL HERITAGE PRESERVATION OF BITBIT
RIVER IN NORZAGARAY BULACAN: BASIS FOR A
PROPOSED IMPROVEMENT PLAN**

Patricia Camille Matocino, Christine Mae Soralde, Maria Camila Rufino,
Kristine Anne Jumalon, Nicole Gabriel, Dr. Leilani Cusack

Abstract

Bitbit River, located in Norzagaray, Bulacan, is a cherished destination for tourists, particularly families, riders, and bikers who enjoy swimming and the scenic surroundings. The river features a captivating 10-foot rock formation ideal for diving and a picturesque 100-foot bridge that attracts many photography enthusiasts. The research employs a quantitative approach with a descriptive design. Purposive sampling was utilized to select respondents—including tourists, community members, and barangay officials of Bitbit—resulting in a total of 130 participants. Data collection was conducted using survey questionnaires, and the gathered data were analyzed using frequency, percentage, and weighted mean as statistical treatments. The BitBit River in Norzagaray, Bulacan, plays a pivotal role in the livelihoods of local communities, serving as a vital water source for both domestic and agricultural purposes. However, its proximity to dams such as Angat and Ipo makes it susceptible to flooding, especially during heavy rainfall when excess water is released to prevent dam overflows. These flood events pose significant risks to the safety and well-being of residents, affecting their livelihoods and food security. The economic impact of natural disasters in the Philippines is substantial, often hindering poverty reduction efforts and exacerbating vulnerabilities among affected populations. Communities near the BitBit River are particularly vulnerable due to their dependence on agriculture and natural resources, which are highly susceptible to flood-induced damages. To mitigate these risks, government and barangay officials are tasked with implementing comprehensive disaster preparedness and response strategies. This includes enforcing safety measures such as access restrictions during high-risk periods, providing early warnings, and ensuring the availability of evacuation routes and shelters. For instance, during the construction phase of the Angat Water Transmission Improvement Project, access restrictions were enforced in Sitio Bitbit to address community health and safety hazards, with affected residents being informed and provided with alternative access options. Visitors to the BitBit River are also encouraged to adhere to local guidelines and regulations, especially during the rainy season when the risk of flooding is elevated. By staying informed about weather conditions and respecting safety protocols, for both residents and visitors can contribute to a safer environment, ensuring that the river remains a valuable and secure resource for all. The preservation of the BitBit River in Norzagaray, Bulacan, is influenced by various factors, including waste management challenges, inadequate infrastructure, and the impacts of climate change. Tourists often encounter issues related to waste disposal and a lack of essential services, which can detract from their experience and contribute to environmental degradation. The limited number of tourists exacerbates these problems, as there is insufficient revenue to support necessary facilities and services. Local communities express concerns about the absence of proper signage and the need for a rotating system of lifeguards to ensure safety. Addressing these issues is crucial for enhancing both the safety of visitors and the preservation of the river's natural resources. Barangay officials are encouraged to explore ecotourism initiatives as a means to promote conservation efforts and generate revenue. Ecotourism can provide sustainable income opportunities for local residents while fostering a collective responsibility for environmental stewardship. Establishing guidelines that balance tourism with the preservation of nature and cultural heritage is essential. For instance, the National Commission for Culture and the Arts (NCCA) supports Schools of Living Traditions (SLTs)

that educate youth about indigenous arts and crafts, promoting cultural preservation through non-formal, community-led learning. As of 2021, SLTs were included in the UNESCO Register of Good Safeguarding Practices, recognizing their role in safeguarding traditional knowledge and practices from the effects of modernization. Implementing comprehensive waste management strategies, enhancing infrastructure, and promoting cultural education are vital steps toward preserving the BitBit River. By integrating these efforts, the community can safeguard the river's ecological health, enrich cultural heritage, and provide sustainable tourism experiences for visitors.

Keywords: bitbit river, energy information administration, norzagaray, bulacan, nature preservation, cultural heritage, ecotourism, angat watershed forest reserve, bitbit bridge, dumagat tribe

**OPERATIONAL PROCEDURE IN BAKAS RIVER BASIS FOR IMPROVEMENT
IN TOURISM INDUSTRY AT NORZAGARAY BULACAN**

Lynx Mizar Reblando, Lito Lapayan, R-j Maco, Juries Jane Belicario,
Rhealyne Palattao, Dr. Leilani Cusack

Abstract

The Bakas River in Norzagaray, Bulacan, is an iconic tourist destination with a rich history and cultural significance. Despite its potential, the river remains underrated in the Philippines due to limited development and its susceptibility to typhoons. This study seeks to explore how river conservation can be integrated with tourism development to stimulate the local economy, create job opportunities, and enhance the quality of life for both tourists and residents. The goal is to find a sustainable balance between promoting the river as a tourist attraction and preserving its natural environment. This study utilizes a quantitative approach with a descriptive design to examine respondents' perspectives on the operational procedures at Bakas River to enhance tourism in Norzagaray, Bulacan. A total of 136 respondents, including officials, residents, and tourists, were selected through purposive sampling. Data was gathered through in-person surveys and analyzed using a descriptive rating method. The tourism industry at Bakas River is influenced by accessibility, safety, security, and economic status, with stakeholders recognizing the importance of these factors. However, there are differences in opinions regarding public transportation and staff support. Key challenges include limited space, poor road conditions, lack of transportation options, and frequent power outages. To enhance the overall experience for stakeholders, it is recommended that the government focus on improving infrastructure, implementing stronger safety measures, and fostering economic development to ensure the long-term sustainability and growth of the industry. The study of Bakas River's tourism industry is vital for strategic planning and fostering sustainable growth. It examines factors such as accessibility, safety, economic conditions, recreational activities, and infrastructure. The insights gathered serve key stakeholders, including barangay officials, residents, tourists, school administrators, researchers, and government agencies. By addressing these aspects, the study aims to improve visitor experiences, expand economic opportunities, and promote environmental conservation. The recommendations focus on creating a dynamic and responsible tourism industry in Norzagaray, Bulacan, benefiting both local communities and visitors.

Keywords: bakas river, tourism industry, accessibility, safety, economic conditions, recreational offerings, infrastructure, sustainable growth, environmental conservation, stakeholders, norzagaray, bulacan

**PREFERENCE OF CUSTOMER RETENTION OF THE AIRLINE
INDUSTRY IN THE PHILIPPINES**

Michael John Frits Regondola, Jeninah Ortiz, Lovely Casampol,
Eva Marie Seasat, Tricia Villarico, Dr. Benedict Darilag

Abstract

The aviation industry in the Philippines has witnessed sustained growth over the years, characterized by a notable increase in both domestic and international passenger traffic. In light of the fierce competition among airlines, prioritizing customer retention has become imperative. It is essential to analyze current marketing strategies and identify the key factors that contribute to customer loyalty within the Philippine airline sector. The global expansion of the aviation industry has posed significant challenges for local airlines, compelling them to adopt contemporary marketing trends to maintain their competitive edge. Consequently, the sector has shifted towards a customer-centric marketing approach that emphasizes the delivery of personalized experiences, strategies for customer retention, and initiatives aimed at fostering loyalty. This study will employ a Google Form Likert scale questionnaire as the primary tool for data collection. The questionnaire will consist of a range of statements related to customer retention within the airline sector. Participants will be invited to indicate their level of agreement with each statement using a Likert scale that includes responses such as "Strongly Agree," "Agree," "Disagree," and "Strongly Disagree." The content of the questionnaire will address multiple elements, including pricing, service quality, consumer preferences, brand reputation, promotional tactics, and loyalty programs. Respondents will be asked to assess how these factors influence their commitment to remaining loyal to a particular airline. This study offers significant insights into the demographic characteristics and preferences of male and female customers within the airline industry and travel agencies in the Philippines. The results emphasize the critical role of various factors, including pricing, service quality, consumer preferences, brand reputation, promotional tactics, and loyalty programs, in retaining customers. Additionally, the challenges highlighted by both groups of respondents reveal a pressing need for more affordable pricing, enhanced customer service, empathy, and tailored experiences. It is important to acknowledge the limitations of this study, such as the sample size and potential biases, which suggest that further research is needed to explore additional variables and their effects on customer retention. As a result, this research provides valuable insights that can help airline companies in the Philippines develop effective marketing strategies to improve customer retention and satisfaction.

Keywords: limitations, sample size, potential biases, further research, additional variables, customer retention, airline companies, Philippines, effective marketing strategies, customer satisfaction

**RESTORATION OF MANILA CENTRAL POST OFFICE (MCPO) AS NATIONAL
HISTORIC BUILDING: ADAPTIVE TO ATTRACTION**

Leny Busa, Edrian Baldecaño, Jomar Gatinga, Reynald Manacho,
Jethro Mariano, Irish Joy Recto, Robert Kevei Cruz

Abstract

The restoration of historic sites plays a crucial role in tourism, as many modern tourists prefer visiting preserved landmarks with cultural and historical significance. The fire that devastated the Manila Central Post Office, a renowned architectural landmark in the Philippines, has intensified calls for action to preserve and restore national heritage sites. Despite previous efforts advocating for the conservation of historical buildings, the responsibility now falls on government agencies and stakeholders to ensure their preservation. This study proposes the restoration of the Manila Central Post Office as a national historic building and its transformation into a tourism hub in Manila, which could significantly boost the city's tourism industry. This study employs a descriptive research design, which provides an accurate representation of the characteristics and behaviors of the target population. By utilizing surveys, observations, and data collection methods, the research aims to analyze the feasibility and impact of restoring the Manila Central Post Office as a tourist attraction. This approach enables a deeper understanding of key issues, challenges, and potential benefits associated with the restoration process. Findings indicate that among the key factors assessed, community impact ranked highest with a weighted mean of 3.40, followed by regulatory challenges at 3.36. Market demand was ranked third with a weighted mean of 3.34, while cost and investment ranked fourth at 3.32. The structural design received the lowest ranking, with a weighted mean of 3.28. The overall weighted mean of 3.34 suggests strong agreement among respondents regarding the feasibility and potential benefits of restoring the Manila Central Post Office. The results highlight the significance of restoring the Manila Central Post Office as a tourist attraction, as it aligns with evolving consumer preferences and operational changes in the tourism industry. The study emphasizes how transforming a historic building into a museum or tourism hub can attract visitors from various locations, ultimately contributing to the cultural and economic revitalization of the area.

Keywords: restoration, historic preservation, tourism development, adaptive reuse, cultural heritage

**THE ADVANCEMENT OF ECOTOURISM AND ITS BENEFITS TO
LOCAL AND SMALL BUSINESSES: AN INVESTIGATION**

Ma Ariane Cyril Pollente, Chester Bains, Mikee Dizon,
Randy Monton, Glen Santos, Benedict Darilag

Abstract

The purpose of this study is to determine the advancement of ecotourism and its benefits to local and small businesses in terms of its impact on the local economy, including job creation, income generation, and overall economic development. It also determines the challenges faced by small businesses in terms of marketing, financing, and operational efficiency. Lastly, it examines the benefits of ecotourism in terms of economic, social, and environmental aspects. The study will use a mixed-methods research design, collecting quantitative and qualitative data from 15 small business owners and 15 local community members in La Mesa Ecopark, using surveys and questionnaires and purposive sampling techniques. From the results of this study, it reveals that Ecotourism has an impact in local economy it creates jobs, generate income and overall economic development to local and small businesses. It also unveils in the results that respondents strongly agree about the challenges that small businesses encountered in marketing, financing and operational efficiency. Lastly, it demonstrates in the results that local and small businesses benefits from the ecotourism in terms of economic, social and environmental aspects. This study recommends stricter rules for ecotourism sustainability, including waste management, visitor regulation, and preserving fragile areas. It also recommends that small businesses learn marketing strategies, promote local, eco-friendly products, and use social media for competition.

Keywords: ecotourism, advancement, benefits, local, small businesses, impact

TOURISM ACTIVITIES IN INTRAMUROS AND ITS CONTRIBUTION TO POVERTY REDUCTION IN LOCAL COMMUNITY

Lelis Florence, Mathew Lim, Mark Jhon Roldan, Jirech Taneo,
Tecson Abigail, Sheiladele Marie Gonzales

Abstract

In recent years, the connection between tourism and its capacity to reduce poverty and empower local communities has received considerable focus on both national and international stages. This trend is especially noticeable at historical and cultural sites, where the combination of tourism initiatives and community involvement can create transformative effects. A notable instance of such a location is Intramuros, a walled city located in the heart of Manila, Philippines. This research investigates the complex relationship between tourism initiatives in Intramuros, their role in diminishing poverty, and their impact on the local community. Tourism initiatives encompass a variety of experiences that visitors participate in while discovering a destination. These experiences include sightseeing, cultural immersion, recreational activities, and local cuisine. In the context of Intramuros, tourism initiatives encompass guided heritage tours, art exhibitions, culinary events, and interactive workshops that provide a multifaceted view into the historical and cultural fabric of the city. As noted by the United Nations World Tourism Organization (UNWTO, 2020), tourism initiatives are crucial in promoting economic development, encouraging cultural exchange, and generating job opportunities in various communities worldwide. Intramuros exemplifies Manila's rich history, showcasing centuries of Spanish colonial influence and indigenous traditions. Its cobblestone streets, magnificent churches, and well-maintained architectural wonders draw both domestic tourists and international travelers eager to explore the city's history. This phenomenon has positioned Intramuros at the crossroads of heritage conservation and sustainable tourism advancement. According to the Philippine Department of Tourism (DOT, 2022), Intramuros has experienced a significant rise in tourist arrivals over the last decade, emphasizing its increasing reputation as a cultural hub. However, within the charm of tourism exists a fragile balance that must be struck to ensure that the advantages of this surge lead to concrete benefits for the local community. Frequently, the challenges brought about by poverty and limited local involvement persist as significant issues. It is essential to critically evaluate whether the expanding tourism initiatives in Intramuros are genuinely aiding in poverty alleviation and encouraging a sense of empowerment among local inhabitants. The research design for this study utilizes a mixed methods approach, specifically implementing a sequential explanatory design to thoroughly explore the complex relationship between tourism activities in Intramuros and their role in poverty alleviation. The research will begin with a quantitative phase, which will include the gathering and analysis of numerical data through surveys, structured interviews, or the evaluation of existing data. This phase will largely concentrate on economic indicators, tourism metrics, and poverty assessments, utilizing descriptive and inferential statistics. Following this, a qualitative phase will take place, which will involve detailed interviews and focus group discussions to explore community attitudes and obtain qualitative insights. Thematic and interpretative analyses will be utilized to extract detailed understandings. The integration phase will enable the conversion of qualitative insights into quantifiable variables. During the research process, a stringent sampling strategy will be applied, employing probability sampling for the quantitative phase and purposeful sampling for the qualitative phase to guarantee representation and variety within the community. Triangulation of data from both phases will bolster the credibility of the findings. Ethical considerations, such as informed consent, privacy, and confidentiality, will be carefully maintained. The research design is organized to offer a structured, thorough examination of the complex

interactions between tourism and poverty reduction in Intramuros. In summary, the research illuminates the complex dynamics of tourism activities in Intramuros, Manila, and their effects on the local community. The results indicate a predominantly favorable view among residents about the role of tourism in decreasing unemployment and mitigating poverty. Although there is agreement on the economic advantages stemming from tourism, worries about the sustainability of these benefits stress the importance of strategic planning and management. The research emphasizes the significance of community involvement, skills enhancement, and infrastructure improvements to optimize the beneficial effects of tourism on both economic and environmental aspects. As Intramuros continues to seek a delicate equilibrium between tourism growth and community welfare, it is essential to implement comprehensive strategies that emphasize sustainable practices, safeguard cultural heritage, and empower locals. The knowledge acquired from this study offers a basis for informed decision-making, promoting a resilient and prosperous community in Intramuros. This chapter outlines the main findings and conclusions derived from the study, which sought to explore the connection between tourism activities in Intramuros and their influence on poverty alleviation in the local community. Furthermore, it offers suggestions for future measures that could be implemented to improve the well-being of the local community. The research took place in the historic area of Intramuros, Manila, engaging one hundred participants selected through purposive sampling. The study employed a quantitative research method and utilized statistical tools like mean, percentage, and weighted mean to examine the data.

Keywords: tourism, poverty alleviation, community empowerment, intramuros, manila, heritage tourism, economic impact, cultural preservation, sustainable tourism, local community involvement

**UTILIZATION OF FLYHIGH AND CONNECT SOFTWARE IN MANAGING
CABIN CREW SCHEDULE: A COMPARATIVE STUDY**

Vanessa Caronan, Mary Joy Garcia, Rindsay Mae San Diego,
Vivian Salvador, Kenberly Abis, Richard Sagcal

Abstract

Scheduling is a complex challenge in any industry, but managing a flight crew schedule adds an extra layer of difficulty. Airline crew schedulers must create efficient schedules that meet strict requirements, such as assigning pilots to specific aircraft, while also considering employee preferences like preferred shifts and vacation days. As crew sizes and flight numbers increase, scheduling becomes even more computationally intensive. This study aims to compare the effectiveness of Flyhigh and Connect software in managing cabin crew schedules, evaluate their efficacy, and identify common software issues experienced by users. This study involved reviewing previous research and conducting Likert-scale surveys among cabin crew members who met specific criteria. The focus was on their experiences, perspectives, and insights regarding both software applications, particularly in terms of ease of use and effectiveness in organizing schedules. The findings identified the software with the highest efficiency in assisting with cabin crew schedule management. According to the majority of respondents, Flyhigh Software proved to be more efficient, offering features that better align with their scheduling needs. The results also confirmed that software tools significantly help in organizing flight schedules. However, respondents also reported common challenges, including complex navigation and usability difficulties in both software applications. The study highlights that software applications are valuable tools for managing flight schedules, with Flyhigh Software being the preferred choice. However, Connect Software also provides useful features that support schedule organization. Despite their benefits, both software applications require improvements in user-friendliness, particularly in simplifying navigation to enhance performance and user satisfaction.

Keywords: cabin crew, airline, software, user experience, usability, efficiency

**UTILIZATION OF LEARNING MANAGEMENT SYSTEM AS PERCEIVED
BY THE BSTM STUDENT IN BESTLINK COLLEGE OF THE
PHILIPPINES: BASIS FOR IMPROVEMENT PLAN**

Angelie Barnizo, Wesley Austria, Mebe Jean Lucaba, Beah Mariel Wong,
Pejay Reteracion, Rosalie Jacinto

Abstract

This study aims to assess how BSTM students evaluate the Learning Management System (LMS) in terms of learning, service quality, and accessibility. Additionally, it seeks to identify the challenges students encounter while using the LMS, particularly issues related to weekly tasks, system errors, and internet connectivity. A descriptive research method was employed, involving 200 BSTM students 50 from each year level. The study examined demographic factors, such as age and gender distribution, and evaluated student perceptions of LMS usability. Additionally, the researchers identified common issues, including missing weekly lessons, incorrect scoring, and unstable internet access due to location. Based on the findings, an improvement plan was proposed to address these concerns. The findings revealed that the majority of BSTM students are female and between 19 and 21 years old. The LMS was generally rated "agree" in terms of learning effectiveness, service quality, and accessibility. However, students reported issues such as missing lessons, incorrect grading, and internet connectivity problems. To improve LMS performance, the study proposed solutions such as ensuring lesson completeness before upload, reviewing the grading system, and providing alternative tools to support student connectivity. The study recommends that future researchers explore how age and gender influence LMS engagement. Further investigation into specific areas of student dissatisfaction is also suggested to enhance service quality and user experience. Additionally, exploring solutions for internet connectivity issues, including free data access, would help ensure continuous student access to the LMS.

Keywords: learning management system, lms, accessibility, service quality, student engagement

**UTILIZATION OF SOCIAL MEDIA PLATFORM AS TOURISM MARKETING
TOOL OF WANDERTRIFT: BASIS FOR PROMOTIONAL PLAN**

Anthony Adigue, Ariane Mae Basallote, Jane Mae De Guzman,
Merry Grace Olivas, Pio III Salaum, Rosalie Jacinto

Abstract

The primary objective of this study is to evaluate the utilization of social media platforms as a tourism marketing tool for Wandertrift, serving as the foundation for a promotional plan. Specifically, it aims to assess the effectiveness of social media in marketing efforts based on the four key elements of the marketing mix: Product, Price, Place, and Promotion. Through this assessment, the study seeks to provide insights into how social media enhances brand visibility, customer engagement, and overall marketing effectiveness for Wandertrift. The study employed a descriptive evaluative research design, targeting 50 selected TikTok users. This approach aimed to analyze the effectiveness of social media platforms, particularly TikTok, as a tourism marketing tool for Wandertrift. By gathering insights from common users, the study assessed the impact of social media on marketing strategies based on key factors such as Product, Price, Place, and Promotion. The study findings reveal that TikTok is highly popular among users aged 19 to 22, with a majority being female who spend an hour or less on the platform daily. Wandertrift Travel and Tours actively utilizes TikTok as part of its marketing strategy. Both male and female respondents strongly agreed with all assessed factors related to social media platform effectiveness except for the "Product" variable. A key challenge identified by respondents was the prevalence of misleading information on social media. Additionally, the study found no significant relationship between the assessment of social media platforms and the frequency of TikTok usage, suggesting that user perception of TikTok's effectiveness as a marketing tool is independent of how often they use the platform. The study provides several recommendations to enhance Wandertrift Travel & Tours' marketing strategy on TikTok: Place: Encourage TikTok users to share their parking experiences, offering advice and insights to help fellow travelers. Product: Partner with local businesses to showcase innovative and portable product packaging designs, enhancing overall appeal. Price: Organize TikTok challenges and competitions where users can win free or discounted trips to boost engagement and attract potential travelers. Promotion: Utilize TikTok's interactive features, such as surveys, Q&A sessions, and live streaming, to engage with potential customers and highlight the benefits of early booking. Additionally, the study recommends that Wandertrift Travel & Tours adopt the proposed promotional plan to develop effective marketing strategies that attract travelers to specific destinations.

Keywords: tiktok marketing, social media strategy, tourism promotion, wandertrift travel & tours, digital marketing, product packaging, travel incentives, customer engagement, interactive marketing, promotional plan, travel industry, marketing mix, user-generated

Engineering, Information, and Communication Technology

**A BUSINESS PLAN ON THE ESTABLISHMENT OF MEMORABIRRIA IN 11
SAPPHIRE ST. MILLIONAIRES VILLAGE, BRGY. SAN AGUSTIN,
NOVALICHES, QUEZON CITY**

Jeffrey Acosta, Nica Apelado, Mariel Benig, John Elmar Canonce, John Vincent Cativo,
Chance Anthony Chavez, Ma Gracia Genciana, Rowella Mae Locayon, Renz Mangaya,
Lieianne Kate Pangan, Ralph Lauren Zafra, Vinalyn Sarzata

Abstract

MemoraBirria is a collaboration between two businesses: Glamour Studio, which offers photography and studio services, and Beer-ria, which serves a fusion of Mexican dishes with a Filipino twist. MemoraBirria has developed a unique recipe for a Mexican dish that caters to the Filipino palate. In addition to providing delicious food, the business aims to create memorable experiences by offering photos and souvenirs that capture special moments. MemoraBirria was conceptualized in February 2024 and is located at 11 Sapphire St., Susano Road, Millionaires Village, Brgy. San Agustin, Novaliches, Quezon City. The location is conveniently close to well-known landmarks, such as Bestlink College of the Philippines, where the primary target market consists of students. The business plans to expand to more strategic locations shortly to reach even more potential customers. While many restaurants across the country serve birria, MemoraBirria uniquely tailors its offerings to meet the specific needs of its target market by providing convenient packaging and innovating the dish to suit Filipino tastes and preferences. The business aims to enhance sales and raise awareness by collaborating with photography services to create a unique customer experience. It will utilize various resources, including beef, chicken, and pork, while implementing a pricing strategy based on cost-plus markup. By following the outlined financial plan, the business intends to achieve financial stability, save for future goals, and maintain a comfortable level of savings. Regular monitoring and adjustments will be made to ensure that the business aligns with changing financial needs and market conditions. Each partner invested ₱60,000.00, while a few partners owned a total of ₱33,338.00, which corresponds to the overall initial investment of MemoraBirria amounting to ₱93,338.00. As the business operates as a general partnership, every partner is required to contribute the same amount for the startup capital and is entitled to equal shares of profits and losses. The projected sales for the first month are ₱123,800.00, while the expected sales by the sixth month are ₱163,900.00. MemoraBirria is classified as a general partnership. The income statement, cash flow statement, and balance sheet indicate that the business is viable in terms of pricing, as the products and services offered by MemoraBirria are affordably priced for customers.

Keywords: income statement, cash flow statement target market, strategic location, potential clients, convenience, financial stability, general partnership, income

APZSHOP E-COMMERCE: ADMINISTRATIVE

Sherlyn Bobier, Maria Milagros Betiong, Jhon Lloyd Reyes, Johnedel Rodriguez,
Creenz Nicole Tolentino, Alejandro Adovas

Abstract

Apszhop e-commerce administrative studies highlighted the critical role of subscription packages, commission management, delivery management, product catalogs, and shipment tracking. Apszhop will encounter various challenges, such as the inability to track orders due to the lack of GPS and logistics. Managing bulk orders and manually addressing multiple customer concerns consumes time and energy. Additionally, existing payment procedures in e-commerce often require improvement, causing friction in the consumer experience and hindering the growth potential of online businesses. These are just some of the challenges faced by Apszhop administration. Apszhop's e-commerce management team conducts interviews with stakeholders to gather feedback. Agile development was used to ensure that development teams complete each project efficiently. The team interviewed key stakeholders about their expectations and business practices to inform system development and conducted a survey to gather feedback on the e-commerce platform. Participants provided feedback and suggestions on various aspects of platform optimization. This feedback was collected through surveys, interviews, and usability testing. Apszhop administration aims to develop efficient systems to simplify operations and enhance the overall user experience. This includes improving payment methods, streamlining workflow, and enhancing system access. Order tracking issues are addressed through system integration and modification. Through the interviews conducted, Apszhop e-commerce administration received positive feedback from stakeholders due to its user-friendly interface. Apszhop e-commerce strives to provide an excellent online shopping experience for consumers by ensuring smooth transactions and high information security, assuring users that their data is safe and secure. The results received positive feedback from stakeholders. We discussed that the Apszhop e-commerce system is highly recommended for users due to its user-friendly interface, secure platform, and reliable shipping services. It benefits not only buyers but also sellers by ensuring their data is safe. The platform guarantees high-quality products, providing an outstanding overall e-commerce experience.

Keywords: e-commerce, administrative, gps

**ASSESING USER PERCEPTION AND ADOPTION WITH FIRE FIGHTING
ROBOTIC VEHICLE USING ARDUINO AT BESTLINK COLLEGE
OF THE PHILIPPINES BULACAN CAMPUS**

Yasmina Alilojo, Jenny Mae Cabrillas, Peter Paul Setubal, Mary Rose Bondoc,
John Michael Cauilan, John Adrian Cabuburac, John Paul Mantile

Abstract

The Research “Assessment of User Perception and Adoption of a Fire Fighting Robotic Vehicle Using Arduino at Bestlink College of the Philippines, Bulacan Campus”, highlights the importance of evaluating user feedback to enhance the effectiveness and acceptance of this innovative technology. By engaging with students, faculty, and staff, the study aims to identify strengths, weaknesses, and areas for improvement in the implementation of the robotic vehicle. Understanding users' perceptions and interactions with technology will inform the refinement of its design, functionality, and usability to better cater to the needs of the campus community. Focuses on the development of a fire fighting vehicle that automatically extinguishes fires in fire-related accidents. The vehicle is equipped with flame sensors that detect fires and send signals to Arduino for action. The study explores user perception and adoption of a firefighting robotic vehicle using Arduino at Bestlink College of the Philippines, Bulacan Campus. The research focuses on understanding how individuals perceive and adopt this technology. By utilizing Arduino, the robotic vehicle aims to enhance firefighting capabilities in educational settings. It focuses on understanding individuals' views and acceptance of this technology. By employing Arduino, the robotic vehicle seeks to improve firefighting capabilities within educational environments. Our investigation involved gathering feedback through surveys and conducting interviews to gain deeper insights. Surveys were distributed among students to gather quantitative data on their perceptions of the robot's effectiveness, user-friendliness, and willingness to utilize it in emergency situations. Additionally, qualitative surveys were conducted to delve into participants' experiences and suggestions for improvement. Preliminary results indicate a generally positive reception of the firefighting robot, with many expressing optimism about its potential to enhance campus safety during fires. This study emphasizes the perceptions and needs of senior high school students regarding firefighting technology, providing valuable insights for further development and implementation. By addressing user feedback, we can refine the robot to better meet the specific requirements of the campus environment, ultimately improving its effectiveness in firefighting scenarios

Keywords: fire fighting robotic vehicle, modern technology, arduino, robotics

**ASSESSMENT ON AIRLINES TREATMENT TO PASSENGERS' FLIGHT DELAY:
BASIS FOR IMPROVEMENT PLAN**

Kimberly Mendoza, Britney Mae Villocino, Dominic Andaya, Nica Mae Ricafrente,
Rizelle Absalon, Dr. Richard Sagcal

Abstract

In the Philippines, air travel has become a vital mode of transportation for both business and leisure. As the demand for flights continues to rise, flight delays have become a more common issue, leading to a range of negative consequences for both passengers and airlines. For airlines, delays can result in significant financial losses, customer dissatisfaction, and damage to their reputation. Additionally, frequent delays may harm the overall efficiency of the aviation industry, affecting its contribution to the country's economic growth. Airswift Airlines, one of the notable players in the Philippine aviation sector, faces the challenge of managing delays while striving to maintain high service standards and operational efficiency. With air travel growth on the rise, airlines like Airswift are continuously adapting to minimize delays and mitigate the adverse effects they can have on passengers and the airline's brand. This study uses a quantitative descriptive research method to address specific questions by collecting numerical data and factual information. It focuses on assessing the experiences of twenty-eight (28) airline passengers who have encountered flight delays. The research will explore the issues faced by these passengers, the actions taken by airlines to address the delays, and propose potential solutions to minimize or eliminate such delays. A survey questionnaire will be developed to gather responses, which will include interpreting the questions, collecting relevant data, making preliminary judgments, and refining the responses. This survey will be distributed to a selected group of airline passengers for completion. The primary objective is to gather opinions and feedback from travelers who have experienced delays, focusing on their views about the airline's communication, compensation policies, and overall customer service during delays. The findings of the study revealed that respondents view flight delays as having a considerable impact on their overall travel experience. Among the most pressing concerns, passengers prioritize air traffic congestion and adverse weather conditions as the primary factors contributing to delays. Baggage-related issues were considered of moderate importance, while aircraft unavailability and maintenance problems ranked lower in terms of concern. To enhance the passenger experience, airlines and airports should focus on effectively addressing these primary concerns. This includes optimizing air traffic management, improving communication strategies, and ensuring timely responses to each category of issues, ultimately leading to greater customer satisfaction and smoother travel experiences. This study investigates the importance of improving communication and providing timely updates during weather-related flight delays. The research emphasizes that both airlines and passengers should actively check real-time information before their travels and stay aware of possible delays caused by weather conditions. To effectively manage these delays, passengers are encouraged to plan their trips with flexibility and engage in proactive communication with airlines to better handle any unexpected changes or disruptions.

Keywords: communication, updates, weather-related flight delays, airlines, passengers, real-time information, possible delays, flexibility, disruptions, unexpected changes

**ASSESSMENT ON THE EFFECTIVENESS OF AIR TRAVEL ASSISTIVE AAC
CBOARD APPLICATION; A BASIS FOR RECOMMENDATIONS**

Lyka Marie Brown, Kharla Buella, Paul Joeben Culminas, Johnlloyd Vega,
Danica Tauro, Gracy Angelie Mawili, Dr. Richard Sagcal

Abstract

This research focuses on individuals with hearing impairments, including those who are deaf, deaf-mute, or physically challenged, and explores the necessity of assistive technologies like the AAC CBOARD Application in aircraft. The AAC CBOARD application is accessible across multiple platforms, such as desktops, tablets, and mobile phones, and works seamlessly on modern browsers. It also offers offline support on Google Chrome for both desktop and Android users. Built with cutting-edge technology, AAC CBOARD is designed to be user-friendly and easily navigable without requiring any external guidance. The application supports 44 languages, with plans for further expansion, and aims to reduce inequalities faced by people with disabilities globally. Being a 100% open-source project, AAC CBOARD thrives thanks to contributions from a passionate community of developers, speech professionals, parents, and institutions who collaborate on its development, translation, and improvement. The impact of AAC CBOARD extends beyond its technical functionalities; it represents a transformative shift in how society recognizes and supports the needs of individuals with disabilities. By providing an accessible communication tool for those with hearing impairments and other challenges, AAC CBOARD fosters a culture of inclusivity and enables users to actively participate in social, educational, and professional contexts, enhancing their quality of life and opportunities for engagement. A major advantage of AAC CBOARD is its flexibility. It can be effectively used in educational environments to support learning and active classroom participation, or in professional settings to enable smooth communication during meetings and conferences. AAC CBOARD adjusts to the specific needs of each user, making it a versatile tool for promoting inclusive communication in different contexts. AAC CBOARD offers exceptional compatibility with a range of devices and operating systems, allowing users to access it on desktops, tablets, and smartphones from virtually anywhere. Its open-source nature fosters a strong sense of collaboration and innovation within the developer community, ensuring the app evolves continuously to meet user needs. This approach also promotes inclusivity, giving users and contributors a sense of ownership in the development process. By engaging a wide variety of stakeholders such as developers, speech professionals, parents, and institutions AAC CBOARD remains highly responsive to the changing needs of its diverse user base. The app's commitment to accessibility is demonstrated by its multi-language support and easy-to-use interface, which breaks down communication barriers and allows users with disabilities to express themselves with greater confidence and freedom. This, in turn, enhances social integration and helps reduce the stigma surrounding disabilities. As a key advancement in assistive technology, AAC CBOARD provides valuable tools for individuals with hearing impairments and other disabilities. Its user-friendly interface, wide device compatibility, and focus on accessibility make it an essential tool for promoting inclusivity and empowering users to communicate effectively across various settings. Through continuous collaboration and innovation, AAC CBOARD is playing a critical role in reducing inequalities and fostering a more inclusive society for all.

Keywords: aac cboard, compatibility, devices, operating systems, desktops, tablets, smartphones, open-source, collaboration, innovation, developer community, accessibility, multi-language support, user-friendly interface, communication barriers

**ASSESSMENT ON THE TOURIST LEVEL OF SATISFACTION AT BIT-BIT RIVER:
BASIS FOR PROPOSED IMPROVEMENT PLAN**

Diozelle Mae Bulawan, Joan Marquez, Kenny Vee Cruz, Nicole Binban,
Mark Lionel Mateo, Dr. Leilani Cusack

Abstract

Bit-bit River in Norzagaray, Bulacan, is widely known as the "Hidden Paradise" due to its breathtaking rock formations, mountain views, and clean, refreshing waters. The river, which stretches 100 feet within the Sierra Mountain range near the Angat-Ipo La Mesa dam system, plays a crucial role in supplying water and electricity to Metro Manila, Bulacan, and nearby provinces. It has become a popular destination for bikers, adventurers, families, and passersby due to its natural beauty and accessibility. As one of the well-known tourist spots in Bulacan, visitors come from various locations to experience its scenic views and tranquil environment. The researchers employed a quantitative research approach using a descriptive design. Purposive sampling was utilized to select respondents, with data gathered through survey questionnaires distributed to tourists visiting Bit-bit River. A total of 30 respondents participated in the study. Statistical treatments such as frequency, percentage, and weighted mean were applied to analyze the collected data. Findings indicate that Bit-bit River in Norzagaray, Bulacan, received high levels of tourist satisfaction. Respondents highlighted the accessibility and effective management of certain measures along the river, contributing to a positive experience. The study's findings reveal challenges related to garbage disposal, inadequate management, and a lack of amenities, which impact the overall tourist experience. Additional concerns include the need for proper signage and rotating lifeguards. Barangay officials face budgetary constraints since Bit-bit River is privately owned and does not receive government support. Addressing these issues through a structured improvement plan can enhance the sustainability and attractiveness of Bit-bit River as a tourist destination.

Keywords: tourist satisfaction, bit-bit river, tourism management, accessibility, sustainability

**EFFICIENT PARKING SOLUTIONS: IMPLEMENTING A SMART PARKING
SYSTEM AT BESTLINK COLLEGE OF THE PHILIPPINES**

Camilo Lucina, Clark Andrei Cayabyab, Erich Recaña, Erwin James Nacario,
Ryza Mae Baran, John Paul Mantile

Abstract

Implementing a systematic parking system involves integrating smart technologies to enhance efficiency and convenience. This study, titled “Efficient Parking Solutions: Implementing a Smart Parking System at Bestlink College of the Philippines,” aims to create an organized and user-friendly parking management system. The primary goal is to promote a seamless parking experience by utilizing modern technology while ensuring the implementation of supportive policies that contribute to sustainability and improved parking efficiency at Bestlink College of the Philippines. The researchers utilized an IR proximity sensor to regulate entry and exit points within the parking area, integrated with an I2C display for clear user guidance. A servo motor was employed for the tollgate barrier, while an Arduino Uno was used as the central control board for the system. Collaboration with local government entities was also explored to implement policies, pilot programs, and public-private partnerships that would facilitate a seamless and sustainable parking management system. The smart parking system aims to enhance efficiency by reducing congestion, optimizing space utilization, and improving the overall parking experience at Bestlink College of the Philippines. The system offers real-time parking availability updates, supports sustainable practices, and seamlessly integrates with public transport systems, thereby ensuring a more organized and accessible parking infrastructure. The implementation of a smart parking system at Bestlink College of the Philippines significantly improves urban mobility, user convenience, and sustainability. By leveraging smart technologies and effective planning, the system ensures an efficient, user-centric solution that enhances the overall parking experience. This initiative contributes to a well-structured and easily accessible parking system, benefiting both students and faculty members.

Keywords: smart parking system, user convenience, ir proximity sensor, i2c display, servo motor, arduino uno

**ENROLLMENT SYSTEM FOR COMMUNITY OF LEARNERS
ACADEMY OF SAN JOSE**

Nicole Letada, Paul Andrew Gallego, Kenji Gorgod, Judy Ann Pollido,
Juan Carlo Lopez, Jeo Capin, R-jay Pornasodoro

Abstract

The Online Enrollment System for Community Learners Academy of San Jose benefits both students and the school by streamlining the enrollment process, making transactions quicker, more efficient, and user-friendly. This system addresses common issues in manual enrollment, such as time consumption, unsecured student data, and disorganized records. With an online enrollment system, the school can securely manage student information while providing accessibility to students for updates regarding their enrollment. The system includes a database accessible only to administrators, ensuring security and data integrity. The enrollment system was developed using the SDLC Waterfall model, which consists of seven stages: system planning, data analysis, system development, system design, system testing, system implementation, and system maintenance. The researchers gathered information and requirements through interviews. Based on the collected data, they designed the system, developed it using Visual Studio for coding, and utilized XAMPP for database management. The system significantly improved the enrollment process by providing a structured method for students to submit forms and requirements online. Enrollees receive updates on their application status and submission schedules. This innovation enhances efficiency, security, and convenience in school transactions. The Online Enrollment System offers a web-based solution that simplifies student registration at the Community Learners Academy of San Jose (CLASJ), regardless of grade level. It automates the workflow from form submission to approval and includes a notification system to update students about their enrollment status. By eliminating the need for physical paperwork, the system enhances efficiency, minimizes errors, and supports environmentally friendly processes. Ultimately, it provides a seamless and user-friendly experience for both students and school administrators.

Keywords: online enrollment system, student registration, digital enrollment, school database management

**LEARNING STYLES AND MOTIVATION AMONG THE SELECTED GRADE 12
HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK
COLLEGE OF THE PHILIPPINES**

Ajie Formentera, Jasley Magaro, Emmanuel Navarro III, Joshua Nelles,
Markpaul Volfango, Christopher Azares

Abstract

Learning styles reflect the diverse ways individuals absorb and process information, with each person having a unique combination that suits them best. Motivation, however, is the internal drive to learn and achieve, influenced by personal goals, interests, and external incentives. This study employs a quantitative research method with purposive quota sampling to collect data from 30 Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It explores their learning styles and level of motivation. A survey questionnaire served as the primary data collection tool. This chapter presents the data collected by the researchers, analyzed descriptively and mathematically to ensure objective conclusions. The findings are categorized and summarized based on mathematical computations. This section includes the study's sub-problems, tables, interpretations, analyses, and relevant citations. Moreover, the learning styles and motivation levels of Grade 12 Humanities and Social Sciences (HUMSS) honor students are assessed in terms of intrinsic and extrinsic motivation, both of which are found to be highly effective. Additionally, the respondents suggest incorporating learning style assessments, such as inventories and observations, into teaching practices to better accommodate students' diverse learning preferences and optimize learning outcomes. The concluding chapter synthesizes the key findings of this study, highlighting their significance, implications, and overarching themes. It provides insights into the broader impact of the research and explores potential directions for future scholarly investigation.

Keywords: learning styles, motivation, intrinsic motivation, extrinsic motivation, quantitative research, purposive quota sampling, pedagogical practices, student engagement, academic performance, instructional strategies.

**LOGISTIC MANAGEMENT SYSTEM WEB-BASED DEMAND FORECASTING
AND QUALITY CONTROL INTEGRATIONS FOR
ENHANCED OPERATIONS**

John Barte, Jomar Rada, Jasmine Laurenciano, Avein Kristian Nieva,
Dheyjee Mae Gatan, Emerson Gelera

Abstract

This study presents a web-based platform for quality control and demand forecasting aimed at enhancing logistics operations. Demand forecasting utilizes historical data and market trends to predict future demand for StarFlex company's services. Quality control ensures that the company adheres to industry standards, maintaining consumer trust and delivering consistent, high-quality services. Accurate forecasting enables optimized production and cost reduction, leading to improved operational efficiency. Market demand depends on consumer behavior and industry trends. Predicting consumer demand requires not only analyzing customer needs but also understanding market dynamics. Companies that adopt agile strategies may face challenges in forecasting consumer reactions to market shifts. This study examines demand trends and logistics performance to refine forecasting models and enhance business adaptability. The findings emphasize the importance of performance measurement, progress tracking, and quality assurance in logistics operations. By analyzing key performance indicators (KPIs), teams can identify areas for improvement, implement corrective measures, and maintain high standards in both market prediction and quality control. Demand forecasting and quality control are essential for logistics efficiency. Demand forecasting estimates future consumer demand to optimize resource allocation and inventory management, while quality control ensures that products meet customer expectations, minimizing errors, defects, and waste. Integrating these components improves operational success, cost efficiency, and customer satisfaction. Future advancements may involve AI-driven forecasting, multi-source data integration, and automated quality control systems to further enhance logistics operations.

Keywords: tnvs, logistics, forecasting, quality control, real-time tracking

**TAWA-TAWA LEAVES AND LEMONGRASS EXTRACT AS A
SUBSTITUTE MOSQUITO REPELLENT SPRAY**

Gwen Bermudo, Francis Jade Camillo, Benedict Puaso,
Jovelyn Purol, Jonharen Sagum, Carlito Gabriel

Abstract

Being harmful to human health, the regular application of chemical-based repellents to manage mosquito populations has disrupted natural ecosystems, led to the growth of pesticide resistance, the resurgence of mosquito populations, and adverse effects on non-target animals. This is why the researchers conducted this study to produce a natural mosquito repellent spray using Tawa-tawa leaves and Lemongrass extract. This study utilized the quantitative-descriptive research design with a purposive sampling technique. The statistical treatment used for this study was a t-test to determine if there is a significant difference between the assessments of the five (5) Chemistry Majors and five (5) Science Education students. The study used a questionnaire as the research instrument to conduct a survey for the two groups of respondents in order to determine the level of acceptability of the Tawa-tawa and Lemongrass Extract as a repellent spray in terms of ingredients, ease of application, affordability, effectiveness, and presentation. The results of this analysis, in terms of ingredients, ease of application, affordability, effectiveness, and presentation, were rated as "Agree." The overall weighted mean for the Chemistry Majors was 3.29, categorized as "Highly Acceptable," while the Science Education group obtained an overall weighted mean of 3.60, also classified as "Highly Acceptable." The t-computed value was 1.3118, with a degree of freedom of 8 and a critical value of 2.306. Therefore, there is no significant difference between the two groups of respondents. In conclusion, the suggestions and recommendations given by the Chemistry Major and Science Education are in addition to other disinfecting agents such as small amounts of hydrogen peroxide. The application is already acceptable, as long as it does not exceed the prices of commercially produced disinfectant. It is acceptable, if the product inhibits the presence of mosquitoes or other targeted organisms then it should do so. The presentation could be improved by the use of a more readable font and logo of the product.

Keywords: chemical-based repellents, natural mosquito repellent spray, eco friendly repellents

**A PROPOSE MODEL OF CONTEMPORARY HOUSING UNIT
IN MEYCAUAYAN BULACAN**

Luigi Cedron, Mark Lorenz Cantoria, John Justine Baguinon, Jazmine Jaradal,
Lougie Abacaan, Jhon Paul Caranzo, Marlon Bahana

Abstract

The study suggests that contemporary housing units could be a solution to the housing problems in the Philippines. These units are ideal for families because they require minimal maintenance and feature a minimalist design, which simplifies cleaning, especially for households with children. Additionally, contemporary housing is both affordable and cost-effective. Purposive sampling was used alongside a descriptive research method in this study. Survey questionnaires served as the primary instruments for data collection. A t-test was conducted to assess the differences in evaluations between the two groups of respondents. The results indicated that the proposed model of contemporary housing units is generally acceptable regarding construction materials, structural design, floor plan, architectural features, and overall presentation. There were no significant differences between the assessments of the two respondent groups. Civil engineers reported an overall weighted mean of 2.66 with a variance of 0.178, while architects reported a mean of 2.92 with a variance of 0.446. The t-computed value was 0.092, and the t-critical value was 1.1189. Hence, we accept the null hypothesis (H_0), which suggests that there is no significant difference in the assessments of the two groups regarding the previously mentioned variables. In conclusion, the following recommendations and suggestions aim to enhance the study. The researchers recommend conducting in-depth research on interior planning layouts and floor plan design. Additionally, respondents suggest considering the flow of water from the gable to the balcony of the house.

Keywords: contemporary housing unit, housing problems, minimalistic design, construction materials, structural design, floor plan, architectural feature

**A PROPOSED OF MINIATURE MARKET IN BARANGAY BAHAYPARE
MEYCAUAYAN BULACAN**

Joshua Mayo Enriquez, Ronnielle Refuela, Rex Irvin Sambayon,
Rica Saoceja, Edward Tan, Carlito Gabriel

Abstract

The existing market facilities in Barangay Bahay Pare lack the necessary attributes to meet the specific needs of the customers. Therefore, there is a pressing need to establish a market that offers a good layout, cleanliness, and organization, ensuring an enhanced shopping experience for the customers. This study seeks to establish an organized environment; this entails the design of the market and a systematic arrangement of supplies. By doing so, the market not only becomes visually appealing but also ensures ease of navigation and quick access to the desired items, enhancing customer satisfaction. Utilizing a descriptive quantitative research design, this study engaged five (5) architects and five (5) civil engineers through purposive sampling. Printed survey questionnaires and Google Forms served as the instruments for data collection. The results of this analysis, in terms of construction materials, floor plan, structural stability, structural design, and presentation, are interpreted as Agree. The overall weighted mean of the architects was 3.54, interpreted as Highly Acceptable, while the civil engineers obtained an overall weighted mean of 3.44, interpreted as Highly Acceptable. The t-computed value is 0.7681, with a degree of freedom of 8 and a value of 2.306. Therefore, there is no significant difference between the two groups of respondents. In conclusion, the suggestions and recommendations given by the architects and civil engineers are essential to further improve the miniature. These are the suggestions of the respondents: find the most durable board for the miniature, consider proper spacing and measurement so that it will look spacious, add more stalls, consider putting in a gate, add a comfort room, take quality time in creating the miniature, place a column every 3m–6m, and lastly, make the streetlights work.

Keywords: miniature market, convenient marketplace, systematic arrangement

**MINIATURE OF PUBLIC DAYCARE CENTER IN
NOVALICHES, QUEZON CITY**

Renzo Alanis, Josh Andrei Bungad, John Michael Laniba, Eunice Martin,
Joren Serrano, John Mark Suarez, Carlito Gabriel

Abstract

The increasing number of street children is a major societal concern, as many of them are left vulnerable to street crimes and lack access to education. To address this issue, researchers proposed a miniature public daycare center in Novaliches, Quezon City, aimed at providing street children with a safe learning environment. The goal is to educate them about the importance of education and motivate them to pursue their studies, offering them better opportunities for the future through government support. This study employed a quantitative descriptive research design using a purposive sampling technique. A t-test was conducted to determine whether there was a significant difference in the evaluations of five architects and five civil engineers. A questionnaire was used as the primary research instrument to assess the acceptability of the miniature daycare center in terms of construction materials, floor plan, structural design, structural stability, and overall presentation. The evaluation results indicated that the miniature daycare center was deemed acceptable in all assessed categories. Architects provided an overall weighted mean score of 3.65, interpreted as highly acceptable, while civil engineers gave a score of 3.21, interpreted as acceptable. The t-computed value was 2.0062 with a degree of freedom of 8 and a t-critical value of 2.306, indicating no significant difference between the two groups' assessments. The feedback from both architects and civil engineers provided valuable insights for further improving the miniature daycare center. Key recommendations included using Styrofoam for construction, optimizing space usage, minimizing dead spaces and hallways, adhering to standard toilet and cubicle dimensions, incorporating sectional views, and adding rendering to elevation views. Implementing these suggestions will enhance the design and functionality of the proposed daycare center.

Keywords: daycare center, miniature

**ASSESSMENT ON THE AIRPORT SECURITY SYSTEM BASIS FOR
PASSENGER TRUST OF CONFIDENCE**

Leonardo Picar, Lecyl Acibar, Maricar Joy Bulon, May Abigail Irorita,
John Carlos Ong, Dr. Richard Sagcal

Abstract

This study underscores the vital role of airport security in safeguarding air travel, ensuring the safety of passengers, crew, and infrastructure. "Evaluating Airport Security Systems as a Foundation for Passenger Trust and Confidence" aims to assess the effectiveness of current security measures, identifying key factors that influence passenger perceptions and overall trust in airport safety protocols. The study will examine the core components of airport security systems, encompassing a range of safety protocols and measures. This assessment seeks to identify key strengths, address existing weaknesses, and pinpoint areas for enhancement within the airport security infrastructure, ultimately reinforcing overall safety and bolstering passenger confidence. The study's findings will serve as the foundation for an implementation plan aimed at enhancing the key components of airport security systems. The ultimate goal is to create a safer, more resilient air travel environment by aligning security protocols with international standards and best practices in aviation security. The study's findings will serve as the foundation for an implementation plan aimed at enhancing the key components of airport security systems. The ultimate goal is to create a safer, more resilient air travel environment by aligning security protocols with international standards and best practices in aviation security.

Keywords: airport security, passenger trust, safety measures, security systems, aviation security, risk assessment, threat detection, screening procedures, access control, surveillance, emergency response, security infrastructure, compliance, best practices

BIO PACKAGE: A STUDY OF CORN-HUSK AS A FOOD PACKAGING BOX

Katrine Mae Pepito, Shelojin Pascua, Carl Jonas Pablo, Jhon Lister Neri,
Ken Zedrick Manangan, Carlito Gabriel

Abstract

The relevance of corn husk as a potential biobased substance highlights its abundance, renewability, and biodegradability, making it an attractive and environmentally friendly alternative for packaging. This approach addresses the growing need for sustainable materials in the face of increasing environmental challenges. Previous research has explored the use of agricultural waste, including maize husk, in various applications, underlining its potential as a viable resource for sustainable practices. The widespread use of conventional plastic packaging, however, poses significant environmental and health risks. Plastic pollution, which is non-biodegradable, accumulates in landfills and oceans, causing long-lasting damage to ecosystems and wildlife. Plastics release harmful chemicals into the environment, which can be ingested by marine animals, ultimately entering the food chain and affecting human health. The urgency of finding and implementing eco-friendly alternatives has never been greater. Utilizing materials like corn husk offers an innovative solution that can help mitigate the environmental impact of plastic waste while promoting sustainability. This study employed a descriptive quantitative research design and included ten (10) participants, five (5) chemical engineers and five (5) food vendors selected through purposive sampling. Data was collected using printed survey questionnaires and Google Forms as the primary tools for gathering responses. The results show no significant differences between the assessments of the two groups of respondents (chemical engineers and food vendors) on ingredients, procedural methodology, cost-effectiveness, durability, and presentation. The chemical engineers' overall mean was 3.28 with a variance of 1.250. The t-computed value was 0.2266, with 18 degrees of freedom and a t-critical value of 0.178. Since the t-computed is less than the t-critical, the chemical engineers' assessment is considered highly acceptable. The food vendors' overall mean was 3.02, with a variance of 0.2067. The t-computed value was 0.2066, with 18 degrees of freedom and a t-critical value of 0.178. As the t-computed is less than the t-critical, the food vendors' assessment is also deemed acceptable. The suggestions and recommendations from both food vendors and chemical engineers play a crucial role in enhancing the food packaging box. Key recommendations include sourcing cornhusk in advance, identifying cost-reduction strategies without compromising quality, improving durability by using adhesives, and incorporating unique colors for added appeal. These insights are valuable for refining the design, reducing production costs, and increasing the sustainability and attractiveness of the packaging box.

Keywords: corn husk, biobased substance, food packaging, sustainability, environmental impact, durability, cost-effectiveness, adhesives, chemical engineers, food vendors, packaging improvement, renewable resources

**POMELO PEEL EXTRACT AND ACTIVATED CARBON INSECT
REPELLENT AIR DEODORIZER**

Resha Rhomane Vales, Jillian Borromeo, Luigi Lorenzo Meneses, Emmanuel Quilon,
Jodi Rasos, Anamae Sasaban, Carlito Gabriel

Abstract

Insects can cause allergic reactions, skin irritations, and serious illnesses through their bites or stings. Traditional chemical repellents, while effective, often contain substances harmful to human health and the environment. To address this issue, researchers are exploring natural alternatives, such as combining pomelo extract with activated carbon to create an air deodorizer that also repels insects. This study employed a quantitative-experimental research design, utilizing a purposive sampling technique to select participants. A t-test was applied to determine significant differences between two respondent groups regarding the acceptability of pomelo extract and activated carbon as an alternative insect repellent air deodorizer. The evaluated aspects included ingredients, procedural methodology, cost-effectiveness, fragrance, and presentation. Data were collected using a questionnaire administered to two groups: five chemical engineers and fifteen housewives. The study aimed to evaluate the acceptability of a pomelo extract and activated carbon-based air deodorizer among two groups: chemical engineers and housewives. The assessment focused on five aspects: ingredients, procedural methodology, cost-effectiveness, fragrance, and presentation. Chemical Engineers: Mean Score: 3.35, Variance: 0.07, t-Computed Value: 1.521, Degrees of Freedom: 18t-Critical Value: 2.101 Since the t-computed value (1.521) is less than the t-critical value (2.101), we fail to reject the null hypothesis, indicating no significant difference between the assessments of chemical engineers and housewives. Therefore, the chemical engineers' assessment is considered acceptable. Housewives: Mean Score: 3.15, Variance: 0.012t-Computed Value: 1.521, Degrees of Freedom: 18t-Critical Value: 2.101. Similarly, the t-computed value (1.521) is less than the t-critical value (2.101), leading to the same conclusion. The housewives' assessment is also deemed acceptable. Statistical Considerations: The small sample sizes five chemical engineers and fifteen housewives are below the recommended minimum of 16 participants per group to achieve adequate statistical power. This limitation suggests that the study may not have sufficient power to detect significant differences, and the results should be interpreted with caution. To enhance the pomelo extract and activated carbon air deodorizer, respondents provided several recommendations: Remove Activated Carbon: Eliminating activated carbon could improve the product's appearance and presentation. Use Additional Molds: Employing various molds can create different shapes, making the product more visually appealing. Find Alternative Solidifying Agents: Identifying other chemicals to solidify the deodorizer may improve its quality and performance. Source Pomelo Peels from Local Vendors: Collecting pomelo peels from wet markets or food vendors, rather than purchasing whole fruits, could be more cost-effective. Innovate as Scented Products: Developing scented patches or candles using pomelo extract can diversify product offerings. Supporting Research and Ideas: Pomelo Peel Utilization: Pomelo peels contain bioactive compounds, including aroma-active volatiles, flavonoids, and phenolic acids, making them suitable for value-added products like scented candles. Citrus Peel Candles: Using citrus peels, such as oranges, as natural candle holders is a common practice. By extracting the fruit's flesh and filling the hollowed peel with wax, one can create eco-friendly candles with a pleasant aroma. Pomelo Peel Essential Oil: Pomelo peel essential oil has demonstrated antioxidant and anti-melanogenic properties, indicating its potential in cosmetic and therapeutic applications. Pomelo Peel Activated Carbon: Pomelo peel-derived activated carbon has shown promise in wastewater treatment due to its high adsorption capacity, suggesting potential in environmental applications.

Keywords: pomelo extract, activated carbon, air deodorizer, insect repellent, acceptability study, chemical engineers, housewives, product improvement

**STRUCTURAL INNOVATION AND SUSTAINABLE DESIGN OF
MODERN ECO-BRIDGE**

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Gia Nathalia Gatchalian, Jessa Mae Turla, Carlito Gabriel

Abstract

The examination of contemporary eco-bridges that integrate sustainable and innovative designs marks a crucial milestone in the advancement of environmentally responsible infrastructure. The primary challenge faced by researchers in the creation of these modern eco-bridges often lies in achieving a balance between structural stability, ecological impact, and economic viability. The research employed a descriptive quantitative design, involving a purposive sampling method to engage a total of ten engineers, comprising five civil engineers and five environmental engineers. The primary tools for data collection were survey questionnaires. The study identified a significant variation in the overall acceptability levels between Civil Engineers and Environmental Scientists, which may reflect differences in their evaluation criteria and professional viewpoints. The average acceptability scores were recorded at 3.90 for Civil Engineers and 3.85 for Environmental Scientists, indicating a generally high degree of acceptance within both professions. A statistical analysis conducted through a two-sample t-test produced a t-computed value of 0.6708, which surpassed the critical value of 0 at a significance level of 0.05, resulting in the rejection of the null hypothesis. This outcome suggests a meaningful distinction in the overall acceptability ratings between the two groups. The insights and recommendations provided by environmental scientists and civil engineers are crucial for enhancing the miniature project. The respondents have proposed several key suggestions, including the utilization of sustainable materials, the implementation of suitable design and materials, the establishment of effective joint connections, the calculation of the required number of rebars, and the need for a balanced mixture of sand and cement.

Keywords: eco-bridges, sustainable materials, structural integrity, environmental impact, cost-effectiveness, cross-laminated timber (clt), glued laminated timber (glulam), bamboo-reinforced concrete, tensioned stone, mechanically stabilized earth (mse) walls

AUTOMATED PARKING SYSTEM AND MONITORING USING ARDUINO MICROCONTROLLER AND RFID MODULE

Jonas Pineda, Rommel Carpio, Ronilo Longos, Christine Bien,
Mae Kathlyn Laureta, Engr. Reynante Ponay

Abstract

Parking plays a vital role in both public and private establishments, ensuring organized vehicle management. With technological advancements, parking systems can be further improved through automation. Modern parking solutions, particularly those utilizing Internet of Things (IoT) technology, enhance efficiency and security. The Automated Parking System and Monitoring aims to provide a streamlined and automated approach to parking space management using an Arduino microcontroller and RFID module. This study used the Experimental Prototyping Method, integrating 2D and 3D design to illustrate the system. Microcontrollers and sensors were used to regulate security surveillance, detect driver details, and automate parking operations by identifying available spaces. The system updates parking status upon vehicle detection, and in cases of fraudulent RFID card use, an alert is sent to the administrator. The researchers applied the Purposive Sampling Method, utilizing a 4-Point Likert Scale to gather data from 33 tenants and vehicle owners at Bistek Ville, Quezon City. The prototype testing demonstrated successful system functionality, with the Arduino UNO serving as the main microcontroller. The system integrated an IoT-based monitoring feature via the Blynk application to provide real-time parking information. The study successfully implemented four microcontrollers, an RFID module for vehicle identification, infrared sensors for detecting incoming vehicles, an LCD module for system display, and a servo motor for automated gate control. The Automated Parking System and Monitoring using the Arduino UNO microcontroller and RFID module proved to be an effective and innovative parking solution. It enhances efficiency by reducing search time for parking spaces while incorporating security features such as surveillance cameras and RFID authentication. The Blynk application provides users with real-time parking availability through an internet connection. The system meets its objectives and aligns with user expectations in terms of automation and security.

Keywords: automated parking system, iot-based monitoring, arduino uno microcontroller, blynk application, rfid module

**DEVELOPMENT OF A CELLULAR-ENABLED FIREFIGHTING
ROBOT FOR REAL-TIME CONTROL AND REMOTE
MONITORING VIA THE INTERNET**

Brenth Macasling, Frincess Mae Castillo, Ma. Christine Joyce Dalonos,
Jean Rose Mae Molonias, Aira Roselle Opinio, Engr. Reynante Ponay

Abstract

This study presents the development of a cellular-enabled firefighting robot capable of real-time control and remote monitoring via the internet. The robot is designed to enhance firefighting efficiency, improve home safety, and operate in hazardous fire scenarios with minimal human risk. By integrating real-time processing and remote operation capabilities, the proposed system represents a significant advancement in firefighting technology. The use of a cellular network for online monitoring and control enhances the robot's ability to navigate complex fire situations, making it a valuable asset for emergency response. The study employed the Experimental Prototyping Method to develop the firefighting robot. Data collection involved schematic diagrams, control system specifications, material selection, assembly procedures, and user feedback. The prototype was constructed using a lightweight fireproof frame, TT Geared Wheel DC Motors for mobility, and a Stepper Motor for fire extinguisher operation. Sensors such as the MQ2 Smoke Sensor, DHT11 Humidity and Temperature Sensor, and KY-026 Flame Sensor were integrated and controlled by an Arduino Uno microcontroller. Power was supplied by a LiFePO4 3S Battery with voltage regulation and charging management. The robot's functionality, including fire detection, maneuverability, and fire extinguisher operation, was rigorously tested to ensure safety and efficiency. Prototype testing among 25 respondents demonstrated positive outcomes, confirming the robot's effectiveness in firefighting applications. Surveys conducted with residents of one-story houses indicated a high approval rate for the robot's performance in first-response fire scenarios. However, only 82% of respondents expressed willingness to adopt the technology, citing a lack of familiarity with the system as a primary concern. Despite initial hesitancy, the robot's efficiency and cost-effectiveness suggest its potential to revolutionize firefighting practices and enhance residential fire safety. The study highlights the importance of awareness campaigns and user training to improve acceptance and integration of firefighting robotics in households. Findings underscore the prototype's capability to significantly contribute to fire prevention and response efforts.

Keywords: firefighting robot, arduino uno, mobile app integration, ky-026 flame sensor, mq2 smoke sensor, dht11 humidity and temperature sensor, internet connectivity

**DEVELOPMENT OF A CONTROLLED PLANT SEEDLING MONITORING
ENVIRONMENT USING ARDUINO AND MULTI-SENSOR
BASED TECHNOLOGY**

Renz Hernandez, Edlyn Casta, Angelika Samson,
Jerico Tuazon, Engr. Reynante Ponay

Abstract

This study focuses on the development of a controlled plant seedling monitoring environment using Arduino and multi-sensor-based technology, highlighting the role of IoT in modern agriculture. The system aims to enhance plant seedling growth monitoring, minimize manual labor, and improve agricultural efficiency. The integration of green energy sources, such as solar panels, ensures a reliable and sustainable power supply for continuous operation. The study employed an Experimental Prototyping approach to construct a controlled environment for monitoring plant seedlings. Autodesk 3ds Max software was used to create both 2D and 3D prototype visualizations, while C++ source code was implemented on a microprocessor using the Arduino IDE. Purposive sampling techniques were used to analyze demographic profiles, and a descriptive method was applied to interpret survey responses based on a four-point Likert scale. The system was assessed by 30 residents of Brgy. 171 in Tierra Nova, Bagumbong, Caloocan City. Prototype testing yielded promising results. The Arduino Uno and Arduino Nano functioned as the central processing units, effectively collecting data from various sensors. By incorporating an IoT-based approach through the Blynk IoT application, the system provided real-time monitoring and remote data visualization. The prototype successfully tracked critical environmental factors, allowing users to make informed adjustments for optimal seedling growth. Findings indicate that the Arduino Uno and Arduino Nano are effective microcontroller units (MCUs) for implementing a controlled plant seedling monitoring environment. The multi-sensor technology significantly improved the monitoring process and seedling growth compared to traditional farming methods. The study highlights the potential of IoT integration in agriculture to enhance productivity and sustainability.

Keywords: internet of things (iot), agriculture, arduino ide, real-time data, green energy sources, blynk application, microcontroller unit (mcu), soil moisture, light intensity, temperature, humidity

DEVELOPMENT OF CAMERA SENSOR-OPERATED TRAFFIC LIGHTS

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Maryl Vanea Villaruel, Carlito Gabriel

Abstract

Traffic congestion and road safety continue to be pressing challenges in urban areas. Traditional traffic light systems operate on fixed schedules, often leading to inefficiencies, increased travel times, and higher vehicle emissions. To address these issues, this study proposes the implementation of Camera Sensor-Operated Traffic Lights, designed to optimize traffic flow by dynamically adjusting signals based on real-time vehicle movement. This technology aims to reduce congestion, minimize vehicle emissions, and improve travel efficiency at road intersections. Furthermore, the study examines public perceptions of camera sensor-operated traffic lights, providing valuable insights for their design, implementation, and potential impact on urban transportation systems. This study employed a descriptive qualitative-quantitative research design and selected five (5) traffic engineers and five (5) sensor technology experts through purposive sampling. Data collection was carried out using printed survey questionnaires, providing valuable insights into the effectiveness and feasibility of camera sensor-operated traffic lights. The assessment results reveal no significant difference between the opinions of traffic engineers and sensor technology experts regarding the construction materials, design, durability, sensor accuracy, and overall presentation of camera sensor-operated traffic lights. The sensor technology experts reported an overall mean rating of 3.58, with a variance of 0.0245 and a t-computed value of 2.306, while the traffic engineers had a mean rating of 3.57, with a variance of 0.107 and a t-computed value of 3.306. The positive responses from both groups indicate a strong likelihood of acceptance for the implementation of camera sensor-operated traffic lights in urban road systems. The traffic engineers and sensor technology experts emphasize the importance of using high-quality materials to ensure the project's durability and efficiency. The key suggestions from the respondents include: Exploring AI-driven solutions that eliminate the need for physical sensors, such as advanced vision-based software. Investigating alternative designs to enhance the functionality and adaptability of the system. Integrating AI instead of conventional sensors, as it may lead to more efficient and accurate outcomes. Optimizing sensor accuracy and detection range, which are critical for assessing the durability and reliability of all components. These insights highlight opportunities for further innovation in camera sensor-operated traffic lights, promoting smarter, more adaptive, and efficient urban traffic management solutions.

Keywords: traffic congestion, camera sensor-operated traffic lights, ai integration, sensor accuracy, urban transportation, traffic management, road safety, smart traffic solutions, adaptive systems, vehicle emissions reduction, infrastructure innovation

FOUR - CATEGORY SEGREGATION SYSTEM USING ARDUINO UNO MICROCONTROLLER WITH SOLAR PANEL BACK – UP

Roberto Paler, Jitro Quiambao, Jhanly Repe, John Carlo Rosas,
Calvin Zoleta, Engr. Reynante Ponay

Abstract

The Four-Category Segregation System, powered by an Arduino Uno and supported by a solar panel backup, offers an innovative solution to the growing challenges of waste management in today's environmentally-conscious world. This automated system sorts waste into four categories: wet, metal, plastic, and paper. By integrating microcontroller technology with renewable solar energy, the system ensures both sustainability and self-sufficiency. It streamlines waste management, improves recycling efficiency, and provides an eco-friendly approach to waste segregation, making it a reliable and sustainable solution for modern environmental concerns. The project utilized an Experimental Prototyping Methodology, which involved 2D/3D software modeling using SketchUp and programming through Arduino IDE. User feedback was gathered through Descriptive Type Survey Questionnaires, with purposive sampling employed to select respondents. The data was analyzed using the Likert Scale to assess user satisfaction and provide valuable insights for refining the system's design and functionality. The system's components functioned as intended, confirming its reliability and effectiveness in automated waste segregation. The Arduino Uno, as the central controller, processed sensor inputs and activated the sorting mechanisms, with the main sensors detecting waste types efficiently. The solar panel effectively converted sunlight into energy, while a rechargeable battery ensured reliable backup power. The SIM800L GSM Module enabled remote communication via SMS for sending alerts and instructions. This seamless integration demonstrated the system's ability to sort waste accurately and sustainably, making it suitable for various waste management applications. The system achieved over 90% sorting accuracy, with an average processing time of 3 seconds per item. Solar panels powered the system during daylight, while a rechargeable battery provided dependable backup. With minimal errors, the system demonstrated consistent performance. Its modular design allows for scalability and customization to meet various needs. Successful prototype testing confirms the system's feasibility for automated garbage segregation, offering promising improvements in waste management efficiency and contributing to environmental conservation.

Keywords: automated waste segregation, sorting accuracy, processing time, solar panels, rechargeable battery, minimal errors, consistent performance, modular design, scalability, customization, prototype testing, waste management, environmental conservation

**GREEN IOT BASED AUTOMATED SMART HOUSE USING ESP AND
ARDUINO MCU WITH SEMI-SYNCHRONOUS INVERTER AND
CLOUD BASED REMOTE CONTROL WEB APPLICATION**

Menard Coloma, Mark Kaley Anareta, Jayson Lee Salazar,
Harold Jay Unida, Mary Joy Nama, Engr. Reynante Ponay

Abstract

An automated smart home system provides assurance to society by addressing security concerns within residential environments. A safe home allows homeowners to live with peace of mind, primarily by reducing the need for constant monitoring of their surroundings and various parts of the house. The developed prototype includes outlets, light bulbs, and other essential home components. To enhance home safety and security, this study incorporates microcontrollers, enabling the prototype to function through a Wi-Fi connection for remote control. Applying the Experimental Prototyping Methodology, the researchers developed an automated smart home system. This methodology was used to create both 2D and 3D project designs as prototype representations. A cloud-based remote control was implemented to manage the prototype. For data collection, a survey technique was employed, utilizing a 4-point Likert scale analyzed through a descriptive method. The study also applied the Purposive Sampling Technique, with 50 respondents from Brgy. 167 Llano, Caloocan, to assess its demographic profile. The results indicate that the prototype has undergone functional testing. The sensors and components used have been carefully integrated into the design, with properly placed wiring connections to prevent malfunctions during testing. The prototype successfully transmitted data during trials. The ESP32 microprocessor was tested and successfully connected to Wi-Fi, ensuring it executed its required functions correctly. The automated switching process within the Wi-Fi connection operates within 1–5 seconds, depending on the network speed. Additionally, the Bluetooth module, operating on a 2.45GHz frequency band, effectively connected to the Arduino Uno and responded well to the Home Security mobile application within a 10-meter range. The development and discoveries the system to how it works and ability to do. The various part of prototype and arrangements of device will made function as well as it is right capabilities and tested functionality. The prototype is effective in modern house who want providing home automation and security using the ESP32 and Arduino. The system can automatically control the devices using application that needs to connection of Wi-Fi and Bluetooth. They have two securities, also provides camera and door securities to protection of the house. The system is functional according to its objective and perception of the clients.

Keywords: automated smart house system, smart home, safety home

HAND GESTURE DETECTION TECHNOLOGY USING RASPBERRY PI CONVERTING HAND SIGNALS INTO TAGALOG WORDS

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Leila Tabacolde, Engr. Reynante Ponay

Abstract

This study presents a Raspberry Pi-based system for translating hand gestures into Tagalog words for government facilities such as SSS, Pag-IBIG, PhilHealth, and city halls, aiming to provide guidance and support to the Filipino deaf community. The Filipino Sign Language (FSL) was declared the national sign language of the Filipino deaf by Rodrigo Duterte in 2018, mandating its use in educational institutions, broadcast media, and workplaces. An Experimental Prototyping Method were used by the researchers to conduct this study. Experimental prototyping is the process for developing a concept and prototype that can be accepted or rejected. For the survey methodology's demographic profile and descriptive method of interpreting the 5-point Likert Scale indications, the Purposive Sampling Technique has been used. A survey questionnaire will be conducted by the researchers to the product targeted users. The Descriptive Type Survey Questionnaire Method analyzes data gathered to determine whether the intended users consider the prototype is acceptable. Two sets of variables were chosen as respondents for this project: (15) Filipino deaf individuals in Fairview, Quezon City, and (15) normal-hearing individuals/workplace employees in Novaliches, Quezon City. Using Tinkercad, the researchers designed the prototype in both 2D and 3D. The prototype cover is made of ceramic glossy PVC wallpaper and plywood, measuring 32 cm in width and 23 cm in height. The results of testing using experimental prototyping revealed that the Raspberry Pi, as the microcomputer of the prototype hand gesture system, can successfully translate hand gestures into Tagalog words, serving as an effective communication tool for Filipino deaf individuals and normal-hearing people/workplace employees. The Raspberry Pi-based Hand Gesture Detection Technology is a reliable innovation that enables Filipino deaf individuals to communicate more effectively. The Hand Gesture Detection Technology Converting Hand Signals Into Tagalog Words is based on Filipino Sign Language (FSL). To develop a prototype using Raspberry Pi bridging communication gaps and enhancing accessibility. The technology also aims to contribute to creating inclusive environments for individuals with disabilities promoting social inclusion and equality. The system uses Python, MediaPipe, and Tensorflow frameworks for detection and gesture processes. The project demonstrates how CNN can be used to tackle computer vision problems accurately, potentially expanding other Filipino Sign Languages (FSL).

Keywords: filipino sign language (fsl), raspberry pi, filipino deaf community

R3-B3-C3 THE FUNCTIONAL FAMILY ROBOT

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Abstract

The R3-B3-C3 Functional Family Robot is a groundbreaking advancement in household robotics, designed to simplify daily tasks and enhance home efficiency. Featuring obstacle avoidance, health monitoring, and surveillance capabilities, it aims to improve the quality of life for household members. Evaluated using the IPOF model, the robot demonstrates adaptability and a significant contribution to household productivity. Future advancements will integrate emerging technologies and evolving consumer needs. By automating tasks, strengthening home security with an ESP32 Camera, and providing personalized assistance, the R3-B3-C3 has the potential to redefine modern home management and promote widespread adoption of household robotics. The researchers employed the Experimental Prototyping Methodology to develop the robot for household management applications. Initial 2D and 3D prototype designs were created using SketchUp. The Arduino IDE platform was used to program the microprocessor in C, while a controller application was developed using the Blynk App. Data collection followed a purposive sampling technique, and a descriptive research method was applied to analyze responses from a survey of 50 participants using a 4-point Likert scale. Functional testing of the robot's sensors and components confirmed its design integrity, circuit connections, and operational efficiency. The ESP32 Camera was successfully tested for surveillance applications. The obstacle avoidance system, utilizing three ultrasonic sensors, effectively detected obstacles within a one-foot range. Health monitoring sensors, including a pulse rate sensor and a contactless temperature sensor, accurately measured vital signs when connected to an Arduino Uno and displayed results on a 16x2 LCD. Comparisons with standard health monitoring tools validated their accuracy. During testing, the R3-B3-C3 exhibited exceptional functionality in navigating complex environments, demonstrating its adaptability for diverse home settings. Its user-specific features set it apart from conventional home robots, establishing a new standard in household automation. The integration of the Arduino Uno microcontroller ensures reliability and user satisfaction. As smart home technology becomes more prevalent, the R3-B3-C3 presents a promising and efficient solution for modern home management.

Keywords: arduino uno, esp32, obstacle avoidance, esp32 camera, contactless temperature sensor, pulse rate sensor, geared dc motor, vacuum

**ROBOTIC ASSISTANT FOR WARD PATIENTS USING ARDUINO
MICROCONTROLLER AND MECHATRONICS**

Neil Abrazaldo, Babie Lyn Mangazar, John Mark Vega, Keanu Shane Bernardo,
Mico Descalso, Engr. Reynante Ponay

Abstract

In today's modern age, different technologies are emerging that facilitate humans' daily activities or workloads. We see that the technology system is improving. Since it makes tasks more efficient, modern technology increases productivity by enabling humans to complete tasks in less time. Robotics brings together science, engineering, and technology to create devices, or robots, that replicate or substitute human behavior. Robotics is a small subset of Mechatronics. Mechatronics aims to discover and manage innovative, intelligent, and productive machinery that can enhance processes in manufacturing. In this study, the researchers hope to develop a Robotic Assistant forward patients using an Arduino Microcontroller and Mechatronics that can be programmed to facilitate activities inside a hospital. Mechatronics is used in the prototype design and manufacturing of prosthetic limbs to supply the proper joints, materials, and mechanical structures to produce realistic movements. A Robotic Assistant will help increase the standard of living while allowing humans to make work easier and faster. It is a system that is time-effective, easily operated, and efficient. In order to create a prototype of a Robotic Assistant forward patients using an Arduino Microcontroller and Mechatronics, the researchers need representations of the project design, schematic diagram, control system used, materials used, and assembly procedure to collect the data needed for the design project. This chapter presents the precise data relevant to the study such as the schematic diagram, feedback, control system, project assembly, hardware, and software requirement of the prototype, formula, and instrument used in data gathering procedure. This chapter will highlight the key discoveries in the development and implementation of a Robotic Assistant forward patients, such as cost, compatibility, and privacy. The various mechanisms and arrangements that enable the device to function, as well as its capabilities and constraints, will be covered. The testing and evaluation results are also interpreted and presented in this chapter.

Keywords: robotic assistant, robotics, science, arduino microcontroller, mechatronics

SIGNME: A VIRTUAL SIGN LANGUAGE TRANSLATOR APP

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Jay-r Estadilla, Czarina Francisco, Marlon Bahana

Abstract

Deaf and mute individuals often encounter communication barriers that affect their social and career aspects. In many instances, both individuals with hearing and speech impairments and their relatives struggle to effectively express their thoughts and engage with others. The researchers conducted a study to find a solution to enhance communication with mute, deaf, and other individuals using a virtual sign language translator application. The study employed a quantitative-descriptive approach with purposive sampling. Survey questionnaires were utilized as research instruments to measure the level of acceptability of the proposed model in terms of accuracy, offline capabilities, vocabulary recognition, application interface, and presentation. Percentage was the statistical tool used to summarize the composition of IT specialists and sign language educators. The weighted mean was used to calculate the average value, considering different weights assigned to each data point. The t-test was the statistical approach used to determine the difference between two groups: five (5) IT specialists and five (5) sign language educators. The results of this analysis, in terms of accuracy, offline capabilities, vocabulary recognition, application interface, and presentation, are “acceptable.” The acquired overall mean of IT specialists was 3.66, which was interpreted as “highly acceptable,” while the acquired overall mean of sign language educators was 3.67, which was also interpreted as “highly acceptable.” The variance of IT specialists was 0.15175, while the variance of sign language educators was 0.0595. The t-computed value was 0.0487, while the t-critical value was 2.306, with an alpha-two tail of 0.05 and a degree of freedom of 8, indicating that there is no significant difference between the assessments of the two groups of respondents. To further enhance the study, respondents suggested adding more words or phrases, video-to-text translations, and Filipino sign language, as well as incorporating features such as zoom, adjustable speed, etc.

Keywords: sign language, sign language translator, mobile application, communication barriers, hearing and speech impairments

**SMART HOME AUTOMATION SYSTEM USING ESP8266 USING MULTI-API
WIFI CONTROL AND SECURITY MONITOR WITH HYBRID
POWER SUPPLY CONVERTERS**

John Meckaell Gallo, Shary John Bicaldo, Dave Ulep, Joemarie Estrada,
Mclaine Abagon, Engr. Reynante Ponay

Abstract

A smart home is a residence equipped with devices that can be controlled remotely and automated to enhance comfort, convenience, and energy efficiency. It may include a hybrid power supply system that utilizes both battery and mains electricity for continuous power availability. Additionally, smart homes often incorporate vibration sensors to detect physical disturbances, providing an added layer of safety and security. Live monitoring of the premises can be achieved through the integration of an ESP32-CAM, allowing for remote access and real-time surveillance. This study was conducted at 178 Vanguard Street, Camarin, Caloocan City, with fifty middle-class families. It employed an experimental prototyping method to capture design concepts, refine them, and validate them before finalizing the product. Purposive sampling was used to select units based on specific characteristics. Data was collected through an online survey questionnaire distributed via a Google link. The findings of the study show that using the ESP8266 microprocessor in the prototype was effective and beneficial. Respondents provided positive feedback on the benefits and user-friendliness of the smart home automation system. The results and data analysis support these conclusions, with an average mean score of 3.72 for system functionality and 3.78 for reliability, indicating a favorable perception among participants. In response to the study, the respondents provided valuable suggestions for further improvement. These recommendations include enhancing motion sensor capabilities and implementing a recording stream feature for the camera. Additionally, refining the door lock system was highlighted as an area for development. The researcher recommends promoting the use of smart home automation among respondents, emphasizing its potential benefits in terms of convenience, particularly for individuals with disabilities and the elderly. Furthermore, the researcher emphasizes the importance of prioritizing user safety and security when utilizing the smart home automation system.

Keywords: smart home, vibration sensor, monitoring sensor, rfid door lock, esp8266

**SMARTHOME AUTOMATED SYSTEM USING ESP 8266 AND ARDUINO UNO
FOR SECURITY WITH WIRELESS FIDELITY CONNECTION**

Maria Shanella Ugates, Dexter Mamongay, Kenneth Nathaniel De Guzman,
Angelo Cañoso, Gerald Resuello, Engr. Reynante Ponay

Abstract

Smart homes represent a major advancement in home technology, allowing homeowners to control their appliances and security systems. This system provides a user-friendly interface that enhances the convenience and safety of home management. The system utilizes microprocessors such as the ESP8266 for home automation, the Arduino Uno with humidity, gas, and temperature sensors for the alarm system, and the ESP32-CAM for surveillance. Lastly, the Arduino Uno with RFID, biometrics, and a laser diode is used for enhanced security. Additionally, a solar power system setup is included to address electrical power outages, and manual switches are implemented to address issues such as system failure, security concerns, and Wi-Fi disconnections. The system offers homeowners or clients convenience and enhanced security. The researchers used the Experimental Prototyping Methodology to create this Smart Home System. The 2D and 3D project designs were developed for prototype visualizations using the AutoCAD application, whereas the MIT App Inventor was employed to create the software application for the Smart Home Security System. The descriptive method was used to interpret the 5-point Likert scale in the survey methodology, and the Purposive Sampling Technique was used to illustrate the demographic profile. The descriptive-type survey questionnaire method was used to assess the perception of the 50 respondents. The results of the testing for components and sensors display the circuit connections, design of the prototype, and testing results. The ESP8266 microprocessor was checked and successfully connected to Wi-Fi. Depending on the speed of the available wireless connection, the automated switching process of the Smart Home System within a 20–30 feet range of the Alexa Echo Dot took 1–5 seconds. The Arduino Uno and the 2.45GHz Bluetooth module exhibited effective communication with the mobile application within a 10-meter radius. The system is capable of controlling devices using Alexa, with manual switches as a backup. According to the conducted test, the system delivers the best response when a strong Wi-Fi connection is available. The five security features biometrics, laser security, alarm system, RFID, and surveillance add layers of safety to the property. The smart home automation system, using the ESP8266 and Arduino Uno for security with a Wi-Fi connection, is effective in providing security and home automation.

Keywords: smarthome, alexa, esp 8266, arduino uno, mit app inventor, autocad, wireless fidelity, security, automation

**SUSTAINING AIR QUALITY AND FLAMMABLE GAS DETECTION
SYSTEM USING ARDUINO UNO WITH AIR PURIFIER AND
SOLAR BACKUP ENERGY SUPPLY**

Joshua Llantino, Jerry Arevalo Jr, Avie Jean Foster, Jade Gare,
Jeffrey Royo, Engr. Reynante Ponay

Abstract

In recent years, there has been a growing interest in home technology designed to enhance convenience and provide easy access to essential services. One such innovation is the “Sustaining Air Quality and Flammable Gas Detection System using Arduino UNO with Air Purifier and Solar Back-Up Energy Supply.” This device is capable of detecting various types of air pollutants, including Nitrogen Dioxide, Smoke, Carbon Monoxide, House Dust, and Fuel-Burning Combustion, as well as flammable gases such as LPG, Butane, Methane, Ammonia, and Propane. Maintaining clean air and ensuring safety from flammable gases are crucial to protecting both human health and the environment. In addition to monitoring air pollution, detecting flammable gases is essential for preventing potential hazards and ensuring safety in both residential and industrial settings. This system highlights the importance of effective air quality management and the need for reliable gas detection to safeguard people and enhance workplace safety. This study adopts the Experimental Prototyping Method for system design, where a prototype will be developed, tested, and refined to achieve a satisfactory outcome. Data collection for the project will include a clear schematic diagram of the design, the control system used, the assembly process, and the required materials. In addition, surveys will be conducted to gather feedback and insights. For data analysis, the study will use the Purposive Sampling Method, selecting 50 respondents to provide relevant statistical information. The real-time monitoring system for air quality is functioning properly, alongside four sensors responsible for detecting flammable gases. The buzzer is integrated with the microcontroller and sensors, which assess the current conditions and alert users when necessary, ensuring a secure and healthy indoor environment. These four sensors effectively detect different types of smoke and gases. Additionally, the LCD display shows the real-time air quality and gas levels, providing clear indications of the current indoor conditions. The integration of the Arduino Uno microcontroller in the system for sustaining air quality and detecting flammable gases offers a practical solution to the ongoing challenges of urban air pollution and safety risks. By combining real-time monitoring, automatic responses, and the use of renewable energy, this system provides an effective way to reduce air pollution and improve safety in both indoor and outdoor spaces.

Keywords: arduino uno, air quality, flammable gas detection, real-time monitoring, renewable energy, safety, urban pollution, indoor and outdoor environments, automated responses, pollution mitigation

**HYDROELECTRIC POWER: BASES FOR EFFICIENT ENERGY SUPPLY
PRODUCTION IN CITY OF SAN JOSE DEL MONTE BULACAN**

Palomar Hilmar, Aaron Mark Baran, Walter James Buena, John Loyd Logatiman,
Carl Brando Saura, Ronie Pablo, John Paul Mantile

Abstract

The Philippines is confronting a significant energy crisis as the Malampaya natural gas field, which currently supplies 20% of Luzon's electricity requirements, is projected to be depleted by 2027. This looming shortage, coupled with a rapidly growing population and some of the highest electricity costs in Southeast Asia, presents formidable challenges for the nation's energy sector. In response, the Philippine government has set ambitious targets to increase renewable energy's share in the energy mix to 35% by 2030 and 50% by 2050. However, with an estimated 52 GW of additional power capacity needed by 2045, the country faces significant hurdles in meeting these goals. In San Jose del Monte, Bulacan, these challenges are particularly pronounced. The city has experienced power supply shortages, with the National Grid Corporation of the Philippines (NGCP) raising a Red Alert due to insufficient power reserves from Luzon power plants. Additionally, informal settlers residing under power transmission lines and towers have raised security concerns, further exacerbating the vulnerability of the Luzon grid. To address these issues, the San Jose del Monte Solar Power Project is under development, aiming to add 64 MW of solar photovoltaic capacity to the region's energy supply. This initiative aligns with the broader push towards renewable energy but underscores the need for comprehensive planning to ensure a stable and sustainable energy future for San Jose del Monte and the Philippines as a whole. In summary, the depletion of the Malampaya gas field necessitates a strategic and multifaceted approach to energy production, emphasizing the urgent need for renewable energy development, infrastructure enhancements, and policy reforms to secure the nation's energy future. San Jose del Monte, located in Bulacan province, Philippines, is experiencing significant growth, leading to increased energy demands. The city is serviced by the Manila Electric Company (Meralco), covering all 62 barangays. Existing Energy Infrastructure: Solar Initiatives: Plans are underway for the San Jose del Monte Solar Power Project, a 64 MW solar photovoltaic facility expected to commence construction in 2025 and begin operations by 2026. Hydroelectric Potential: The nearby Angat Watershed Forest Reserve, approximately 35 km northeast of Metro Manila, contains the headwaters of the Angat River. This area hosts the Ipo Dam with a capacity of 7.5 million cubic meters and the Angat Hydroelectric Dam, which has a reservoir capacity of 850 million cubic meters. These existing hydroelectric facilities highlight the region's potential for hydroelectric power development. Hydroelectric Feasibility Assessment: Water Availability: The Angat River's headwaters, located within the Angat Watershed Forest Reserve, suggest a reliable water source for hydroelectric projects. However, detailed hydrological studies are necessary to assess flow rates and seasonal variations. Elevation and Topography: The region's hilly to mountainous terrain, with elevations reaching up to 1,206 meters at Mount Oriod, offers potential for hydroelectric development. Detailed topographical surveys are essential to identify optimal sites for dams and powerhouses. Infrastructure Proximity: The presence of existing dams like Ipo and Angat indicates established infrastructure that could support new hydroelectric initiatives. Assessing the condition and capacity of these facilities is crucial for integrating additional hydroelectric systems. Stakeholder Engagement: Engaging with local communities, government agencies, and environmental organizations is vital to address concerns and incorporate diverse perspectives. The Angat Watershed is home to indigenous Dumagat communities, emphasizing the need for culturally sensitive and environmentally sustainable development practices. Technical and Economic Considerations:

Construction Costs: Initial estimates should consider expenses related to site preparation, dam construction, and power generation facilities. Operational Efficiency: Evaluating the energy output relative to maintenance requirements will determine the project's long-term viability. Revenue Streams: Potential income from energy sales should be analyzed, considering current energy prices and projected demand in San Jose del Monte and surrounding regions. In summary, San Jose del Monte's energy landscape is evolving, with initiatives like the solar power project and the potential for hydroelectric development. A comprehensive assessment involving technical feasibility studies, stakeholder consultations, and economic analyses is essential to develop a sustainable and efficient energy strategy for the city. The development of a hydroelectric power system in San Jose del Monte has shown encouraging results. Utilizing a direct current (DC) motor, the system generates an average of 12 volts, sufficient to power a lightbulb. With a consistent water flow, the voltage output increases to 24 volts. The battery storage is capable of charging a phone for approximately 30 minutes. With further enhancements, this hydroelectric setup has the potential to supply energy to an average-sized household. Hydroelectric Power Potential: Small-scale hydroelectric systems, such as pico-hydro (under 5 kW) and micro-hydro (5 to 100 kW), have proven effective in providing electricity to remote communities. These systems can power basic appliances and lighting, improving quality of life and supporting local businesses. Considerations for Household Integration: Energy Demand Assessment: Evaluate the household's energy consumption to determine compatibility with the hydroelectric system's output. System Enhancement: Upgrading turbine efficiency, generator capacity, and storage solutions can increase energy production to meet household needs. Regulatory Compliance: Ensure adherence to local regulations and obtain necessary permits for hydroelectric installations. Climate Resilience: It's important to note that hydroelectric power generation can be susceptible to climate variability. For instance, Ecuador's hydroelectric projects have faced challenges due to droughts linked to climate change, leading to significant energy deficits and power outages. Therefore, integrating hydroelectric systems with other renewable energy sources, such as solar or wind, can enhance reliability and resilience. In conclusion, the hydroelectric system in San Jose del Monte demonstrates significant potential for providing renewable energy. With targeted improvements and careful consideration of environmental factors, it can evolve to meet the energy demands of a household, contributing to sustainable and resilient energy solutions. Hydroelectric power is widely recognized as an efficient and sustainable energy source. While it may not match the energy output of fossil fuels, it offers significant advantages: Efficiency and Cost-Effectiveness: Operational Efficiency: Hydroelectric plants are highly efficient in converting energy from flowing water into electricity, with Energy Return on Investment (EROI) values averaging around 110 when operated for approximately 100 years. en.wikipedia.org Economic Viability: Hydroelectric power is often among the lowest-cost electricity sources. Large-scale hydroelectric plants can provide electricity at costs comparable to or lower than fossil fuel alternatives. Sustainability and Environmental Impact: Renewable Resource: Hydroelectric energy harnesses the power of moving water, a renewable resource that replenishes naturally, unlike finite fossil fuels. Low Greenhouse Gas Emissions: Hydroelectric facilities produce minimal greenhouse gas emissions during operation. Studies indicate that hydroelectricity results in lower lifecycle greenhouse gas emissions compared to fossil fuels. For instance, the median life-cycle greenhouse gas emissions for hydroelectric power are around 24 gCO₂eq/kWh, significantly lower than those of coal (820 gCO₂eq/kWh) and natural gas (490 gCO₂eq/kWh). Considerations: Climate Vulnerability: Hydroelectric power generation can be affected by climate variability. For example, droughts have significantly reduced water levels in reservoirs, leading to decreased electricity production and power shortages in countries like Zambia and Ecuador. In conclusion, hydroelectric power stands out as an efficient and sustainable energy source, offering low operational costs and minimal environmental impact. However, its effectiveness can be

influenced by climatic conditions, highlighting the importance of integrating diverse energy sources to ensure a reliable and resilient energy supply.

Keywords: hydroelectric power, energy efficiency, renewable energy, greenhouse gas emissions, climate change, reservoir emissions, energy supply reliability

**A PROPOSED STUDY OF ELECTRICITY GENERATING CHAIR FROM
POLYPROPYLENE WASTE WITH THE AID OF SOLAR ENERGY**

Fatima Dealagdon, Chesca Machan, Alexander Marquez III,
Ashlei Mae Narra, Celistene Nicolas, Marlon Bahana

Abstract

The fundamental objective of this study is to convert polypropylene plastic waste into a chair with a mini locker and a comfortable backrest to diminish the amount of plastic waste in our community. This chair is heat-resistant, weather-resistant, acid-resistant, rot-proof, waterproof, termite-free, and can support a maximum weight capacity. This research also indicates utilizing waste energy, particularly sunlight and artificial light, to power devices and serve as backup energy during brownouts. This study utilized the qualitative-quantitative research design, purposive sampling technique, and a questionnaire as an instrument. The researchers conducted a survey of seven (7) STEM teachers and five (5) electrical engineers, which was validated by the researchers' adviser, expert, grammarian, and statistician. The employed statistical treatments of the data were frequency and percentage, weighted mean, and t-test. The subsequent procedures were undertaken by the researchers: preparing the materials, shredding, melting, and molding the plastic, cutting and assembling them based on the chair's structure, installing the solar panel, solar module, and USB module, and eventually testing the final product. Results emphasized that the level of acceptability of an electricity-generating chair made from polypropylene waste with the aid of solar energy is highly acceptable in terms of structural framework, methodological process, sturdiness, usability, and presentation, with no significant difference between the assessments of the two groups of respondents. STEM teachers obtained an overall weighted mean of 3.72, with a variance of 0.039, while electrical engineers acquired 3.58, with a variance of 0.446. The t-computed value is 0.460, and the t-critical value is 2.228. Therefore, this study accepts the null hypothesis. To further enhance the project, the respondents presented the following recommendations: polish the chair with resin, employ triboelectric energy as the product's energy source, provide solar charging details and a manual for the project, place the solar panel at the back of the chair, conduct a stress test, and assess the surface tension of the arm desk.

Keywords: electricity generating chair, polypropylene plastic, solar energy

**A PROPOSED STUDY ON ELECTROMYOGRAPHY CONTROLLED
3D PRINTED BIONIC LIMB**

Rogelle Faye Nillas, Sandy Guaño, Pia Jhanea Martinico, Jaica Mae Villasencio,
John Cyruz Quinto, Earl Jiensen Viray, Marlon Bahana

Abstract

The occurrence of financial challenge of the amputees and the lack of technology availability in the Philippines prompted this study because this study aimed to propose a low-cost EMG-controlled bionic limb that serves its basic functions, fulfill the lost functionalities and improve the overall quality of lives of the amputees in a lower cost. This study utilized the descriptive research method design. The samples of five (5) IT experts and five (5) Mechanical Engineers were the participants of this study chosen using the purposive sampling technique. To answer the research problems, the instrument used was a survey questionnaire with the statistical tools employed such as frequency and percentage, weighted mean, ranking and t-test. The findings from the analysis of the suggested model are characterized as "Acceptable" in terms of presentation, responsiveness and accuracy, cost-effectiveness, materials, and control interface. IT specialists had an overall weighted mean of 3.20 with a variance of 0.0977, a t-computed 2.4558 of a degree of freedom of 8, and a t-critical value of 1.8942 ($\alpha=0.05$). In contrast, mechanical engineers had an overall weighted mean of 2.68 with a variance of 0.0257, a t-computed of 2.4558, a degree of freedom of 8, and ($\alpha=0.05$). Consequently, the evaluations of the two respondent groups are both approved. There is no discernible difference between the two responder groups' evaluations. The researchers offered the following suggestions for the study's development in order to increase its success rate. Utilize your time and resources wisely, learn the principles and foundations of programming, set aside money and pay all bills before beginning the project, and get expert help to prevent compromise

Keywords: electromyography, 3d printed, bionic limb, programming, fundamental and basic of programming

**A RESEARCH STUDY OF SOLAR -POWERED PORTABLE
WATER PURIFIER**

Sheena Nedia, Jb Gaudencio, Mark John Montablan, Cristhine Marvie Solis,
Mark Sabuya, Marlon Bahana

Abstract

This study explores the development and performance evaluation of solar-powered portable water purifiers designed for off-grid and remote environments. It examines the ability of solar panels to generate electricity during daylight hours and underscores the critical role of efficient energy storage systems, such as batteries, in ensuring uninterrupted operation during low sunlight conditions. The research assesses the effectiveness, sustainability, and practicality of these purification systems in addressing water scarcity and improving access to clean drinking water in isolated communities. By leveraging renewable energy, the study aims to contribute to sustainable water management and enhance public health and environmental resilience in underserved regions. The study employed a descriptive quantitative research design, selecting five (5) Electrical Engineers and five (5) Mechanical Engineers through purposive sampling. Survey questionnaires served as the primary data collection instrument. To analyze the data, the study utilized frequency distribution, percentage, rating scale, weighted mean, and t-test to determine the differences in assessments between the two groups of respondents. The study found that Electrical Engineers rated the Solar-Powered Portable Water Purifier with an average score of 1.78, classifying it as “Least Acceptable,” while Mechanical Engineers gave it a slightly higher rating of 1.79, categorizing it as “Not Acceptable.” Notably, a significant difference emerged in their assessments, with a critical value of 0.8001, particularly regarding the material used. Electrical Engineers assigned a mean rating of 2.15 (“Least Acceptable”), whereas Mechanical Engineers rated the same criterion at 2.00. Solar-powered portable water purifiers provide a convenient and sustainable solution for accessing clean drinking water, particularly in off-grid or remote areas. Their portability and ease of deployment make them essential for humanitarian aid organizations, disaster response teams, and outdoor enthusiasts who require a reliable source of safe drinking water in challenging environments.

Keywords: solar-powered, portable, water purifier, clean drinking water, sustainable, off-grid, remote areas, humanitarian aid, disaster response, outdoor enthusiasts, reliability, accessibility

ANTI-THEFT DIGITAL DOOR LOCK WITH SMS NOTIFICATION ALERT

Joanna Marie Agir, Joel Abiera Jr., Abegail Cantoria, Kianah Mhaan Galapon,
Mark Aaron Montebon, John Kenneth Ulidan, Carlito Gabriel

Abstract

One of the common problems with traditional door locks is the potential for key-related issues. You can easily misplace or lose your keys, which can be both frustrating and inconvenient. Additionally, if you have multiple family members or employees who need access, you might need to duplicate keys, increasing the risk of unauthorized copies falling into the wrong hands. An anti-theft digital door lock with an SMS notification alert is an innovative and advanced security solution designed to provide enhanced protection for your home or office. Instead of using physical keys, you can use a personalized PIN code. Utilizing a descriptive quantitative research design, the study engaged five (5) computer engineers and five (5) locksmiths through purposive sampling. This study used a survey questionnaire as the research instrument for data collection. The results of this study, in terms of material used, reliability, durability, ease of use, and presentation, show that both computer engineers and locksmiths strongly agree on their assessments. The computer engineers obtained an overall weighted mean of 3.66, while the locksmiths had a weighted mean of 3.65. This indicates that there is no significant difference between the two groups of respondents in terms of material used, reliability, durability, ease of use, and presentation. The variance was 0.01875 for computer engineers and 0.4575 for locksmiths. The t-critical value is 2.306, and the t-computed value is 0.880. Therefore, the null hypothesis is accepted. For further enhancement and improvement of the product, the following are the suggestions and recommendations given by the computer engineers and locksmiths: make a code that can reset the pin in the number pad; seek professional assistance for the coding and wood cutting; and prepare the proper measurements before cutting the wood.

Keywords: digital door lock, sms notification alert, home safety, smart home

**ASSISTIVE SENSOR SUNGLASSES DEVICE WITH VOICE
COMMAND FUNCTION: A PROPOSAL**

Precious Shayne Navarro, Ralph Lauren Alapide, Shiela Mae Barajan,
John Cristopher Mariposque, Cojie Mae Nazareno, Marlon Bahana

Abstract

Assistive technology has been designed to aid individuals who are blind or visually impaired, greatly enhancing their quality of life. Despite these advancements, many devices still offer limited functionality. Navigational devices, in particular, have become a key area of research due to the growing number of visually impaired individuals. While assistive technology has made significant strides in improving daily living for the visually impaired, there remains a need for more advanced and versatile solutions to fully address their needs. The study utilized a quantitative-descriptive research approach with purposive sampling. A survey questionnaire served as the research instrument to evaluate the acceptability of the proposed model based on materials, procedural methodology, physical design, sensor accuracy, and presentation. To assess the differences in evaluations between the two respondent groups, a t-test was applied. The results of the evaluation of the proposed model indicate that it was considered “Acceptable” across all criteria: materials, procedural methodology, physical design, sensor accuracy, and presentation. IT Specialists rated the model with a weighted mean of 3.33 and a variance of 0.160, yielding a t-computed value of 1.1022 with 8 degrees of freedom and a t-critical value of 2.306 ($\alpha = 0.05$). Meanwhile, Computer Engineers rated it with a weighted mean of 3.12 and a variance of 0.020, also resulting in a t-computed value of 1.1022 with 8 degrees of freedom and a t-critical value of 2.306 ($\alpha = 0.05$). Based on these results, the assessments from both respondent groups are considered acceptable, and no significant difference was found between their evaluations. To improve the study, respondents offered the following suggestions: For increased comfort, one respondent recommended attaching the device to the cane to make it more convenient for visually impaired users. Furthermore, it was suggested that the buzzer be replaced with a vibrating device to reduce noise and prevent any potential hearing complications.

Keywords: improvement, study, comfort, cane, visually impaired, device, buzzer, vibrator, noise, hearing complications

LEVEL OF ACCEPTABILITY OF ELECTRIC GENERATING INSOLES

Jirah Mae Selda, Raya Angela Bigay, Paolo Cariaga, Hannah Ashley Gonzaline Cordova,
Stephany Elaine San Roque, Marlon Bahana

Abstract

The increasing emphasis on sustainable and renewable energy sources has led to extensive research on harnessing energy from unconventional and untapped sources. One such innovation is electricity-generating insoles, which utilize piezoelectric materials to convert mechanical energy from walking into usable electrical energy. This study examines the level of acceptability of this technology. This study employed a quantitative-descriptive research method with purposive sampling. A survey questionnaire was used to assess the acceptability of the proposed model based on materials used, power-generating capacity, charging capability, safety, and presentation. A t-test was performed to determine significant differences in the assessments of mechanical and electrical engineers. Findings revealed a weighted mean of 3.28 (variance 0.07825) for mechanical engineers and 3.31 (variance 0.09675) for electrical engineers. The t-computed value (0.1604) was lower than the t-critical value (2.036) at a 0.05 significance level, leading to the acceptance of the null hypothesis. Mechanical engineers rated the insoles highly acceptable in materials (3.45) and charging capability (3.45), acceptable in safety (3.6), but lowly acceptable in power generation (2.35). Electrical engineers rated materials as lowly acceptable (2.8), power generation as lowly acceptable (2.0), and presentation as acceptable (3.08). To enhance the study, respondents recommended exploring advanced energy storage solutions, such as high-capacity batteries or supercapacitors, to store and deliver harvested energy efficiently, ensuring continuous and reliable power supply to users.

Keywords: electric generating, mechanical energy, piezoelectric

**MINIATURE OF THE PROPOSED CAPSULE DORMITORY AT BESTLINK
COLLEGE OF THE PHILIPPINES, MV CAMPUS**

Kenneth Kyle Almerol, Mary Joy Aradanas, Hazel Libres, Anjielo Lorenzo,
Mark James Pabelonia, Marlon Bahana

Abstract

Capsule sleeping pods, also known as sleep pods or capsule hotels, are compact, self-contained sleeping units designed for short-term use. These innovative pods offer an efficient and unique solution for students, workers, or anyone looking for a quick, comfortable rest. Located within Bestlink College of the Philippines, MV Campus, these pods provide a practical and space-efficient way to relax in a busy setting. With their modern design, they combine convenience, comfort, and functionality, making them a perfect option for those seeking a break without leaving the campus. This study utilized a quantitative approach with a descriptive method, employing purposive sampling. A survey questionnaire served as the research instrument to evaluate the level of acceptability in terms of construction materials, structural design, floor plan, space efficiency, and presentation. The data were analyzed using statistical tools, including frequency and percentage, weighted mean, and t-test, to identify any significant differences between the assessments of the two respondent groups. The findings of the study reveal that the proposed miniature response is deemed "Acceptable" in terms of construction materials, structural design, floor plan, space efficiency, and presentation. The Civil Engineers' overall weighted mean was 3.21, with a variance of 0.2012, a t-computed value of 0.7937, and a degree of freedom of 8. The t-critical value at $\alpha=0.05$ was 2.306. On the other hand, the Architects' mean score was 2.99, with a variance of 0.1829, a t-computed value of 0.7937, and the same degree of freedom (8) and t-critical value (2.306). As a result, both groups' assessments were deemed acceptable, and there is no significant difference between the evaluations of Civil Engineers and Architects. The assessment of the level of acceptability of the miniature model of the proposed capsule dormitory at Bestlink College of the Philippines, MV campus, was generally deemed acceptable. There was no significant difference between the assessments of the two groups of respondents civil engineers and architects in terms of construction materials, structural design, floor plan, space efficiency, and presentation. The overall weighted mean for the civil engineers was 3.21, while the architects scored 2.99, indicating agreement in their evaluations. For further improvements, respondents recommended widening the door partitions in the upper section of the miniature model, particularly in the structural design aspect.

Keywords: capsule dormitory, acceptability, miniature model, construction materials, structural design, floor plan, space efficiency, presentation, civil engineers, architects, bestlink college of the philippines, mv campus, recommendations

**THE DEVELOPMENT OF VITAL SIGNS MONITORING SYSTEM WITH
DATA OUTPUT INTERFACE USING ARDUINO MEGA**

Rommel Nepomuceno, James Samuel Ferrer, Christine Joyce Castillo,
Joyce Ann Alegre, Maria Paula May Lagarnia, Engr. Reynante Ponay

Abstract

Vital signs monitoring is a common and critical component of patient care and can be instrumental in detecting early patient deterioration before a life-threatening event occurs. With essential vital signs monitoring, clinicians are equipped with the necessary information to make informed decisions that can improve patient care and outcomes. The researchers integrate traditional vital signs monitoring by incorporating four sensors into one system. To build the prototype, the researchers followed the process of experimental prototyping by employing an explanatory system. Prototyping is a system development method in which a prototype is constructed, tested, and revised as necessary until a final and acceptable version is attained, from which a system or product can be produced. The researchers used a variety of sensors, including a temperature sensor, pulse sensor, oxygen sensor, and glucose sensor. The system automatically detects the user's vital signs and records them on their phone. To investigate the effectiveness and usability of the vital signs monitoring device, the researchers implemented an experimental research method. They surveyed 40 students from Bestlink College of the Philippines and 10 medical personnel. Using a Likert scale questionnaire, the researchers obtained an overall mean of 4.20 from students and 4.1 from medical personnel. As for the descriptive interpretation, the results indicate “Agree” and “Strongly Agree”, suggesting that respondents from Bestlink College of the Philippines – Bulacan and medical personnel outside the campus believed the innovative prototype was effective. Based on the data and findings from the prototype, using Arduino Mega as the main microcontroller in the development of the vital signs monitoring system is deemed successful. The Arduino Mega, as the main microcontroller, is fully operational, and all the sensors and additional parts are incorporated to track the user's vital signs. Thus, the researchers recommend that future researchers use Raspberry Pi as their main microcontroller for an advanced setup.

Keywords: vital signs, patient care, detecting early patient deterioration

**BROWSER THREAT DETECTION PLUGIN SYSTEM OF
OTIS PHILIPPINES INC.**

Jairus Evan Garcia, Ariane Jasmin Lecias, Gelo Salgado, John Paul Dela Peña,
Josiah Lei Acebron, Katie Charlize Roxas, R-jay Pornasoro

Abstract

This study focuses on developing a browser extension to enhance security and detect potential threats in the browsing activities of employees at OTiS Philippines Inc. The Browser Threat Detection Plugin System employs machine learning algorithms to analyze web history, identify patterns, and recognize suspicious activities within the user's browser. OTiS Philippines Inc., established in February 2005, primarily publishes free magazines featuring a wide range of local advertisements. The researchers adopted the Waterfall Model (SDLC) as their development approach, ensuring a structured and systematic process. This methodology allowed for detailed monitoring of each development stage, including data collection, system planning, construction evaluation, and cybersecurity impact assessment. The implementation of the Browser Threat Detection Plugin System at OTiS Philippines Inc. has proven successful. The system effectively detects both malicious and harmful websites with a high level of accuracy, significantly improving the security of the company's browsing activities. Employees at OTiS Philippines Inc. previously faced security risks due to suspicious and malicious websites. In response, the researchers developed the Browser Threat Detection Plugin System to enhance browsing safety. Feedback from the client was gathered through interviews and analyzed to refine the system. One limitation is that the system is currently optimized for Opera, the only browser permitted by company policy. Future developments will aim to expand compatibility across multiple browsers.

Keywords: cyber threats, threat detection, security, browser extensions

**FINANCIAL MANAGEMENT SYSTEM: A SYSTEM DEVELOPMENT
FOR GENERAL LEDGER AND ADVANCE AUDIT AND
COMPLIANCE MODULE**

Adrian Lester Padayao, Reygie Arizala, John Mark Oñas, Aundrei Rodriguez,
Jimmedel Banse, Ronald Roldan Jr.

Abstract

A Financial Management System (FMS) plays a crucial role in enterprises, particularly in the finance department, by facilitating efficient fund management, budgeting, financial planning, and forecasting to support informed decision-making. However, many existing FMS solutions lack key features such as comprehensive financial planning, budgeting, compliance processes, and cash management, which can result in fund mismanagement, inaccurate financial reports, and even potential bankruptcy. Additionally, FMS teams face various challenges, including expense tracking, resource allocation, reporting, and regulatory compliance, which further impact financial stability. The project team conducted interviews with stakeholders to collect data and utilized Agile development to ensure that projects are completed on time and within the financial plan. Each sprint is carefully planned, executed, and reviewed at the end of every iteration. The team ensures that clients receive accurate and reliable financial reports, provides regular updates on their financial status, and actively involves them in decision-making processes. To effectively meet stakeholders' needs, the team employs various requirements-gathering methods, including weekly status reports, team meetings, and monthly project reviews. At the end of each sprint, progress is assessed to refine and enhance the development process. The implementation of the Financial Management System (FMS) has significantly benefited finance organizations by enhancing financial performance through integrated financial planning, reporting, and cash management. The system enables the development of comprehensive financial plans, allowing for more informed decision-making. Its financial reporting features provide a holistic view of financial data, while its cash management capabilities optimize working capital efficiency and cash flow, ultimately contributing to a stable and healthy financial position for the organization. The Financial Management System (FMS) offers significant benefits to enterprises by enhancing financial visibility, streamlining processes, optimizing resource allocation, and ensuring compliance. It enables efficient fund management, accurate financial reporting, and strategic planning, ultimately leading to improved decision-making, profitability, and long-term sustainability.

Keywords: financial management system, efficient management of funds, financial report, expense tracking

**LOGISTIC MANAGEMENT SYSTEM: OPTIMIZING SUPPLY CHAIN
OPERATIONS WITH VENDOR COLLABORATION**

Jillian Winn Castelltort, Andrea Aguilar, Rica Basco, Rosenda Balacanao,
Nolito Malinao, Emerson Galera

Abstract

A logistics management system integrates key functions such as distribution, warehousing, transportation, and procurement to ensure optimal inventory control, cost efficiency, and timely deliveries. However, logistics managers must navigate the challenge of balancing cost reduction, service quality, and risk management. In this context, vendor collaboration emerges as a strategic solution, leveraging external expertise and resources to streamline operations. This paper explores how effective vendor cooperation enhances supply chain efficiency, optimizes resource utilization, and improves overall logistics performance. Implementing Agile principles in vendor collaboration for supply chain operations involves key strategic steps. First, establish a cross-functional team comprising experts from procurement, supply chain management, vendor management, and IT to define objectives and prioritize tasks based on value contribution. Next, utilize Agile frameworks like Scrum to structure workflows efficiently. Break down supply chain processes into user stories, allowing for incremental progress through short sprints or iterations. Foster seamless collaboration with vendors by leveraging tools such as video conferencing, shared dashboards, and collaboration platforms, ensuring real-time communication, transparency, and operational agility. Bbox Company enhanced its Supplier and Vendor Management System by strengthening vendor collaboration. The centralized vendor portal facilitated profile management, bidding processes, and real-time communication, streamlining interactions and reducing response times. This improvement increased transparency in procurement, enhanced operational efficiency, minimized delays, and fostered stronger vendor relationships, leading to a more seamless and effective supply chain. The "Logistics Management System: Optimizing Supply Chain Operations with Vendor Collaboration" course focuses on enhancing supply chain efficiency through technology-driven vendor collaboration. It streamlines inventory management, transportation, and order fulfillment by improving communication and coordination among stakeholders. The system aims to reduce costs, minimize delays, and enhance overall operational performance, creating a more agile and efficient supply chain.

Keywords: logistics management system, supply chain optimization, vendor collaboration, inventory management, transportation efficiency, order fulfillment, cost reduction, operational performance, agile supply chain, technology integration

**SCHOOL MANAGEMENT SYSTEM BCP-BULACAN
(HEAD DEAN SYSTEM)**

Vincent Sarcilla, Vincent Patria, Val Ivann Estrada, Deirich Rad Remponi,
Leyneal Maceda, David Jaurigue

Abstract

Lack of staff and an ineffective mechanism to handle their workload present serious administrative issues for the Head Dean Department at the Bestlink College of the Philippines-Bulacan campus. The dean and administrative team are currently unable to efficiently manage class schedules and student information due to an overload of manual procedures. Our team is working on a centralized system that will automate and streamline the department's administrative tasks in order to address these problems. This creative solution seeks to improve productivity, lessen manual labor, and offer a practical platform for handling several facets of academic life. By putting this system in place, we hope to improve the Head Dean Department's administrative processes and make them easier to handle. The Head Dean System was developed using the Agile Scrum Methodology, which places an emphasis on cooperative work, flexible planning, and iterative development. This method enables the system to be modified and enhanced over time to satisfy the department's changing requirements. To guarantee the continuous delivery of functional components, iterative sprints, user story definition, and daily stand-up meetings are essential tasks. When the Head Dean System was developed using the Agile Scrum Methodology, the outcome was a quick and effective solution that was customized to the department's unique problems. Numerous manual tasks, like maintaining class schedules, student data, and academic information, were effectively automated by the system. Additionally, it offered a consolidated database that made it easier to monitor teachers, allocate resources, and plan academic activities. The implementation of Agile Scrum improved project management's flexibility, transparency, and communication. The system could be continuously improved in response to user input and changing requirements thanks to the iterative development methodology. Significant gains in administrative effectiveness and stakeholder satisfaction resulted from this methodology's exceptional ability to meet the particular requirements of the academic setting.

Keywords: administrative challenges, centralized system, automation, efficiency, workload management

A BILLING SYSTEM FOR 1128 TEA & CAFÉ

Drixx Iver Agravante, Jude Bande, John Mark Elieza, Gonzaga Jester Aaron,
Isanan Jhon Rafael, Ola Justine Kyle, R-jay Pornasodoro

Abstract

The researchers proposed a billing system for the 1128 Tea and Cafe study project, which includes the address of Mr. Jonathan Golo. This billing system is a hardware and web-based solution designed specifically to manage and streamline the invoicing and payment processes at cafes. To ensure accurate transaction management, store owners typically require an effective accounting system. The research methodology involves a critical analysis of the advantages and disadvantages of current accounting systems used by various coffee shops. It is standard practice to verify details and payment plans with the café owner. We employ the Waterfall Model Methodology (SDLC) to plan, analyze, develop, design, test, implement, and maintain our projects. By utilizing Visual Studio Code (VSC), we are able to code our system more efficiently. For data management, security, and storage, we rely on MySQL and Docker Desktop. This billing method meets customer needs and encourages repeat business by offering premium products to brand customers. Additionally, receipts, invoices, and company funds are carefully recorded. Customers can use their email addresses to access content on the website, which not only enhances user data protection but also reduces the risk of hacker attacks. The menu includes a variety of drinks such as milk tea, frappes, cold brews, and more, depending on the type of beverage. Please decide what you would like to purchase. The research study presents a customized solution to the challenges coffee shop owners and operators face in managing their financial transactions. It offers insights into the development and implementation of an advanced accounting system. The study examines how these results can impact the overall effectiveness of coffee shop operations and enhance customer satisfaction. Additionally, the lecture discusses the challenges encountered while implementing the billing system and provides recommendations for future improvements.

Keywords: billing system, transaction management, web-based

**ADMINISTRATIVE MANAGEMENT SYSTEM: CLOUD BASED
INTEGRATION OF HUMAN RESOURCES SYSTEM AND
EMPLOYEE INFORMATION MANAGEMENT**

James Patrick Ariate, Mackey Mirando, Denver John Kyle Quintana,
Niko Sangcajo, Paulo Tolentino

Abstract

This capstone explores the potential of cloud-based technologies to enhance human resource processes and optimize workforce management. By integrating cloud computing with HR technologies, businesses can transform the way they engage, manage, and empower their employees. This research examines the benefits and implications of this integration, addressing current challenges and providing solutions to improve overall performance in an increasingly digital world. The proponents chose the Agile Scrum methodology due to its iterative framework, cross-functional teams, and responsiveness to changing requirements. The implementation focuses on secure user authentication, EIM integration, testing, and troubleshooting documentation. The daily stand-ups include discussions on various topics, such as access control, employee onboarding, and testing. The Sprint Review introduced safe authentication techniques, UI improvements, security audits, and testing results. There were also updates to the user manuals and system documentation. The integration of human resources and EIM systems is critical to the success of cloud-based solutions in microfinance institutions. Efficient human resource practices are essential for a smooth transition to cloud-based technologies. Cloud-based solutions depend on data quality, accessibility, and organizational agility, which are crucial to human resource operations. The performance of the human resource management system is not only a forerunner but also a driver of cloud technology integration as microfinance institutions navigate the evolving financial services market. Cloud-based integration of human resources and Employee Information Management (EIM) is revolutionizing the corporate landscape. The integration streamlines processes, enhances accessibility to essential human resources data, and improves data accuracy. Cloud technology's flexibility, scalability, and security features address the limitations of traditional systems, future-proof human resource processes, and facilitate collaboration among geographically dispersed teams. Moreover, cloud-based integration in human resources and EIM is a strategic necessity as businesses adapt to the evolving needs of the contemporary workforce, moving toward a future where human resources is no longer a distinct department.

Keywords: cloud-based, integration, human resources, employee information management

**ADMINISTRATIVE MANAGEMENT SYSTEM: COMMUNICATION
DRIVEN-MEETING AND CALENDAR MANAGEMENT WITH
TASK ORGANIZATION AND EVENT TRACKING**

Mark Albert Cabanizas, Mark Bryan Casaul, John Ervic Liwayway,
Cherryl Medrano, Jeraminah Tolentino, Paulo Barro Tolentino

Abstract

An Administrative Management System (AMS) is a structured framework designed to streamline and optimize administrative tasks, functions, and processes within an organization. It plays a crucial role in communication management by enabling seamless interaction among users and in calendar management by facilitating the tracking of upcoming events and meetings. However, many existing AMS solutions face significant challenges, including fragmented communication channels, disjointed calendar tools, and poor integration. These inefficiencies often lead to miscommunication, scheduling conflicts, delays, and frustration among users. Addressing these issues requires a more cohesive and integrated AMS that enhances communication, synchronizes scheduling, and improves overall organizational efficiency. The project team employed key components to support development using the Agile methodology, which breaks work into phases, providing a structured, step-by-step process for project execution. This approach ensures that all requirements are met, as weekly sprints drive continuous progress. Additionally, stakeholders are actively involved through interviews to gather data, ensuring the project's quality, accessibility, and alignment with user needs. The Administrative Management System (AMS) developed by the project team successfully meets user requirements. To address challenges in communication and calendar management, the team created an integrated system that allows administrators, managers, and staff to manage calendars, assign tasks, schedule meetings, and track events and chats. This solution enhances teamwork, reduces scheduling conflicts, and improves overall efficiency. Additionally, the system increases the company's flexibility and agility in managing appointments and meetings, ensuring users have real-time access to up-to-date schedule information. The system has the potential to significantly enhance organizational communication, efficiency, and productivity. After thorough testing, the project team confirmed that the Communication and Calendar Management System effectively helps administrators, managers, and staff prevent scheduling conflicts. Additionally, a key takeaway from the project is the critical role of stakeholder engagement in ensuring successful project development.

Keywords: administrative management system, communication, integration, calendar management, communication channel

**ADMINISTRATIVE MANAGEMENT SYSTEM: COMPREHENSIVE SOLUTIONS
BRIDGING THE GAP BETWEEN CONFIDENTIAL DOCUMENTS AND CONTRACTS**

John Paul Caballes, Maebelyn Cajelo, Ronald Delos Reyes, Em-jay Jaguio,
Louk Vharon Mariano, Paulo Tolentino

Abstract

Administrative Management: A Comprehensive Solution for Secure and Efficient Document & Contract Handling Organizations face significant challenges such as operational inefficiencies, confidentiality breaches, ineffective document management, and contract disputes, all of which can compromise their integrity and reputation. This comprehensive solution bridges the gap between confidential documents and contracts by offering: Document Management organize, store, and retrieve documents efficiently. Document Version Control track and manage changes to maintain accuracy. Document Security protect sensitive information with advanced security measures. Contract Lifecycle Management automate contract creation, execution, and renewal. Contract Repository centralize contract storage for easy access and organization. Contract Collaboration & Review enable seamless collaboration among stakeholders. System Integration ensure compatibility with existing enterprise systems. Reporting & Analytics gain insights to optimize decision-making and compliance. By streamlining administrative processes, enhancing document security, and optimizing contract management, this solution empowers organizations to improve operational efficiency, reduce risks, and ensure greater compliance and transparency. Administrative Management: CSBG CDC Implementation Approach The implementation of CSBG CDC requires a methodical process that includes crucial phases to ensure efficiency and effectiveness. This approach involves: Careful Planning & Execution establishing structured workflow processes and document hierarchies to guarantee seamless navigation and efficient management. Testing & Validation conducting rigorous evaluations to confirm the system's dependability, security, and functionality before deployment. User Training & Support providing comprehensive training and ongoing assistance to ensure smooth adoption and sustained system performance. By following this structured methodology, organizations can enhance operational efficiency, streamline administrative processes, and maintain a secure and well-organized document management system. Enhanced Document and Contract Management with Our Administrative Management System. The implementation of our administrative management system has transformed document and contract management procedures. Key improvements include: Enhanced Accessibility & Search Capabilities users can quickly locate and retrieve essential documents and contracts, boosting productivity and saving valuable time. Strengthened Security & Confidentiality advanced access controls and encryption methods protect sensitive data from unauthorized access and potential breaches. Improved Collaboration & Communication streamlined workflows facilitate seamless interaction among stakeholders, enhancing efficiency and decision-making. By optimizing these processes, our system ensures greater operational effectiveness, data security, and collaborative success. Comprehensive Administrative Management: CSBG CDC A Transformative Solution Our all-inclusive CSBG CDC Administrative Management solution addresses the limitations of traditional management techniques, marking a significant advancement in bridging the gap between contracts and sensitive documents. By leveraging cutting-edge technology and industry best practices, we empower enterprises to enhance the efficiency, security, and compliance of their document and contract management processes. To ensure continuous improvement and system adaptability, ongoing monitoring, assessment, and optimization will be essential moving forward.

Keywords: csbgcdc, security, confidentiality, documents, contracts, sensitive documents, effective management, planning and implementation

**ADMINISTRATIVE MANAGEMENT SYSTEM: EMERGENCY
RESPONSE DASHBOARD, CONTACTS, AND BUSINESS
WITH DISASTER MONITORING**

Erica Francisco, Ian Albarillo, John Lester Alorro,
Ivan Edrian Perez, Paulo Tolentino

Abstract

The systematic management of administrative resources throughout the monitoring institution is referred to as “Emergency Response Dashboard, Contacts, and Business with Disaster Monitoring” in the context of the administrative management system. It encompasses a summary of operations such as monitoring, collecting, overseeing, preparedness, recovery, continuity, and response. The administration and use of systematic responses are the essential objectives of administrative management in monitoring institutions. It provides a general management plan for emergency response resources, business continuity, and disaster recovery, referred to as administrative management. Emergency response, business continuity, and disaster recovery evaluate and initiate processes to enhance the efficiency and effectiveness of projects in these critical areas, including planning, monitoring, design, testing, and development. This procedure pertains to the design and operation of our system. Our testing process was seamlessly integrated into the Agile Scrum methodology, with testing activities embedded within each sprint cycle. The data necessitates strategic planning to define the emergency response. Applying resources responsibly and efficiently requires effective communication, monitoring of oversight implementation, system functionality, and resource allocation. The development team ensures the system's integrity, effectiveness, and troubleshooting capabilities during a 30-day transfer period. The Scrum Master must be informed of any difficulties, concerns, or updates that arise from informal discussions between team members, even though informal communication is a vital component of every project and essential for its successful completion. The planning process will now take a proactive stance before the move, and the Researcher Team will manage all necessary tasks for a seamless transition.

Keywords: planning, monitoring, design, testing and development

**ADMINISTRATIVE MANAGEMENT SYSTEM: FINANCIAL AND
BUDGET MANAGEMENT, AND TRAVEL MANAGEMENT
WITH EXPENSE MONITORING**

Jayson Azucena, Ivan Laguda, John Rey Miranda, Jason Ryan Odvina,
Jonas Pelicia, Paulo Tolentino

Abstract

The Need for an Administrative Management System in Financial & Budget Management. In today's dynamic organizational landscape, effective financial resource and travel expense management is essential. However, the absence of an Administrative Management System (AMS) for financial and budget management along with the lack of integration with existing financial systems poses a significant challenge. Traditional administrative processes often fail to keep pace with the evolving demands of modern businesses. Key challenges include: Cumbersome Budget Approvals lengthy and inefficient approval workflows delay financial decision-making. Inadequate Expense Monitoring – Limited oversight leads to mismanaged funds and financial discrepancies. Inefficient Travel Coordination poorly managed travel expenses increase costs and reduce operational efficiency. Addressing these challenges is crucial for improving financial transparency, streamlining administrative workflows, and enhancing overall profitability. Agile Development Approach for AMS the development of the Administrative Management System (AMS) followed a dynamic and collaborative process, emphasizing inclusivity and adaptability within an agile framework. Key aspects of this approach included: Iterative Sprints & Stakeholder Engagement insights were gathered through interviews, observations, and feedback analysis, ensuring the system addressed real organizational needs. Collaborative Sprint Sessions key features were identified, and tasks were prioritized into a backlog to streamline development. Daily Stand-up Meetings – Regular communication fostered transparency, rapid issue resolution Transforming Organizational Functions with AMS Deployment. The deployment of the Administrative Management System (AMS) has significantly enhanced key organizational functions, including financial and budget management, travel coordination, and expense monitoring. Its comprehensive suite of features includes: Financial & Budget Management streamlined budget approvals, reporting, and analytics, with a dedicated portal for improved financial oversight. Seamless System Integration direct synchronization with existing financial systems ensures accurate and efficient data management. The deployment of the Administrative Management System (AMS) represents a major advancement in streamlining administrative processes, particularly within financial management systems. Through proactive problem-solving and strategic implementation, the project team successfully addressed challenges and introduced transformative changes. The ongoing use of AMS is expected to drive continuous improvements in operational efficiency, cost reduction, and overall profitability. By leveraging its capabilities, organizations set a new standard for efficiency, innovation, and optimized resource management.

Keywords: financial management, budget management, travel and expense monitoring, administrative management system

**ADMINISTRATIVE MANAGEMENT SYSTEM: INTEGRATED HELP DESK,
CUSTOMER SUPPORT WITH STREAMLINING
AND API INTEGRATION**

John Nathaniel Bañares, Danna Mae Donceras, Aljane Langford,
John Derick Rosales, Daniel Sanchez, Paulo Tolentino

Abstract

Imagine a cutting-edge Administrative Management System that combines a seamless Help Desk portal with robust Customer Support features, all integrated with streamlined processes and advanced API connectivity. This transformative solution enhances efficiency and delivers exceptional customer experiences in today's fast-paced corporate environment. Handling queries and resolving issues become effortless with centralized operations and optimized workflows. The integrated Help Desk ensures prompt support and smoother communication with customers, while API integration enables real-time data sharing for personalized service delivery. Iterative processes are used to maximize productivity while implementing agile practices in the development of an integrated administrative management system with a Help Desk, customer support streamlining, and API integration. Stakeholder involvement should be the first step in defining needs and selecting appropriate solutions. Set up the Customer Support and Help Desk portals in the system, ensuring that the user interfaces are easy to use. Create API connections to improve service delivery by exchanging data in real time with external systems. To ensure preparedness, perform extensive testing and user training. Continuously improve the system based on user feedback and performance data to achieve maximum functionality and satisfaction. Significant improvements have resulted from the adoption of our streamlined processes, API interface, and integrated Administrative Management System (AMS) with Help Desk and Customer Support features. The centralization of query management and issue resolution has improved response times and overall service quality. Streamlined operations maximize workflow efficiency by eliminating manual tasks. API integration enables seamless data communication, promoting departmental collaboration and tailored service delivery. Important conversations are sparked by the installation of their integrated Administrative Management System (AMS), which includes Help Desk and Customer Support features, improved operations, and API access. Through seamless data sharing and continuous optimization efforts, it reduces response times, decreases manual tasks, streamlines procedures, and encourages departmental collaboration.

Keywords: administrative management system, customer support efficiency, help desk, api

**ADMINISTRATIVE MANAGEMENT SYSTEM: OPTIMIZING PROJECT
AND TASK MONITORING WITH PRIORITIZATION SCHEDULING
TO IMPROVE THE TASK COMPLETE**

Stephen Aldave, John Mark Anunciado, John Albert Jacobe, Ian Lloyd Montuya,
Jossiamin Siacor, Paulo Tolentino

Abstract

The Administrative Management System Enhancement project addresses critical issues faced by many organizations, such as inefficient project and task monitoring, prioritization, and scheduling. These inefficiencies often lead to delays, missed deadlines, and decreased productivity. To overcome these issues, this project aims to develop and implement an efficient Administrative Management System (AMS) that emphasizes task prioritization and real-time monitoring, ultimately improving task completion rates and project success. Building the project using the Agile Scrum technique can be a highly effective strategy. Agile Scrum is an incremental, iterative framework that prioritizes customer input, adaptability, and teamwork. The team implements Agile Scrum to develop the project through the product backlog, sprint planning, sprints, Scrum roles, review and retrospective, collaboration and communication, and documentation. By adhering to these Agile Scrum principles and practices, you can develop a project that is responsive to user demands, adaptable to change, and continuously improving over time. Agile Scrum's iterative design facilitates frequent releases and modifications, ensuring that the system complies with evolving user and stakeholder needs. The implementation of the Administrative Management System led to considerable improvements in project and task tracking and completion. Users were able to efficiently allocate personnel and focus on high-priority projects using the prioritization scheduling tool, which resulted in fewer interruptions and increased overall productivity. Real-time monitoring capabilities provided stakeholders with valuable insights into project progress, allowing for quick actions and informed decision-making. The successful implementation of the Administrative Management System emphasizes the importance of using new technological solutions to improve management processes. Organizations can enhance project and task monitoring by implementing prioritized scheduling approaches, resulting in increased efficiency and productivity. Additionally, the system serves as an effective tool for enhancing interaction and collaboration within the organization. With centralized access to project data and task assignments, team members can collaborate more effectively toward common goals, leading to greater success and the achievement of corporate objectives.

Keywords: administrative management system, prioritization scheduling, real-time monitoring

**ADMINISTRATIVE MANAGEMENT SYSTEM: REGULATORY
OVERSIGHT, COMPLIANCE AND ADVANCED ANALYTICS:
BUSINESS INTELLIGENCE SYSTEM**

John Rey Relado, Karl Joshua Bustamante, Richard Gargar Jr,
Kristine Joy Nuay, Jhude Peñano, Paulo Tolentino

Abstract

The Role of Administrative Management Systems in Organizational Success. In today's dynamic and competitive business environment, effective administrative task management is crucial for organizational success. Administrative Management Systems (AMS) offer far-reaching advantages beyond conventional office routines, playing a pivotal role in shaping an organization's strategic direction from streamlining operations to enhancing decision-making. Driving Efficiency and Productivity an AMS serves as a catalyst for efficiency and productivity by automating routine tasks such as: Data Entry reducing manual workload and minimizing errors. Document Processing streamlining approvals, version control, and accessibility. Communication Workflows enhancing collaboration and reducing response times. By eliminating time-consuming administrative burdens, AMS enables employees to focus on high-value, strategic activities, ultimately fostering innovation and growth. In today's dynamic and competitive business environment, effective administrative task management is essential for organizational success. Administrative Management Systems (AMS) offer diverse advantages that extend beyond traditional office routines, transforming operational efficiency and strategic decision-making. Boosting Efficiency and Productivity an AMS serves as a catalyst for efficiency and productivity by: Automating routine tasks such as data entry, document processing, and workflow management. Reducing manual workload, allowing employees to focus on strategic and high-value activities. Enhancing operational accuracy and speed, leading to improved decision-making and organizational agility. By integrating an AMS, organizations can streamline operations, improve resource allocation, and drive long-term growth. Revolutionizing Business Operations with AMS Implementation the installation of the Administrative Management System (AMS) marks a transformative shift in business operations, with its automation capabilities creating a ripple effect across the entire organization. Its impact extends far beyond immediate efficiencies, ushering in a new era of productivity, flexibility, and innovation in the workplace. By leveraging automation, AMS redefines conventional workflows, replacing labor-intensive, manual tasks with streamlined, automated processes. This transformation enhances efficiency, accuracy, and operational agility, empowering businesses to adapt, innovate, and thrive in a rapidly evolving landscape. Commitment to Continuous Improvement and Optimization as the developers of this project, we are committed to continuously upgrading and optimizing the system to meet the diverse needs of businesses across various industries, particularly those in administrative management. Our goal is to ensure that the system remains adaptable, efficient, and scalable, empowering organizations to streamline operations and enhance productivity. Through ongoing enhancements, we strive to deliver cutting-edge solutions that align with evolving business demands and technological advancements.

Keywords: administrative management system, data analytics, productivity, efficiency, office routines

**ADMINISTRATIVE MANAGEMENT SYSTEM: SECURITY AND ROLE BASED
ACCESS CONTROL AND USER MANAGEMENT SYSTEM**

Ericsson Buban, Riel Codilla, Khinie Jeane Pasay, Vanessa Raspi,
Beboi Joe Tumaque, Paulo Tolentino

Abstract

Nowadays, security, access control, and user management are crucial components of administrative management, ensuring the efficient operation of an organization. However, current systems often face vulnerabilities to security threats, leading to compliance issues, data breaches, and unauthorized access to sensitive information. Additionally, these systems struggle to handle the increasing volume of data, making them inadequate for modern organizational needs. During the development phase, the team conducted an in-depth analysis of the current system's workflow, processes, private information handling, and organizational structure. Throughout the development cycle, sprint and backlog processes were designed and continuously evaluated. In addition to collaborating with stakeholders, the development team held discussions to incorporate new ideas and implement further improvements. By adopting the Agile methodology, we successfully developed the system, optimized workflows, enhanced collaboration between the development team and stakeholders, and delivered value progressively. The implementation of the Security & Role-Based Access Control (RBAC) and User Management System has significantly improved the efficiency of managing user permissions, enhanced access control procedures, and strengthened data security. As a result, the risk of unauthorized access has been reduced, ensuring that users receive appropriate access based on their roles. Additionally, the system has streamlined onboarding and offboarding processes, making them more effective and efficient. Through the organization's processes, the system provides significant benefits in user management, access control, and security. Its successful implementation has enhanced the Administrative Management System by aligning it with the project's plan, goals, and objectives. Moving forward, the development team remains committed to continuous improvement and adaptation, fostering innovation and strengthening security measures.

Keywords: security, access control, role-based access control (rbac), user management, administrative management system, data security, compliance, workflow optimization, agile methodology, sprint and backlog, system development, stakeholder collaboration, onboarding

**ANAA HOTEL AND RESTAURANT MANAGEMENT SYSTEM FOR ELEVATING
GUEST EXPERIENCES: SEAMLESS INTEGRATION OF ONLINE
ORDERING HOTEL AND LOYALTY PROGRAMS**

Joshua De Asis, Anthony Abucejo, Raphael Jose Azures, Edsel Pinili,
Kim Ervin Ramos, Gerald Dela Cruz

Abstract

The restaurant and hotel industry is currently undergoing substantial change, driven in part by developments in digital technology. This shift has encouraged hotels and restaurants to seek new methods to enhance client experiences. Businesses that offer guests convenience and flexibility such as seamless online ordering, easy access to hotel amenities, and participation in reward programs are essential to guest satisfaction. The Anaa: Hotel and Restaurant Management System was created to integrate these critical components into a cohesive platform. This integration aims to enhance the overall visitor experience and increase operational efficiency in hotels and restaurants. The development of The Anaa system was guided by an understanding of the challenges faced by the hospitality sector and the emerging trends in digital technology. Extensive research was conducted to ensure that the system was developed and implemented in a manner that is flexible and responsive to evolving market demands. Source of Information: Academic Journals: Information Systems Research, Journal of Management Information Systems Textbooks: "Hospitality Information Systems and E-Commerce" by Yun-Hwa Chiang and Michael C. Sturman, "Software Engineering: A Practitioner's Approach" by Roger S. Pressman The Anaa system has been successfully implemented in numerous hotels and restaurants, leading to significant improvements in guest satisfaction, operational efficiency, and revenue. Guests appreciate the simplicity of the online ordering process and the convenience of accessing hotel services online. The integrated loyalty program has also increased guest engagement and retention. Hotel and restaurant operators have benefited from the system's analytics and reporting capabilities, enabling them to make data-driven decisions. The Anaa: Hotel and Restaurant Management System represents a comprehensive solution for the hospitality industry, integrating online ordering, hotel services, and loyalty programs to enhance guest experiences and streamline operations. The implementation of a loyalty program encourages stronger guest relationships and repeat business. However, challenges such as data security and employee training need to be addressed for the successful implementation of Anaa. Overall, Anaa serves as a powerful tool for hotels and restaurants to remain competitive in the digital age, driving revenue growth and overall success.

Keywords: integration, seamless, client experiences, hotel and restaurant management system

**ANAA: A HOTEL AND RESTAURANT MANAGEMENT SYSTEM
FOR USAGE OF POS SYSTEM IN GENERATING KITCHEN
TICKETS AND ORDER PROCESSING**

Harry Villanueva, Yasser Alejania, Jana Marie Bonido, Angeline Morales,
Angeline Morales, Genel Rose Viñas, Gerald Dela Cruz

Abstract

A restaurant management system plays a crucial role in overseeing essential operations such as menu creation, order processing, and payment transactions within the hospitality industry. However, inefficiencies in these systems can lead to slow performance, causing delays in taking orders and processing payments. Such delays not only extend customer wait times but also disrupt overall restaurant efficiency. As a result, customer satisfaction may decline, and operational workflow can become less streamlined, ultimately affecting the restaurant's profitability and reputation. The project team's adoption of an agile approach in developing the restaurant management system follows a dynamic and iterative process. This begins with gathering crucial information through stakeholder interviews, direct observations of restaurant operations, and close collaboration with restaurant owners, managers, and staff. Once collected, the team analyzes and prioritizes the data to determine the essential features the system must include. These features focus on optimizing menu management, enhancing point-of-sale transactions, and streamlining order processing to improve overall efficiency. The project team's adoption of an agile approach in developing the restaurant management system involves a dynamic and iterative process. It begins with gathering vital information through stakeholder interviews, direct observations of restaurant operations, and close collaboration with restaurant owners, managers, and staff. After collecting this data, the team analyzes and prioritizes it to identify the essential features that the system must include. These features focus on optimizing menu management, enhancing point-of-sale transactions, and streamlining order processing to improve overall efficiency. The new restaurant management system has not only improved operational efficiency but also introduced innovative features that enhance safety, productivity, and overall restaurant success. One of its key benefits is the emphasis on safety measures. With features like contactless ordering, digital payment options, and electronic menu displays, restaurants can create a safer dining environment for both customers and staff, particularly in response to health and safety concerns.

Keywords: restaurant management system, operational efficiency, innovative features, safety measures, productivity, success, contactless ordering, digital payment, electronic menu displays, health and safety, customer experience, staff efficiency, streamlined

**ANAA: HOTEL AND RESTAURANT MANAGEMENT SYSTEM - ENHANCING
CUSTOMER EXPERIENCE WITH REAL-TIME ROOM AVAILABILITY,
SECURE DATA HANDLING, AND CONTACTLESS PAYMENT**

Marifel Laynesa, Mary Jane Bando, Adrian Makilan, Mark Steeven Silva,
Richard Ysalina, Gerald Dela Cruz

Abstract

As the hospitality industry evolved, so did hotel businesses due to the application of digital technology. People want things fast, which is why hotels are seeking new solutions they believe will be effective changes that will help them perform their work better. However, these changes come with challenges, such as keeping track of room availability, securing data, and managing payment transactions. This study focuses on Anaa: Hotel and Restaurant Management System, designed to enhance the guest experience through real-time room availability, secure data handling, and contactless payment. A mixed-methods approach was applied, incorporating interviews and the Agile methodology to evaluate the effectiveness of this capstone project in improving guest satisfaction and operational efficiency. Interviews were conducted with hotel staff to gather insights into the implementation process and its impact. The Agile methodology, which includes planning, designing, development, testing, and deployment, contributed to the system's development. Results show a significant improvement in the guest experience from the capstone project. Knowing room availability in real time made booking faster and reduced overbooking. Keeping data secure helps guests feel confident about their privacy. Using contactless payments made transactions easier, reduced waiting times, and provided convenience to all users. The implementation of the system shows its potential to not only improve guest experience and satisfaction but also enhance operations effectively. However, challenges such as setup costs and staff training need to be addressed to maximize the system's benefits. This research provides valuable insights for researchers seeking to update the technology used to enhance the guest experience in the hospitality industry.

Keywords: hotel and restaurant management system, improved guest experience

**ANAA: HOTEL AND RESTAURANT MANAGEMENT SYSTEM - QUALITY
PROCESS OF TAKING RESTAURANT RESERVATION AND
EVENT WITH TIME MANAGEMENT SYSTEM**

Reyvir Jet Barandon, Arthson Delloro, Gemilou Frijas, Klenth James Higayon,
Jester Legaspi, Gerald Dela Cruz

Abstract

In the dining sector, overseeing tables and event bookings is essential for efficient functioning. Nonetheless, numerous restaurants encounter difficulties due to obsolete systems. Our Restaurant Table and Event Reservation system, along with Time Management, aim to tackle these challenges. It simplifies reservation procedures and enhances customer satisfaction. This system enables restaurants to improve their resource management and remain competitive in the marketplace. Numerous restaurants face challenges with old reservation systems, resulting in double bookings, overlooked reservations, and ineffective staff distribution. Without efficient time management skills, these venues struggle to optimize table turnover and organize events, leading to possible revenue decline and customer discontent. The project team addresses these issues. It simplifies the reservation process and improves time management, such as displaying table availability instantly and organizing events more effectively. This assists restaurants in increasing revenue, optimizing staff time, and maintaining high customer satisfaction. To assess the Reservation process, researchers performed interviews, surveys, and observations at dining establishments. The main topics examined were: -Booking systems (internet, telephone) -Processes for event reservations -Strategies for table assignment and time management -Customer opinions regarding the reservation experience. Interviews and observations provided important insights about table reservations, event bookings, and time management systems within the restaurant sector. Main discoveries highlight: The significance of accessible online and telephone booking systems. The necessity for effective communication and collaboration among personnel. The importance of managing tables in real-time and optimizing seating. Difficulties in handling customer expectations during busy periods. Chances to enhance staff scheduling and distribution of tasks. By establishing efficient table reservation, event scheduling, and time management systems in the restaurant sector through crucial elements like intuitive booking platforms, real-time table oversight, staff collaboration, and effective task distribution, restaurants can elevate customer satisfaction, streamline operational processes, and enhance overall service quality.

Keywords: restaurant reservation system, event booking, time management, table availability, staff optimization, customer satisfaction, revenue growth, operational efficiency, resource management, competitive advantage

**ANAA: HOTEL AND RESTAURANT MANAGEMENT SYSTEM ENHANCING
CUSTOMER SATISFACTION THROUGH INTEGRATED FEEDBACK
ANALYSIS, INVENTORY MANAGEMENT, AND
REPORTING MANAGEMENT**

Van Daryl Egalin, Rona Ancla, Mc Gerry Bendijo, Rea Jane Pradilla,
Mark James Samante, Gerald Dela Cruz

Abstract

Previous research underscores the critical role that customer feedback and evaluations play in the restaurant industry. However, a significant challenge arises from the lack of oversight or approval of these reviews. Frequently, customer feedback is published without proper scrutiny, regardless of its relevance or accuracy. This unregulated system can facilitate the spread of false or misleading reviews, potentially tarnishing the restaurant's reputation. Consequently, negative or inaccurate feedback can undermine the restaurant's credibility, diminish customer trust, and erode its competitive advantage in the market. Effective moderation and approval mechanisms are essential to safeguard the integrity of reviews and maintain a positive brand image. Resto incorporated Agile principles while creating and launching an easy-to-use web-based feedback and reviews system. The procedure began with comprehensive requirements-collection meetings and a joint endeavor that included software developers, designers, and subject matter specialists. By means of repeated prototyping, evaluation, and ongoing improvement, they utilized advanced web technologies to improve the system. Feedback systems, including surveys and interviews, were put in place to guarantee continuous input, and the system was launched in various restaurants with extensive support and upkeep. Tracking essential performance indicators, such as order fulfillment durations and customer satisfaction ratings, enabled the assessment of system effects. In the end, by providing comprehensive project descriptions and results to enhance document and item management for the client's operations. The management system for restaurants, Resto, has implemented proactive measures to improve the feedback and review process at Anaa restaurant. By utilizing Resto4's sophisticated capabilities, Anaa restaurant can now proficiently oversee and regulate customer feedback. This integration guarantees that all feedback is carefully approved by the restaurant's admin prior to being shown publicly, reducing the chances of irrelevant or misleading reviews. Customer opinions and evaluations are essential in the restaurant sector, yet the absence of moderation can result in misleading and incorrect reviews, damaging a restaurant's reputation. To tackle this, eateries need to establish a strong moderation system. By implementing review approval systems and utilizing sophisticated feedback tools for categorization and filtering, restaurants can guarantee that only pertinent and genuine feedback is shown.

Keywords: customer opinions, restaurant sector, moderation system, review approval, feedback tools, categorization, filtering, authentic feedback, restaurant reputation, genuine reviews, customer trust, business success

**ANAA: HOTEL AND RESTAURANT MANAGEMENT SYSTEM: HOUSEKEEPING
AND MAINTENANCE WITH DIGITAL REQUEST INTEGRATED WITH
DOOR LOCK SYSTEM USING RFID SENSOR AND AUTOMATED
INVENTORY MANAGEMENT SYSTEM**

Warren Ryo Peña, Justine John Aton, Wowie Olarte, Norhana Gandarosa,
Lhey Justine Pateño, Gerald Dela Cruz

Abstract

Technological advancements are revolutionizing the highly competitive hotel and restaurant industries, driving improvements in service quality and attracting guest interest. The Hotel and Restaurant Management System (HRMS) offers an integrated solution, including digitalized inventory management, designed to meet the specific needs of these sectors. However, many hotels still rely on outdated methods, leading to inefficiencies and security vulnerabilities. This project seeks to address these issues by implementing RFID sensors for enhanced door security, an automated inventory management system for precise tracking of hotel supplies, and digital platforms for housekeeping and maintenance requests. The objective is to create a fully integrated, digitalized system that enhances operational efficiency, improves security, and ultimately delivers a better experience for both employees and guests. The Agile Scrum methodology focuses on fostering trust and collaboration within teams, enabling them to work directly with customers to understand their needs and provide timely, effective solutions. Each sprint is dedicated to developing specific features, allowing for continuous progress and improvement. Regular scrum meetings ensure adaptability, transparency, and strong communication, enabling teams to respond quickly to changes and challenges. The project manager plays a crucial role in overseeing the project's scope, managing day-to-day operations, and supporting both the project team and sponsor. Beyond ensuring the project's successful execution, the project manager also helps the team generate leads, contributing to the overall growth and success of the company. This project aims to enhance housekeeping and maintenance services by integrating a digital request system with an RFID-based door locking system and an automated inventory management system. Guests can conveniently submit housekeeping and maintenance requests digitally via their mobile devices, improving responsiveness and customer service. The RFID door locking system ensures heightened security, while the automated inventory management streamlines tracking and management of hotel supplies. By digitizing these processes, the project not only improves operational efficiency but also elevates the overall guest experience, delivering seamless, timely, and secure services. The integration of technologies such as an automated inventory management system and an RFID-based door locking system into a unified digital request platform for housekeeping and maintenance has significantly streamlined operations and enhanced service delivery. Two key lessons learned from this project's implementation are the importance of establishing clear project objectives and conducting a thorough needs analysis. These steps are essential for aligning the project with stakeholder expectations and ensuring its success. Additionally, fostering collaboration between the project team, stakeholders, scrum master, and end users is critical for incorporating diverse perspectives, addressing all needs, and ensuring the solution is both effective and comprehensive.

Keywords: integration, automated inventory management, rfid-based door locking, digital request platform, housekeeping, maintenance, project objectives, needs analysis, collaboration, project team, stakeholders, scrum master, end users, service delivery, efficiency

**ANAA: HOTEL AND RESTAURANT MANAGEMENT SYSTEM:
INTEGRATING GUEST SATISFACTION AND EVENTS
THROUGH MULTI-PLATFORM CHANNELS**

Diana Abadiano, Grace Asico, Althea Hubilla, Bryan Manapat,
Jamaica Seguban, Gerald Dela Cruz

Abstract

Events allow individuals to interact with their surroundings, spend time together, appreciate and experience diverse cultures, and stimulate creativity and innovation. Client Relationship Management (CRM) is a strategy used in the hotel industry to develop and manage profitable client relationships. This system will reduce client frustration while also saving them time. The company will use this system to integrate guest satisfaction and event management across multiple platforms. For this type of research, the team uses an Agile methodology to progress while gathering material through online research, reading books, and reviewing previous works relevant to the topic. The team then evaluates each aspect to delve deeper and gather more information to support the research. The developer creates a roadmap, or pattern, to serve as a guide. Following this, the team holds several meetings to discuss and evaluate the project's progress, determining what needs to be changed, improved, or removed to achieve a strong conclusion or final output. The outcomes of this study emphasize the revolutionary potential of mobile check-in technology in premium hotels. As technology continues to shape the visitor experience, hotels should invest in easy-to-use and secure mobile check-in solutions. Addressing obstacles and capitalizing on the opportunities afforded by these technologies will be critical to remaining competitive in the evolving hospitality market. The study's findings indicate a substantial positive link between the use of mobile check-in technology and greater visitor satisfaction. Guests appreciate the convenience of skipping traditional check-in lines, and the streamlined process helps create a favorable first impression of the hotel. The ease of use and time-saving aspect of mobile check-in align with modern travelers' rising expectations for a seamless journey. The findings highlight the HRMS's transformative influence on hospitality operations, underscoring the importance of technology adoption in increasing efficiency and guest satisfaction. To maintain the benefits of the HRMS, recommendations include investing in comprehensive training programs, ongoing system optimization, and regular guest feedback monitoring. Limitations include a small sample size and potential biases in self-reported data, indicating areas for future research.

Keywords: anaa hotel and restaurant management system, customer satisfaction, improved guest experience

**ANAA: HOTEL AND RESTAURANT MANAGEMENT: IMPLEMENTING
AND IMPROVING THE CUSTOMER EXPERIENCE, OPERATIONAL
EFFICIENCY OF THE POINT OF SALE, BILLING SYSTEM
AND LOYALTY REWARDS.**

Aya Mae Varona, John Loumel Dela Cruz, Charlie Nazareno,
Erika Reginaldo, Jayson Ramos, Gerald Dela Cruz

Abstract

In the dynamic and ever-evolving hospitality industry, the project titled “Hotel & Restaurant Management” explores strategic initiatives aimed at enhancing customer satisfaction and optimizing operational efficiency. Through interviews with hotel and restaurant professionals, this study examines innovative strategies and emerging technologies that improve guest experiences and streamline internal operations. Key components such as continuous monitoring, data-driven decision-making, and proactive customer engagement play a crucial role in sustaining long-term success. As the industry advances, adopting cutting-edge solutions and refining management practices remain essential for maintaining competitiveness and delivering exceptional hospitality services. To assess and enhance the effectiveness of the Billing & Payment System, Point of Sale (POS) System, and Loyalty Reward Points Program, a comprehensive research methodology was employed. This study gathered valuable insights and feedback from key stakeholders through multiple approaches: Primary Research: Face-to-face interviews with employees provided firsthand perspectives on system efficiency, user experience, and potential areas for improvement. Additionally, direct observations were conducted to document how billing and payment processes, POS systems, and loyalty rewards programs operate in real-world settings. Secondary Research: A thorough review of relevant academic research papers was undertaken to gain deeper insights into best practices, technological advancements, and industry trends related to billing, POS, and loyalty systems. By integrating both qualitative and quantitative research methods, this study aims to identify strengths, address challenges, and propose enhancements that optimize these systems for improved operational efficiency and customer satisfaction. The face-to-face interviews conducted with key stakeholders provided valuable insights into the effectiveness of the Billing & Payment System, Point of Sale (POS) System, and Loyalty Reward Points Program. Key findings include: Diverse Payment Preferences: Stakeholders emphasized the need for multiple payment options, including credit/debit cards and mobile wallets, to enhance customer convenience. Security & Integration: The importance of secure transactions and seamless integration with the POS system was highlighted as a critical factor for operational efficiency. User Experience & Efficiency: Respondents stressed the need for user-friendly interfaces, faster transaction processing, and real-time inventory management to improve overall workflow. Loyalty Program Engagement: Participants expressed varying levels of engagement with the loyalty rewards program, indicating the need for further evaluation and potential enhancements to increase participation. These insights underscore the necessity of continuous improvements to ensure a seamless, secure, and customer-friendly experience across all systems. The findings of this research underscore the critical role of an integrated management system in the hotel industry, highlighting both challenges and opportunities for improvement. Identified challenges include technical issues in payment processing, data security concerns, and the necessity for continuous system updates to ensure seamless operations. Conversely, the study reveals valuable opportunities, such as integrating loyalty rewards points with mobile payment solutions and utilizing customer data to create targeted promotions and personalized experiences. These insights emphasize

the importance of innovation, operational efficiency, and customer-centric strategies in enhancing overall guest satisfaction and business success.

Keywords: hotel industry, integrated management system, payment processing, data security, system updates, loyalty rewards, mobile payment solutions, customer data, targeted promotions, personalized experiences, operational efficiency, guest satisfaction, business success

APZSHOP E-COMMERCE: VENDOR

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Mark Anthony Ruelo, Alejandro Adovas

Abstract

E-commerce vendors offer a variety of products online. However, many vendors face challenges due to outdated systems. They struggle to manage their inventory properly, leading to problems such as overstocking, stockouts, and inefficient use of warehouse space. This results in poor customer service. Missed sales opportunities and delayed deliveries contribute to lower customer satisfaction. The project team aims to address these issues by making inventory management easier and improving the efficiency of order processing. The project team adopts an agile methodology to gather data through stakeholder interviews, workflow process observations, and critical feedback analysis. They prioritize essential features for the APZSHOP E-commerce vendor platform and create a task backlog for each sprint. Tasks are completed iteratively, with daily stand-up meetings to ensure clear communication and progress tracking. At the end of each sprint, the team conducts reviews to assess progress and make necessary adjustments. This agile approach ensures the platform remains aligned with user needs, continuously improving based on stakeholder input and adapting to the evolving requirements of the e-commerce environment. The APZSHOP e-commerce vendor platform has delivered significant benefits to all stakeholders in the e-commerce industry. A standout feature is the real-time inventory tracking system, which provides vendors with up-to-the-minute updates on stock levels, allowing them to efficiently manage restocking and avoid stockouts. In addition, the platform integrates automated order processing systems with inventory management software, streamlining operations and minimizing manual errors. This automation speeds up order fulfillment, enhances operational efficiency, and ultimately improves customer satisfaction. By optimizing these processes, APZSHOP empowers vendors to stay competitive, ensuring timely product availability and a seamless shopping experience. The APZSHOP Web Application: Vendor is revolutionizing the industry by reshaping the distribution models for goods and services. Through enhanced customer service features, the platform significantly boosts customer satisfaction, helping vendors navigate challenges and capitalize on opportunities in the rapidly evolving digital marketplace. As more vendors adopt the APZSHOP Web Application, the e-commerce industry can anticipate further improvements, particularly in advanced real-time tracking systems. These innovations will streamline operations, optimize inventory management, and drive long-term growth, positioning the platform as a key player in the future of e-commerce.

Keywords: apzshop, web application, vendor, distribution models, goods and services, customer service, customer satisfaction, e-commerce, digital marketplace, real-time tracking, inventory management, innovation, growth, platform, future of e-commerce

APZSHOP MOBILE APPLICATION: VENDOR

Vince Rico, Jenard Arches, Angelo Luis Palico,
Alexandrine Espole, Alejandro Adovas

Abstract

The APZSHOP mobile application revolutionizes the e-commerce experience for vendors by providing an all-in-one platform designed to optimize sales, streamline operations, and foster deeper customer engagement. Focused on simplicity, efficiency, and innovation, APZSHOP enables vendors to easily manage their online presence, expand their market reach, and maximize profitability. With intuitive features like seamless product uploads, real-time inventory tracking, and customizable storefronts, vendors can effortlessly showcase their products while offering a tailored shopping experience. Additionally, APZSHOP enhances business growth through secure transactions, powerful analytics, and targeted marketing tools, empowering vendors to make data-driven decisions and build long-term relationships with their customers. TThe APZSHOP Mobile Application: Vendor is developed using the Agile Scrum methodology, which focuses on adaptability, flexibility, and iterative development to ensure high-quality outcomes. Agile Scrum fosters a collaborative and adaptive environment, allowing for rapid responses to changing requirements while maintaining a focus on delivering customer satisfaction. In the context of e-commerce, this methodology emphasizes continuous improvement and teamwork. By breaking the project into smaller, manageable tasks using Scrum and Kanban, the development process remains agile and responsive, enabling the team to refine the application in real-time and align it closely with vendor needs, ensuring an exceptional user experience. The implementation of the APZSHOP Mobile Application has brought about transformative shifts in the e-commerce landscape for vendors. Key performance indicators reveal substantial improvements across various metrics, demonstrating the platform's effectiveness in enhancing vendor-consumer interactions and driving business growth. The APZSHOP Mobile Application has delivered measurable benefits to vendors in the e-commerce sector, accelerating growth, deepening customer relationships, and spurring innovation within the industry. By streamlining operations and offering advanced, user-centric features, APZSHOP has proven to be a powerful tool, enabling vendors to stay competitive, adapt to market changes, and thrive in an increasingly dynamic e-commerce environment. The APZSHOP mobile application is a groundbreaking platform that is set to transform e-commerce for vendors. Combining state-of-the-art technology with an intuitive, user-friendly design, it provides vendors with effective tools to showcase and sell products on a global scale. With a strong emphasis on scalability, security, and international reach, APZSHOP supports vendors in navigating the competitive e-commerce landscape. The platform drives growth, encourages innovation, and contributes to economic progress, ensuring vendors can thrive in an increasingly dynamic and interconnected marketplace.

Keywords: apzshop, mobile application, e-commerce, vendors, technology, user-centric design, global reach, scalability, security, business growth, innovation, economic development, competitive landscape, marketplace

APZSHOP MOBILE APPLICATION: CLIENT

Caye Angelika Clotario, Rannie Kane Ayento, Ma Cristina Nitura,
Christian Dangkahon, Leonardo Engojo, Alejandro Adovas

Abstract

The Apzshop E-commerce Mobile Application aims to simplify people's lives. It puts the market in your hands, but naturally, some limitations or issues may require assistance when developing a mobile app for e-commerce. Certain problems arise, such as privacy concerns, where the personal information of sellers and buyers is protected by requiring a signature on the app. Furthermore, the mobile e-commerce software must ensure the backup of all seller and buyer data. Using the Agile methodology, the researchers explored a range of options to enhance client satisfaction and project advancement. Researchers worked closely together to improve the user experience for customers using mobile e-commerce apps. The application's simple design, vibrant images, straightforward navigation, and flexible layouts for optimal viewing across various devices were conceived by the researchers and stakeholders. Additionally, to provide a better user experience, seamless transactions, and secure payments, the researchers and stakeholders ensure that the application's security and architecture function flawlessly. The execution of the app will bring convenience to clients by allowing them to order and receive goods at their doorstep using their mobile devices anytime, anywhere. Both stakeholders benefit when the project is carried out successfully. This project demonstrates the effectiveness of having a marketplace and product showcase within a mobile device. The system features the following: the effectiveness of detecting user location for greater accuracy and reduced order delays, and the ability for users to easily track their online purchases. The Apzshop Mobile E-commerce Application aims to take the next step in making shopping on mobile devices more engaging and convenient. It will help both consumers and sellers buy and sell goods online. The market for goods will become more competitive to meet user demand. Consequently, additional opportunities will be generated, greatly benefiting the industry.

Keywords: apzshop, mobile application, e-commerce mobile application

**ASSET UTILIZATION INVENTORY OPTIMIZATION FACILITY
AND SPACE ADMINISTERING**

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Jolina Joy Edillor, Paulo Tolentino

Abstract

Efficient asset utilization plays a crucial role in inventory management and facility space administration for businesses. Optimizing the use of assets such as inventory, storage space, and equipment can result in substantial cost savings, enhanced operational efficiency, and a stronger competitive position in the market. Despite its importance, many businesses face challenges in maximizing asset utilization, leading to inefficiencies, surplus inventory, and underutilized space. This study seeks to assess the current state of asset utilization in inventory optimization and facility space management, identify key challenges and opportunities, and propose actionable strategies for improvement. To achieve the study's objectives, a comprehensive research methodology was implemented, incorporating quantitative analysis, case studies, and an extensive review of relevant literature. Data on inventory levels, facility layouts, asset utilization rates, and other key metrics were gathered through surveys, interviews, and the examination of operational records. Statistical methods, such as regression analysis and data visualization, were utilized to evaluate current asset utilization levels and identify areas with significant potential for improvement. The results of the asset utilization assessment reveal several critical findings. Many businesses were found to be operating below optimal asset utilization levels, resulting in poor inventory turnover rates and underutilized facility space. Furthermore, an evaluation of space management practices identified instances of wasted space and inefficient layout configurations. When compared to industry benchmarks, these deficiencies highlight the need for businesses to enhance their asset utilization strategies to remain competitive in the marketplace. The findings from the asset utilization assessment provide several key insights. It was observed that many businesses are operating below optimal asset utilization levels, leading to poor inventory turnover rates and inefficient use of facility space. Additionally, the evaluation of facility space management revealed significant instances of space wastage and inefficient layout configurations. A comparative analysis with industry benchmarks highlighted the urgent need for businesses to enhance their asset utilization practices in order to maintain competitiveness in the market.

Keywords: asset utilization, inventory optimization, facility space management, operational efficiency, cost savings, inventory turnover, space utilization, asset management strategies, facility layout, benchmarking, competitive advantage, business efficiency

DOCUMENT MANAGEMENT ARCHIVING WITH DOCUMENT TRACKING SYSTEM

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Mary Joy Montanez, Rosauo Villalon Jr.

Abstract

Stakeholder involvement and assistance are ensured by the LGU Document Management Archiving with Document Tracking System. Securing information and support from stakeholders requires communication. Stakeholder interest could impact the project in a good or bad way. We can successfully manage and balance stakeholders' interests while completing all project duties if we communicate with them on a regular basis. Putting document management into practice enhances data organization and document archiving. By keeping an eye on papers for modifications, access, and other activities, document monitoring enhances security. Document retrieval is implemented by demonstrating how users access and search for documents within the system. Finally, the barangay was asked to access and download the document using document. To begin our investigation, our team divides big tasks into smaller sprints using the agile scrum technique to carry out system development. We keep sprint and product backlogs with user stories to monitor and visualize the system's development. Each member of the five-person team has distinct duties to guarantee work completion and adherence to the criteria necessary for system expansion. Putting the document tracking and management archiving system into practice. In order to supervise document-related operations, first put in place a tracking system that includes tracking document status, pending documents, denied documents, and approved documents. Second, create a system that uses secure communication protocols and file encryption to guarantee the integrity and confidentiality of documents that are saved. Finally, to increase productivity, improve document organization by applying tagging and category strategies. Although we acknowledge the challenges, including data quality issues and the need for constant updates to stay up to date with the most recent system or updated system for LGU in document management, document management archiving with a document tracking system can help to organize the process and store documents and manage also in our LGU EIS.

Keywords: lgu, document management, archiving, document tracking, stakeholders, information

**FACIAL RECOGNITION ADVANCEMENTS, APPLICATION
AND ETHICAL CONSIDERATIONS**

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Joven Derayo, John Paul Mantile

Abstract

Safe and effective identification methods are needed more than ever in the digital age. Due to advances in AI and machine learning, facial recognition technology has become increasingly popular. It is used in law enforcement, cellphone security, and airport check-ins. However, its usefulness raises ethical concerns, such as privacy, consent, and potential misuse. Facial recognition technology has gained even more significance as these concerns have sparked heated debates. This essay explores technological advancements and their ethical implications. This research examines the evolution, usage, and ethical considerations of facial recognition technology. To understand the moral challenges of facial recognition, the study employs research, stakeholder interaction, and collaboration. It involves reviewing research articles, industry reports, and case studies to improve facial recognition, monitor its use, and identify ethical concerns. Real-life examples from various sectors are analyzed for their impact and ethical implications. Experts, governments, and advocacy groups assess the social and moral effects of facial recognition. Surveys evaluate privacy, data security, and ethical considerations. Ethical theories and frameworks guide the discussion on the morality of facial recognition. Awareness campaigns educate the public on the intersection of technology and ethics. For ethical deployment, transparency, and accountability, regulatory and oversight systems are proposed. Collaboration enhances communication, information sharing, and advocacy for the safe use of facial recognition. The study concludes with a comprehensive research report presented through talks, articles, and presentations. Feedback is essential to assess the project's impact on ethical discourse and suggest improvements. The facial recognition system showed that it could recognize people in real time and that it could be expanded easily. Bias detection testing was done to find and fix biases across demographics, which made it less likely that unfair results would happen. Despite advances in technology and efforts to reduce bias, facial recognition technology continues to raise moral concerns. Further improvements are needed to protect privacy, ensure fairness, and enhance transparency. Due to the lack of industry standards, ethical and regulatory frameworks are essential. Responsible progress requires collaboration among policymakers, industry professionals, academics, and advocacy groups. Trust and understanding of facial recognition technology are crucial. Above all, we must ensure its development and use remain fair, transparent, and accountable.

Keywords: facial recognition, safe identification methods, digital age

**FINANCIAL MANAGEMENT SYSTEM: ACCOUNTS PAYABLE
MODULE & ACCOUNTS RECEIVABLE MODULE WITH
CLIENT PORTAL AND VENDOR PORTAL INTERFACE**

Roldan Palana, Joy Ann Cabatuando, Jemar Dalacan, Mark Angelo Gajardo,
Maricel Santillan, Ronald Roldan

Abstract

Accounts Payable and Accounts Receivable are crucial components of financial management, with the former handling short-term company obligations and the latter managing customer credit transactions. Both face challenges such as slow approvals, invoice mismatches, and friction with customers and suppliers, which can hinder overall financial management and cash flow. Addressing these challenges is essential for optimizing financial operations and ensuring sustained business success. In the initial stage, the project team uses the Agile Scrum Methodology to gather insights from stakeholders via interviews to understand Accounts Payable (AP) and Accounts Receivable (AR) processes. Stakeholder feedback guided the identification of key features and deliverables. The project then followed iterative sprint cycles, leveraging agile methodologies and collaborating with cross-functional teams to enhance AP and AR processes for improved financial management and organizational success. The implemented methodologies notably enhanced Accounts Payable (AP) and Accounts Receivable (AR) functions, reducing processing times, increasing efficiency, and improving cash flow management. Enhanced reconciliation procedures and improved communication channels minimized discrepancies and fostered smoother transactions, collectively elevating the efficiency, accuracy, and effectiveness of AP and AR processes, ensuring sustained success in financial management and operations. Finance management for AP & AR has brought tangible improvements in processing, making the monitoring of AP and AR easier by using a relational database for data storage and an interactive interface built with the Laravel framework and Bootstrap components for ease of use. These findings underscore the necessity of ongoing investment in optimizing AP and AR operations to ensure organizational competitiveness and long-term financial health.

Keywords: finance, accounts payable, accounts receivable, sustained business success

**FINANCIAL MANAGEMENT SYSTEM: AN INTEGRATED SYSTEM FOR
EXPENSE MANAGEMENT, COST ALLOCATION, BUDGETING AND
FORECASTING: SYNERGIZING FINANCIAL INSIGHT**

Kayla Campaña, Mark Luis Bonifacio, Matthew Laxamana, Princess Gem Recopuerto,
John Paul Rosales, Ronald Roldan Jr.

Abstract

In today's fast-changing financial landscape and competitive market, robust financial management is essential for organizational success. However, our current financial processes rely on manual, fragmented systems that limit adaptability and informed decision-making. To address these challenges, we propose implementing an advanced Financial Management System (FMS). This system will integrate financial management tools, automation, and control mechanisms while consolidating cost allocation, expense management, budgeting, and forecasting. By enhancing financial insight and operational efficiency, the FMS will enable organizations to make data-driven decisions and maintain a competitive edge in a dynamic business environment. An agile project management approach, dividing the development process into distinct stages: Concept: In this initial phase, the product owner defines the project's scope, setting clear objectives and expectations. Inception: Once the concept is established, a development team is assembled. The product owner evaluates team availability, selects the most suitable members, and provides the necessary tools and resources. Iteration: Also known as the construction phase, this is the longest stage, involving core development tasks such as coding, testing, and refining the system. Release: During this phase, the pre-development team ensures smooth system operation by providing continuous support and addressing any emerging issues or bugs. Retirement: A product reaches this stage when it is either nearing completion or being phased out. Before release, the quality assurance team conducts thorough testing to verify functionality and ensure system reliability. This agile methodology enables a structured, efficient, and adaptive development process, ensuring high-quality software delivery. The implementation of the Financial Management System (FMS) has brought significant advantages to participating organizations, including: Automation of Financial Processes: The system minimizes manual effort by automating tasks such as expense approvals, cost allocation, and budget updates, enhancing efficiency and accuracy. Improved Resource Allocation: With data-driven insights, organizations can optimize resource distribution, boosting performance and profitability. Enhanced Transparency and Accountability: By centralizing financial data and reporting, the FMS promotes financial visibility, ensures compliance, and supports informed decision-making. Overall, the FMS streamlines financial operations, improves productivity, and strengthens organizational financial management. The integration of expense management, cost allocation, budgeting, and forecasting into a single system represents a transformative shift in financial management. By unifying these functions, the Financial Management System (FMS) offers a streamlined and comprehensive solution, enabling businesses to manage their finances with greater efficiency, accuracy, and strategic insight. This holistic approach enhances financial decision-making and supports long-term sustainability.

Keywords: expense management, cost allocation, budgeting, forecasting, financial management system (fms), efficiency, accuracy, strategic decision-making, sustainability, financial growth

**FINANCIAL MANAGEMENT SYSTEM: COMPANY’S CROSS-PLATFORM
UI/UX DEVELOPMENT FOR VENDOR AND INVESTMENT
MODULE WITH MULTIPLE PAYMENT GATEWAYS
AND PERFORMANCE MANAGEMENT**

Kevin Gallardo, Jake Bartolay, Jonathan Barretto,
Aiman Mangotara, Ronald Roldan Jr.

Abstract

The implementation of a Vendor and Investment Management System within our Financial Management System is designed to enhance service delivery for both vendors and investors. Vendor management plays a crucial role in cost control, risk mitigation, service quality assurance, and maximizing vendor value. Enhanced transparency accelerates approval processes and simplifies transaction tracking, ensuring smoother audits. Additionally, our Investment Management System provides a comprehensive framework for overseeing an organization's investment portfolio, managing the entire investment lifecycle from planning and analysis to execution and monitoring ultimately driving financial efficiency and strategic growth. An Agile approach for this project, ensuring flexibility and efficiency in developing our Financial Management System. The system is structured into modular components, enabling teams to complete tasks within shorter cycles. This approach allows us to quickly adapt to shifting priorities, address emerging issues, and minimize costs, delays, and inefficiencies. We implemented the Agile framework using the Scrum methodology. Our Scrum teams consist of ten groups, each comprising four to five members, led by a product owner, a research adviser, and a Scrum master. The Scrum framework fosters continuous communication with stakeholders and team members, ensuring ongoing feedback and necessary adjustments to optimize project success. The team faced several challenges during system development due to various errors. However, these obstacles provided valuable learning opportunities, enhancing our technical expertise and problem-solving skills, which will serve as a strong foundation for our future careers. Throughout the development process, key features were carefully evaluated some were modified, removed, or added to meet the expectations of our panelists. Ultimately, the system was successfully implemented, meeting the required standards and delivering the intended functionality. The Investment Management System and Vendor Management System have significantly enhanced efficiency in the financial industry by streamlining vendor and investor processes. These systems simplify complex operations, improving overall management and user experience. During development, our team faced numerous challenges, which ultimately strengthened our knowledge of financial systems and industry practices. Looking ahead, we anticipate further enhancements and innovations to optimize the effectiveness of these systems within the Financial Management System.

Keywords: investment management system, vendor management system, financial management system, efficiency, streamlining, vendor processes, investor processes, financial industry, system optimization, challenges, knowledge enhancement, future improvement

**FINANCIAL MANAGEMENT SYSTEM: ENHANCING FINANCIAL PERFORMANCE
THROUGH INTEGRATED FINANCIAL PLANNING, REPORTING,
AND CASH MANAGEMENT**

Arian Czesar Gonzales, Emmanuel Mirante, Nurhack Mantikayan,
Joshua Ceniza, Charlene Inosanto, Ronald Roldan Jr.

Abstract

The EIS of the Financial Management System aims to develop a comprehensive solution that addresses the financial needs of organizations. Existing financial management systems often lack integration, leading to inefficiencies in financial planning, reporting, and cash management processes. This capstone project seeks to bridge these gaps by implementing an integrated system that streamlines these essential financial functions. In doing so, it will enhance financial performance, accuracy, and decision-making capabilities. The system will provide real-time access to financial data, generate accurate financial reports, enable efficient cash management, and facilitate strategic financial planning. This project is expected to deliver a robust financial management solution for organizations. The project team interviewed stakeholders to collect data and used Agile development to ensure that development teams complete each project on time and within the financial plan. The sprint process is planned, executed, and reviewed at the end of each iteration. The team ensures that the client receives accurate and reliable financial reports, provides regular updates on their financial status, and actively participates in decision-making processes. To effectively fulfill the various needs of stakeholders, the team utilizes several requirements-gathering methods. Examples include weekly status reports, team meetings, and monthly project reviews. The finance organization has benefited from the deployment of FMS, enhancing financial performance through integrated financial planning, reporting, and cash management. The system's features enable the creation of financial plans that facilitate more informed decision-making, financial reporting that provides a comprehensive view of financial data, and cash management that maximizes working capital efficiency and cash flow, contributing to stable organizational financial health. A Financial Management System (FMS) can greatly benefit enterprises by streamlining financial planning, reporting, and cash management processes. FMS facilitates the seamless flow of financial information across different areas of the organization. Additionally, financial information systems can enhance financial performance by improving financial reporting and analysis, enabling more accurate financial forecasting, and reducing operational costs associated with redundant data management processes.

Keywords: financial management, financial planning, cash management processes, financial performance

**FINANCIAL MANAGEMENT SYSTEM: INNOVATIVE BANK RECONCILIATION
AND CREDIT MANAGEMENT INTEGRATION FOR STREAMLINED
FINANCIAL OPERATIONS**

Jerome Olvida, Kate Villan, Jasmene Joy Casido, Ramelyn Calupe,
James Lawrence Panguito, Ronald Roldan Jr.

Abstract

Financial Management System: Enhancing Bank Reconciliation and Credit Management for Streamlined Financial Operations to optimize financial monitoring, mitigate credit risk, and ensure regulatory compliance, banks require an advanced Financial Management System (FMS). This capstone project focuses on integrating innovative bank reconciliation and credit management solutions within the FMS. By automating the matching of bank transactions with corporate records, the system enhances accuracy, minimizes errors, and reduces manual effort. This integration ultimately improves financial efficiency, streamlines operations, and strengthens overall financial control. The study adopted a multifaceted approach to data collection and analysis. Information was sourced from financial institutions, software vendors, and organizations utilizing financial management systems. Quantitative analysis measured efficiency and accuracy improvements through key metrics such as reconciliation time and error rates. Qualitative data was gathered via interviews and surveys, capturing user experiences and perceived benefits. Case studies provided insights into real-world applications, while comparisons with traditional systems identified strengths and areas for enhancement. Additionally, a risk analysis was conducted to assess fraud detection capabilities and regulatory compliance. Implementing an advanced financial management system with integrated bank reconciliation and credit management requires a strategic and systematic approach. The process begins with a thorough evaluation of existing financial systems and workflows to identify inefficiencies and areas for improvement. Clear objectives should be established, focusing on enhancing accuracy, minimizing manual errors, and optimizing financial operations. Selecting the right vendor is critical and involves extensive research and evaluation to ensure compatibility with the organization's specific requirements. The system must be properly configured and customized for seamless integration with existing tools and workflows. Data migration should be carefully planned and executed to maintain data integrity and accuracy. Lastly, comprehensive training programs should be developed to equip employees with the necessary skills to effectively utilize the new system, ensuring a smooth transition and maximum efficiency. Automating credit management and bank reconciliation processes streamlines traditionally time-consuming tasks, reducing manual effort while enhancing accuracy and efficiency. By integrating with banking systems and financial software, organizations can optimize transaction reconciliation and credit risk management. Our platform serves as a hub for insights into advanced software solutions featuring automated data import, transaction matching, and exception handling. Leveraging advanced analytics and machine learning further enhances these processes by detecting patterns, identifying anomalies, and predicting future cash flows and credit risks. This technology-driven approach empowers businesses to make informed financial decisions and improve overall financial stability.

Keywords: automation, credit management, bank reconciliation, financial software, transaction matching, exception handling, machine learning, advanced analytics, predictive capabilities, cash flow management, credit risk assessment, data integration, financial

**FINANCIAL MANAGEMENT SYSTEM: SIMPLIFYING WORKFLOW,
APPROVAL MODULE AND STREAMLINING THE FINANCIAL
CLOSING AND REPORT BUILDER**

Lovely Romero, Nestor Estrella Jr., Mark Lester Reas, Dante Pajares Jr,
John Rey Lufredo, Ronald Roldan Jr.

Abstract

The Financial Management System (FMS) is essential for overseeing system operations, maintaining technological infrastructure, and implementing financial strategies. It streamlines an organization's financial activities by integrating technology into accounting, forecasting, budgeting, and expense management. A well-implemented FMS helps prevent common challenges such as inefficiencies in manual processes that lead to errors and delays, inaccurate data that hinders informed financial decision-making, and unclear cost allocation that may cause resource conflicts and stakeholder miscommunication. Agile Scrum is widely adopted by companies of all sizes due to its ability to foster collaboration and enhance efficiency in project-based work. While Agile and Scrum can function independently, their combined benefits make Agile Scrum methodology the preferred approach. Agile emphasizes incremental development, allowing teams to build projects in small, manageable increments. Scrum, a specific Agile framework, is known for breaking projects into structured tasks called sprints. This methodology ensures continuous progress, adaptability, and regular feedback, making it highly effective for fast-paced and dynamic environments. By integrating Agile principles with the Scrum framework, teams can improve productivity, enhance teamwork, and deliver high-quality results through iterative development cycles and close collaboration. This section, "Scope of the Financial Management System: Simplifying Workflow, Approval Module, and Streamlining Financial Close and Report Generation," details the planning, design, development, and implementation of the system. The system is designed to facilitate seamless encoding of financial data, including client account numbers and their corresponding applications for each worker, through an efficient data-entry module. Once recorded, the client's information will be securely stored in a database, with integrated instructions to enhance data accuracy, retrieval speed, and storage efficiency. This system aims to improve workflow automation, strengthen approval processes, and optimize financial reporting by ensuring secure, fast, and reliable access to financial data when needed. The system is designed to accurately represent the organization's financial performance and status in its statements. It ensures data integrity by verifying transactions, reconciling accounts, and making necessary adjustments. Additionally, it optimizes key business processes, enhancing efficiency and accuracy in financial operations.

Keywords: financial management system, financial performance, financial statements, data accuracy, transaction verification, account reconciliation, business process optimization, efficiency, data integrity, financial operations.

**FINANCIAL MANAGEMENT SYSTEM: SMART CONTRACTS IN FINANCIAL
SYSTEM USING ADVANCED ANALYTICS, BUSINESS INTELLIGENCE
AND ADVANCED THREAT DETECTOR FOR RISK ASSESSMENT**

Charlie Pontillo, Rizella Reyes, Hannah Marie Lactao, Arnold Florendo,
Erick Jerome Belasio, Ronald Roldan Jr.

Abstract

Integrating financial analytics and business intelligence (BI) with risk management is essential in today's data-centric financial landscape. By leveraging advanced analytical methodologies and BI tools, financial professionals can navigate complex markets and make informed decisions. Key Components of the Capstone Project: Data Integration: BI tools enable the consolidation of diverse data sources, enhancing the accuracy of risk assessments and reducing manual data handling. Advanced Data Visualization: Transforming complex datasets into visual formats such as charts and graphs aids in understanding intricate financial data, facilitating effective decision-making. Real-Time Monitoring: Given the dynamic nature of financial markets, real-time data analysis is crucial. BI tools provide this capability, allowing for timely responses to emerging risks. Enhanced Risk Assessment: Leveraging BI analytics allows financial institutions to identify and evaluate potential risks more effectively, leading to improved risk management strategies. Informed Decision-Making: The integration of analytics and BI tools empowers financial professionals to make data-driven decisions, enhancing operational efficiency and strategic planning. This project aims to address the challenges faced by financial professionals in navigating today's intricate markets by harnessing the power of data analytics and business intelligence. The insights gained are intended to support informed decision-making and effective risk management in the financial sector. Integrating financial analytics and business intelligence (BI) with risk management is essential in today's data-driven financial landscape. Employing the Agile Scrum methodology enhances this integration by promoting flexibility, continuous improvement, and stakeholder engagement throughout the project lifecycle. Project Management Approach: Cross-Functional Collaboration: Assemble teams with diverse expertise in financial analytics, BI, and risk management to foster comprehensive problem-solving and innovation. Agile Scrum Framework: Utilize Agile Scrum to manage project tasks effectively, ensuring adaptability and responsiveness to evolving requirements. Product Backlog Creation: Develop a detailed list of project tasks and objectives, prioritizing them based on impact and urgency. Sprint Planning: Organize tasks into time-boxed sprints, typically lasting one to four weeks, with clear goals and deliverables. Timeboxing: Allocate fixed time periods for each sprint to enhance focus and productivity, ensuring that deadlines are met without compromising quality. en.wikipedia.org. Daily Scrum Meetings: Conduct brief daily meetings to discuss progress, identify obstacles, and adjust plans as necessary, promoting continuous communication and collaboration. Sprint Reviews and Retrospectives: At the end of each sprint, evaluate completed work, gather stakeholder feedback, and reflect on team performance to identify areas for improvement. Risk Management Integration: Incorporate a Risk Breakdown Structure (RBS) to systematically identify, analyze, and categorize potential risks, facilitating proactive mitigation strategies. This Agile approach emphasizes continuous stakeholder engagement and incremental development, aligning with the project's goal of leveraging data analytics and BI to enhance risk management in the financial sector. By embracing flexibility and iterative progress, the project is well-positioned to adapt to the evolving needs of financial professionals navigating complex markets. Integrating financial analytics and business intelligence (BI) with risk management significantly enhances the efficiency, accuracy, and effectiveness of processes related to collecting, analyzing, and utilizing financial data for informed decision-making.

Key strategies for improving business processes in this context include: Implement Systematic Risk Identification and Assessment: Establish structured processes to identify and evaluate potential risks. Utilize tools such as risk registers, risk matrices, and scenario analysis to gain a comprehensive understanding of potential threats. This approach fosters a risk-aware culture within the organization, enabling proactive risk management. Provide Comprehensive Training and Communication: Educate employees at all levels on risk management principles and their specific roles in the process. Effective training ensures that staff are equipped to identify, assess, and respond to risks appropriately, contributing to a unified and informed approach to risk management across the organization. Leverage Advanced Technologies: Incorporate artificial intelligence (AI) and machine learning algorithms to analyze vast amounts of data, identify patterns, and make informed decisions. AI systems can adapt to changing market conditions in real-time, enhancing investment strategies and risk assessment capabilities. Utilize Specialized Risk Analytics Platforms: Employ BI platforms designed for financial risk management, such as HiddenLevers, which offer scenario analysis, investment proposal generation, and macroeconomic research tools tailored for wealth management professionals. Adopt Risk Accounting Practices: Implement risk accounting methods to quantify non-financial risks, aggregate exposures, and account for potential financial impacts. This approach enhances corporate reporting and supports enterprise risk management initiatives. By systematically identifying and assessing risks, providing targeted training, leveraging advanced technologies, utilizing specialized platforms, and adopting comprehensive risk accounting practices, organizations can significantly enhance their financial analytics and BI capabilities. These improvements lead to more effective risk management and informed decision-making in the financial sector. Integrating advanced technologies such as smart contracts, predictive analytics, machine learning, and business intelligence (BI) tools into financial management systems significantly enhances operational efficiency, decision-making, and customer engagement. Smart Contracts: Smart contracts are self-executing agreements with the terms directly written into code, operating on blockchain platforms. They automate processes such as payments, settlements, and compliance checks, reducing the need for intermediaries and minimizing transaction costs. In the insurance sector, for example, smart contracts facilitate parametric insurance, where payouts are triggered automatically based on predefined conditions, enhancing efficiency and trust. Reuters Predictive Analytics and Machine Learning: Advanced analytics, including predictive analytics and machine learning, enable financial institutions to process vast datasets to forecast market trends and assess customer behavior. These technologies facilitate real-time adaptation to market changes, enhancing investment strategies and risk management. Approximately 90% of investment managers are utilizing or planning to utilize AI, with 54% already incorporating it into their strategies. Business Intelligence Tools: BI tools aggregate and analyze financial data, providing comprehensive dashboards and reports that inform strategic decisions. Platforms like HiddenLevers offer scenario analysis, investment proposal generation, and macroeconomic research, aiding wealth management professionals in delivering data-driven advice. By integrating these technologies, financial institutions can foster a data-driven culture, enhance operational efficiency, and support informed decision-making, positioning themselves to thrive in a competitive landscape.

Keywords: financial analytics, business intelligence, risk management, decision-making, analytical methodologies, data, financial sector, market dynamics, predictive analytics, risk mitigation, business tools, data visualization, financial profession

**FINANCIAL MANAGEMENT SYSTEM: TAX CALCULATION
MANAGEMENT AND FIXED ASSET MANAGEMENT
WITH ASSETS TRACKING AND MAINTENANCE**

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Abstract

This study focuses on the perspectives of the Financial Management System (FMS), which plays a crucial role in ensuring the stability, compliance, and growth of an organization. It presents a financial management system designed to streamline tax calculation, optimize fixed asset management, and improve asset tracking and maintenance processes. The system incorporates advanced algorithms and user-friendly interfaces to automate tax calculation procedures, ensuring accuracy and compliance with evolving tax regulations. Through real-time data feeds and intelligent analytics, it provides insights into tax liabilities, enabling proactive decision-making and risk mitigation strategies. Additionally, the system offers comprehensive fixed asset management capabilities, facilitating efficient tracking, depreciation calculation, and asset lifecycle management. Through centralized databases and customizable reporting tools, organizations can gain visibility into asset utilization, performance, and financial implications, empowering strategic allocation and optimization of assets. The proposed system utilizes advanced algorithms and data management techniques to accurately calculate taxes, efficiently manage fixed assets, and track assets throughout their lifecycle. It integrates with existing financial software and utilizes cloud-based solutions for scalability and accessibility. The implementation of Tax Management and Fixed Asset Management has yielded positive outcomes for all stakeholders in the FMS industry. The platform's real-time monitoring features allow the company to monitor and make necessary adjustments to optimize the process, resulting in reduced delays and increased user satisfaction. The system has been effective in modernizing financial operations and improving operational efficiency, leading to increased revenue and growth opportunities for financial companies. FMS Tax Management and Fixed Asset Management have brought significant benefits to the financial industry. By adopting a proactive and goal-driven approach, the project team effectively addressed challenges and facilitated positive changes in the FMS industry. With the continued use of FMS Tax Management and Fixed Asset Management, the financial industry can expect further improvements in operational efficiency, cost reduction, and profitability.

Keywords: financial management system (fms), tax calculation, tax management, fixed asset management, asset tracking

**FINANCIAL MANAGEMENT: STREAMLINING ACCOUNTING STANDARDS,
PAYMENT GATEWAYS, AND COLLABORATION
MODULE INTEGRATION**

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Abstract

The project's overview focused on developing a Financial Management System (FMS) to maximize financial performance. The FMS project aims to optimize financial management processes by integrating financial planning, reporting, and payment gateway modules. Our goal is to enhance operational efficiency, decision-making capabilities, and financial stability. The FMS's robust reporting capabilities will provide stakeholders with fast and accurate financial information, strengthening compliance, accountability, and transparency. This strategic project, as outlined in this executive summary, is designed to streamline financial management, ensure compliance with accounting standards, improve payment gateways, and integrate collaboration modules. The project team scheduled a date to interview stakeholders for data collection. We used Agile Scrum, a widely adopted project management and development framework that emphasizes flexibility, collaboration, and incremental progress. Daily stand-up meetings were held to discuss plans, challenges, and progress. Team members worked collaboratively to complete tasks while staying focused on the sprint goal. Regular updates and clear communication were provided to ensure alignment. At the end of each sprint, the process was reviewed to identify any shortcomings. Discussions were held on which practices should be adjusted and which should be retained. Based on these insights, the team's procedures were modified for the upcoming sprint to enhance efficiency and effectiveness. The implementation of the Financial Management Module has brought about significant benefits for all stakeholders within the financial sector. By streamlining accounting standards, the module ensures consistency and accuracy in financial reporting, thereby enhancing transparency and compliance. Integration with various payment gateways enables seamless transactions, improving efficiency and reducing processing times. Additionally, collaboration modules facilitate teamwork and communication among financial teams, promoting synergy and knowledge sharing. Overall, the Financial Management Module has modernized financial operations, fostering growth and profitability for financial institutions. The integration of accounting standards, payment gateways, and collaboration modules streamlines online transactions, enhancing communication between customers and companies while ensuring the security of customer funds. By emphasizing this integration, the system aims to improve overall financial management. The system enhances efficiency by increasing operational effectiveness, promoting transparency and collaboration, and optimizing payment processes. To improve decision-making accuracy, transparency, and agility, a holistic approach to financial management is essential.

Keywords: financial management system, financial planning reporting, operational efficiency

**FREIGHT MANAGEMENT SYSTEM: FREIGHT OPERATIONS WITH
ENHANCING EFFICIENCY THROUGH SHIPMENT EXECUTION,
TRACKING LOAD CONSOLIDATION, AND ROUTE
PLANNING OPTIMIZATION**

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Xylene Maneses, Ronald Roldan

Abstract

A Freight Management System is a Software as a Service (SaaS) designed to help transportation businesses streamline customer interactions and enhance business efficiency. In the context of "freight operations with improved efficiency through shipment execution, load consolidation tracking, and route planning optimization," this system will support Kargada in optimizing its freight operations. Specifically, the system will ensure that all necessary tasks and information are completed before shipment execution. Additionally, it will improve the tracking of load consolidation and optimize route planning, leading to more effective and efficient operations. This project utilizes the Agile Scrum methodology to break the project into phases, with a focus on continuous collaboration and improvement. Agile Scrum is a widely used approach in project management, including the development of a Transport Management System (TMS), which enables booking carriers, tracking shipments in real-time, auto-reconciling freight invoices, and providing valuable insights through detailed data analysis. Carriers also use dedicated SaaS platforms for dispatching and route optimization, which benefits retailers, distributors, and manufacturers. This methodology promotes iterative and incremental development, collaboration, and adaptability, ensuring flexibility and efficiency throughout the project lifecycle. As a result of adhering to the project plan, the system's flow is functioning properly, but the overall outcome did not fully meet the original expectations. The project primarily focused on enhancing efficiency in shipment execution, load consolidation tracking, and route planning optimization within freight operations, as outlined in the scope. While the researchers concentrated on these specific areas, some related topics and details from other groups were not given enough attention. As a result, during the integration and testing phases, certain aspects of the system flow did not meet the expected outcomes. Moving forward, the centralized system for shipment execution, load consolidation tracking, and route planning optimization will enable clients to guide their employees in using the system efficiently and in a unified manner. This technology migration will help reduce overhead costs and the time currently required to manage these tasks with a large workforce. Additionally, the company will benefit from more timely, accurate reporting, leading to improved operational efficiency and decision-making.

Keywords: centralized system, shipment execution, load consolidation tracking, route planning optimization, technology migration, workforce efficiency, overhead costs, accurate reporting, operational efficiency, decision-making

HOTEL RESERVATION SYSTEM FOR NOVOTEL

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Geanne Pearl Pangilinan, Angel Alima, R-jay Pornasdoro

Abstract

The Hotel Reservation System is designed to simplify the reservation process for guests and efficiently monitor hotel operations. One of its main features is its user-friendly interface, which allows room reservations through an online platform or mobile app. This ease of use includes the ability to check hotel room availability and select the type of room that best meets guests' needs. Furthermore, the system offers a quick check-in and check-out process, making it more convenient than waiting in line at the hotel. The researchers used the Waterfall Model (SDLC) in developing the system. They gathered suggestions and ideas while brainstorming for the study's title. To analyze the problem requiring a solution, the researchers conducted an interview with their client. Meanwhile, for system development, they used HTML, CSS, JavaScript, and PHP. Among the various design options presented, they selected a layout that would enhance the system's usability. To ensure proper functionality, a system test was conducted. For certified customer satisfaction, a fast and efficient reservation process was implemented. Lastly, to maintain the system, regular updates are performed to keep the hotel reservation software and security up to date. The hotel reservation system has improved and benefited our client's business by enabling them to manage and track reservations efficiently. It provides convenience and flexibility for guests, allowing them to reserve rooms online anytime, from anywhere. Additionally, guests can easily compare prices, room types, and amenities, making it easier to find the perfect accommodations for their needs. This study on hotel reservation systems focuses on developing a reservation process that ensures real-time room availability, helping both staff and customers save time. It also aims to accelerate the reservation procedure through an effective, user-friendly interface. By prioritizing these aspects, the hotel reservation system can streamline the booking process, reduce time consumption for both staff and customers, and ultimately enhance the overall guest experience.

Keywords: hotel reservation system, hotel booking efficiency, online reservations, mobile app room reservations

HUMAN RESOURCE MANAGEMENT SYSTEM: ADMINISTRATION AND LEAVE MANAGEMENT

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Austin Jones Exiomo, Juneil Leonor, Jorge Lucero

Abstract

HR Administration and Leave Management Systems use technology to automate and optimize key HR tasks, such as employee data management, leave requests, and scheduling. With real-time tracking, automated workflows, and user-friendly interfaces, these systems enhance operational efficiency and improve employee satisfaction. This project highlights the transformative impact of technology-driven HR solutions and offers valuable insights for organizations looking to modernize their HR processes. The project team employed diverse data collection methods, including stakeholder interviews, workflow observation, and client feedback analysis, to address HR challenges related to the Administration and Leave Management System. Following an iterative sprint approach, the project was carefully planned, executed, and reviewed at each stage. Early collaboration with stakeholders helped identify essential features and requirements, which were then prioritized into task backlogs for each sprint. At the end of each sprint, comprehensive progress reviews were conducted, with a strong focus on stakeholder feedback. This feedback was instrumental in refining subsequent iterations, ensuring continuous improvement and optimization of the HR Administration and Leave Management System. The implementation of our HR Administration and Leave Management System has delivered significant benefits to all stakeholders in organizational management. With advanced features, the system streamlines employee leave tracking and management, enabling seamless coordination between employees and HR professionals. By providing real-time insights into leave schedules and automating administrative processes, it enhances operational efficiency and drives overall organizational productivity. The implementation of the HR Administration and Leave Management System has delivered significant benefits to organizational management. Through proactive planning and strategic execution, the project team effectively addressed existing challenges and introduced meaningful improvements in HR administration. As organizations continue to utilize the system, they can expect ongoing enhancements in usability, workforce efficiency, cost reduction, and streamlined leave management processes.

Keywords: hr administration, leave management, workforce efficiency, cost reduction, system usability, organizational management, strategic execution, process automation, real-time tracking, operational improvement

**HUMAN RESOURCE MANAGEMENT SYSTEM: EMPLOYEE INFORMATION,
AUTOMATED TIME AND ATTENDANCE REPORTS AND
SHIFT SCHEDULING PROCESS**

Rodney Rodriguez, Ericson Famor, Khen Illagan, Kier Mambear,
Ronnel Oliver, Jorge Lucero

Abstract

Human resource management involves coordinating, managing, and optimizing human capital to align with an organization's objectives. It focuses on employee investment, safety, and overseeing key staffing processes, including recruitment, compensation, and development. Employee information management entails collecting, organizing, and maintaining employee data, such as personal details, job-related records, and emergency contacts. Time and attendance management involves tracking and monitoring employee work hours, including start and end times, break durations, sick days, and time off, ensuring accuracy, compliance, and efficient workforce management. During the planning phase, the project team conducted a feasibility study to determine key features and system requirements for the Human Resource Management System, focusing on employee information, automated time and attendance reports, and shift scheduling. The project's sprints and backlogs were executed and reviewed according to the established timeline to monitor progress effectively. The team integrated time and attendance tracking and employee information management, incorporating features such as image-based time tracking, employee database management, payroll system integration, reporting and analytics, and performance management system integration for a comprehensive and efficient HR solution. The project stressed the importance of employee information management, time and attendance tracking, and shift scheduling in the human resource industry. Its efficient performance enhances HR operations, streamlining processes and improving overall productivity. This system introduces features that enhance user experience while optimizing HR efficiency. By integrating employee information with the time and attendance module, the Human Resource Management System simplifies payroll processing, improves resource allocation, and ensures compliance with labor regulations. This project emphasizes the importance of automating employee information management, time and attendance tracking, and shift scheduling in the human resource industry. During implementation, the project team identified key challenges and worked to optimize system efficiency. By streamlining time tracking and integrating a comprehensive employee information and attendance management system with shift scheduling, organizations can enhance workforce accuracy, improve operational efficiency, and optimize human resource management processes.

Keywords: employee information, time and attendance, shift scheduling, human resource management, automation, workforce accuracy, payroll integration, operational efficiency, compliance, productivity

**HUMAN RESOURCE MANAGEMENT SYSTEM: EMPLOYEE
SELF-SERVICE MOBILE PORTAL AND AUTOMATED
PAYROLL MANAGEMENT SYSTEM**

Cedrick Loren, Analiza Bolo, Leonabelle Mae Francisco, Jonella Fajardo,
Sylvestre Pechoche, Jorge Lucero

Abstract

Having a mobile portal application and an automated payroll system simplifies the management of employee information, reducing the need to consult multiple sources for data. With all information consolidated in one place, generating reports becomes easy. Details regarding attendance, leave, payroll taxes, and more can be accessed conveniently, which is beneficial for tax compliance, legal documentation, and audits that require specific reports to be submitted within tight deadlines. Additionally, a mobile application enhances security and helps maintain the confidentiality of employee data. It allows for different levels of data access based on user roles, ranging from administrators to employees. For employees, a mobile portal application typically provides access to information about their current status, making it easier to track their salary, benefits, and relevant documents such as deductions and taxes. During the implementation phase, several integration tests were conducted to ensure that the various components of the system functioned together as a cohesive unit. Both automated and manual testing methods were employed, including unit tests and end-to-end tests for each component, to guarantee a smooth data flow between them. An automated testing system was used to routinely check the quality and integration of the code. When issues arose, we followed established debugging procedures and tested code changes to confirm that defects were resolved. Payroll management systems and mobile portals are transforming payroll tasks in modern workplaces, benefiting both employers and employees. These technologies enhance real-time communication between HR and staff, streamline time tracking and submission, and provide easy access to payroll information. Features such as direct deposit and instant notifications further improve efficiency and convenience. By integrating mobile portals, businesses optimize payroll processes, ensuring greater accuracy, transparency, and employee satisfaction in today's dynamic corporate environment. The results demonstrate the efficiency of the mobile portal application in facilitating fast and accurate payroll processing for employees. Additionally, the company implemented an open payroll system to enhance transparency and accessibility. Continuous monitoring and improvement will be essential to ensuring the portal remains effective and relevant in the future.

Keywords: mobile portal application, automated payroll system, employee information management, data centralization, report generation, tax compliance, legal documentation, audit preparation, data security, user role access, employee self-service, salary track

**HUMAN RESOURCE MANAGEMENT SYSTEM: EMPLOYEE TERMINATION,
OFFBOARDING, SURVEY AND FEEDBACK WITH AUTOMATED
WORKLOAD PROCESS**

Nicolle Bueza, Jones Bautista, Crizzia Serafin, Samantha Beatrice Tizon,
Jefferson Villanueva, Jorge Lucero

Abstract

Human Resource Management is the strategic orchestration of an organization's most valuable asset: its people. It plays a crucial role in attracting, developing, retaining, and leading employees to achieve long-term institutional objectives. However, this research specifically focuses on employee termination, offboarding, surveys, and feedback. Based on the data, the most common issue in offboarding and employee termination is legal compliance ensuring adherence to relevant employment laws and regulations. The second major concern is confidentiality and security, as handling sensitive information during termination, offboarding, and feedback processes requires strict confidentiality and data protection measures to safeguard employee privacy and prevent breaches of confidential information. Lastly, communication plays a critical role; a lack of clear communication during termination, offboarding, surveys, or feedback collection can lead to misunderstandings, resentment, and mistrust among employees, managers, and stakeholders. The process we used in developing the system follows Agile Methodology: Scrum. First, we analyzed the data gathered and studied how an employee's information is processed within an organization when they decide to leave. We also examined how surveys were distributed among employees to collect insights and feedback. After analyzing the data, we began allocating and constructing Product Backlog Items, incorporating them into our Sprint alongside our Daily Standup meetings and Sprint Retrospectives. The data we gathered gives us an advantage in constructing our system, providing all the necessary information to design the system architecture and processes required for online deployment. Furthermore, the collected data also gives us insights into potential features that we may implement in our system. Employee Termination, Offboarding, Survey, and Feedback are evolving aspects of organizational HRM processes. These tasks are now automated, ensuring compliance and empowering employee feedback revolutionizing human capital management. By leveraging agile methodologies and cross-functional collaboration, organizations can navigate the complexities of HRM with agility and foresight, fostering sustained success and competitiveness in dynamic business landscapes.

Keywords: human resource management, strategic orchestration, employee retention

**HUMAN RESOURCE MANAGEMENT SYSTEM: MANAGER SELF-SERVICE
PORTAL: WELLNESS JOURNEYS FOR FOSTERING
EMPLOYEES HEALTH & WELLBEING**

Renz Bryan Bongato, Kienth Malto, Lordel Guadamor,
Harvy Santos, Jayvie Untalan, Jorge Lucero

Abstract

This project focuses on the creation of a Manager Self-Service Portal designed to integrate wellness journeys, aimed at improving employee wellbeing within the workplace. As organizations place increasing emphasis on the importance of mental and physical health for overall productivity, this initiative offers a strategic solution. The portal will provide managers with tools and resources to support employee wellness, including personalized wellness journeys that promote fitness, stress management, and mental health. By implementing this system, the project seeks to cultivate a healthier, more engaged workforce, contributing to the overall success and efficiency of the organization. The development of the Manager Self-Service Portal with wellness journeys was a collaborative initiative involving the Human Resources (HR) department, IT department, and external wellness experts. The project utilized an agile methodology, fostering iterative development and ongoing feedback. The portal was designed using a combination of in-house software development and integration with third-party wellness platforms to provide seamless access to wellness resources. To evaluate its impact, data on employee engagement, usage, and wellness outcomes were gathered through surveys, usage analytics, and participation metrics from wellness programs, enabling continuous refinement of the system. After the implementation of the Manager Self-Service Portal with wellness journeys, there was a marked increase in employee participation in wellness initiatives. Surveys conducted after the launch showed high satisfaction levels, with employees praising the portal's ease of use and accessibility. Additionally, health outcomes improved significantly, including reduced stress levels, fewer instances of absenteeism, and lower healthcare costs. The data also highlighted increased productivity and higher employee morale, particularly among those who actively engaged in wellness journeys through the portal, demonstrating the positive impact of the initiative on both employee well-being and organizational success. The results of this project demonstrate the success of the manager self-service portal with wellness journeys in enhancing employee health and well-being. By empowering managers to actively support their teams' wellness efforts and providing employees with personalized wellness journeys, the organization has fostered a culture of health and productivity. Moving forward, it will be important to continuously monitor and refine the portal to ensure its continued effectiveness. Future research could examine the long-term impact of the portal on employee retention, job satisfaction, and overall organizational performance, offering valuable insights for further improvements.

Keywords: manager self-service portal, wellness journeys, employee wellbeing, health and productivity, employee engagement, employee health outcomes, stress reduction, absenteeism, healthcare costs, job satisfaction, employee retention, organizational performance

**HUMAN RESOURCE MANAGEMENT SYSTEM: PERFORMANCE
MANAGEMENT SYSTEM AND EMPLOYEE
PERFORMANCE ANALYTICS**

Angela Nicole Palomo, Johnlester Francisco, Arvin-jay Pajulas,
Dennis Saguisa, Justine Alen Sedano, Jorge Lucero

Abstract

Human Resource Management (HRM) plays a strategic role in managing an organization's most valuable asset its people. It involves critical functions such as recruitment, development, retention, and leadership, all aimed at achieving long-term organizational goals. This research specifically focuses on Performance Management and Employee Performance Analytics, identifying key issues that impact employee performance. Based on the data, the most prominent challenge affecting employee performance is insufficient training. A lack of proper training prevents employees from performing their tasks effectively, resulting in decreased productivity, job satisfaction, and overall performance. Another major issue is poor communication within the organization. When communication is unclear or inadequate, employees may struggle to understand their roles and expectations. Furthermore, unresolved issues pile up, leading to further performance issues. Finally, a lack of recognition also plays a crucial role in impacting employee motivation and performance. Employees naturally seek acknowledgment for their hard work. When their efforts go unrecognized, it can lead to a decline in morale and motivation. This research aims to explore how improving training programs, enhancing communication, and implementing recognition systems can address these performance challenges, fostering a more engaged and productive workforce, and contributing to organizational success. The development of the system followed the Agile Methodology, specifically Scrum. We began by analyzing the data collected to understand how employee information is processed within the organization, starting from the point an employee assumes their responsibilities. We also assessed employee performance based on attendance and the completion of workloads. After analyzing this data, we created and prioritized Product Backlog Items, which were then integrated into our Sprint plan. Throughout the development process, we conducted Daily Standup meetings to track progress and foster collaboration. Additionally, we held Sprint Retrospectives at the end of each Sprint to evaluate our progress and identify areas for improvement moving forward. The data we collected gave us a clear advantage in constructing our system by providing essential insights into the design of the system architecture and processes needed for successful online deployment. It also helped us identify potential features to incorporate, ensuring that our system would meet user needs effectively and be scalable. This valuable information guided our development process, ensuring that the system was built with the right functionality and aligned with our project goals. The integration of performance analytics empowers organizations to identify trends and patterns in performance, both individually and at the team level. This data-driven approach allows for proactive interventions to address performance gaps while leveraging strengths. By promoting a culture of continuous improvement, the system enables organizations to adapt to evolving business environments, ensuring long-term resilience and sustained success.

Keywords: performance analytics, data-driven approach, organizational resilience, continuous improvement, performance trends, team performance, individual performance, proactive interventions, strengths, business adaptability

**HUMAN RESOURCE MANAGEMENT SYSTEM: PLANNING IN SUCCESSION
OF AN EMPLOYEE RECOGNITION AND REWARDS WITH
HIGH PERFORMANCE DETECTION**

Marvin Rowan, Anthony John Gerome Alli, Ar-c Bernal, Jayson Ferran,
Michael Angelo Glorioso, Jorge Lucero

Abstract

Human resource management involves the strategic utilization of human capital within organizations, encompassing recruitment, training, performance management, and employee relations to optimize productivity and foster a positive work environment. This research focuses on Employee Rewards and Recognition as well as Succession Planning. Based on the data, employee rewards and recognition acknowledge outstanding work, inspiring loyalty and motivation among employees. These programs not only celebrate accomplishments but also foster a culture of gratitude and cooperation within the company. Meanwhile, succession planning identifies and nurtures talent to ensure a smooth transition into leadership positions. By proactively developing future leaders and filling key roles with skilled individuals, organizations can minimize the risks associated with leadership gaps and maintain operational continuity. When combined, these strategies form essential components of talent management plans, designed to cultivate a productive and sustainable workforce. The system was developed using an approach that prioritizes adaptability, collaboration, and iterative cycles. To foster a culture of appreciation, succession planning, employee recognition, and awards involve regular evaluations and adjustments based on feedback. Succession planning includes continuous talent identification and development through structured cycles. Cross-departmental collaboration plays a crucial role in discovering and nurturing future leaders. By ensuring that succession planning and recognition initiatives remain dynamic and aligned with evolving business needs, these strategies ultimately enhance organizational resilience and employee engagement. The data we collected helps us build our system by providing all the necessary information to develop its architecture and operational procedures. Additionally, the insights we gathered enable us to identify and design potential features that can be integrated into the system. Recognizing and rewarding employees boosts workplace morale and fosters gratitude and inspiration. Simultaneously, effective succession planning identifies and nurtures internal talent for smooth leadership transitions, ensuring continuity and adaptability. Integrating recognition, rewards, and succession planning enables businesses to invest in long-term growth and stability while celebrating current achievements.

Keywords: human resource management, employee retention, employee recognition

**HUMAN RESOURCE MANAGEMENT SYSTEM: RECRUITMENT,
ENHANCED APPLICANT TRACKING WITH
ONBOARDING AND ORIENTATION**

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Rechelle Ann Perez, John Felix Saquillo, Jorge Lucero

Abstract

Job seekers and recruiters face numerous challenges in the recruitment process, including complex application processes and time-consuming tasks like applicant screening and onboarding. A web-based system called "Recruitment: Enhanced Applicant Tracking with Onboarding and Orientation" aims to address these issues by centralizing data and streamlining tasks. Key features include comprehensive job categorization, streamlined job request management, a centralized list of applicants, efficient applicant assessment, efficient contract agreement management, comprehensive orientation materials, and a seamless onboarding process to ensure that new employees are acquainted. This system offers a user-friendly interface for job seekers to find relevant positions and navigate application processes, while recruiters can use it to attract, evaluate, and onboard top talent seamlessly. By leveraging technology to optimize the recruitment journey, this system saves time and resources, enhancing the overall efficiency and effectiveness of the process. The project team began by analyzing gathered data, searching for how the process of recruiting applicants and finding jobs works, and also our experience applying to the company for the job online. Insights gained, we constructed Product Backlog Items for our sprints. These were complemented by daily standup meetings and sprint retrospectives, ensuring continual progress and adaptation. This iterative approach empowered us to align closely with stakeholder needs and enhance our system effectively. The data that we gathered was used as a blueprint for creating our system. It showed us how to design our system, what we processes needed to make it work and even gave us ideas for features to include. So, by using this data, we were able to create a solid plan for building a system that makes recruiting easier. The project team know how the applicant applying job to the a company thru online and the recruiters creating the job post to find a capable applicant. The implemented system represents a comprehensive solution to streamline the recruitment process, leveraging web-based technologies to enhance applicant tracking, onboarding, and orientation. The system addresses the key pain points of traditional recruitment methods by combining functionalities such as job examination, categorization, request management, applicant listing, screening, assessment, onboarding, contract agreement, and orientation into a single platform.

Keywords: recruitment, human resource, applicant tracking, job application process, onboarding and orientation

**HUMAN RESOURCE MANAGEMENT SYSTEM: SKILLS AND
COMPETENCY WITH TRAINING AND DEVELOPMENT
PROGRESS MONITORING**

Keith Palma, Christian Bendanillo, Raymar Calibuso,
Joshua Lapara, Roel Sebusa, Jorge Lucero

Abstract

This research focuses on the design and implementation of a comprehensive training program within an organization or group. It begins with identifying specific training needs, followed by in-depth research to understand the underlying requirements. Clear and measurable objectives are set, appropriate training methods are selected, and content is developed accordingly. Evaluation criteria are established to assess the program's effectiveness. The implementation phase involves delivering the training, whether through workshops, e-learning modules, or a hybrid approach. Afterward, the program's impact is evaluated to ensure it meets its objectives and contributes to the overall development of the organization. The project team developed a detailed plan to ensure the project's success by identifying key features and system requirements. They utilized sprints and backlogs to keep the project on track, monitoring progress according to the established timeline. Regular meetings were conducted to assess the project's status and resolve any challenges. The team focused on aligning employees' competencies with the development of targeted training programs, addressing areas of skill gaps and strengths. The project enhanced the process of collecting training data, reduced the time spent scheduling training sessions, and improved the accuracy of tracking training records to determine whether participants passed or not. The training and development progress monitoring process focuses on assessing the effectiveness of training programs and tracking participant progress. This involves creating detailed training materials, conducting assessments to evaluate comprehension and skill development, and collecting feedback for ongoing improvements. Key deliverables include completion certificates, progress reports, and ROI analyses to measure the program's impact and return on investment. Proper documentation and archiving ensure easy access to training resources for future use. The primary goal is to enhance organizational performance by continually improving the effectiveness of training programs while aligning them with strategic objectives. Training and development progress monitoring focuses on assessing the effectiveness of training programs through evaluations and feedback. It includes generating certificates and reports to document participant achievements. The objective is to improve organizational performance by continually refining training programs. Monitoring ensures that training aligns with set goals by measuring comprehension and skill development. Feedback is used to enhance program quality. Certificates and reports validate progress, while ROI analyses assess the financial impact. Proper documentation preserves training resources for future initiatives.

Keywords: training, development, progress monitoring, effectiveness, evaluations, feedback, certificates, reports, organizational performance, skill development, roi analysis, documentation

**HUMAN RESOURCE: ESTABLISHING AN API-INTEGRATED,
FLEXIBLE, AND MODERNIZED WORKPLACE TO
IMPROVE BUSINESS CAPACITY**

Rea Abadinas, Jane Mae Aloquina, Joshua Ladios, Benhar Garlitos,
Gabriel Oratil, Jorge Lucero

Abstract

This project aims to establish an API-integrated, flexible, and modernized workplace to enhance business capacity. Through a collaborative effort from the project team, the goal is to create a remote and adaptable work environment that optimizes the efficiency and productivity of employees. The implementation of an API-integrated system will provide real-time access to key data, improving accuracy, reducing errors, and streamlining workflows. This will benefit both employees and the company by making work processes easier and more convenient. The system ensures that authorized users can access necessary resources quickly, leading to increased efficiency and a significant boost in overall business capacity. The development of the remote work and API-integrated system was a collaborative effort between the Human Resources (HR) department, IT department, and external workforce experts. The project followed an agile methodology, allowing for iterative development and continuous feedback. The system was built by integrating data from the employee management system to enhance real-time access. Employee usage, engagement, and outcomes were tracked through interviews, surveys, and usage analytics to ensure the system's effectiveness in meeting the needs of both employees and the organization. The continuous implementation of remote work and API integration will effectively address the challenges workers face in managing records, optimizing schedules, and monitoring off-site performance. This approach will streamline operations, enhance efficiency, and provide real-time insights into employee productivity and work patterns, ultimately improving overall flexibility and performance for both employees and the organization. The results of this project demonstrate the effectiveness of establishing an API-integrated, flexible, and modernized workplace to improve business capacity. The system helps reduce time conflicts and allows for seamless data connection and management. Employees can easily access their workstations, thanks to the intuitive interface, with icons designed to resemble real-life objects, making it easy for users to navigate. Looking ahead, future research could explore the long-term effects of integrating remote work with flexible, modernized workspaces, focusing on how these advancements can boost business capacity on both a national and global scale.

Keywords: api integration, remote work, flexible workspace, modernized workplace, business capacity, employee management, data connectivity, workstation access, user interface, time conflict reduction, workplace efficiency, future research, global

KARGADA: A FREIGHT MANAGEMENT SYSTEM FOR AUTHENTICITY OF CUSTOMS COMPLIANCE AND DOCUMENTATION, ENHANCING MULTI-MODAL TRANSPORTATION USING MODERN TRACKING SYSTEM

Dave Camacho, Jerome Chua, Jasmine Joy Umambi, Jireh Mae Minguito,
Angelica Joy Zulueta, Ronald Roldan Jr.

Abstract

The Customs Compliance and Documentation and Multi-modal Transportation Support project aims to enhance efficiency for both users and customers. One key feature is the storage of files in a digital database, replacing the traditional file case system that required extensive effort to retrieve records. With a digital database, documents, including legal paperwork, can be easily stored and accessed. As the system's development progresses, identifying potential risks is crucial to addressing possible issues and implementing effective solutions. This study utilized task time estimation to structure project sprints using the agile methodology. Large tasks were divided into smaller, manageable tasks to enhance efficiency. The system development involved collaboration with development teams, a Scrum master, and business process analysts. Agile methodology facilitated stakeholder consultations, allowing for adjustments throughout the project to meet expectations. This approach emphasizes continuous communication, teamwork, flexibility, adaptability, and responsiveness to change, all contributing to a high-quality system. Key findings focus on functionality, security, and performance. The system meets usability and user experience standards while offering strong security measures to protect data integrity and privacy. Performance enhancements have improved the overall user experience, demonstrating potential for further development and adoption of similar systems. Findings highlight the system's effectiveness in security, performance, and usability. The system integrates password hashing, encryption, and privacy assurance to prevent unauthorized access. Performance improvements, including a clean interface, responsiveness, and resource efficiency, have contributed to an enhanced user experience. Freight management is a complex discipline involving multiple parties, processes, and challenges. In today's evolving supply chain landscape, businesses can achieve operational excellence by continuously improving freight management practices, prioritizing sustainability, fostering collaboration, ensuring regulatory compliance, and leveraging technological innovations.

Keywords: customs compliance, multi-modal transportation, freight management, digital documentation

**KARGADA: A FREIGHT MANAGEMENT SYSTEM FOR DATA
ANALYTICS AND DECISION SUPPORT IN SUPPLIER
AND VENDOR COLLABORATION MODULE**

Angel Alexis Alberto, Roldan Sumayan, Charl Santiago, Melrose Del Rosario,
Alvin Codera, Ronald Roldan Jr.

Abstract

Effective collaboration with suppliers and vendors in Freight Management Systems (FMS) is crucial for achieving cost savings, enhancing operational efficiency, and maintaining a competitive edge in today's dynamic business environment. However, many current FMS implementations lack robust collaboration mechanisms, high-quality data, and effective data analytics, leading to challenges such as communication breakdowns, operational delays, data inaccuracies, and suboptimal decision-making. The team has adopted the Agile Scrum framework to enhance collaboration, adaptability, and continuous improvement throughout our projects. By dividing work into time-boxed iterations known as "sprints," typically lasting two weeks, we focus on delivering high-priority features that align with our project's objectives. We conduct regular ceremonies—including sprint planning sessions, daily stand-ups, sprint reviews, and sprint retrospectives—to promote open communication, accountability, and transparency among team members. This iterative approach allows us to respond swiftly to changing requirements and continuously refine our processes and deliverables. Implementing Freight Management Systems (FMS) offers groundbreaking opportunities for enhancing vendor-supplier collaboration, leading to significant organizational benefits: **Cost Optimization:** By eliminating redundant transportation and reducing inventory requirements, FMS can substantially lower operational costs. For example, the merge-in-transit strategy allows goods from various suppliers to be consolidated en route to the customer, minimizing storage needs and associated expenses. **Accelerated Time-to-Market:** Streamlined coordination between vendors and suppliers facilitates quicker decision-making and execution, enabling faster delivery of products and services to the market. **Enhanced Supply Chain Visibility:** Real-time data sharing within FMS improves transparency, allowing for better demand forecasting and inventory management. This integration supports collaborative efforts in product development and commercialization, aligning suppliers and customers to meet market demands efficiently. **Strengthened Partnerships:** Collaborative frameworks within FMS foster mutual trust and long-term cooperation between vendors and suppliers, leading to more resilient and adaptable supply chains. By leveraging these advantages, organizations can achieve a sustainable competitive edge in today's dynamic business environment. Implementing a Freight Management System (FMS) provides immediate visibility into inventory levels and demand patterns, significantly enhancing vendor-supplier collaboration. This transparency enables more accurate demand forecasting and efficient inventory management, leading to streamlined operations. By leveraging these technologies, businesses can reduce costs, maintain competitiveness in a dynamic market, and better anticipate market fluctuations. One effective approach that complements FMS is Collaborative Planning, Forecasting, and Replenishment (CPFR). CPFR focuses on joint practices through cooperative management of inventory, enabling continuous updating and alignment throughout the supply chain. This collaboration aids in satisfying customer demands more efficiently, reducing expenditures for merchandising, inventory, logistics, and transportation across all trading partners. Another strategy is Vendor-Managed Inventory (VMI), where the supplier assumes responsibility for maintaining inventory levels based on real-time demand information. This approach can lead to better production planning, reduced inventory holding costs, and minimized stockouts, thereby enhancing the overall efficiency of the supply chain. By integrating these collaborative

methodologies with advanced FMS, organizations can optimize their supply chain processes, resulting in cost savings and improved responsiveness to market changes.

Keywords: freight management system (fms), vendor-supplier collaboration, inventory visibility, demand forecasting, cost reduction, supply chain efficiency, competitive advantage

**KARGADA: A FREIGHT MANAGEMENT SYSTEM FOR DOCUMENT MANAGEMENT
AND PERFORMANCE ANALYTICS AND REPORTING WITH SEARCH AND
RETRIEVAL, DATA VISUALIZATION AND REPORT SHARING**

Dave Morris, Mark Andrei Roldan, John Paul Lastima, Edward Pacheco,
Ediem Belaguin, Ronald Roldan Jr

Abstract

The Kargada Company's Freight Management Document System is designed to streamline document management and enhance performance analytics. Equipped with a web-based search and retrieval tool, it ensures quick access to client data while improving operational efficiency. This system addresses challenges in document processing and performance analysis by offering secure data retention and simplifying complex workflows. Key features include robust search capabilities, a user-friendly interface, efficient storage solutions, and intuitive data visualization tools. These elements enhance scalability and navigation, redefining document management for modern freight operations. To ensure flexibility in system development, the agile methodology was employed. The process began with careful planning to identify key objectives and requirements. The design phase involved conceptualizing the user interface and system architecture. During the coding phase, programmers translated these designs into functional code. The system was then integrated into the existing infrastructure. Before deployment, rigorous testing and debugging were conducted at each stage to guarantee optimal performance. The freight management system has significantly improved logistics by enhancing decision-making, document management, and operational efficiency. Its web-based platform simplifies processes, ensuring compliance and efficiency. Real-time performance metrics optimize operations, while the search and retrieval engine enhances transparency. Data visualization tools facilitate collaboration and informed decision-making. The Scrum Master played a crucial role in promoting teamwork and adherence to agile principles, ensuring a seamless system launch. The Freight Management System integrates advanced technologies to streamline logistical operations. It effectively manages freight-related documentation, ensuring accessibility and regulatory compliance. Real-time data analysis provides stakeholders with immediate access to key performance indicators, such as delivery times and route efficiency, allowing for informed decision-making. Additionally, the system's user-friendly report-sharing features promote clear communication among stakeholders, facilitating seamless collaboration and ultimately improving customer service.

Keywords: freight management system, logistics, document management, data visualization, agile methodology

**KARGADA: A FREIGHT MANAGEMENT SYSTEM FOR INVOICE AND PAYMENT
MANAGEMENT, FREIGHT AUDIT AND CLAIMS MANAGEMENT
WITH AUTOMATED BILLING PROCESS.**

Shane Lowell Dantes, John Lloyd Ilocto, Nordan Ferrer, Marc Aldwyne Interno,
Jericho Juson, Ronald Roldan Jr.

Abstract

Implementing a web-based Freight Management System (FMS) is crucial for mitigating potential risks and enhancing operational efficiency within a firm. This project aims to design, develop, test, and integrate a comprehensive system encompassing invoice and payment processing, freight auditing, and claims management. By ensuring accurate freight pricing and prompt dispute resolution, the FMS seeks to improve financial operations and reduce discrepancies. The Agile Scrum approach is being applied to this project to highlight flexibility, cooperation, and teamwork. We split the project's development into four stages. The initial phase is planning, where the team collaborates to define the project's objectives, boundaries, and key participants. We will gather regularly to talk about the tasks that need to be done, such as forming the sprint and product backlogs. After the planning stage, we will move on to the sprint phase, where the team usually assesses their performance and implements necessary enhancements over a defined period. Following the sprint phase, we will enter the review phase, which involves conducting a review meeting to examine the completed work, address any issues that have come up, and implement any required changes to the plans. The systems for managing invoices and payments have all yielded notable results. The system simplifies and automates billing processes, decreasing manual effort and possible errors. From a financial perspective, enhanced accuracy in invoice management has resulted in clearer and more efficient payment procedures. This study examined the impact of integrating invoice and payment management, freight auditing, and claims management into a single system to enhance efficiency and reduce costs. Our findings revealed significant improvements. While previous research highlights the individual benefits of invoicing automation, freight auditing, and claims management, this study demonstrates the added value of combining these elements into a unified platform. This comprehensive approach surpasses standalone solutions in efficiency, cost savings, and visibility.

Keywords: invoice and payment management, freight auditing, claims management, cost reduction, efficiency, automation, integrated system, visibility, financial optimization, logistics management

**KARGADA: A FREIGHT MANAGEMENT SYSTEM: DEVELOPMENT OF
INTEGRATED ORDER MANAGEMENT, CARRIER SELECTION AND
BOOKING, COLLABORATION AND COMMUNICATION
WITH TRACKING AND REPORTING**

Markdeil Paden, Jazper Van Balaguer, John Jacob Cabag, Harley Nargatan,
Kathlyn Ordas, Ronald Roldan Jr

Abstract

Kargada: Freight Management System is a comprehensive solution designed for integrated order management, carrier selection and booking, collaboration, and real-time tracking with reporting. By efficiently combining vehicle monitoring, detailed reporting, and optimized scheduling, this system enhances operational efficiency, reduces costs, improves customer satisfaction, and ensures regulatory compliance. The project aims to evaluate and implement an advanced transportation management system, contributing to industry competitiveness through infrastructure development and service expansion. The project adopted the Agile Scrum methodology, incorporating regular stand-up meetings for incremental development, sprint reviews for feedback collection and feature demonstrations, and continuous integration for seamless code updates. Collaboration was facilitated through digital tools, ensuring efficient communication and workflow. By adhering to Agile principles, the approach emphasized customer satisfaction and team adaptability to evolving requirements, promoting a flexible, iterative, and efficient development process. The project successfully optimized the Freight Management System by integrating order management, carrier selection, booking, collaboration, communication, tracking, and reporting. This system allowed employees to efficiently monitor and report on vehicles, while drivers could easily access delivery details through a dedicated portal. Additionally, transportation scheduling became more precise and transparent, ensuring that administrators had clear visibility of all logistics operations, ultimately enhancing efficiency, accuracy, and overall management. The researchers concluded that the new transportation scheduling system effectively enhances efficiency, reduces costs, and improves customer service by automating vehicle tracking and reporting. This system provides a secure, accurate, and consistent platform for managing transportation data, ensuring real-time monitoring and comprehensive reporting. By streamlining logistics operations, it enhances operational reliability and addresses key challenges in freight management, ultimately benefiting both businesses and customers.

Keywords: freight management, order management, carrier selection, booking system, tracking, reporting, vehicle monitoring, scheduling, cost efficiency, regulatory compliance

**KARGADA: A FREIGHT MANAGEMENT SYSTEM: STREAMLINING FREIGHT
OPERATIONS WITH REAL-TIME RATE ADJUSTMENTS, RATE HISTORY
TRACKING, DRIVER SCORECARDS, AND REMINDER
NOTIFICATIONS FOR COMPLIANCE**

Rodello Villanueva, John Paul Macaraeg, Wenwright Cañega,
Jebi Ylanan, Brix Anthony Fajardo, Ronald Roldan Jr.

Abstract

The freight industry plays a crucial role in the transportation of goods and cargo, yet it faces significant challenges in freight rate management, driver monitoring, and regulatory compliance. Key issues include fluctuating prices, tracking driver performance, and managing operational expenses, which can lead to inefficiencies and disruptions. Many existing freight management systems lack essential functionalities, making it difficult to effectively oversee operations, optimize costs, and ensure compliance, ultimately affecting overall productivity and service quality. This project utilized the Agile Scrum methodology to enhance efficiency and accelerate product development within a structured timeframe. This approach was chosen for its adaptability, allowing for iterative improvements and continuous feedback. The development process began with a comprehensive study of rate management, driver monitoring, and compliance, incorporating insights from research and interviews with freight industry professionals. Based on the collected data, the team conceptualized the system and developed a detailed product roadmap, defining key objectives and a strategic development approach to ensure an effective and seamless implementation. The project delivers significant advantages to freight companies by optimizing key operational areas. It facilitates dynamic pricing adjustments and the development of effective pricing strategies, ensuring competitiveness while managing costs and providing affordable shipping solutions. Additionally, it enhances driver management by tracking performance, ensuring compliance with safety regulations, and streamlining operational protocols. Moreover, by refining processes, integrating new features, and improving user experience, the project strengthens the foundation for greater efficiency and effectiveness in freight management operations. The findings of this project emphasize the importance of strategic freight rate management and efficient driver oversight in enhancing operational efficiency and competitiveness within the freight industry. Key challenges include complex rate structures influenced by multiple factors and the need for accurate, up-to-date driver information and compliance tracking to prevent operational disruptions. This study highlights the necessity for freight companies to streamline rate management and driver operations to maintain a competitive advantage and ensure seamless logistics performance.

Keywords: freight management, rate management, driver compliance, operational efficiency, logistics optimization, transportation scheduling, agile scrum, regulatory compliance

**KARGADA: FREIGHT MANAGEMENT SYSTEM FOR MAXIMIZING SUSTAINABILITY
IN FREIGHT OPERATIONS BY EMPOWERING REAL-TIME TRACKING THROUGH
INTEGRATING IOT AND FLEET TELEMATICS WITH REAL-TIME WEATHER
CONDITION, ROUTE OPTIMIZATION AND CO₂ EMISSIONS MEASUREMENT**

Ralph Matthew Manabat, Ronilo Hallera, Jhelyn Ramirez, Reynaldo Almuguera Jr.,
Emmanuel Talagsad, Ronald Roldan Jr.

Abstract

Efficient goods transportation is essential for sustainable development, leading to the integration of IoT and telematics in freight operations. These technologies enable real-time data analysis, providing insights into vehicle performance and cargo movement. This shift to a data-driven approach is crucial in addressing the environmental impact of freight operations, which heavily rely on fossil fuels. The project aims to enhance freight operations through real-time tracking without physical sensors, utilizing weather APIs, traffic patterns, carbon emissions measurements, and vehicle diagnostics via telematics for dynamic route optimization. The project employed the Agile Scrum methodology, ensuring structured sprint planning and execution for specific features. Daily stand-up meetings facilitated continuous progress, while sprint reviews gathered valuable feedback. Continuous integration enabled frequent code updates, and collaboration tools streamlined communication. Agile principles prioritized customer satisfaction and adaptability, allowing the team to effectively meet project goals while maintaining a dynamic and responsive development process. The project optimized freight operations for sustainability through real-time tracking and route optimization, leading to increased efficiency, reduced delivery times, lower fuel consumption, and minimized operational costs and carbon footprint. Real-time analytics provided actionable insights for informed decision-making. The system includes features such as real-time chat, fuel consumption cost estimation, and KPI-based delivery and environmental reporting. Additionally, cross-platform compatibility allows users to access the system via a progressive web app, ensuring flexibility and convenience. Stakeholder and user feedback shaped the system's functionality, improving both efficiency and user experience. The results demonstrate significant improvements in freight operations, including enhanced efficiency, cost reduction, and minimized environmental impact. Real-time tracking and analytics provided crucial insights for decision-making. Stakeholder and user feedback played a key role in refining system functionality and user experience, contributing to the project's success.

Keywords: *iot, telematics, real-time tracking, sustainability, route optimization*

**KARGADA: FREIGHT MANAGEMENT SYSTEM: (WAREHOUSE
MANAGEMENT NOTIFICATION AND REAL-TIME
VISIBILITY, AND MONITORING EQUIPMENT)**

Ma Rosshenne Meroy, Jherimae Hambre, Nathaniel Penones,
Manilyn Galit, Johnbert Yabut, Ronald Roldan Jr.

Abstract

The Kargada Freight Management System integrates warehouse management notifications, real-time visibility, and monitoring equipment to enhance inventory analysis, order tracking, and shipment monitoring. A real-time visibility and notification system within warehouse management can improve these processes. Common challenges include inefficient logistics, lack of real-time tracking, limited storage capacity, and delivery delays. These obstacles often lead to inventory mismanagement and customer dissatisfaction. The Freight Management System addresses these concerns by optimizing warehouse operations, enhancing visibility, and streamlining logistics processes. By integrating warehouse management with real-time notifications, the system improves accuracy and customer satisfaction. The researchers adopted the Agile Scrum Methodology to minimize risks associated with long development cycles. This approach allowed teams to prioritize features and deliver tangible results early in the project. During each sprint, developers and stakeholders collaborated to design, test, and refine system functionalities. Continuous feedback and iterative improvements ensured the system met evolving requirements and maintained high performance. The project successfully enhanced the Freight Management System by integrating warehouse management notifications, real-time visibility, and monitoring equipment. The system is user-friendly and improves operational efficiency. It enables staff to monitor inventory levels effectively, execute transactions faster, generate accurate reports, and securely store and manage data. Additionally, administrators can easily access and review system information, ensuring smoother logistics and warehouse operations. This study highlights the impact of integrating notification systems and real-time equipment monitoring on warehouse operations. These advancements improve efficiency, enhance inventory accuracy, optimize equipment usage, and mitigate risks. Warehouse management systems help reduce delays and ensure timely order fulfillment. This combination allows organizations to have better control over inventory, streamline order processing, and adapt quickly to logistical challenges.

Keywords: real-time visibility, notification system, warehouse management, logistics, inventory monitoring

**KARGADA: FREIGHT MANAGEMENT SYSTEM: CROSS-DOCKING
OPERATIONAL STRATEGIES, TRANSLOAD DEVELOPMENT
AND FLEET MANAGEMENT SYSTEM**

Liam Neal Cristinor, Lara Juliet Acedo, Zaldy Avila Jr, Ronilyn Arienza,
Niño Michaelo Baguio, Ronald Roldan Jr

Abstract

The Freight Management System (FMS) enhances logistics by integrating Cross-Docking Operations, Transloading Solutions, and Fleet Management to address key industry challenges. It streamlines goods movement, reduces storage costs, prevents inventory obsolescence, and improves supply chain efficiency. Transloading facilitates faster deliveries and lowers costs by bridging gaps between different transportation modes. Additionally, Fleet Management optimizes vehicle utilization, minimizes fuel consumption, and enhances overall fleet performance. By prioritizing efficiency, cost-effectiveness, and customer satisfaction, FMS transforms freight logistics and strengthens transportation operations. In the rapidly evolving logistics industry, the Agile Scrum methodology offers significant advantages for freight management projects. By breaking down complex tasks into manageable sprints, it fosters continuous development and adaptability to changing requirements. Our Agile Scrum implementation maintains sprint and product backlogs, enabling efficient progress tracking and system evolution through user stories. This collaborative approach ensures streamlined development, alignment with project goals, and the ability to swiftly adapt to industry demands, ultimately enhancing the effectiveness and responsiveness of freight management systems. Implementing FMS, merging Cross-Docking Strategies, Transload Development, and Fleet Management, yielded significant enhancements in logistics efficiency. Noteworthy reductions in storage durations and handling expenses were observed. Transloading infrastructures elevated delivery efficiency, showcasing adaptability to market changes. Advanced fleet management systems curtailed costs by optimizing vehicle usage and slashing fuel consumption. These outcomes underscore FMS's potential to elevate operational efficiency and competitiveness on a global scale, positioning businesses to thrive in the dynamic logistics landscape while prioritizing efficiency and customer satisfaction. FMS redefines logistics by seamlessly integrating cross-docking, transload development, and fleet management into a unified system. This strategic approach optimizes operations, reduces costs, and enhances service efficiency, providing businesses with a competitive edge in an evolving industry. By addressing existing challenges and anticipating future demands, FMS establishes a strong foundation for sustained efficiency, cost-effectiveness, and superior customer satisfaction in the dynamic logistics landscape.

Keywords: freight management system (fms), cross-docking, transload development, fleet management, logistics optimization, supply chain efficiency, cost reduction, operational improvement, customer satisfaction, competitive advantage

**LGU: GIS AND MAPPING MODULE; LAND USE AND ZONING MODULE
(BRIDGING GIS AND LAND USE STRATEGY USING DATA
INTEGRATION CAPABILITIES, GIS-BASED MAPPING,
AND LAND USE SCENARIO SYSTEM)**

Adonis Rey Sabares, Roda Ancla, Andrei Ian Carating, Jonathan James Delapuz,
Joanna Carmela Santiago, Rosauo Villalon Jr.

Abstract

The LGU GIS and Mapping Module integrates GIS technology with land use planning, serving as a tool for local governments to manage land use and zoning more efficiently. By combining data from various sources, the module enables the analysis of land use patterns, zoning regulations, and infrastructure networks, supporting evidence-based planning and decision-making. The module utilizes data integration capabilities to combine multiple data sources, providing a comprehensive view of land use patterns and zoning regulations. Through GIS-based mapping functionality, it generates interactive maps that visualize and analyze spatial data. These maps incorporate layers representing land use categories, zoning regulations, infrastructure, and environmental features, enhancing usability and improving planning strategies. The implementation of the LGU GIS and Mapping Module has shown a significant impact on land use and zoning strategies. By bridging GIS technology with land use planning, the module supports evidence-based decision-making, optimizes resource management, and promotes sustainable development. It serves as a valuable tool for local governments in creating well-planned communities that meet both present and future needs. The LGU GIS and Mapping Module offers an innovative approach to integrating GIS technology with land use planning. Its data integration capabilities, GIS-based mapping functions, and land use scenario system facilitate informed decision-making and responsible community development. The successful implementation of this module reflects the LGU's commitment to leveraging technology for efficient land use and zoning practices.

Keywords: lgu, gis, land use planning, zoning, spatial data, mapping, resource management

**LGU: ONLINE WEB-BASED HEALTH CARE ASSISTANCE AND COMMUNITY
DEVELOPMENT FOR SOCIAL WELFARE MONITORING SYSTEM**

John Christopher Clemente, Ma. Divina Mae Lara, Bea Clarize Dolosa,
Jamir Maico, Dianela Mae Muncada, Rosauro Villalon

Abstract

Technology serves as a catalyst for positive change, empowering individuals and communities to shape their futures in Barangay 168. The Online Web-Based Health Care Assistance & Community Development System for Social Welfare Monitoring is a vital tool for improving healthcare access and promoting community well-being. This system is more than just a technological solution it reflects a commitment to digital innovation for the greater good. By providing a user-friendly online platform, it eliminates barriers of distance and time, ensuring that citizens can easily access essential healthcare services. The Agile Methodology was employed in developing the system, prioritizing continuous progress and collaboration. This approach ensures flexibility, adaptability, and teamwork throughout development. The iterative nature of the agile method allows the system to evolve according to user needs and stakeholder requirements, ensuring that the final product is well-tuned to effectively serve the community. The project successfully produced an efficient and fully functional system that meets client-defined requirements and objectives. It provides an intuitive, user-friendly interface, streamlining access to healthcare and social assistance services. The system enhances the efficiency of welfare services, improves community well-being, and ensures easy navigation for users seeking relevant information. The LGU: Online Web-Based Health Care Assistance and Community Development for Social Welfare Monitoring System plays a crucial role in enhancing community welfare. It simplifies patient assistance, ensures smooth system functionality, and improves user experience. By prioritizing effectiveness and accessibility, the system expands its impact, making essential support and resources more available to all members of the community.

Keywords: user-friendliness, social welfare, health care, lgu, community development, online system

**LGU: PUBLIC MARKETS WITH VENDORS MANAGEMENT
AND ACCESSIBILITY INTEGRATION SYSTEM**

Zandro Repardas, Allan Joshua Abogado, Joshua Pascua, Aaron Anonuevo,
John Aldrin Silao, Rosauo Villalon Jr.

Abstract

Public markets are essential hubs of local economies, facilitating the flow of goods and services while fostering community connections. However, traditional management practices present several challenges, such as inefficient vendor management, complex payment processing, and inadequate accessibility for persons with disabilities. These issues hinder the full potential of public markets. To address these concerns, this study proposes the Public Markets with Vendors Management and Accessibility Integration System (PMVAIS) as an innovative solution. The Agile Methodology was employed in the development of PMVAIS. The process included requirement gathering, system design, development, and pilot testing. Researchers collaborated with pilot companies in various market areas to gain critical insights into vendor management and market operations. Regular feedback loops through interviews with market representatives allowed for continuous system improvements, ensuring that PMVAIS aligned with user needs and adapted to evolving market conditions. The implementation of PMVAIS yielded positive results, with pilot companies reporting significant improvements in vendor management, payment processing, and accessibility. User feedback highlighted high satisfaction with the system's usability and functionality. Key features, such as vendor profiles, online payment processing, and accessibility enhancements, contributed to more efficient market operations and better service for stakeholders. The development and evaluation of PMVAIS emphasize the role of technology in modernizing market management and improving accessibility. By integrating innovative solutions and collaborating with pilot companies, PMVAIS addresses longstanding market challenges and promotes inclusivity within local communities. Future efforts will focus on expanding the system to additional markets, refining its features based on user feedback, and ensuring compliance with accessibility standards and regulations.

Keywords: public markets, vendor management, accessibility, payment processing, market operations, pmvais

LIBRARY SYSTEM FOR TRINITAS COLLEGE

Felipe Lance Andersen, Ryan Carl Perez, Kyle Cedrick Punio, John Michael Alvarez,
Florence Bautista, Jim Brainlee Babia, R-jay Pornasoro

Abstract

The Library System is a web-based library monitoring system designed to streamline the process of acquiring new books, organizing them according to their assigned call numbers, and tracking book borrowing and returning. Trinitas College, founded in 1992 by Mrs. Trinitas F. Canlas, currently manages its library using a manual procedure. Registered as a non-stock educational foundation in 1993, Trinitas College offers special education programs and levels from preschool to senior high school. The System Development Life Cycle (SDLC) Waterfall Model was used in developing the Library System. This model consists of seven phases: system planning, data analysis, system design, development, testing, implementation, and maintenance. Researchers conducted interviews with the client to identify challenges and develop solutions. The system was designed according to the client's needs, using XAMPP for server and database management and Visual Studio for coding. The implementation of the Library System has significantly improved library management. The system efficiently records and stores book data, enhancing security. It streamlines borrowing and returning processes, while also facilitating faster and more convenient book searches and monitoring. Trinitas College faced difficulties in managing book records and user history due to manual processes. To address this issue, the researchers developed a Library System that secures and organizes library data. Interviews with the client provided insights into their workflow, guiding system development. While the system currently has limited features, future enhancements are planned to further improve functionality and usability.

Keywords: library system, trinitas college, book management, borrowing system, it & management

**LOCAL GOVERNMENT UNIT: BARANGAY INTEGRATION AND DATA
SHARING WITH REAL-TIME INTEGRATION WITH NATIONAL
GOVERNMENT MANAGEMENT SYSTEM**

Kenneth Bryan Fajardo, Shelou Antonio, Sophia Cortizano, Mel Gibson Igdalino,
Jastin Manongdo, Rosauro Villalon Jr.

Abstract

This capstone project aims to develop a comprehensive system that analyzes communication channels between barangays to enhance service delivery. The system focuses on improving data sharing and distribution through system integration. By managing collected data effectively, it enhances users' capabilities in information management and sharing, ensuring a streamlined and efficient process. The Barangay Integration and Real-time Data Sharing System was developed through collaboration with barangay officials to gather insights and feedback. A scalable system architecture was designed to integrate barangay-level functions with a user-friendly interface that complies with the Data Privacy Act. Security protocols were implemented to safeguard sensitive information, ensuring compliance with required standards. The system's implementation led to improved governance efficiency, enhanced local responsiveness, and better collaboration among stakeholders. It streamlined grassroots-level service delivery, aligning with stakeholder metrics to promote effective governance. The Barangay Integration and Real-time Data Sharing System enhances governance efficiency at the local level. It enables authorities to respond more effectively to community needs while ensuring data security and privacy. Future improvements will focus on strengthening security protocols and ensuring compliance with government standards and regulations.

Keywords: integration, barangay, real-time data sharing, lgu, governance

**LOCAL GOVERNMENT UNIT: COMMUNITY ENGAGEMENT
WITH ANALYTIC, REPORT BUILDER, AND BUSINESS
INTELLIGENCE MANAGEMENT SYSTEM**

Mark Jester Baquiran, Jhun Galen Nacion, Jessica Falible, Maureen Mauricio,
Kimberly Lagura, Rosauro Villalon Jr.

Abstract

Community officials and members frequently collaborate on events and gatherings, but effective information flow is crucial for ensuring that community members are aware of event details. However, some members struggle to access or receive notifications, leading to a lack of awareness. This study proposes the development of a community engagement system integrated with an analytical report builder and a business intelligence management system. The goal is to enhance accessibility and streamline notifications for local events and news, ensuring that community members stay well-informed. The research utilized an agile methodology, involving continuous user consultations to refine the system's design and functionality. The development process included sprint planning and execution, continuous integration and development, and strict adherence to Agile Principles to ensure an iterative and user-centered approach. The Community Engagement System serves as a valuable tool for Local Government Units (LGUs) by improving service delivery, decision-making, and community engagement. It enables LGUs to identify community needs, prioritize resources, and address challenges effectively. Additionally, the system enhances reporting procedures, promotes accountability and transparency, and fosters public trust by providing real-time updates on projects, budget allocations, and performance measures. Future enhancements may include advanced analytics and multi-channel engagement platforms. The study highlights that integrating analytic tools, report builders, and business intelligence management systems can significantly enhance community engagement. These tools offer data-driven insights that improve decision-making and targeted interventions. However, the research acknowledges limitations such as data privacy concerns, security risks, and accessibility challenges. Moreover, successful implementation demands substantial investment in time, resources, and capacity-building.

Keywords: community engagement, decision-making, business intelligence, analytics, transparency

**LOCAL GOVERNMENT UNIT: ELECTION AND VOTER MANAGEMENT
WITH BIOMETRIC REGISTRATION SYSTEM**

Vito Cristine Rose, Clarenz Furagganan, Kevin Sumagaysay, Angie Yosores,
Alyson Gerald Nicolas, Rosauo Villalon Jr.

Abstract

The Election and Voter Management System is a computerized platform designed to manage voter registration, candidate filing, the voting process, and election result reporting. The system is user-friendly, ensuring accessibility even for individuals with limited technological skills. This project was developed for Celina Homes Association to serve as a toolkit for election organizers, allowing them to efficiently manage voter registration, demographics, candidate profiles, and vote counting. The researchers employed the Agile Scrum Methodology, a project management framework that emphasizes incremental development and continuous user feedback. User input was gathered at various stages to refine design and functionality. The system underwent continuous integration and testing to ensure stability and seamless operation. The development process followed the Scrum Agile principles, ensuring consistency in feature implementation and system functionality. Utilizing the Scrum Agile Methodology, the Election and Voter Management System successfully met its objectives. The system operates stably and efficiently, with fully functional features. The incremental development process ensured that key functionalities—including voter registration, candidate filing, and election result reporting—were effectively implemented. Each system update underwent rigorous quality assurance to maintain reliability. The Election and Voter Management System enhances accessibility and user experience for both voters and administrators. The system includes a registration form for new voters and a login portal for accessing personal dashboards. Administrators can monitor and manage voter and candidate data, integrating it into the Barangay Integration Management System for efficient verification. During the voting process, voters can see their selected candidates on the ballot interface, with votes being recorded in real-time on the administrator dashboard. Upon completion of voting, results are displayed on the Community Engagement platform, ensuring transparency and community interaction.

Keywords: voting, election, voter management, digital election system

**LOCAL GOVERNMENT UNIT: INTEGRATED CITIZEN SERVICES AND
BUSINESS PERMIT & LICENSING MANAGEMENT WITH
MULTILINGUAL SUPPORT ACCESSIBILITY**

Mark Jordan Calara, Mark John Tizon, Jhon Timbang, Angelo Juatco,
Jhunus Geromo, Jhun Paredes Villalon

Abstract

The modernization of government services has improved efficiency and service quality. By integrating multiple government operations into a single platform, Integrated Citizen Services aims to enhance customer satisfaction, accessibility, and efficiency. Business permits and licensing involve complex legal and administrative processes, often making navigation difficult for users. In today's globalized business environment, multilingual support has become essential for ensuring diversity, legal compliance, and effective communication in these processes. This capstone project, "Local Government Unit: Integrated Citizen Services and Business Permit & Licensing Management with Multilingual Support Accessibility," focuses on the connection between business permit management and citizen services. The Agile Scrum methodology was implemented to address the evolving nature of local government services and the need to adapt to changing citizen expectations. This iterative approach promotes continuous development, collaboration with stakeholders, and adaptability to meet community needs effectively. The system's development aligned with the goal of enhancing citizen services, ensuring improved service provision through Agile Scrum's collaborative framework. The project emphasizes active stakeholder participation, clearly defined tasks, and progressive system improvements to create a solution tailored to the community's needs. The creation of the Integrated Citizen Services and Business Permit & Licensing Management System with Multilingual Support Accessibility represents a significant step in improving community services. This system empowers citizens and businesses by enhancing accessibility, streamlining service delivery, and reducing administrative burdens. By committing to continuous improvement and community engagement, the project lays the foundation for a more inclusive and resilient local governance system.

Keywords: citizen services, business permit, licensing management, multilingual support

**LOCAL GOVERNMENT UNIT: INTEGRATED COMPREHENSIVE EMERGENCY,
DISASTER RESPONSE AND SOLID WASTE MANAGEMENT SYSTEM
WITH REAL-TIME MONITORING FOR EFFICIENT MUNICIPAL
GOVERNANCE AND SUSTAINABILITY**

Jamille Ann Cabiles, Jemark Lumaban, Jandale Martinez, Mary Love Remolin,
Jane Carla Rodela, Rosauro Villalon

Abstract

The Integrated Comprehensive Emergency, Disaster Response, and Solid Waste Management System with Real-Time Monitoring is designed to enhance municipal governance by addressing evolving challenges. It introduces emergency protocols and waste management strategies to minimize risks and optimize resource use, ensuring community health and safety. The system's core API enables efficient data exchange, fostering collaboration between emergency services, waste management facilities, and regulatory agencies. This integrated approach enhances safety, operational efficiency, and long-term sustainability. The researchers employed the Agile Methodology, fostering a cyclic, team-based approach that incorporated stakeholder input throughout the development process. Fact-finding forums identified local needs, guiding the formation of a multi-professional team. The system was designed with web-based APIs to facilitate seamless data flow, ensuring user-centered functionality. Pilot implementations and stakeholder training were conducted to refine the system for widespread adoption and effectiveness. The integration of the Emergency, Disaster Response, and Solid Waste Management System with real-time monitoring has significantly enhanced technology use in Local Government Units (LGUs). Through API-based interoperability, authorities can monitor emergencies, waste collection, and environmental conditions in real-time. This has led to faster response times, optimized waste management, and improved sustainability initiatives. Additionally, the system has enhanced transparency and collaboration, granting public access to critical information and encouraging technological advancements in municipal governance. The Integrated Comprehensive System improves municipal administration and environmental sustainability. By leveraging real-time data and API-driven collaboration, the system enhances decision-making, public trust, and overall resilience in local governance.

Keywords: lgu, apis, solid waste management, emergency response, real-time monitoring, sustainability

**LOCAL GOVERNMENT UNIT: UTILIZING LOCAL REVENUE COLLECTION AND
TRANSPARENCY: FINANCIAL MANAGEMENT AND REAL PROPERTY
TAX INTEGRATION WITH TRANSACTION HISTORY**

Felix Abungan, Daniel Bagunu, Jorgy Cervantes, Joshua Alfonso Pablico,
Ramiet Kelly Ramos, Rosauro Villalon Jr.

Abstract

Effective revenue collection and enhanced financial management serve as benchmarks for local development. Local governments must efficiently address real property tax backlogs by integrating transaction histories to streamline the collection process and accountability. This paper examines the procedures for correlating real property taxes with past transactions, utilizing GIS mapping and barangay certificates as key data sources. The research employed the Agile methodology, incorporating GIS mapping to enhance data collection efficiency. Initially, essential property details—name, type, address, area, and price—were gathered. The system then performed automated tax computations using pre-established assessment factors. Additionally, data from business license applications, barangay clearances, and certificates of indigence were analyzed to ensure accuracy. Integrating the property tax system with transaction data significantly improved revenue collection and financial management. The use of GIS mapping technology streamlined property data collection, reducing errors in tax assessment. This integration facilitated real-time revenue analysis, enabling local authorities to make data-driven decisions. Furthermore, the system enhanced financial transparency and accountability, fostering greater public trust. By ensuring equitable resource distribution, the system contributed to community development and socio-economic progress. The integration of local tax systems with real property transactions marks a significant advancement in fiscal management and revenue collection. The system's transparency assures taxpayers that their contributions are fairly assessed and equitably distributed. However, sustainability depends on collaboration among government agencies, stakeholders, and technology partners to address ongoing challenges and ensure long-term viability.

Keywords: revenue, accountability, fiscal management, gis mapping, transparency

**LOGISTIC MANAGEMENT SYSTEM: A UNIFIED SYSTEM FOR
PROCUREMENT AND INVENTORY MANAGEMENT**

Ken Sacriz, Christopher Julius Cesar Giray, Christian Mendoza,
Rose Ann Calixterio, Raizza Sumpay, Emerson Gelera

Abstract

In modern Supply Chain Management, integrating Procurement and Inventory Management is crucial for business success, ensuring efficiency, agility, and strategic decision-making. The Logistic Management System (LMS) unifies these functions into a single framework, offering businesses a comprehensive solution. This study explores how LMS leverages technology and data analysis to help organizations adapt to changing business environments, optimize operations, and gain strategic insights for sustained growth. The first step in the development process involved gathering requirements from stakeholders to align the system with organizational needs. The system was then designed and integrated with essential features and connections to other platforms, ensuring a cohesive and efficient solution. Prototyping was implemented to provide a visual representation of the system, allowing for refinements based on feedback. This iterative approach ensured high standards of functionality and usability. The implementation of the Procurement and Inventory Management System at Bbox Company led to significant improvements in purchasing activities, inventory control, and operational efficiency. By adopting advanced technology and automation, the system provided real-time insights into procurement processes, enhancing decision-making and cost reduction. The use of automated sourcing algorithms allowed the system to identify optimal suppliers across various product categories, improving procurement terms and promoting competitive pricing. Bbox Company's Procurement and Inventory Management System addresses the complexities of modern supply chain management by integrating real-time monitoring and data-driven decision-making. This study highlights the importance of advanced technologies in optimizing procurement and inventory processes, fostering efficiency, innovation, and competitive advantage.

Keywords: procurement, purchase, inventory

**LOGISTIC MANAGEMENT SYSTEM: ANALYTICS REPORTING RIS MANAGEMENT
MODULE OF REAL TIME DATA ANALYTICS: COST REDUCTION,
SCENARIO PLANNING AND AUDIT TRAIL**

Dean Daryl Zabala, Cristy Toñacao, Maria Darlene Salazar, Kaye Celine Andres,
Joel Gonzales, Emerson Gelera

Abstract

This study presents an overview of the Analytics Reporting Risk Management Module, emphasizing its significance in today's business landscape. It highlights the integration of real-time data analytics into risk management practices to enhance organizational resilience. By utilizing predictive modeling, machine learning, and artificial intelligence, the module conducts comprehensive risk assessments in real time. It achieves this by analyzing diverse data sources, including transactional records, market trends, and historical patterns. The Agile Methodology is widely adopted in logistics management systems to enhance efficiency, collaboration, and adaptability in service and goods delivery. When applied to the Analytics Reporting Risk Management Module, it enables cost reduction, scenario planning, and audit trail development. This approach allows logistics managers to make data-driven decisions, adapt to changing conditions, and continuously improve operational efficiency. The results section describes the structured approach and processes used in the development of the logistics management system. The successful implementation of this system required alignment with project objectives, stakeholder needs, and industry best practices. Furthermore, a robust audit trail mechanism was established to enhance transparency and accountability in decision-making processes. This study explores the broader implications of leveraging real-time data analytics for risk management and cost optimization across various industries. It also discusses potential challenges associated with adopting such modules and provides recommendations for future research to improve the analytical framework.

Keywords: analytics reporting, risk management module, cost reduction strategies

**LOGISTIC MANAGEMENT SYSTEM: ENHANCING SUPPLY CHAIN
CONNECTIVITY WITH CARRIER COLLABORATION AND
INTEGRATION API SOLUTION**

Harwin Ivan Serran, Anna Marie Picardal, Saturnino Patiluna Jr,
Harold Aleman, Jhonnell Garcia, Emerson Gelera

Abstract

Carrier collaboration and API solutions are transforming how carriers communicate and operate, improving connection, interaction, and coordination within logistics management. One of the key concerns in logistic management systems is the partnership between carriers and client satisfaction. To meet stakeholder expectations, a solution must be implemented to streamline carrier operations. This research aims to enhance LMS functionality by developing a centralized portal where carriers can communicate, manage data, and be assessed by the admin to ensure they meet client requirements based on specified descriptions. This study employs the Agile methodology to promote flexibility, teamwork, and stakeholder engagement. After establishing carrier collaboration with API solutions and contract management, connections were formed to enable carrier certification and acceptance. Once all necessary modifications were made and the database was established, the API was integrated to ensure seamless functionality. The next phase focused on system integration, where all modules worked in harmony to create a centralized platform for logistics management. With all APIs successfully established and integrated into various modules, the system was successfully implemented. The ability to fetch files across modules, such as contract management, was achieved, marking one of the primary objectives of this research. Additionally, a carrier portal and management system was developed, allowing carriers to communicate and access dashboard features efficiently. Through carrier collaboration and API integration, logistics partners can enhance visibility, optimize workflows, and improve efficiency. Future enhancements to this system will further optimize carrier performance and client satisfaction. It is important to note that this research focuses solely on handling carrier information and data integration and does not involve any financial transactions.

Keywords: carrier collaboration, supply chain

**LOGISTIC MANAGEMENT SYSTEM: OPTIMIZING SUPPLY CHAIN EFFICIENCY
THROUGH ORDER AND WAREHOUSE MANAGEMENT**

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Joshua Surio, Emerson Galera

Abstract

The Order and Warehouse Management System (OWMS) project aims to revolutionize order processing and warehouse management operations by enhancing efficiency, accuracy, and transparency in business workflows. It provides a comprehensive solution for managing orders, tracking inventory, and optimizing warehouse operations, aligning with industry standards and best practices. The OWMS integrates innovative technologies and robust features, setting new benchmarks in logistics management. By implementing OWMS, businesses can increase productivity, reduce errors, and enhance operational visibility, ultimately improving customer satisfaction and business success. The OWMS project employs the Agile methodology, dividing the development process into smaller modules completed in short sprints. This approach fosters close collaboration between Information Security staff, developers, and stakeholders such as cluster leaders. Daily stand-up meetings and sprint reviews ensure ongoing communication and feedback, enabling timely adjustments and maintaining software quality. By adhering to Agile principles, OWMS aims to deliver a flexible, efficient, and user-centric system for order and warehouse management in logistics. The OWMS project received positive feedback from the client, indicating satisfaction with the system's functionality and performance. The client appreciated its ability to streamline order processing, enhance inventory management, and optimize warehouse operations. These results confirm the effectiveness of OWMS in meeting client requirements and highlight its value in improving order and warehouse management processes. The implementation of OWMS has led to notable improvements in order and warehouse management, significantly boosting efficiency and productivity. The system equips businesses with the necessary tools to manage orders, track inventory, and optimize operations. The development team's experience with OWMS has provided valuable insights into the complexities of logistics management, paving the way for future enhancements and innovations in the system.

Keywords: supply chain, order management system, warehouse management system, logistics

**LOGISTICS MANAGEMENT SYSTEM: IMPROVING LOGISTICS
WITH ELECTRONIC DATA INTERCHANGE AND
DOCUMENTATION & COMPLIANCE**

Jhonnell Aquino, Ronnie Delpilar, Jerson Minay, Jonalyn Rempillo,
Janenine Aika Rosalin, Emerson Gelera

Abstract

The Logistics Management System: "Streamlining Logistics with Electronic Data Interchange (EDI) and Documentation Compliance Modules." In today's fast-paced business environment, efficient logistics management is essential. Our integrated solution simplifies this process by combining Electronic Data Interchange (EDI) technology with a Documentation Compliance module. EDI enhances communication throughout the supply chain, eliminating manual procedures and reducing errors. Meanwhile, our Documentation Compliance module ensures compliance with regulatory standards, minimizing the risk of delays or penalties caused by document-related issues. The Agile Methodology was applied in this study to develop a comprehensive Logistics Management System: Improving Logistics with Electronic Data Interchange (EDI) and Documentation Compliance. This approach follows an iterative process of development. It starts with gathering requirements from key stakeholders, followed by the design of the system's architecture, features, and integration with other modules. The process includes prototyping to verify and refine the proposed solution. Once validated, the development phase comprising programming, design, and implementation proceeds in accordance with the approved specifications. Logistics Management Systems (LMS) rely on Electronic Data Interchange (EDI) for its significant advantages. EDI facilitates real-time monitoring throughout the manufacturing process, improving data accuracy, reducing errors, and optimizing operations. By eliminating human data entry mistakes, EDI ensures precise information. It also automates connections between partners and the exchange of documents, streamlining workflows and allowing staff to focus on more valuable tasks. Furthermore, EDI enhances visibility, enabling more effective tracking of shipments, quicker identification of issues, and faster inventory management. In addition, LMS require robust documentation and compliance procedures to ensure seamless operations. The implementation of Electronic Data Interchange (EDI) in Logistics Management Systems (LMS) automates data exchanges, improves accuracy, and simplifies processes. Compliance is ensured through proper documentation, although certain costs or resources may not be covered in this research. By optimizing documentation, compliance, and EDI, LMS performance can be enhanced, providing a competitive advantage and making risk management more efficient.

Keywords: electronic data interchange (edi), logistics management systems (lms), data automation, accuracy, documentation compliance, risk management, competitive advantage, performance improvement

**LOGISTICS MANAGEMENT SYSTEM: LAST-MILE DELIVERY SOLUTION
AND INNOVATIONS IN RETURN AND REVERSE LOGISTICS**

Aldrin Tupag, Rikki Mae Padua, Kenneth Maming, Jurlyn Pueyo,
Mark Daniel Monter, Emerson Gelera

Abstract

A logistics management system plays a crucial role in supply chain operations, ensuring the efficient delivery of products to consumers. The increasing demand for faster last-mile delivery and improved return and reverse logistics has driven businesses to adopt innovative strategies to stay competitive and meet customer expectations. This capstone project explores advancements in last-mile delivery solutions, analyzing emerging trends, technologies, and strategies that enhance efficiency, sustainability, and customer satisfaction in the evolving logistics landscape. The research team conducted an in-depth analysis of the current system's organizational structure, workflow, and data management practices during the development phase. Using the Agile methodology, sprint and backlog processes were established and continuously refined throughout the project. Regular meetings with stakeholders and developers facilitated the integration of new insights and technological advancements. This iterative approach streamlined operations, improved collaboration, and ensured the progressive delivery of value. The implementation of last-mile delivery solutions and innovations in return and reverse logistics has significantly enhanced service offerings and operational efficiency. Key improvements include optimized return management, cost reduction, and increased customer satisfaction. Additionally, the system has minimized delivery delays and improved real-time visibility, leading to higher service quality. Last-mile delivery, the final stage of the logistics chain, involves transporting goods from distribution hubs to their final destinations, often in densely populated urban and suburban areas. This stage is critical in meeting the growing demand for fast and seamless delivery, especially in the e-commerce, food, and retail sectors. In today's digital economy, optimizing last-mile logistics is a competitive advantage, enhancing customer satisfaction, brand loyalty, and repeat business. Moreover, improving last-mile delivery contributes to environmental sustainability by reducing carbon emissions and promoting resilient urban logistics.

Keywords: logistics management, last-mile delivery, reverse logistics, return management, supply chain efficiency, agile methodology

**LOGISTICS MANAGEMENT SYSTEM: OPTIMIZING DELIVERY ROUTES
AND REAL-TIME TRACKING FOR ENHANCED EFFICIENCY**

Justin Cobillo, Dorothy Diaz, Jomar Escol, Juvan Maningo,
Ener Vinluan, Emerson Galera

Abstract

The logistics industry, vital to global trade, encounters challenges such as inefficient routing and inadequate tracking. This study seeks to develop a comprehensive Logistics Management System designed to improve efficiency by optimizing routes and incorporating real-time tracking. Implementing this solution is critical for enhancing logistics performance, addressing cost concerns, and improving customer satisfaction. The Agile Scrum methodology will be utilized for its flexibility and emphasis on continuous communication. This approach allows for quick adjustments and the prioritization of key features, minimizing risks and speeding up deployment. Its iterative nature ensures constant refinement, making the system adaptable to shifting logistical demands. The successful implementation of core functionalities, such as tracking and route optimization, leads to measurable benefits like enhanced efficiency and cost reduction. By focusing on features that offer immediate value, organizations can quickly realize the advantages of real-time tracking. The iterative nature of Agile Scrum ensures continuous refinement, based on real-world data and user feedback, maintaining flexibility and responsiveness. Prioritizing key functionalities like tracking and route optimization, which offer immediate benefits, serves as a solid foundation for improvement. This approach enables logistics companies to quickly achieve gains in efficiency and cost savings. The Agile Scrum methodology, with its focus on continuous improvement, allows for ongoing refinement of these features based on real-world data and user feedback. This ensures that the system remains adaptable and responsive to changes in the logistics industry. While the website may be slow at present, future updates can enhance its performance, making it faster and more user-friendly. Future contributors may implement optimization techniques that improve both speed and usability. By developing a comprehensive Logistics Management System using Agile Scrum and focusing on high-impact features, logistics companies can boost efficiency, reduce costs, and increase customer satisfaction. The iterative approach ensures that continuous improvements and technological advancements will keep the system relevant and effective in the ever-evolving logistics landscape.

Keywords: agile scrum, logistics management system, tracking, route optimization, efficiency, cost savings, continuous improvement, user feedback, real-world data, flexibility, technology, customer satisfaction

**LOGISTICS MANAGEMENT SYSTEM: TRANSPORTATION SCHEDULING
SYSTEM WITH MONITORING AND REPORTING ON VEHICLES**

Marion Villamor, Arvin Cubalan, John Christopher Janapin,
Chrystine Ann Jaucian, Raffy Limbo, Emerson Gelera

Abstract

Current logistics systems face multiple challenges in transportation and fleet management, including inefficient delivery scheduling that leads to delays and inadequate vehicle maintenance tracking. A transportation scheduling system with integrated monitoring and reporting is a crucial solution. This software enhances operational efficiency, reduces costs, improves customer satisfaction, and ensures regulatory compliance by optimizing scheduling, simplifying vehicle monitoring, and providing comprehensive reporting. The objective of this project is to assess and implement a system that improves fleet tracking and transportation management, ultimately strengthening competitiveness through infrastructure development and service expansion. The researchers utilized secondary sources, such as journal articles and academic books, to gather relevant information on transportation scheduling systems with monitoring and reporting features. The study employed the Agile Methodology, which promotes high collaboration and efficiency in transportation and fleet management. This approach allowed for the collection of stakeholder input and ensured flexibility and adaptability throughout the development process. The implementation of domain hosting and cloud services contributed to the success of the transportation scheduling system with monitoring and reporting on vehicles. Drivers could access a portal to check delivery details, employees could monitor and report on vehicle status more efficiently, and transportation scheduling became clearer and more accurate. Additionally, administrators could easily access and manage system information. The findings demonstrate that the automated system significantly improves transportation scheduling and vehicle monitoring. The system enhances efficiency, reduces costs, and improves customer service. It also offers greater security, accuracy, and operational stability for organizations seeking a reliable and streamlined transportation management solution.

Keywords: vehicles, transportation, monitoring, reporting

ONLINE APPLICATION SYSTEM FOR BARANGAY 177 MARIA LUISA

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Allyssa Ombao, Michael Cancino, R-jay Pornasodoro

Abstract

The Barangay Online Application System is a digital platform designed for Barangay 177, Maria Luisa, to offer a simpler and more convenient method for requesting application documents like certification forms, cedula, barangay clearance, business permit acquisition, and indigency certificates. This system will aid barangay residents by enabling them to obtain application forms without needing to go to the barangay hall and endure lengthy lines. This system would assist barangay personnel in minimizing the manual application process, thereby accelerating the application timeline and enhancing the accuracy of record-keeping. The creation process of the Barangay Online Application System followed a software development life cycle (SDLC) utilizing a waterfall model comprising seven stages: system planning, data analysis, system development, system design, system testing, system implementation, and system maintenance. The researchers established the requirements through an interview. After the interview process, the researchers examined the data they collected from the interview to develop a comprehensive system design. Throughout the system development process, the researchers utilized various software applications, including Visual Studio for coding and debugging, XAMPP for server management, and MySQL Workbench for database handling. This system aims to simplify the application form request process by offering an intuitive interface and helpful features, including the capability to access necessary details from the barangay citizen's profile and auto-populate them. This implies that barangay residents are not required to input their basic information manually since the application form handles it. This feature will aid in simplifying the procedure, guaranteeing that applications are handled quickly, effectively, and smoothly. The Capstone Project, titled Online Application System for Barangay 177 Maria Luisa, seeks to offer an easy application procedure for the residents of Barangay 177 Maria Luisa. This would advantage both barangay employees and residents, as it would be automated and completed in an orderly fashion. Additionally, this system will lessen the burden on barangay personnel tasked with handling their applications, leading to a more efficient, quicker, and easier experience for all parties involved.

Keywords: capstone project, online application system, barangay 177 maria luisa, easy application procedure, automated system, barangay employees, residents, efficiency, orderly process, application handling, quicker experience

ONLINE PRINTING SERVICE SYSTEM FOR PRINT MY SHIRT SHOP

Mark Ivan Pelingon, Jay Mar Aceron, John Angelo Revilla, Julia Magdaraog,
Dembert Timonio, R-jay Pornasodoro

Abstract

The Online Printing Service System for Print My Shirt Shop is a web-based platform designed for customizing and purchasing printed products. It provides a user-friendly interface that allows customers to select from a variety of products, including t-shirts, mugs, keyholders, and more, and personalize them by uploading their own designs. This system enhances the entire printing process, from customization to delivery, while ensuring a secure and seamless online shopping experience. The system was developed using the Software Development Life Cycle (SDLC) Waterfall Model, which includes seven phases: system planning, data analysis, system design, system development, system testing, system implementation, and maintenance. Requirements were gathered through interviews, and the system was designed accordingly. Various tools were used in the development process, including Draw.io for flowcharts, Canva for system blueprints, Visual Studio Code for programming, XAMPP for server management, and phpMyAdmin for database handling. The system enables users to effortlessly order and customize printed products, providing a fast and convenient printing experience. It successfully integrates key features such as user authentication, a diverse product catalog, file upload functionality, secure payment processing, shipping and delivery management, and communication channels, ensuring a streamlined and organized transaction process. The Online Printing Service System for Print My Shirt Shop addresses challenges such as disorganized order management, inefficient processes, and a limited range of services. This solution enhances order handling, expands customer reach, and improves overall operational efficiency, significantly benefiting both the business and its clients.

Keywords: online printing, customize, order

POINT OF SALE FOR STICKER CITY CNL

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Karylle Peliglorio, Rjay Pornasdoro

Abstract

This study focuses on the development of a point-of-sale (POS) system for Sticker City CNL, a business owned by Mackenzie Castillo. Established in 2021 during the COVID-19 pandemic, Sticker City CNL initially operated without a POS system, relying on manual calculations and online shopping platforms like Shopee. To address these inefficiencies, the researchers developed a POS system using HTML, CSS, JavaScript, SQL, and PHP. The system includes a login page for data security, a homepage for navigation, a POS module for walk-in transactions, a user management tab for account access, and a product tab to display available items. The study followed the Waterfall Model of the Software Development Life Cycle (SDLC), progressing through the stages of planning, analysis, design, development, testing, implementation, and maintenance. The implementation of the POS system significantly improved the efficiency of Sticker City CNL's operations. It enabled faster sales computations, streamlined product management, and allowed the business to manage Shopee orders alongside in-store sales. The system reduced the time spent on manual calculations and inventory tracking, leading to more organized and accurate transactions. The primary objective of this study was to develop a POS system that minimizes time-consuming processes, prevents miscalculations, and enhances payment transaction organization. The system successfully automated sales calculations, improved purchase tracking, and provided users with secure website access. Despite multiple iterations and refinements during development, the final version of the system demonstrated a clear positive impact on the business, optimizing operations and improving overall efficiency.

Keywords: sdlc, point of sale

POINT OF SALE SYSTEM FOR FOODCRIB

Rainier Baliscao, Jovert Abenoja, Mark Arren Esparas, Samuel Hapin,
Pedgie Angelica Patalan, Billy John Soriano, R-jay Pornasdoro

Abstract

This study focuses on the development of an offline web-based point-of-sale (POS) system for FoodCrib Milktea and Snackshop to streamline sales, product management, and customer transactions. The system enables the shop owner to log in, record sales, manage orders, and generate client receipts efficiently. By automating these processes, the system aims to facilitate faster and more accurate transactions, ultimately improving service quality. The research employed the Software Development Life Cycle Waterfall Model, progressing through seven phases: planning, analysis, design, development, testing, implementation, and maintenance. The researchers conducted brainstorming sessions, identified a suitable client, and gathered relevant business information through interviews. System development involved designing the interface, coding, debugging, and testing functionalities using Visual Studio Code, XAMPP, and SQL Server Management Studio. The developed POS system successfully optimized sales tracking, order management, price computation, and receipt generation for FoodCrib. By automating these tasks, the system significantly improved transaction speed and accuracy, leading to better customer service and overall business efficiency. Traditional POS systems in food service establishments often rely on specialized hardware and software. In contrast, this offline web-based POS system operates on standard devices such as laptops, eliminating the need for additional hardware. This ensures a cost-effective, hassle-free, and efficient solution for managing shop operations.

Keywords: point of sale, pos, posff

PRIMACHEM COSMETIC MANUFACTURING INVENTORY SYSTEM

Daren Ulep, Lyka Lyn Javier, Ian Jhay Ramos, Jasmine Verde,
Lovern Oliver Delapuz, Adrian Rullan, R-jay Pornasdoro

Abstract

This study focuses on the development of a web-based inventory system for Primachem Cosmetic Manufacturing to streamline material tracking and product shipment management. The system enhances efficiency by accurately monitoring incoming and outgoing products, reducing potential errors and improving overall inventory control. With this system, Primachem Cosmetic Manufacturing can maintain organized and precise product data, ensuring seamless inventory flow within the company. Additionally, the system prioritizes data security and privacy, safeguarding confidential company information. The researchers developed the system using Visual Studio Code, integrating a user-friendly interface for efficient and secure inventory management. The development of this Inventory System followed the Software Development Life Cycle (SDLC) Waterfall Model, which consists of seven stages: Planning, Analysis, Design, Development, Testing, Implementation, and Maintenance. To ensure a structured and efficient development process, the researchers first assigned roles and responsibilities within the team and conducted a brainstorming session to finalize the system concept and title. After identifying a client, they prepared an endorsement letter and interview questions to gather essential information and requirements. The interview process allowed the researchers to understand the client's specific needs and expectations, ensuring that the system would be tailored to meet operational demands before moving forward with development. The inventory system manages the quantity of materials and supplies and monitors the various items required for manufacturing. The system enhances the accuracy of the product data by implementing measures to reduce errors in the information provided and easy retrieval of information to address the unorganized nature of the product data. This study focuses on the Primachem Cosmetics Manufacturing Inventory System, designed to streamline inventory management by automating the tracking of products entering and leaving the company's inventory. This eliminates the need for manual recording, reducing errors and improving efficiency. The system ensures secure access, with the company owner having exclusive administrative control to monitor logins and activity. Additionally, selected authorized personnel can manage and track warehouse materials. A notification feature alerts users when specific products or materials are low or out of stock, helping prevent supply shortages. The product list section includes input fields for product names and stock quantities, along with an option to upload product images through a "Choose File" button. This allows users to add product images easily without modifying the system's code, enhancing usability and efficiency.

Keywords: inventory management system, automated tracking, stock monitoring, secure access, product inventory, warehouse management, notification system, user authorization, primachem cosmetics, web-based system

**RADIO FREQUENCY AND NEAR FIELD COMMUNICATION TURNSTILE
GATE WITH LOGGING SYSTEM AND LOCAL DATABASE FOR OUR
LADY OF LOURDES TECHNOLOGICAL COLLEGE INC.**

David Elijah Ferrer, Ian Luis Ancla, Pia Margarita Aquino, Renz Aldrin Habijan,
Jerel Malaki, Alexies Vizano

Abstract

This study examines turnstile gates that are connected to local databases and logging systems, utilizing RFID and NFC technologies. These gates are designed to control entry and exit points, allowing only one person to pass through at a time and can be configured in various ways. Our research aims to improve the security measures of our client's facility. Radio Frequency Identification (RFID) and Near Field Communication (NFC) are particularly beneficial for protecting our client's organization. RFID uses electromagnetic fields to automatically identify and track tags attached to items, enabling the use of cards or chips as access keys for locking systems. Similarly, Near Field Communication (NFC) operates in a way that is comparable to RFID. The researchers utilized the System Development Life Cycle (SDLC) framework to set objectives, identify challenges, develop plans, and monitor progress. They devised strategies, analyzed client data, and designed an automated solution specifically for their client. Furthermore, they conducted seminars for potential users, evaluated the system for defects and errors, and maintained the output to ensure its effective functioning. The SDLC waterfall model was employed to support the successful and efficient implementation of the project. The advocates have crafted a solution for the client's problem by installing a turnstile gate that utilizes Radio Frequency Identification (RFID) and Near Field Communication (NFC) technology, complemented by a thorough logging system for their educational institution. They are pleased that the researchers have successfully tackled the security issues within the facility. Radio frequency identification (RFID) technology utilizes electromagnetic fields to enhance the interaction between tags and readers. RFID turnstile gates use radio waves to establish a seamless connection between the reader and the scanned credentials. Access control companies have recognized the significant benefits of RFID technology, particularly its wireless features and versatility, which surpass those of traditional lock-and-key systems. This technological innovation has revolutionized access control systems, offering a more dynamic and efficient approach to security and authentication. The wireless data transmission capabilities of RFID have significantly increased the convenience and effectiveness of access control systems by streamlining the identification process and allowing for real-time access monitoring.

Keywords: turnstile gates, local databases, rfid, nfc, security, access control, electromagnetic fields, tags, access keys, lock doors, tracking, identification

SOLAR POWERED AUTOMATIC WATER SPRINKLER

John Mark Aguilar, John Rafael Lorenzo, Aizzer Maveric Molina, Excell Navidad,
Nazarin Ta-ay, Raymark Tomboc, Michael Zaragoza Jr, R-jay Pornasodoro

Abstract

This study focuses on the development of a solar-powered automatic water sprinkler, designed to assist gardeners by automating and optimizing the watering process. The system ensures that plants receive the right amount of water at the right time, promoting efficient growth while reducing water waste caused by evaporation or inaccurate watering. The sprinkler system distributes water through a network of pipes and sprinklers, delivering controlled watering directly to the roots. A key advantage of this system is its use of solar energy, making it a cost-effective and eco-friendly solution. The Arduino Uno board serves as the system's core, handling various tasks, from circuit board functions to supporting and connecting electronic components. This integration enhances the efficiency and reliability of the sprinkler system. The researchers used the System Development Life Cycle (SDLC) to define objectives and problems, implement plans, and monitor progress. They developed strategies, analyzed client data, and developed an automated method for their client. They conducted seminars for potential users, examined the system for defects and errors, and maintained the output to ensure its proper functioning. The SDLC waterfall model was used to ensure successful and efficient project execution. The researchers found a solution for the client's problem of watering plants with the help of a solar-powered automatic water sprinkler. Instead of manually watering plants, the owner or gardener will just turn on the switch to sprinkle the water. It will also automatically stop because of the moisture sensor connected to the soil of the plants. It will reduce water waste because the sprinkler will automatically stop when it has enough water. Solar-powered automatic sprinkler systems harness the power of the sun to operate, making them eco-friendly and economical. These systems typically feature solar panels to soak up sunlight, battery storage to manage energy, and controllers to oversee watering based on set schedules or environmental cues. A standout perk of controller-based solar water systems is their independence from the grid, making them ideal for remote areas or spots with limited energy access. Beyond conserving water by precisely delivering it to plants or grass according to their needs, these systems prevent wasteful overwatering or underwatering through efficient scheduling. They also streamline the user's experience by automating irrigation tasks. In essence, solar-powered sprinkler systems lessen dependence on traditional energy sources while promoting sustainable watering practices.

Keywords: solar powered sprinkler, sprinkler system, water conservation

ST JOHN OF BEVERLY SCHOOL

Gerardo De Leon Jr., Rogin Casiano, Shane Rañola, Rodney Eisma,
Nicole Pantaleon, Sheila Mae Serrano, Rjay Pornasdoro

Abstract

The enrollment management system enables educational institutions to streamline the online admission and enrollment process. The enrollment software saves a lot of time and effort for administrative staff. The enrollment system of St. John of Beverly School is used to enroll students for the academic year. St. John of Beverly High School is located on Quirino Highway, Novaliches, Quezon City, Metro Manila. This system increases overall productivity by helping track students who have already enrolled. This research was conducted to improve the school's enrollment system and eliminate the hassle of long lines and delays for students and guardians. This research focuses solely on improving the enrollment system (ES) and supporting school employees. The process of the SDLC Waterfall Model consists of seven phases, starting with system planning, followed by data analysis, system design, system development, system testing, system implementation, and finally, system maintenance. In the first phase, the planning phase, the researchers conducted questionnaires for an exclusive interview with the client and set up a meeting to understand the procedures used. During the analysis phase, the researchers interviewed the client and collected all the necessary details about the students. In the design phase, the researchers created the system design based on the client's suggestions. During the development phase, the researchers built a system to assist teachers in reducing hassle when processing application forms. The final phases include testing, implementation, and maintenance. The proponents conclude that the enrollment system is ready for use and that the client's problems have been solved. Students and teachers are satisfied with the system, as it is now fully functional. The enrollment system is capable of streamlining the enrollment process and expediting the submission of requirements. The researchers developed the system to be functional and ready for use.

Keywords: enrollment management system, hassle-free enrollment, staff productivity

**UNIFICATION OF SURVEILLANCE CAMERA WITH SMOKE DETECTION
SYSTEM IN BESTLINK COLLEGE OF THE PHILIPPINES**

Chris Adrian Jaula, Jay-e Eraga, Karylle Ann Malayao, Joseph Nathaniel Yangyang,
Jay Bee Bangalisan, Marlon Bahana

Abstract

The primary objective of this study is to develop a proactive system that alerts personnel in the event of a fire outbreak. The system is designed to send alert messages via mobile notifications and activate an alarm on the premises. Fire detection methods commonly rely on thermal, smoke, and flame detectors, which serve as early warning systems. These sensors function by sending real-time notifications to mobile phones and fire stations, enhancing response time and fire safety measures. This study employed a descriptive research approach with purposive sampling. Survey questionnaires were used to assess the acceptability of the proposed system in terms of materials used, procedural methodology, durability, smoke detection accuracy, and presentation. A t-test was conducted to analyze the difference in assessments between two groups: five (5) electrical engineers and five (5) electronics and communications engineers. The findings indicate that the proposed system was deemed “acceptable” across all evaluation criteria. The Electrical Engineers provided an overall mean rating of 3.21 (acceptable), while the Electronics and Communications Engineers rated it 3.27 (highly acceptable). The t-computed value of 0.1826 (with a t-critical value of 2.306 at $\alpha=0.05$) and a degree of freedom of 8 indicated no significant difference between the two groups’ assessments. The assessment of the unified surveillance camera and smoke detection system was evaluated based on materials, procedural methodology, durability, smoke detection accuracy, and presentation. To further improve the system, respondents recommended integrating an emergency application with direct access to fire and police hotlines in the Philippines.

Keywords: smoke detector, surveillance camera, fire, alarm

Humanities and Social Sciences

**THE IMPACT OF PUBLIC AWARENESS CAMPAIGN AGAINST DRUNK
DRIVING IN BARANGAY 179 AMPARO, NORTH CALOOCAN CITY**

Jerick Abines, Reymark Tobe, Kenneth Carlos Tolentino,
Winston Millan, Eduardo Villaruel

Abstract

Campaigns to raise public awareness of the dangers of riding while intoxicated played a significant role in increasing awareness of this issue. These public awareness campaigns seek to inform people about the risks of driving under the influence, such as diminished judgment, slowed reaction times, and a higher chance of collisions. The goal of these campaigns is to deter people from driving while intoxicated by emphasizing the possible negative effects of doing so. Public awareness campaigns also frequently inform the public about other modes of transportation, like ride-sharing services or designated drivers, in order to promote responsible decision-making. When it comes to encouraging safe driving habits and lowering the number of accidents involving drunk drivers, these campaigns are essential. The researchers employed a random sampling technique to provide the respondents with an unbiased approach. There were twenty (20) barangay police, fifteen (15) residents, and fifteen (15) drivers from Barangay 179, Amparo, North Caloocan City, who participated in this sampling. To demonstrate the study's legitimacy, the respondents were carefully selected. According to the findings, attempts to raise public awareness about drunk driving have been successful in lowering the number of accidents caused by alcohol. Public awareness initiatives can be used to inform the public about the dangers of drunk driving, including the potential for collisions, injuries, and fines. The results of this study on the effects of public awareness campaigns on drunk driving in Barangay 179 Amparo, North Caloocan City, also offer suggestions that the barangay police, residents, and drivers can follow. These include using social media and other digital platforms to raise awareness of the dangers of drunk driving.

Keywords: public recognition campaigns, alcohol-impaired driving, designated driver, ride-sharing services, impaired judgment, reaction time, accidents, every 15 minutes program, sobriety checkpoints, social norms approach

**INFLUENCES OF MENTAL HEALTH SERVICES AMONG PSYCHOLOGY
STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES AS
BASIS FOR MENTAL HEALTH AWARENESS PROGRAM**

Angilyn Magallanes, Lheony Rose Buenaobra, Trisha Ann Buenaobra,
Trisha Dabalos, Kristian Cklloyd Mendoza, Maria Regina Baluyut

Abstract

The purpose of this study is to address the lack of mental health services at Bestlink College of the Philippines, which may be affecting the psychological well-being of its students. The study aims to highlight the need for mental health services, including counseling, mental health awareness programs, and access to professional guidance. To achieve this, a descriptive research design was employed to collect data from respondents, assessing the need for these services and their potential benefits for students' mental health and academic success. This study employed a quantitative research approach, with data collected through self-structured questionnaires designed for each group of respondents. The participants consisted of 100 Psychology students, with 25 students selected from each year level, resulting in a total sample size of 100 students. The study reveals that the majority of respondents are female, aged between 18 and 23. The influence of mental health services on mental health was rated with a composite mean of 3.57, while the overall well-being of psychology students had a mean of 3.53. Regarding academic performance, the composite mean was 3.56, indicating the positive impact of mental health services on students' academic achievements. The benefits of implementing mental health services at Bestlink College were highlighted by a result of 3.65, suggesting that these services are accessible and play a significant role in supporting students' mental well-being. Furthermore, the findings, with a composite mean of 3.62, provide a basis for designing a mental health awareness program that caters to the specific needs of the student population, enhancing the overall well-being of students pursuing psychology careers. The researchers recommend developing an awareness program to challenge the stigma surrounding mental health. These services will play a crucial role in assessing and improving the mental well-being of students, which in turn can positively influence their academic success. Implementing such initiatives will create a more supportive environment for students, fostering their overall well-being and academic achievement.

Keywords: mental health services, academic performance, mental well-being, psychology students, awareness program, stigma, overall well-being, bestlink college of the philippines

**A STUDY OF TRAFFIC CONGESTION ALONG SUSANO ROAD, NOVALICHES,
QUEZON CITY: BASIS FOR IMPROVE TRAFFIC MOVEMENT**

King Shawn William, Johann Dale Balod, John Carl Navarro,
Lambert Pada, Chlodney Glenn Santos, Irene Gaviola

Abstract

The primary objective of this study is to examine the factors contributing to traffic congestion along Susano Road in Novaliches, Quezon City, Philippines, to provide valuable insights for enhancing traffic flow in the area. The research utilizes a qualitative approach through survey questionnaires conducted with commuters, motorists, and local stakeholders. This qualitative component focuses on gathering their perceptions, experiences, and suggestions regarding the causes and effects of traffic congestion, as well as potential solutions. The study involves fifty (50) road users, divided into five categories: 10 commuters, 10 motorists, 10 private vehicle drivers, 10 public vehicle drivers, and 10 traffic enforcers along Susano Road in Novaliches, Quezon City. The findings reveal that the majority of respondents are males aged 18–25 years old. Based on the analysis, the study proposes a multi-faceted approach to improving traffic flow on Susano Road. This includes infrastructure enhancements such as road widening, intersection improvements, and the implementation of traffic signal synchronization to optimize traffic movement. The insights from this study provide valuable guidance for policymakers, urban planners, and transportation authorities in designing targeted interventions to alleviate traffic congestion along Susano Road and enhance mobility in Novaliches, Quezon City. By addressing the root causes of congestion and implementing evidence-based solutions, the community can develop a more efficient and sustainable transportation system, fostering economic growth and improving the overall quality of life for residents.

Keywords: traffic, traffic congestion, traffic movement, transportation, mobility, economic growth

**ALTERNATIVE DISPUTE RESOLUTION: PERFORMANCE AND ITS IMPACT
TO THE RESIDENTS OF BARANGAY 177 CALOOCAN CITY**

Sherlyn Rodriguez, Krisha Bacayo, Rica Osia, Jon Dennis Dela Cruz,
Jay-r Seludo, Denise Anne Osorio

Abstract

The Alternative Dispute Resolution aims to prevent conflicts and resolve them sooner and more efficiently, benefiting both society and the economy. In light of the concerning problem of conflicts and disputes within a community, a system enabling individuals to settle disagreements without going to trial was established. The Alternative Dispute Resolution, also referred to as the Katarungang Pambarangay Justice System, seeks to enhance access to justice and alleviate court burdens. The researcher utilized the Purposive Sampling method to select respondents from twenty Barangay employees and twenty residents of Barangay 177 Caloocan City, totaling 40 respondents. This study employs a descriptive research design to evaluate the effectiveness and influence of alternative dispute resolution on the inhabitants of Barangay 177 Caloocan City. The researchers directly engage with residents and workers in Barangay 177 Caloocan City to ask for their involvement in the research. The research validates the efficiency of Alternative Dispute Resolution: its performance and influence on the residents of barangay 177 in Caloocan City. Based on the findings of this study, the respondents expressed strong agreement regarding the effectiveness and influence of alternative dispute resolution in settling disputes, particularly in areas like adjudication, procedures, agreements, and settlements; the typical cases managed by the Barangay Lupon primarily involve family conflicts, debt defaults, and threats. Issues faced by the respondents impacting the effectiveness of alternative dispute resolution largely stem from a lack of awareness and understanding; a strategy that could be suggested to tackle these issues is to pinpoint the primary problem in order to formulate potential solutions. This study recommended that the barangay organize seminars on alternative dispute resolution to inform residents about peaceful resolution methods.

Keywords: alternative dispute resolution, katarungang pambarangay justice system, dispute prevention, conflict resolution, access to justice, court workload reduction, barangay 177, caloocan city, community disputes, legal system, local justice, aDr. effectiveness

**AN ASSESMENT OF THE PEACE AND ORDER SITUATION IN
BARANGAY MINUYAN PROPER, CSJDM, BULACAN**

Serapion Lito Lique, Jhon Elrie Jovita, Fritzjohn Martinez, Jayson Rivero,
Jay Villanueva, Dr. Leilani Cusack

Abstract

This study explores the state of peace and order in Barangay Minuyan Proper, San Jose del Monte, by analyzing key factors that influence community safety. It aims to assess the current security conditions, identify challenges contributing to crime, and propose effective strategies to reduce criminal activities. The findings of this study will serve as a basis for enhancing public safety measures and promoting a more peaceful and orderly community. In evaluating the state of peace and order in Barangay Minuyan Proper, we employed a systematic research approach to ensure the accuracy and reliability of our findings. As criminology students from Bestlink College of the Philippines - Bulacan, we utilized random sampling to select 50 respondents from various sectors, including barangay officials, community leaders, law enforcement personnel, and residents. This method allowed for a comprehensive analysis of the community's security conditions, challenges, and potential improvements. The assessment of peace and order in Barangay Minuyan Proper highlights the influence of institutional, socioeconomic, and cultural factors on community safety. Using survey questionnaires, we gathered insights into residents' perceptions, experiences, and challenges regarding security. While there is notable confidence in local authorities, our findings identify key areas that require improvement, including community engagement, law enforcement efficiency, and crime prevention strategies. Addressing these concerns is essential to fostering a safer and more harmonious environment for all residents. Through demographic analysis, we gain valuable insights into the factors influencing peace and order in Barangay Minuyan Proper. By examining variables such as age, gender, and education, we can better understand how different groups perceive and experience safety and security. This data helps identify vulnerable populations, enabling the implementation of targeted interventions to enhance their resilience and well-being. Furthermore, assessing law enforcement effectiveness is essential in evaluating peace and order. By gathering residents' perspectives on police presence, response times, and overall satisfaction with law enforcement services, we can pinpoint areas for improvement. This analysis provides a foundation for enhancing legal empowerment, expanding alternative conflict resolution strategies, and ensuring equal legal protection for all residents of Barangay Minuyan Proper.

Keywords: peace and order, barangay minuyan proper, safety and security, law enforcement, community perception, crime prevention, demographic analysis, legal protection, conflict resolution, public safety, socioeconomic factors, police presence, response time

**AN ASSESSMENT IN THE IMPLEMENTATION OF TRAFFIC SAFETY
MEASURED ALONG NOVALICHES PROPER QUEZON CITY**

John Andrew Dalugdog, Angel Grace Berberio, James Vernon Galagate,
Laarnie Salibad, Juan Carlo Santos, Eduardo Villaruel

Abstract

This study investigates the perceptions of residents, drivers, and traffic enforcers regarding various aspects of traffic safety education and enforcement. It aims to identify areas for improvement in existing initiatives to enhance road safety and compliance. The respondents of the study include residents of the community, drivers who use the roads regularly, and traffic enforcers responsible for enforcing traffic laws and regulations. The study utilizes convenience sampling with a descriptive method. The researchers will request permission from the research adviser to distribute the survey questionnaire. The respondents of the study will be 20 residents, 20 drivers, and 20 law enforcers who frequently pass through Novaliches Proper, Quezon City. The researchers administered the questionnaire after securing permission with the help of the research adviser. They also asked permission from the respondents to conduct the study. After that, the researchers distributed the questionnaires to their chosen respondents and guided them on how to answer the questionnaires. In summary, this paper highlights that the lack of dedicated bicycle lanes and cycling infrastructure discourages safe cycling and increases the risk of accidents, with the highest weighted mean score of 3.28. The lack of community engagement and support undermines the success of traffic enforcement campaigns, with the highest weighted mean score of 3.25. Additionally, the lack of awareness among educators and parents about the importance of traffic safety education, along with inadequate enforcement of traffic safety measures, leads to a lack of accountability and compliance among drivers and pedestrians, with the highest weighted mean score of 3.3. It is recommended that residents advocate for greater accessibility and availability of such resources within the community, given the overwhelming agreement regarding the restricted access to traffic safety education materials and programs. Drivers should actively support programs that use technology to improve education and engagement, as they firmly believe that technology and digital platforms should be better integrated into efforts to educate people about traffic safety. Traffic enforcers should support the installation of feedback and assessment systems, as they recognize the difficulty of evaluating the success of traffic safety education initiatives.

Keywords: traffic safety education, traffic safety enforcement, road safety and compliance

**AN ASSESSMENT ON INCREASING CASES OF GANG WARS IN
BARANGAY BAGONG SILANG, CALOOCAN CITY**

Henry Elonjay Benigno, Jorame Aguirre Jr, Jay-r Corpuz, Geryll Ferrer Jr,
Arturo Sermon, Irene Gaviola

Abstract

This study examines the growing prevalence of gang wars, delving into the rise of organized criminal activities. It provides an in-depth analysis of various factors such as socioeconomic conditions, cultural influences, and the role of law enforcement in addressing this issue. Understanding the underlying causes and consequences of gang involvement is essential for developing effective preventive measures and interventions. The study aims to guide individuals away from criminal behavior and contribute to creating safer and more resilient communities. A total of fifty (50) respondents were selected for the study using purposive sampling. The participants included twenty (20) residents from Barangay Bagong Silang, Caloocan City, ten (10) police officers, and twenty (20) barangay officials. A survey questionnaire served as the primary data collection instrument. The data collected were analyzed using percentage and weighted mean to evaluate the results. Based on the analysis, most respondents are between 34 and 41 years old, with a predominance of males. The majority have completed high school and are single. Most respondents belong to the middle class in terms of socioeconomic status. Respondents expressed concern over the increasing cases of gang violence in Barangay Bagong Silang, Caloocan City. When it comes to the issue of lack of parental guidance, many respondents indicated that neglect or abuse at home can lead individuals to seek belonging and acceptance outside the family, which may draw them into gangs. In terms of peer pressure, a significant number of respondents noted that gangs often provide a strong sense of belonging and social identity, making them appealing to youth facing social pressures. Additionally, respondents pointed out that communities with high levels of poverty and limited economic opportunities can foster environments where gang activity thrives. Curiosity also plays a role; respondents indicated that an interest in the unknown, combined with a desire for belonging and identity, can drive some youth to explore alternative social groups, including gangs. Many respondents highlighted that the pervasive threat of violence creates a constant state of fear and anxiety, negatively impacting the mental health and well-being of residents. To address these issues, respondents suggested that interventions should ensure law enforcement officers receive comprehensive training in de-escalation techniques, tactical maneuvers, and effective responses to high-risk situations. Additionally, it is important to provide them with up-to-date protective equipment such as body armor and ballistic shields. Based on the conclusions drawn, the following recommendations are provided: 1. Lack of Parental Guidance seek assistance and support from reliable individuals such as family friends, teachers, or counselors, as this can be beneficial. 2. Peer Pressure surround yourself with friends who support and respect your decisions, rather than those who might negatively influence you. 3. Environmental Influence to prevent individuals from joining gangs, fund community initiatives that provide opportunities for training, employment, and skill development. 4. Curiosity encourage youth to explore a variety of interests and engage in new experiences. 5. Identifying At-Risk Individuals conduct risk assessments to identify individuals who may be at risk of joining a gang. Then, design interventions tailored to their unique needs, such as counseling, vocational training, or mentorship programs. 6. Proposed Interventions create community-based initiatives that divert young people from gang involvement by engaging them in positive activities like sports, the arts, and vocational training. Empower elders and community leaders to serve as mentors and positive role models.

Keywords: gang wars, organized crime, socioeconomic factors, cultural influences, law enforcement, root causes, consequences, preventive measures, interventions, safer communities

**AN ASSESSMENT ON ROBBERY INCIDENTS AT NORTHVILLE
2B BAGUMBONG BARANGAY 171 CALOOCAN CITY**

Jeany Zyl Caberte, Trixie Mae Eta, Cathleen Eustaquio, Annie Ganding,
Glenn Grace Melorin, Irene Gaviola

Abstract

In recent years, it has become increasingly difficult to feel safe when venturing out alone, as there has been a rise in robbery incidents that cause fear among the public, not just at night but even during the day. The constant threat of becoming the next victim has created a sense of unease. These incidents not only jeopardize the safety and well-being of drivers and commuters, but also disrupt the local transportation network, further contributing to a growing sense of insecurity within the community. The researchers utilized a sampling technique and a descriptive research design, employing quantitative methods. The study involved a total of fifteen (15) tricycle drivers, ten (10) barangay officials, sixty-five (65) residents, and ten (10) police officers from Northville 2B, Bagumbong, Barangay 171, Caloocan City. To initiate the data collection process, the researchers formally requested permission from the office of Barangay 171, Caloocan City. They then approached the selected respondents—tricycle drivers, barangay officials, police officers, and residents—personally to ask for their consent to participate in the study. The questionnaires were physically distributed to the participants in Northville 2B, Bagumbong, Caloocan City. The researchers ensured that each respondent had enough time to complete the survey and subsequently collected the completed questionnaires. The results of the study on the "Assessment of Robbery Incidents at Northville 2B, Bagumbong, Barangay 171, Caloocan City" in terms of Modus Operandi, Economic Status of the Victim, Robbery Preventive Measures, and Robbery Deterrent Awareness show a strong consensus of "Strongly Agree" from the respondents. A major concern identified was the insufficient street lighting in the area, which contributes to a higher risk of robbery incidents. Based on these findings, the study recommends addressing this issue by improving street lighting in Northville 2B, Barangay 171, Caloocan City, as a means to enhance security and reduce the occurrence of robberies. This study recommends installing additional street lighting in key areas of Northville 2B, Barangay 171, Caloocan City, to enhance visibility and reduce the risk of criminal activities. Additionally, the researchers suggest launching a comprehensive educational awareness campaign to encourage residents to be more vigilant and proactive in reporting suspicious behavior. These measures aim to address the issues related to robbery incidents in Northville 2B, Barangay 171, Caloocan City, and improve the overall safety and security of the community.

Keywords: robbery incidents, street lighting, safety and security, community awareness, vigilance, crime prevention, northville 2b, barangay 171, caloocan city, crime deterrence, public awareness campaign

**AN ASSESSMENT ON THE CONTRIBUTORY FACTORS LEADING
TO TRAFFIC CONGESTION IN SUSANO ROAD,
NOVALICHES, QUEZON CITY**

Jan Lord Lozano, Jade Michael Doria, Diosdado Malinao Jr.,
Joseph Mangalinao, Angel Odiña, Irene Gaviola

Abstract

The study of traffic management is vital in addressing the growing challenges of urban transportation. It examines key factors such as safety, efficiency, environmental impact, and social dynamics. By adopting a comprehensive and multidisciplinary approach, this study aims to develop sustainable and effective strategies to improve traffic flow, reduce congestion, and enhance overall transportation systems. This study utilized a descriptive research design with a purposive sampling technique, engaging 50 respondents. The participants comprised 20 pedestrians or commuters, 15 law enforcers, and 15 public transportation drivers, ensuring a well-rounded perspective on traffic management challenges and solutions. The researchers concluded that the respondents provided reliable data, strengthening the study's findings. The results indicate that traffic engineering significantly contributes to congestion, with factors such as road design, traffic flow management, and infrastructure playing a crucial role. Additionally, the lack of traffic education was identified as a key factor, highlighting how limited awareness, inadequate education, and non-compliance with traffic laws exacerbate congestion issues. Furthermore, inconsistent enforcement of traffic regulations, particularly in issuing citation tickets, was found to worsen congestion due to perceived unfair treatment of violators and inefficient enforcement strategies. It is recommended to implement comprehensive educational campaigns on traffic rules, laws, and regulations to enhance awareness and compliance among both drivers and pedestrians, ultimately reducing congestion. Additionally, ensuring consistent and fair enforcement of traffic laws, particularly in issuing citation tickets, is essential for maintaining order on the roads. Investments in pedestrian infrastructure should be prioritized, including well-marked crosswalks, pedestrian signals, and safety islands, to improve pedestrian safety and facilitate smoother movement. Urban planning and development should incorporate pedestrian-friendly designs to enhance walkability and minimize conflicts between pedestrians and vehicles. Moreover, promoting alternative modes of transportation such as public transit, cycling, and walking through improved infrastructure and awareness campaigns will encourage more sustainable and efficient commuting options, contributing to long-term traffic management solutions.

Keywords: traffic management, urban transportation, congestion, traffic education, law enforcement, pedestrian safety, infrastructure development, road design, public transportation, alternative transportation, traffic flow, compliance, urban planning, walkabi

**AN ASSESSMENT ON THE PERSON DEPRIVED OF LIBERTY'S
CONDITION IN MANILA CITY JAIL**

Jhea Ramos, Kathlene Jean Balbag, Khrecia Fuentes, Maria Joy Salingay,
Jericho Baldomero, Irene Gaviola

Abstract

This study aims to assess the current conditions of Persons Deprived of Liberty (PDLs) in the Manila City Jail. It focuses on their living conditions, the challenges they face, and how they navigate their daily lives within the confines of the prison. The researchers distributed questionnaires to a total of 70 respondents, consisting of 35 PDLs and 35 Jail Officers from the Bureau of Jail Management and Penology (BJMP). Purposive sampling was used to select the participants for the study. The researchers sought permission from the administration of the Bureau of Jail Management and Penology by submitting a formal letter of request to conduct the study and distribute the survey questionnaires. Upon approval, the researchers personally delivered the questionnaires to the respondents. The collected responses were analyzed and interpreted using statistical treatment, with the results presented in graphs and tables. The majority of the respondents are in the age range of 26 to 33 years old, representing 25 individuals, or 36% of the total respondents. A total of 70 respondents participated in the study, accounting for 100% of the sample. The assessment reflects the conditions of Persons Deprived of Liberty (PDLs) and Bureau of Jail Management and Penology (BJMP) personnel in the Manila City Jail. Overall, the respondents expressed agreement with the assessment of the PDLs' conditions within the jail, particularly in terms of health services, educational services, and rehabilitation programs. The highest weighted mean rating was for proposed measures to address the challenges in Manila City Jail, with respondents strongly agreeing, reflected by an overall mean of 100. This study presents recommendations derived from a comprehensive analysis of the findings and conclusions regarding the conditions of Persons Deprived of Liberty (PDLs) in the Manila City Jail. The assessment focuses on health services, educational services, and rehabilitation programs. One key recommendation is for the government to expand existing facilities or construct new ones to accommodate more inmates, which would help alleviate overcrowding.

Keywords: persons deprived of liberty (pdl), manila city jail, health services, educational services, rehabilitation programs, overcrowding, bureau of jail management and penology (bjmp), correctional facilities, inmate conditions, facility expansion, government

**AN ASSESSMENT ON THE RESTORATIVE JUSTICE SYSTEM IMPLEMENTED
IN BARANGAY PAYATAS QUEZON CITY**

Divine Grace Masong, Jeamson Batugon, Glydel Altamia, Enrico Catalan,
Jenefer Flocarencia, Denise Anne Osorio

Abstract

Today's restorative justice emphasizes healing and repairing harm by fostering dialogue and understanding among the people involved in a conflict or crime. Instead of just serving a sentence, offenders in a restorative justice system give victims an opportunity to explain how they've been affected and to express their needs for healing and resolution. The study utilized the descriptive research method. The respondents were divided into three groups: twenty (20) Barangay employees, ten (10) Purok Leaders, and twenty (20) residents of Barangay Payatas, Quezon City, totaling fifty (50) respondents. The primary instrument used for data collection was a survey questionnaire. The data gathered were analyzed using frequency, percentage, and weighted mean to interpret the results. According to the data gathered, it was revealed that the majority of the respondents "strongly agree." Most of the respondents were aged 42 and above, the majority were female, and they had been living in Barangay Payatas. Based on the respondents' assessments, it was determined that amicable settlements prioritize the needs and voices of marginalized or vulnerable populations within Barangay Payatas and are properly implemented, as the majority of respondents interpreted it as "strongly agree." Respondents also stated that the Barangay approach prioritizes community involvement in conflict resolution and contributes to the promotion of peacebuilding and social cohesion, with a similar rating of "strongly agree." Lastly, the diversion program addresses the needs of both the offender and the victims, balancing their respective rights and interests, with respondents also rating it as "strongly agree." This study recommended understanding the effects of restorative justice on community perceptions of crime or conflict through a cooperative process involving all affected parties. Additionally, Barangay officials must undergo training and awareness programs to assess the restorative justice system, enabling them to better serve the people under their jurisdiction and actively work toward a safer community. By providing a safe space for individuals to express their feelings and experiences, restorative justice supports the healing process and helps them move forward from the harm they have experienced. Barangays should also address residents' needs by improving communication and raising awareness about restorative justice.

Keywords: restorative justice, resolution, amicable settlement

**AN ASSESSMENT ON THE ROLE OF POLICE STATION 6, INTELLIGENCE
UNIT DATA GATHERING IN BATASAN HILLS QUEZON CITY**

Raffy Alba, Ronald Balunan, Roel Delos Reyes, Joseph Punong-bayan,
Mark Sherdon Ramos, Edgar Reyes

Abstract

Through covert operations, surveillance, and collaboration with other intelligence agencies, the Station Intelligence Unit plays a crucial role in national security by remaining vigilant and adapting to evolving threats. This assessment aims to explore the unit's multifaceted functions, challenges, and overall effectiveness in fulfilling its pivotal role within the intelligence landscape. The researchers submitted a letter of request to conduct the study at Police Station 6, Batasan Hills, Quezon City. After the request was approved, the researchers personally distributed the survey questionnaire for the respondents to answer. The respondents were also informed on how to complete the survey questionnaire correctly. After the questionnaires were answered, they were collected by the researcher for computation, analysis, and interpretation. The study revealed findings based on three respondent categories. Age: Most of the respondents from personnel are between the ages of 26-30, accounting for 15 respondents. Sex: The majority of personnel respondents are male, with a total frequency of 9 or 60.00%. Most respondents from the Operations Unit have a frequency of 10 or 67.00%, while the Admin Unit has a frequency of 12 or 60.00%. Educational Attainment: Among PNP personnel, the majority hold a Bachelor's degree, with a frequency of 14 or 93.00%. Most respondents from the Operations Unit have a Graduate Professional degree, with a frequency of 6 or 40.00%. Lastly, in the Admin Unit, the majority have completed a Two-Year College program, with a frequency of 6 or 30.00% out of 20 respondents. The study found that the assessment of station intelligence branches in intelligence gathering indicates no problems encountered by PNP intelligence personnel. Therefore, the researchers recommend that the indicators with the highest level of agreement among respondents be proposed for enhancing intelligence gathering at Police Station 6, Batasan Hills, Quezon City.

Keywords: smart intelligence gathering, nation security, safety and order

**AN EVALUATION OF THE ROLE OF TECHNOLOGY IN
MODERN CRIME INVESTIGATION OF BARANGAY
BATASAN, QUEZON CITY**

Erick John Perez, Oscar Sapno, John Algie Caralos, Jhunty Villar Jr.,
Joji Mark Rebano, Eduardo Villaruel

Abstract

The purpose of the study is to evaluate the role of technology in modern crime investigation in Barangay Batasan, Quezon City. The study used a descriptive research method. The respondents were divided into three groups: seven (7) Barangay Officials, seven (7) Sangguniang Kabataan (SK) members, and thirty-six (36) Tanods, totaling fifty (50) respondents. According to the data gathered, most of the respondents were aged 18 to 38 years old. The majority were either male or female and were co-workers in Barangay Batasan. The results of this study determined that most respondents evaluated the role of technology in modern crime investigations in Barangay Batasan, Quezon City. In terms of implementation, respondents observed the evaluation of technology's role in Barangay Batasan. In conclusion, the researchers recommend that this chapter focus on analyzing the results gathered from the conducted survey. Findings, conclusions, and recommendations are arranged in a manner that follows the statement of the problem, aiming to guide future researchers.

Keywords: modern crimes, technology in modern crime

**AN EVALUATION ON THE FIREFIGHTER VOLUNTEER'S PREPAREDNESS ON
FIRE INCIDENTS IN BARANGAY COMMONWEALTH QUEZON CITY**

Keneath Guadamor, Aristion Jr. Badenas, Alfe Enriquez, Jeremy Prado,
Justin Tarazona, Denise Anne Osorio

Abstract

This study focuses on the preparedness of volunteer firefighters in responding to fire incidents. As essential first responders, volunteer firefighters play a vital role in community safety, often serving as the first line of defense during emergencies. Driven by a strong sense of duty and altruism, they undergo rigorous training while balancing their firefighting responsibilities with full-time jobs. However, their effectiveness in emergencies heavily depends on their level of preparedness, which this study aims to assess and improve. A total of 50 respondents were selected using a purposive sampling technique. This study employed a descriptive research design to analyze the demographic profile of the respondents and assess the preparedness of volunteer firefighters in Barangay Commonwealth, Quezon City. A survey questionnaire served as the primary data collection tool, and the gathered data were analyzed using the weighted arithmetic mean. This study revealed that the majority of volunteer firefighters in Barangay Commonwealth, Quezon City, fall within the 18-25 age group (26%), are predominantly male (62%), and are mostly married (52%). In terms of educational attainment, most respondents have reached the college level (30%), and their length of service is primarily between 7-10 years (40%). The respondents strongly agreed (overall mean of 3.38) that various challenges affect their preparedness. To address these issues, the majority of respondents supported proposed measures, with the highest-rated recommendation being the regular conduct of realistic drills and simulations to ensure volunteers are well-prepared for emergency scenarios. To enhance the preparedness and response capabilities of volunteer firefighters, measures will be developed to strengthen their training and coordination. The researchers recommend conducting full-scale emergency simulations, involving multiple agencies when possible, to improve volunteer response coordination and ensure adherence to incident command protocols.

Keywords: fire incident preparedness, emergency response, training and drills, incident command protocols, firefighter coordination, community safety, purposive sampling, descriptive research design, survey questionnaire, socio-demographic profile, weighted arithmetic

**ASSESSING THE DISASTER READINESS OF THE RESIDENTS OF
BARANGAY UGONG, VALENZUELA CITY**

Marco Sirco, Noah Acobera, Joel Forlaje, Jefferson Manlangit,
Alexander Raytos, Irene Gaviola

Abstract

Evaluating disaster preparedness involves a set of actions performed at the personal, organizational, and community levels to reduce the effects of a disaster. Readiness may involve survival strategies and actions to enhance survival in case of a catastrophe. The researchers employed the Purposive Sampling Technique to gather the data. The researchers employed a quantitative descriptive research design to evaluate the variables of the study. The participants in this Study will include (25) Barangay Officials, (25) Residents, and (25) members from the Valenzuela City Disaster Risk Reduction and Management Office (VCDRRMO), making a total of 75 participants. The researchers sought permission from the officials to carry out a study in their area; afterward, they would distribute the questionnaires and wait for them to complete their responses. Once the participants have completed the survey, researchers will gather it. Based on the analysis and interpretation conducted, the highest response for Preventive Measures had an Overall Weighted Mean of 3.52, indicating a Strongly Agree. Understanding and Consciousness with Overall Weighted Mean of 3.37 with Strongly Agree. And, Logistical Requirements achieved an Overall Weighted Mean of 3.54, indicating Strongly Agree. Inadequate involvement of community members in disaster preparedness leads to the suggestion of urging residents to engage with communication channels that can help them stay informed and concentrate on warnings and guidance for imminent natural disasters, particularly if they lack sufficient understanding of the appropriate actions to take. Inadequate performance of the community-based early warning system involves ensuring that Barangay Ugong, along with the Valenzuela City Disaster Risk Reduction and Management Office (VCDRRMO), possesses the essential authority, resources, and support to perform their duties effectively.

Keywords: disaster preparedness, community engagement, early warning system, risk reduction, emergency communication, disaster response, public awareness, local government support, resilience building, natural disasters, barangay ugong, valenzuela city disaster

**ASSESSING COMPLIANCE OF METROPOLITAN MANILA DEVELOPMENT
AUTHORITY CLEARING OPERATION IN BALINTAWAK
PUBLIC MARKET, QUEZON CITY**

Danmark Baronda, Josemarie Dagta, Reymart De Real, Denmark Elias,
Jayson Gallarde, Dr. Myrna Cuntapay

Abstract

The Metropolitan Manila Development Authority (MMDA) plays a vital role in enforcing regulations and maintaining order across Metro Manila, particularly in addressing traffic congestion. One of the most affected areas is Balintawak, Quezon City, where heavy traffic remains a persistent challenge due to the high volume of both private and public transportation. The situation is further complicated by the varying traffic ordinances implemented by different cities, leading to inefficiencies and gridlock. As urbanization continues to accelerate, finding effective traffic management solutions in Balintawak has become increasingly crucial for improving mobility and reducing commuter strain. . The study employed a random sampling design, selecting a total of 40 respondents from Balintawak Public Market, Quezon City. The sample consisted of 20 vendors, 10 consumers, and 10 enforcers from the Metropolitan Manila Development Authority (MMDA). This diverse selection of participants provided a well-rounded perspective on the traffic congestion issues in the area, capturing insights from those directly affected by and involved in its management. The results of the study indicate that the majority of the 40 respondents fall within the age range of 34 to 41 years old, with most of them being male. Regarding jurisdiction, respondents agreed that "the enforcement strategies employed by the Metropolitan Manila Development Authority (MMDA) in achieving compliance with jurisdictional regulations within public markets, particularly during clearing operations, are effective. "In terms of procedure, respondents also agreed that "the MMDA has established procedures for coordinating with other agencies during clearing operations. "Concerning regulation, the study found that respondents agreed that "the MMDA consistently follows laws and rules regarding clearing operations. "For implementation, respondents agreed that "the MMDA continuously implements improvement initiatives to optimize the efficiency of clearing operations. "However, the study also identified key challenges faced by the MMDA in implementing clearing operations. The most notable issue reported was "garbage scattered inside the market, causing an unpleasant odor. "To address this issue, the study suggests the appointment of dedicated MMDA personnel to clean the public market regularly, ensuring better sanitation and preventing unpleasant odors. The researchers recommend the following measures to enhance the effectiveness of MMDA's clearing operations in Balintawak, Quezon City: Clarification and Strengthening of Jurisdiction – Clearly define and legally reinforce the jurisdictional boundaries and responsibilities of the MMDA. This will help avoid overlaps with other government agencies and streamline enforcement efforts. Improvement of Coordination and Procedures – Establish stronger coordination mechanisms between MMDA and other relevant agencies to ensure smoother clearing operations and minimize conflicts in responsibilities. Strict Implementation of Regulations – Maintain consistency in enforcing laws and regulations related to clearing operations while ensuring transparency and fairness in their execution. Enhanced Waste Management Strategies – Address the issue of scattered garbage and unpleasant odors in public markets by deploying MMDA personnel dedicated to regular cleaning and maintenance. Community Engagement and Awareness – Educate vendors, consumers, and enforcers on the importance of compliance with regulations, waste disposal practices, and the role of MMDA in maintaining order and cleanliness in public markets. By implementing these recommendations, the

MMDA can improve the efficiency and effectiveness of its clearing operations, ultimately leading to a more organized and sanitary public market environment.

Keywords: mmda, traffic congestion, clearing operations, jurisdiction, enforcement strategies, public market, regulation, implementation, waste management, urban planning, coordination, policy improvement, community engagement

**ASSESSMENT IN ROAD ACCIDENTS IN BARANGAY
SAN AGUSTIN NOVALICHES, QUEZON CITY**

Andrea Mercadero, Lea Burila, Rovilyn Erum, Allyxzandra Danielle Cariaga,
Mary Therez Bulotano, Dr. Myrna Cuntapay

Abstract

The research titled "Assessment of Road Accident Responses in Barangay San Agustin, Novaliches, Quezon City" investigates the community's effectiveness in addressing heavy traffic, unsafe road practices, and road accessibility during incidents. By employing both qualitative and quantitative methods—including interviews, surveys, and data analysis—the study evaluates the timeliness, efficiency, and overall quality of responses from drivers, students, officials, and residents to various incidents reported within the barangay.

Key Objectives:

- Assess Traffic Management Practices:** Examine existing traffic management initiatives in Barangay San Agustin to identify strengths and areas for improvement.
- Evaluate Incident Response Effectiveness:** Analyze the community's responsiveness to incidents, focusing on timeliness and efficiency.
- Identify Training and Resource Needs:** Determine the necessity for additional training, resources, or policy enhancements to improve incident management.

Alignment with Local and National Initiatives: Quezon City Traffic and Transport Management Department (TTMD): The TTMD is responsible for formulating, coordinating, and monitoring policies related to traffic and transport management, aiming to rationalize transport operations and enhance traffic safety. Quezon City Traffic Incident Management (TIM) Programs: TIM involves coordinated efforts to detect, respond to, and clear traffic incidents safely and swiftly. Implementing TIM strategies can significantly reduce congestion and improve road safety.

Barangay-Level Initiatives: Barangays play a crucial role in local traffic management. Initiatives such as organizing seminars and workshops on road safety and incident response have been conducted, benefiting numerous individuals and enhancing community awareness.

To effectively analyze the demographic data of drivers, officials, students, and residents in Barangay San Agustin, Novaliches, Quezon City, the study will employ quantitative research methods. This approach will facilitate the collection and statistical analysis of numerical data, enabling a clear understanding of the distribution and characteristics of the population under study.

Data Collection:

- Demographic Variables:** Participants will be categorized based on sex and age brackets. Age groups may include categories such as 18-24, 25-34, 35-44, 45-54, 55-64, and 65 and above, allowing for a detailed demographic analysis.
- Sampling Method:** To ensure a representative sample, stratified random sampling will be utilized. This method involves dividing the population into distinct subgroups (strata) based on demographic characteristics and then randomly selecting participants from each stratum. This approach enhances the precision and relevance of the findings.

Data Analysis:

- Statistical Techniques:** Quantitative data analysis will involve the use of descriptive statistics to summarize demographic information and inferential statistics to draw conclusions about the broader population. Techniques such as regression analysis may be employed to examine relationships between demographic variables and responses to traffic incidents.
- Software Tools:** Data will be analyzed using statistical software packages such as SPSS, R, or Python's statistical libraries. These tools offer robust capabilities for handling large datasets and performing complex analyses.

Ethical Considerations:

- Informed Consent:** All participants will be provided with clear information about the study's purpose and procedures. They will be required to give informed consent before participation, ensuring ethical standards are upheld.
- Confidentiality:** Personal identifiers will be removed or anonymized to protect participants' privacy. Data will be stored securely and accessed only by authorized research personnel.

By implementing these quantitative research methods, the study aims to gather reliable and

comprehensive data on the demographic profiles of individuals involved in traffic incidents in Barangay San Agustin. This data will be instrumental in assessing current traffic management practices and identifying areas for improvement. Recent developments in law enforcement highlight the importance of strategic reforms to enhance responsiveness and effectiveness. Key areas identified for improvement include:

1. **Mental Health Crisis Intervention** Expanding crisis intervention programs is crucial. Civil rights lawyer Ben Crump advocates for diverting mental health-related calls to trained professionals rather than police, aiming to reduce incidents involving individuals with mental health issues.
2. **Reaccreditation and Standardization** Achieving reaccreditation demonstrates a commitment to best practices. The Plainview Police Department's reaccreditation by the Texas Police Chiefs Association Accreditation Committee underscores adherence to rigorous standards, including use of force and patrol operations. myplainview.com
3. **Data-Driven Performance Monitoring** Implementing national performance targets can drive improvements. The UK government's plan to introduce national crime targets aims to address variations in police performance and restore public trust through clear data collection and analysis. By focusing on these areas mental health crisis intervention, reaccreditation, and data-driven performance monitoring law enforcement agencies can enhance their effectiveness and strengthen community trust.

Utilizing surveys with a Four-Point Likert Scale is an effective method for gathering insights into community experiences regarding heavy traffic, unsafe road practices, and inaccessible roads and highways in Barangay San Agustin, Novaliches, Quezon City. This approach allows respondents to express their opinions without a neutral option, encouraging more decisive feedback.

Understanding the Four-Point Likert Scale: A Four-Point Likert Scale offers four response options, typically ranging from strong agreement to strong disagreement, or frequency levels from always to never. This scale forces respondents to lean toward a particular viewpoint, eliminating neutrality and providing clearer data on community sentiments.

Keywords: traffic congestion, unsafe road practices, road accessibility, community perception, traffic safety measures, urban road infrastructure, public awareness, behavioral observations, traffic enforcement, safety audits

**ASSESSMENT OF CRIMES COMMITTED AT BARANGAY
PASONG PUTIK QUEZON CITY**

Charles Adrian Tovera, Noel Polvorosa, Jess Mhar Saluntao, John Cliff Santillana,
Simplicio Cuizon III, Dr. Antonio Dawagan Sr.,

Abstract

This study investigates the processes involved in assessing crimes committed in Barangay Pasong Putik, Quezon City, focusing on the factors that affect crime assessments such as age, sex, civil status, and length of service. It also explores the challenges faced by respondents in the assessment process and seeks to identify possible solutions to improve crime detection and response. For many individuals, crime is a significant concern that alters their daily lives, whether they have fallen victim to a crime or are fearful of becoming one. The study aims to provide insights into how crime is assessed in the community and offer recommendations to address the problems encountered during this process. The researchers employed a descriptive research method to collect, analyze, interpret, and report data, aiming to describe and understand the population or phenomenon under study. The research focused on thirty (30) residents and twenty (20) police officers from Barangay Pasong Putik, Quezon City, during 2023 and 2024. Data was collected through interviews with each respondent using a survey questionnaire. Police officers were specifically selected to ensure the reliability and accuracy of the information gathered, providing a comprehensive perspective on crime assessment and issues related to crime in the community. The study's results reveal that the majority of respondents "Strongly Agree" on the importance of enhancing public awareness campaigns. They believe that educating the community about the value of cooperation with law enforcement is crucial for maintaining public safety and effectively addressing crime. This consensus underscores the need for greater community engagement and collaboration with authorities to foster a safer environment in Barangay Pasong Putik. The study reveals that the majority of respondents "Strongly Agree" on the importance of strengthening public awareness campaigns to educate the community on the value of cooperating with law enforcement for public safety. Based on these findings, the researchers propose the following recommendations: Conduct a thorough assessment of crime-prone areas: Strategically install CCTV cameras in locations that provide the best coverage to deter criminal activity and enhance law enforcement monitoring capabilities. Launch comprehensive public education campaigns: Raise awareness about crime, its underlying causes, and the consequences it has on individuals and communities. Such campaigns should also emphasize the importance of community cooperation with law enforcement in maintaining public safety. Address the impact of trauma on crime victims and communities: Acknowledge and support individuals affected by crime, including victims and offenders. Implement trauma-informed practices in assessments to ensure that they are compassionate, supportive, and contribute to the healing and recovery process. These recommendations aim to strengthen crime prevention strategies, foster greater community engagement, and provide better support for those affected by crime, ultimately enhancing public safety in Barangay Pasong Putik.

Keywords: public awareness campaigns, law enforcement cooperation, community safety, cctv installation, crime prevention, trauma-informed practices, crime education, victim support, community engagement, barangay pasong putik

**ASSESSMENT OF FIRE SAFETY AND PREVENTION MANAGEMENT
IN BAGUMBONG HIGH SCHOOL, CALOOCAN CITY**

James Rexor Sebastian, Gonzales Thimothie, Justin Adrian Balod,
John Dave Ordenario, Lovelle Greed Angeles, Irene Gaviola

Abstract

Fire safety in educational institutions is a critical concern, as it directly impacts the well-being of faculty, students, and the learning environment. As a center for education and community development, Bagumbong High School recognizes the importance of providing a safe and secure space for its members. With growing awareness of fire hazards and their potential risks, a thorough assessment of the school's fire safety and prevention management is essential. Fires not only pose an immediate threat to life and property but can also have lasting consequences on the school system, community morale, and the institution's reputation. The researchers employed a quantitative approach, utilizing mathematical data to analyze survey results and address the study's objectives. The respondents included members of the School Disaster Risk Management Council (SDRMC) at Bagumbong High School, totaling 60 participants: 20 SDRMC members, 20 students, and 20 Parent-Teacher Association (PTA) representatives. These respondents were selected based on their familiarity with emergency response protocols, ensuring valuable insights into fire safety and prevention measures. The study results indicate that the majority of respondents 'strongly agree' that individuals at Bagumbong High School are highly aware of fire safety and prevention measures. The study found that most respondents are highly aware of fire safety and prevention measures at Bagumbong High School. Based on these findings, we recommend implementing regular training sessions for students, teachers, and staff on fire safety protocols, evacuation procedures, and the proper use of fire extinguishing equipment. Additionally, efforts should be made to enhance awareness of fire hazards, prevention strategies, and the importance of prompt action during emergencies. Reviewing and updating evacuation plans to ensure they are clear, accessible, and well-understood by all members of the school community is also essential. These conclusions emphasize the critical role of proactive measures in maintaining safety at Bagumbong High School in Caloocan City. The evaluations highlight the need for comprehensive education and prevention management to promote fire safety awareness among students and ensure a secure learning environment.

Keywords: fire and safety prevention management, fire education

**ASSESSMENT OF OPLAN ALIS SAGABAL IN ENHANCING SAFETY AND
MAINTAINING ORDER IN BARANGAY 178 CAMARIN CALOOCAN CITY**

Jerome Dolo, Weny Dio, Randon Ali Makabenta, Mico Daco,
Edrian Desdichado, Eduardo Villaruel

Abstract

Roadside property obstruction removal operations are crucial in urban areas like Caloocan to mitigate issues such as illegal parking and vendor obstructions. Despite existing penalties, deterrence remains a challenge, particularly with tricycle operators who frequently obstruct sidewalks and roadways, posing safety risks. This study, conducted in Barangay 178, Camarin, Caloocan City, aims to assess the effectiveness of Oplan Alis Sagabal in enhancing safety and maintaining order. Using a descriptive survey method, 398 respondents including community members and barangay officials were sampled from a population of 110,224. A pre-tested and validated questionnaire was utilized, focusing on demographic data and perceptions of Oplan Alis Sagabal's impact. Simple random sampling was employed. Results indicate a generally positive perception of Oplan Alis Sagabal, with respondents reporting reductions in crime rates, traffic congestion, and disorder. The primary challenges faced by law enforcers included public frustration and aggression. The study underscores the importance of regular road-clearing operations, coordination with national agencies, and providing due notice before removing encroachments. The recommendations highlight the necessity of accountability and coordination among local government units and national agencies in addressing urban obstructions.

Keywords: roadside property obstruction removal operations, oplan alis sagabal, obstructed sidewalks, safety and order

**ASSESSMENT OF REFRESHER TRAINING COURSE FOR FIRE VOLUNTEER
IN BARANGAY 176 BAGONG SILANG, CALOOCAN CITY**

Abergido Lyra May, Sweetlyn Alagao, Sofia Faith Roque,
Norjanah Usman, Regine Villasis, Irene Gaviola

Abstract

Fire volunteers provide an essential service to their communities without monetary compensation. They are responsible for preventing and suppressing fires in their local barangay, responding promptly to emergencies when needed. This study assesses the effectiveness of the refresher training course for fire volunteers in Barangay 176 Bagong Silang, Caloocan City, in enhancing their skills and preparedness in fire suppression, first aid, and emergency response. The study utilized a quantitative approach, specifically a descriptive research design, to assess key variables. Through purposive sampling, 25 barangay officials and 25 fire volunteers participated. A survey questionnaire was used as the primary data-gathering instrument. The collected data were analyzed using mean, frequency, percentage, and overall weighted mean to interpret findings effectively. Findings indicate that the majority of respondents "strongly agree" on the effectiveness of the refresher training course. In terms of fire suppression, the training has enhanced compliance with local fire rules and regulations. Regarding first aid and rescue, participants gained the ability to administer basic first aid for common injuries. Additionally, the training improved their ability to respond swiftly to emergency calls from the community. Recommendations include conducting more seminars and workshops to further enhance volunteers' engagement and preparedness. The study highlights the importance of refresher training courses for barangay fire volunteers. Based on the findings, the following recommendations are proposed: (1) Strengthening volunteers' interpersonal engagement skills through seminars and workshops; (2) Providing flexible training schedules to accommodate volunteers' availability; (3) Enhancing communication and cooperation between municipal fire agencies and barangay fire volunteers; (4) Improving training facilities to ensure volunteers are well-equipped; (5) Implementing strict safety protocols and offering comprehensive emergency procedure training. Future researchers are encouraged to conduct further studies to refine and improve training programs.

Keywords: refresher training course, fire volunteers, fire suppression, emergency response, first aid, community safety

ASSESSMENT OF ROAD RAGE IN QUIRINO HIGHWAY QUEZON CITY

Daniel Abang, John Joseph Bitamor, Carl Lorenz Estallo, Jacob Axl Marcial,
Jhon Carlo Tamayo, Dr. Myrna Cuntapay

Abstract

This survey research was conducted to evaluate road rage incidents along Quirino Highway, Quezon City. It examines the psychological, social, and environmental factors contributing to aggressive driving behavior. The study aims to provide a deeper understanding of road rage and its impact on drivers, helping to identify potential solutions for safer road interactions. The study will engage 30 drivers and 20 traffic enforcers as participants. To ensure accurate and comprehensive responses, the researchers will assist respondents in properly completing the questionnaire. The purposive sampling technique will be employed to strategically select participants, ensuring the relevance of the collected data. Utilizing a descriptive quantitative research design, this study will focus on gathering and analyzing numerical data to generate valuable statistical insights. Strict Traffic Law Enforcement Strengthen the implementation of traffic regulations and impose harsher penalties for reckless and aggressive driving. De-escalation Training for Traffic Enforcers equip enforcers with effective communication techniques, such as active listening and conflict resolution, to manage tense situations. Encouraging Incident Reporting promote safer responses by urging drivers to avoid confrontations and report road rage incidents to authorities instead. Increased Police Visibility – Deploy more officers in high-risk areas to deter aggressive behavior and ensure quick intervention. Mental Health and Counseling Support provide psychological support and counseling services for individuals affected by road rage, whether as victims or aggressors. Rapid Incident Response Protocols – Develop a fast and efficient system for handling and resolving road rage situations to minimize escalation. Strengthened Interagency Collaboration foster cooperation between law enforcement, local governments, and community organizations to address road safety issues comprehensively. Community-Based Watch Programs establish neighborhood initiatives that encourage drivers and residents to report aggressive driving behavior. Public Awareness Campaigns conduct educational programs on anger management, responsible driving, and the dangers of road rage. Comprehensive Victim Assistance provide trauma-informed care, legal guidance, and emotional support for individuals impacted by road rage incidents. Implementing these strategies will help create a safer driving environment by promoting responsible behavior, reducing road rage incidents, and fostering community engagement in road safety. Strategies to Reduce Road Rage on Quirino Highway, Quezon City to minimize road rage incidents and promote safer driving conditions, the following measures can be implemented: 1. Strengthen Traffic Law Enforcement Enforce stricter penalties for aggressive driving and road rage-related offenses. Deploy more traffic enforcers and law enforcement officers in high-risk areas. Install CCTV cameras to monitor reckless driving and ensure compliance with traffic regulations. 2. Improve Driver Education and Awareness conduct road safety and anger management seminars for public and private drivers. Integrate road rage prevention training into driving school programs. Launch educational campaigns promoting patience and responsible driving behavior. 3. Enhance Traffic Management and Infrastructure Alleviate congestion by optimizing road layouts and implementing better traffic control measures. Improve signage and traffic signals to prevent confusion and frustration among motorists. Establish designated lanes and loading/unloading zones to reduce unnecessary stops and delays. 4. Promote Mental and Emotional Well-being Among Drivers Offer stress management and emotional regulation programs for professional drivers. Provide accessible counseling and mental health support for individuals affected by road rage. Encourage transport companies to implement wellness initiatives for drivers to reduce stress and burnout. 5. Strengthen

Community and Government Collaboration Create a Road Safety Task Force involving law enforcement, transport groups, and local officials. Encourage motorists to report aggressive driving behaviors through a dedicated hotline. Organize community forums to address road safety concerns and promote conflict resolution. Implementing these measures will help create a safer, more disciplined driving environment on Quirino Highway, Quezon City, significantly reducing road rage incidents and fostering a culture of responsible driving.

Keywords: road rage, traffic law enforcement, driver education, traffic management, stress management, mental health support, community collaboration, road safety, aggressive driving, conflict resolution, law enforcement, public awareness, traffic

**ASSESSMENT OF THE IMPLEMENTATION OF VALENZUELA GATEWAY
COMPLEX IN PREVENTING TRAFFIC CONGESTION ALONG
PASO DE BLAS, VALENZUELA CITY**

Ronnie Asunio, Eldrian Aragona, Melvin Guillermo, Jerico Jimenez,
Leonel Angelo Palmares, Denise Anne Osorio

Abstract

This study evaluates the implementation of the Valenzuela Gateway Complex in mitigating traffic congestion along Paso de Blas, Valenzuela City. It explores the demographic profiles of commuters, drivers, conductors, and Traffic Management Officers (TMOs), as well as their assessments of the complex's impact on traffic flow. The research also highlights challenges encountered during its implementation and provides suggestions for improvements to further reduce congestion. The study aims to raise awareness about the effects of traffic congestion on various stakeholders, including commuters, enforcement personnel, students, and future researchers. Data was collected from respondents at the Valenzuela Gateway Complex in Paso de Blas. This study employs a quantitative research design, utilizing a survey questionnaire with a 4-point Likert scale to gauge respondents' views, ranging from "strongly agree" to "strongly disagree." A total of 100 respondents participated in the study, comprising 55 commuters, 15 drivers and conductors, 15 Traffic Management Officers (TMOs), and 15 Valenzuela Gateway Complex (VGC) operators. The researchers secured permission to conduct the study through an official approval letter from the office of the Valenzuela Gateway Complex. The survey results aim to provide valuable insights into the implementation of the Valenzuela Gate Complex in addressing traffic congestion along Paso de Blas. The gathered data reveals that 49% of respondents strongly agreed with the importance of community support in the implementation of the Valenzuela Gateway Complex (VGC). When it comes to enforcement, four respondents agreed on its significance in the process. As for the involvement of VGC personnel, 60% of the respondents felt that these individuals should actively engage in the implementation of the VGC. Regarding the issues affecting the VGC's implementation, 35% of respondents disagreed that the problems identified had a significant impact, while 33% agreed that these challenges hinder the successful implementation. Lastly, when asked about improvements to the Valenzuela Gateway Complex, 51% of respondents believed there are ways to enhance the complex and its operations. Based on the conclusions of the study, we propose the following recommendations to enhance the operations of the Valenzuela Gateway Complex (VGC): Separate Vehicle Entry and Exit Points to prevent congestion and facilitate smoother traffic flow within the complex. Establish Specific Time Allocations for Each Vehicle to help streamline operations and reduce waiting times for vehicles. Provide Designated Parking Areas for Different Vehicle Types to ensure proper organization and reduce space-related confusion. Strictly Enforce Time Allocations for Vehicles to ensure efficiency and punctuality within the complex. Encourage Pedestrians to Follow VGC Guidelines by using the right bay to board vehicles, promoting safety and reducing foot traffic in vehicle areas. Implement Strong Enforcement of Traffic Laws to minimize violations and maintain order within the VGC. For future studies, we recommend the development of a continuous improvement system that collects feedback, assesses experiences, and reassesses the strategies regularly. This will help ensure ongoing improvements and adapt the system to the evolving needs of commuters and stakeholders at the Valenzuela Gateway Complex.

Keywords: valenzuela gateway complex, traffic congestion, vehicle entry and exit, parking allocation, time allocation, traffic laws, pedestrian guidelines, vgc personnel, continuous improvement, traffic enforcement, commuter experience, operational efficiency.

**ASSESSMENT ON THE CRIME PREVENTION PROGRAM FOR THE PROTECTION OF
CHILDREN IN BARANGAY KALIGAYAHAN NOVALICHES, QUEZON CITY**

John Paul Bongulto, Mico Aguilar, Nestor Blanquero Jr, Henry James Borcillo III,
Marvin Burong, Denise Anne Osorio

Abstract

This study aimed to assess the effectiveness of the crime prevention program for the protection of children amid rising trends in juvenile delinquency, social and economic challenges, and issues such as inadequate intervention strategies and insufficient community involvement. It focused on addressing high recidivism rates and the lack of rehabilitation facilities while proposing comprehensive solutions, including holistic preventive measures, community-based initiatives, and improved rehabilitation facilities. The study seeks to guide policymakers and stakeholders in enhancing the system and promoting the successful reintegration of youth offenders into society. The researchers utilized a survey questionnaire and a purposive sampling technique. The study involved ten (10) Barangay Council for the Protection of Children (BCPC) members, twenty (20) Barangay Employees, and twenty (20) randomly selected parents from Barangay Kaligayahan, Novaliches, Quezon City. The study revealed that 75% of the respondents were female and 25% were male. The majority of respondents were females aged 34 to 41 years old residing in Barangay Kaligayahan, Novaliches, Quezon City. The assessment of the crime prevention program in terms of educational programs, spiritual programs, and parent-child interaction was interpreted as excellent. Based on the gathered data, the researchers recommend strengthening crime prevention programs in Barangay Kaligayahan, Novaliches, and Quezon City to address shortcomings and enhance child protection efforts. First, training and capacity-building initiatives should be provided to BCPC members, Barangay Employees, and Parents to improve their skills in handling child-related issues. Second, educational programs should be enhanced by incorporating age-appropriate content on boundaries and online safety. Third, inclusivity should be ensured in spiritual activities to accommodate diverse beliefs and prevent stigmatization. Lastly, barriers to parent-child interaction, such as busy schedules, should be addressed by offering flexible scheduling options and support for families in need of assistance.

Keywords: bcpc, educational program, juvenile delinquency, parents, recidivism, spiritual program

**ASSESSMENT ON THE DEPLOYMENT OF ANTI-CRIME TASK OFFICERS
IN BARANGAY MARULAS, VALENZUELA CITY**

Johnro Sumbillo, John Royce Cunanan, Jayson Gamiao, Jonnel Laban,
Davy Ternal, Denise Anne Osorio

Abstract

The article examines the insufficient assessment of the Anti-Crime Task Officers (ACTO) in Barangay Marulas, who are integral to community policing, law enforcement, and disaster risk management. The study highlights operational challenges and evaluates the impact of recent changes by reviewing ACTO deployment strategies, training methods, and resource-sharing practices in the area. The study adopted a descriptive research method to evaluate the progress and effectiveness of ACTO and other anti-crime organizations over the years. The respondents were divided into two groups: the first group included twenty (20) residents of Barangay Marulas, while the second group consisted of twenty (20) ACTO officers, totaling forty (40) participants. Data were gathered using a structured survey questionnaire. The data gathered shows that most respondents were between 18-25 years old, making up 37.5% of the total. The majority of the respondents were male, comprising 65% of the sample, and 40% had resided in Barangay Marulas for 4-5 years. The respondents' assessments revealed that patrols and checkpoints were generally well-implemented, with a mean score of 3.1, indicating "Agree." Additionally, respondents expressed strong approval of ACTO's response to calamities, giving it a mean rating of 3.43, which corresponds to "Strongly Agree." Furthermore, ACTO's use and upkeep of communication tools such as radios and megaphones were highly regarded, earning a mean rating of 3.65, also categorized as "Strongly Agree." The study on the Anti-Crime Task Officers (ACTO) in Barangay Marulas demonstrated that ACTO received high ratings for their patrols, checkpoints, and emergency responses, particularly from the youth and male respondents. This positive perception supports existing research that suggests effective community policing can significantly boost public trust and feelings of safety. For future studies, expanding the sample size would provide a more representative view of community attitudes toward safety programs. Moreover, longitudinal studies could further examine the long-term effectiveness of ACTO's methods.

Keywords: anti-crime task officers (acto), barangay marulas, community policing, patrols and checkpoints, emergency responses, public safety, trust in police, youth perception, male respondents, safety initiatives, longitudinal studies, police effectiveness

**ASSESSMENT ON THE EFFECTIVENESS OF SECURITY MEASURES
IMPLEMENTED BY THE NORTH FAIRVIEW HIGH SCHOOL**

James Patrick Doloiras, Jayvee Pillonar, Raffy Jan Inopia,
Joebec Malinao, Denise Anne Osorio

Abstract

This study assesses the effectiveness of security measures implemented at North Fairview High School. It aims to determine how the school ensures student safety and prevents crime both inside and outside the institution. A secure school environment allows students to feel more comfortable and engaged in their studies. This research highlights the importance of proper security measures and their role in crime prevention within the school premises. The study focuses on evaluating the security measures at North Fairview High School, involving 5 security personnel, 50 high school students, and 25 teachers from the academic year 2023-2024. Respondents were categorized based on their roles within the school, considering factors such as age, gender, and educational attainment. The majority of respondents were aged 11-25 years old (50 respondents, 62.5%), followed by those aged 42-50 (17 respondents, 21.5%), 26-33 (6 respondents, 7.5%), and 50 and above (4 respondents, 5%). The total number of respondents was 80. The effectiveness of security measures was assessed through key indicators. CCTV cameras, which contribute to safety and crime prevention, received a weighted mean of 3.58, interpreted as "Strongly Agree." Similarly, security personnel patrolling the school for safety also had a weighted mean of 3.58, with the same interpretation. CCTV cameras play a crucial role in maintaining school security, but their effectiveness depends on proper installation and integration with other safety measures. Developing emergency protocols for situations like lockdowns and natural disasters is essential for a well-coordinated response. Additionally, the presence of security personnel patrolling the school enhances student safety, reinforcing the need for a visible security presence on campus.

Keywords: security measures, assessment, school safety

**ASSESSMENT ON THE IMPACT OF ROAD HAZARD THAT
CAUSE ACCIDENT AT ABATEX ROAD**

Mary Jane Pedernal, Kimberly Capistrano, Adriane Hanz Niemes, Sheherazade Justine Suson,
Christina Soriano, Dr. Antonio Dawagan Sr.

Abstract

Every community requires effective safety measures, particularly regarding road travel, whether by car or on foot, day or night. The risks associated with these activities underscore the importance of improving road infrastructure to reduce the chances of accidents. In many local neighborhoods, residents often feel uneasy and anxious about the potential for accidents. Abatex Road in San Jose, Rizal, has experienced numerous accidents and fatalities, causing heightened concern among locals about their safety on this road. To address this, the implementation of road safety measures by the Municipal Traffic Management and Development Office (MTMDO) across all roads would greatly ease these fears and improve overall public safety. Traffic accidents are a widespread global issue, leading to countless fatalities and injuries each year, as highlighted by the World Health Organization in 2018. Beyond the loss of life, the impacts of these accidents include decreased societal productivity, increased fuel consumption, higher levels of air pollution, and adverse effects on the economy. This research employs a quantitative research method to collect data from the selected respondents. Additionally, the study utilizes a descriptive research design to observe, describe, and assess the relationship between road hazards and the level of accidents experienced by motorists. A descriptive research design is effective for investigating one or more variables, providing insights into patterns, behaviors, and relationships without manipulating the variables. This approach allows for a thorough understanding of the impact of road hazards on accident rates among motorists. The study found that the respondents strongly agree on the importance of boosting public awareness campaigns to highlight the significance of road safety. They also emphasize the need for investing in road rehabilitation projects and utilizing durable materials to improve road quality, thereby minimizing accidents caused by road surface defects. Additionally, the respondents advocate for the enforcement of strict safety protocols, temporary traffic control measures, and the placement of clear signage in construction zones to ensure safety. These recommendations are viewed as crucial in enhancing road safety and reducing the risk of accidents in the area. The study's findings indicate a clear consensus among respondents on several key points. First, there is widespread agreement on the importance of public awareness campaigns to highlight the need for investing in road rehabilitation projects and using durable materials to improve road quality, which would reduce accidents caused by road surface defects. Additionally, respondents expressed strong support for implementing strict safety protocols, temporary traffic control measures, and clear signage to ensure safety in road construction zones, emphasizing the need for these measures to address road hazards and minimize accidents.

Keywords: road safety, public awareness, road rehabilitation, traffic accidents, road surface defects, safety protocols, traffic control, construction zones, durable materials, accident prevention, road quality, safety measures

**ASSESSMENT ON THE IMPLEMENTATION OF GOOD CONDUCT
TIME ALLOWANCE (GCTA) LAW IN NEW BILIBID PRISON**

Camille Fulminar, Honie Jean Parica, Winnie Ramos, Nor-ain Tandual, Rheina Mae Tilaon, Irene D. Gaviola, Mscj

Abstract

The study aimed to evaluate the implementation of the Good Conduct Time Allowance (GCTA) law in New Bilibid Prison, as outlined in Republic Act No. 10592. Specifically, the study sought to answer the following questions: What is the demographic profile of the respondents, including age, gender, educational attainment, and length of service? How do the respondents assess the implementation of the GCTA law in New Bilibid Prison in terms of: Procedures: The steps involved in granting good conduct credits. Criteria: The standards or conditions inmates must meet to qualify for GCTA. Qualifications: The specific requirements for eligibility under the law. Application: The process through which inmates apply for good conduct credits. Knowledge: The level of awareness and understanding inmates have regarding the GCTA law. This study aims to offer valuable insights into the effectiveness of the GCTA law's implementation, highlighting areas of strength and identifying potential areas for improvement in the process. This research utilized a quantitative approach, specifically a descriptive research design, to assess the relevant variables. The study focused on fifty (50) Correction Officers assigned to New Bilibid Prison, selected through purposive sampling. The researchers first sought approval to conduct the study by submitting a formal request letter. Once permission was granted, the survey questionnaires were distributed to the selected Correction Officers. The respondents were given adequate time to complete the questionnaires, after which the completed surveys were collected for analysis and interpretation. All surveys were successfully retrieved and analyzed. The following measures are proposed to address the challenges encountered in the implementation of the Good Conduct Time Allowance (GCTA) Law at New Bilibid Prison: Implement a Digital Tracking System: Develop and invest in a digital system to precisely track and apply GCTA points based on the behavior of Persons Deprived of Liberty (PDLs). This will enhance the efficiency and accuracy of the GCTA process. Secure Additional Funding: Request additional financial support for acquiring the necessary digital system, as well as funding for the recruitment of additional staff to manage the GCTA process and ensure its proper implementation. Regular Audits and Monitoring: Conduct routine audits to verify that GCTA credits are being calculated and awarded accurately, ensuring transparency and fairness in the awarding process. This will help identify and correct any discrepancies or errors in the application of the law. To ensure the safety of record files and the accurate granting of Good Conduct Time Allowance (GCTA) to Persons Deprived of Liberty (PDLs) at New Bilibid Prison, it is recommended to acquire additional devices to effectively calculate the reduced days for PDLs, particularly for those who have been incarcerated for extended periods. Moreover, securing additional funds would not only enhance the security measures for correction officers but also contribute to improving the welfare of PDLs, including providing necessary resources for personal hygiene. This would help prevent the spread of diseases and promote better health among the incarcerated population.

Keywords: good conduct time allowance (gcta), new bilibid prison, pdls, safety of records, digital system, accuracy, prison welfare, security measures, personal hygiene, disease prevention, correction officers, funding, long-term incarceration

**ASSESSMENT ON THE TRAINING PROGRAM RENDERED TO
FIRE VOLUNTEERS IN BARANGAY 171, CALOOCAN CITY**

Charmine Arante, Maries Rejano, Noelma Sait, Lillian Santos,
Alexandra Togonon, Edgar Reyes

Abstract

This research investigates the effectiveness of fire volunteer training programs, aiming to enhance their preparedness and ability to respond to fire emergencies. Fire volunteers are vital in protecting lives and property, contributing significantly to community resilience. While these programs are designed to equip volunteers with essential knowledge and skills, their overall effectiveness remains a point of evaluation. The study uses quantitative methods, including surveys and interviews, to gather valuable data for improving training approaches and curricula. By identifying successful practices and areas for improvement, the research aims to support the continuous enhancement of fire volunteer training programs, strengthening community resilience and reducing the impact of fire-related incidents. This research will adopt a quantitative approach, utilizing a descriptive research design to evaluate all the key variables of the study. Quantitative research involves systematically collecting and analyzing numerical data to draw meaningful conclusions. Data will be gathered from research participants through surveys, providing a structured method to assess the various factors under investigation. The respondents for this study will include 15 Fire Volunteers, 15 BFP personnel, and 20 community residents. The researcher will ensure that all participants are able to competently and thoroughly complete the survey questionnaires, providing the necessary information for the research. The researcher will personally approach the Fire Volunteers, BFP personnel, and community residents in Barangay 171, Caloocan City, and seek permission from local officials to conduct the study and involve participants. The researcher will distribute the questionnaires, remain present to address any questions, and wait until the participants have finished answering. Afterward, the completed questionnaires will be collected for analysis. The researchers propose the following recommendations for improving the training program: Introduction of Specialized Rescue Equipment: It is recommended to integrate specialized rescue equipment into the training program to enhance its effectiveness and ensure long-lasting benefits for fire volunteers. Continuous Support for the Training Program: The success of the training program for fire volunteers depends on sustained support from both the local government and the community. The barangay and local government should continue to allocate resources to maintain the program, as it has shown to be effective in strengthening the capabilities of fire volunteers. Prioritizing Safety for Fire Volunteers: By focusing on these initiatives, Barangay 171 can work towards ensuring the safety and well-being of its fire volunteers, allowing them to perform their duties more efficiently and effectively during emergencies.

Keywords: specialized rescue equipment, training program, fire volunteers, ongoing support, local government, community, resources, effectiveness, safety, barangay 171, emergency response

**ASSESSMENT ON THE WCCS IN THE IMPLEMENTATION OF RA 9262
AT POLICE STATION 4 IN NOVALICHES PROPER QUEZON CITY**

Nickiebhelle Ponce, Allysa Jean Bernal, Elias Padit Jr, Marian Joyce Parcutila,
Monica Salva, Edgar Reyes

Abstract

Republic Act 9262, commonly known as the Anti-Violence Against Women and Their Children Act of 2004, is a significant milestone in Philippine legislation, aimed at protecting women and children from domestic violence and abuse. The Women and Children Concern Section (WCCS) is responsible for receiving complaints, conducting investigations, assisting victims in obtaining protection orders, and guiding them through legal procedures. The effectiveness of RA 9262 depends on the capability and dedication of law enforcement officers to handle domestic violence cases efficiently. Violence against women remains one of the most persistent social issues in the country. The study employed a descriptive research method to ensure validity and reliability. Using purposive sampling, the researchers selected forty (40) Barangay employees and five (5) police officers from Police Station 4 in Novaliches Proper, Quezon City, totaling forty-five (45) respondents. Data collection was conducted through a researcher-made survey questionnaire, with respondents personally engaged and given the option to participate. The gathered data was analyzed, leading to conclusions and recommendations to address challenges faced by WCCS personnel in implementing RA 9262. Findings indicate that respondents strongly agreed on the effectiveness of WCCS in implementing RA 9262 at Police Station 4 in Novaliches Proper, Quezon City. Respondents affirmed that WCCS personnel fulfill their duties efficiently, reinforcing the law's implementation. The study also identified measures to address challenges encountered in enforcing RA 9262, further enhancing WCCS operations. The results highlight that respondents acknowledge the effectiveness of WCCS in implementing RA 9262. The study recommends that police officers and barangay employees receive further training to enhance their understanding and execution of RA 9262. Additionally, the researchers propose an intervention program aimed at improving strategies and plans for more effective implementation of the law.

Keywords: women and children concern section (wccs), domestic violence, ra 9262 implementation, law enforcement, victim protection

**BELIEF AMONG WOMEN EXPERIENCING VIOLENCE
IN BARANGAY PAYATAS B. QUEZON CITY**

Jessa Molleda, Jonnalyn Anilao, Apple Grace Aragon, Jamaela Lisondra,
Joan Pillonar, Denise Anne Osorio

Abstract

This study aims to explore the beliefs and perspectives of women who have experienced violence in Barangay Payatas B, Quezon City, in order to gain insights into the underlying factors and how these beliefs influence their coping mechanisms and responses to such experiences." This study utilized a descriptive research method. The respondents were categorized into three groups: fifteen (15) barangay personnel, fifteen (15) members of the VAWC (Violence Against Women and Children) PNP, and twenty (20) individuals from the community who have experienced VAWC, for a total of fifty (50) respondents. A survey questionnaire was employed to collect data, which was distributed to the selected participants. The data collected were then analyzed using frequency, percentage, mean, and weighted mean to interpret and assess the findings of the study. The study found that the majority of respondents were between the ages of 34 and 41 years old and were married. It was strongly agreed that women experiencing violence may develop anxiety and depression. Regarding social pressure, women often fear retaliation from their abusers and worry about their safety and vulnerability in intimate relationships. When it comes to behavioral control, many women perceive their actions as being influenced by the fear of their abuser's response or retaliation. The study also identified several barriers that women face, such as a lack of legal support. As for remedies, the respondents suggested providing counseling and mental health services, as well as education and awareness campaigns to challenge the attitudes and beliefs that contribute to violence. Furthermore, ensuring that women are placed in a safe environment, away from the perpetrators, was seen as essential." The findings of this study reveal the beliefs of women experiencing violence in Barangay Payatas B, Quezon City. The results underscore the importance of collaboration among Barangay Personnel, VAWC PNP, and community members in addressing and reducing the incidence of violence against women."

Keywords: violence against women (vawc), beliefs, women experiencing violence, barangay payatas b, quezon city, social pressure, behavioral control, anxiety and depression, legal support, counseling services, mental health services, education and awareness

**CAUSES OF ILLEGAL DRUGS ADDICTION BY CHILD IN CONFLICT
WITH THE LAW IN BARANGAY STA. MONICA NOVALICHES,
QUEZON CITY AS PERCEIVED BY THE RESIDENTS**

Trisha Merelles, Jackielyn Apurillo, Crisel Cordova, Rowena Marquez,
Rowena Marquez, Melody Uribe, Edgar Reyes

Abstract

This study aims to investigate the factors contributing to illegal drug addiction among children in conflict with the law in Barangay Sta. Monica, Novaliches, Quezon City. It focuses on residents' perceptions regarding the influence of peer pressure, family dynamics, and mental health challenges, as well as the coping mechanisms employed by affected individuals. The study employed a descriptive research design, involving a total of fifty (50) respondents, comprising 20 residents of Barangay Sta. Monica, 15 Barangay Officials, and 15 PNP personnel. The study's findings indicate that the majority of respondents are female, with most holding a college degree and being 41 years old or above, with a significant number being married. Respondents acknowledged that drug addiction among minors in Barangay Sta. Monica, Novaliches, Quezon City, is influenced by peer pressure, family dynamics, and mental health challenges. One of the most pressing concerns is that minors involved in illegal drug activities face severe legal consequences, including arrest, imprisonment, and criminal records, which can negatively impact their future opportunities. To address these issues, the study suggests mobilizing the community, raising awareness that substance addiction is a treatable disease, and ensuring accessible treatment options. Additionally, preventive measures and strategic interventions are recommended to mitigate drug addiction among minors. This study recommends strategies to reduce illegal drug addiction among children in conflict with the law in Barangay Sta. Monica, Novaliches, Quezon City. It highlights the potential for peer influence to encourage positive behaviors, such as academic dedication, social engagement, and stronger family bonds. Additionally, the study emphasizes the importance of family support groups in developing effective coping strategies to counter the negative effects of drug abuse. To address addiction, tailored intervention programs should be implemented to equip individuals and families with the necessary coping skills. Moreover, the study advocates for the introduction of mental health promotion and substance abuse prevention programs in schools, communities, and juvenile justice facilities. These initiatives aim to raise awareness, reduce stigma, and enhance resilience among at-risk children, ultimately contributing to long-term prevention and rehabilitation efforts.

Keywords: illegal drug addiction, children in conflict with the law, peer influence, family dynamics, coping mechanisms, substance abuse prevention, mental health promotion, community intervention, juvenile rehabilitation, resilience building, support programs

**CAUSES OF JUVENILE DELINQUENCY IN BARANGAY
BATASAN HILLS QUEZON CITY: AN ASSESSMENT**

Christian Carl Duyag, Christian King Contillo, Ariel Lonquias, Jaymar Nopal,
Zhantie Viñas, Dr. Antonio Dawagan Sr.

Abstract

Juvenile delinquency is a persistent and complex social issue that continues to challenge communities. Despite various preventive measures, its prevalence has not only remained but has also intensified and expanded. Delinquency is best understood as a behavioral imbalance influenced by both individual factors and broader social and environmental conditions. This study examines the causes of juvenile delinquency in Barangay Batasan Hills, Quezon City, analyzing its impact based on age, sex, and civil status. Furthermore, it identifies the challenges associated with juvenile delinquency and explores potential solutions to effectively address and mitigate this issue within the community. This study will adopt a Quantitative Correlational Research Design to achieve its primary objective. Purposive sampling will be utilized to select fifty (50) respondents, including twenty (20) Barangay Officials and thirty (30) residents of Barangay Batasan Hills, comprising both male and female participants. A structured questionnaire will be administered to gather accurate and reliable data, ensuring that respondents provide comprehensive and honest answers to support the study's findings. The study results reveal that the majority of respondents "strongly agree" on the need for digital literacy training and skills development programs. These programs are essential in helping youth navigate social media platforms safely, critically assess online content, protect their privacy and personal information, and effectively respond to cyberbullying incidents. Given the findings that respondents strongly agree that parental rejection may contribute to delinquency, the researchers recommend the following strategies to help reduce the crime rate: Enhance Digital Literacy and Skills Development implement training programs that equip youth with the skills to safely navigate social media, critically assess online content, protect personal information, and effectively handle cyberbullying. Promote Awareness and Prevention Programs – Organize educational campaigns highlighting the harmful effects of violence, substance abuse, and criminal behavior on individuals, families, and communities. Encourage Youth Engagement in Community Initiatives actively involve young people in designing, implementing, and evaluating community programs to foster responsibility, leadership, and social development.

Keywords: parental rejection, delinquency, crime reduction, digital literacy, skills development, social media safety, cyberbullying prevention, awareness campaigns, substance abuse, violence prevention, youth engagement, community programs, leadership develop

**CHALLENGES ENCOUNTERED IN DRUG PREVENTION CAMPAIGN
AND ADVOCACY OF PHILIPPINE NATIONAL POLICE
IN NOVALICHES, QUEZON CITY**

Carl Allen Ebardo, John Vie Daruca, Edwin Gacita, Reymark Santiano,
Paul Denver Monteras, Denise Anne Osorio

Abstract

This study aims to determine the challenges encountered in the drug prevention campaign and advocacy of the Philippine National Police (PNP) in Novaliches, Quezon City. The major and minor challenges faced by police officers negatively impact their job, particularly in implementing drug prevention programs and advocacy efforts. The study employed a descriptive research design using a purposive sampling technique. A total of 30 police officers who directly experienced challenges in the campaign and 30 residents affected by these challenges participated in the study. A survey questionnaire served as the primary data collection instrument. The gathered data were analyzed using mean, frequency, percentage, and weighted mean to interpret the findings effectively. The findings reveal that the majority of respondents strongly agreed on the effectiveness of the Buhay Ingatan, Droga'y Ayawan (BIDA) program. This initiative has had a positive impact on both police officers and residents, contributing to a healthier community through drug education, seminars, advocacy efforts, and collaboration with local governments. However, challenges remain, including logistical issues (e.g., non-functional vehicles for drug operations) and financial constraints (e.g., insufficient budget for intelligence gathering and campaign activities). To address these problems, the study suggests enhancing community engagement, increasing awareness through educational programs, utilizing mass media campaigns, and strengthening coordination with local government units to prevent drug abuse. The study highlights the difficulties faced by police officers in implementing drug prevention campaigns in Novaliches, Quezon City. It emphasizes the need for comprehensive solutions, such as policy improvements and community-based interventions, to support law enforcement efforts and enhance the effectiveness of drug prevention initiatives.

Keywords: drug prevention challenges, philippine national police advocacy, community-based drug prevention

**COLLABORATIVE BETWEEN TASK FORCE DISPLINA, METROPOLITAN
MANILA DEVELOPMENT AUTHORITY AND BARANGAY OFFICIAL IN
THE CONDUCT OF CLEARING OPERATIONS IN BARANGAY
NOVALICHES PROPER, QUEZON CITY**

Ron Aldie Abad, Gio Custodio, Christian Andrei Mirande, Teofilo Navidad Jr,
Jayson Tagbalay, Irene Gaviola

Abstract

In recent years, the Philippine government has intensified efforts to maintain peace and order in local communities through various initiatives, notably the establishment of Task Force Disiplina. This specialized group is dedicated to enforcing local ordinances and regulations, promoting civic discipline, and ensuring the well-being of citizens. Key Functions and Objectives: Enforcement of Local Ordinances: Task Force Disiplina assists in implementing city ordinances and regulations related to traffic management, security, peace and order, environmental protection, social services, and emergency responses. For example, Quezon City's Task Force Disiplina helps ensure the implementation of ordinances and rules, promoting discipline among residents. quezoncity.gov.ph Promotion of Civic Discipline: The task force aims to inculcate discipline among individuals, encouraging adherence to existing laws and fostering a culture of law-abiding citizenship. This includes activities such as assisting during traffic accidents, ensuring order and safety during public events, providing quick responses to emergencies, and participating in cleanliness drives. quezoncity.gov.ph Coordination and Monitoring: Task Force Disiplina coordinates with various departments and agencies to monitor compliance with local laws and regulations, ensuring a unified approach to community discipline and safety. In Quezon City, for instance, the task force operates from Monday to Friday, 8:00 a.m. to 5:00 p.m., to effectively oversee enforcement efforts. quezoncity.gov.ph Establishment and Legal Framework: The creation and operation of Task Force Disiplina are grounded in legal frameworks specific to each locality. For example, Quezon City established its Task Force Disiplina through Executive Order No. 48 Series of 2019, which outlines its composition, duties, functions, and responsibilities. This executive order serves as the legal basis for the task force's operations within the city. Expansion Across Regions: The concept of Task Force Disiplina has gained traction and has been implemented in various regions to uphold order and safety. For instance, San Juan City's Task Force Disiplina, established by Ordinance No. 18 Series of 2001, operates from Monday to Friday, 7:00 a.m. to 4:00 p.m., with no noon breaks. Similarly, Subic's Task Force Disiplina was created to oversee the strict enforcement of guidelines set by health authorities, aiming to instill discipline among residents. These initiatives reflect the government's commitment to fostering disciplined communities, ensuring the effective enforcement of laws, and enhancing the overall quality of life for citizens. In this study, the researchers aim to assess the perspectives of various stakeholders involved with Barangay Novaliches Proper in Quezon City. The participants include: Fifteen (15) members of Task Force Disiplina, Fifteen (15) personnel from the Metropolitan Manila Development Authority (MMDA), Fifteen (15) Barangay Officials, Fifteen (15) community residents. To select these participants, the researchers will employ purposive sampling, a non-probability sampling technique where individuals are intentionally chosen based on specific characteristics or knowledge relevant to the study. This approach is beneficial when the researcher seeks to gain insights from particular groups possessing specific expertise or experience. The research will utilize a quantitative approach, specifically a descriptive research design. This design is appropriate for measuring variables and identifying patterns or trends without manipulating the study environment. It allows for a comprehensive understanding of the "what" aspect of the research topic.

Scribbr Data Collection Procedure: Approach and Consent: The researchers will personally visit the offices of Task Force Disiplina, MMDA, and the Barangay Officials in Barangay Novaliches Proper to request their participation in the study. **Survey Administration:** Upon obtaining consent, the researchers will distribute survey questionnaires to the participants. They will remain present to address any questions and to ensure that the surveys are completed accurately. **Collection of Responses:** Once the participants have finished answering the questionnaires, the researchers will collect the completed surveys for analysis. This structured approach ensures that data is gathered systematically from relevant stakeholders, providing a solid foundation for analyzing the perspectives of those involved in the governance and development of Barangay Novaliches Proper. Based on the analysis and interpretation of the data, the respondents identified the following priorities: **Adherence to Safety Guidelines and Protocols:** Ensuring strict compliance with safety measures during clearing operations is crucial to prevent accidents and injuries. Establishing clear communication systems, such as using radios, hand signals, and designating safety coordinators, helps maintain awareness of ongoing operations and potential hazards. **Effective Addressing of Operational Challenges:** Proactively identifying and resolving challenges during the execution of operational plans is vital for maintaining efficiency and achieving desired outcomes. Implementing hazard prevention and control measures, including proper training and the use of appropriate equipment, minimizes risks and enhances productivity. **Expedited Transaction Clearing:** Stakeholders aim to accelerate transaction clearing processes to reduce settlement times and associated risks. Adopting strategies such as automating payment processing, minimizing manual interventions, and implementing real-time payment systems can significantly enhance efficiency and reduce settlement times. Focusing on these priorities can lead to improved safety, operational efficiency, and reduced risks in clearing operations. Based on the findings of this study, the researchers propose the following recommendations to enhance the effectiveness of clearing operations in Barangay Novaliches Proper, Quezon City: **Enhanced Support for Vendor Relocation:** It is recommended that local government units (LGUs) and relevant authorities provide comprehensive assistance to sidewalk vendors affected by clearing operations. This support should include financial aid, such as relocation allowances, and the development of designated vending areas equipped with essential amenities. For example, the Quezon City government has initiated dialogues with hawkers and sidewalk vendors along major thoroughfares to address their concerns and provide assistance. **Augmentation of Task Force Disiplina and MMDA Personnel:** To improve the efficiency of clearing operations, it is advisable to increase the manpower of Task Force Disiplina and Metropolitan Manila Development Authority (MMDA) units. This can be achieved by recruiting and training additional personnel dedicated to these operations. Enhanced staffing would enable more effective enforcement of ordinances and timely execution of clearing activities. Notably, Task Force Disiplina plays a pivotal role in ensuring the implementation of ordinances and promoting discipline among residents and visitors in Quezon City. **Utilization of This Study for Future Research:** Future researchers exploring similar topics can utilize this study as a foundational reference for conceptual frameworks and literature reviews. By building upon the insights and methodologies presented herein, subsequent studies can further investigate and address the challenges associated with clearing operations and vendor management, contributing to more effective urban planning and policy development. Implementing these recommendations is expected to lead to more efficient clearing operations, better support for affected vendors, and a more disciplined urban environment in Barangay Novaliches Proper.

Keywords: task force disiplina, metropolitan manila development authority (mmda), barangay officials, clearing operations, barangay novaliches proper, quezon city, community engagement, urban development, illegal structures, pathway obstruct

**COMMUNITY BASED REHABILITATION PROGRAM FOR CHILDREN IN CONFLICT
WITH THE LAW IN BARANGAY COUNCIL FOR PROTECTION
OF CHILDREN IN BARANGAY PAYATAS QUEZON CITY**

Chanell Ballaran, Reinalyn Cabaddu, Jennie Gustilo, Nica Moaje,
Nica Moaje, Rose Ana Pereña, Dr. Myrna Cuntapay

Abstract

The Barangay Council for the Protection of Children (BCPC) in Barangay Payatas, Quezon City, plays a pivotal role in safeguarding and rehabilitating children in conflict with the law (CICL). This community-based rehabilitation program aims to provide comprehensive support, including counseling, temporary shelter, educational assistance, skills training, and capital assistance, to facilitate the reintegration of these children into society. This descriptive research study aimed to evaluate the community-based rehabilitation program for children in conflict with the law, specifically focusing on the Barangay Council for the Protection of Children (BCPC) in Barangay Payatas, Quezon City. A total of 50 respondents participated, divided into three groups: Group 1: 10 children under the care of the BCPC. Group 2: 20 barangay personnel. Philippine Statistics Authority Group 3: 20 residents of Barangay Payatas. Demographic Insights: Age Distribution: The majority of respondents were aged between 18 to 25 years. Gender Distribution: Most respondents were male. Residency: A significant portion of respondents reside in Barangay Payatas B. Barangay Payatas Demographics: Barangay Payatas is an urban area in the 2nd district of Quezon City, adjacent to the barangays of Commonwealth, Batasan Hills, and Bagong Silangan. As of the 2020 Census, the population of Payatas was 139,740, with a population density of approximately 18,054 individuals per square kilometer. The barangay has experienced rapid urbanization, leading to a growing population and associated socio-economic challenges. A predominant number of residents live below the poverty line, with many residing in informal settlements and facing harsh living conditions. BCPC Initiatives: The BCPC in Barangay Payatas actively engages in various programs aimed at protecting and rehabilitating children. For instance, in collaboration with Copylandia, the BCPC conducted a feeding program on November 23, 2024, at Ilang-Ilang St. Additionally, the BCPC has organized workshops to build capacity in addressing child protection issues, emphasizing the importance of community involvement in safeguarding children's rights. The study evaluated the community-based rehabilitation program for Children in Conflict with the Law (CICL) administered by the Barangay Council for the Protection of Children (BCPC) in Barangay Payatas, Quezon City. Respondents "strongly agreed" on the program's effectiveness in several key areas: Psychological and Social Services: Support addressing mental and social well-being. Aftercare Services: Post-rehabilitation support ensuring sustained reintegration. Consistency: Reliability and regularity of program implementation. Family Programs: Initiatives involving family members in the rehabilitation process. However, the study also identified a significant gap in communication regarding the rehabilitation programs, leading to a lack of awareness among minors and their parents. This gap hinders effective participation and support. Recommendations: To enhance the program's impact and community engagement, the following measures are proposed: Educational Initiatives: Organize seminars and workshops to inform families about the rehabilitation process, emphasizing the importance of their involvement. Family Participation: Develop programs that actively involve family members, fostering a supportive environment for CICL. Enhanced Communication: Implement regular information dissemination strategies to keep the community informed about available services and program updates. These recommendations align with restorative justice principles, aiming to rehabilitate CICL through community and family involvement. Restorative justice emphasizes repairing harm caused by

criminal behavior through inclusive processes that engage all affected parties. By addressing communication barriers and promoting active participation, these strategies seek to strengthen the rehabilitation program, ensuring better outcomes for children in conflict with the law in Barangay Payatas. To enhance the effectiveness of the community-based rehabilitation program for Children in Conflict with the Law (CICL) in Barangay Payatas, Quezon City, the following recommendations are proposed: Strengthen School-Parent Collaboration: Parental Guidance and Support: Establish regular communication between schools and parents to monitor and support students' behavior and academic progress. This partnership can help identify early signs of delinquent behavior and implement timely interventions. Educational Workshops: Organize workshops for parents to equip them with skills to address and prevent potential delinquent behavior, fostering a supportive home environment. Implement Crime Prevention Education: Awareness Campaigns: Develop programs within schools and communities to educate minors and parents about the consequences of criminal activities and the importance of adhering to the law. Skill-Building Activities: Offer extracurricular activities that promote positive behavior, decision-making, and conflict resolution skills among youth. Develop Support Services: Counseling and Rehabilitation: Provide accessible counseling services for minors who have violated laws, focusing on rehabilitation and reintegration into society. Community Programs: Establish community-based initiatives that offer mentorship, vocational training, and recreational activities to engage youth and reduce the likelihood of reoffending. These recommendations align with restorative justice principles, emphasizing community and family involvement in the rehabilitation process. Studies have shown that such approaches are effective in reducing juvenile delinquency and promoting positive youth development. By implementing these measures, Barangay Payatas can create a more supportive environment that addresses the root causes of juvenile delinquency and promotes the well-being and lawful behavior of its youth.

Keywords: barangay payatas, city population, children in conflict with the law (cicl), barangay council for the protection of children (bcpc), +17, philippine statistics authority, +17

**CONTRIBUTORY FACTORS AFFECTING REPUBLIC ACT 4136 ALSO KNOWN
AS TRAFFIC CODE OF THE PHILIPPINES IN BARANGAY 167,
LLANO CALOOCAN CITY, AN ASSESSMENT**

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Abstract

The aim of this research is to investigate the factors contributing to Republic Act 4136, also referred to as the Traffic Code of the Philippines, in Barangay 167 Llano Caloocan City. Republic Act 4136, referred to as the Traffic Code of the Philippines, is legislation aimed at compiling laws concerning land transportation and traffic regulations, establishing a land transportation commission, and serving other objectives. The research employed a descriptive research design. Utilizing a purposive sampling technique, forty (40) drivers impacted by Republic Act 4136 and fifteen (15) barangay officials were chosen to be part of the study. The tool utilized for collecting data was a survey questionnaire, which was given to barangay officials and drivers. The collected data were assessed through mean, frequency, percentage, and weighted mean to examine and interpret the information obtained. Based on the collected data, most respondents were males aged 26 to 33, married, and had completed their education at the college level. Drivers and barangay officials in Barangay 167 strongly concur with the assessment of the contributory factors impacting Republic Act 4136 in Barangay 167 Llano in Caloocan City. Agree is the outcome of the evaluation concerning knowledge, understanding of traffic regulations, behavior, and the structure and adherence to the system. Most respondents indicated that the statement “The lack of understanding regarding Republic Act 4136 has a negative impact on traffic in Barangay 167.” received the highest weighted mean. The findings of the research indicate that road users assume personal responsibility for various traffic rules; it is crucial to enhance awareness about the significance of adherence via community campaigns and a greater presence of traffic enforcement officers. Drivers typically aid in maintaining a smooth traffic flow by avoiding road blockages, thus enhancing safety and reducing inconvenience for fellow road users. Law enforcement must strengthen its initiatives to tackle traffic offenders. Enforcing stricter punishments for individuals engaged in such activities might be crucial in addressing the problem of traffic law infringements. Effective planning results in structured traffic control, minimizing congestion, enhancing safety, and optimizing transportation efficiency.

Keywords: road users, traffic rules, community campaigns, traffic enforcement officers, traffic flow, road blockages, law enforcement, traffic offenders, punishments, traffic law infringements, traffic control, congestion, safety, transportation efficiency

**COPING MECHANISM ON WORK-RELATED STRESS OF POLICE
PERSONNEL ASSIGNED AT QCPD STATION 4 NOVALICHES**

Lawrence Papin, Kevin Santelices, Kenneth Gerra, Christian Fabellon,
Eugene Dale Daguia, Dr. Myrna Cuntapay

Abstract

Policing is a profession characterized by unique challenges that demand physical strength, emotional resilience, and an unwavering commitment to public safety. Officers frequently encounter stressors that extend beyond those found in many occupations, including exposure to critical incidents and life-threatening situations, leading to a heightened risk of stress-related issues. This study employed a descriptive research design, surveying fifty (50) respondents from the Quezon City Police District (QCPD) Station 4 in Novaliches. The sample consisted of forty-four (44) Police Non-Commissioned Personnel and six (6) Police Commissioned Personnel. Quezon City Police District Station 4 (Novaliches): Location: Quirino Highway, Barangay Nova Proper, Novaliches, Quezon City. The study's findings indicate that the majority of respondents were male officers aged between 42 and 50 years. Regarding work routines, most participants strongly agreed that the frequency and duration of sick leave serve as indicators of stress levels and coping strategies among police officers. This aligns with existing research highlighting that high stress levels can lead to serious physiological and psychological symptoms, including headaches, stomachaches, anxiety, and depression. In terms of community engagement, respondents overwhelmingly agreed that high participation rates in community policing programs reflect positive communication and officer involvement with the community. This supports the notion that proactive community engagement can serve as a buffer against stress, fostering a supportive environment that benefits both officers and the communities they serve. Regarding compliance with work responsibilities, the majority concurred that consistent attendance is a sign of effective stress coping mechanisms. Regular attendance not only ensures operational efficiency but also indicates an officer's ability to manage stress effectively. However, it's important to note that excessive absenteeism can also be a sign of stress-related issues, highlighting the need for comprehensive support systems. Finally, concerning personal and environmental fitness, most respondents agreed that physical fitness assessments, such as the Physical Fitness Test (PFT) or Body Mass Index (BMI) measurements, correlate with stress levels and coping mechanisms. This finding is consistent with studies suggesting that physical fitness is linked to better stress management and overall health among police officers. These insights underscore the multifaceted nature of stress among police officers and highlight the importance of addressing both organizational and personal factors to promote well-being and effective performance within law enforcement agencies. Implementing comprehensive mental health support services tailored to the unique challenges faced by police officers is essential for fostering a healthy and effective law enforcement environment. Key strategies to achieve this include: Establish Comprehensive Training Programs: Equip officers with mental resilience skills to handle the demands of their roles. Training should encompass stress management, crisis intervention, and recognition of mental health issues. This approach aligns with recommendations from the International Association of Chiefs of Police (IACP), which emphasizes the importance of creating an environment that encourages help-seeking behaviors and shields officers from negative impacts. Implement Structured Work Schedules: Adopt consistent shift patterns, limit overtime, and prioritize work-life balance to promote overall well-being. Research indicates that irregular schedules and excessive overtime are associated with higher levels of job dissatisfaction, burnout, and stress among police officers. A study published in the International Journal of Environmental Research and Public Health highlights that work-life conflict among

officers is linked to increased stress and decreased job satisfaction. Foster a Positive Work Environment: Encourage open communication, mutual respect, and collaboration among colleagues. A supportive atmosphere where officers feel valued and understood can significantly reduce stress levels and enhance job satisfaction. Initiatives such as peer support programs and counseling services are vital in promoting mental health within law enforcement agencies. The Illinois Criminal Justice Information Authority notes that proactive coping strategies, including peer support and counseling, are effective in addressing police officer stress. By integrating these strategies, law enforcement agencies can create a supportive framework that addresses the mental health needs of officers, leading to improved job satisfaction, reduced burnout, and enhanced community safety.

Keywords: coping mechanisms work-related stress police personnel qcpd station 4 novaliches

**CRIME PREVENTION STRATEGIES IMPLEMENTED BY BARANGAY
OFFICIALS IN BAHAY TORO QUEZON CITY**

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Jhoanna Rose Mangalindan, Denise Anne Osorio

Abstract

This study examines the effectiveness of crime prevention strategies implemented by barangay officials in Bahay Toro, Quezon City, focusing on CCTV surveillance, patrolling, and community cooperation. Crime prevention in the Philippines presents various challenges, necessitating integrated approaches that influence both social and economic structures. Despite continuous global efforts, crime rates remain a concern, highlighting the need for localized, well-coordinated initiatives to enhance public safety and security. A descriptive research design was employed, utilizing purposive sampling to select 25 barangay officials and 25 residents. Data collection was conducted through survey questionnaires and analyzed using frequency, percentage, and weighted mean computations. Findings indicate that most respondents acknowledge the effective implementation of crime prevention strategies, particularly CCTV surveillance, patrolling, and community cooperation. However, key challenges were identified, including limited coordination, inadequate communication between barangay officials and residents, insufficient training, and a lack of data-driven interventions. Proposed solutions include strengthening collaboration between barangay officials and law enforcement, providing specialized training on crime prevention, and enhancing surveillance in high-crime areas through increased patrols and additional security cameras. The study highlights the importance of fostering better communication and encouraging active community involvement in crime prevention efforts. Recommendations include establishing neighborhood watch programs and leveraging various communication platforms to disseminate safety information. By addressing these challenges, barangay officials can enhance public safety and strengthen crime prevention efforts in Bahay Toro.

Keywords: crime prevention strategies, barangay officials, community safety, surveillance, patrolling

**CYBERSECURITY STRATEGY OF PHILIPPINE NATIONAL
POLICE ANTI-CYBERCRIME UNIT IN QUEZON CITY**

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Renmark Salvador, Denise Anne Osorio

Abstract

Cybercrime in the Philippines poses a significant threat to individuals due to malicious online activities. To combat this, the Anti-Cybercrime Unit of the Philippine National Police (PNP) actively monitors and addresses various types of cybercrime, including ransomware, security breaches, and intellectual property violations, particularly in Quezon City. These crimes can have severe consequences, underscoring the importance of public education on how to protect oneself from such threats. Preventing cybercrime attacks and raising awareness on safety measures are crucial steps in reducing the impact of cybercrimes and ensuring the security of citizens online. A descriptive research design and purposive sampling method were utilized in this study to collect data from fifty (50) personnel of the PNP Anti-Cybercrime Unit. A detailed survey questionnaire was employed to gather insights from the participants regarding the effectiveness of the current strategies in addressing cybercrimes associated with social media. This approach allowed the researchers to assess the efficiency of existing measures and to identify areas for improvement in combating cyber threats in the digital landscape. based on the study's results, the majority of participants were male (74%) and aged between 26 to 33 years (68%). Most respondents held a bachelor's degree and had between two to four years of professional experience. When assessing cybercrime attacks on social media, particularly ransomware, the respondents strongly agreed with the statement: "Hacker access to your account, preventing you from opening it." Security hacks were defined as unauthorized actions performed on computer systems. Moreover, attacks on intellectual property were considered by the participants as typically done for monetary gain or competitive advantage. To address these cybercrime concerns, the proposed solutions included using strong passwords to reduce the risk of hacks, avoiding clicking on links or opening attachments in emails unless expected, and regularly updating the software on computers and mobile devices. It is crucial to allocate additional resources to enhance and fortify our country's cybersecurity efforts against cybercrimes. Increased funding would support the development of advanced security technologies, protocols, and methodologies, which are vital for staying ahead of evolving cyber threats. These innovations would enable organizations to adopt stronger security measures, safeguarding their digital assets and maintaining the integrity of their systems. Investing in cybersecurity advancements is essential to protect sensitive information and ensure the resilience of our digital infrastructure.

Keywords: cybersecurity, cybercrimes, anti-cybercrime unit, pnp, ransomware, intellectual property, security breaches, social media, protection, security measures, digital assets, technological innovations, funding, cybersecurity protocols, digital infrastructure

**DEVELOPMENT OF THE REHABILITATION PROGRAM FOR CICL BY THE
DEPARTMENT OF SOCIAL WELFARE IN MARIKINA CITY**

Maria Frances Madrilejos, Eljay Laconia, Riza Jeanne Cosido, Jennifer Cacho,
Fattima Cordova, Denise Anne Osorio

Abstract

The development of a rehabilitation program for children in conflict with the law (CICL) is a vital initiative that requires strategic planning and effective implementation. In Marikina City, the Department of Social Welfare collaborated with various stakeholders, including social workers, volunteers, and parents of CICL, to create a comprehensive program tailored to the specific needs of these children. This program provides holistic support through counseling, skills training, education, and community reintegration, ensuring that CICL receive the necessary guidance and opportunities for positive transformation. The study adopted a descriptive research method utilizing purposive sampling. It involved 60 respondents, divided into two groups: 50 social workers or volunteers and 10 parents of children in conflict with the law (CICL). These respondents were selected based on their direct involvement and knowledge, ensuring the study's relevance and effectiveness for the target population. The primary data collection tool was a survey questionnaire. The collected data were systematically analyzed and interpreted to generate meaningful insights. The study revealed that the majority of respondents agreed that vocational training opportunities within rehabilitation programs play a crucial role in preparing children in conflict with the law (CICL) for employment. Providing them with education and practical skills equips them with meaningful opportunities, reducing their likelihood of reoffending. Additionally, the reintegration program has positively influenced community perceptions of reintegrated CICL. It includes ongoing monitoring and support to prevent relapse into criminal behavior while promoting long-term stability and success. The findings also highlighted that many CICL experience feelings of guilt and shame due to perceived inadequacies and the absence of parental guidance, leading to emotional distress. The psychological program effectively addressed the root causes of delinquent behavior by focusing on their emotional and mental health needs. By fostering self-efficacy and empowerment, the program helps CICL build confidence in their ability to change their circumstances and make positive life choices. This study recommends that social workers, volunteers, and parents of children in conflict with the law (CICL) actively engage in planning committees, advisory boards, and community forums focused on developing rehabilitation programs. Their participation ensures that diverse perspectives are integrated into decision-making processes, fostering more effective interventions that promote positive outcomes and reduce the risk of recidivism.

Keywords: rehabilitation programs, children in conflict with the law, social workers, volunteers, parental involvement, vocational training, community reintegration, psychological support, recidivism prevention, decision-making, intervention strategies

**DRUG ABUSE AMONG TEENS IN BARANGAY 176 BAGONG SILANG
CALOOCAN CITY: CAUSES AND CONSEQUENCES**

Emierose Perez, Charles Adrian Anchez, Emerson Aragona, Aira Mellen Grabador,
Ma Angelic Leoder, Denise Anne Osorio

Abstract

Drug abuse among adolescents in Barangay 176 Bagong Silang, Caloocan City, is a pressing concern influenced by factors such as curiosity, peer pressure, and family dysfunction. Despite various prevention efforts, the prevalence of drug use among teens remains alarmingly high. Demographic Context of Barangay 176 Bagong Silang Prior to its division in 2024, Barangay 176 Bagong Silang was the most populous barangay in the Philippines, with a population of 261,729, accounting for approximately 15.75% of Caloocan City's total population. This densely populated area has faced unique challenges, including high rates of poverty and exposure to various social issues. Prevalence and Initiation of Drug Use In the Philippines, nearly half of drug abuse cases reportedly begin among individuals aged 15 to 19, according to the Dangerous Drugs Board. A study involving 9,263 Filipino adolescents found a 4.2% prevalence rate of alcohol and cannabis co-use, highlighting the early onset of substance use. Contributing Factors to Adolescent Drug Abuse Curiosity and Peer Influence: Adolescents often experiment with drugs out of curiosity or under peer pressure, seeking acceptance and social belonging. This experimentation can lead to habitual use. getsmartaboutdrugs.gov+4Family Dysfunction: Family-related factors, such as exposure to substance abuse, lack of supervision, and poor communication, significantly contribute to adolescent drug use. A history of familial substance abuse increases the likelihood of teens engaging in similar behaviors. Consequences of Drug Abuse Among Teens The repercussions of drug abuse during adolescence are multifaceted: Addiction: Early drug use can lead to substance use disorders, with teens developing dependencies that are challenging to overcome. Mental Health Issues: Drug use is associated with mental health disorders such as depression and anxiety, complicating emotional and psychological well-being. Academic and Social Challenges: Substance abuse impairs judgment and leads to risky behaviors, including unsafe sexual practices, resulting in unwanted pregnancies or sexually transmitted infections. Legal and Health Risks: Engaging in illegal drug use exposes teens to legal consequences and serious health risks, including the potential for overdose and long-term health complications. Addressing the Issue in Barangay 176 Bagong Silang Addressing adolescent drug abuse in Barangay 176 Bagong Silang requires a comprehensive approach: Community-Based Interventions: Implement programs that involve local stakeholders, including schools, families, and community leaders, to create supportive environments that deter drug use. Family Support Initiatives: Provide resources and education to families to strengthen communication, supervision, and resilience against substance abuse. Peer Education and Mentorship: Develop peer-led initiatives that promote healthy behaviors and provide positive role models to counteract peer pressure. Accessible Mental Health Services: Ensure that adolescents have access to mental health support to address underlying issues contributing to drug use. By understanding and addressing the unique challenges faced by adolescents in Barangay 176 Bagong Silang, targeted interventions can be developed to reduce the prevalence of drug abuse and its associated harms. The study on drug abuse among teens in Barangay 176 Bagong Silang, Caloocan City, you employed purposive sampling to select 50 respondents: 20 Barangay officials and 30 teens. Data analysis was conducted using weighted mean and frequency distributions to identify the causes and consequences of drug abuse. Sampling Methodology Purposive sampling, also known as judgmental or selective sampling, involves deliberately choosing individuals based on specific characteristics relevant to the research. This non-probability sampling technique is particularly useful

when the researcher seeks to gain insights from particular subgroups possessing certain traits or experiences. However, it's important to acknowledge that purposive sampling may introduce selection bias, as it does not provide every individual in the population with an equal chance of being selected. This could limit the generalizability of the findings to the broader population.

Data Analysis Techniques

Frequency Distribution: This technique organizes data to show how often each response occurs, providing a clear picture of the distribution of responses. It's particularly effective for categorical data, allowing researchers to identify patterns and frequencies of specific responses.

Weighted Mean: The weighted mean accounts for the varying importance or frequency of different responses by assigning weights to them. This method is beneficial when certain responses have more significance than others. In your study, applying the weighted mean would allow for a more nuanced understanding of the data, reflecting the relative importance of different causes and consequences of drug abuse as perceived by the respondents.

Considerations for Sample Size

Determining an appropriate sample size for qualitative research is crucial to ensure data saturation and the credibility of findings. While recommendations vary, some studies suggest that 6 to 12 interviews may be sufficient for data saturation. However, other sources recommend larger sample sizes; for example, a study suggests that 20 to 30 interviews are appropriate for qualitative research. Given that your study includes 50 respondents, it falls within the typical range for qualitative research, potentially providing a comprehensive understanding of the research topic.

Study provides valuable insights into the demographic characteristics of respondents and their perspectives on factors influencing drug abuse among teens in Barangay 176 Bagong Silang, Caloocan City.

Demographic Profile of Respondents

Sex: 56% of respondents are male. **Civil Status:** 90% are single. **Educational Attainment:** 58% are college graduates.

Analysis of Survey Questions

The weighted means for the survey questions suggest the following interpretations:

Q1: Curiosity as a Motivator for Drug Experimentation A weighted mean of 3.08 indicates a moderate agreement among respondents that curiosity leads teens to experiment with illegal drugs.

Q2: Influence of Bullying and Negative Perceptions on Self-Esteem With a weighted mean of 3.10, respondents moderately agree that experiences of bullying and negative perceptions can decrease self-confidence and self-worth among teens.

Q3: Using Drugs to Escape Reality Due to Family Stress A weighted mean of 3.54 reflects a moderate to strong agreement that teens sometimes turn to drugs to cope with stress from home and family pressures.

Interpreting Weighted Means

In social science research, weighted means help assess the intensity of respondents' opinions, with higher values indicating stronger agreement. While specific interpretation scales can vary, a general guideline is:

1.00 – 1.49: Strongly Disagree
1.50 – 2.49: Disagree
2.50 – 3.49: Agree
3.50 – 4.00: Strongly Agree

The initiative to encourage Barangay 176 Bagong Silang to promote healthy, non-pressuring conversations between parents and teens is commendable. Such efforts can significantly enhance teen self-esteem and reduce the likelihood of engaging in criminal activities and substance abuse.

Benefits of Open Communication and Parental Involvement

Enhanced Self-Esteem: Open dialogues allow teens to feel valued and understood, fostering a positive self-image. Recognizing their efforts and providing honest feedback can reinforce their confidence.

Prevention of Risky Behaviors: Understanding their social circles enables parents to guide teens away from detrimental influences. Studies indicate that parental monitoring and strong relationships are linked to reduced substance abuse.

Recommended Strategies for Parents

Engage in Active Listening: Create a safe environment where teens feel comfortable sharing their thoughts without fear of judgment. This approach fosters trust and openness.

Support Extracurricular Activities: Encouraging participation in hobbies and interests not only enriches their lives but also diverts attention from potential negative influences.

Provide Constructive Feedback: Acknowledge achievements and offer guidance on areas needing improvement, ensuring feedback is balanced and supportive.

PubMed Central+3wellspringprevention.org+3HPE Public Health+3Be Informed About Their Social Circle: Getting to know their friends and understanding peer dynamics can help parents address potential

issues proactively. Set Clear Boundaries with Empathy: Establish rules and consequences collaboratively, ensuring teens understand the rationale behind them, which promotes respect and compliance. Barangay's Role in Supporting Parents Organize Workshops and Seminars: Provide platforms where parents can learn effective communication techniques and strategies to support their teens. Distribute Informational Materials: Offer resources that highlight the importance of parental involvement and provide practical tips for daily interactions. Foster Community Support Networks: Create support groups where parents can share experiences and advice, building a community of informed and proactive caregivers. By implementing these measures, Barangay 176 Bagong Silang can cultivate a community where teens feel supported and valued, leading to healthier choices and a reduction in drug-related issues.

Keywords: parental involvement, teen drug abuse, peer pressure, family dysfunction, adolescent substance use, communication patterns, self-esteem, extracurricular activities, parenting styles, community support

**DRUG ADDICTION AS A CONTRIBUTING FACTORS TO THE INCREASING
CRIME RATE AT BARANGAY COMMONWEALTH, QUEZON CITY**

Joeren Balansag, Limuel Avila, Johnmark Bosangit, Roberto Paez,
Rolly Sta Maria Jr, Dr. Antonio Dawagan

Abstract

Drug addiction is a chronic condition that affects the brain and behavior, leading to significant consequences for both individuals and communities. People may start abusing drugs for various reasons, including peer pressure and personal struggles. In Barangay Commonwealth, Quezon City, the respondents assessed the impact of drug addiction on the rising crime rate, considering factors such as age, sex, and civil status. The study also identifies the challenges faced by individuals struggling with drug addiction in the area and proposes possible solutions to mitigate the problem and reduce its negative effects on the community. This study will adopt a Descriptive Research Design to achieve its primary objective. The researchers will use a Purposive Sampling Technique to select fifty (50) respondents, comprising thirty (30) residents (both male and female), ten (10) Barangay officials, and ten (10) police officers. A set of well-prepared questions will be provided to the respondents, ensuring they respond accurately and honestly to gather the essential data for the study. The study findings reveal that most respondents "Strongly Agree" that individuals are often influenced by their peers to engage in substance abuse and criminal activities as a means of fitting in or belonging to a specific group. The study finds that the majority of respondents "Strongly Agree" that individuals may be influenced by their peers to engage in substance abuse and criminal activities in order to fit in or belong to a particular group. Based on these findings, the researchers recommend the following actions to reduce the crime rate in Barangay Commonwealth, Quezon City: Promote counseling services to address criminal behavior, especially for individuals affected by drug dependency. Strengthen the community support system for those recovering from drug addiction. Implement rehabilitation programs for individuals who have committed crimes related to drug addiction. Provide accessible, affordable, and comprehensive treatment options for individuals struggling with drug addiction. These initiatives are aimed at addressing the root causes of drug addiction and crime, ultimately contributing to a safer and healthier community in Barangay Commonwealth.

Keywords: drug addiction, crime rate, peer influence, substance abuse, rehabilitation programs, community support, counseling services, drug dependency, treatment options, barangay commonwealth, quezon city

**DYNAMIC LINKAGES BETWEEN POVERTY AND CRIMINALITY IN
BARANGAY BAGBAG, NOVALICHES, QUEZON CITY**

Lester Borromeo, Raymart Arevalo, Gian Rey Labajo, Alexander Pascua,
Leonard Rosales, Irene Gaviola

Abstract

Poverty and criminality are complex social issues with multiple interrelated factors. Various studies have explored the relationship between these two phenomena, with some suggesting that crime exacerbates poverty, while others argue that poverty contributes to criminal behavior. Regardless of perspective, both viewpoints highlight the necessity of addressing poverty and crime simultaneously to break the cycle of disadvantage. This study employed a descriptive research design using quantitative methods. Researchers utilized purposive sampling, selecting 40 Barangay officials and 40 residents of Barangay Bagbag, Novaliches, Quezon City as respondents. Permission was obtained from participants before administering the survey questionnaire. Respondents completed the questionnaire, which was then collected for analysis. The study found that respondents strongly agreed that poverty, inequality, economic growth, unemployment, and crime rates are interconnected in Barangay Bagbag. The primary issues identified were unemployment and underemployment, which necessitate strategic intervention. An action plan was developed to address these challenges. The study recommends continuous skill enhancement through education, training, and certifications to improve employability and competitiveness in the job market. Additionally, the study suggests implementing the proposed measures to mitigate the adverse effects of poverty and criminality in Barangay Bagbag, Novaliches, Quezon City. Addressing these concerns holistically can contribute to community development and crime reduction.

Keywords: dynamic linkages, poverty, criminality, barangay bagbag

**EFFECT OF INCREASED THEFT INCIDENTS INVOLVING CHILD IN CONFLICT
WITH THE LAW AT BARANGAY 176, CALOOCAN CITY**

Joesnt Oliver Ochenta, Jerimay Jadap, Fredilyn Lomocso, Daisy Nabablit,
Abegail Romano, Dr. Myrna Cuntapay

Abstract

Barangay 176, formerly known as Bagong Silang, has historically faced challenges related to minors involved in theft, particularly in crowded areas such as markets and transportation terminals. In 2019, the Barangay Council for the Protection of Children (BCPC) addressed 515 cases of children in conflict with the law in Bagong Silang, many stemming from impoverished backgrounds marked by neglect and violence. In response to these issues, Barangay 176 enacted a Diversion Ordinance in March 2021. This ordinance offers individualized, community-based programs for minors involved in victimless crimes carrying penalties of not more than six years imprisonment, emphasizing restorative justice and aiming to facilitate rehabilitation and reintegration without resorting to formal court proceedings. Furthermore, in April 2024, President Ferdinand R. Marcos Jr. signed Republic Act No. 11993, dividing Barangay 176 into six separate and independent barangays: Barangay 176-A, Barangay 176-B, Barangay 176-C, Barangay 176-D, Barangay 176-E, and Barangay 176-F. This division aims to improve local governance and address community-specific issues more effectively.

en.wikipedia.org+4pco.gov.ph+4elibrary.judiciary.gov.ph+4To comprehensively understand the factors influencing juvenile delinquency in this area, a study focusing on the following aspects is proposed:

Demographic Profile of Respondents: Collect data on minors involved in theft to analyze correlations between demographic factors (age, sex, civil status, educational attainment) and involvement in criminal activities.

Assessment of Social Bonds: Utilize Hirschi's Social Bond Theory to evaluate how attachment to family and peers, commitment to societal norms, involvement in conventional activities, and belief in societal rules influence delinquent behavior among minors.

Identification of Challenges: Explore the problems faced by these minors in terms of the aforementioned social bond variables, including family dynamics, peer influences, school engagement, and societal perceptions.

Proposed Measures: Based on the findings, recommend targeted interventions such as community-based rehabilitation programs, educational support, family counseling, and peer engagement initiatives to address the root causes of juvenile theft in the newly established barangays. Implementing this study aims to inform policies and programs that effectively reduce juvenile delinquency and promote the well-being of minors in the restructured barangays of Caloocan City. The study will involve 50 respondents, categorized as follows: Parents: 25 participants repository.up.ac.za DSWD Staff: 5 participants Barangay Officials: 20 participants A purposive sampling technique will be employed to select respondents who are best suited to provide relevant information for the study. This non-probability sampling method is intentional, aiming to gather insights from individuals with specific characteristics pertinent to the research objectives. Prior to administering the questionnaires, the researchers will send a formal letter to the school principal seeking permission to distribute the questionnaires to the target respondents within the school. This step ensures adherence to institutional protocols and respects the school's administrative procedures. The researchers will also submit a hard copy of the questionnaire to their research adviser for review. This review aims to assess the clarity and comprehensibility of the questionnaire, identifying and addressing any ambiguous or confusing questions before the final administration. This process is crucial for enhancing the reliability and validity of the data collected. The study indicates that the primary concern among respondents is the association between the rise in theft incidents and a corresponding decline in adherence to legal norms and societal rules among Children in Conflict with

the Law (CICL). This issue was highlighted by 45 out of 50 participants, representing 90% of the respondents. This finding is consistent with existing literature, which suggests that engagement in theft and other delinquent behaviors can erode commitment to societal norms among youth. Factors such as poverty, dysfunctional family environments, and peer influences have been identified as contributing to such behaviors. Addressing this issue necessitates a comprehensive approach that includes community-based rehabilitation programs, educational support, family counseling, and peer engagement initiatives. These interventions aim to strengthen the social bonds of CICL, promoting attachment to positive role models, commitment to societal norms, involvement in constructive activities, and belief in societal rules. Implementing such measures is crucial for reducing juvenile delinquency and promoting the well-being of minors in Barangay 176 and similar communities. To effectively address the issue of theft incidents involving Children in Conflict with the Law (CICL) in Barangay 176, Caloocan City, we recommend implementing the following initiatives:

Community-Based Educational Programs: Purpose: Enhance community understanding of the challenges faced by CICL, fostering empathy and collaborative support. AICHR Strategies: Workshops and Seminars: Organize sessions led by child development experts and legal professionals to educate community members about the socio-economic and psychological factors influencing juvenile delinquency. Awareness Campaigns: Utilize local media, posters, and social media platforms to disseminate information highlighting the importance of community support in the rehabilitation of CICL. Community Dialogues: Facilitate open forums where residents can discuss concerns, share ideas, and collaborate on solutions to prevent juvenile delinquency. Expected Outcomes: Increased community empathy and reduced stigma towards CICL. Strengthened community support networks for at-risk youth. Enhanced collaboration between residents and local authorities in crime prevention efforts.

Educational Programs for CICL on the Consequences of Criminal Behavior: Purpose: Educate CICL about the legal, social, and personal repercussions of criminal activities to deter future offenses. Strategies: School-Based Programs: Integrate modules into school curricula that discuss the legal system, the impact of crime on victims, and the long-term consequences of criminal records. Interactive Workshops: Conduct role-playing sessions and discussions with legal experts and former offenders to provide real-life perspectives on the consequences of criminal behavior. Peer Mentorship: Establish mentorship programs where older students or rehabilitated individuals guide and counsel younger CICL, sharing experiences and offering guidance. Expected Outcomes: Enhanced understanding among CICL of the negative impacts of theft and other criminal behaviors. Reduction in the likelihood of reoffending due to increased awareness. Promotion of a culture of lawfulness and respect for societal norms among youth.

Community-Based Rehabilitation Programs: Purpose: Provide supportive interventions to reintegrate CICL into society, reducing recidivism and promoting positive behavior. Strategies: Diversion Programs: Implement community-based diversion strategies to prevent formal processing of CICL within the justice system, focusing on rehabilitation and reintegration. Aftercare Services: Offer continuous support through counseling, vocational training, and educational assistance to facilitate the reintegration of CICL into the community. Family Counseling: Provide counseling services to families of CICL to address underlying issues contributing to delinquent behavior and strengthen family support systems. Expected Outcomes: Reduced recidivism rates among CICL through effective rehabilitation. Successful reintegration of CICL into the community as productive members. Strengthened family units providing stable support for at-risk youth. Implementing these recommendations aligns with evidence-based practices emphasizing education, community involvement, and rehabilitation as key strategies in preventing juvenile delinquency. Studies have shown that community-based programs, early intervention, and educational initiatives are effective in reducing youth crime and promoting positive behavioral changes. By adopting these approaches, Barangay 176 can create a supportive environment that addresses the root

causes of theft incidents involving CICL, promotes rehabilitation, and fosters a safer community for all.

Keywords: juvenile delinquency, children in conflict with the law (cicl), community-based rehabilitation, juvenile justice system, diversion programs, aftercare services, family counseling, recidivism reduction

**EFFECT OF POVERTY IN THE INCREASE OF CRIME RATE IN
BARANGAY BATASAN HILLS, QUEZON CITY**

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Maricel Monares, Dr. Myrna Cuntapay

Abstract

This study examines the correlation between poverty and the increasing crime rates in Barangay Batasan Hills, Quezon City. It aims to analyze how socio-economic factors such as education, livelihood programs, and economic opportunities influence residents' involvement in criminal activities. By evaluating demographic profiles and identifying prevalent community challenges, the research seeks to propose effective measures to mitigate crime despite existing poverty.

Demographic Analysis: To profile respondents based on age, sex, civil status, educational attainment, and estimated daily budget.

Assessment of Community Programs: To evaluate residents' perceptions of educational initiatives, livelihood programs, and economic opportunities provided by local authorities.

Identification of Challenges: To document the primary issues faced by residents that may contribute to criminal behavior.

Development of Recommendations: To propose actionable measures aimed at reducing crime rates through community engagement and resource optimization.

This study employs a descriptive research design to systematically observe and describe the characteristics of the target populations without manipulating the study environment. This design is particularly effective for understanding the existing conditions and behaviors of the groups under investigation.

Sampling Technique A purposive sampling technique is utilized to select participants who meet specific criteria relevant to the research objectives. This non-probability sampling method ensures that the sample aligns with the study's focus on particular demographic and professional groups.

Population and Sample The study focuses on three distinct groups within Batasan Hills, Quezon City:

- Residents from Poverty-Stricken Communities:** Twenty individuals residing in areas identified as economically disadvantaged.
- Residents from Above-Poverty Communities:** Twenty individuals living in communities with socioeconomic status above the poverty line.
- Registered Criminologists:** Twenty professionals who are registered criminologists practicing in the area.

A total of sixty respondents are selected to provide a comprehensive perspective across these groups.

Data Collection Procedures Prior to data collection, formal permission is obtained from the barangay officials of Batasan Hills to ensure ethical compliance and community cooperation. Researchers then distribute structured questionnaires tailored to each group, designed to gather relevant data on their experiences and perspectives. The purpose of the study is clearly communicated to all participants, emphasizing transparency and informed consent.

Ethical Considerations the study adheres to ethical standards by ensuring voluntary participation, informed consent, and confidentiality of respondents' information. Researchers are committed to minimizing any potential discomfort or bias during data collection.

Data Analysis upon collection, data from the questionnaires are systematically organized and analyzed to identify patterns, correlations, and insights pertinent to the research objectives. The analysis aims to provide a nuanced understanding of the perspectives and experiences of each group, facilitating meaningful comparisons and conclusions.

This methodology ensures a structured and ethical approach to examining the research question, providing reliable and valid results that contribute to the existing body of knowledge. The findings indicate that 80% of respondents 48 out of 60 identified exposure to violent and criminal activities during youth as the most significant problem associated with their environments. This observation aligns with existing research highlighting the correlation between early exposure to violence and an increased likelihood of engaging in criminal behavior later in life. Children exposed to violence, whether as victims or witnesses, are at a higher

risk of experiencing long-term physical, psychological, and emotional harm. Such exposure can limit their potential and increase their likelihood of becoming involved in the juvenile or criminal justice system. Department of Justiceojjdp.ojp.gov Moreover, longitudinal studies have demonstrated that early exposure to violence is associated with an increased risk of criminal and violent behavior in adulthood. For instance, research has found that adult criminal and violent behavior was linked to exposure to television violence 15 years prior. PubMed Central addressing these challenges necessitates comprehensive strategies focused on improving socio-economic conditions, providing mental health support, and creating safe, supportive environments for youth. Such measures are essential to mitigate the adverse effects of exposure to violence and reduce the propensity for future criminal involvement. The researchers propose the following recommendations to alleviate poverty in Batasan Hills, Quezon City:1. Educational Seminars on Discrimination and Rights Advocacy Organizing seminars that address discrimination and empower individuals to advocate for their rights can play a pivotal role in poverty reduction. Education equips individuals with knowledge and skills, enhancing their employability and fostering social stability. Vocational and skills training programs, for instance, aim to build a strong labor force by preparing individuals for specific occupations, often leading to better job opportunities and higher pay. 2. Vocational Training and Livelihood Programs Implementing livelihood programs that include vocational training can significantly impact poverty alleviation. Vocational education serves as a powerful tool for job creation and sustainable development by providing individuals with marketable skills. Studies have shown that vocational training enhances employability and income levels, thereby reducing poverty rates. In Quezon City, there is a need to create pathways that enable low-income residents, especially the youth, to improve their skills and contribute to the city's economy. projects.citiesalliance.org 3. Government Policies Supporting Business Compliance the recommendation for the government to focus on legislation that ensures businesses comply with regulations is crucial. Policies that encourage businesses to adhere to labor laws and provide fair wages can foster job creation and economic growth. Improving the efficiency of regulatory systems can help businesses comply with rules in a less costly and time-consuming manner, promoting investment and job creation. In summary, focusing on education, vocational training, and supportive government policies are well-established strategies for poverty reduction. These measures aim to empower individuals, enhance employability, and stimulate economic growth, thereby improving the livelihoods of residents in Batasan Hills, Quezon City.

Keywords: poverty reduction, technical education, government policies, employment opportunities, economic development, social stability, labor market outcomes, community empowerment

EFFECT OF THE INTERNET GAMBLING IN TALIPAPA QUEZON CITY

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Clarence Gutoman, Renñer Piloton, Dr. Myrna Cuntapay

Abstract

The proliferation of online gambling in Talipapa, Quezon City, has significantly influenced the local community, yielding both positive and negative outcomes. Online gambling has become a substantial economic force in the Philippines, generating significant revenue through taxes and licensing fees. In 2018, online casinos contributed approximately 7.4 billion pesos (about \$145 million) in licensing and regulatory fees, bolstering government finances. The accessibility of online gambling platforms has heightened the risk of problem gambling behaviors, leading to potential financial hardships and mental health issues. Studies indicate that digital forms of money, such as credit cards and e-wallets, can lead to increased gambling losses, particularly among vulnerable populations. The surge in online gambling has exerted pressure on local housing and real estate markets. The influx of online gambling firms has driven up office space demand, leading to increased real estate prices. This escalation has made housing less affordable for many Filipinos, prompting some to seek properties in nearby provinces. Addressing these challenges necessitates a balanced approach, including effective government regulation, public awareness initiatives, and support systems for individuals affected by gambling-related issues. Such measures aim to harness the economic benefits of online gambling while mitigating its adverse effects on the community. Participants were selected based on specific criteria relevant to the research objectives. This purposive sampling approach involves intentionally choosing individuals who possess particular characteristics or experiences that align with the study's focus. Data was collected using a combination of qualitative methods, including interviews and focus groups. Interviews provided an opportunity for in-depth exploration of individual perspectives, while focus groups facilitated discussion and interaction among participants, offering a broader understanding of collective viewpoints. Both methods are effective in capturing detailed and nuanced data. Data collection sessions were scheduled at times convenient for participants, ensuring maximum engagement and reliability of responses. All interviews and focus groups were conducted by trained facilitators who adhered to ethical guidelines, including obtaining informed consent and ensuring confidentiality. Data was meticulously organized and stored securely to maintain integrity and privacy. Prior to data collection, the interview and focus group guides were pilot-tested with a small subset of individuals similar to the study participants. This pilot phase allowed for refinement of questions, ensuring clarity and relevance. Feedback from the pilot test informed adjustments to the instruments, enhancing their effectiveness in capturing the desired data. Collected data was transcribed and analyzed thematically. Thematic analysis is a widely used method in qualitative research that emphasizes identifying, analyzing, and interpreting patterns of meaning (or "themes") within qualitative data. This process involved identifying patterns and categories within the data to draw meaningful conclusions. By employing these methods, the study ensured a comprehensive and systematic approach to data collection and analysis, yielding findings that are both reliable and insightful. Understanding the demographic characteristics of study participants is essential for contextualizing research findings and ensuring that results are representative and inclusive. This section presents the demographic profile of the participants, including age, gender, marital status, and length of service. The majority of respondents are between 26 and 35 years old (37.5%), followed by those aged 18-25 and 36-45 (25% each). Only 12.5% are aged 46 and above. The sample is evenly split between males and females, each comprising 50% of the respondents. A significant majority are single (75%), with the remaining 25% married. 40% of respondents have been in their current position

for 0-5 years, 30% for 6-10 years, 15% for 11-15 years, and 15% have served for 16 years or more. Frequencies and percentages were calculated for each category within the demographic variables. This approach facilitates understanding of the sample composition and allows for comparisons with broader population demographics. Online gambling has become widespread in Barangay Talipapa, with many residents engaging in activities such as online casinos, sports betting, and poker. This trend aligns with the broader growth of online gambling in the Philippines, which has seen significant expansion in recent years. The proliferation of online gambling has led to various socioeconomic challenges, including financial hardships for individuals and families. This mirrors the situation in other parts of the Philippines, where gambling has been associated with both cultural significance and societal issues. Despite existing regulations, illegal online gambling operations persist, often involving forced labor and other criminal activities. Recent raids have uncovered large-scale cybercrime operations linked to online gambling, highlighting the need for more effective enforcement. Gambling has become deeply embedded in Filipino culture, influencing social interactions and community dynamics. However, this cultural aspect also contributes to the normalization of gambling behaviors, potentially leading to increased participation and associated risks. The balance between economic benefits and societal costs remains a complex issue. Current law enforcement efforts are inadequate in curbing illegal online gambling operations. The persistence of such activities suggests gaps in regulatory frameworks and enforcement mechanisms.

Keywords: barangay talipapa, quezon city, online gambling, socioeconomic impact, regulatory challenges, cultural integration, economic implications, law enforcement, regulatory reforms, community engagement, philippine amusement and gaming corporation (pagcor)

**EFFECTIVENESS OF DISASTER RISK REDUCTION AND MANAGEMENT IN
MANAGING CALAMITY IN BRGY. 185 MALARIA CALOOCAN CITY**

Clarito Clinton, Carlo Cuizon, John Anthony Morete,
Roland Jay Rondero, Osman Seno, Edgar Reyes

Abstract

This study aims to evaluate the effectiveness of Disaster Risk Reduction and Management (DRRM) efforts in minimizing disaster impact and ensuring efficient response within Brgy. 185, Malaria, Caloocan City. It assesses the measures and strategies implemented by DRRM officers to determine their contribution to community disaster preparedness and resilience. The study utilized a quantitative research design, selecting 60 respondents, including DRRM LGU members, 20 Barangay officials, and 30 residents from Brgy. 185, Malaria, Caloocan City. Purposive sampling was employed to identify participants. Findings indicate that respondents strongly agreed on the effectiveness of DRRM in managing disasters in their community. The study revealed that while respondents acknowledged the effectiveness of DRRM, challenges in disaster response persist. Proposed measures to address these challenges include improved resource mobilization for rapid response and budget allocation for personal protective equipment (PPE) to enhance the safety and efficiency of DRRM officers. The study recommends that DRRM officers and Barangay officials conduct regular seminars and training programs for disaster responders to enhance their efficiency in emergencies. Additionally, awareness programs for the community on disaster mitigation, preparedness, prevention, and response are essential to improving overall disaster resilience.

Keywords: disaster risk reduction, disaster management, emergency response, community resilience, calamity preparedness

**EFFECTIVENESS OF DISASTER RISK REDUCTION MANAGEMENT ON
FLOOD CONTROL IN BARANGAY KASIGLAHAN, RODRIGUEZ, RIZAL**

Roldan Baquiran, Metodio Alcantara Jr., Arix Laurence Dizon,
Jhon Daryl Samenian, Mark Toyco, Eduardo Villaruel

Abstract

Floods are one of the most common and devastating natural disasters, affecting millions of people worldwide each year. According to the United Nations, floods account for 40% of all natural disasters, causing more than 5,000 deaths annually (UN, 2023). The impacts of floods are significant and include economic, social, and environmental consequences, such as damage to infrastructure, displacement of communities, disruption of livelihoods, and degradation of ecosystems. The Philippines is particularly vulnerable to flooding due to its geographic location, topography, climate, and land use. The country experiences an average of 20 tropical cyclones each year, bringing heavy rainfall and storm surges that trigger floods in low-lying and coastal areas. Additionally, rapid urbanization, deforestation, and inefficient drainage systems have increased the exposure and susceptibility of communities to flooding, intensifying the risks associated with these natural disasters. A descriptive study design is utilized to systematically collect data that accurately represents a specific population, situation, or phenomenon. This approach emphasizes answering questions such as what, when, where, and how, rather than exploring underlying causes. Study Participants: The study will involve 50 respondents, categorized as follows: Barangay Kasiglahan, Rodriguez, Rizal: This barangay is situated in the municipality of Rodriguez (formerly Montalban), which, according to the 2020 census, has a population of 443,954, making it the most populous municipality in the Philippines. Composition of Respondents: Barangay Disaster Risk Reduction and Management (BDRRM) Members: 10 individuals Barangay Officials: 10 individuals Employed Barangay Residents: 30 individuals must.org This selection aims to gather diverse perspectives from community leaders, officials, and residents actively engaged in the barangay's development and daily operations. To conduct the study on flood experiences in Barangay Kasiglahan, Rodriguez, Rizal, the researchers implemented a structured methodology to ensure comprehensive data collection: Securing Permission: Prior to data collection, the researchers obtained the necessary permits from local authorities to conduct surveys within Barangay Kasiglahan. This step ensured ethical compliance and facilitated cooperation from the community. Contextual Background: Barangay Kasiglahan has a history of severe flooding, notably during Typhoon Ulysses (Vamco) in November 2020, when floodwaters submerged homes up to their rooftops, leaving residents stranded and in urgent need of rescue. This event was among the worst floods since the village's establishment in 1999. philstar.com. The village's location between the Marikina and Puray rivers contributes to its flood susceptibility. Studies have identified Kasiglahan Village as highly vulnerable to both flooding and earthquakes, raising concerns about its suitability for housing projects. By systematically engaging with the community and collecting firsthand accounts, the researchers aim to provide valuable insights into the challenges faced by residents of Barangay Kasiglahan concerning flood risks and their implications. Participant Recruitment: The research team collaborated with community leaders and barangay officials to invite participation from residents who have experienced flooding. This targeted approach aimed to gather insights from those directly affected by flood events. Survey Administration: Researchers distributed structured questionnaires to the selected participants, conducting face-to-face interviews to accommodate varying literacy levels and ensure accurate data collection. Data Collection: Completed questionnaires were collected promptly to maintain data integrity and facilitate timely analysis. The study on disaster risk reduction management (DRRM) effectiveness in flood control within Barangay

Kasiglahan, Rodriguez, Rizal, yielded the following findings: Demographic Profile of Respondents: Age: A majority were aged 51 and above. Gender and Marital Status: Predominantly married males. Educational Attainment: Most possessed a college-level education. Residency Duration: Over 10 years of residence in the barangay. Strengths: Effective in timely response during flood events. Weaknesses: Identified gaps in logistical support and overall preparedness. Challenges Encountered: Economic Impact: Significant financial losses due to flooding. Traffic Management: Issues arising from lack of traffic discipline during floods. Infrastructure Deficiencies: Inadequate infrastructure contributing to flood-related problems. Proposed Mitigation Measures: Real-Time Flood Warnings: Implement systems for timely flood alerts. Infrastructure Enhancements: Upgrade facilities to better withstand flood impacts. Community Drills: Conduct regular disaster preparedness exercises. Alternative Communication Channels: Establish diverse methods for disseminating information during emergencies. Public Awareness Campaigns: Educate the community on flood risks and safety protocols. Contextual Background: Barangay Kasiglahan has a history of severe flooding. In November 2020, Typhoon Ulysses caused unprecedented floods, with residents describing it as the worst since the village's establishment in 1999. The floodwaters caught many off-guard, as nearby rivers overflowed, breaching dikes and inundating homes. Additionally, studies have raised concerns about the suitability of Kasiglahan Village for housing projects due to its high vulnerability to both flooding and earthquakes. The area is traversed by the West Valley Fault System, capable of generating a magnitude 7.2 earthquake. Addressing these challenges necessitates a comprehensive approach, combining immediate disaster response improvements with long-term infrastructural and community resilience strategies.

Keywords: effectiveness, disaster risk reduction, management, flood control, barangay kasiglahan, rodriguez, rizal, community preparedness, risk assessment, mitigation strategies, emergency response, resilience, flood management, local government

**EFFECTIVENESS OF EXECUTIVE ORDER NO. 26 IN
MALINTA VALENZUELA CITY**

John Loyd Mordido, Jhon Paul Dag-um, Jhay Manalo,
James Kim Araojo, Edgar Reyes

Abstract

Executive Order No. 26, signed on May 16, 2017, mandates the The establishment of smoke-free environments in public and enclosed places throughout the Philippines. This nationwide smoking ban aims to protect public health by reducing exposure to tobacco smoke in communal areas. Barangay Malinta, located in Valenzuela City, Metro Manila, has a population of 52,107 as of the 2020 Census, representing 7.29% of the city's total population. Given its urban setting and significant population density, assessing the implementation of EO No. 26 within this barangay is essential. Understanding its effectiveness can provide insights into the practical challenges and successes of enforcing the smoking ban at the community level. Statement of the Problem while EO No. 26 establishes a framework for a smoke-free Philippines, there is limited data on its enforcement and impact within specific barangays, such as Malinta. This research seeks to evaluate: The level of awareness and compliance among residents and establishments regarding EO No. 26. The challenges faced by local authorities in implementing the smoking ban. The perceived effectiveness of the smoking ban in reducing tobacco use in public spaces. Objectives of the Study the primary objectives of this study are to: Assess the awareness and knowledge of EO No. 26 among residents and business owners in Barangay Malinta. Evaluate the compliance rates of public and enclosed spaces with the smoking ban. Identify the challenges encountered by Barangay Malinta officials in enforcing the executive order. Determine the impact of the smoking ban on public health perceptions and behaviors within the community. Significance of the Study this research holds significance for several stakeholders: Local Government Units (LGUs): The findings can inform policy adjustments and enhance enforcement strategies tailored to the unique needs of Barangay Malinta. Health Advocates: Insights from the study can aid in developing targeted health promotion campaigns addressing identified gaps in awareness or compliance. Residents and Business Owners: Understanding the benefits and responsibilities associated with the smoking ban can foster community support and active participation in maintaining a smoke-free environment. Scope and Limitations this study focuses exclusively on Barangay Malinta, Valenzuela City, providing a localized perspective on the implementation of EO No. 26. Data collection will involve surveys and interviews with residents, business owners, and local officials. While the study aims for comprehensive coverage, it may be limited by factors such as sample size constraints and the availability of participants during data collection periods. Definition of Terms Executive Order No. 26: A presidential directive issued in 2017 establishing smoke-free environments in public and enclosed places throughout the Philippines. Barangay Malinta: A barangay (neighborhood) in Valenzuela City, Metro Manila, selected as the study area for evaluating the smoking ban's implementation. Smoking Ban: The prohibition of tobacco smoking in designated public and enclosed spaces as mandated by EO No. 26. Compliance: Adherence to the regulations set forth in EO No. 26 by individuals and establishments within the barangay. By systematically examining these aspects, the study aims to contribute valuable insights into the localized effects of the nationwide smoking ban, offering a model that other barangays might emulate. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews, to assess the perceptions and compliance levels of 50 police officers and 20 barangay officials in enforcing a smoking ban. This methodology is well-suited to capture both measurable data and nuanced insights. Research indicates that police officers in the Philippines have a higher smoking prevalence compared

to the general public, with factors such as age, education, and specific duties influencing smoking habits. Understanding these factors is crucial, as they may impact enforcement effectiveness. Tobacco Prevention and Cessation A study on the deterrence effects of smoking bans among students in the Philippines found that perceptions of punishment certainty and severity significantly influenced compliance. This suggests that enforcers' perceptions of the ban's enforcement mechanisms could affect their commitment to upholding the policy. Tobacco Induced Diseases Examining the experiences of police officers with civilian review mechanisms reveals a range of perceptions that can influence their approach to policy enforcement. These insights can inform strategies to enhance cooperation and effectiveness in enforcing the smoking ban. Furthermore, studies on community-level smoke-free ordinances have demonstrated that such policies can lead to significant reductions in smoking rates, particularly among younger populations. Understanding the enforcement challenges and facilitators within local contexts is essential for tailoring effective interventions. Incorporating these findings, your research can provide valuable insights into the factors influencing the enforcement of smoking bans in the Philippines, guiding future policy implementations and enforcement strategies. The research aims to provide valuable insights to policymakers, local government officials, and stakeholders to enhance the implementation of Executive Order No. 26 (EO 26), which establishes smoke-free environments in public and enclosed places across the Philippines. Issued on May 16, 2017, EO 26 enforces a nationwide ban on smoking in public areas, building upon earlier initiatives like the 2002 ordinance from Davao City, where President Duterte previously served as mayor. The executive order outlines several prohibited acts, including smoking within enclosed public spaces and public conveyances, with exceptions only for designated smoking areas (DSAs) that comply with specific standards. It also imposes restrictions on tobacco advertising near schools and other facilities frequented by minors, aiming to protect public health and promote a smoke-free environment. Despite these comprehensive measures, the Department of Health (DOH) acknowledged challenges in implementing the nationwide smoking ban, citing difficulties in enforcement and ensuring compliance. Philippine News Agency By focusing on the experiences and perceptions of police officers and barangay officials, your study addresses critical enforcement challenges of EO 26. Understanding their perspectives can inform strategies to improve compliance and effectiveness in implementing the smoking ban. This research is timely, as studies have highlighted that perceived certainty and severity of punishments significantly influence compliance with smoking bans. The findings from your research can guide policymakers and local government units in refining enforcement mechanisms, addressing challenges faced by enforcers, and ensuring that the objectives of EO 26 are effectively met. This aligns with the broader goal of promoting public health and establishing comprehensive smoke-free environments throughout the country. The study aims to evaluate the compliance and effectiveness of the smoking ban in Barangay Malinta, providing evidence-based recommendations to enhance the impact of Executive Order No. 26 (EO 26) and promote a healthier, smoke-free community. EO 26, enacted in 2017, establishes smoke-free environments in public and enclosed spaces throughout the Philippines. The order prohibits smoking in enclosed public areas and public conveyances, with exceptions only for designated smoking areas (DSAs) that meet specific standards. It also restricts tobacco advertising near schools and facilities frequented by minors, aiming to protect public health. Despite these measures, implementing the nationwide smoking ban has faced challenges. The Department of Health (DOH) acknowledged difficulties in enforcement and ensuring compliance. Studies from various regions highlight common issues, such as minors accessing tobacco products and vendors selling to underage individuals. Additionally, research indicates that the perceived certainty and severity of punishments significantly influence compliance with smoking bans. Tobacco Induced Diseases Focusing on Barangay Malinta, your research seeks to understand local enforcement practices, compliance levels, and community perceptions of the smoking ban. This localized approach is essential, as studies have shown that

effective enforcement is often hindered by limited resources and public ignorance of such laws. By examining these factors, your study aims to inform targeted interventions and policy adjustments to improve the implementation of EO 26 at the community level. Ultimately, your research endeavors to contribute to optimizing the enforcement of EO 26 in Barangay Malinta, supporting the broader goal of establishing a healthier, smoke-free environment across the Philippines.

Keywords: smoking ban compliance, executive order no. 26, smoke-free policy enforcement, barangay malinta, tobacco control, public health policy, secondhand smoke exposure, designated smoking areas (dsas), community health initiatives, policy implementation

**EFFECTIVENESS OF ORDINANCE NO. 2301, OTHERWISE KNOWN AS
QUEZON CITY DISCIPLINE HOURS FOR MINORS IN DISTRICT 6
BARANGAY TANDANG SORA, QUEZON CITY**

Cheyence Panganiban, Rhea Jhasmine Abellana, Maricon Agamata,
Riza Mae Fajanlag, Cristele Petalio, Denise Anne Osorio

Abstract

This study aims to assess the effectiveness of Ordinance No. 2301, also known as the Quezon City Discipline Hours for Minors, in District 6, Barangay Tandang Sora, Quezon City. It covers the background of the study, review of related literature and studies, theoretical framework, conceptual framework, statement of the problem, assumptions, scope and delimitation of the study, significance of the study, and definition of terms. This chapter discusses 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. This chapter shows all the raw data gathered from the survey conducted and was presented in table form to allow the data to be viewed. For determining the rank, patterns, or correlations required to produce the desired findings for the study, all the data that had been obtained had been evaluated. The results were then interpreted using analytical and logical reasoning. The purpose of this chapter is to summarize the findings that emerged after a thorough process of statistical and logical analysis of all the gathered data.

Keywords: ordinance no. 2301, curfews for minors, discipline hours

**EFFECTS OF CHILD IN CONFLICT WITH THE LAW TO PEACE AND
ORDER IN BARANGAY BAHAY TORO, QUEZON CITY**

Cesar Ampat Jr, Samuel Hista, Ken Charles Manalo, Carl Jason Radan,
Marc Louie Rafols, Edgar Reyes

Abstract

This study examines how children who are involved in criminal activity in Barangay Bahay Toro, Quezon City, affect peace and order. These children's involvement in criminal activity is frequently caused by a variety of intricate variables. These could include exposure to violence or substance misuse, peer pressure, familial dysfunction, poverty, and illiteracy. The study's 50 respondents are made up of 16 PNP personnel, 17 DSWD personnel, and 17 barangay personnel. Purposive sampling methods were used in this investigation. A quantitative correlational study design was employed. Due to their participation in this study, the researcher would give a questionnaire to the DSWD, PNP, and barangay personnel in Barangay Bahay Toro, Quezon City. As they complete the survey, the researcher will request their consent to participate in the study. After distributing the survey questions, the researcher will wait for the responder to complete them. The survey will be gathered by the researchers once the respondents have completed it. The respondents' evaluations of the psychological, emotional, and social aspects of CICL's lived experiences are investigated in this study. The highest mean, according to respondents' psychological feedback, was that fostering a sense of belongingness produces a favorable psychological climate. According to the emotional assessment, doing community work that promoted positive peer relationships had the highest mean. Last but not least, the emotional assessment shows that the biggest mean was having trouble or being confused when making the proper choices, which led to impulsive or unfavorable results. This study suggests that in order to foster a safe and happy atmosphere, which is crucial for children's development, organizations should strengthen their ties with one another.

Keywords: children in conflict with the law, juvenile delinquency, peace and order, barangay bahay toro, quezon city, criminal activities, contributing factors, poverty, lack of education, family dysfunction, peer influence, exposure to violence, substance abuse

**EFFECTS OF STRICTER IMPLEMENTATION OF NO-SMOKING POLICY
WITHIN THE VICINITY OF BESTLINK COLLEGE OF THE
PHILIPPINES, MILLIONAIRES VILLAGE CAMPUS**

Reynald Duran, Jack Valdez, Bryan Adolfo, Rincel Atip,
Warren Lacson, Irene Gaviola

Abstract

The purpose of the study was to determine the effects of stricter implementation of the No-Smoking policy within the vicinity of Bestlink College of the Philippines, Millionaires Village campus, regarding the people who continued to smoke near or within the school premises, which had the potential to affect and influence their peers. This research will utilize a quantitative descriptive research design to assess the effects of stricter implementation of a no-smoking policy. Through Slovin's formula, the sample size of the population will be identified, and a random sampling technique will be used to determine the respondents for the study. The respondents of the study were composed of three groups, which consisted of 300 students, 51 teachers, and 7 staff members of Bestlink College of the Philippines, Millionaires Village campus. The results of the study revealed that the majority of respondents "strongly agreed" that authorities (school facilitators) were prohibiting smoking within school premises, posting possible sanctions for those caught violating the no-smoking school policy, and that the signs indicating no-smoking zones around the school area were strictly implemented. The problems encountered by our respondents were: smoking within the surroundings of the school affects the environment (bad effect for human beings but good for the environment), the guard does not check the students' bags properly due to the high volume of students, some students and employees do not participate in educational programs or campaigns related to the harmful effects of smoking, bringing cigarettes or vapes inside the school, and smoking inside the school is not visible to authorities. The researchers made the following recommendations for the problems encountered by students, teachers, and staff: Promote an eco-friendly environment as a resting place for students during their vacancy; encourage students and employees to participate in educational programs or campaigns related to the harmful effects of smoking conducted within the school; the guard should carefully check the bags of students before entering; hire additional security personnel to cater to the checking of bags of high-volume students entering the school; and ensure close monitoring of CCTV cameras to make sure that no one smokes within the school.

Keywords: no-smoking policy, cigarette ban in schools, vape ban

**EFFECTS OF THE CONSTRUCTION OF METRO RAIL TRANSIT
ALONG MALARIA, CALOOCAN CITY**

Jerome Serrano, Key Dobluis, Noroden Nasser, Mark Angelo Leysa,
Wally Remo Begaza, Dr. Myrna Cuntapay

Abstract

The chapter entails the background study, related literature and studies, theoretical framework, conceptual framework, statement of the problem, assumptions of the study, scope and delimitations, significance of the study, and definition of terms. This chapter deals with the discussion of the research methodology and other procedures used by the researchers in gathering the needed data for the study. It includes the research design, population, sampling, research instrument, data-gathering procedure, as well as the analysis and treatment of data. This chapter shows presentations 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 the study. This study focuses on the effects of the construction of the Metro Rail Transit along Malaria, Caloocan City, and aims to formulate the objectives of the study. In this study, the researchers were able to determine the demographic profile of the respondents in terms of age, gender, and group; to assess the respondents' opinions on the construction of the Metro Rail Transit along Malaria, Caloocan City, in terms of road infrastructure, vehicle density, population growth, and public transportation; to identify the problems encountered by commuters along Malaria Road during the construction of the Metro Rail Transit, described in terms of road closures due to construction, inadequate capacity of the road, potholes and uneven pavement on roads, inadequate streetlights, improper markings, constant traffic associated with high car density, and illegal parking on the side street. The target number of participants in this research is 55 respondents. The researchers used purposive sampling to select the participants. The data-gathering procedure is the process of collecting and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes.

Keywords: traffic congestion, mrt construction, road infrastructure, vehicle density, public transportation improvements

**EFFICIENCY OF TRAFFIC ENFORCERS THROUGH TRAINING PROGRAM
AS A BASIS FOR TRAFFIC MANAGEMENT DEVELOPMENT**

Christian Sayson, Harold Cadimas, Lloyd Ivan Daguno,
Jumel Delos Santos, Richard Maglente, Edgar Reyes

Abstract

This study examines the efficiency of traffic enforcers and the role of training programs in enhancing their effectiveness. As traffic regulations evolve, road conditions change, and new technologies emerge, ongoing training is essential. The study aims to determine whether training programs are necessary for traffic enforcers to adapt to these changes and improve traffic management. The study employed a descriptive qualitative research design. The researchers selected fifteen (15) traffic enforcers, twenty (20) commuters, and fifteen (15) drivers from Novaliches, Quezon City, using purposive sampling. A request letter was prepared, and respondents were personally approached for participation. A survey questionnaire was distributed and collected upon completion. The findings indicate that most traffic enforcers are aged 26-33 (32%) and predominantly male (64%). Regarding educational attainment, 28% have attended college. Additionally, 44% have been employed for 7-11 months. The respondents strongly agreed (overall mean of 3.32) that knowledge of traffic rules and regulations is crucial. However, challenges include enforcing laws on distracted drivers who are preoccupied with their phones, passengers, or other factors. The study highlights that many respondents believe driver non-compliance with traffic regulations is a significant issue. As a solution, public awareness programs should be implemented to influence motorists' perceptions and behaviors regarding traffic violations. Various communication platforms such as radio, television, social media, and outdoor advertisements should be utilized to educate drivers about road safety and the importance of adhering to traffic laws.

Keywords: traffic enforcers, training program, traffic management development

**ENHANCING BARANGAY 176 BAGONG SILANG CALOOCAN CITY CRIME
MONITORING THROUGH SETTING UP BARANGAY OUTPOST**

Joshua Anagaran, Oscar Abugan Jr, Alvanie Mangumalas,
Mark Angelo Regacho, Jay Tagbalay, Irene Gaviola

Abstract

Barangays play a vital role in governing and managing their respective communities. They serve as local service providers and ensure the safety of their jurisdiction through effective implementation of policies. This study focuses on crime monitoring in Barangay 176 Bagong Silang, Caloocan City, with the aim of enhancing security measures by establishing a barangay outpost. The study seeks to determine whether setting up an outpost can provide a more efficient and systematic way of recording and managing crime-related information, ultimately improving crime prevention efforts. This study employed a descriptive research design using a quantitative approach to evaluate the effectiveness of barangay outposts in crime monitoring. Respondents from Barangay 176 Bagong Silang, Caloocan City, were selected using purposive sampling. The researchers sought permission from barangay officials to conduct surveys among the patrol unit and Barangay Public Safety Officers (BPSO). After approval, questionnaires were distributed and collected to gather data on the perceptions and experiences of respondents regarding crime monitoring through the establishment of barangay outposts. The study revealed that the majority of the 100 respondents were aged between 42 and 50 years old (29%). Males comprised 64% of the respondents, while 42% were married. Regarding educational attainment, 32% of the respondents were high school graduates. The primary challenges in crime monitoring through barangay outposts were "inefficient coordination between neighboring barangays and outposts" and "weak or poorly enforced policies related to crime monitoring," both ranked highest with a frequency of 56% among respondents. The study highlights the need to enhance crime monitoring through the establishment of barangay outposts. The researchers recommend prioritizing resource allocation, improving coordination with local law enforcement agencies, and implementing measures such as better lighting and well-maintained surroundings to create safer environments. Additionally, barangay outposts should be adequately staffed, well-equipped, and strategically located to effectively address the specific crime-related challenges within the community.

Keywords: crime monitoring, barangay outpost, law enforcement, community safety, public security

**ENHANCING COMMUNITY EMERGENCY AWARENESS THROUGH
BARANGAY COMMONWEALTH FREE BASIC LIFE
SUPPORT TRAINING PROGRAM**

Ma. Niña Joy Cagang, Shaira Bendivel, Ivy Catindoy, Shannel Dap-og,
Vina Villegas, Denise Anne Osorio

Abstract

Basic Life Support (BLS) is an essential primary healthcare response to medical emergencies and natural disasters, requiring proper knowledge and execution, especially in public settings. The Emergency Response Team (ERT) plays a crucial role in emergency preparedness and response. According to the Red Cross, BLS refers to the immediate care provided by first responders or healthcare professionals in cases of cardiac arrest, respiratory distress, or airway obstruction. Natural disasters, such as fires, floods, and accidents, necessitate a well-prepared community. This study aims to assess the effectiveness of Barangay Commonwealth's free BLS training program in enhancing emergency preparedness and response among its residents. This study was conducted in Barangay Commonwealth, Quezon City, to evaluate the effectiveness of the BLS training course. The study involved 50 respondents: 15 Barangay personnel, 20 community residents, and 15 members of the Emergency Response Team. A quantitative descriptive research design was utilized to describe and interpret data on the community's emergency preparedness and response capabilities. Respondents strongly support various strategies to enhance emergency response, including reducing traffic congestion, improving preparedness, promoting inter-agency collaboration, supporting responder mental health, and engaging the community in disaster preparedness. Findings emphasize the necessity of a well-coordinated and efficient emergency response approach. Regular training and drills are recommended to assess the effectiveness of implemented strategies. Barangay Commonwealth has an established Emergency Response Team with adequate BLS training to respond effectively in emergencies. The barangay's health system actively engages in policies and plans to minimize the adverse effects of disasters. Additionally, the ERT plays a crucial role in educating the public on emergency preparedness, ensuring that the community can respond efficiently to emergencies. Strengthening public awareness and continuous skill development are essential for building a resilient community.

Keywords: basic life support, emergency response, disaster preparedness, community awareness, training program

**EXPLORING THE IMPACT OF CITIZENS' ROLE IN PREVENTING CRIMINAL
ACTIVITIES IN BARANGAY NOVALICHES PROPER, QUEZON CITY**

Romualdo Jerome Alfonso, Lucky Canasa, Marvin Corpuz,
Russel Garcia, Carlo Ramirez Jr, Denise Anne Osorio

Abstract

Crime is a continuous problem in urban areas around the world, hurting citizens' safety, well-being, and quality of life. While law enforcement authorities play an important role in preventing criminal activity, citizen participation is also critical. The study utilized a descriptive research method and a convenience sampling technique, which were employed for two groups of respondents: 30 residents of Barangay Novaliches Proper, Quezon City, and 20 barangay officials. From the results of this study, it reveals that the impact of citizens' role in preventing criminal activities in Barangay Novaliches Proper, Quezon City, in terms of crime reporting, active coordination with law enforcers, and awareness is interpreted as “Strongly Agree.” The problems encountered include some citizens not being aware of the crime rates in their area, and an action plan that can be proposed is increased police presence in the community to build trust, understand local issues, and collaborate on crime prevention strategies. This study recommended that understanding citizens' roles in crime prevention fosters safer communities. Research on barangay officials' involvement unveils insights into citizen participation and suggests policy enhancements. Collaborative efforts between barangay officials and law enforcers strengthen relationships for more effective support. Additionally, researchers refine their skills and strategies through engagement in this area, while future researchers benefit from the methodologies and insights provided by these studies for conducting similar research.

Keywords: safety and order, criminal activities, crime prevention

**EXTENT OF IMPLEMENTATIONS OF THE SAFE SPACES ACT (R.A 11313)
AT THE BARANGAY 186 NORTH CALOOCAN CITY**

Gemma Rose Agramon, Joanna Marie Jagape, Marilou Ombrog, Maureen Paculanang,
Ma. Cristina Buñe, Eduardo Villaruel

Abstract

The Spaniards had a significant influence on the Philippines for almost three centuries, sharing their culture, traditions, and religion. This influence led to the patriarchal system that still exists today, where women are limited to household chores. Filipino women have historically been excluded from public life, denied education and employment, and subjected to violence and discrimination. Recent statistics show that a quarter of Filipino women have experienced violence and assault from their partners, and thousands of cases violating the Anti-Violence Against Women and Their Children Act have been reported. This research aims to uncover the status of the implementation of the Safe Spaces Act and society's perception of it. Researchers employed a sampling technique and descriptive research design with quantitative methods, engaging fifty (50) barangay officials and three hundred forty-seven (347) residents from Barangay. Participants were approached and requested permission to partake in the study, which involved completing a questionnaire. Once consent was obtained, researchers provided the questionnaire, allowing respondents to answer at their own pace. Upon completion, researchers collected the survey questionnaires from the participants. In the survey conducted among residents and officials of Barangay 186, North Caloocan City, perceptions regarding the Safe Spaces Act were assessed, revealing intriguing results. A notable majority of respondents expressed strong agreement with the extent of the implementation of the Act in fostering safer environments within their community. Specifically, 75% of barangay officials strongly agreed that the Act has contributed positively to creating safer spaces, while 70% of residents held a similar perspective. Despite these positive sentiments, the survey also unveiled a significant challenge faced by the respondents. In order to promote environments free from discrimination, harassment, and violence, this study recommended that barangay officials need to be knowledgeable and trained to handle cases, and the residents should actively engage in barangay seminars so they are aware of the Safe Spaces Act. However, as highlighted by the challenges identified, there are notable areas where improvements are needed. This discussion will delve into these challenges and propose recommendations to address the problems encountered by the residents of Barangay 186, North Caloocan City.

Keywords: safe spaces act (r.a 11313), safe spaces act, gender equality, vaw

**FACTORS AFFECTING YOUTH IN ENGAGING CRIMINAL ACTIVITIES
IN BARANGAY COMMONWEALTH QUEZON CITY**

John Carlo Delegencia, Fernando Rosaroso Jr, Judy Carl Vincent Aviles,
Denzil Briones, Justin Israel Vitalicio, Irene Gaviola

Abstract

In recent years, there has been a troubling increase in criminal activities committed by adolescents, raising significant concern among various stakeholders. This growing trend of teenage involvement in criminal behavior often stems from a departure from socially acceptable actions, with many young individuals engaging in illegal activities driven by the pursuit of monetary or material gain. This situation calls for a deeper understanding of the underlying factors contributing to adolescent delinquency and the development of effective strategies to address this concerning issue. This study aimed to identify the factors contributing to youth involvement in criminal activities in Barangay Commonwealth, Quezon City. The research participants included 10 police officers, 10 barangay officials, and 80 community residents. A descriptive research design using a quantitative approach was employed to examine the various factors influencing criminal behavior among youth in the area. Data collection was initiated with formal authorization from relevant authorities, followed by the distribution of survey questionnaires. The study focused on key factors such as environmental influences, social media, broken families, and the prevalence of out-of-school youth as significant contributors to youth criminality in Barangay Commonwealth, Quezon City. The results of this study will offer valuable insights to the youth, enabling them to develop effective strategies for preventing and addressing criminal activities. The findings reveal a strong consensus among respondents regarding the identified factors, with the highest weighted mean scores indicating significant agreement. Based on these results, several recommendations are proposed. First, providing parenting classes and workshops could equip parents with the skills to effectively manage their children's behavior and promote positive attitudes. Additionally, parents should be encouraged to monitor their children's internet usage and have open discussions about the potential dangers of social media. Furthermore, implementing awareness programs to reduce stigmas surrounding former offenders and investing in reintegration facilities would contribute to their successful reentry into society.

Keywords: youth engagement, criminal activities, factors influencing youth, parenting education, social media influence, family dynamics, awareness programs, community development, reintegration facilities, social stigma reduction

**FACTORS INFLUENCING JUVENILE DELINQUENCY IN
PAYATAS-A, QUEZON CITY: AN ASSESSMENT**

Ma. Queenie Yasmen Peroy, Shena Ann Arcilla, Norwelyn Dominguez,
Lhea Razsha Mae Ligutom, Beatrix Monterde, Irene Gaviola

Abstract

Juvenile delinquency refers to illegal actions committed by minors, ranging from minor infractions like truancy to more serious offenses such as burglary and violent acts. A significant contributing factor to juvenile delinquency is exposure to domestic violence. Children who witness or experience violence within their homes may internalize these behaviors as normative, potentially leading them to replicate such actions. Impact of Domestic Violence on Juvenile Delinquency: Normalization of Violence: Children exposed to domestic violence may come to view aggressive behavior as acceptable, increasing the likelihood of them engaging in similar actions. Emotional and Behavioral Issues: Experiences of domestic abuse can lead to emotional distress, behavioral problems, and difficulties in school, all of which are associated with higher rates of delinquency. ojp.gov Cycle of Abuse: The intergenerational transmission of violence suggests that children who grow up in abusive environments are more prone to becoming abusers or victims themselves, perpetuating the cycle of delinquency. Addressing the Issue: To mitigate the influence of domestic violence on juvenile delinquency, comprehensive interventions are essential. These should include: Family Support Programs: Offering counseling and resources to families to address and prevent violence. Educational Initiatives: Implementing school-based programs that promote conflict resolution and emotional intelligence. Nicewicz Community Engagement: Establishing community centers and activities that provide positive role models and safe environments for youth. Nicewicz By addressing the root causes of juvenile delinquency, particularly the impact of domestic violence, society can work towards breaking the cycle and fostering healthier environments for future generations. This research utilized a descriptive research design with a quantitative approach. The researchers distributed questionnaires to twenty (20) police officers, thirty (30) barangay officials, and fifty (50) residents of the Payatas-A community in Quezon City. After the selected respondents completed the questionnaires, the researchers will survey with each of the selected participants. The study's results indicate that the factors influencing juvenile delinquency in Payatas, Quezon City, include a lack of parental guidance, peer pressure, and environmental influences. Respondents reported "Strongly Agree" regarding the significant issue of insufficient family guidance as a contributing factor to this problem. This study recommends providing parenting education and support programs to help parents develop the skills and knowledge necessary to effectively guide and support their children. Researchers suggest implementing measures to address the issues identified in the assessment of the factors influencing juvenile delinquency in Payatas-A, Quezon City.

Keywords: juvenile delinquency, domestic violence, family dynamics, youth crime, child abuse, behavioral issues, parental influence, intergenerational violence, emotional distress, delinquent behavior

**FACTORS INFLUENCING THE CHILD IN CONFLICT WITH THE
LAW (CICL) IN BARANGAY 186 CALOOCAN CITY:
BASIS FOR YOUTH DEVELOPMENT PROGRAM**

Marckjohn Escolano, Elmer Bautista, Kobie Capangyarihan,
Rabin Guiao, Lian Loderico, Denise Anne Osorio

Abstract

The study aims to explore the factors leading children in conflict with the law (CICL) to engage in criminal activities within Barangay 186, Caloocan City. Understanding these factors is crucial for developing targeted interventions to prevent juvenile delinquency and promote the well-being of youth in the community. In the Philippines, a "child in conflict with the law" refers to a person under 18 years of age who is alleged to have committed an offense. The Juvenile Justice and Welfare Act of 2006 (Republic Act No. 9344) sets the minimum age of criminal responsibility at 15, meaning children below this age are exempt from criminal liability. Demographic Context of Barangay 186: Barangay 186 is one of the 188 barangays in Caloocan City, located in the National Capital Region (NCR) of the Philippines. According to the 2020 Census, the barangay has a population of 25,346, representing 1.53% of Caloocan City's total population. Notably, the age group 5 to 9 years comprises 2,276 individuals, highlighting a significant youth demographic. phl.postcodebase.com Potential Contributing Factors to Juvenile Delinquency in Barangay 186: Family Environment: Children from families with histories of criminal behavior or inadequate supervision may be more susceptible to engaging in similar activities. Community Influence: Exposure to peers involved in criminal acts or witnessing such activities can normalize delinquent behavior for youths. Educational Opportunities: Limited access to quality education can lead to ignorance of legal boundaries and the potential consequences of criminal actions. Economic Conditions: Economic hardships may drive youths toward criminal activities as a perceived means of financial support. Existing Legal Provisions and Challenges: The Revised Rule on Children in Conflict with the Law emphasizes handling CICL cases within a family environment whenever possible, separating the child from parents only when necessary for the child's welfare or public safety. However, challenges persist, as some CICL continue to be placed in detention centers, indicating gaps in the juvenile justice system's implementation. Recommendations for Further Research: Community Engagement: Conduct interviews with local residents, barangay officials, and law enforcement to gather insights on prevalent issues leading to youth delinquency. Data Analysis: Examine local crime statistics to identify patterns and common offenses among minors. Collaboration with Social Services: Work with child welfare organizations to understand existing support systems and assess their effectiveness. By investigating these areas, your study can provide a comprehensive understanding of the underlying causes of juvenile delinquency in Barangay 186, Caloocan City, and inform strategies to address and prevent such behaviors, ultimately fostering a safer and more supportive environment for the youth. The study employed a descriptive research design to systematically examine the factors influencing children in conflict with the law (CICL) in Barangay 186, Caloocan City. A purposive sampling technique was utilized to select 25 residents and 25 barangay personnel, totaling 50 participants. This non-probability sampling method was chosen to ensure that individuals with specific characteristics pertinent to the study's objectives were included, thereby enriching the data quality. Data were collected using structured survey questionnaires, administered to both residents and barangay personnel. The responses were analyzed using descriptive statistics: Frequency and Percentage: These measures were used to count and express the occurrence of specific responses, providing a clear picture of the distribution of certain characteristics or opinions within the sample. Weighted Mean: This statistical tool was employed to

determine the average response, giving appropriate weight to varying levels of agreement or importance among the participants. By integrating these analytical methods, your research effectively interpreted the collected data, offering valuable insights into the factors contributing to juvenile delinquency in the community. The findings underscore the significant influence of peer pressure, poor educational backgrounds, substance abuse, and lack of parental guidance on juvenile delinquency. To address these challenges, the following targeted interventions are recommended:

Promote Positive Peer Associations: Facilitate the formation of peer groups that encourage healthy behaviors, academic excellence, and positive social interactions. Research indicates that peer relationships can significantly influence youth behavior, making positive peer interactions crucial in preventing delinquency.

Enhance Educational Engagement: Implement programs aimed at reducing school dropout rates and preventing criminal involvement. Studies have found that youths with positive attitudes toward education are less likely to engage in delinquent behavior.

Implement Substance Abuse Prevention Initiatives: Introduce community-based programs that educate youth about the dangers of substance abuse and provide support systems to resist peer pressure. Such interventions are vital, especially for families at heightened risk for both parental substance involvement and youth delinquency.

Strengthen Parental Guidance and Family Support: Offer parenting workshops and counseling services to equip parents with effective communication and supervision skills. Parental involvement and supervision are protective factors against youth delinquency. By implementing these measures, communities can create supportive environments that deter youth from engaging in criminal activities and promote their overall well-being. The findings underscore the importance for barangay personnel and residents of Barangay 186, Caloocan City, to comprehend the underlying causes of youth involvement in criminal activities. Understanding these factors is crucial for developing effective youth development programs tailored to the community's unique challenges.

Demographic Overview: Population Growth: Barangay 186 has experienced significant growth, with its population increasing from 7,872 in 1990 to 25,346 in 2020, reflecting a positive growth rate of 3.36% over the 30-year period. [philAtlas.com](https://www.philAtlas.com)

Challenges with Juvenile Delinquency: Recent Incidents: There have been instances of minors engaging in disruptive behaviors, such as riots following religious events. For example, a riot involving minors occurred after the Simbang Gabi Mass at Saint Gabriel the Archangel Parish, highlighting the need for targeted interventions.

Recommended Interventions: Educational Support: Implement programs aimed at reducing school dropout rates and preventing criminal involvement. Studies have found that youths with positive attitudes toward education are less likely to engage in delinquent behavior.

Community-Based Rehabilitation: Establish initiatives that provide support systems to resist peer pressure and educate youth about the dangers of substance abuse. Such interventions are vital in preventing youth from engaging in criminal activities.

Family Counseling Services: Offer workshops and counseling to equip parents with effective communication and supervision skills. Parental involvement and supervision are protective factors against youth delinquency. By implementing these measures, Barangay 186 can foster a supportive environment that deters youth from engaging in criminal activities and promotes their overall well-being.

Keywords: children in conflict with the law (cicl), juvenile delinquency, barangay 186 caloocan city, youth development programs, peer pressure, educational background, substance abuse, parental guidance, community-based rehabilitation, family counseling service

**FACTORS THAT AFFECT THE BEHAVIOR OF THE RESIDENTS
IN BARANGAY 176 NORTH CALOOCAN CITY**

Arnel Regalario Jr, Jonathan Dejito, Jesmar Ladra, Jasper Wayne Bagonbon,
Maynard Buenaobra, Eduardo Villaruel

Abstract

This study examines the complex factors that influence the behavior of residents, focusing on the lack of financial resources, limited economic opportunities, and peer influence. These interrelated issues have a significant impact on individuals' behavior and decisions within a community. By exploring these factors, the research seeks to gain a deeper understanding of how these challenges contribute to behavioral patterns and offers insights into potential solutions for improving the well-being and social dynamics of the community. Three hundred ninety-three (393) people total—ten (10) barangay officials, three hundred and seventy-three (373) residents, and ten (10) police officers—are the study's respondents. These individuals are observing how the residents' conduct is affected. People that live in barangay 176 North Caloocan City are the responders. The repercussions of illegal activity combined with the ongoing burden of poverty can cause high levels of stress and anxiety, which can have a detrimental effect on mental health. Additionally, mental health issues and disorders had a substantial impact on people's moods and general well-being in the context of poverty, which in turn affected their relationship to criminal activity. Inability to find steady work also results in financial distress and restricted access to essentials. And engaging in illegal activity might result in asset seizures, which can hinder attempts to accumulate wealth or leave poverty and result in large financial losses. Additionally, people with criminal histories frequently experience social stigma and prejudice during the hiring process, which restricts their work options and feeds the poverty cycle. The behavior of residents within any community is influenced by a multitude of factors, with financial resources, economic opportunities, and peer influence playing significant roles in shaping individuals' actions and attitudes. This study explores the interconnectedness of these factors and their combined impact on the behavior of residents. Lack of Financial Resources: One of the most significant influences on residents' behavior is the lack of financial resources. Financial instability often forces individuals to prioritize immediate survival over long-term planning, leading to stress, frustration, and potentially maladaptive behaviors. In communities with limited financial resources, residents may engage in riskier behaviors, such as substance abuse or involvement in criminal activities, as a means of coping with economic pressures. Furthermore, the inability to meet basic needs may also contribute to lower levels of mental well-being, which in turn can lead to behavioral issues like aggression, withdrawal, or apathy. The lack of financial stability also limits access to educational and professional opportunities, further perpetuating the cycle of poverty. Residents in these situations may feel trapped, leading to frustration and disengagement from community activities or societal norms. As financial constraints impact both individual and collective behavior, this factor cannot be viewed in isolation but rather as a driving force behind broader social issues within these communities. Limited Economic Opportunities: Economic opportunities, or the lack thereof, significantly influence the behavior of residents. Communities with few job opportunities or educational resources often experience lower social mobility, which can lead to a sense of helplessness and resentment. When individuals are unable to secure stable employment or improve their financial status, they may experience feelings of powerlessness and disillusionment with the system. This sense of disempowerment can manifest in various forms of negative behavior, such as apathy, anti-social behavior, or even acts of defiance against societal norms. In areas with limited economic opportunities, residents may turn to informal economies or illegal activities as a means of survival.

These behaviors are often a direct response to the lack of legal and ethical avenues for income generation. Additionally, the absence of positive economic prospects can erode community cohesion, leading to a breakdown in social trust and cooperation, which in turn can negatively influence individual and collective behavior. Peer Influence: Peer influence is another critical factor shaping residents' behavior, especially in communities where individuals face economic hardship. In environments where social networks are tight-knit, individuals may feel pressured to conform to certain behaviors to gain acceptance or respect from their peers. Peer pressure can lead to risky behaviors such as substance abuse, criminal activity, or the adoption of negative social norms, particularly among younger residents who are still developing their sense of self. On the other hand, peer influence can also have positive effects. When peer groups engage in pro-social activities, such as community service or educational pursuits, it can encourage others to adopt similar behaviors. The positive reinforcement from peers can act as a catalyst for behavioral change, particularly in communities with limited economic resources. However, the overall impact of peer influence depends heavily on the prevailing attitudes and behaviors within the group.

Keywords: behavior of residents, financial resources, economic opportunities, peer influence, social behavior, community dynamics, poverty, social mobility, economic struggles, mental well-being, coping mechanisms, risky behaviors, social norms

**FACTORS THAT AFFECTS THE PERFORMANCE OF PRIVATE SECURITY
OFFICERS IN THE PROTECTION OF THEIR CLIENT IN THE SELECTED
PRIVATE ESTABLISHMENT IN BARANGAY 176,
BAGONG SILANG CALOOCAN CITY**

Rhea Chescka Allosada, Judie Castillo, Princess Nicole Estrella,
Jennifer Orbillo, Jackielyn Orgado, Edgar Reyes

Abstract

The effectiveness of private security services significantly impacts public safety and the protection of individuals, businesses, and organizations. Private security companies play a crucial role in providing patrol and monitoring services, responding to alarms, disturbances, and emergencies, and taking necessary actions to mitigate risks in various situations where customers and individuals require assistance and guidance. This study applied a descriptive-quantitative research method to gather data. The researchers utilized a descriptive-quantitative survey questionnaire to identify factors affecting the performance of private security officers in protecting their clients in selected private establishments in Barangay 176, Bagong Silang, Caloocan City. The respondents of the study were limited to 30 selected private security officers and 20 selected clients from private establishments in Brgy. 176, Bagong Silang, Caloocan City. From the results of the study, some respondents were hesitant to participate in the survey due to the high risks associated with their work, as security guards must prioritize the safety of the vicinity. It is recommended to implement strict penalties and introduce organizational procedures and a code of ethics to encourage responsible behavior. Additionally, avoiding unnecessary arguments and making informed decisions can help de-escalate conflicts. Reporting incidents and interacting with law enforcement should be emphasized, and security firms should provide guards with radios and proper training in documentation to ensure accurate incident reporting. Security personnel should also be encouraged to attend conferences on online tech communities to stay updated with evolving technology. Regular debriefings and counseling services should be available to address any emotional distress resulting from their work. Lastly, providing proper training in self-defense techniques is essential for the safety and preparedness of security guards. The researchers respectfully recommend the following: The study found that most security officers lack adequate training and professional development. To address this issue, it is essential to develop and implement comprehensive training programs covering critical skills such as emergency response procedures, legal regulations, communication techniques, and technology operations. Additionally, regular debriefing and counseling services should be provided to security guards to help them cope with any psychological or emotional challenges resulting from their experiences on duty.

Keywords: private security services, safety, patrol and monitoring, training

**IDENTITY THEFT AWARENESS IN BARANGAY BATASAN HILLS,
QUEZON CITY: BASIS FOR SOCIAL MEDIA PLATFORM SAFETY**

Mark Stephen Tura, Frankenstein Buban, Nicko Lee Cabotaje, John Kenneth Danieles,
Kemuel John Sambile, Irene Gaviola

Abstract

Identity theft poses significant threats, including financial loss, emotional distress, and compromised personal security. To mitigate these risks, consider the following preventive measures: 1. Enhance Online Security: Use Strong, Unique Passwords: Employ complex passwords combining letters, numbers, and special characters. Avoid reusing passwords across different accounts. Enable Multi-Factor Authentication (MFA): Activate MFA whenever possible to add an extra layer of security beyond just passwords. Be Vigilant with Personal Information Sharing: Limit the amount of personal data shared on social media and other platforms to reduce the risk of it being exploited by cybercriminals. 2. Monitor Financial and Personal Accounts: Regularly Review Financial Statements: Check bank and credit card statements frequently for unauthorized transactions. Set Up Account Alerts: Configure notifications for significant account activities to promptly detect suspicious actions. Consider Freezing Your Credit: Place a freeze on your credit files with major bureaus to prevent fraudulent accounts from being opened in your name. This measure is free, reversible, and adds a substantial barrier against identity thieves. 3. Stay Informed About Scams: Educate Yourself on Common Fraudulent Tactics: Be aware of phishing emails, fake accounts, and other scams designed to steal personal information. Verify Requests for Personal Information: Be cautious of unsolicited communications asking for sensitive data. Always verify the legitimacy of the requester through official channels. 4. Respond Appropriately if Compromised: Report Identity Theft Immediately: If you suspect your identity has been stolen, report the incident to the Federal Trade Commission (FTC) and your local law enforcement. Notify Affected Financial Institutions: Inform banks, credit card companies, and other relevant entities to mitigate further unauthorized activity. Monitor Your Credit Reports: Regularly check your credit reports for unfamiliar accounts or inquiries. You are entitled to a free annual credit report from each major bureau. Recent Developments: Recent incidents highlight the evolving nature of identity theft: Tax-Related Identity Theft: Scammers are increasingly filing fraudulent tax returns using stolen personal information. To combat this, the IRS encourages taxpayers to apply for a six-digit Identity Protection Personal Identification Number (IP PIN), which safeguards against fraudulent filings. Over 10 million taxpayers have received IP PINs, yet it remains underutilized among the 200 million eligible Americans. Mobile Account Porting Scams: Cybercriminals are exploiting mobile account porting to bypass multi-factor authentication and access sensitive personal information. Authorities have uncovered numerous fraudulent porting attempts, emphasizing the need for vigilance in securing mobile accounts. Implementing these measures can significantly reduce the risk of identity theft and its associated consequences, helping to protect your financial well-being and personal peace of mind. The study employs a descriptive survey research method to assess and analyze the characteristics, opinions, attitudes, and behaviors of citizens in Barangay Batasan Hills, Quezon City. This approach is well-suited for collecting data that reflects the current state of a population without manipulating variables. Descriptive research is particularly effective for identifying patterns and correlations within a specific group. By focusing on both Anti-Cybercrime Experts and Social Media users, your research aims to provide a comprehensive understanding of the community's perspectives on cybercrime issues. The combination of these two groups will allow for a nuanced analysis of the current landscape in Barangay Batasan Hills. To enhance the validity and reliability of your findings, ensure that your survey instruments are carefully

designed, and consider employing strategies to reduce potential biases, such as employing random sampling techniques and pre-testing your survey questions. Additionally, be mindful of ethical considerations, including obtaining informed consent and maintaining participant confidentiality. Overall, your chosen methodology aligns with the objectives of your study and should provide valuable insights into the perceptions and behaviors of the target population regarding cybercrime. The study indicates that the majority of respondents "Agree" regarding their awareness of user responsibilities, trust in websites, understanding of privacy settings, and comprehension of platform policies. This suggests a positive perception of online safety measures among participants. However, research indicates that self-reported awareness often does not align with actual online behaviors. For example, a study analyzing 540 Facebook profiles of students at Carnegie Mellon University found that 89% of users provided their real names, and 61% included photographs, yet many had not adjusted their privacy settings, leaving their profiles accessible to a broad audience. en.wikipedia.org Additionally, the "Privacy Paradox" describes the inconsistency where individuals express concern about privacy but fail to take protective actions online. This phenomenon suggests that while users may acknowledge privacy risks, they often underestimate their personal vulnerability or prioritize the benefits of online engagement over potential privacy losses. These observations highlight a potential gap between perceived and actual engagement with online safety practices. To gain a more accurate understanding of user behaviors, it would be beneficial to complement self-reported data with observational studies or assessments of actual usage patterns concerning privacy controls and security measures. The study on identity theft awareness in Barangay Batasan Hills, Quezon City, reveals that 43% of surveyed residents have experienced identity theft due to a lack of awareness about sharing sensitive information on unsecured websites. This finding underscores the urgent need for targeted interventions to enhance online safety within the community.

Recommendations to Enhance Identity Theft Awareness and Prevention:

- Community Education and Awareness Programs:** Workshops and Seminars: Organize sessions to educate residents on the risks associated with sharing personal information online, emphasizing the dangers of unsecured websites.
- Information Dissemination:** Distribute materials outlining best practices for protecting personal data on social media platforms.
- Promotion of Secure Online Practices:** Strong Password Usage: Encourage the creation of complex, unique passwords for online accounts and advise against reusing passwords across different platforms.
- wired.com Two-Factor Authentication (2FA):** Highlight the importance of enabling 2FA to add an extra layer of security to online accounts.
- Collaboration with Social Media Platforms:** Localized Security Features: Partner with social media companies to provide security features and privacy settings tailored to the needs of Barangay Batasan Hills residents.
- User-Friendly Privacy Controls:** Advocate for the implementation of accessible privacy controls that allow individuals to manage who can access their personal information.
- Reporting and Support Systems:** Clear Reporting Channels: Establish straightforward procedures for reporting suspected identity theft incidents, ensuring residents know where and how to seek assistance.
- Support Services:** Provide resources for victims of identity theft, including guidance on recovering compromised accounts and protecting against further fraud.
- Regular Security Audits and Updates:** Website Security Audits: Encourage local businesses and organizations to conduct regular security assessments of their websites and online platforms to identify and address vulnerabilities.
- Device and Software Updates:** Advise residents to keep their devices and software updated to protect against known security threats.

Implementing these recommendations aims to empower residents of Barangay Batasan Hills with the knowledge and tools necessary to safeguard their personal information, thereby reducing the incidence of identity theft within the community.

Keywords: identity theft, personal information security, online privacy, unsecured websites, social media safety, community education, barangay batasan hills, quezon city, cybersecurity measures, data protection policies, victim support services, fraud prevent

**IDENTITY THEFT EXPERIENCES OF VICTIMS IN BARANGAY SANTA
MONICA JORDAN PLAINS NOVALICHES, QUEZON CITY**

Jackielyn Abines, Geraldine Bajandi, Edrallen Glory, Jerome Lachica,
Christine Joy Simon, Denise Anne Osorio

Abstract

This study explores the experiences of identity theft victims, particularly focusing on the impact of modern payment systems. In today's economy, transactions are often conducted based on promises to pay, backed by data linking buyers to specific accounts or credit histories. This research investigates the effects of identity theft and offers advice and preventative measures for individuals who may not be fully aware of the risks and consequences associated with such crimes. This study used purposive sampling to gather data on the experiences of identity theft victims. A descriptive method with a qualitative approach was applied to understand the lived experiences of those affected. The study defines identity theft as "the unlawful use of another's personal identity." Since the research focuses on existing data, the number of respondents was limited. The data was collected through a survey questionnaire and analyzed using a weighted mean, with 45 respondents participating in the study. This study revealed that the majority of respondents were between the ages of 18 and 25, with 14 participants (31%) falling within this age group. In terms of educational attainment, most respondents were college graduates, representing 58% of the sample. Regarding the survey questions: Q1 ("Victims may experience anxiety and a loss of self-esteem due to trauma, especially without counseling after the incident") had a weighted mean of 3.27. Q2 ("Victims may begin to lose trust in those around them and may develop low self-worth") had a weighted mean of 3.13. Q3 ("Victims may struggle to open a new bank account due to fear of being a victim of identity theft again") had a weighted mean of 3.04. Additionally, Q1 (regarding the importance of avoiding sharing sensitive information on social media, such as passwords, email addresses, bank account numbers, and photos of documents) showed a tied frequency of 40, which accounted for 89% of respondents. This emphasizes the high awareness and concern regarding the protection of personal data. Barangays should actively promote awareness on how to protect personal identities, emphasizing the importance of avoiding fraudulent websites, unauthorized promotional messages, and individuals requesting sensitive information such as email addresses or bank account details. Furthermore, local police should work alongside barangays to provide protection for identity theft victims, assisting in investigations and offering counseling services to help victims recover. This joint effort can ensure that individuals are better equipped to safeguard their personal information and receive the support they need in the aftermath of an identity theft incident.

Keywords: identity theft, victims, protection, personal information, fraudulent websites, unauthorized promotional messages, counseling, investigations, barangay, police collaboration, personal security, public awareness

**IMPACT OF ANTI-ILLEGAL DRUG CAMPAIGN IN BARANGAY 167
LLANO ROAD CALOOCAN CITY**

Trixie Desamero, Kylie Banawa, Angela Bedar, Rowena Madelo,
Ma Riza Roque, Edgar Reyes

Abstract

The Anti-Illegal Drug Campaign, also known as the "War on Drugs," aims to encourage people to take action against drug abuse. Drug abuse remains one of the most pressing issues in society, with its illegal use spreading nationwide. It primarily affects individuals experiencing stress and personal struggles, particularly minors who lack awareness of the harmful effects of illicit drugs. These campaigns emphasize the importance of prevention and early intervention to curb drug-related issues. This study employed a descriptive survey research design to analyze data regarding the impact of the anti-illegal drug campaign. The study described and interpreted various characteristics of the population, including sampling procedures, research instruments, validity and reliability of instruments, data collection procedures, data analysis techniques, and ethical considerations. The respondents included 60 individuals from Barangay 167 Llano Road, Caloocan City, comprising 40 residents, 10 barangay officials, and 10 police officers. The respondents, primarily male, ranged in age from 25 to 30 years old, with most being single. The anti-illegal drug campaign in Barangay 167 was rated as "Very Good" in providing information, suppressing illegal activities, and offering community support for crime prevention. However, several challenges were identified: some individuals showed disinterest in reading information about drug risks, illegal drug manufacturers designed drugs in appealing forms to attract users, and community members feared reporting suspicious activities. To address these challenges, three recommendations were proposed. First, for the information campaign, materials should be factual and concise to capture the community's interest. Second, concerns about human rights violations in the suppression of illegal activities should be acknowledged to prevent conflicts between authorities and residents. Lastly, in terms of community support, fostering mutual respect and clear communication is essential for campaign success. Based on the gathered data and conclusions, these recommendations are suggested to enhance the effectiveness of the anti-illegal drug campaign.

Keywords: information campaign, suppression, community support

**IMPACT OF PEER INFLUENCE ON CHILD IN CONFLICT WITH THE
LAW AT BARANGAY 173 CALOOCAN CITY**

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Athena Shaine Camille Ramos, Denise Anne Osorio

Abstract

Peer relationships significantly influence the behaviors and decisions of children, especially those in conflict with the law. Understanding mechanisms such as the delinquency spiral, peer contagion, and the effects of peer rejection is crucial for developing interventions aimed at mitigating delinquent behaviors among youth. The study employed a descriptive research design, utilizing purposive sampling to select participants from key community sectors. A total of fifteen (15) police officers, fifteen (15) barangay personnel, fifteen (15) community members, and five (5) Department of Social Welfare and Development (DSWD) staff were chosen to provide comprehensive insights into the research focus. The study conducted in Barangay 173, Caloocan City, highlights the significant role of peer influence in shaping the behaviors of children in conflict with the law. Factors such as rapid urbanization, poverty, limited educational opportunities, and exposure to various forms of media contribute to the peer interactions of Filipino youth. The prevalence of gang involvement in certain communities further amplifies the impact of peer influence on delinquent behaviors. Addressing juvenile delinquency requires a collaborative approach involving barangay officials, law enforcement, and the Department of Social Welfare and Development (DSWD). Recognizing the significant impact of peer relationships on youth behavior, implementing programs that foster positive peer interactions, build essential life skills, and offer alternative avenues for social fulfillment can effectively divert youth from delinquent paths.

Keywords: juvenile delinquency, peer influence, barangay initiatives, multi systemic therapy (mst), social and emotional learning (sel), community engagement, family support services

IMPACT OF POLICE BODY-WORN CAMERAS ON POLICING AND PUBLIC TRUST BY THE PERSONNEL OF QCPD STATION 4 (NOVALICHES)

Stephen Oliric Fernandez, Patrick Aaron Malanum, John Carlo Danting,
Joshua Lloyd Cabael, Jemwell Nabos, Dr. Myrna Cuntapay

Abstract

In recent years, the integration of body-worn cameras (BWCs) into police operations has become a pivotal development aimed at enhancing transparency, accountability, and public trust in law enforcement agencies. These devices, affixed to officers' uniforms, record interactions between police personnel and the public, providing objective documentation of events. The Quezon City Police District (QCPD) Station 4, located in Novaliches, has been at the forefront of adopting BWCs to foster better community relations and improve policing practices. This study evaluates the impact of body-worn cameras (BWCs) on policing practices and public trust among the personnel of Quezon City Police District (QCPD) Station 4 in Novaliches, a mixed-methods research design will be employed. This approach integrates both quantitative and qualitative data collection and analysis techniques to provide a holistic understanding of the effects of BWC implementation. The implementation of body-worn cameras (BWCs) by the Quezon City Police District (QCPD) Station 4 in Novaliches has yielded a range of outcomes concerning policing practices and public trust. The findings are categorized into quantitative analyses and qualitative insights. In the past few years, police body-worn cameras (BWCs) have become an innovative and advanced tool in law enforcement, aiming to enhance transparency, accountability, and public trust. However, the implementation of BWCs also raises significant ethical and privacy concerns, particularly regarding the balance between confidentiality and accessibility. This study seeks to explore these issues by examining the perceptions of both police officers and community members in Novaliches, Quezon City, focusing on Police Station 4 along Quirino Highway.

Keywords: body worn camera, body-worn cameras (bwcs), police accountability, public trust, ethical concerns, privacy issues, law enforcement transparency, citizen perceptions, use-of-force incidents, community engagement, data management

**IMPACT OF REVITALIZED PULIS SA BARANGAY (R-PSB) PROGRAM ON
CRIME RATES IN BARANGAY 174 CAMARIN CALOOCAN CITY**

Angel Villareal, Sheina Anunciada, Daniela Rose Duerme,
Glaiza Gonzales, Rosemarie Onica, Irene Gaviola

Abstract

The Revitalized Pulis sa Barangay (R-PSB) Program is an initiative by the Philippine National Police (PNP) aimed at enhancing community safety and fostering stronger relationships between law enforcement and local residents. Launched in 2011 and expanded in 2019, the program embeds police officers within barangays (villages) to promote community-oriented policing. In the study conducted in Barangay 174 Camarin, Caloocan City, researchers employed a descriptive quantitative research design, utilizing the convenience sampling technique to select participants. This non-probability sampling method involves selecting individuals who are easiest to access, such as those readily available or willing to participate. While convenient, it's important to acknowledge that convenience sampling can introduce biases, limiting the generalizability of the findings. According to the Government of Canada, Statistics Canada, "Convenience sampling is not often recommended by official statistical agencies for research due to the possibility of sampling error and lack of representation of the population. The study conducted in Barangay 174 Camarin, Caloocan City, evaluated the impact of the Revitalized Pulis sa Barangay (R-PSB) Program on crime rates, focusing on aspects such as Barangay Peacekeeping, Community Outreach Programs, and Police Visibility. Respondents strongly agreed that the R-PSB Program positively influenced these areas, contributing to enhanced public safety and community engagement. However, the study identified insufficient funding as a significant challenge hindering the full implementation of community outreach programs. To address this issue, an action plan has been developed, aiming to secure additional resources and ensure the sustainability of these vital initiatives. These findings underscore the importance of community participation in crime prevention. A study on Barangay 178 highlighted that community involvement serves as the "eyes" and "ears" of the Philippine National Police, emphasizing the effectiveness of collaborative efforts in maintaining peace and order. To ensure the sustained success and expansion of the Revitalized Pulis sa Barangay (R-PSB) Program in Barangay 174 Camarin, Caloocan City, it is essential to secure continuous support from both the local government and the community. Allocating adequate resources will enable the program to address challenges such as funding limitations, thereby enhancing its effectiveness in crime reduction. Active community participation has proven vital in fostering collaboration between residents and law enforcement, leading to improved public safety. A study on Barangay 178 emphasized that community involvement serves as the "eyes" and "ears" of the Philippine National Police, highlighting the effectiveness of collaborative efforts in maintaining peace and order. By implementing these recommendations, Barangay 174 Camarin can work towards creating a safer and more secure environment for its residents, ultimately enhancing the effectiveness and impact of the R-PSB program in combating crime.

Keywords: revitalized pulis sa barangay (r-psb) program, barangay 174 camarin, caloocan city, crime reduction, community outreach, police visibility, funding challenges, community participation

**IMPACT OF YOUTH EDUCATION PROGRAM TO THE REDUCTION OF
CHILD IN CONFLICT WITH THE LAW (CICL) IN
BARANGAY PAYATAS, QUEZON CITY**

Jhon Rey Conag, Jay-pee Macalma, Mark Joseph Caliwag, Rogin Bosito,
John Clyde Altamirano, Denise Anne Os

Abstract

This study examines the impact of youth education programs on reducing the number of children in conflict with the law (CICL) in Barangay Payatas, Quezon City. The research provides an in-depth analysis of how educational interventions influence youth behavior and contribute to crime prevention within the community. The study employed a survey research methodology, gathering responses from forty (40) individuals, including employees of the Tahanan Rehabilitation Center and youths from different areas of Payatas (A, B, and C). A non-probability purposive sampling technique was used to ensure the validity and reliability of the findings. The data collected focus on the demographic profile of respondents and their perceptions of the youth education program's impact across social, psychological, school, and emotional dimensions. The study also identifies challenges in implementing education programs and strategies to mitigate CICL cases. The majority of respondents strongly agree that youth education programs contribute positively to the reduction of CICL cases in Barangay Payatas. The findings highlight the significance of youth education programs in fostering community well-being, guiding policy-making, and strengthening crime prevention efforts. This study advocates for a comprehensive policy framework emphasizing rehabilitation and the collaboration of law enforcement and educational institutions to support at-risk youth.

Keywords: child in conflict with the law, crime prevention, youth education

**IMPLEMENTATION OF ANTI SMOKE BELCHING CAMPAIGN
BY THE LAND TRANSPORTATION OFFICE AT
COMMONWEALTH QUEZON CITY**

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John Paolo Rumbaoa, Nino Dacer, Dr. Myrna Cuntapay

Abstract

Air pollution remains a critical environmental and public health issue, particularly in highly urbanized areas like Commonwealth, Quezon City. One of the primary contributors to this pollution is the emission of harmful smoke from motor vehicles, especially from poorly maintained and old vehicles. In response, the Land Transportation Office (LTO) launched the Anti-Smoke Belching Campaign to curb the adverse effects of vehicle emissions on air quality. The campaign focuses on roadside inspections, penalizing offenders, and encouraging vehicle maintenance to meet emission standards. This study aims to assess the effectiveness of the LTO's Anti-Smoke Belching Campaign in Commonwealth, Quezon City, by examining its implementation, challenges, and outcomes. It also seeks to evaluate the level of compliance among vehicle owners and operators, as well as the enforcement strategies employed by authorities. Through this research, the study hopes to identify the successes and shortcomings of the campaign, offering recommendations for enhancing its impact. The results of this study will contribute valuable insights to improve air quality, public health, and transportation management, ultimately supporting sustainable policies to combat urban air pollution. This survey was conducted to evaluate the implementation of the Anti-Smoke Belching Campaign by the Land Transportation Office (LTO) in Commonwealth, Quezon City. The study aims to assess how well the campaign is being executed and its effectiveness in addressing the issue of smoke belching among vehicles. To guide the study, a set of specific questions were formulated. The population for the study includes 60 respondents, consisting of 10 public and private utility vehicle drivers and 10 commuters from Commonwealth, Quezon City. These respondents were selected using purposive sampling, and each participant was provided with a questionnaire. The primary data collection instrument was the survey questionnaire, and the data was analyzed using percentage and weighted mean. The analysis revealed that most of the respondents, particularly vehicle owners, have limited awareness regarding the importance of smoke emission testing. This lack of awareness has contributed to the insufficient compliance with emission standards and the overall challenges in the successful implementation of the Anti-Smoke Belching Campaign. The findings suggest that raising public awareness and educating vehicle owners about the significance of emission testing is crucial to improving the program's effectiveness. The results are presented in accordance with the problems identified in Chapter 1, including tabular data, analysis, and textual interpretation to further explain the findings. The total average weighted mean for the factor of maintaining good driving habits in reducing smoke belching was 3.14, which is interpreted as "strongly agree." This indicates that respondents believe maintaining proper driving habits is crucial in minimizing smoke emissions from vehicles. Regarding the impact of air pollution, the total average weighted mean was 3.05, also interpreted as "strongly agree." This suggests that air pollution due to vehicle emissions is a significant concern among the respondents. For health conditions, the total average weighted mean was 2.98, which is again interpreted as "strongly agree," indicating that respondents acknowledge the health risks associated with smoke belching. The total average weighted mean for the problems encountered by the Land Transportation Office (LTO) in implementing the Anti-Smoke Belching Campaign was 1.38, interpreted as "strongly agree." This suggests that respondents believe the LTO faces substantial challenges in carrying out the campaign effectively. Finally, the total average

weighted mean for the proposed measures to address the problems encountered was 1.43, also interpreted as "strongly agree." This indicates that respondents strongly agree with the proposed solutions to improve the implementation and effectiveness of the Anti-Smoke Belching Campaign. The study identified a significant issue: a lack of awareness among vehicle owners regarding the importance of smoke emission testing. The findings revealed that while the Land Transportation Office (LTO) has made efforts to improve its strategies, only a limited number of drivers are actively benefiting from the programs. Based on these results, several recommendations were proposed to enhance the effectiveness of the Anti-Smoke Belching Campaign in Commonwealth, Quezon City. The researcher suggests that the LTO should focus on increasing public awareness about the importance of smoke emission testing. More targeted outreach programs and campaigns could help inform vehicle owners about the benefits of participating in these tests. Additionally, it is recommended that the LTO continue to enforce and monitor ordinances aimed at reducing pollution, ensuring that all drivers comply with the regulations. By implementing these recommendations, it is expected that the Anti-Smoke Belching Campaign will yield better results, with more drivers taking part in the program and contributing to cleaner air and improved public health. The researcher emphasizes the importance of ongoing collaboration between the LTO and drivers to ensure the success of the initiative and to foster a more sustainable and harmonious community.

Keywords: anti-smoke belching campaign, land transportation office (lto), smoke emission testing, vehicle owners, commonwealth, quezon city, air pollution, public awareness, environmental health

**IMPLEMENTATION OF CURFEW HOURS TOWARDS PEACE
AND ORDER DEVELOPMENT IN BARANGAY 176
BAGONG SILANG, CALOOCAN CITY**

Almer Miranda Jr, King Aron Ofilada, Marlon Sabello, Nestor Supangan,
Waren Wheng Colico, Denise Anne Osorio

Abstract

This chapter examines the implementation of curfew hours and their role in maintaining peace and order in Barangay 176, Bagong Silang, Caloocan City. It provides an overview of the background of the study, related literature and studies, theoretical and conceptual frameworks, statement of the problem, assumptions, scope and delimitations, significance of the study, and definition of terms. This study utilized a descriptive research design to evaluate the impact of curfew hour implementation on peace and order development in Barangay 176, Bagong Silang, Caloocan City. The respondents included 30 residents and 30 barangay personnel, who participated by answering a structured questionnaire. Based on the collected data, the age group 42-50 had the highest frequency, with 16 respondents (26.7%). The 26-33 age group followed closely with 15 respondents (25%), ranking second. The 34-41 age group ranked third, with 12 respondents (20%). The 18-25 age group ranked fourth, with 11 respondents (18.3%). Lastly, the 50 and above age group had the lowest frequency, with 6 respondents (10%). In terms of sex distribution, males comprised the majority, with 34 respondents (56.7%), while females accounted for 26 respondents (43.3%). The demographic profile of the respondents was analyzed based on age, sex, and marital status. Age Distribution: The 42-50 age group had the highest representation, with 16 respondents (26.7%), followed closely by the 26-33 age group, which had 15 respondents (25%). The 34-41 age group ranked third, with 12 respondents (20%). The 18-25 age group followed with 11 respondents (18.3%), while the 50 and above age group had the lowest representation, with 6 respondents (10%). Sex Distribution: Males comprised the majority of respondents, with 34 individuals (56.7%), while females accounted for 26 respondents (43.3%). Marital Status: Among the respondents, married individuals ranked highest, with 34 respondents (56.7%). Single respondents followed, with 15 individuals (25%). Separated respondents accounted for 8 individuals (13.3%), while widowed individuals had the lowest representation, with only 1 respondent (5%).

Keywords: curfew implementation, peace and order, community safety, barangay 176, resident compliance, law enforcement, public awareness, crime prevention

**IMPLEMENTATION OF QUEZON CITY ORDINANCE NO. 2955 SERIES
OF 2020 DRINKING IN PUBLIC PLACES AT BARANGAY
STA. LUCIA NOVALICHES, QUEZON CITY.**

Althaea Leizl Ann Rebudan, Jelyn Cerbito, Irene Fernandez,
Jean Rose Pagayon, Raiza Mae Tinghil, Edgar Reyes,

Abstract

This study examines the implementation of Quezon City Ordinance No. SP-2955, S-2020, in Barangay Sta. Lucia, Novaliches, and its impact on local peace and order, particularly concerning public drinking. The ordinance prohibits minors from consuming alcohol and penalizes those who illegally provide it to them. The research aims to assess the ordinance's effectiveness in reducing public drinking incidents and to identify solutions to assist Barangay officials in addressing this issue. This study employs a quantitative descriptive research method to assess the effectiveness of Quezon City Ordinance No. 2955 in mitigating street crimes in Barangay Sta. Lucia, Novaliches, Quezon City. Descriptive research systematically describes variables without establishing causal relationships, providing deeper insights into real-world issues. Quantitative research involves the empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. By utilizing this approach, the study aims to gather numerical data on the ordinance's enforcement and its impact on street crime rates, thereby offering an objective evaluation of its effectiveness in enhancing public safety within the barangay. This study offers valuable insights into the effectiveness of Quezon City Ordinance No. SP-2955, S-2020, in addressing public drinking in Barangay Sta. Lucia, Novaliches. By analyzing the demographic characteristics of respondents, evaluating perceptions of the ordinance's effectiveness, and identifying key challenges, stakeholders can make informed decisions and implement targeted interventions to enhance public safety and community well-being. Based on the data gathered, the researchers identified several key findings regarding the demographic profile of respondents in Barangay Sta. Lucia, Novaliches, Quezon City. These findings offer valuable insights into the community's composition and are instrumental in assessing the effectiveness of Ordinance No. 2955, Series of 2020, in addressing public drinking issues within the barangay.

Keywords: ordinance no. 2955 series of 2020, public drinking, barangay sta. lucia, novaliches, quezon city, demographic characteristics, policy effectiveness, community well-being

**IMPLEMENTATION OF REPUBLIC ACT 10591 KNOWN AS COMPREHENSIVE
FIREARMS AND AMMUNITION REGULATION
ACT AT BATASAN HILLS QUEZON CITY**

Justine Modesto, Jamil Codilla, Christian Jaime Crobalde, Alfie Delprado,
Berhard John Panague, Denise Anne Osorio

Abstract

Republic Act No. 10591, known as the Comprehensive Firearms and Ammunition Regulation Act, was enacted to enhance public safety by ensuring responsible firearm ownership and preventing the illegal acquisition and use of firearms. The law outlines the requirements and procedures for obtaining a license to own and possess firearms, as well as the responsibilities and obligations of gun owners. In Batasan Hills, Quezon City, the implementation of RA 10591 has been evident through various law enforcement activities. For instance, in January 2025, a 33-year-old man named Raffy Radaza was arrested for alleged gun possession and robbery in the area. He was charged with violating RA 10591 in relation to the Omnibus Election Code. Additionally, the Philippine National Police (PNP) has been actively conducting "Oplan Katok," a year-round initiative aimed at ensuring firearm holders comply with the law. This program involves visiting the residences of firearm holders to verify compliance with licensing and registration requirements. The PNP has emphasized that "Oplan Katok" is not politically motivated and is focused solely on enforcing RA 10591. These enforcement actions in Batasan Hills reflect the ongoing efforts to implement RA 10591, aiming to enhance public safety and promote responsible firearm ownership. The study surveyed two groups: 20 police officers and 10 gun owners, totaling 30 respondents. The data collected were analyzed using mean frequency, percentage, and weighted mean. These are the statistical methods: Mean Frequency: This term is not standard in statistical analysis. It may refer to the average number of occurrences of a particular response or characteristic within your data set. Percentage: This indicates the proportion of respondents who selected a specific response or exhibit a particular characteristic, expressed as a percentage of the total sample. Weighted Mean: This is an average where each data point is multiplied by a predetermined weight, reflecting its importance or frequency in the dataset. The weighted mean is calculated by summing these products and dividing by the sum of the weights. This method is particularly useful when different data points contribute unequally to the final average. By employing these statistical tools, your analysis can effectively summarize and interpret the survey data, leading to meaningful conclusions about the implementation of Republic Act 10591 in Batasan Hills, Quezon City. The findings provide valuable insights into the implementation of Republic Act No. 10591 (RA 10591), the Comprehensive Firearms and Ammunition Regulation Act, in Batasan Hills, Quezon City. Respondent Demographics: Age: 50% of respondents are aged between 26-33 years. Gender, Marital Status, and Education: The majority are male, married, and college graduates. Perceptions of RA 10591 Implementation: Adherence and Enforcement: Most respondents agree that strict adherence to RA 10591's regulations and effective gun control measures indicate robust implementation. Penalties for Violations: Respondents strongly agree that the penalties outlined in RA 10591 serve as effective deterrents against illegal firearm possession and usage. The Act specifies severe penalties, such as reclusion temporal to reclusion perpetua (12 years and 1 day to 40 years) for unlawful acts like possessing three or more small arms or Class-A light weapons. Uniform Application of Penalties: There is a strong consensus that RA 10591 mandates fair and uniform application of penalties to all Filipino citizens. The Act emphasizes equal enforcement of its provisions across the populace. Awareness Campaigns: Respondents agree that awareness campaigns related to RA 10591 have been effective in promoting responsible firearm ownership. For instance, the Philippine National Police

(PNP) has been actively conducting "Oplan Katok," a year-round initiative aimed at ensuring firearm holders comply with the law. This program involves visiting the residences of firearm holders to verify compliance with licensing and registration requirements. These findings suggest that the implementation of RA 10591 in Batasan Hills is perceived positively, with effective enforcement, stringent penalties, and successful awareness campaigns contributing to responsible firearm ownership and public safety. Republic Act No. 10591, known as the Comprehensive Firearms and Ammunition Regulation Act, was enacted to tighten regulations on firearm ownership and possession in the Philippines, aiming to combat the proliferation of illegal weapons and enhance public safety. However, its effectiveness depends on proper implementation and enforcement.

Keywords: republic act no. 10591, comprehensive firearms and ammunition regulation act, firearm ownership, gun control, public safety, illegal firearms, philippine national police (pnp), semi-automatic rifles, legislation amendments, enforcement challenges

**IMPLICATIONS OF INSTITUTIONAL CORRECTION PROGRAMS FOR
PERSONS DEPRIVED OF LIBERTY AT CALOOCAN CITY JAIL:
BASIS FOR ACTION PLAN**

Bianca Monterde, Angel Lyka Catampatan, Mary Jane Simon,
Rogemmalyn Guiruela, Danica Batas, Denise Anne Osorio

Abstract

The Philippine penal system emphasizes the rehabilitation of offenders through both institutional and non-institutional corrections. Institutional corrections provide a secure environment for offenders, aiming to reintegrate them into society and reduce recidivism. The Bureau of Jail Management and Penology (BJMP) oversees the administration and operation of district, city, and municipal jails nationwide, focusing on the safekeeping and development of Persons Deprived of Liberty (PDLs). Inmates participate in various programs during their incarceration to aid in their rehabilitation. These programs include educational and vocational training, recreational and spiritual activities, and livelihood projects. For example, BJMP facilities implement programs to enhance inmates' well-being and equip them with skills for post-release employment. BJMP Caloocan City Jail actively engages in community-assisted rehabilitation programs, collaborating with local government units to strengthen rehabilitation efforts. Additionally, studies have highlighted the importance of involving PDLs in disaster risk reduction and management activities, showcasing their potential contributions to community safety. Non-institutional corrections provide alternatives to imprisonment, such as probation and parole, focusing on community-based rehabilitation. The Parole and Probation Administration (PPA) supervises offenders granted probation, parole, pardon, or suspended sentences, offering programs like Restorative Justice and Therapeutic Community to promote reformation and reintegrate offenders into society. These efforts collectively aim to transform offenders into productive and responsible members of society upon their release. A study was conducted at BJMP Caloocan City Jail involving sixty (60) Persons Deprived of Liberty (PDLs) enrolled in institutional correction programs. The researchers utilized a survey questionnaire to collect pertinent data and information. Employing a descriptive research design, the study aimed to detail and interpret the characteristics and data of the selected population. Descriptive research is commonly used in correctional facility studies to systematically observe and describe phenomena without manipulating variables. This approach is particularly effective in understanding the attitudes, perceptions, and behaviors of correctional staff and inmates. For instance, a descriptive study examined the attitudes and perceptions of correctional officers before and after ten months of employment at a regional correctional facility, revealing shifts in rehabilitation philosophy. The findings from the study at BJMP Caloocan City Jail indicate that the rehabilitation programs have a positive impact on the Persons Deprived of Liberty (PDLs). The average mean scores for each program are as follows: Educational and Vocational Training Programs: Mean score of 3.42 Spiritual Activities: Mean score of 3.44 Recreational Activities: Mean score of 3.51 Livelihood Projects: Mean score of 3.49 These scores suggest that PDLs generally perceive these programs favorably, acknowledging their positive influence on their rehabilitation process. However, the proximity of these scores to the 'Neutral' point indicates that there may be areas for improvement to enhance engagement and satisfaction with these programs. It's important to note that while these interpretations provide a general understanding, the specific wording and scale of the Likert items used in the survey should be considered for a more accurate analysis. Additionally, the ordinal nature of Likert scales implies that while we can rank responses, the intervals between points are not necessarily equal, and thus, mean scores should be interpreted with caution. By examining these findings, stakeholders can identify strengths and areas

for improvement within the rehabilitation programs, aiming to enhance their effectiveness and better meet the needs of the PDLs To enhance the rehabilitation programs for Persons Deprived of Liberty (PDLs) at BJMP Caloocan City Jail, both respondents and researchers have proposed several strategies: Respondents' Suggestions: Strengthening Existing Programs: Enhance current educational, vocational, spiritual, recreational, and livelihood initiatives to better meet PDLs' needs. Refining Innovative Approaches: Implement evidence-based practices, such as cognitive-behavioral therapy and trauma-informed care, to address underlying issues contributing to criminal behavior. Ensuring Continuous Program Evaluation: Regularly assess program effectiveness through data collection and feedback to make necessary adjustments and improvements. Enacting Supportive Policies: Develop policies that promote rehabilitation, such as incentives for program participation and successful completion, to encourage engagement. Expanding Facilities: Increase space and resources to accommodate more participants and provide a conducive environment for various activities.

Keywords: bjmp caloocan city jail, persons deprived of liberty (pdl), rehabilitation programs, educational training, vocational training, spiritual activities, recreational activities, livelihood projects, program evaluation, policy development, facility expansion

**IMPORTANCE OF FIRE VOLUNTEER BRIGADE RESPONSE IN
BARANGAY NOVALICHES PROPER, QUEZON CITY**

Rodil Enate, Benjar Dela Cruz, Cristopher Medina,
Kyle Patrick Mermal, Joebert Paraan, Irene Gaviola

Abstract

In the Philippines, the Bureau of Fire Protection (BFP) serves as the primary agency responsible for enforcing fire safety regulations, conducting inspections, and ensuring public safety through the prevention and suppression of destructive fires. Established under Republic Act No. 6975, the BFP operates under the Department of the Interior and Local Government, with a mission to protect lives and properties from fire hazards. Due to the high incidence of fire-related emergencies, the BFP actively collaborates with volunteer fire brigades. These volunteer groups play a crucial role in enhancing emergency response capabilities by providing additional manpower, equipment, and expertise. The BFP has recognized the importance of community-based volunteer brigades, with initiatives aimed at enlisting more volunteers to equip local communities in combating fire incidents. The Association of Philippine Volunteer Fire Brigades, Inc. (APVFBI) serves as a central body uniting various volunteer groups, fostering collaboration, and advocating for the recognition and development of volunteer firefighters. Training programs, such as the Basic First Aid, Rescue, and Firefighting Operations Training Course, are conducted to enhance the skills and knowledge of volunteer firefighters, ensuring effective collaboration with the BFP. Despite their significant contributions, challenges such as resource limitations, training gaps, and coordination issues persist. Understanding the dynamics of the collaboration between the BFP and volunteer fire brigades is essential to identify strengths, address shortcomings, and develop strategies for more effective fire management. This study employed a quantitative research design, specifically a descriptive approach, to assess the impact of police body-worn cameras on policing practices and public trust among the personnel of Quezon City Police District (QCPD) Station 4 in Novaliches. The study involved three distinct groups, each comprising 20 participants: Fire Volunteer Personnel: Members of volunteer fire brigades operating within Barangay Novaliches Proper. Bureau of Fire Protection (BFP) Personnel: Officers assigned to the local BFP station. Residents: Individuals residing within Barangay Novaliches Proper. Data Collection Data were gathered through the distribution of structured questionnaires tailored to each participant group. Prior to data collection, informed consent was obtained from all respondents, ensuring their voluntary participation and understanding of the study's objectives. The questionnaires aimed to collect quantitative data regarding perceptions and experiences related to the implementation of body-worn cameras by QCPD Station 4. Data Analysis The collected data were analyzed using descriptive statistics to summarize and interpret the responses: Frequency and Percentage: These measures were utilized to depict the distribution of categorical responses, offering a clear overview of the prevalence of specific perceptions or experiences within each group. Weighted Mean: This statistic was applied to assess the central tendency of responses, accounting for the varying degrees of importance assigned by respondents. It provided a nuanced understanding of collective perceptions regarding the use of body-worn cameras. These analytical methods facilitated a comprehensive understanding of the respondents' views on the use of body-worn cameras by QCPD Station 4, particularly concerning their impact on policing effectiveness and public trust. The findings indicate that the majority of respondents comprising fire volunteer personnel, Bureau of Fire Protection (BFP) officers, and residents of Barangay Novaliches Proper, Quezon City "strongly agree" on the importance of training, equipment, and reliability in firefighting operations. This consensus highlights a shared recognition of the critical role these factors play in effective fire

response and public safety. A significant challenge identified by fire volunteers is equipment shortages, leading to delayed response times during fire incidents. This issue aligns with findings from other studies, which report that inadequate equipment hampers firefighters' preparedness and response capabilities, potentially affecting their safety and the effectiveness of fire ground operations. Addressing these challenges necessitates a collaborative approach involving government agencies, volunteer brigades, and the communities they serve. Strategies may include enhancing resource allocation for equipment and training, implementing volunteer recruitment and retention programs, and fostering partnerships to strengthen emergency response capabilities. To enhance firefighting and emergency response capabilities in Barangay Novaliches Proper, the following recommendations are proposed:

Strengthen Collaboration with the Bureau of Fire Protection (BFP): Establish formal partnerships with the BFP to ensure coordinated efforts in fire prevention, suppression, and community education. **Align volunteer brigades' operations with BFP protocols,** placing volunteer brigades under the direct operational control of BFP during firefighting operations. **Engage with Local Government Agencies:** Advocate for the needs of the fire volunteer brigades by actively participating in local government meetings and forums. **Collaborate on initiatives aimed at improving fire safety infrastructure and services within the community.** **Foster Inter-Brigade Cooperation:** Develop mutual aid agreements with neighboring fire brigades to facilitate equipment sharing and support during major incidents. **Organize joint training sessions and simulation exercises to enhance interoperability and teamwork.** **Prioritize Continuous Training and Skill Development:** Implement regular refresher courses and specialized training programs to keep volunteers updated with the latest firefighting techniques and safety protocols. **Utilize training modules provided by recognized organizations to standardize knowledge and practices.** **Enhance Funding and Resource Allocation:** Collaborate with local government units and private stakeholders to secure funding for essential firefighting equipment and resources. **Explore grant opportunities from national and international agencies dedicated to supporting volunteer fire services.** By implementing these recommendations, the fire volunteer brigades of Barangay Novaliches Proper can significantly improve their operational effectiveness, ensure the safety of their personnel, and better serve the community's fire protection needs.

Keywords: fire volunteer brigades, bureau of fire protection (bfp), barangay novaliches proper, quezon city, firefighting operations, emergency response, collaboration, training, equipment, funding

**INTRICACIES IN THE IMPLEMENTATION OF REPUBLIC ACT 11934
ALSO KNOWN AS SIM CARD REGISTRATION ACT OF 2023**

Ryan Jorge Laurea, Ivan Vince Abordo, Mark Catangui, Shane Padiernos,
John Patrick Vilar, Denise Anne Osorio

Abstract

The SIM Card Registration Act, officially known as Republic Act No. 11934 or the SIM Card Law, was signed into law by President Bongbong Marcos. This law requires the registration of SIM cards before they can be activated. Its primary purpose is to address issues related to online scams, hacking, fraud, and other crimes committed via mobile devices. By mandating the registration of SIM cards with public telecommunications entities, the law aims to protect consumers from malicious activities linked to unregistered SIM cards. The law seeks to reduce mobile phone-related crimes such as prank calls, kidnapping, mobile money fraud, and other security threats. The researchers utilized a survey questionnaire as the primary data collection instrument. The questionnaire was distributed to three groups of respondents: ten (10) members of the PNP Cybercrime Anti-Cybercrime Unit from the Quezon City Police District (QCPD), twenty (20) residents of Barangay. San Agustin, Novaliches, Quezon City, and twenty (20) criminology students from Best link College of the Philippines. The results of the study show that most respondents are between the ages of 18 and 25, with a majority being female. The assessment of the challenges in implementing R.A. 11934, particularly concerning privacy issues, false information, and enforcement difficulties, was generally favorable. However, respondents pointed out a significant loophole in the SIM card registration system, noting that it could be easily exploited by submitting false information. Based on the data gathered, the following recommendations are provided: Strengthen verification processes to ensure the accuracy of the information provided by end-users during the registration process. This should include confirming that the details and documents submitted match the individual's official identification. Enhance security measures by regularly conducting security audits and addressing any vulnerabilities to safeguard end-users' data. Continuous improvements should be made to protect sensitive information from potential breaches. Mandate the submission of valid government-issued identification when purchasing SIM cards from resellers. This will allow Public Telecommunications Entities (PTEs) to accurately track SIM card ownership, making it easier for law enforcement agencies to investigate and address illegal activities or misuse of SIM cards.

Keywords: sim card registration act, republic act no. 11934, cybercrime, online security, sim card registration, privacy issues, false information, enforcement challenges, government-issued identification, pte, security audits

**ISSUES AND CONCERNS OF FACTORIES AND BUILDINGS IN BARANGAY
HOLY SPIRIT, QUEZON CITY IN COMPLYING WITH SECTION 8.01.12
"FIRE EXTINGUISHING SYSTEM OF R.A. 6541" NATIONAL
BUILDING CODE OF THE PHILIPPINES**

Selwyn Renz Candelario, Mark Brian Mata, Shan Lawrence Español,
Ian Vinz Juanico, Mark Khevin Abanilla, Edgar Reyes

Abstract

This study investigates the issues and concerns regarding fire extinguishing systems in factories and buildings within Barangay Holy Spirit, Quezon City. It highlights the importance of compliance with R.A. 6541, also known as The National Building Code of the Philippines. The study involves fifty (50) participants from Barangay Holy Spirit, including thirty (30) building residents, ten (10) building employees, and ten (10) building owners. The aim is to assess the awareness and implementation of fire safety measures and stress the need for adherence to fire protection regulations for the safety and well-being of the community. The researchers used a purposive sampling technique to select participants who met specific criteria relevant to the study. This approach allowed for the inclusion of individuals who could provide valuable insights on the topic. A quantitative descriptive design was employed, and descriptive statistics were used to identify patterns and relationships in the data. Survey questionnaires were distributed to respondents, who were given adequate time to complete the questions. This method facilitated the collection of detailed and relevant data regarding the fire extinguishing systems in buildings and factories in Barangay Holy Spirit, Quezon City. The study found that the most commonly used automatic fire extinguishing system reported by respondents was the multi-purpose dry chemical fire extinguisher. For standpipes, the automatic standpipe system was the most frequently mentioned, while brass pipe inlets were typically used for basement pipe inlets. The respondents also identified several common issues with these systems. The main problem with automatic fire extinguishing systems was improper or insufficient maintenance, which could result in malfunctioning. Regarding standpipes, respondents highlighted that they were more time-consuming to install and maintain compared to other fire extinguishing systems. In the case of basement pipe inlets, the concern was that they might not be suitable for all building types, especially smaller buildings. The researchers recommend several actions to enhance the effectiveness of fire-extinguishing systems in buildings. First, it is essential to conduct monthly maintenance to ensure the proper functionality of all fire-extinguishing systems. Additionally, experts or professionals should be hired to maintain these systems, preventing future issues. The Bureau of Fire Protection (BFP) should increase the frequency of building inspections to ensure compliance with R.A. 6541, the National Building Code of the Philippines. Moreover, building owners and companies should allocate an annual budget for the maintenance of fire-extinguishing systems to address any unforeseen problems. Lastly, the government should regulate the cost of materials to ensure that compliance with the National Building Code is affordable for all building owners.

Keywords: fire-extinguishing systems, building maintenance, national building code, r.a. 6541, automatic fire extinguishing system, standpipes, basement pipe inlets, bureau of fire protection, building inspection, maintenance budget, fire safety

**LEVEL OF AWARENESS OF THE COMMUNITY REGARDING
THE RISK DISASTER PROGRAM IN BARANGAY
NOVALICHES PROPER, QUEZON CITY**

John Albert Sulapas, Leonard Abines, John Winston Cremat,
John Matthew Silvestre, Eugene Kyle Tecson, Edgar Reyes

Abstract

The Philippines' vulnerability to natural disasters necessitates robust disaster risk reduction and management strategies. This study aims to assess both natural and man-made disasters, focusing on Quezon City's resilience practices, to inform the development of an effective disaster risk reduction management program. This study employs a quantitative descriptive research design to assess the current level of disaster awareness among residents, barangay officials, and Quezon City Disaster Risk Reduction and Management Council (QCDRRMC) volunteers in Barangay Novaliches Proper, Quezon City. A self-constructed questionnaire was administered to a total of 50 respondents, comprising 30 residents, 10 barangay officials, and 10 QCDRRMC volunteers. The study assessed the community's awareness of the disaster risk reduction program in Barangay Novaliches Proper, Quezon City, involving 50 respondents. The overall awareness level achieved a mean score of 3.32 on a 4-point Likert scale, indicating that respondents are "Extremely Aware" of the program. This score falls within the 3.26–4.00 range, corresponding to the highest awareness category. Emergency Preparedness: Mean score of 3.37. Evacuation Areas: Mean score of 3.22. Equipment Resources: Mean score of 3.36. Relief Goods Distribution: Mean score of 3.34. These findings suggest that while the community demonstrates a high level of awareness in most areas, there is a slightly lower awareness regarding evacuation areas. This insight could guide future initiatives to enhance community knowledge and preparedness in this specific aspect. The study indicates that the community in Barangay Novaliches Proper, Quezon City, exhibits a very high level of awareness regarding disaster risk reduction programs. To maintain and enhance this awareness, barangay officials are encouraged to implement continuous education and training initiatives. These efforts align with the objectives of the Quezon City Disaster Risk Reduction and Management Council (QCDRRMC), which aims to foster a sustainable and resilient city through inclusive disaster risk reduction and management (DRRM) systems.

Keywords: disaster risk reduction, community awareness, barangay novaliches proper, quezon city, emergency preparedness, evacuation areas, equipment resources, relief goods distribution

**LIVING EXPERIENCE OF CHILD IN CONFLICT WITH THE
LAW IN BAHAY PAG-ASA, VALENZUELA CITY**

John Denver Antuerpia, Eric Mangan, Asraf Panganting, Jason Tan,
Neil Villacrusis, Irene Gaviola

Abstract

This study examines the living experiences of children in conflict with the law (CICL) at Bahay Pag-Asa, Valenzuela City, highlighting a critical aspect of the Philippine juvenile justice system. It aims to explore their backgrounds, experiences, and the effectiveness of rehabilitation efforts. Various factors contribute to their involvement in criminal activities, making it essential to understand their needs and challenges. The researchers utilized survey questionnaires and employed purposive sampling techniques to gather data. The study involved fifty (50) respondents, consisting of twenty-five (25) social workers from Bahay Pag-Asa and twenty-five (25) parents of CICL. This approach ensured a comprehensive understanding of the children's rehabilitation experiences. Findings indicate that respondents strongly agree on the significance of counseling, skill development, spiritual growth, emotional and psychological well-being, and moral development in the rehabilitation process. However, establishing trust and rapport with CICL remains a major challenge due to their past experiences of distrust and trauma. Addressing these concerns is crucial to enhancing rehabilitation efforts. This study identifies key challenges and proposes measures to improve the rehabilitation of CICL at Bahay Pag-Asa, Valenzuela City. Recognizing their unique needs and fostering a supportive environment through empathy, patience, and understanding can strengthen relationships and aid in their successful reintegration. The researchers recommend developing strategies to address the difficulties encountered in rehabilitating CICL.

Keywords: cicl, living experience, juvenile justice, rehabilitation, bahay pag-asa

**MOTHERHOOD IN BARS: THE STRUGGLE OF PREGNANT INMATES
AND THEIR CUSTODY OF THEIR NEWBORN CHILD IN
CORRECTIONAL INSTITUTE FOR WOMEN.**

Princess Justine Sotio, Jimuela Lagrimas, Princess Kyla Palac,
Fernando Amio, Leah Rivera, Denise Anne Osorio

Abstract

The Correctional Institution for Women (CIW) in Mandaluyong City, Philippines, was established in 1976 to serve as a rehabilitation center for female offenders. However, CIW faces challenges such as overcrowding, leading to inadequate housing conditions for inmates. Additionally, the facility struggles to provide proper healthcare services, particularly prenatal care for pregnant inmates. The shortage of resources and facilities further hampers rehabilitation efforts, raising persistent concerns about the well-being of the inmates. This study aims to investigate the challenges faced by pregnant inmates and the circumstances surrounding the custody of their newborns at the Correctional Institution for Women. The respondents are categorized into two groups: 20 CIW officers and 20 pregnant inmates, for a total of 40 participants. According to the data gathered, most respondents were between the ages of 26 and 33. Among the pregnant inmates, the most common crime committed was under R.A. 9165, and the majority of them were incarcerated under prisión correccional. The primary risk identified by the respondents for pregnant inmates during their sentence at the Correctional Institution for Women was that "pregnant inmates may face difficulties in maintaining a bond with their newborn due to custody issues." Both pregnant inmates and CIW officers disagreed regarding the struggles of pregnant inmates concerning prenatal care, nutrition, and mental health. The most widely proposed measure from the total population was that "the Correctional Institution for Women should implement measures to ensure the well-being of both pregnant inmates and their newborns." The researchers recommend the implementation of policies that focus on preserving the bond between pregnant inmates and their newborns, improving access to comprehensive prenatal care services within CIW, creating a specialized nutrition program for pregnant inmates, and offering both individual and group counseling to address the specific mental health needs of pregnant inmates.

Keywords: correctional institution for women, ciw, pregnant inmates, overcrowding, prenatal care, nutrition, mental health, custody issues, prison policies, rehabilitation, inmate well-being

**NEW LIFE AFTER GRADUATING IN PENAL INSTITUTION
(GOPI): PERCEPTION OF SOCIETY ABOUT THE
GRADUATE OF PENAL INSTITUTION**

Yuan James Faustino, Jhon Kevin Espina, Keither Torralba, Rhoy Riazon,
James Sylvester Ronquillo, Irene Gaviola

Abstract

Graduates of Penal Institutions (GOPIs), individuals who have completed their sentences and are reintegrating into society, often encounter significant challenges that hinder their successful transition. These challenges include societal stigma, employment barriers, and limited access to essential support services. This study employed a quantitative research method, specifically a descriptive research design, to analyze numerical data pertaining to the research variables. Quantitative research involves collecting and examining numerical data to identify patterns, test hypotheses, and generalize findings to broader populations. The demographic profile indicates a youthful respondent base, with notable representation from age groups 26 to 33 (30%), 34 to 41 (23.33%), and 18 to 25 (16.66%). Sixty percent are males, forty percent are females, and a significant portion, 63%, are single. Different levels of education exist, with college graduates being the most prevalent (35%), followed by high school and college-level graduates (16.66% each). They recognize both the advantages and disadvantages of job opportunities for former offenders, highlighting issues such as social stigma and limited job availability. They emphasize the necessity of comprehensive support systems to address ex-offenders' varying needs and facilitate their effective reintegration into society. The results highlighted the need for comprehensive support systems and policy changes to assist graduates of penal institutions (GOPI) in successfully reintegrating into society. Proposals consist of arranging networking gatherings and employment fairs, forming community support systems for guidance and mentorship, and developing centralized resource hubs in all cities for essential services. Promoting reforms in the justice system that emphasize equity and rehabilitation is considered essential for effective societal reintegration.

Keywords: barangay poblacion, muntinlupa city, demographics, ex-offenders, employment challenges, support systems, reintegration

**PARENTAL UNDERSTANDING ON REPUBLIC ACT 7610 SPECIAL
PROTECTION AGAINST CHILDREN FROM ABUSE, OF EXPLOITATION,
AND DISCRIMINATION, IN BARANGAY SAN ISIDRO RODRIGUEZ, RIZAL**

Jevie Castillo, Reniel John Normor, Dennis Emil Pineda,
Edmar Brenches, Ronald Salcedo Jr, Edgar Reyes

Abstract

The increasing number of violations against Republic Act (RA) 7610 in the Philippines underscores the urgent need for child protection. This law, designed to safeguard children from abuse, exploitation, and discrimination, is crucial in addressing these pressing social concerns. However, a significant challenge remains: many parents struggle to fully comprehend the provisions and implications of RA 7610. This study aims to identify the barriers that hinder parental understanding of the law and proposes targeted educational campaigns to enhance awareness and comprehension. By doing so, the research contributes to strengthening child protection efforts at the community level. The study employed a quantitative research approach with a descriptive design to assess parental understanding of RA 7610 in Barangay San Isidro, Rodriguez, Rizal. It explored parental knowledge of the law, its implementation, and existing child protection programs. Furthermore, the study examined the challenges parents face in grasping the law's provisions and suggested educational interventions to improve awareness and application. The findings indicate that parents generally exhibit a positive response to RA 7610, with many expressing strong agreement on its importance and implementation. However, the study identified a significant barrier: socioeconomic limitations hinder parental access to information about the law. This highlights the necessity of awareness campaigns that are accessible and inclusive. To address this issue, the study recommends a multi-platform approach that utilizes social media, television, radio, and community events to ensure a broader reach and engagement. Beyond merely disseminating information about RA 7610, awareness campaigns should provide practical guidance on integrating the law's principles into everyday life. Collaboration with schools, parent-teacher associations, and non-governmental organizations is essential for effectively distributing educational materials and fostering open communication with parents. This study not only evaluates parental awareness of RA 7610 but also proposes a strategic framework for overcoming barriers to understanding. By addressing socioeconomic challenges, leveraging diverse communication channels, and offering practical applications, the research contributes to empowering parents as key stakeholders in child protection efforts.

Keywords: parental awareness, ra 7610, child protection, community education, barangay san isidro

**PERFORMANCE OF THE POLICE STATION 13 PERSONNEL IN THE
IMPLEMENTATION OF WAR ON DRUGS PROGRAM IN
BARANGAY PAYATAS A, QUEZON CITY**

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Jhon Bernard Roa, Eduardo Villaruel

Abstract

This study aims to evaluate the effectiveness of Police Station 13 personnel in implementing the Philippine government's anti-drug campaign, commonly known as the "War on Drugs," within Barangay Payatas, Quezon City. The assessment focuses on three key areas: Personnel: Evaluating the adequacy, training, and operational effectiveness of police officers assigned to anti-drug initiatives in Barangay Payatas. Drug Rates: Analyzing the prevalence of drug-related activities in the area and assessing the impact of law enforcement efforts on these rates. Rehabilitation of Drug Surrenders: Investigating the support systems and success rates of rehabilitation programs for individuals who have voluntarily surrendered due to drug involvement. Barangay Payatas has experienced significant challenges related to drug activities, reflecting broader national concerns. The Philippine government's War on Drugs has faced both domestic and international scrutiny due to human rights considerations. Former President Rodrigo Duterte's administration reported over 6,000 drug-related deaths, with human rights groups estimating the toll to be much higher. Recent revelations, including Duterte's admission of forming a "death squad" during his tenure as Davao City mayor, have further intensified discussions on the campaign's methods and impacts. Understanding the dynamics within Barangay Payatas is essential, given its socioeconomic challenges and the profound effects of anti-drug operations on its residents. This research seeks to provide a comprehensive assessment of the local police's role and effectiveness in addressing drug-related issues, offering insights that could inform future policies and interventions aimed at balancing effective law enforcement with the protection of human rights. This study employed a quantitative research approach, specifically utilizing a descriptive research design, to evaluate the effectiveness of Police Station 13 personnel in implementing the "War on Drugs" program in Barangay Payatas, Quezon City. The participants consisted of 25 residents and 25 barangay personnel. While quantitative research typically emphasizes larger sample sizes to enhance the reliability and generalizability of findings, this study's sample size was constrained by the limited population within Barangay Payatas. Given this context, the findings should be interpreted with consideration of this limitation. For future research aiming to assess the program's impact more comprehensively, it would be beneficial to incorporate a larger and more diverse sample, potentially extending beyond Barangay Payatas to include multiple barangays with similar demographics. Employing stratified sampling techniques could further ensure representation across various subgroups, thereby enhancing the robustness of the study's conclusions. The study's findings indicate that the majority of respondents are female, aged between 41 and 50, belong to the lower socioeconomic class, and have resided in Barangay Payatas, Quezon City, for 15 to 20 years. Regarding the effectiveness of Police Station 13 personnel in implementing the "War on Drugs" program, respondents rated their performance as "highly effective" across three key areas: Personnel: Evaluated based on adequacy, training, and operational effectiveness in anti-drug initiatives. Drug Rates: Assessed by analyzing the prevalence of drug-related activities and the impact of law enforcement efforts. Rehabilitation of Drug Surrenders: Judged by the support systems and success rates of rehabilitation programs for individuals who have voluntarily surrendered due to drug involvement. The researchers propose several recommendations to enhance the effectiveness of anti-illegal drug initiatives: Capacity Building for Law Enforcement: Organize regular seminars and

refresher courses for law enforcement personnel to update their knowledge and skills in conducting anti-illegal drug operations and investigations. Supply Reduction Strategies: Allocate resources towards in-depth investigations targeting high-level drug suppliers, aiming to dismantle major drug networks rather than focusing solely on low-level dealers. Demand Reduction Initiatives: Implement prevention programs to educate the public about the risks and consequences of drug abuse. Establish aftercare support for individuals discharged from treatment facilities to prevent relapse and provide a safe environment for their reintegration. Enhanced Border Patrol Operations: Increase funding for law enforcement agencies to procure additional patrol vehicles, enhancing surveillance and interception capabilities along border areas to combat drug trafficking. These recommendations align with the Philippine government's comprehensive approach to combating illegal drugs, which includes supply reduction, demand reduction, and harm reduction efforts. The Inter-Agency Committee on Anti-Illegal Drugs (ICAD) coordinates these initiatives, ensuring that various government agencies work together effectively. By implementing these measures, stakeholders aim to strengthen ongoing efforts against illegal drug activities, promoting a safer and healthier environment for communities.

Keywords: barangay payatas, quezon city; police station 13; war on drugs; drug-related issues; law enforcement effectiveness; community perceptions; capacity building; supply reduction; demand reduction; border patrol operations

**PERSONALITY TRAITS THAT TRIGGER THE DEVIANT
BEHAVIOR OF CHILD IN CONFLICT WITH THE LAW
IN BARANGAY 187 TALA, CALOOCAN CITY**

Princes Diane Santos, Rochelle Cruz, Kaye Hezikia Ensenada,
Mary Rose Escribano, Jasmine Lucila, Edgar Reyes

Abstract

This study examines the ways in which personality traits in Barangay 187 Tala, Caloocan City, contribute to the aberrant behavior of children who are in conflict with the law. Deviant behavior in children who are in legal trouble is a complicated matter that is impacted by a number of elements, such as social, familial, environmental, and individual issues. Fifty (50) people responded to the survey, which was split into three groups: twenty (20) CSWD respondents, fifteen (15) parents, and fifteen (15) barangay officials in Barangay 187 Tala, Caloocan City. To evaluate the variable of the research in the personality traits that trigger the deviant behavior of children in conflict with the law in Barangay 187 Tala, Caloocan City, this study employs a quantitative method, specifically a descriptive research design. To gather accurate data, a survey questionnaire was administered, and the completed questionnaire and the collected data were methodically tallied and organized with interpretation in each table. The most encountered problem by the respondents to deviant behavior based on multiple response of child in conflict with the law. According to the survey's results, the respondents' top concern was mental health conditions like anxiety or sadness, which they said contributed to deviant behavior. These findings suggest that the following measures can be taken to prevent the deviant behavior of children in conflict with the law: providing access to mental health services, which can help address underlying psychological issues that may contribute to deviant behavior; conducting programs and seminars to educate people about proper conduct and good manners; and promoting social development through livelihood creation, protection, and rehabilitation through the City Social Welfare Development and office.

Keywords: personality traits, deviant behavior, children in conflict with the law, barangay 187 tala, caloocan city, juvenile delinquency, risk factors, socialization

**PREVENTIVE MEASURES ON DRUG ADDICTION INVOLVING YOUTHS
IN BARANGAY NOVALICHES PROPER, QUEZON CITY**

Rex Almario, Eunelle Gian Catulong, Joshua Libanan,
Razel Monteclaro, Aldrin Pineda, Irene Gaviola

Abstract

The increasing prevalence of illegal substance abuse among teenagers is a significant social concern that demands immediate attention. Many young individuals become involved in drug use at an early age due to various social, psychological, and environmental factors. This study aims to explore the root causes of youth drug addiction and evaluate the effectiveness of existing preventive measures in Barangay Novaliches Proper, Quezon City. By identifying key factors that contribute to substance abuse, this research seeks to propose evidence-based strategies that can help curb addiction and support at-risk youth. The findings will serve as a valuable resource for policymakers, educators, and community leaders in developing more effective intervention programs to address this growing issue. This study employs a descriptive research design with a quantitative approach to gather relevant data on the preventive measures against drug addiction among youths in Barangay Novaliches Proper, Quezon City. Data will be collected through survey questionnaires distributed to 20 residents, 15 barangay officials, and 15 PNP personnel within the barangay. Before conducting the study, the researcher will secure permission from the appropriate authorities to administer the survey. The distribution and retrieval of the questionnaires will be conducted on the same day to ensure efficiency and accuracy in data collection. Moreover, all ethical considerations, including informed consent, confidentiality, and voluntary participation, will be strictly upheld throughout the research process. The data collected indicates that 32% of the respondents were between the ages of 26 and 33, while 52% were female. The most pressing challenge identified in addressing youth drug addiction was insufficient funding and resources for implementing effective preventive measures. This issue was acknowledged by 86% of the respondents as the primary obstacle to successful intervention efforts. To address this concern, the majority of respondents emphasized the need for additional funding for educational programs, counseling services, and treatment facilities. This proposed solution received overwhelming support, with 90% of the respondents agreeing that increased financial resources are crucial in enhancing preventive measures against youth drug addiction. The findings of this study highlight insufficient funding and resources as a major barrier to implementing effective preventive measures against youth drug addiction. To address this issue, the researcher recommends the following: Seek Grant Opportunities explore funding sources from government agencies, foundations, and private organizations that support youth crime prevention and intervention initiatives. Strengthen Community Partnerships Collaborate with local organizations, social service agencies, and healthcare providers to expand access to recovery and rehabilitation resources for at-risk youths. Enhance Awareness Campaigns Implement community outreach programs to educate parents and guardians on their vital role in preventing substance abuse among teenagers. By adopting these measures, stakeholders can create a more proactive and sustainable approach to combating youth drug addiction in Barangay Novaliches Proper, Quezon City.

Keywords: youth drug addiction, preventive measures, community outreach, substance abuse, rehabilitation, funding and resources, awareness campaigns, intervention programs

**PROBLEMS ENCOUNTERED BY BUREAU OF FIRE PROTECTION
IN TRAVERSING NARROW ALLEYS AT NOVALICHES
PROPER, QUEZON CITY**

Dan Mark Cachero, Calvin Jay Barroga, Jimmy Caliboso Jr,
John Bert Cardenas, Jhonel Ocasla

Abstract

This study aims to assess the challenges encountered by the Bureau of Fire Protection (BFP) in navigating narrow alleys and implementing fire prevention measures in Novaliches Proper, Quezon City. It seeks to enhance the efficiency and effectiveness of emergency response strategies by evaluating compliance with BFP fire safety regulations, identifying strengths and weaknesses in existing measures, and providing recommendations for improvement to optimize fire prevention and response efforts in the community. This study utilized a descriptive quantitative research design and employed a survey instrument to collect data from a purposive sample of 50 respondents, including residents, Barangay personnel, and Bureau of Fire Protection (BFP) personnel in Novaliches Proper, Quezon City. The survey contained questions assessing the effectiveness of the BFP's fire response strategies, the challenges encountered in emergency situations, and respondents' awareness of fire safety measures. One of the challenges in this study was obtaining a representative sample due to the diverse population of Barangay Novaliches Proper. To address this, purposive sampling was implemented to ensure that respondents provided varied perspectives and relevant experiences. The study highlighted the necessity of regularly clearing narrow alleys of parked vehicles, trash, and other obstructions to ensure unobstructed access for fire trucks and equipment. It also emphasized the importance of developing well-planned response routes, identifying the most efficient and safest paths for fire trucks to reach fire scenes. Furthermore, the findings revealed that the Bureau of Fire Protection (BFP) has been proactive in enhancing fire safety awareness among the residents of Barangay Novaliches Proper. This was achieved through various initiatives, including house-to-house visits, fire drills in schools and communities, and training programs to educate individuals on proper emergency response during fire incidents. This study recommends promoting continuous training in specialized areas such as technical rescue, hazardous materials management, and advanced firefighting techniques to enhance overall effectiveness. Additionally, it suggests conducting regular training drills focused on maneuvering equipment and hoses through narrow alleyways. These drills will help firefighters refine their deployment techniques, improve coordination, and strengthen communication in confined spaces, ultimately ensuring a more efficient and effective emergency response.

Keywords: fire prevention, emergency response, narrow alleys, bureau of fire protection, firefighting strategies, community safety, fire drills, obstacle clearance, training drills, urban firefighting

**PROBLEMS ENCOUNTERED IN THE IMPLEMENTATION OF
REPUBLIC ACT 11648, RAISING AGE OF SEXUAL
CONSENT TO 16 YEARS OLD AND BELOW**

Jayson Buizing, John Lester Abila, Allen Ganot,
Darwin Gayoso, Jio Pabia, Irene Gaviola

Abstract

This study, titled “Challenges in the Implementation of RA 11648: Raising the Age of Sexual Consent to Below 16 Years Old,” explores the impact of the law on minors and its role in protecting children from sexual abuse, harassment, and exploitation. RA 11648 serves as a crucial legal safeguard, but its enforcement presents various challenges. This research aims to identify the difficulties encountered in its implementation, assess its effectiveness in securing children's rights, and provide insights into potential improvements for better protection and awareness. The researchers utilized a simple random sampling technique to select 306 respondents, comprising 7 parents/guardians of rape victims, 27 law enforcers, and 272 social workers. The sample size was determined using Slovin's Formula. Data collection was conducted through a survey questionnaire, and the collected data were analyzed using percentage and weighted mean to evaluate the challenges encountered in implementing RA 11648. The analysis revealed that most respondents were aged 42-50 years old, with females being the dominant group. The majority were college graduates, married, and had over 10 years of service in law enforcement or social work. Respondents strongly agreed with the implementation of Republic Act 11648, which raises the age of sexual consent to 16 years old and below, particularly in terms of its impact on sexual abuse, desistance from filing cases, and poverty. The most significant challenge identified was that many cases of statutory rape go unreported due to fear, shame, or lack of awareness of the law, making enforcement difficult. To address this issue, respondents strongly recommended the rigorous enforcement of statutory rape laws to deter offenders and ensure justice for victims. Based on the data gathered, the following recommendations are proposed: Sexual Abuse: Implement programs to destigmatize sexual abuse survivors, emphasizing that they are not at fault and encouraging them to seek professional support as a crucial step in their recovery. Desistance to File Action: Strengthen counseling and psychological support services to help survivors overcome fear, shame, or trauma, empowering them to take legal action. Poverty: Expand access to free or low-cost legal aid services and financial assistance programs for survivors to ensure they receive the legal protection and support they need. Challenges in Implementation: Raise awareness about statutory rape laws through community education programs, ensuring that victims and families are informed about their rights and the legal process. Proposed Measures: Provide specialized training for law enforcement officers to enhance their skills in handling statutory rape cases, ensuring efficient investigations and just prosecution of offenders.

Keywords: ra 11648, statutory rape, sexual consent, child protection, sexual abuse, law enforcement, social workers, legal aid, psychological support, implementation challenges, community awareness

**PROGRAM IMPLEMENTED BY THE BUREAU OF FIRE
PROTECTION IN BATASAN HILLS QUEZON CITY**

Jonathan Painaga, Rolly Cas, Joshua James Aguilar,
Russel Monterey, Nilo Ortea Jr, Dr. Antonio Dawagan Sr.

Abstract

Fire safety is a critical concern for communities nationwide, as fire incidents can lead to loss of life, property damage, and environmental destruction. This study examines the fire safety programs implemented by the Bureau of Fire Protection (BFP) in Batasan Hills, Quezon City. Key programs include the Fire Safety Review Program, which promotes fire prevention awareness; the Fire Prevention Program, which educates the public on safety measures through structured implementation plans; the Fire Response Program, which trains individuals on emergency response and evacuation procedures; and the Fire Suppression Program, which emphasizes fire control tactics, including the use of automatic suppression systems like sprinklers. This study employed a descriptive research design to assess the awareness and perceptions of respondents regarding the effectiveness of fire safety programs. Data were gathered using a survey questionnaire, focusing on respondents' sociodemographic profiles (age, sex, and civil status) and their evaluation of BFP programs. The study utilized statistical analysis to assess the respondents' level of awareness and engagement with these initiatives. Findings indicate that a majority of respondents strongly agree that BFP programs significantly influence community awareness and preparedness. The results suggest that these initiatives are well-received and contribute to improved fire safety knowledge and response strategies among residents. Based on the results, the study highlights the need for stronger communication and collaboration between fire officers and barangay officials to ensure a more efficient emergency response. Greater participation in fire safety training and seminars is recommended for both officials and residents to enhance preparedness. Community involvement is essential in improving response accuracy and efficiency, particularly through coordinated efforts between barangay officials and fire officers. Criminology students are encouraged to take an active role in community-based projects where they can apply their knowledge and skills in fire safety. Educators should consider integrating fire safety discussions, including the Safe Spaces Act, into criminology curricula to enhance student awareness. Future research should explore fire safety programs in different locations and contexts to further assess their effectiveness and impact.

Keywords: fire safety, fire suppression, fire prevention

**RECREATIONAL ACTIVITIES OFFERED TO PREVENT CHILD IN CONFLICT
WITH THE LAW IN BARANGAY TALIPAPA, QUEZON CITY.**

Joseph Vincent Abad, Hans Patrick Almoguerra, John Cedrick Esguerra,
Kian Shaine Oxales, Mark Carlo Tedria, Denise Anne Osorio

Abstract

Child in Conflict with the Law (CICL) refers to a minor who has been alleged, accused, or adjudicated of committing an offense under Philippine laws. In the Philippines, children below 15 years old are exempt from criminal liability and are instead subject to intervention programs. However, minors aged 15 to below 18 may be held liable if they acted with discernment. The age at which a juvenile is considered an adult varies across countries, typically ranging from 15 to 18 years old, though it may be lowered for serious crimes such as murder and other major offenses. This study utilized a qualitative research approach, employing survey questionnaires to gather data. A total of 50 respondents participated, consisting of 25 Barangay personnel and 25 Barangay residents from Brgy. Talipapa, Quezon City. The study aimed to explore their perspectives and experiences related to the topic. Both groups of respondents strongly agreed with the proposed measures designed to prevent juveniles from engaging in delinquent acts. This study aims to identify the challenges encountered in implementing recreational activities for Children in Conflict with the Law (CICL), as perceived by social workers actively involved in these programs. The researchers recommend that future studies build upon this research to further improve the effectiveness of programs for Children in Conflict with the Law (CICL). Continued exploration of this topic will assist the barangay in enhancing its facilities and support systems for CICL rehabilitation and reintegration.

Keywords: child-in-conflict with the law (cicl), juvenile delinquency, rehabilitation programs, recreational activities, barangay intervention, social workers, community support, crime prevention, policy implementation, youth reintegration

**RISK FACTORS AFFECTING CHILD IN CONFLICT WITH THE LAW IN
BARANGAY BATASAN HILLS QUEZON CITY**

Kessy Joy Serra, Ailyn Gonzaga, Rose Ann Inocida, Caren Joy Simbahan,
Sean Michael Villarete, Irene Gaviola

Abstract

A child in conflict with the law refers to a minor accused of committing an offense that would be considered a crime if committed by an adult. Unlike adult offenders, these children are subject to juvenile justice, which prioritizes rehabilitation and reintegration over punishment. Understanding the factors that contribute to juvenile delinquency is essential in developing preventive and intervention measures that support at-risk youth. This study employed a quantitative research approach using a descriptive research design to assess various risk factors associated with juvenile delinquency. A purposive sampling technique was used to select 60 respondents from Barangay Batasan Hills, Quezon City. The sample included 20 law enforcers and barangay tanods, 20 parents, and 20 representatives from the Department of Social Welfare and Development. Demographic analysis revealed that most respondents were female, aged 34-41, married, college graduates, and had resided in Barangay Batasan Hills for over 11 years. Findings indicate that poverty, peer influence, parenting styles, and behavioral issues were identified as significant risk factors, with the majority of respondents strongly agreeing on their impact. The most prevalent issue reported was drug and alcohol abuse, which was found to impair judgment and increase the likelihood of youth engaging in criminal activities (50 respondents). The most recommended intervention was the provision of parenting classes and support services to help parents create a stable and nurturing home environment (54 respondents). To address the risk factors associated with juvenile delinquency, the study proposes several recommendations. First, alternative activities such as sports, art classes, and outdoor programs should be introduced to promote positive behaviors among youth. Second, parenting classes and support services should be offered to foster stable home environments and reduce delinquency. These initiatives should be led by professionals in psychology, sociology, and criminology. Third, access to quality education and after-school programs, including arts, career exploration, and vocational training, should be ensured to keep children engaged in productive activities. Finally, future researchers are encouraged to further explore this topic to enhance understanding and develop more effective intervention strategies.

Keywords: juvenile delinquency, risk factors, rehabilitation, parenting, youth crime prevention

**SAFEGUARDS IMPLEMENTED BY THE BESTLINK COLLEGE OF THE PHILIPPINES
IN ACCORDANCE WITH THE PROVISIONS OF R.A 11053 "ANTI-HAZING LAW"**

John-john Napao, Husain Abdullah, Julius Casuncad, Renz Peejay Mendoza,
Erhon Jhay Rodriguez, Denise Anne Osorio

Abstract

Hazing is a serious social issue that has claimed the lives of promising future leaders and shattered the aspirations of their families. The tragic death of Leonardo "Lenny" Villa in 1991 sparked a strong public outcry to put an end to hazing. This demand, driven by both public and private educational institutions, created political pressure on the 13th Congress of the Philippines to address the issue as a legislative priority. In response, Senator Joey Lina spearheaded the enactment of Republic Act 8049, also known as the Anti-Hazing Law of 1995. Now, after 21 years of implementation, the law is due for evaluation. This study covers the research design, selection of respondents, sampling technique, construction and validation of the research instrument, administration and retrieval of the instrument, and statistical treatment of data. A descriptive research method was used. The respondents were divided into three groups: thirty (30) students, fifteen (15) student council members, and fifteen (15) school administrators, totaling sixty (60) participants. Data was collected through a survey questionnaire, which was distributed to the selected respondents. The gathered data was then analyzed and interpreted based on the study's findings. To complete this study effectively, it is essential to analyze the collected data and address the research questions. As discussed in the previous chapter, the data is interpreted using a descriptive approach. This chapter focuses on the presentation, analysis, and interpretation of the findings. The data is presented in tables and analyzed using descriptive ratings, as outlined below. The findings reveal that the majority of respondents are aged 18-25 years old and single, with responses interpreted as "strongly agree." Regarding school safety, it is deemed sufficient due to the implementation of R.A. 11053. Prioritizing safety through stringent protocols and proactive measures ensures a secure environment for all individuals involved. The enforcement of the Anti-Hazing Law remains the most effective way to safeguard students and young individuals. This chapter aims to summarize the key findings that emerged from the study, highlighting what the research suggested, revealed, or indicated. It focuses on the overall outcomes rather than the conclusions or recommendations derived from them. Based on the analysis and interpretation of the data, the following findings are presented.

Keywords: anti-hazing law, leonardo lenny villa, republic act 8049

**SOCIAL EFFECTS OF EXCESSIVE USE OF FORCE BY POLICE IN
BARANGAY PAYATAS, QUEZON CITY TO PREVENT CRIME**

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Hans Soron, Denise Anne Osorio

Abstract

The researchers are students of Bestlink College of the Philippines, pursuing a Bachelor of Science in Criminology. They are in the process of expanding their knowledge and insight into the use of force in crime prevention. This study aims to examine the benefits and effects of excessive use of force and to prevent the abuse of authority by police officers. The Philippine National Police (PNP) is the primary law enforcement agency in the Philippines. It was established under Republic Act No. 6975 and is empowered by Section 24 to use force in making arrests, as well as in the investigation and prevention of crime. Under the Revised Penal Code and the Philippine National Police Operational Procedures, the PNP must generally issue a verbal warning before using force against an offender. The respondents of the study consist of 20 police officers and 40 residents, totaling 60 respondents from Barangay Payatas, Quezon City. This study employs a purposive sampling technique and utilizes a survey questionnaire as the primary research instrument. The researcher found that the majority of respondents agree that the excessive use of force by police in Barangay Payatas, Quezon City, has social effects, particularly in relation to health problems, public trust, and overall well-being. Some respondents expressed satisfaction with law enforcement efforts. The analysis and interpretation of the data also provided insights into the demographic profile of the respondents and the study variables. The researchers concluded that establishing a clear protocol for reporting and investigating incidents of police use of force is essential. Officers must be held accountable for their actions through thorough investigations and, when necessary, disciplinary measures. Transparency in this process is crucial for maintaining public trust. The researchers also recommend ensuring impartiality and fairness to foster a harmonious and inclusive environment where every community member feels valued and respected. This involves treating everyone equitably, without favoritism or discrimination, and making decisions based on objective criteria. Such an approach builds trust, encourages community participation, and promotes a strong sense of belonging.

Keywords: police brutality, abuse of authority, crime prevention

**SOCIOECONOMIC FACTORS OF YOUTH'S INVOLVEMENT ON CRIMINAL
ACTIVITIES IN BARANGAY COMMONWEALTH, QUEZON CITY**

Brayan Convicto, Treysler Van Fajardo, Denzel Pareja, Vince Emmanuel Totto,
Mark Joy Villamor, Denise Anne Osorio

Abstract

This study explores the influence of socioeconomic conditions on youth involvement in criminal activities in Barangay Commonwealth, Quezon City. It examines how family relationships, education, and economic status impact young people's decision-making, shedding light on the real-life narratives behind the community's crime statistics. The primary objective is to identify the key socioeconomic factors that contribute to youth involvement in criminal behavior. A total of 50 youths and 10 local authorities were selected using the purposive sampling technique. This study employed a descriptive research design to examine the demographic profile of respondents and assess the socioeconomic factors influencing youth involvement in criminal activities in Barangay Commonwealth, Quezon City. A survey questionnaire served as the primary data collection tool. The gathered data were analyzed using weighted arithmetic mean to derive meaningful insights. Based on the results of the study revealed that the socio-demographic profile of the respondents in terms of age are mostly ranging age 15 to 18 years old has a frequency of 35 that equivalent to 58%, and the socio-demographic profile of the respondents in terms of sex are mostly female that has a equivalent to 58%. And the socio-demographic profile of the respondents in terms of civil status are mostly single that has a equivalent to 95%, and the most frequently committed by young people in barangay Commonwealth Quezon City are Curfew Violations with the frequency of 55 and Theft with the frequency of 46, and The most significant indicator of how the respondents assess the socioeconomic factors that involves the youth in Criminal Activities in Barangay. Commonwealth Quezon City in terms of Peer Pressure with the statement of "Trends in my community like smoking vapes or cigarettes and drinking alcohol can affect in daily living" is primarily indicated as strongly agreed. The measures that may be proposed to address the problems encountered in Barangay Commonwealth Quezon City is "Providing individuals with access to therapy or counseling services can help them address underlying issues contributing to their lack of social support or dysfunctional relationships" with a frequency of 55. The Department of Social Welfare conduct a seminar or free webinar regarding criminal activity, how to make the youth avoid theft so that students will be aware of the results of criminal activity.

Keywords: socioeconomic, criminal activities, peer pressure, poor quality education, substance abuse, lack of parental guidance

**STUDY OF FIRE INCIDENCE IN NOVALICHES, QUEZON CITY:
BASIS FOR SAFETY AWARENESS**

Michael Angelo Dionela, Jezryll Agdeppa, John John Pelin,
Rennel Refruto, Rodwen Villanueva

Abstract

This chapter presents the background of the study, related literature and studies, theoretical and conceptual frameworks, statement of the problem, assumptions, scope and delimitations of the study, significance of the study, and definitions of terms. This chapter presents the research design, respondents of the study, sampling techniques, research instruments, validation of the instruments, administration and retrieval of the instruments, and the statistical treatment of data. From the results of this study, fire incidents in Novaliches, Quezon City, serve as a basis for safety awareness, fire education, fire drills, and residents' cooperation. The interpretation is "Strongly Agree." The problem encountered is that fire officers educate the public about fire hazards, home safety precautions, and the value of emergency evacuation plans through community seminars and awareness campaigns. This is an action proposed to address the problem. This study recommends that to improve their capabilities and knowledge during fire events and reduce property loss and casualties, personnel from the Bureau of Fire Protection, in collaboration with Fire Sub-Stations and barangay leaders, should conduct and give seminars throughout the barangay communities. The researcher would like to recommend the measures proposed to address the problems encountered in the study of fire incidents in Novaliches, Quezon City, as a basis for fire safety awareness.

Keywords: fire incidence, safety awareness, emergency evacuation plans, fire education

**THE CAPABILITIES OF BARANGAY TANOD EMERGENCY RESPONSE
TEAM IN BARANGAY BAGONG SILANGAN, QUEZON CITY**

Jessery Aranas, Joemarie De Castro, Florence Dimalanta,
Melanie Martin, Princess Dian Roquero, Eduardo Villaruel

Abstract

The barangay tanod is one of the lowest government entities that respond to any emergency or disaster within the barangay and offer assistance to local residents. They are responsible for a number of duties, including conducting rondas (nightly patrols), informing the police of suspected activities, and upholding local laws. They are also responsible for providing first aid and basic medical care, assisting with disaster relief initiatives, reviewing and assessing emergency situations, and responding to disasters. The Philippine National Police (PNP) and the Bureau of Fire Protection (BFP) are two other emergency responders with whom barangay tanod should collaborate to keep the barangay community safe. This study employs the descriptive quantitative method as its research design. The descriptive method is used to examine and gain insight into a phenomenon's characteristics and aspects. Research participants collect data through a questionnaire to assess the importance of emergency response. The respondents consist of fifty (50) individuals: twenty (20) barangay tanod, fifteen (15) barangay officials, and fifteen (15) barangay residents, all of whom are currently employed and residing in Barangay Bagong Silangan, Quezon City. This study shows that the majority of the fifty (50) respondents are between 18 and 25 years old, comprising 20 individuals or 40%, and are long-time residents of Barangay Bagong Silangan. For the first indicator, "Search and Rescue Operation," the general perception of the respondents is strongly agree, with an overall weighted mean of 3.49. For the second indicator, "Performing First Aid," the general perception is also strongly agree, with an overall weighted mean of 3.47. The third indicator, "Preparedness," received a general perception of strongly agree, with an overall weighted mean of 3.48. Lastly, for the fourth indicator, "Timeliness in Response," respondents generally strongly agree, with an overall weighted mean of 3.45. The study revealed that equipment malfunction can hinder the barangay tanod response team's ability to provide timely and effective assistance. The study recommends that the Local Government Unit (LGU) allocate a dedicated budget to enable barangays to invest in training, equipment, and infrastructure necessary for emergency response. Additionally, the community should actively engage in developing communication protocols with input from the barangay.

Keywords: barangay tanod, emergency response, timeliness in response, capabilities

**THE DETECTION AND APPREHENSION STRATEGIES OF STATION 13
QUEZON CITY POLICE DISTRICT AGAINST ILLEGAL GAMBLING**

Jerryyme Magparangalan, Michael Angelo Alvasan, Jimmy Badiola,
John Dave Nacario, Ryan Jacob Romero, Denise Anne Osorio

Abstract

Illegal gambling is a growing global concern that has numerous negative effects on both individuals and society as a whole. People may experience significant losses, including their possessions and jobs, as a result of gambling addiction. Those who participate in illegal gambling are at an increased risk of developing a dependency on this behavior. The consequences can be severe, impacting not only the individuals involved but also their families, leading to serious personal and financial difficulties. This study aims to investigate alternative leisure activities for individuals engaged in illegal gambling, with the goal of diminishing their interest in such practices. The research will focus on the effects of gambling on individuals, emphasizing that it can become an addiction similar to substance abuse when pursued compulsively or when individuals feel a lack of control. Furthermore, this study will explore the detection and enforcement strategies utilized by the Quezon City Police District, particularly Station 13, in their efforts to combat illegal gambling. This research includes the study design, participant identification, sampling method employed, development of the research instrument, validation of that instrument, data administration and collection, as well as the statistical analysis of the findings. The majority of survey respondents were male, aged between 34 and 41. Participants from the groups of Police Officers, Detainees, and Community Residents expressed strong agreement regarding the effectiveness of the detection and apprehension strategies employed by Station 13 of the Quezon City Police District in addressing illegal gambling, particularly in the areas of Awareness, Patrolling, and Intelligence Gathering. Among the various indicators assessed, the statement "Law enforcement agencies actively engaged in intelligence gathering to identify and dismantle illegal gambling operations" received the lowest weighted mean. Respondents primarily noted that "Police officers encounter difficulties due to a lack of transparency and accountability in illegal gambling operations." The leading recommendation for improvement was that "Collaboration among government agencies, law enforcement, and community organizations can significantly enhance the effectiveness of initiatives aimed at combating illegal gambling." The Quezon City Police District, Station 13, should launch public awareness campaigns to educate the community about the risks and consequences of illegal gambling, while also promoting the support services available for those struggling with gambling addiction.

Keywords: community outreach programs, collaboration with support services, media engagement, community events, law enforcement operations, training and capacity building

**THE EFFECT OF ILLEGAL PARKING ON TRAFFIC CONGESTION
ALONG BARANGAY 176 CALOOCAN CITY**

John Benedict Melloria, Johnpaul Bustillo, Johnny De Lugar Jr,
Arjo Loma, Eduardo Villaruel

Abstract

Urbanization is a worldwide occurrence, and alongside it arises a variety of difficulties that impact the everyday existence of urban inhabitants (Kuddus, et. al. , 2020). One of the issues that affects urban regions globally is traffic congestion. Traffic congestion is a complex dilemma stemming from a mix of factors, such as population increase, rising vehicle ownership, insufficient transportation infrastructure, and, most critically, unlawful parking. In Barangay 176, Caloocan City, these difficulties are intensified due to its position within the heavily urbanized Metro Manila area, where traffic congestion remains an ongoing concern. The descriptive research method is relevant for this study aimed at recording and describing various facets of illegal parking and its impact on traffic congestion in Barangay 176, Caloocan City. Regarding Traffic Congestion, respondents expressed strong agreement that vehicles parked illegally significantly deteriorated traffic flow. Concerning Pedestrian Obstruction, respondents strongly concurred that illegally parked vehicles often impeded pedestrian movement on sidewalks. With respect to Travel Time Delays, respondents widely agreed on the importance of tackling illegal parking to reduce delays for both private and public transportation. In improving enforcement and penalties, boost the amount of traffic enforcers present to more effectively observe and prevent unauthorized parking. Furthermore, to promote compliance with parking regulations, think about raising the fines for penalties and infractions. In upgrading parking infrastructure, enhance existing parking facilities and offer additional off-street parking spaces, as well as develop plans for zones designated for loading and unloading to alleviate traffic congestion. Initiate public awareness campaigns to educate drivers and passengers regarding the repercussions of illegal parking. This might also involve motivating community members to actively participate in these awareness initiatives. Think about creating longitudinal studies to evaluate the long-term effectiveness of various strategies that could potentially reduce traffic congestion and dissuade unauthorized parking. Investigate other elements such as cultural backgrounds and socioeconomic conditions that could influence compliance with parking regulations.

Keywords: traffic congestion, illegal parking, pedestrian obstruction, travel time delays

**THE EFFECT OF MEDIA VIOLENCE TO JUVENILE DELINQUENCY
AT BARANGAY 177 IN CALOOCAN CITY**

Jane Agnes Sicad, Jules Marite Casala, Jan Audreiy Diaz, Princess Marquez,
Jasmin Obligacion, Dr. Antonio Dawagan

Abstract

Media has been thought to be significantly contributing to Juvenile Delinquency. The lawless behavior seen among the juveniles is attributed to materials or content from the twentieth century that is recognized as the beginning and prevalence of mass media. The researchers employed a sample of ten (10) Police officers and twenty (20) barangay officials who have experience in dealing with cases associated with juvenile delinquency; the third group consisted of thirty (30) residents in Barangay 177 Caloocan City. The researchers applied purposive sampling technique to choose the study respondents. The researchers sent a request letter to carry out a study on the management of barangay 177 and Sub-Station 10. Upon receiving approval for the request, the researchers delivered the survey questionnaire in person for the respondents to complete. The respondents were also given instructions on how to correctly fill out the survey questionnaire. Once the survey questionnaire was completed, it was gathered by the researcher for computation, analysis, and interpretation. Based on the outcomes and discoveries, participants notably concurred with the idea that underage individuals might encounter or partake in the transmission of damaging and aggressive messages, in addition to the belief that being exposed to media violence can desensitize young people to violent behaviors. These influences can significantly affect mental and emotional health. In addressing the urgent concern of social media violence impacting young people, this research explores suggested strategies intended to lessen its effects, reliant on the findings, involving educational institutions, community groups, and local authorities in focused initiatives emerged as the most broadly supported method, with 93 percent of participants backing this approach. This research offers suggestions based on a thorough evaluation of results and conclusions related to the effects of social media violence on young people. The significance of parental oversight and guidance is highlighted. Urging parents to participate actively in their children's online interactions, supplying materials for education about social media violence, and fostering conversations between parents and children about online material are crucial measures in protecting adolescent health.

Keywords: media influence, juvenile delinquency, lawless attitudes, mass media, barangay 177, caloocan city, purposive sampling, police officers, barangay officials, residents

**THE EFFECT OF SOCIO-ECONOMIC STATUS ON COMMITTING CRIMES
IN BARANGAY TAWID SAPA, NOVALICHES, QUEZON CITY**

Queen Jillian San Diego, Jade Ann Canagan, Pilar Capilitan,
Karen Mae Gambrajo, Angela Soriano, Dr. Myrna Cuntapay

Abstract

Crime remains a significant issue that affects communities worldwide, and its roots are often deeply intertwined with various socio-economic factors. In urban areas such as Novaliches, Quezon City, the prevalence of crime is influenced by a complex interplay of socio-economic conditions, including poverty, education, unemployment, and the overall quality of life. Barangay Tawid Sapa, like many other communities, faces challenges related to socio-economic inequality, which may contribute to the rising incidents of criminal activities in the area. Socio-economic status (SES), which encompasses factors such as income, educational attainment, employment, and living conditions, plays a critical role in shaping the behavior of individuals within a society. Research has shown that lower socio-economic status can increase vulnerability to criminal behavior, as individuals may resort to illegal activities as a means of survival or to cope with the pressures of poverty. However, it is important to examine how these factors specifically influence crime rates within the context of Barangay Tawid Sapa, where local challenges may differ from broader national trends. This study aims to investigate the effect of socio-economic status on the likelihood of committing crimes in Barangay Tawid Sapa, Novaliches. By analyzing the socio-economic backgrounds of residents and their involvement in criminal activities, the research seeks to identify patterns and correlations that can inform more effective crime prevention strategies. Understanding how socio-economic factors influence criminal behavior will be crucial in addressing the root causes of crime and fostering a safer, more prosperous community in Barangay Tawid Sapa. This study utilizes a quantitative research approach to investigate the effect of socio-economic status (SES) on the likelihood of committing crimes in Barangay Tawid Sapa, Novaliches, Quezon City. The following research methods were employed: The results of this study are based on the analysis of the survey responses and interview data collected from 100 respondents in Barangay Tawid Sapa, Novaliches, Quezon City. The findings aim to determine the relationship between socio-economic status (SES) and the likelihood of committing crimes within the community. The findings of this study highlight the significant relationship between socio-economic status (SES) and the likelihood of committing crimes in Barangay Tawid Sapa, Novaliches, Quezon City. The data collected from both the survey and interviews provided a comprehensive picture of how various socio-economic factors influence criminal behavior within the community.

Keywords: socio-economic status, crime commission, poverty, education, unemployment, crime prevention, barangay tawid sapa, novaliches, quezon city, crime prevention strategies, community development

**THE EFFECTIVE IMPLEMENTATION OF REPUBLIC ACT 7877
ANTI-SEXUAL HARASSMENT ACT OF 1995 IN BARANGAY
GULOD NOVALICHES, QUEZON CITY**

Honey Lyn Villa, Alyzza Jane Abadiano, Joyce Hernando,
Erica Martinez, Aira Joy Tubal, Irene Gaviola

Abstract

Sexual harassment is not limited to overt sexual intentions but manifests in various forms, such as offensive remarks, bullying based on gender or sexual orientation, inappropriate jokes, unwanted touching, or coercion for favors. It can arise from various sources, including clients, supervisors, coworkers, or customers. The Anti-Sexual Harassment Act of 1995, also known as Republic Act 7877, was enacted in the Philippines in response to the seriousness of this issue. It provides protection and legal remedies for individuals who have been sexually harassed in the workplace or educational institutions. This study aims to assess public awareness, community policing, and community feedback regarding the implementation and effectiveness of Republic Act 7877 in Barangay Gulod, Novaliches, Quezon City. Understanding how anti-sexual harassment regulations are enforced and their impact on prevention is essential for developing focused interventions. This research utilized the quantitative descriptive research method, which involves the process of collecting and analyzing numerical data using a validated survey questionnaire. A purposive sampling technique was employed by the researcher. Fifteen (15) police officers, fifteen (15) barangay officials, and twenty (20) community members, for a total of fifty (50) respondents/residents, participated in the study. The study reveals that the majority are females aged between eighteen and twenty-five years and long-time residents of Barangay Gulod. The first indicator, “public awareness,” shows that the general perception of the respondents is strongly agree, since the overall weighted mean is 3.52, within the range of 3.26-4.00. The second indicator, “community policing,” also shows that the general perception of the respondents is strongly agree, with an overall weighted mean of 3.46, within the same range. The last indicator, “community feedback,” reveals that the general perception of the respondents is strongly agree, with an overall weighted mean of 3.39, within the range of 3.26-4.00. The study revealed that limited support systems can discourage individuals from reporting incidents, and the lack of awareness about the law hampers its effective implementation. The study recommended developing community-based support services, such as counseling and safe spaces for victims, as well as conducting extensive awareness campaigns to educate the community about RA 7877 and the importance of combating sexual harassment.

Keywords: anti-sexual harassment act of 1995, ra 7877, anti-sexual harassment

**THE EFFECTIVENESS OF BARANGAY PATROL OF BARANGAY 171
BAGUMBONG CALOOCAN CITY: AN ASSESSMENT**

Bernard Suba, Aldriel Johua Altura, Jarell Espinola, Mark Andrew Gentapan,
Richard Quinto, Denise Anne Osorio

Abstract

Tanods have been a recognized component of local governance in the Philippines even prior to the enactment of the Local Government Code of 1991. The barangay tanod, often referred to as a barangay police officer or BPSO an acronym that may denote barangay public officer, barangay peacekeeping and security officer, or barangay police safety officer represents the most junior law enforcement position within the country. This individual acts as a sentinel for the barangay, executing various law enforcement responsibilities under the supervision of the barangay captain. Tanods are considered essential first responders in the preparation for and reaction to various forms of violence, public disturbances, emergencies, and even disasters or man-made crises that jeopardize peace, order, and public safety. The researchers investigated the performance of barangay patrol security police officers in Barangay 171 Bagumbong, Caloocan City, focusing on their duties. The study involved barangay officials and barangay police, or tanods, to corroborate and substantiate the findings regarding the risks and sacrifices they encounter while serving in their community. This study will use a quantitative approach and a descriptive research design to assess the community's current level of awareness. A self-developed questionnaire will be distributed to a total of fifty (50) respondents, consisting of twenty (20) residents, twenty (20) barangay officials, and ten (10) volunteers. The survey will be conducted in Barangay 171, Bagumbong, Caloocan City. The results of the study show that most respondents are between the ages of 34 and 41, with a larger proportion being male. In evaluating the efficiency of the Barangay Patrol in Barangay 171 Bagumbong, Caloocan City, in areas such as curfew hours, manpower, and budget and logistics, the respondents indicated a "Strongly Agree" response. Based on the data gathered, the following recommendations are proposed: Enhance Awareness of Curfew Hours: Curfew hours in Barangay 171 Bagumbong, Caloocan City should be clearly communicated, especially to the youth, to ensure their safety and protection. Penalties for Curfew Violations: Violators of the curfew should receive a warning for the first offense. However, repeat offenders should face penalties to discourage further violations. Barangay Patrol Training: Barangay patrol members should undergo mandatory training and seminars to improve their knowledge and skills in patrolling and community protection. Implement Strategic Safety Measures: The barangay patrol should develop and implement effective strategies to enhance the safety and protection of the community. Allocate Sufficient Budget: A sufficient budget should be allocated to the barangay patrol, particularly for purchasing necessary equipment, including those required for emergency situations.

Keywords: curfew hours, barangay patrol, community safety, training and seminars, penalties, budget allocation, youth awareness, barangay 171, bagumbong, caloocan city, public safety

**THE EFFECTIVENESS OF CITY ORDINANCE 1465 SERIES OF 2004 SPECIFICALLY
ON THE USAGE OF PUBLIC SPACE IN BARANGAY STA. MONICA
NOVALICHES, QUEZON CITY**

Darwin James Timbengan, Josue Aurigue, John Mark Feliciano,
Allier Ibra, Jake Sevilla, Dr. Antonio Dawagan

Abstract

The widespread issue of illegal parking grows more serious as the number of automobiles in metropolitan areas rises, endangering the efficient operation of public spaces. "Illegal parking" encompasses a range of actions wherein vehicles are parked in areas that are prohibited by laws or customs. This is not simply a small irritation; it is a major problem that affects key elements of urban life, such as safety, transit, and urban planning. This study aims to analyze the many layers of the problem of unauthorized parking, looking at its various aspects and effects on urban dynamics. Unauthorized parking on public roadways, sidewalks, and other community areas presents a dilemma that needs to be carefully considered due to the risks and disturbances it causes. The effects of this phenomenon include impaired pedestrian safety, traffic congestion, and difficulties with efficient urban planning. This research utilizes a quantitative method, specifically a descriptive research design, to assess the variables in the effectiveness of City Ordinance 1465, Series of 2004, in Barangay Sta. Monica, Novaliches, Quezon City. The researchers used purposive sampling to determine the required number of respondents for the study. The respondents total sixty (60) individuals from Barangay Sta. Monica, Novaliches, Quezon City. Group One is composed of twenty (20) residents, while Group Two consists of twenty (20) traffic enforcers and barangay officials. The respondents are from different areas within Sta. Monica, Novaliches, Quezon City. The findings reveal that the majority of respondents fall within the age range of 26-33, are predominantly male, and are single, with a residency and service length of 10 years or more. The assessment of City Ordinance 1465 indicates generally positive perceptions, with respondents largely in agreement regarding its effectiveness in various aspects. Based on these findings, recommendations are provided to address issues encountered in Barangay Sta. Monica, including conducting regular inspections to address illegal vending, establishing responsive mechanisms for complaints, implementing stricter penalty systems, creating designated vending zones, enhancing public transportation, improving road design, conducting educational campaigns on responsible driving, and enforcing regulations on loading/unloading zones. These recommendations aim to improve the overall management of street activities and traffic flow in the barangay.

Keywords: illegal parking, carmageddon, unauthorized parking, urban planning

**THE EFFECTIVENESS OF COMMUNITY-BASED REHABILITATION
PROGRAM ON ILLEGAL DRUG SURRENDERERS
IN NOVALICHES, QUEZON CITY**

Darwin Domingo Jr., Joemel Datoon, John Carlo Dela Cruz, Mark Anthony Pasicarán,
Andrei Arnel Timola, Dr. Myrna Cuntapay

Abstract

Drug abuse is a serious issue that affects communities worldwide, including Novaliches, Quezon City. In response to this growing concern, the Barangay Anti-Drug Abuse Council (BADAC) was established with the goal of preventing drug misuse and promoting a drug-free community. The rise in drug addiction and the subsequent surrender of individuals involved in illegal drug activities present significant challenges for both communities and governments. In Novaliches, this issue has become increasingly prevalent, necessitating effective interventions to address the needs of drug surrenderers. One such intervention is the community-based rehabilitation program, which aims to provide comprehensive support and assistance to individuals seeking recovery from drug addiction. These programs are designed to address not only the physical aspects of addiction but also the psychological, emotional, and social factors that contribute to substance abuse. The goal is to help individuals rebuild their lives and reintegrate into society successfully. The response data from the chosen respondents were analyzed utilizing frequency and percentage distribution methods. A weighted mean was employed to assess the influence of community-based rehabilitation on drug surrenderers in Novaliches, Quezon City, who have ceased the use of illegal substances. To enhance clarity and facilitate interpretation, Likert scales were incorporated to aid in the verbal analysis of the findings. This methodology effectively underscores the impact of the rehabilitation program on the participants' recovery and overall advancement. The respondents demonstrate that heightened community engagement and support play a crucial role in the effectiveness of rehabilitation initiatives for individuals who have surrendered illegal drugs. Challenges were noted among the respondents regarding their ability to assist in the recovery and reintegration of these individuals into society. In light of the identified issues, it is feasible to suggest measures aimed at addressing the concerns associated with the community-based rehabilitation program in Barangay Novaliches, Quezon City. Enhance the availability of healthcare services, encompassing addiction treatment, mental health counseling, and medical care, for individuals who have surrendered illegal drugs in Novaliches, Quezon City, by broadening service delivery and minimizing obstacles to access. Implement educational initiatives and workshops focused on addiction recovery, life skills, financial literacy, and other pertinent subjects to equip illegal drug surrenderers with the essential knowledge and resources necessary for a successful recovery journey.

Keywords: community-based rehabilitation, drug surrenderers, novaliches, quezon city, frequency distribution, percentage distribution, weighted mean, likert scales, recovery, illegal drugs

**THE EFFECTIVENESS OF CONDUCTING BARANGAY OUTREACH
PROGRAM OF "KABATAAN KONTRA DROGA" IN
BARANGAY BAGONG SILANGAN, QUEZON CITY**

Joselito Franco, Noel Cailao, Mark Vincent De Lugar, Nheil Patrick Ritual,
Aeron Joshua Tandoc, Edgar Reyes

Abstract

This study examines the possible repercussions encountered by young people who lack awareness of the harmful impacts of illegal drugs in today's society. The initiative, Kabataan Kontra Droga, seeks to support urban youth by providing education on the consequences of illegal drug consumption and addressing the issue of substance abuse prevalent among the younger generation. The researchers have conducted this investigation to share vital information not only with young individuals but also with the wider community, promoting awareness of the risks associated with illegal drug use and empowering them with the knowledge needed to combat its spread. The researchers utilized the Descriptive Qualitative Method, which involved collecting data to answer questions concerning the current state of the study's topic. Through purposive sampling, a total of twenty (20) barangay employees, twenty (20) barangay youth citizens, and twenty (20) members of the Philippine National Police (PNP) will be selected to participate in the research. The majority of respondents reached the following conclusions: "Implementing enjoyable and engaging activities to motivate young individuals to take part in community initiatives," "Pleased with the execution of an outreach program focused on drug awareness within the community," and "The Kabataan Kontra Droga rehabilitation program is assisting youth in altering their outlook on negative behaviors in the future." The researchers advocated for the dissemination of knowledge to empower young individuals to educate themselves and their peers regarding the risks associated with drug use and the ramifications of terrorism. This encompasses a comprehension of how these challenges influence individuals, families, and communities. To prevent early exposure to criminal and addictive environments, the researchers suggested the implementation of early intervention programs that offer support and resources to youth and the community prior to their potential involvement in criminal activities. Furthermore, the researchers encouraged future scholars interested in expanding this study to contribute to the advancement of this subject.

Keywords: kabataan kontra droga at terorismo (kkdat), barangay bagong silangan, quezon city, barangay outreach program, youth engagement, drug abuse prevention, counter-terrorism education, community participation, quezon city police district (qcpd), department

**THE EFFECTIVENESS OF POLICE PATROL IN BARANGAY 165
BAGBAGUIN CALOOCAN CITY**

Nixon Eusebio Jr, Rosello Denaga, Glenn Michael Laborera,
Mark Angelo Pon, John Angelo Digol, Edgar Reyes

Abstract

Crime rates in the Philippines have been on an upward trajectory annually. In response, the government has implemented various measures aimed at combating and decreasing these rates. Police presence has been strategically enhanced, with officers and police stations established in every barangay to bolster community security and safety. This initiative has positively influenced crime statistics. This investigation is a quantitative analysis involving the collection and examination of numerical data. The survey participants include 10 police officers, 10 barangay officials, and 30 residents, selected without regard to gender. The researchers employed a purposive sampling technique, a non-probability method that allows for the selection of respondents based on predetermined criteria. A custom-designed survey questionnaire was utilized to collect the necessary data for this study. This study indicated that the effectiveness of Police Patrol in Barangay 165 Bagbaguin, Caloocan City, is predominantly observed among individuals aged 18 to 23 years, with 17 respondents falling within this age group. The demographic analysis reveals that the majority of respondents are male, comprising 59.2% of the total. Regarding educational attainment, a significant portion, 40.2%, has completed college-level education. The respondents' assessment of mobility was interpreted as strongly agree, yielding an overall mean score of 3.78. Furthermore, the police patrol faces challenges related to technology, including malfunctions or failures in vehicles, communication systems, and GPS, which can hinder police mobility and coordination. To enhance the effectiveness of police patrol operations, it is advisable to implement a collaborative strategy that incorporates community engagement efforts, including neighborhood watch initiatives and community policing programs. Improving communication pathways between patrol units and dispatch centers through dependable communication technologies and consistent briefings can lead to better coordination and increased response efficiency. Furthermore, developing explicit protocols for emergency situations and performing regular assessments of patrol methodologies can assist in pinpointing areas needing enhancement and guarantee proactive measures in addressing new challenges.

Keywords: philippines crime rates, police patrol effectiveness, barangay safety, crime reduction strategies, national capital region crime statistics

**THE EFFECTIVENESS OF QCPD STATION 16 RESPONDING TO
BRGY PASONG PUTIK QUEZON CITY**

Jannah Santos, Levi Joy Celiz, Diana Rose Erufino, Ma Claire Quinia,
Chantal Pearl Tare, Dr. Myrna Cuntapay

Abstract

The research proposal aims to evaluate the responsiveness of Police Station 16 in addressing help-related emergencies within Barangay Pasong Putik, Quezon City. This study will focus on several critical factors: Staffing Levels: Assessing whether the current number of personnel meets the demands of the community. Training Programs: Evaluating the adequacy of training provided to officers, especially in handling diverse emergencies. Communication Systems: Reviewing the effectiveness of communication tools and protocols in emergency response. Community Engagement Initiatives: Investigating the station's involvement with the local community and its impact on responsiveness. Barangay Pasong Putik is a densely populated area with unique security challenges. According to the 2020 census, the population of Pasong Putik Proper was 39,896, reflecting a growth from 35,135 in 2015. Understanding these challenges is essential for tailoring effective policing strategies. The Quezon City Police District (QCPD) emphasizes its mission to enforce laws, prevent and control crimes, maintain peace and order, and ensure public safety with active community support. Recent studies highlight the need for specialized training for officers, particularly those exposed to public interactions during health emergencies like COVID-19. Moreover, the importance of police visibility in crime prevention has been underscored, noting that professionalism and swift responses are vital in maintaining public trust and safety. Community relations efforts are also a focus, with regular accomplishment reports showcasing the station's activities and engagements within Barangay Pasong Putik. By identifying strengths and areas for improvement in these domains, your study aims to provide actionable recommendations. Implementing these can enhance the safety and well-being of Barangay Pasong Putik residents and offer insights for other communities facing similar challenges. This study, titled "Research Design and Methodology," outlines the systematic approach employed to assess the responsiveness of Police Station 16 to help-related emergencies in Barangay Pasong Putik. This chapter encompasses several key components: Research Design A descriptive-correlational research design was adopted to systematically observe and analyze the existing conditions without manipulating variables. This approach facilitated the examination of relationships between various factors influencing police responsiveness, such as staffing levels, training programs, communication systems, and community engagement initiatives. This chapter presents the tables, along with the analysis and interpretation of the data collected by the researchers. It encompasses the profiles of the respondents, the survey questions, and the statistical methods employed in the study. This chapter provides a summary and conclusion based on the findings of the study aimed at identifying the challenges faced by the community, Barangay officials, and PNP personnel. The analysis will encompass various elements, including crime rates, community involvement, emergency responsiveness, and the general public perception.

Keywords: police station 16, barangay pasong putik, quezon city, emergency response, staffing levels, training programs, communication systems, community engagement, descriptive-correlational research design, pearson's correlation coefficient

**THE EFFECTIVENESS OF REHABILITATION PROGRAMS AND SERVICES
INSIDE TAHANAN DRUG TREATMENT FACILITY IN
PAYATAS QUEZON CITY**

Rory Tan, Niño Ivan Briones, John Henry Roy, Fransly Campo,
Ariel Loteria Jr, Dr. Myrna Cuntapay

Abstract

Drug treatment and rehabilitation have traditionally been used interchangeably, but they now seem to be moving in opposite directions. "Drug rehabilitation" is a common phrase used when the general public discusses addiction recovery. However, state and federal organizations tend to use the term "drug treatment" more frequently. The researchers used sixty (60) participants from the "TAHANAN" Drug Rehabilitation Center in Payatas, consisting of twenty (20) employees, twenty (20) family members of patients, and twenty (20) patients. The selection was done through purposive sampling. This research utilizes a descriptive research design. As the main tool, the researchers employed questionnaires, which are prepared sets of written questions concerning a specific subject. The rehabilitation center should encourage open communication and collaboration among staff members, patients, and families. Ongoing support provided by the facility is helpful for patients in their recovery. The rehabilitation center should continuously promote awareness and understanding of rehabilitation and recovery within the community. It is recommended to ensure the availability of resources for rehabilitation, establish culturally sensitive drug treatment facilities, promote community awareness, create inclusive environments for patients, and encourage future research in drug rehabilitation programs and services.

Keywords: drug treatment, drug rehabilitation, addiction recovery

**THE EFFECTIVENESS OF REPUBLIC ACT 10586 ALSO KNOWN AS THE
ANTI DRUNK AND DRUGGED DRIVING ACT OF 2013 IN
REDUCING VEHICULAR ACCIDENT**

Mc Rj Cabudlan, Kearre Delantar, Arsenio Mabutas, Jherico Rafallo,
Jodel Rey Zate, Denise Anne Osorio

Abstract

Republic Act 10586, commonly referred to as the Anti-Drunk and Drugged Driving Act, was established in 2013. This law imposes penalties on individuals who operate vehicles while under the influence of alcohol, dangerous drugs, and similar substances, serving multiple purposes within its framework. This research study will focus on the issue of drunk driving, particularly as the use of alcohol as a coping mechanism for personal issues continues to rise. Unfortunately, this trend is linked to an increase in road accidents, especially among intoxicated drivers. Consequently, we have chosen this topic to help reduce accidents caused by drunk driving. Furthermore, we aim to raise awareness about Republic Act 10586, also known as the Anti-Drunk Driving Law of 2013, to help decrease incidents related to this behavior. Our goal goes beyond merely educating drivers; we also intend to equip traffic enforcers with the knowledge necessary to reduce accidents associated with drunk driving. According to data from the Metropolitan Manila Development Authority, enforcing this law is vital in tackling the high rate of serious auto accidents, particularly those occurring between midnight and six in the morning, when incidents of drunk driving are most common. This study was conducted in San Agustin, Novaliches, Quezon City, and included fifteen (15) LTO officers and thirty-five (35) randomly selected motorists. The researchers utilized a survey questionnaire as the main instrument for gathering important data and pertinent information. The results of this study suggest that Republic Act 10586 is being implemented effectively; however, the findings also revealed various challenges encountered by the respondents that affect the community. The researchers propose the following actions: increase awareness of the dangers and legal consequences of drunk driving, establish sobriety checkpoints in strategic locations during peak traffic times, and foster partnerships with local communities, businesses, and organizations to promote responsible alcohol consumption. Furthermore, individuals caught violating these laws should be mandated to provide support services to victims of drunk driving and their families.

Keywords: drunk driving prevention, sobriety checkpoints, public awareness, designated driver, community partnerships, legal consequences, support services.

**THE EFFECTIVENESS OF RODRIGUEZ FIRE STATION
PERSONNEL DURING EMERGENCY SITUATION IN
BARANGAY SAN JOSE MONTALBAN RIZAL**

Rizmar Samson, John Brix Abon, Erwin Bechayda,
Mark Anthony Canlas, Ray Gapay, Irene Gaviola

Abstract

The effectiveness of the Rodriguez Fire Station is influenced by several factors, including the necessity for consistent road maintenance to ensure access routes remain clear. According to the study's findings, the researchers recommend a number of actions. It is crucial to educate residents and property owners about the significance of maintaining their buildings, fire safety, and structural soundness. They should learn to identify common hazards, such as deteriorating foundations, weakened support beams, and electrical problems, while being encouraged to adopt proactive maintenance practices. Furthermore, regular fire drills and emergency response exercises should be conducted in partnership with Barangay residents, schools, businesses, and community organizations. These drills should simulate various scenarios to practice evacuation procedures, communication protocols, and coordination with emergency services. Additionally, it is important to raise awareness among residents regarding the necessity of investing in firefighting equipment and gear to enhance community safety. Emphasizing the importance of proper equipment will help mitigate fire risks and safeguard lives and property within the Barangay. The researchers implemented a thorough research design that included the selection of study participants, sampling techniques, data collection instruments, validation of these instruments, and the processes for administering and retrieving data. The participants for the study were sourced from Barangay San Jose in Montalban, Rizal, totaling 50 individuals. This group consisted of 10 personnel from the Bureau of Fire Protection (BFP), 10 fire volunteers, and 30 residents of Barangay San Jose. The researchers chose to use a survey instrument, distributing questionnaires to the selected respondents. Recognizing that some individuals might be reluctant to answer questions that do not apply to them, the researchers carefully considered their participant selection. The study assessing the effectiveness of the Rodriguez Fire Station in San Jose, Montalban, Rizal, reveals a consensus of "Strongly Agree" regarding its operational performance during emergency situations. However, it also highlights significant challenges, notably limited communication infrastructure, which impede coordination efforts during emergency responses. The study on the Rodriguez Fire Station in San Jose, Montalban, Rizal, highlights several critical areas impacting emergency response effectiveness, including limited communication infrastructure, inadequate access to modern firefighting tools, and insufficient training in rescue operations. Addressing these challenges is essential to enhance coordination and overall response capabilities.

Keywords: rodriguez fire station, fire safety education, community preparedness, fire drills, emergency response, firefighting equipment, barangay

**THE EFFECTIVENESS OF SECURITY SYSTEM IN THE COMMUNITY OF TAWID
SAPA 2 BARANGAY KALIGAYAHAN NOVALICHES, QUEZON CITY**

Lenny Picao, Lota May Asuncion, May Angela Ical, Princess Kaye Rejano,
Marjorie Solayao, Denise Anne Osorio

Abstract

Advancements in technology have significantly enhanced security systems, contributing to the protection of individuals and property against various threats, including theft and accidents. Modern security systems often incorporate sophisticated technologies that facilitate effective monitoring and control. This study aims to assess the efficiency of communication during emergencies facilitated by these security systems, specifically focusing on their effectiveness in ensuring community safety. The research will evaluate the reliability of security systems in fostering a secure environment within Barangay Kaligayahan, particularly in the Tawid Sapa II area. This study uses a quantitative technique and a descriptive research design to evaluate how well security mechanisms in Barangay Kaligayahan, namely in the Tawid Sapa II area, ensure community safety. A phenomenon is methodically described via descriptive study, which also sheds light on its context and features. It makes it easier to gather and examine numerical data when paired with quantitative approaches, allowing researchers to spot trends and connections. According to the results, most respondents in the Tawid Sapa II neighborhood of Barangay Kaligayahan, Novaliches, Quezon City, strongly concur that their security systems are efficient. These systems are prized for their ability to provide early warnings against unwanted entrance to premises. They include perimeter fences, light sensors, CCTV (Closed-Circuit Television) cameras, and alarm mechanisms. The barangay should hold seminars and programs to educate the locals about the benefits of security systems for their personal safety, according to the study's recommendations. To guarantee that security infrastructure and equipment continue to function and be effective, the barangay should also set up a maintenance program. To determine areas for improvement and gauge how well security measures are working, do evaluations on a regular basis.

Keywords: barangay kaligayahan, security systems, community engagement, maintenance schedule, periodic evaluations

**THE EFFECTIVENESS OF THE COMMUNITY POLICING STRATEGIES FOR
SAFER NEIGHBOURHOOD OF MALINTA, VALENZUELA CITY**

James Gura, John Lloyd Hernalin, Kenneth Malaque,
Carte Navarro, Ramilyn Salazar, Eduardo Villaruel

Abstract

Community policing has emerged as a promising approach to address various safety concerns in urban neighborhoods. This research examines the effectiveness of community policing strategies in enhancing the safety of Barangay Malinta, Valenzuela City's communities. Researchers utilize a quantitative research design because it provides a systematic and detailed approach for gathering and analyzing data. By employing the qualitative method, the survey questionnaire used to gather the data in this study enables us to acquire credible evidence that enhances the reliability of the research. According to the replies the researchers received in the survey, the community policing strategies implemented in Malinta, Valenzuela City have consistently demonstrated their effectiveness, meeting and occasionally exceeding established benchmarks, apart from the lack of personnel to carry out the previously mentioned community policing strategies, as revealed in the survey findings. The results suggest that the effectiveness of community policing techniques utilized in Barangay Malinta, Valenzuela City met the necessary criteria. The deficiency in personnel can be resolved by employing more staff.

Keywords: community policing, barangay malinta, valenzuela city, public safety, volunteer patrols, cctv installations, police-community collaboration

**THE EFFECTIVENESS OF TRAFFIC AND TRANSPORT MANAGEMENT DEPARTMENT
(TTMD) TRAFFIC ENFORCERS IN COMMONWEALTH QUEZON CITY**

Lorna Manguerra, Kheycee Agunos, Ma. Angelica Lierma,
Genina Feb Malate, Nicole Jelyn Nervar, Irene Gaviola

Abstract

Traffic management involves various actions and strategies designed to optimize traffic flow and enhance the traffic environment without significant capital expenditures or the need for acquiring right of way. This study intended to evaluate the efficiency of Traffic and Transport Management Development (TTMD) Traffic Enforcers in Commonwealth Quezon City concerning age, gender, educational qualifications, civil status, length of service, the respondents' evaluation regarding traffic engineering, enforcement, education, the issues faced by respondents related to the previously mentioned variables, and the measures that may be suggested to address the encountered challenges regarding the efficacy of Traffic and Transport Management Development (TTMD) Traffic Enforcers in Commonwealth Quezon City. This study employed a quantitative approach, specifically a descriptive research design, to evaluate the research variables. We implemented the Purposive Sampling Technique to choose Fifty (50) Traffic and Transport Management Development Traffic Enforcers as participants for this research. Additionally, we used a survey questionnaire with closed-ended questions to collect the necessary data from the participants. The results of the research concerning the efficacy of Traffic and Transport Management Development Traffic Enforcers show that most of the participants "Strongly Agreed" that the Traffic and Transport Management Development Traffic Enforcers were successful in terms of traffic engineering, enforcement, education, and of traffic rules and regulations. The research indicated that the participants "strongly agreed" that the Traffic and Transport Management Development Traffic Enforcers were proficient in traffic engineering, enforcement, education, and traffic rules and regulations. We suggest to the management of Traffic and Transport Management Development in Kalayaan Avenue Quezon City, the organization of workshops, seminars, and the enhancement of awareness campaigns to improve understanding and compliance among drivers and motorists, Strictly enforce traffic laws, and intensify penalties for drivers caught breaching loading and unloading regulations, including fines and potential license points to better their effectiveness in promoting sustainable urban mobility and advancing the overall quality of life in Commonwealth Quezon City.

Keywords: traffic management, traffic and transport management development (ttmd), traffic enforcers, effectiveness, demographic profile, traffic engineering, traffic enforcement, traffic education, civil status, educational attainment, length of service

**THE EFFECTIVENESS OF TREATMENT PROGRAM IN REDUCING
DRUG RELATED CRIME IN BARANGAY 178,
CAMARIN, NORTH CALOOCAN CITY**

Dwine Clint Cedeño, Jayvan Camara, John Mark Castro, James Joshua Delos Reyes,
Roberto Segura, Irene Gaviola

Abstract

The increasing lack of treatment access in Caloocan is concerning, especially in addressing drug-related issues. This research aims to explore the impact of treatment programs and contribute to the ongoing discourse on improving access to treatment and reducing drug-related crime rates for future research. This research utilizes a descriptive research design using a quantitative method or approach. This research centers on the perspectives of two key groups within the community: twenty (20) barangay officials and forty (40) members of the community. These respondents have firsthand experience and insights into the effectiveness of treatment programs in addressing drug-related crime in Barangay 178 Camarin, North Caloocan City. The researchers secured formal consent from the barangay officials to commence the questionnaire administration. Once approval is granted, the surveys will be distributed in person to the selected respondents. A study involving sixty (60) respondents from Barangay 178, Camarin, North Caloocan City, aimed to assess the effectiveness of treatment programs in reducing drug-related crime. The majority were male, with 56.6% being male and 43.3% female. The study found that the treatment programs significantly impacted drug-related crime reduction. The duration of treatment, the quality of the therapeutic alliance between participants and providers, and individualized treatment plans were key factors. However, the program also negatively impacted participants' mental health, leading to a decrease in drug-related crime. The study also identified problems such as lack of community awareness, insufficient funding, limited access to mental health services, recurrent recidivism, inadequate coordination between law enforcement and rehabilitation efforts, difficulty in ensuring consistent participation, lack of follow-up support, and social and economic factors contributing to a cycle of drug abuse and crime. The study recommends creating comprehensive aftercare plans, launching awareness campaigns, and conducting parallel studies to ensure the program's effectiveness in reducing drug-related crime in Barangay 178 Camarin, North Caloocan City, and to further explore its variables and contexts.

Keywords: drug-related issues, drug treatment, drug-related crime reduction, therapeutic alliance

**THE EFFECTS OF ANTI-DRUGS ABUSE COMMUNITY PROGRAM
AT BARANGAY KALIGAYAHAN QUEZON CITY**

Aaron Go, Christian Carl Diomampo, James Stephen Hinacay,
John Rudy Estayo, Abdul Gani Dicay, Eduardo Villaruel

Abstract

This study explores the effects of the anti-drug abuse community program implemented in Barangay Kaligayahan. Using sampling techniques and descriptive methods, the research aims to analyze the program's implementation, outcomes, and broader implications. The findings are intended to provide valuable insights into effective strategies for addressing substance abuse at the community level and contribute to the development of more efficient and targeted interventions. Researchers used a sampling technique to select participants who were directly involved in or impacted by the anti-drug abuse community program in Barangay Kaligayahan. Quantitative data was collected through structured surveys administered to a representative sample of program beneficiaries, barangay employees, law enforcement personnel, and community residents. The survey questions were designed to assess participants' perceptions and experiences regarding the program's effectiveness, focusing on areas such as awareness of drug abuse prevention strategies, access to support services, changes in community dynamics, and challenges faced during implementation. Participants provided responses using a Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." Descriptive analysis of the survey data showed overwhelmingly positive perceptions of the anti-drug abuse community program in Barangay Kaligayahan. Most participants agreed or strongly agreed with statements emphasizing the program's effectiveness in raising awareness of drug abuse prevention strategies, improving access to support services, promoting positive changes in community dynamics, and overall satisfaction with its implementation. These results indicate that the program has made a significant and favorable impact on the community. The overwhelmingly positive responses from participants emphasize the success of the anti-drug abuse community program in Barangay Kaligayahan. These findings suggest that a collaborative approach, involving community members, local authorities, and support organizations, can effectively raise awareness and bring about meaningful improvements in community well-being. However, while the results are promising, it is important to recognize the need for continuous evaluation and adaptation to address emerging challenges and ensure the long-term sustainability of anti-drug abuse initiatives. Through sustained engagement, collaboration, and innovation, Barangay Kaligayahan can further strengthen its efforts and maximize the program's impact.

Keywords: anti-drug abuse, community program, barangay kaligayahan, perceptions, effectiveness, awareness, prevention strategies, support services, community dynamics, program implementation, stakeholder collaboration, evaluation, sustainability, long-term

**THE EFFECTS OF ILLEGAL GAMBLING AMONG RESIDENTS OF
BAGONG TUKLAS COMPOUND, SAN AGUSTIN, QUEZON CITY**

Wendell Bambe, Danica Aguilar, Mariz Espares, Pearl Mae Angel Tambal,
Gian Mae Villacin, Denise Anne Osorio

Abstract

The purpose of this study is to examine the effects of illegal gambling among the residents of Bagong Tuklas Compound, San Agustin, Quezon City. Illegal gambling is defined as activities conducted in violation of local or national laws and regulations. The study utilized the descriptive research design. Through the process of purposive sampling, thirty (30) residents affected by illegal gambling and twenty (20) barangay personnel, totaling fifty (50), were selected to participate in the study. The instrument used for gathering data was a survey questionnaire, which was distributed to barangay personnel and residents. The data gathered were analyzed using mean, frequency, percentage, and weighted mean to interpret the data. According to the data gathered, the majority of respondents come from the age group of 18-25, with a total frequency of 16, or 32% of the respondents. The majority were female, with a total frequency of 29, or 58%. It shows that the majority of the respondents were single, with 29, or 59%. Most of the respondents are college-level, with a frequency of 17, or 34%. From the results of this study, it is revealed that the majority of the respondents strongly agreed with the statement “Illegal gambling has a negative impact on the safety of residents in my area” in terms of Peace and Order. Regarding Economic Violence: “Illegal gambling contributes to an increase in substance abuse and addiction within the community”; Psychological Violence: “Illegal gambling creates a hostile environment that negatively affects individuals' mental health”; and Emotional Violence: “Illegal gambling can cause emotional distress, leading to violent behavior.” The strategies proposed to prevent individuals from engaging in illegal gambling include encouraging families and social networks to provide support and intervention when they notice signs of illegal gambling, which can be effective. The results of this study show the effects of illegal gambling among residents of Bagong Tuklas Compound, San Agustin, Quezon City. The findings highlight the necessity for barangay personnel and residents affected by illegal gambling in Bagong Tuklas Compound, San Agustin, Quezon City, to find an efficient approach to reduce the number of people engaging in illegal gambling.

Keywords: effects, illegal gambling

**THE EFFECTS OF REPUBLIC ACT 11053 ANTI-HAZING LAW AMONG SELECTED
FRATERNITY IN BARANGAY HOLY SPIRIT QUEZON CITY**

Torrente Salvador Jr, Daniela Balatucan, Cyril Caluyo, Ian Anthony Talaid,
Richoman Tejadilla, Denise Anne Osorio

Abstract

In the realm of Philippine legislation, Republic Act 11053, known as the Anti-Hazing Law, stands as a pivotal milestone in the pursuit of safer and more responsible fraternity practices. Enacted in 2018, this law was designed to curb the longstanding issue of hazing within fraternities and sororities, which had claimed countless lives and left indelible scars on survivors. The researchers used qualitative research to identify the effects of Republic Act 11053, the Anti-Hazing Law, among selected fraternities in Holy Spirit, Quezon City. The respondents of the study will be fifty (50) respondents: 15 from Tau Gamma, 15 from Akhro, totaling 30 members of fraternities, and 20 PNP personnel. Based on the collected data, the majority of members of the chosen fraternity were between the ages of 18 and 25, with a frequency of 19, or 63.3%. Regarding the PNP, male respondents made up the largest percentage of responders, with 11, or 55%. Among the two groups of respondents in the chosen fraternity, male respondents had the largest frequency, with 25 respondents, or 41.65%. Female respondents had the lowest frequency, with 5, or 8.35% of all respondents. Regarding the PNP, male respondents made up the largest percentage of responders, with 11, or 55%. Out of the three groups of respondents, single respondents had the highest frequency in the specified fraternity, with 26 respondents, or 86.7%. Regarding the PNP, single respondents had the highest frequency, with 9 respondents, or 45%. The statement "Lack of Awareness: Many individuals, including fraternity members, might not be fully aware of the provisions and implications of Republic Act 11053" had the highest weighted mean score of 3.90 for PNP and 3.83 for the chosen fraternity. The following actions can be suggested to improve the execution of Republic Act 11053 among particular fraternities, based on the issues raised by the respondents. The researchers advise the fraternity and organization to hold frequent seminars for all leaders and members to increase knowledge of Republic Act 11053 and shield people from becoming victims of violent hazing. By educating members about their roles and responsibilities within the fraternity and helping them handle hazing incidents better, this would improve the execution of the Republic Act and eventually help members become responsible members of the fraternity.

Keywords: fraternity, republic act 11053, anti-hazing law

**THE EFFECTS OF SNATCHING GADGETS INCIDENTS TO THE
RESIDENTS OF PHASE 1 BAGONG SILANG CALOOCAN CITY**

Jeric James Bulanadi, Rene Boy Maisog, Eugene Alexandro Galicia,
Jancel Pilar, Relyn John Garzon, Eduardo Villaruel

Abstract

Gadget snatching, a prevalent form of street crime, has become more common in urban areas. In the past, this crime was a major issue, with sidewalks often occupied by vendors selling stolen gadgets. According to a police report by Cortes (2023), Francis Pangilinan stated, “The incidents of gadget snatching in the country have reached an alarming level. This crime impacts both the middle and lower classes, and what started as simple snatching has tragically claimed many innocent lives.” The study will employ a Descriptive and Correlational research design to examine the impact of gadget snatching incidents on the residents of Phase 1, Bagong Silang, Caloocan City. The descriptive design will outline the residents' thoughts, emotions, and actions related to the issue of snatching. Meanwhile, the correlational design will explore the relationships between various factors, such as the residents' sense of safety, emotional well-being, and perceptions of crime, to understand how these variables are connected and how they collectively affect the community in response to the prevalence of gadget snatching. Regarding the Psychological Effects, respondents strongly agreed that victims of gadget snatching experience trauma and often develop a sense of distrust in others after their gadget is stolen. In terms of Physical Effects, respondents strongly agreed that victims may experience headaches and body stiffness as a result of the incident. Concerning Financial Loss/Economic Harm, respondents strongly agreed that victims often incur significant costs to repair physical damage and may lose income, especially if the gadget is vital for their work or freelance activities. To reduce the occurrence of snatching incidents, it is advisable to respond with caution by either shouting loudly or creating a scene to prevent physical confrontation. Acknowledge and accept your feelings, as it is natural to experience anxiety, anger, and fear following such an event. Residents should be encouraged to look out for one another by reporting any suspicious behavior and monitoring vulnerable neighbors. It is also important to develop a strategy for victims to cope with flashbacks or PTSD, such as identifying a safe space to regain composure. Maintain vigilance and awareness of your surroundings while in public. Additionally, consider increasing penalties for the sale or possession of stolen property. Public education on snatching prevention techniques and the significance of reporting crimes is essential. Residents should be urged to use their devices responsibly, particularly by refraining from using them while walking alone at night or in dimly lit areas.

Keywords: snatching prevention, community vigilance, victim support, emotional processing, public awareness, gadget safety, penalties for stolen goods, awareness and safety strategies

**THE EFFECTS OF THE IMPLEMENTATION OF REPUBLIC ACT 11313
ALSO KNOWN AS ANTI BASTOS LAW IN BARANGAY PAYATAS**

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Abstract

Republic Act 11313, also known as the Anti-Bastos Law, was enacted in April 2019 to address the issue of gender-based sexual harassment in public spaces. This law aims to protect individuals from unwanted sexual advances, verbal abuse, and other forms of harassment in public areas, including streets, parks, public markets, schools, and transportation. The law emphasizes the importance of creating safer spaces for women, the LGBTQ+ community, and other vulnerable groups, ensuring that their dignity and rights are respected. In Barangay Payatas, a densely populated community in Quezon City, the implementation of Republic Act 11313 is particularly relevant due to the rising concerns of safety and harassment in public spaces. This study seeks to explore the effects of the Anti-Bastos Law in Barangay Payatas, examining how the law has been enforced, its impact on public behavior, and its effectiveness in reducing incidents of harassment. By assessing community awareness, the role of local authorities, and the response of residents, this study aims to contribute to the broader understanding of the law's impact and its potential for creating a safer environment for all citizens. This study will employ a descriptive-correlational research design to assess the effects of the implementation of Republic Act 11313 (Anti-Bastos Law) in Barangay Payatas. The research will focus on evaluating the enforcement of the law, community awareness, and its impact on reducing incidents of harassment. The following methods will be utilized: Survey Questionnaire: A structured survey will be administered to a sample of Barangay Payatas residents to gather data on their awareness and understanding of the Anti-Bastos Law, experiences of harassment, and perceptions of safety in public spaces before and after its implementation. The questionnaire will consist of both closed and open-ended questions, allowing for quantitative and qualitative data collection. Interviews: In-depth interviews will be conducted with key informants, including barangay officials, law enforcement personnel, and local leaders, to gain insights into the enforcement mechanisms, challenges faced in the implementation of the law, and its effects on the community. Focus Group Discussions (FGDs): Focus groups will be organized with a diverse group of residents, including women, members of the LGBTQ+ community, and other vulnerable groups, to discuss their experiences and perspectives on the impact of the law in improving safety and reducing harassment. Incident Report Review: The study will analyze official records of reported harassment cases before and after the law's implementation, sourced from the barangay office or local law enforcement, to measure any changes in the number and nature of harassment incidents. Observational Method: Field observations will be made in public spaces such as markets, parks, and streets to assess behavioral changes in the community and the presence of preventive measures (e.g., awareness campaigns, public signage). The data will be analyzed and presented in both quantitative and qualitative formats, offering a comprehensive understanding of the effects of the implementation of Republic Act 11313 (Anti-Bastos Law) in Barangay Payatas. Survey Results: Awareness of the Anti-Bastos Law: A majority of the respondents (approximately 85%) reported being aware of the Anti-Bastos Law, with most learning about it through community awareness campaigns, social media, or public announcements. However, a small percentage (about 15%) indicated that they were either unaware or had only heard of the law vaguely. Personal Experiences of Harassment: Before the implementation of the law, around 45% of respondents reported experiencing verbal harassment or unwanted advances in public spaces. After the law was implemented, this figure decreased to 28%, indicating a

potential reduction in such incidents. Perceived Safety in Public Spaces: The majority of residents (about 70%) stated that they felt safer in public areas after the implementation of the law, citing the visible presence of law enforcement and public awareness campaigns. However, 20% of respondents still expressed concerns about ongoing harassment, especially at night or in poorly lit areas. Interview Results: Barangay Officials and Law Enforcement: Barangay officials and law enforcement officers indicated that while the law had been effective in raising awareness, challenges in full enforcement remained. Limited resources, such as a shortage of personnel and inadequate facilities for reporting incidents, were highlighted as factors that hindered more comprehensive enforcement. Despite this, officials noted an increase in the reporting of harassment incidents, which they attributed to the law's visibility and the growing awareness within the community. Local Leaders: Local leaders mentioned that the law had empowered community members, especially women and LGBTQ+ individuals, to speak out against harassment. They also observed a growing sense of collective responsibility, where residents were more inclined to intervene in cases of harassment or report suspicious activities. Focus Group Discussion Results: Community Perception: In FGDs, participants shared mixed feelings about the law's impact. While many appreciated the law's existence and felt it had made public spaces safer, some expressed concerns about the law's limitations, particularly in addressing harassment in more private or secluded spaces. Participants emphasized the importance of continuous education and sensitization programs to ensure long-term behavioral change. Vulnerable Groups: Vulnerable groups, such as women and members of the LGBTQ+ community, reported feeling a greater sense of protection and support from the law. They highlighted that the law provided an outlet for reporting incidents that were previously ignored or normalized. Incident Report Review: Changes in Harassment Cases: A review of the barangay's incident reports showed a decline in harassment-related cases after the law's implementation. Before the law, the barangay received an average of 10 harassment complaints per month. This number dropped to 6 per month following the law's enactment, with most reports indicating verbal harassment or inappropriate behavior in public spaces. Observational Findings: Public Behavior: Observations in key public spaces such as markets, parks, and streets revealed a noticeable change in behavior. There was an increased level of awareness, with many people exhibiting more respectful conduct toward others. Public signage and community announcements about the law were also visible, contributing to a heightened sense of vigilance among residents. Enforcement Presence: The presence of law enforcement personnel in public areas increased, with officers patrolling more frequently, particularly in high-traffic areas. However, the lack of dedicated resources for monitoring and enforcing the law in certain areas, such as residential zones or smaller streets, remained a challenge. The findings from this study reveal that the implementation of Republic Act 11313, also known as the Anti-Bastos Law, has led to significant changes in the safety and behavior of individuals in Barangay Payatas, although challenges remain in its full enforcement. This section will discuss the implications of the results and analyze the effectiveness of the law in achieving its objectives, including the reduction of harassment incidents, the promotion of gender sensitivity, and the creation of safer public spaces.

Keywords: republic act 11313, anti-bastos law, barangay payatas, harassment, gender-based harassment, public safety, community awareness, law enforcement, social behavior, enforcement challenges, public education, vulnerable groups, cultural shift

**THE EFFICACY OF CLOSE CIRCUIT TELEVISION CAMERA FOOTAGE
IN PREVENTING CRIME IN BARANGAY STA. LUCIA
NOVALICHES, QUEZON CITY**

Aljohn Saenz, Jon Denver Fajardo, Johnporse Serafin, Marzon Hassan,
Daniel Breva, Denise Anne Osorio

Abstract

Closed-circuit television (CCTV) is a closed system consisting of data networks, monitors, and video cameras. Its effectiveness in preventing crime in Barangay Sta. Lucia, Novaliches, Quezon City is due to its deterrence effect, aiding in investigations, and enhancing public safety. The effectiveness of CCTV depends on the community's crime rate, existing security measures, historical crime trends, residents' perceptions of security, and the need for advanced surveillance tools. Understanding these factors helps evaluate its effectiveness in reducing criminal activities. This research utilized a descriptive research design using a qualitative approach and also employed a simple random sampling technique to purposely select the 15 selected Barangay officials and 85 citizens of Barangay Sta. Lucia, Novaliches, Quezon City, to participate in this study. The instrument used in this research is a survey questionnaire, which will be distributed personally by the researchers. From the results of this study, it reveals that the efficacy of closed-circuit television camera footage in preventing crime in Barangay Sta. Lucia, Novaliches, Quezon City, in terms of modus operandi, identification of suspects, and information dissemination is strongly agreed upon. The problems encountered were the issues netizens experience with CCTV, such as reflections from objects close to the camera that can bounce light back to the security camera lens, insufficient coverage area of CCTV cameras to monitor potential crime hotspots, blurry images captured at night, interference caused by the meeting of two appliances or electronics that can cause buzzing or static in the audio, and improper installation of CCTV cameras without considering weather conditions. There are measures to address these problems with CCTV. The researchers suggest providing more suitable programs, such as conducting seminars regarding closed-circuit television camera footage and its specifications, which will help citizens become more aware of CCTV cameras to avoid becoming victims of any kind of modus operandi. Furthermore, the researchers suggest that the Barangay Captain should prioritize the installation of CCTV cameras in crime-prone areas, such as public places and establishments, to gain the full potential of CCTV. They also recommend that future researchers conduct similar studies in different settings and approaches, focusing on other solutions that help promote the safety of citizens.

Keywords: cctv, close-circuit television, technology in crime, crime prevention

**THE EFFICACY OF CYBERCRIME AWARENESS STRATEGIES:
AN ASSESSMENT**

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Stephanie Hufalar, Denise Anne Osorio

Abstract

What is typically discussed about technology when considering what it was meant to do for humanity? The majority of people will tell you that the goal was to make people's lives better and easier, and in many ways, that is still the case today. Unfortunately, technology has also enabled people to carry out covert criminal activities from the comfort of their own homes. Criminal organizations undoubtedly benefited from social media, and technological use has led to the rise of cybercrimes. Assessing the efficacy of cybercrime awareness strategies will potentially help us understand what cybercrime is and the risks associated with it. The researchers utilized a purposive sampling technique and a descriptive qualitative method, which were employed with 100 residents of Barangay 168, Deparo Road, Casimiro Townhomes, Caloocan City. The sample consisted of twenty-five (25) parents, twenty-five (25) senior high school students, and fifty (50) college students. The researchers requested the respondents' permission to participate in the study and answer the survey questionnaire. The researchers personally distributed the questionnaire and waited for the respondents to finish answering. After the respondents had finished answering the survey, it was collected by the researchers. From the results of this study, it reveals that the efficacy of cybercrime awareness strategies in Barangay 168, Deparo Road, Casimiro Townhomes, Caloocan City, in terms of PC anti-virus, anti-phishing schemes, and anti-identity theft is interpreted as "Strongly Agree." The problems encountered were the behavioral issues (anxiety, depression) experienced by the respondents, and there are measures to address the problem. This study recommended that the community should conduct a security training session regarding cybercrimes to stay updated about the latest risks and to lessen the probability of being victimized by cyber-related crimes. Additionally, the barangay should provide the residents with alternative ways to spend their time, such as organizing sports or other fun activities that would help improve their physical, mental, and social skills. The researchers would also like to recommend implementing the proposed measures to address the problems encountered by the residents. By actively engaging in these efforts, Barangay 168 can progress toward establishing a more secure and safer use of social media on a daily basis, which will eventually aid in having a better understanding of what social media is and help them use it efficiently and responsibly.

Keywords: cybercrime awareness, social media, cybercrime risk

**THE EFFICACY OF UTILIZATION OF BARANGAY PEACEKEEPING
ACTION TEAM IN TERMS OF IMMEDIATE EMERGENCY
RESPONSE IN BARANGAY, 177 CALOOCAN CITY**

Kristine Feliza, Kimberly Bolilan, Virginia Manisia,
Rhenae Mae Suerte, Eduardo Villaruel

Abstract

The safety and well-being of residents are a top priority in communities worldwide. Emergencies and crises can arise unexpectedly, requiring a swift and effective response to minimize their impact. Barangay Peacekeeping Action Teams (BPATs) play a crucial role in maintaining peace, security, and order in residential areas, particularly in the Philippines. This study examines the efficacy of BPATs in Barangay 177, Caloocan City, in terms of their immediate emergency response and their ability to address crises effectively. This study utilized a descriptive quantitative research method and surveyed 30 BPAT personnel and 20 residents from Barangay 177, Caloocan City. The study found that respondents strongly agree with the utilization of BPATs for emergency response in terms of preparedness, timely response, logistics, and knowledge and capabilities. However, key challenges include a lack of training programs, delays in personnel response due to personal issues, and limited resources such as emergency vehicles, medical supplies, and manpower. Insufficient funding and support for training initiatives also hinder access to training materials, instructors, and hands-on simulation exercises. An action plan has been proposed to address these issues. The study recommends that the government increase funding to provide additional medical supplies, emergency response training, and simulation-based drills to enhance BPAT personnel skills. Implementing the proposed measures will help strengthen the efficiency of BPATs in responding to emergencies within Barangay 177, Caloocan City.

Keywords: barangay peacekeeping action team (bpat), emergency response, community safety

**THE IMPACT OF CITY ORDINANCE 1064 ALLOWING MOTORCYCLES
ON THE BIKE LANES TO ROAD-SAFETY SATISFACTION
AMONG CYCLIST IN MCARTHUR HIGHWAY**

Adrian Excel Julgado, Ronin Baguio, Kimberly Joyce Cruz,
Bryan Forcado, Wency Sugabo, Reyes, Edgar Alindao

Abstract

This study aims to assess the impact of City Ordinance 1064, which allows motorcycles to use bike lanes in Valenzuela City, particularly along McArthur Highway. The ordinance acknowledges the widespread use of motorcycles in urban areas, but its effects on road safety satisfaction among cyclists remain a concern. This study seeks to provide an impartial evaluation of how the ordinance affects cyclists, motorcycle riders, and pedestrians. This research employs a quantitative descriptive research design to assess the relationship between the ordinance's impact and road safety satisfaction. A stratified sampling technique was used to select a total of 50 respondents from Valenzuela City, including 20 pedestrians, 15 cyclists, and 15 motorcycle riders. The researchers personally approached cyclists and motorcycle riders to request their participation in answering a survey questionnaire regarding their perceptions of safety and the ordinance's impact. Findings reveal various challenges posed by the ordinance. In terms of road rage encounters, the statement "There are aggressive arguments due to misunderstandings" received the highest weighted mean of 3.38. Regarding mixed traffic congestion, the statement "Double-parked cars obstructing the bike lane contribute to traffic congestion" had a weighted mean of 3.10. In the accident category, the statement "Heavy rain causes slippery bike lanes, leading to accidents" had a weighted mean of 3.23. Lastly, in road safety satisfaction, the statement "Pedestrians using sidewalks adjacent to bike lanes may also experience decreased satisfaction due to potential conflicts with motorcycles" received a weighted mean of 3.29. This study highlights the need for stricter enforcement measures to ensure road safety for cyclists and pedestrians. Researchers recommend increased patrols and automated speed detection systems in bike lanes to prevent motorcycle riders from over speeding. These measures could mitigate conflicts and improve safety for all road users affected by City Ordinance 1064.

Keywords: city ordinance 1064, bike lane, cyclist, motorcycle riders, road safety

**THE IMPACT OF ENGAGING THE YOUTHS OF BARANGAY BAESA QUEZON
CITY IN COMMUNITY VOLUNTEERISM PROGRAMS TO PREVENT
THEM BEING EXPOSED TO ILLEGAL ACTIVITIES**

Kenneth Gersey, Jeremeh Antonio, Gin Aydalla, Teejay Bonifacio,
Cybert Pascua, Denise Anne Osorio

Abstract

Youth are often at risk of engaging in illegal activities, which can negatively impact their future. This study examines the role of community volunteerism programs in helping redirect youths' time toward more constructive and positive activities. The environment surrounding them greatly influences their behavior and attitudes, with many negative factors that could lead to harmful changes. Community volunteer programs offer an opportunity for youths to develop essential social and specialized skills, which can be valuable in their future careers. These programs also provide a sense of involvement and purpose, encouraging youths to embrace helping others rather than engaging in harmful actions. Moreover, volunteerism enhances leadership abilities and promotes a deeper understanding of citizenship, contributing to their personal growth and future success. This study used a descriptive research design with a quantitative approach. A simple random sampling technique was employed to select 20 SK Barangay personnel and 40 community citizens from Barangay Baesa to participate in the research. Data was collected using a survey questionnaire, which was personally distributed by the researchers. The results of the study show that the majority of respondents "strongly agreed" that engaging the youths of Barangay Baesa in community volunteerism programs helps them develop positive traits and competencies that will contribute to a brighter future. These programs also enable youths to enhance their talents and skills, which are crucial for their future careers. Moreover, the volunteerism initiatives positively influence the youths' social connections, help establish constructive goals for community development, and foster strong work ethics. In addition, the programs play a significant role in reducing the risk of youths becoming involved in illegal activities. The researchers recommend the implementation of more targeted programs that focus on developing skills, enhancing social interactions, and promoting physical and mental well-being. These programs should aim to improve social skills and reduce the risk of youths becoming involved in illegal activities. Furthermore, the researchers suggest that future studies should continue to explore and build upon the findings of this research to further enhance the effectiveness of community volunteerism programs in shaping the youth's future.

Keywords: community volunteerism, youth development, social skills, illegal activities, leadership, barangay baesa, risk reduction, social bond, youth programs

**THE IMPACT OF EQUIPMENT SHORTAGE ON FIREFIGHTING PERFORMANCE
IN THE BUREAU OF FIRE PROTECTION (BFP) ON AGHAM
FIRE SUB-STATION, QUEZON CITY**

Michelle Anne Marasigan, Patricia Jean Andrada, Mikee Del Mar,
Tricia Nathalie Reyes, Jennica Villanueva, Edgar Reyes

Abstract

In the Philippines, the Bureau of Fire Protection (BFP) is tasked with ensuring fire safety, preventing fires, and responding to fire emergencies and accidents. However, similar to many government agencies globally, the BFP faces challenges stemming from shortages in firefighting equipment, which can hinder their ability to effectively carry out these responsibilities. The root of these shortages dates back to the early days of firefighting, when firemen relied on rudimentary tools and equipment. As firefighting techniques have advanced over the years, the need for modern, more efficient equipment has grown, yet the supply often falls short. This ongoing issue highlights the critical need for increased funding, improved resource allocation, and continuous upgrades to firefighting infrastructure and equipment to enable the BFP to carry out its mission of safeguarding public safety. This study will utilize a quantitative descriptive research design to assess the key variables identified by the researcher. A purposive sampling technique will be used to select a total of fifty (50) participants, consisting of ten (10) firefighters, ten (10) fire volunteers, and thirty (30) residents. Data will be collected through a survey questionnaire, which will be distributed among the selected participants. The collected data will be analyzed using statistical methods, including mean, frequency, percentage, and overall weighted mean, to interpret and draw conclusions from the responses. The findings revealed that the majority of respondents in the study on the impact of equipment shortages on firefighting performance at the Bureau of Fire Protection (BFP) Agham Fire Sub-Station in Quezon City "strongly agreed" that the lack of equipment negatively affects fire suppression, fire prevention, and the ability to save lives and property. Additionally, the respondents highlighted that one of the major challenges faced during refresher training courses for barangay fire volunteers was the insufficiency of equipment. This shortage, they noted, limits the sub-station's capacity to effectively respond to fires, especially during larger or more intense emergencies. Based on the findings, the researcher offers the following recommendations: Advocate for increased government funding and resource allocation to ensure the adequate procurement of essential firefighting equipment. Develop and implement comprehensive fire safety education programs for communities, businesses, and schools within the Agham Fire Sub-Station's jurisdiction. Facilitate joint training exercises and collaborative operations with other agencies to enhance coordination and efficiency in firefighting activities. Install and maintain early warning systems, such as smoke detectors, fire alarms, and automated fire suppression systems, in residential and commercial buildings to provide timely alerts and enable swift evacuation.

Keywords: firefighting performance, equipment shortage, bureau of fire protection (bfp), agham fire sub-station, fire suppression, fire prevention, refresher training, barangay fire volunteers, government funding, fire safety education, early warning systems

**THE IMPACT OF FAMILY SUPPORT AND INTERVENTION ON CHILD IN CONFLICT
WITH THE LAW IN BARANGAY SAN AGUSTIN, NOVALICHES,
QUEZON CITY: A COMPREHENSIVE ANALYSIS**

Dianne Zausa, Ranelyn Tipan, Aira Llabrez, Fritz Niezl Sabalbarino,
Vicmarie Ora, Denise Anne Osorio

Abstract

This research investigates the impact of family support and intervention on children in conflict with the law in Barangay San Agustin, Novaliches, Quezon City. A child in conflict with the law can have far-reaching effects not only on the child but also on their family, community, and society. The study aims to explore how family involvement and intervention can influence the outcomes for these children, potentially aiding in rehabilitation and reducing the negative consequences for both the child and those around them. This study used the descriptive method to collect data from respondents. The aim is to understand how respondents have addressed the issue of Children in Conflict with the Law (CICL) and explore strategies and methods currently being used to reduce this phenomenon. The research focuses on the relationships between three key groups: twenty (20) Barangay officials, twenty (20) residents of Barangay San Agustin, Novaliches, Quezon City, and twenty (20) PNP officers. These groups play a crucial role in efforts to reduce CICL in Barangay San Agustin, Novaliches, Quezon City. The findings of this study reveal that the majority of respondents "strongly agree" with the challenges encountered while handling Children in Conflict with the Law (CICL). Specifically, respondents identified the difficulty of balancing the protection of CICL with ensuring public safety. In assessing the impact of family support and intervention on CICL, several key insights emerged: Reducing Risk Factors: Respondents noted that a nurturing and supportive family environment can help reduce risk factors such as neglect, abuse, and family dysfunction. Enhancing Awareness: It was emphasized that family support plays a crucial role in fostering emotional resilience by improving awareness of emotions and coping mechanisms. Strengthening Crime Prevention: The inclusion of the CICL's family in restorative justice practices was identified as an effective way to promote rehabilitation and accountability. Respondents also agreed on several solutions and recommendations, including providing educational and vocational opportunities for youth to help prepare them for a successful future. Additionally, they emphasized the importance of encouraging young people to take responsibility for their actions, offer apologies to victims, and learn from their mistakes. The findings of this study underscore the crucial role of family support and interventions in addressing Children in Conflict with the Law (CICL) in Barangay San Agustin, Novaliches, Quezon City. The study highlights how family involvement can significantly reduce the number of youths classified as CICL. Additionally, the study offers respondents valuable insights and strategies for effectively managing CICL cases and preventing the rise in youth involvement in criminal activities.

Keywords: family support, interventions, children in conflict with the law (cicl), youth crime prevention, barangay san agustin, Novaliches, quezon city, criminal justice, family involvement, youth rehabilitation

**THE IMPACT OF FIRE SAFETY IN BARANGAY
MAPULANG LUPA VALENZUELA, CITY**

Robert Amilda, Jhonathan Angeles, Melvin Descalzo,
Gabrielle Dreu, Richard Samoy, Dr. Myrna Cuntapay

Abstract

This study aims to examine the role of fire and safety prevention drills in promoting public safety and protecting lives and property. Fire prevention drills are crucial for preventing fire-related incidents and ensuring a swift emergency response. The study will explore the functions and responsibilities associated with fire safety and prevention drills, assess their effectiveness in preventing fires and handling emergencies, and propose potential improvements. These drills are essential for preparing individuals and communities to respond effectively during a fire emergency, ultimately safeguarding well-being and reducing risks. The respondents in this study are divided into three groups: 20 barangay officials, 20 community members, and 10 personnel from the Bureau of Fire Protection (BFP), for a total of 50 participants who have been involved in fire safety activities. The researchers used simple random sampling to select participants, ensuring a representative sample from the target population. This study will primarily utilize a quantitative research approach, which involves the collection and analysis of numerical data. Additionally, qualitative research may be used to identify patterns, averages, make predictions, test causal relationships, and generalize the findings to a larger population. The electrical safety education campaign conducted by the Bureau of Fire Protection, fire volunteers, and barangay officials has led to increased awareness of fire safety, with respondents expressing "Strongly Agree" on its effectiveness, reflected in an overall weighted mean of 3.61. The campaign focused on preventing ignition sources and mechanisms related to fires caused by illegal wire connections and combustible materials. Furthermore, fire safety training received a "Strongly Agree" rating, with a weighted mean of 3.53, indicating that the training successfully enhanced participants' knowledge and improved their fire safety skills. The electrical safety education campaign conducted by the Bureau of Fire Protection, fire volunteers, and barangay officials has significantly increased awareness of fire safety. Through the fire safety training, participants acquired valuable knowledge and enhanced their skills, which they can apply to protect themselves and others. As a result, it is recommended that households create a fire escape plan, ensuring that all members know at least two exit routes from every room and have a designated meeting place outside. Additionally, smoke alarms should be installed on every level of the home, and outlets and cords should be used safely to avoid overloading.

Keywords: electrical safety, fire safety education campaign, bureau of fire protection, fire volunteers, barangay officials, fire safety training, awareness, knowledge improvement, fire escape plan, smoke alarms, household safety, fire hazards, safety measures

**THE IMPACT OF FIRE VOLUNTEER PROGRAMS IN ENHANCING
COMMUNITY RESILIENCE AND DISASTER PREPAREDNESS
AT BARANGAY PAYATAS**

Christian James Castellano, Kevin Calma, Chris Jay Romero,
Jespher Tac-an, Joshua Taquilid, Eduardo Villaruel

Abstract

This study aims to assess how fire volunteer programs improve community resilience and disaster preparedness in Barangay Payatas, Quezon City. Understanding the role of volunteer fire departments is crucial in identifying ways to enhance a community's ability to respond effectively to crises. This research examines whether the Fire Volunteer Program provides essential services and evaluates the capability of fire volunteers to manage disasters that may occur in the community. The study employed a quantitative research design and gathered data from 400 residents of Barangay Payatas, including barangay officials, firefighter leaders, fire volunteers, and citizens. A survey questionnaire was used to assess the impact of the fire volunteer program in strengthening community resilience and disaster preparedness. Findings reveal that most respondents strongly agree with the effectiveness of the fire volunteer program in enhancing disaster preparedness. The data gathered reflects the respondents' understanding of the program's role in fostering a more resilient and prepared community. Fire volunteers recognize the importance of addressing residents' needs and prioritizing them when possible. It is recommended that training programs be well-maintained, structured, and regularly assessed for improvements. Consistently evaluating emergency response strategies will help identify areas for enhancement and recognize achievements. Additionally, recruiting fire volunteers with strong social skills and a positive attitude toward citizens can further improve the program's effectiveness. Enhancing the fire volunteer program can contribute to a more efficient disaster response system and increase community satisfaction in Barangay Payatas.

Keywords: fire volunteer program, community resilience, disaster preparedness, emergency response

**THE IMPACT OF GUN VIOLENCE PREVENTION POLICIES AT
THE BUREAU OF CORRECTIONS IN MUNTINLUPA CITY**

Junrey Gallego, Rein John Ford Hernani, Jeric John Cahilig,
Joshua Aquino, Arnelo Pedemonte, Eduardo Villaruel

Abstract

The Philippines has traditionally experienced a significant level of gun violence, and numerous communities continue to regard it as a major issue. The discussion regarding gun control and preventive strategies has moved to the forefront in recent years because of the alarming increase in crime rates and incidents of gun-related violence. The research employed a descriptive research approach and a convenience sampling method. The participants included 326 staff members from the Bureau of Corrections located in Muntinlupa City. The results demonstrate that the policies positively influence peace and order, security, as well as the safety and welfare of both personnel and offenders. Notwithstanding, the research points out that a lack of adequate coordination and collaboration between various departments constitutes a significant issue in the execution of policies. This research suggests enhancing surveillance and oversight within the institutions to discourage unlawful firearm ownership and enhance adherence to prevention regulations. Furthermore, the research underscores the significance of tackling gun violence and advancing policy execution to guarantee the safety and welfare of personnel and inmates in correctional institutions.

Keywords: gun violence, Philippines, illegal firearms, political instability, criminal organizations, gun control, buyback programs, policing, enforcement, root causes, crime rates, public concern, self-defense, personal freedom, regulations

**THE IMPACT OF ILLEGAL DRUGS AS A FACTORS THAT LEAD TO
DEVIANT BEHAVIOR OF THE CHILD IN CONFLICT WITH
THE LAW IN BARANGAY BAESA QUEZON CITY**

Romel Planas, Junjun Pasigan, John Alfred Felecitas, Jhundil Amorin,
Ronaldo Dennis Badillos Jr, Dr. Myrna Cuntapay

Abstract

Juvenile delinquency refers to antisocial, criminal, or illegal behavior among children and adolescents. Despite various intervention programs designed to address the root causes of juvenile delinquency such as education, counseling, and rehabilitation the prevalence of deviant behavior remains high. This study aims to determine the impact of illegal drugs as a contributing factor to the deviant behavior of children in conflict with the law (CICL) in Barangay Baesa, Quezon City. This study employed a quantitative research design to examine the influence of illegal drug use on the deviant behavior of CICL. Data were gathered from 50 respondents, divided into two groups: CICL and their parents. The study focused solely on Barangay Baesa, Quezon City, and findings cannot be generalized to other locations. A survey questionnaire was the primary data collection tool. The data collected were analyzed using mean, frequency, percentage, and weighted mean. The findings revealed insights into the educational profile and other significant factors influencing the behavior of CICL in Barangay Baesa. Based on the data and conclusions drawn, the study highlights the need to strengthen family support systems, provide counseling services, and implement prevention programs to educate youth about the dangers of illegal drugs. Encouraging positive peer relationships through community activities can also help prevent delinquency.

Keywords: illegal drugs, juvenile delinquency, children in conflict with the law, deviant behavior, prevention programs

**THE IMPACT OF LACK OF TRAFFIC DISCIPLINE AMONG DRIVERS
LEADING TO ROAD ACCIDENT: AN ASSESSMENT**

Llean Audry Batapa, Arjhey Ecay, Jimboy Ejercito,
Angelo Martin, Ryan Solis, Irene Gaviola

Abstract

Traffic discipline plays a crucial role in enhancing road safety, as compliance with traffic regulations and maintaining order on the roads greatly diminishes the likelihood of accidents. Observing speed limits, adhering to traffic signals, and following lane designations can avert collisions and protect lives. Furthermore, disciplined behavior on the roads contributes to a more efficient traffic flow. When drivers adhere to regulations, such as utilizing turn signals, yielding when necessary, and remaining in their designated lanes, it facilitates a consistent flow of traffic, alleviates congestion, and shortens travel durations. Researchers will employ random stratified sampling to choose participants for the study examining the effects of insufficient traffic discipline among drivers and its contribution to road accidents. This sampling method involves segmenting the target population, which consists of traffic enforcers, jeepney drivers, private utility vehicle drivers, and pedestrians along Susano Road in Novaliches, Quezon City, into specific subgroups or "strata" based on their occupations. Each stratum corresponds to a particular subgroup within the overall population, ensuring that all pertinent categories are sufficiently represented in the sample. Participants are then randomly selected from each stratum to partake in the study, facilitating a fair and unbiased representation of the viewpoints and experiences of each subgroup. The participants in the study consisted of four distinct groups: twenty (20) traffic enforcers, one hundred twenty (120) Jeepney drivers, one hundred twenty-five (125) drivers of private utility vehicles, and one hundred twenty-five (125) pedestrians who frequently traversed Susano Road in Novaliches, Quezon City. In total, the study included fifty (50) respondents. The research was conducted to assess the effects of insufficient traffic discipline among drivers, which contributes to road accidents. It intended to categorize participants according to their age, gender, marital status, and educational background, while also investigating the influence of this deficiency in traffic discipline on everyday life, particularly regarding reckless driving, inadequate knowledge, and limited experience.

Keywords: traffic discipline, road safety, traffic rules, speed limits, traffic signals, lane rules, accident prevention, traffic flow, congestion, road efficiency

**THE IMPACT OF TRAFFIC AND TRANSPORT MANAGEMENT DEPARTMENT
OPERATIONS AGAINST COLORUM VEHICLE'S AT BARANGAY
PASONG PUTIK PROPER FAIRVIEW, QUEZON CITY**

Angelo Almendral, Mike Kenneth Barrete, Charles John Bo,
Rafael Mallorca, John Carlo Plaza, Denise Anne Osorio

Abstract

Colorum vehicles pose a significant problem for the nation's public transportation system as they endanger commuters, worsen traffic congestion, and reduce the income of licensed PUV operators. Traditional solutions require extensive government effort and often inconvenience both commuters and legal operators. This study aims to assess the impact of colorum vehicles on the transportation system, economy, and commuter safety. It also seeks to explore possible solutions to reduce the number of colorum vehicles and identify the necessary steps to address this issue. This study utilized the descriptive research method. The respondents were divided into four groups: 15 drivers, 15 TTMD officers, 15 barangay officials, and 55 commuters, totaling 100 respondents from Barangay Pasong Putik Proper. The primary instrument used for data collection was a survey questionnaire. The gathered data were analyzed using percentage, frequency, total number of respondents, and weighted mean to evaluate the findings effectively. The data revealed that the majority of respondents "Strongly Agree" with the effectiveness of TTMD's actions against colorum vehicles. Most respondents were 18-25 years old, predominantly male, and long-time residents of Barangay Pasong Putik Proper, Quezon City. The respondents agreed that TTMD's penalties and fines for unauthorized transport services serve as effective deterrents. Additionally, they emphasized the need for TTMD to work closely with local barangay officials to establish a more efficient system for reporting suspicious colorum vehicles. This study recommends that barangay and TTMD officials work together to ensure the safety of commuters and drivers. Operators should invest in insurance, permits, and proper vehicle maintenance. The local government of Quezon City is encouraged to conduct seminars for TTMD and barangay officials to enhance their enforcement strategies against colorum vehicles. Strengthening existing laws or implementing new regulations may also be necessary to improve overall public transportation services.

Keywords: colorum vehicles, public transportation, commuters, traffic management, penalties

THE IMPACT OF TRICYCLE COLORUM MOTOR VEHICLE OPERATIONS ON PUBLIC TRANSPORTATION SYSTEM AT BARANGAY UGONG, VALENZUELA CITY

Clariza Olaivar, Jolina Ambuang, Norjihan Baladji,
Janeth Bastinga, Jill Ferrer, Eduardo Villaruel

Abstract

This research is carried out to investigate the effects of unauthorized tricycle motor vehicle operations on public transportation in Barangay Ugong Valenzuela City. The objective of this study is to understand the intricacies related to colored vehicles in public transport, assess the consequences for safety and regulation, and propose potential remedies to address this ongoing issue. This research employed a descriptive research approach and a purposive sampling method. This research includes three groups of respondents consisting of (50) commuters, (30) drivers, and (20) traffic enforcers from Barangay Ugong Valenzuela City. The primary tool utilized for data collection was a survey questionnaire. According to the data collected, the researchers conclude that fifty percent of the respondents are male, aged between 26 and 33 years, and fifty percent of the respondents are married. From this outcome, it was indicated that the vast majority of participants “Strongly Agree” that the influence of the colorum motor vehicles transportation system in Barangay Ugong, Valenzuela City was evaluated through the colorum vehicle issue which has a weighted mean of 3.60 interpreted as Strongly Agree, the traffic problem issue has a weighted mean of 3.52 interpreted as Strongly Agree, passenger safety has 3.62 interpreted as Strongly Agree, and the quality of service has a weighted mean of 3.58 interpreted as Strongly Agree. It was determined that the measures implemented by the government in response to the rising number of colorum vehicles include imposing fines and penalties on colorum operators and drivers found violating regulations, the risks associated with using colorum vehicles, and the subsequent deployment of law enforcement officers to monitor areas recognized for colorum vehicle operations. The barangay and law enforcement ought to undertake more frequent inspections and monitoring with the assistance of traffic enforcers and inform commuters about the safety hazards associated with riding in a colorum vehicle. Additionally, passengers should refrain from using colorum vehicles and opt for registered public transportation to ensure their own safety. A suggested action to reduce the rising number of colorum vehicles in the barangay is for the barangay to engage in monitoring and evaluating operators, which can aid in identifying and tackling illegal activities, conducting regular inspections of operators to guarantee adherence to regulations, and educating the public about the risks of riding in a colorum vehicle while promoting the use of only registered services.

Keywords: colorum tricycles, unregistered public utility vehicles, barangay ugong, valenzuela city, public transportation, safety, regulation, legalization, enforcement, passenger safety

**THE IMPLEMENTATION OF FIRE PROTECTION MODERNIZATION
ACT IN IMPROVING THE EQUIPMENT AND MANPOWER OF
VALENZUELA CITY BUREAU OF FIRE PROTECTION**

Mark Elorde Paglinawan, Carlo Alegria, Mark Jayson Del Rosario,
Vj Errol Galindez, Jayrold Narca, Dr. Myrna Cuntapay

Abstract

In recent times, there has been a growing need for emergency response services that are both robust and efficient in urban environments. The city of Valenzuela, situated in the center of the Philippines, is no exception, particularly concerning fire prevention measures. The study also aims to assess the Act's impact on fire safety services in Valenzuela City. Questionnaire this tool is utilized to ascertain the profile of the respondents regarding the execution of the Bureau of Fire Protection Modernization Act in advancing and upgrading the equipment and personnel. It can be employed to identify trends and averages, forecast outcomes, examine causal relationships, and extrapolate findings to broader populations. Based on the outcomes and discoveries of the BFP personnel and volunteers in Valenzuela regarding the attainment of the fire protection modernization act's objectives, the researchers assessed that the increased funding for the upgrading of new equipment is the primary factor in achieving it. The researchers propose the following suggestions for the issue faced due to inadequate upkeep of modern apparatus in the bureau of fire protection. First, to provide extra modern equipment required in the fire protection unit. Second, ensure consistent maintenance of the equipment. Three, conduct regular evaluations and assessments of training programs to gauge effectiveness and pinpoint areas for enhancement. Four, ongoing training and cooperation involved in emergencies. Five, employ additional staff by recruiting qualified candidates for the bureau of fire protection.

Keywords: bureau of fire protection modernization act, republic act no. 11589, valenzuela city bureau of fire protection, fire protection modernization, equipment enhancement, manpower development, fire safety, emergency response, public safety

**THE IMPORTANCE OF TASK FORCE DISIPLINA IN
NOVALICHES PROPER QUEZON CITY**

Mark Quijat, Ericson Urbano, Joshua Ricamara,
Marck Joseph Cañete, Ariel Cawaling, Irene Gaviola

Abstract

Task Force Disiplina is a specialized team of enforcers formed to ensure the proper implementation of laws and regulations within a specific community. This study examines the respondents' profiles in terms of age, educational attainment, and civil status while assessing the importance of Task Force Disiplina in Novaliches Proper, Quezon City, particularly in the areas of education, discipline enforcement, and operations. This study discusses the research design, subject of the study, sampling design, research instruments, and validation process. The procedures for data gathering, data processing methods, and statistical treatment techniques used in the study are also presented in this section. This section presents tables, analysis, and interpretations of the gathered data. It includes details about the profile of respondents, survey questionnaire responses, and the statistical treatment applied in the study. This chapter summarizes the findings and conclusions of the study, which aims to identify the importance of Task Force Disiplina in Novaliches Proper, Quezon City.

Keywords: task force disiplina, community discipline, law enforcement, public order

**THE LEVEL OF COMPLIANCE OF MOTORCYCLE RIDERS IN THE
LAND TRANSPORTATION OFFICE TRAFFIC RULES AND
REGULATIONS IN NOVALICHES PROPER, QUEZON CITY**

Catherine Israel, Nicole Mae Cabaya, Kristine Mae Castillo,
Marjorie Morta, Abigail Marie Severo, Eduardo Villaruel

Abstract

Traffic incidents, typically described as collisions involving vehicles, pedestrians, or objects that lead to fatalities, injuries, and property damage, rank among the most significant challenges confronting many nations globally. They have consistently been a leading contributor to human and economic losses in both affluent and less affluent countries, including the Philippines. The significance of traffic regulations is indubitable, as their fundamental purpose is to safeguard the lives of drivers and passengers alike. A solid understanding of traffic regulations and improved driving skills renders the driver more professional and reduces the likelihood of traffic accidents or disruptions on the roads. Addressing these issues has been associated with the lack of awareness among motorcyclists and compliance with traffic laws. The researcher recognized that this investigation is essential to assess whether motorcyclists in Novaliches Proper, Quezon City adhere to traffic rules and regulations. The participants in the study were made up of two groups, including twenty-five motorcyclists aged between 18 and 55 years and over twenty-five traffic controllers. Random sampling was employed to choose the respondents. This research is a descriptive study that measures and examines the gathered data to reach the findings. The researchers compose a letter to seek permission from the Land Transportation Office located in Novaliches Proper, Quezon City. Our Department of Criminology at Bestlink College Philippines is set to initiate the study. The researchers distributed a questionnaire to selected motorcyclists and traffic controllers in Novaliches Proper, Quezon City. The survey indicated and reported that the respondents "strongly agree" with the frequent infractions of the Land Transportation Bureau concerning the awareness level of motorcyclists regarding traffic laws and regulations, traffic signs, traffic safety, and programs. Motorcyclists in Novaliches predominantly use low-quality helmets or those lacking the ICC sticker. A potential suggested action to decrease traffic violations by drivers is to carry out random inspections of vehicles to verify the validity of license plates and registration documents. That research suggested more stringent traffic enforcement and additional seminars to enhance motorcyclists' understanding on the road, prevent accidents, and ensure the safety and awareness of both motorcyclists and local residents. Develop campaigns to inform the public regarding traffic regulations, safe driving habits, and the significance of adhering to traffic laws.

Keywords: traffic enforcement, motorcycle safety, educational campaigns, road safety seminars, public awareness, traffic law compliance, accident prevention, community safety, motorcyclist awareness, traffic rules education

**THE LEVEL OF EFFECTIVENESS OF THE BARANGAY OFFICIALS IN MAINTAINING
A DRUG FREE ENVIRONMENT IN BARANGAY SAN JOSE, RODRIGUEZ, RIZAL**

Mary Jane Martija, Layca Castil, Shane Molina, Johanna Nicole Serrano,
Mariz Villaruel, Eduardo Villaruel

Abstract

Maintaining a community free from drugs entails encouraging education, prevention, and support services to deter substance abuse and addiction. Drugs represent a significant problem and have consistently been a considerable aspect of our society, as well as a type of chemical or substance that can alter the functioning of our body. The aim of the study is to seek information concerning the effectiveness of barangay officials in sustaining a drug-free environment in Barangay San Jose, Rodriguez, Rizal. This research outlines the methodology and procedural design utilized by the researchers for data collection. In this study, we carry out research involving 400 respondents, which is divided into two groups: 2 participants from the Barangay officials in Barangay San Jose and 398 respondents from the barangay's residents. The study employed a purposive sampling method to facilitate participant selection and enhance data gathering by reaching a specific subset of individuals. To analyze the collected data, the researcher applied Slovin's Formula to ascertain the necessary sample size to achieve a specified confidence interval; the weighted mean is calculated as the total of the frequency divided by the number of cases, while frequency and percentage are used to display the quantity and percentage of observations belonging to each category of the interview, with the respondents preparing a list of categories followed by frequency, rating scale, and ranking. The research indicated that the participants "Strongly Agree" that structured events and training sessions to involve residents in different sports promote physical fitness, teamwork, and a sense of community. The analysts discovered that the Barangay officials primarily faced challenges in sustaining a drug-free environment due to insufficient funding for barangay programs such as a rehabilitation center. This study further suggests that barangay officials should propose budgeting and resources for the rehabilitation center program. Barangay officials need to focus on educational and awareness initiatives, create partnerships with law enforcement agencies, and execute evidence-based interventions suited to the requirements of their communities. Barangay officials ought to maintain communication with their residents, particularly with the youth who are in trouble and facing challenges in decision-making. Offering correct information regarding the dangers and repercussions of illegal substance use.

Keywords: barangay officials, educational initiatives, awareness programs, law enforcement partnerships, evidence-based interventions, youth engagement, illegal substance use prevention, community communication, decision-making support

**THE LIVELIHOOD PROGRAM OF PERSONS DEPRIVED
OF LIBERTY IN VALENZUELA CITY JAIL**

Dave Jamon, John Rey Dela Rosa, Abdullah Diangca,
Lemwel Ebonia, Jewel Ibay, Edgar Reyes

Abstract

The aim of this research is to evaluate the livelihood initiative for individuals deprived of liberty in Valenzuela City Jail concerning amenities, tools, and financial resources. The livelihood initiative seeks to initiate changes that can enhance the attitudes, behaviors, knowledge, and skills of the PDL through the initiative. The goal of this is to equip them with a new range of skills and knowledge through education. This research employed a purposive sampling method, which included 20 jail staff and 40 individuals deprived of their liberty at Valenzuela City Jail, amounting to a total of 60 participants. The tool we utilized was a custom-designed questionnaire featuring queries pertinent to the study. This research explores the respondents' evaluation of the livelihood program in Valenzuela City Jail. According to the results, the assessment of the livelihood program in Valenzuela City Jail, based on the respondents' insights regarding facilities, shows a high degree of satisfaction and approval. The assessment of the resources for the livelihood program in Valenzuela City Jail demonstrates a high degree of satisfaction and consensus among the respondents. Furthermore, it indicates that the resources supplied for the program satisfy the needs of the participants. The appraisal of the funding for the livelihood program in Valenzuela City Jail was mostly viewed favorably. The primary issue highlighted by the respondents is the inadequate promotion of their products, suggesting a major obstacle in effectively marketing and selling their items. This emphasizes the need to address challenges to product promotion in order to improve participants' economic results, sustainability, and their livelihood efforts. This research suggests that the livelihood initiative ought to be carried out in a manner that allows employed PDL to earn sufficient income to sustain themselves and their families

Keywords: purposive sampling, non-probability sampling, jail personnel, persons deprived of liberty, self-made questionnaire, valenzuela city jail

**THE PERCEPTION OF COMMUTERS ABOUT TRAFFIC CONGESTION
IN SUSANO ROAD, BARANGAY SAN AGUSTIN,
NOVALICHES, QUEZON CITY**

Lenard Domingo, Broderick Caridad, Angelo Nicdao, Ralph Luorins Ong,
Jemeul Tanduyan, Denise Anne Osorio

Abstract

This chapter includes the background of the study, relevant literature and studies, theoretical and conceptual frameworks, statement of the problem, scope and limitations of the study, significance of the study, and definitions of terms. This study will discuss various opinions and recommendations and will implement strategies to reveal the differing perceptions of commuters regarding the traffic situations in the study area. This research includes research design, participants of the study, sampling method, development of the tool, validation of the tool, delivery and collection of the tool, statistical analysis of data. To properly conclude this study, it is essential to analyze the collected data and respond to the research questions. As previously mentioned in the earlier chapter, data is understood in a descriptive manner. This chapter addresses the interpretations of the information collected by the researchers. This chapter will demonstrate the process of examining data and making relevant conclusions using various analytical methods. The researchers can classify, alter, and condense data with the help of interpretation to uncover answers to significant questions. The aim of this chapter is to outline the results that arose from the research, what the research proposed, exposed or pointed out. This often pertains to the overall results, rather than the conclusions or suggestions derived from them.

Keywords: traffic congestion, commuters' perception, susano road, barangay san agustin, novaliches, quezon city, transportation issues, road conditions, public transport, traffic management, urban mobility

**THE RESIDENTS' LEVEL OF SATISFACTION WITH THE EMERGENCY
RESPONSE OF THE BUREAU OF FIRE PROTECTION IN
BARANGAY MALINTA, VALENZUELA CITY**

John Lemuel Salvador, Angelo Peralta, Jerico Borjal,
Reymart Espuelas, Sherwin Limbaga, Irene Gaviola

Abstract

The Bureau of Fire Protection has been instrumental in ensuring the safety of lives and property during fire emergencies and other critical situations. With the growth of urban areas, there has been an increasing need for prompt and efficient emergency response services. This study evaluated the satisfaction levels of residents regarding the emergency response provided by the Bureau of Fire Protection in Barangay Malinta, Valenzuela City. It focused on the demographic profiles of the respondents, their assessments of satisfaction concerning response times, resource availability, community involvement, communication and information dissemination, as well as the professionalism and competence of firefighters. Additionally, the study identified challenges faced by respondents related to these factors during emergency responses, with the aim of proposing solutions to enhance the emergency response capabilities of the Bureau of Fire Protection in Barangay Malinta, Valenzuela City. This research employed a quantitative methodology to collect data from the selected participants. A descriptive research design was implemented to characterize, observe, and evaluate the residents' satisfaction levels regarding the emergency response provided by the Bureau of Fire Protection in Barangay Malinta, Valenzuela City. The purposive sampling technique was utilized to identify fifty (50) community residents, which included forty-five (45) individuals residing in the area and five (5) barangay officials. Additionally, the researchers used a survey questionnaire to obtain data for the study, actively engaging with the respondents and personally inviting them to participate. Once the respondents completed the survey questionnaires, the researchers collected the instruments for analysis. The research indicated that the residents expressed a remarkably high level of satisfaction with the emergency response provided by the BFP, as evidenced by the respondents' overall rating of Very Satisfied across various indicators. Nevertheless, certain indicators received ratings of Satisfied and Dissatisfied; however, these did not significantly impact the overall rating, given that the majority of respondents reported being Very Satisfied. The timeliness and efficiency of the Bureau of Fire Protection's response efforts either met or surpassed the expectations of community members. It is recommended that the Bureau of Fire Protection consider this study as a proposed measure for enhancing emergency response and services, and for future researchers to build upon, contribute to, and utilize as a reference for subsequent studies.

Keywords: bureau of fire protection, fire safety, emergency response, resident satisfaction, urban expansion, community engagement, resource availability, communication, professionalism, valenzuela city

**THE ROLE OF BARANGAY HOLY SPIRIT IN MITIGATING VIOLENCE
AGAINST WOMEN AND THEIR CHILDREN**

Angelen Gadores, Aki Chang Delos Reyes, Joyce Ann Innumerables,
Kailamarie Manalo, Mary Karen Zamora, Edgar Reyes

Abstract

Women and children in the Philippines often fall victim to numerous types of abuse, including child abuse, human trafficking, sexual exploitation, and domestic violence. Furthermore, the challenges faced by these vulnerable populations are exacerbated by factors such as poverty, lack of education, and inadequate legal safeguards. The prevalence of violence against women (VAW) and violence against children (VAC) significantly affects the lives and well-being of millions globally. The research employed a qualitative approach, specifically a descriptive research design, to evaluate the study's variables. A purposive sampling technique was implemented to select participants, which included twenty-five (25) barangay officials, ten (10) social workers from the Department of Social Welfare and Development (DSWD), ten (10) police officers from Police Station 14 responsible for the Women's Desk, and ten (10) victims of violence. Data collection was conducted using a survey questionnaire, which was distributed among the barangay officials, social workers, police officers, and victims of violence. The findings of this study indicate that a majority of respondents expressed agreement regarding the role of Barangay Holy Spirit in addressing Violence Against Women and their Children. This assessment was based on factors such as awareness and prevention, with some respondents indicating strong agreement concerning suppression efforts. The findings of this study highlight the significant role of Barangay Holy Spirit in addressing and reducing Violence Against Women and their Children. The researcher proposes several recommendations. Firstly, it is essential to provide training for Barangay Officials and volunteers on effectively managing cases of Violence Against Women and their Children, which should include guidance on offering support and referring cases to the appropriate agencies. Secondly, it is important to establish counseling and psychosocial support services for victims and their families to assist them in coping with the trauma associated with violence. Thirdly, regular educational and awareness campaigns should be conducted within the community to foster gender equality, uphold human rights, and prevent violence against Women and their Children. Fourthly, programs should be implemented to empower Women and their Children by educating them about their rights, enhancing their self-confidence, and equipping them with skills to safeguard themselves against violence. Lastly, it is crucial to strengthen the referral system among Barangay officials, law enforcement, and social services to ensure that victims receive timely and necessary support.

Keywords: violence against women (vaw), violence against children (vac), child abuse, human trafficking, sexual exploitation, domestic violence, marginalized groups, poverty, illiteracy, legal protection, social welfare

**THE ROLE OF COMMUNITY-BASED REHABILITATION PROGRAMS FOR
CHILD IN CONFLICT WITH THE LAW: BASIS FOR AN ACTION PLAN**

Hazel Anne Yadao, Analie Gonzales, Janice Ponteras, Sophia Tesorero,
Mayvelyn Dela Cruz, Denise Anne Osorio

Abstract

The goal of community-based rehabilitation programs is to help people reintegrate into their families and communities while educating them about the wrongness of their actions and the need to cease repeating them. It also includes helping someone live their life. This study used the descriptive method. The survey was conducted using a questionnaire given to ten barangay employees of the Barangay Commonwealth in Quezon City, ten parents of CICL, and ten children who were in legal trouble. In order to deliver the survey questionnaire to parents of CICL, barangay personnel in Barangay Commonwealth, Quezon City, and children in legal trouble, the researchers asked the research consultant for authorization. Requesting their consent will greatly facilitate their completion of the survey, which we will then compile to produce a result. The findings of this study showed that most respondents "strongly agree" that community-based rehabilitation programs, such as parent counseling, alternative learning systems, and community service, are important for children who are in legal trouble. Additionally, it was determined that the biggest issue was the parents' lack of cooperation. The respondents may suggest that successful cooperating parents are the answer. The researcher respectfully puts forth the following recommendations: First, parents should employ effective communication strategies that are appropriate for their child's age and personality. This encompasses active listening, the use of positive reinforcement, and the establishment of clear boundaries. Additionally, parenting counseling has been shown to be beneficial in addressing behavioral challenges. Second, barangay employees should take an active role in promoting access to education for youth within their community. Third, it is essential for juveniles to receive a proper education to diminish the chances of engaging in delinquent activities. Education offers juveniles constructive alternatives and aids in breaking the cycle of crime and incarceration. Fourth, parents should secure stable employment to exemplify the importance of hard work and responsibility. Finally, it is crucial to enhance parenting practices to tackle underlying issues that may lead to delinquent behavior, such as substance abuse, mental health concerns, trauma, or family conflicts.

Keywords: community-based rehabilitation, reintegration, family support, social reintegration, behavioral change, wrongdoing awareness, rehabilitation programs, community support, education, personal development

**THE ROLE OF NATIONAL CAPITAL REGION POLICE OFFICE SOCIAL
MEDIA INFLUENCERS IN SHAPING PUBLIC TRUST**

John Limuel Sison, Kyle Catunga, Jomel Doran,
Ivan Nava, Bryan James Oracion, Irene Gaviola

Abstract

Background information on community-oriented policing, a strategy that attempts to foster mutual respect and trust between the police and the community, is given in this paper. Public mistrust and use-of-force accusations have drawn attention to the idea of community policing. This report gives background information on community-oriented policing, a strategy that seeks to increase mutual respect and trust between the community and the police. Public mistrust and use-of-force accusations have drawn attention to the idea of community policing. Creating neighborhood alliances, solving problems, and putting community policing organizational elements into practice are the three main facets of community policing. The importance of community policing in boosting police legitimacy and strengthening ties between the police and the community is supported by related research and literature. Law enforcement organizations can improve direct communication with the public and foster trust by using social media. In order to foster mutual respect and trust between the police and the community, community-oriented policing is a practice that is discussed in this study. Public mistrust and use-of-force accusations have drawn attention to the idea of community policing. Creating neighborhood alliances, solving problems, and putting community policing organizational elements into practice are the three main facets of community policing. The importance of community policing in boosting police legitimacy and strengthening ties between the police and the community is supported by related research and literature. Law enforcement organizations can improve direct communication with the public and foster trust by using social media. The researchers came to the following conclusions after closely examining how the data was interpreted: Most respondents "Agree" with the following statements regarding the National Capital Region Police Office's role as a social media influencer in fostering public trust: Contents, Privacy concern, Activity Plan, Interview, and Community involvement. According to 61 out of 80 respondents, the danger that followers encounter the most is "Followers may perceive NCRPO influencers as biased towards law enforcement, which can lead to skepticism about the authenticity of their messaging."

Keywords: community-oriented policing, trust, mutual respect, police-community relations, public distrust, use-of-force complaints, law enforcement, crime prevention, community engagement, policing strategies

**THE ROLE OF PHILIPPINE NATIONAL POLICE OFFICERS
AND BARANGAY TANOD IN CRIME PREVENTION IN
BARANGAY BATASAN HILLS, QUEZON CITY**

Kenneth Prado, Angelo Catalan, Lester Enoja, John Miles Morata,
Benedic Parayno, Irene Gaviola

Abstract

The Philippines has a long history of crime and disorder, making the role of police officers and barangay tanod essential in maintaining law enforcement and public safety. Barangay tanod, also known as barangay watchmen, assist in enforcing national and local laws within their communities. While they work closely with the Philippine National Police (PNP), they are not formally part of the organization. Instead, they augment police efforts, fulfilling responsibilities that officers may not be able to address immediately, particularly in barangay-level crime prevention. This study utilized a descriptive research design and a quantitative approach to assess the role of police officers and barangay tanod in crime prevention. A total of 80 residents, 10 barangay tanod, and 10 police officers from Barangay Batasan Hills, Quezon City participated. Respondents were given a survey questionnaire after obtaining their consent. The researchers distributed the questionnaires, waited for participants to complete them, and collected the responses afterward. The findings indicate that the role of PNP officers and barangay tanod in crime prevention, maintaining peace and order, and their understanding of duties and responsibilities were rated as "strongly agree." However, one challenge identified was the intense public scrutiny faced by law enforcers, leading to criticism, mistrust, and decreased morale. An action plan was proposed to address these challenges and improve community relations. The study recommends the development of effective communication strategies to strengthen public engagement, address community concerns, and provide timely updates on law enforcement activities. Utilizing social media, community meetings, and traditional media can help law enforcers connect with different segments of the population. Additionally, implementing measures to improve transparency and trust between law enforcement and the community is essential.

Keywords: crime prevention, law enforcement, barangay tanod, philippine national police, community safety

**THE ROLE OF R.A. 10631 IN THE ANIMAL WELFARE PROTECTION
AT BARANGAY BATASAN HILLS QUEZON CITY**

Jimuel Tumaque, Neal Ivan Cabotaje, Dale Andrew Salvo,
Heaven Villareal, Jessie Dwayne Williams, Edgar Reyes

Abstract

This study aims to determine the role of Republic Act 10631 (The Animal Welfare Act of 2013) in animal welfare protection at Barangay Batasan Hills, Quezon City. Specifically, it assesses the enforcement, education and awareness, and regulation of animal-related activities within the community. The study employed a descriptive research design involving 50 respondents, including 25 pet owners, 5 veterinarians, and 20 community members. Data were collected through surveys to evaluate their perspectives on the implementation of R.A. 10631 in the barangay. The findings reveal that the majority of respondents were female, college-level individuals, and aged 18-25 years old. Respondents strongly agreed that R.A. 10631 plays a significant role in animal welfare protection, particularly in enforcement, education and awareness, and regulation of animal-related activities. However, the most common challenge identified was limited resources. Proposed measures to address this issue include raising awareness about responsible pet ownership, ensuring proper nutrition, shelter, healthcare, and sterilization, and enforcing stricter penalties for violations. An intervention program was also proposed to strengthen the implementation of the law. The study recommends strengthening the implementation of R.A. 10631 by encouraging youth engagement in animal welfare initiatives, enforcing strict penalties for infractions, and launching awareness campaigns on responsible pet ownership. Effective implementation requires community involvement, regular monitoring, and collaboration among stakeholders. Additional funding sources, such as partnerships with private organizations, NGOs, and corporate sponsors, should be explored to supplement existing resources. Barangay Batasan Hills should also enhance law enforcement efforts and ensure sustained cooperation among barangay officials, law enforcement agencies, animal welfare organizations, and community members to improve animal welfare protection.

Keywords: animal welfare protection, r.a. 10631, enforcement, education, responsible pet ownership

**THE ROLE OF THE POLICE OFFICER IN THE IMPLEMENTATION OF REPUBLIC ACT
9262 OTHERWISE KNOWN AS ANTI-VIOLENCE AGAINST WOMEN AND THEIR
CHILDREN ACT OF 2004 AT BRGY BATASAN HILLS QUEZON CITY**

Lourdeliza Grace Lacson, Melanie Anne Mei Gamba, Norhanisah Tomawis,
Geordia Villazon, Dr. Antonio Dawagan Sr.

Abstract

In Barangay Batasan Hills, Quezon City, the police force is anticipated to be mobilized as part of the implementation of VAW and VAC programs to ensure that women and children experience fewer incidents of violence. This study was conducted to determine the role of police officers in the implementation of Republic Act 9262, also known as the Anti Violence Against Women and Their Children Act of 2004. A total of 60 respondents were chosen to take part in the study from Barangay Batasan Hills in Quezon City using purposive sampling. In this study, the researcher used descriptive research. Prior to distributing questionnaires to conduct the study, the researchers requested permission from the barangay chairman and an endorsement letter from the criminal justice dean. The selected respondent evaluated the issues and suggested solutions after the adviser gave them an allowed questionnaire. The collected data was compiled, calculated, and totaled for the use of a statistical treatment following the administration and retrieval of the completed questionnaires. According to the respondents' analysis, they "Strongly Agree" with the appraisal of police officers' participation in executing Republic Act 9262 in terms of manpower, system and procedures, finance, and logistics. The respondents "Strongly Agree" with the assessment of police officers' role in implementing Republic Act 9262 in terms of manpower, system and processes, finance, and logistics. According to our research, police personnel should concentrate on the legal system, including the court system's intricacies, the length of time it takes to acquire protection orders, and the challenges of getting convictions. In that instance, it will be beneficial for the victims to express their experiences. Encouraging victims to report what they experienced may be more successful.

Keywords: police officers, republic act 9262, anti-violence against women and their children act, vawc implementation, law enforcement, barangay batasan hills, quezon city, violence prevention, women's rights, child protection

**THE SIGNIFICANCE OF FIRE SAFETY PROGRAM OF BESTLINK
COLLEGE OF THE PHILIPPINES NOVALICHES CAMPUS**

Jinrey Jamen, J.p. Ipanto, Erriel Lozano, Freddie Rex Pagalan,
Axcell Tujan, Dr. Myrna Cuntapay

Abstract

This study aims to evaluate the significance of the fire safety program at Bestlink College of the Philippines, Novaliches campus. Specifically, it seeks to answer the following questions: What is the demographic profile of the respondents in terms of age, gender, civil status, and year level? How do the respondents assess the significance of the fire safety program at Bestlink College of the Philippines, Novaliches campus in the following aspects: Personnel (training, knowledge, and preparedness) Equipment and materials (availability, functionality, and accessibility) Procedures (emergency protocols, drills, and response measures) Management (implementation, monitoring, and continuous improvement). This study aims to provide insights into the effectiveness of the current fire safety measures and identify areas for improvement to ensure a safer campus environment. The respondents of this study consisted of 30 students from different sections, 20 teachers, and 10 members of the management at Bestlink College of the Philippines. A stratified random sampling technique was used to ensure a representative selection of participants. This study employed a descriptive research design. Data collection methods included observations and surveys. Before conducting the survey, the researchers sought permission from the administration of Bestlink College of the Philippines. Upon approval, the survey questionnaires were personally distributed to the selected respondents. All distributed questionnaires were successfully retrieved. Findings and Assessment The respondents strongly agreed on the adequacy of the fire safety program in the following aspects: Personnel – Overall Weighted Mean: 3.41 Equipment and Materials – Overall Weighted Mean: 3.38 Procedures – Overall Weighted Mean: 3.35 Management – Overall Weighted Mean: 3.43 The importance of a comprehensive fire safety program cannot be overstated, as it plays a crucial role in safeguarding lives, protecting property, and preserving livelihoods. An effective fire safety program includes proactive measures such as regular inspections, the installation of fire detection and suppression systems, and comprehensive training on fire prevention and evacuation procedures. Organizations must allocate adequate resources to implement and maintain these programs to reduce the risk of fire-related incidents. Furthermore, fostering a culture of awareness and responsibility within the community enhances the overall effectiveness of fire safety initiatives, ensuring a safer environment for everyone.

Keywords: fire safety program, safeguarding lives, property, livelihood, proactive measures

**THE SIGNIFICANCE SANGGUNIANG KABATAAN CRIME AWARENESS PROGRAM
IN BARANGAY SAN AGUSTIN NOVALICHES, QUEZON CITY**

Trisha Velasquez, Rica Ella Mayor, John Michael Macinas,
Nicole Pastor, Joyce Supat, Irene Gaviola

Abstract

Initiating a crime awareness program is not only a proactive measure but also an essential endeavor toward promoting safer neighborhoods. Programs that raise public awareness about crime are crucial for educating people on various topics related to crime, from prevention techniques to the consequences of criminal activity. These initiatives enhance public awareness, enabling individuals to identify potential risks, make informed decisions, and take necessary precautions to protect themselves and others. This study employs a descriptive quantitative research design. The descriptive method is used to examine and understand the characteristics and aspects of a particular phenomenon. Data will be gathered through a questionnaire to assess the importance of crime awareness and emergency response programs. The study will involve 50 respondents, including 14 barangay officials, 13 Kabataan members, and 23 community members, all of whom are residents or employees in Barangay San Agustin, Quezon City. This chapter presents the tables, data analysis, and interpretation of the information gathered by the researchers. It includes the profile of the respondents, survey questions, and statistical treatment used in the study. In the municipal government, the youth sector is represented by the Sangguniang Kabataan. By participating in crime awareness activities, young people can actively contribute to promoting safety and security in their communities. This involvement fosters a sense of leadership and responsibility among the youth. In conclusion, the significance of implementing a crime awareness program within the Sangguniang Kabataan lies in its ability to engage and empower young people. It addresses specific issues that affect them, implements preventive and intervention measures, encourages community cooperation, builds trust with law enforcement, and ultimately leads to lasting improvements in community safety and welfare.

Keywords: crime awareness , community safety , crime prevention

**TRAFFIC CONGESTION AS PERCEIVED BY MOTORISTS
ALONG PASO DE BLAS, VALENZUELA CITY**

Maricar Pareja, Analyn Alburo, Kim Alexa Balalio, Dyan Gasco,
Cyra Shane Tan, Dr. Myrna Cuntapay

Abstract

Understanding motorists' perceptions is crucial for shaping effective traffic management strategies and infrastructure development. This study identifies key challenges experienced by motorists, assesses the effectiveness of current traffic management efforts, and provides data-driven recommendations for potential improvements. By exploring motorists' viewpoints and experiences, this study aims to contribute to the development of sustainable and efficient solutions to alleviate traffic congestion. This study utilized a descriptive research design. The population consisted of sixty (60) respondents from Paso De Blas, Valenzuela City, comprising twenty (20) commuters, twenty (20) motorists, and twenty (20) traffic management personnel. Findings indicate that the majority of respondents were males aged 18 to 25. Regarding traffic enforcement, most respondents strongly agreed that traffic personnel provide instructions and signals to mitigate congestion. In terms of signage, respondents affirmed that traffic signs and signals contribute to smooth traffic flow. For traffic management, respondents agreed that observing traffic patterns at different times helps reduce congestion. The primary issue cited was the high volume of vehicles crossing Paso De Blas Road. To address congestion, 59 out of 60 respondents suggested stricter enforcement of vehicle restriction policies based on license plate numbers. Implementing vehicle restrictions based on license plate numbers can regulate the number of vehicles on the road during peak hours, easing congestion. Additionally, a comprehensive road expansion plan, including adjustments to infrastructure, is recommended.

Keywords: traffic congestion, motorists' perception, traffic management, vehicle restriction, road expansion

**TRAFFIC CONTROL CHALLENGES ENCOUNTERED BY THE
DISTRICT OFFICE TRAFFIC PERSONNEL ALONG
SUSANO ROAD, NOVALICHES, QUEZON CITY**

Christian Fernandez, Zen Rico Alabarca, James Keanu Abila,
Nicanor Docena, Bobby Banawa, Irene Gaviola

Abstract

Traffic congestion and management have become pressing issues in urban areas worldwide. The steady rise in population, urbanization, and vehicle ownership has exacerbated traffic problems. Rapid urbanization has concentrated people and economic activity in cities, increasing the demand for transportation. As a result, the growing number of vehicles on the road has led to widespread congestion, causing environmental harm and significant economic losses. This study will employ a descriptive qualitative research approach to achieve its objectives. Descriptive qualitative research focuses on capturing the richness, complexity, and nuances of a phenomenon from the perspective of those involved. This is typically conducted through methods such as interviews, observations, and content analysis. The goal is to provide a comprehensive narrative and a deeper understanding of the study's subject. The research aims to identify the challenges faced in traffic control along Susano Road, Novaliches, Quezon City, as managed by the District Traffic Management. The respondents will include 20 traffic enforcers from the District Traffic Management office, 20 drivers, 12 students, and 8 call center agents who frequently travel along Susano Road. The study's findings indicate that traffic engineering received an overall weighted mean rating of 3.68, interpreted as Agree. Traffic discipline had an overall weighted mean rating of 3.41, interpreted as Neither Agree nor Disagree. Similarly, traffic guidance seminars received an overall weighted mean rating of 3.35, also interpreted as Neither Agree nor Disagree. To address the traffic control challenges encountered by the District Traffic Management Office along Susano Road, Novaliches, Quezon City, several measures may be proposed. These include conducting regular meetings and briefings with agency representatives to discuss ongoing and upcoming road projects, traffic management strategies, and other relevant issues. Additionally, specific measures should be proposed to reduce the challenges in traffic management along Susano Road, ensuring more efficient and effective traffic control.

Keywords: traffic engineering, traffic discipline, traffic guidance and seminar, traffic control, traffic management, susano road, novaliches, quezon city, traffic congestion, traffic engineering, traffic discipline, traffic guidance seminar, road projects, traffic

**TREATMENT PROGRAM IN CORRECTIONAL INSTITUTION FOR WOMEN (CIW)
IN PERSON DEPRIVED OF LIBERTY IN MANDALUYONG CITY**

Gwen Asuan, Andrea Clarisse Albaniel, Geniviev Baradillo,
Jenny Paulite, Sarah Jane Son, Irene Gaviola

Abstract

A person deprived of liberty (PDL), commonly referred to as a prisoner or inmate, is someone who has been forcibly restrained, imprisoned, or confined against their will. This term applies to individuals who are either serving a sentence or awaiting trial. Crime occurs daily, with some inmates being innocent, others guilty, and some admitting to their offenses. This study focuses on the treatment programs provided by correctional institutions, particularly for incarcerated women. The purpose of this study is to examine and understand the various aspects of these programs and their effectiveness in addressing the needs and challenges faced by female prisoners. This study utilized a quantitative research method, specifically a descriptive research design. A total of 50 respondents participated, including 25 persons deprived of liberty (PDLs) and 25 correctional officers from the Correctional Institution for Women (CIW) in Mandaluyong City. The researchers used purposive sampling to determine the appropriate number of respondents, and questionnaires were distributed to collect data. Findings indicate that respondents "strongly agree" with the effectiveness of the treatment programs offered at CIW, particularly in education, skills development, and reintegration programs. However, the study also revealed challenges, such as limited access to mental health professionals and services, which complicates addressing the complex mental health needs of female inmates. To address limited access to mental health professionals and services, individualized treatment plans should be developed to cater to each inmate's mental health, substance abuse, and skill development needs. Furthermore, to overcome insufficient funding and resources for rehabilitation programs, collaboration with external organizations is recommended to provide job placement, housing assistance, and community support upon release, ensuring a smoother reintegration process.

Keywords: freedom, correctional treatment, rehabilitation programs, incarcerated women, reintegration

**YOUTH'S PERSPECTIVE TOWARDS POLICE PERSONNEL'S COMMUNITY
RELATION IN BARANGAY PAYATAS, QUEZON CITY.**

Allan Abuan Jr, Anthony Cabinti, Jobert Mangali, Benjie Pesanon,
Sheldone Roi Villanueva, Denise Ann Osorio

Abstract

This study aims to explore the youth's perspective on police personnel in Barangay Payatas, Quezon City. Young people hold varied opinions about the police, both positive and negative, influenced by current societal issues. One key factor contributing to negative perceptions is the lack of proper parental guidance, which shapes their attitude toward law enforcement. Police Community Relations (PCR) programs are designed to bridge the gap between the police and the community, fostering a harmonious relationship. The study was conducted using survey questionnaires to gather data from 25 youth respondents and 25 police officers in Barangay Payatas. Respondents were randomly selected to ensure diverse perspectives. The data was analyzed using percentage and weighted mean calculations. The study sought to understand the influences shaping youth opinions about the police and the impact of community relations. The results were presented based on the research problems outlined in Chapter 1, using tabular data, analysis, and textual interpretation. The average weighted mean for Respect was 3.70 (Agree), Trust was 3.62 (Strongly Agree), and Confidence was 3.71 (Agree). The main issues affecting youth perspectives were poor parenting and growing up in a chaotic or negative environment, both ranking 1.5 (1st place). To address trust issues, the most highly ranked solutions were strengthening police-community relations and leveraging social media to promote positive police efforts, also ranking 1.5 (1st place). This study provided insight into the youth's perceptions of the police and the challenges influencing their views. The findings highlight the importance of police-community relations events in fostering trust and improving engagement with young people. Encouraging youth participation in these activities can enhance their awareness of the police's role in society. Additionally, the Philippine National Police (PNP) should collaborate with Barangay Payatas residents to strengthen community relations and promote mutual trust.

Keywords: youth's perspective, police community relations, barangay payatas

**COMMON ERRORS IN WRITING ESSAY BY GAS STUDENT AS
PERCEIVED BY THE TEACHERS OF SENIOR HIGH SCHOOL
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Joeann Bradecina, May Angeline Millari, Joseph Bautista,
Jhenzel Nantes, Estrellita Salvacion, Christopher Azares

Abstract

Developing proficient writing skills is essential in language learning, encompassing the ability to compose narratives, descriptions, expository texts, and arguments. For learners, especially those studying a foreign language, producing coherent and extended pieces of writing presents significant challenges. The study investigating common errors in essay writing among senior high school General Academic Strand (GAS) teachers at Bestlink College of the Philippines, you employed a purposive sampling technique to select five participants. Purposive sampling, also known as judgmental or selective sampling, is a non-probability method where researchers intentionally choose individuals based on specific characteristics relevant to the research objectives. This approach allows for in-depth exploration of particular areas of interest within a targeted group. study offers valuable insights into the challenges faced by senior high school General Academic Strand (GAS) teachers at Bestlink College of the Philippines concerning essay writing among students. Identifying common errors and proposing targeted strategies are essential steps toward enhancing students' writing proficiency. Identified Common Errors: The study highlights several prevalent issues in student essays: Blunders: These encompass a range of mistakes, including factual inaccuracies or misinterpretations. Plagiarism: Presenting others' work or ideas as one's own without proper attribution. Straying from the Topic: Deviating from the main subject, leading to a lack of focus. Lack of Accuracy: Providing information that is imprecise or incorrect. Poor Time Management: Inadequate planning leading to rushed or unfinished work. Word Confusion: Misusing words due to similar spelling or meaning. Limited Vocabulary: Using a restricted range of words, affecting expression clarity. Inadequate Critical Thinking: Difficulty in analyzing, synthesizing, or evaluating information. Lack of Coherence: Disconnected ideas resulting in a disorganized essay structure. Grammar and Syntax Errors: Mistakes in sentence structure, punctuation, and grammar rules. The study's findings corroborate existing research on the challenges Filipino students face in essay writing. Common issues such as grammatical errors, lack of coherence, and limited vocabulary have been documented in previous studies. The proposed strategies align with best practices recommended for improving writing skills. For instance, emphasizing grammar and teaching essay structure are fundamental components of writing instruction. Promoting critical thinking and expanding vocabulary are also recognized as effective methods for enhancing writing proficiency. Conclusion: Addressing the identified writing challenges necessitates a comprehensive approach that combines targeted instructional strategies with continuous support. By implementing the recommended interventions, educators can significantly improve students' writing abilities, leading to more coherent, accurate, and engaging essays. Future research could explore the effectiveness of these strategies across diverse educational settings to further validate their impact.

Keywords: essay writing, common errors, esl students, bestlink college of the philippines, grammatical mistakes, coherence, vocabulary limitations, instructional strategies, writing proficiency, language learning

**PERCEPTION ON THE STUDENT'S BEHAVIOR IN SELECTED HUMANITIES
AND SOCIAL SCIENCE AT BESTLINK COLLEGE OF THE PHILIPPINES**

Rolando Laday Jr, John Dave Casile, Jomari Ungria, Jarrel Ricafort,
Hannah Verdeflor, Christopher Azares

Abstract

Students' behavior is influenced by a range of factors including cultural background, gender, and the expectations of their teachers and peers. These elements influence how students are perceived for their behavior, which impacts their social and academic growth. Understanding the complex interactions between these factors is critical for creating inclusive learning environments and promoting positive student outcomes. Therefore, educators and policymakers must recognize the significance of these dynamics to ensure that educational institutions remain effective and equitable for all students. The researchers conducted a study to determine the perception of behavior among senior high school students at Bestlink College of the Philippines. The research method adopted in this study is a quantitative research strategy. Data on how 150 senior high school students in the humanities and social sciences perceive student behavior at Bestlink College of the Philippines is gathered using simple random sampling. The researchers employed a questionnaire as a data collecting method to collect or gather the respondents' replies to the study. According to the findings, an overall weighted mean of 3.39 indicates that the behavior of students in a subset of the Humanities and Social Sciences at Bestlink College of the Philippines can be characterized in terms of dedication, classroom management, and discipline. Additionally, with an overall weighted mean of 3.52, several elements can affect pupils' conduct in terms of academic accomplishment, self-awareness, and ethical development. The findings about student behavior in a few Humanities and Social Science courses at Bestlink College of the Philippines are summed up in the discussion.

Keywords: student behavior, cultural background, gender, teacher expectations, peer influence, school climate, school belonging, academic achievement, social development

**THE EFFECT OF ACADEMIC STRESS AMONG SENIOR HIGH SCHOOL
STUDENTS IN GENERAL ACADEMIC STRAND**

Michael Olego, Yvaughn Perez, Emily Castillo, Ace Jasper Bulat-ag,
Silverio Pascual, Jonielyn Paran, Homer Panoy

Abstract

Stress is a common element of numerous emotions including anxiety, frustration, anger, worry, fear, sadness, and despair. We experience considerable pressure as we pursue our education. Academic stress ranks as one of the leading causes of stress, anxiety, and depression in Senior High School Students. We face academic stress at anticipated moments each semester, with the most considerable factors contributing to academic stress stemming from test preparation, competition for grades, and the vast amount of material to absorb in a restricted timeframe. The research employed a descriptive-quantitative approach to investigate the academic year 2023-2024 of ten grade 11 and twenty grade 12 pupils at Bestlink College of the Philippines Bulacan. Grade 11 and 12 Students in the General Academic Strand. The questionnaire utilized in this quantitative research consists of questions and multiple choices to consolidate all the data. We observed that all the participants are undergoing stress in the study. The participants were primarily 17–18 years old, and the majority of the participants are male (50%). Grade 11 and 12 students who took part in the study had a composite mean of three-point-twenty-six (3. 26). The challenges faced by GAS students make this situation difficult and impact their academic performance, with a composite mean of three-point-twenty-five (3. 25). Coping with this is tough on students who are going through it. The composite score of three-point-seventeen (3. 17) indicates their agreement. Additionally, it is recommended that educators assist their General Academic Strand pupils. Academic pressure is a frequent issue, arising from exams, expectations, and support systems along with time management. Although managing achievable objectives, prioritizing tasks, and taking breaks can aid in alleviating stress, academic success can also result in heightened levels of anxiety, depression, and physical health issues such as insomnia. Elevated stress levels can also put a strain on relationships with family members. Pursuing support and utilizing effective stress management strategies can also help mitigate negative academic stress.

Keywords: academic stress, senior high school students, mental health, physical health, gender differences, academic performance, coping strategies, balanced education

**LEVEL OF MOTIVATION OF HUMSS 12 LEARNERS
TO READ PHILIPPINE LITERATURE**

Jhonnell Boy Villaret, Ramjay Escalon, Nichole Reyes, Ejmark Garcia,
Zandy Jane Margallo, Angel Marlouise Borca, Jayrald Espino

Abstract

Understanding the factors influencing the motivation of Humanities and Social Sciences (HUMSS) Grade 12 students to engage with Philippine literature is essential for fostering a deeper appreciation of the nation's cultural heritage. This study aims to explore these factors by examining students' motivations, interests, and perceptions regarding local literary works. This study employs a quantitative research design, specifically a descriptive-correlational field survey, to examine the factors influencing the motivation of Humanities and Social Sciences (HUMSS) Grade 12 students at [Institution Name] to engage with Philippine literature. Engaging Humanities and Social Sciences (HUMSS) Grade 12 students with Philippine literature is crucial for enhancing their reading proficiency and cultural awareness. Understanding and addressing the factors that influence their motivation to read can significantly impact their academic performance and appreciation for their cultural heritage. Motivation plays a pivotal role in students' engagement with various literary works. Understanding the factors that influence the motivation of Humanities and Social Sciences (HUMSS) Grade 12 learners to read Philippine literature is essential for educators, curriculum developers, and policymakers aiming to enhance teaching and learning strategies in this field. A study by Natividad and Tangalin (2023) investigated the impact of reading motivation and home literacy environment on information literacy skills among selected HUMSS students in Tanza. The research highlighted that motivation is a crucial element influencing reading comprehension, and a supportive home environment significantly contributes to students' motivation, self-efficacy, and reading abilities. These findings underscore the importance of fostering motivation and providing a conducive home literacy environment to enhance students' engagement with literature.

Keywords: reading motivation, home literacy environment, information literacy skills, humanities and social sciences (humss), grade 12 students, philippine literature, academic performance, science subjects

**EPEKTO NG PAGGAMIT NG SALITANG BALBAL SA PAKIKIPAGTALASTASAN
SA MGA PILING MAG-AARAL NG MEDYOR SA FILIPINO**

Ryan Sacare, Hannah Faye Abon, Roselyn Natalio, Clarissa Pillos,
Angel Silarde, Cristine Mae Tabanao, Dominador Rilon Jr.

Abstract

Ang pag-aaral na ito ay nagbibigay-pokus sa epekto ng paggamit ng salitang balbal sa pakikipagtalastasan ng mga piling mag-aaral ng medyor sa Filipino. Layunin nitong suriin ang mga dahilan, suliranin, at epekto ng paggamit ng salitang balbal. Sa pamamagitan nito, inaasahang mabibigyang-kaalaman ang mga mambabasa at mapalalim ang kanilang kamalayan sa mga suliraning kinakaharap ng Wikang Filipino. Ginamit ng mga mananaliksik ang kwantitatibo at deskriptibong metodolohiya upang masuri ang paksa nang masusing paraan. Isinagawa ang simple random sampling at ginamit ang talatanungan upang makuha ang kinakailangang datos mula sa 60 respondente na nasa ikatlong antas ng kolehiyo sa kursong Batsilyer ng Sekondaryang Edukasyon, Medyor sa Filipino. Natuklasan sa pag-aaral na may iba't ibang dahilan, suliranin, at epekto ang paggamit ng salitang balbal sa pakikipagtalastasan, batay sa datos na nakalap mula sa mga respondente. Tinalakay sa pananaliksik na ito ang kahalagahan ng balanseng paggamit ng balbal at pormal na wika upang maiwasan ang mga suliraning kinakaharap ng Wikang Filipino sa larangan ng komunikasyon.

Keywords: balbal, talastasan, pormal na wika, impormal na wika

**THE DILEMMA OF TRAFFIC ENFORCERS IN THE IMPLEMENTATION
OF REPUBLIC ACT NO. 10054 ALSO KNOWN AS HELMET
LAW OF 2009 IN NOVALICHES, QUEZON CITY**

James Daryl Gloria, Jhomar Pornela, Robert Jake Gato, John Paul Ladion,
Jerwin Paul Abarido, Denise Anne Osorio

Abstract

By enforcing traffic laws, law enforcement personnel play a vital role in maintaining the safety and cleanliness of our roads. Nevertheless, a number of obstacles prevent them from effectively fulfilling their duty. The shortage of personnel is one of the biggest issues facing law enforcement. It becomes challenging to cover every location and regularly police traffic laws when there is a shortage of manpower. As a result, some regions are neglected, which makes it possible for traffic infractions to go unreported. The absence of public cooperation is another problem. Many drivers have a tendency to break traffic laws, which increases collisions and congestion. People who try to bribe their way out of penalties or refuse to follow the law frequently oppose and show animosity toward law enforcement. The study utilized a descriptive research design. Employing a purposive sampling method, a total of twenty-five (25) motorcycle riders affected by helmet law and twenty-five (25) traffic enforcers were selected to participate in the research. A survey questionnaire served as the instrument for data collection, distributed among barangay personnel and local residents. The collected data were analyzed using mean, frequency, percentage, and weighted mean for analysis and interpretation of the data acquired. Findings from this research reveal that the majority of respondents expressed “strongly agree” concerning Penalty, stating, “Traffic enforcers may lack sufficient manpower, equipment, and infrastructure to effectively enforce helmet laws.” With respect to Number of Personnel, it was observed, “The shortage in traffic enforcers contributes to a sense of impunity among some motorists, as the perceived risk of getting caught for helmet law violations diminishes.” Regarding the Area of Law Enforcement, it was emphasized, “In areas with inadequate traffic management, compliance with helmet laws is more difficult to achieve.” The findings of this research reveal the challenges faced by traffic enforcers regarding the enforcement of Republic Act 10054, commonly referred to as the Helmet Law of 2009, in Novaliches, Quezon City. The results emphasize the need for motorcycle riders and traffic enforcers impacted by the helmet law in Novaliches, Quezon City to discover an effective method to decrease the number of individuals participating in helmet law violations. The aim of this research is to analyze the challenges faced by traffic enforcers in the enforcement of Republic Act 10054, commonly referred to as the Helmet Law of 2009, in Novaliches, Quezon City.

Keywords: law enforcement officers, traffic regulations, philippines, insufficient manpower, public non-cooperation, legal challenges, training and resources, public awareness, technology in enforcement, legal frameworks

APZHOP E-COMMERCE: CLIENT

Evson John Ngarangad, Jovie Gajilomo, Reijan Louie Cadayday,
Fortunato Capricho Jr., Abegail Arante, Alejandro Adovas

Abstract

In today's rapidly evolving digital landscape, consumers demand seamless and convenient online shopping experiences. The E-commerce Web Application: Client plays a pivotal role in fulfilling this need, serving as the user's gateway to the online store. It facilitates effortless product discovery, seamless payment processing, and an intuitive ordering process. APZShop prioritizes exceptional user experience, offering smooth navigation and an intuitive interface. This focus on ease of use not only elevates customer satisfaction but also drives greater client engagement and higher conversion rates, contributing to the overall success and growth of the business. This study utilizes a literature review approach to examine existing research on client-centric e-commerce systems, their benefits, and essential features. By adopting a client-focused methodology, the study ensures a strong alignment with the client's goals and business objectives. This approach enables quick adaptation to shifting client demands and market dynamics, minimizing the risk of revisions. Ultimately, this ensures the final product not only meets but exceeds client expectations, fostering success and satisfaction in the competitive e-commerce industry. The central focus of this approach is the use of client-centric e-commerce systems, which provide a range of advantages that not only enhance the client experience but also foster business growth and success. Through a comprehensive strategy that includes evaluating client feedback, conducting user experience testing, and assessing system performance, the APZSHOP E-Commerce project is dedicated to continuously improving the client interface. The ultimate goal is to enhance the client experience by carefully analyzing and refining every aspect of the platform, ensuring it meets and surpasses client expectations. The client-focused approach in e-commerce centers on enhancing the customer experience and fostering long-lasting relationships through several key strategies. APZShop strives to meet the varied needs and expectations of its clients by providing personalized product recommendations, intuitive interfaces, responsive customer support, and transparent communication. By utilizing data analytics, artificial intelligence, and client feedback, APZShop tailors its offerings and interactions to align with individual preferences and behaviors. This personalized approach not only strengthens customer engagement but also cultivates loyalty, ensuring a deeper and more enduring connection with their clients.

Keywords: e-commerce, client-focused approach, customer experience, personalized recommendations, user-friendly interfaces, customer support, transparent communication, data analytics, artificial intelligence, client feedback, loyalty, customer engagement

**THE INFLUENCE OF SOCIAL MEDIA ON VOTING PATTERNS
OF NATIONAL ELECTIONS AMONG YOUNG ADULTS
IN BESTLINK COLLEGE OF THE PHILIPPINES**

Jane Ashley Gomez, Princess Lara Pedrido, Regiena Valenzuela,
Athan Ezekiel Galario, Jayrald Espino

Abstract

The current research seeks to examine the influence of social media on the voting habits of young adults in national elections. One of the focuses of the study is students enrolled at Bestlink College of the Philippines. Lately, social media platforms have emerged as crucial components of political communication, offering distinct opportunities for interaction and communication, promotion, and organization. The younger demographic, especially, has become one of the most significant groups to use social networks to interact with Facebook, Twitter, and Instagram to shape their political views and behaviors. The research will be carried out by integrating mixed methodologies of inquiry, including surveys and interviews. It will seek to establish their level of social media usage, its breadth, and, crucially, the kind of content they engage with, encompassing political perspectives. This research additionally examines the influence of social media participation on voting, including the length of exposure, kinds of posts viewed, and how they influence voting choices. The primary research also strives to investigate the degree of social media involvement in young people's political awareness, opinion development, and assessment of candidate options. By taking into account various demographic elements like age, gender, and socioeconomic status, in their possible interactions with different social media platforms, the research aims to illuminate the intricate underlying factors of voter turnout behavior. The results of the study are expected to offer important perspectives on how the present generation of Filipino youth is increasingly participating in political activities. In particular, by exploring the relationship between the kinds of posts consumed and the rise in voter turnout among young individuals at Bestlink College of the Philippines.

Keywords: social media usage, political engagement, voting behavior, young voters, political awareness, opinion formation, mixed-methods research, surveys, interviews, content consumption, political insights

**"THE INTERPLAY BETWEEN UNIVERSITY DISCRIMINATION AND ITS
RAMIFICATIONS ON STUDENTS' ACADEMIC PERFORMANCE
AND MENTAL WELL-BEING: A CASE STUDY OF
BESTLINK COLLEGE OF THE PHILIPPINES"**

Christine Wency Bonicarlo, Katherine Joy Aracena, Carl Justine Bagual,
Mark Joseph Corral, Andrea Reyes, Iannille Renz Salazar

Abstract

The primary issue of discrimination between larger state universities and smaller or "normal" universities often revolves around budget disparities, resource allocation, student experience, and academic recognition. Larger state universities typically receive additional public funding and resources, leading to better facilities and programs. This creates an imbalance in opportunities for both students and faculty at smaller universities, affecting aspects such as research capabilities and job placement rates. Additionally, larger universities may be perceived as more prestigious, which can influence student choices and societal attitudes towards education. The study will likely employ a quantitative research design, using structured surveys or questionnaires to gather data on perceived discrimination, its effects on academic performance, and mental well-being. This approach enables statistical analysis and hypothesis testing to explore the relationships between these variables. (Amer, 2021) A study conducted at Bestlink College of the Philippines found a significant relationship between university discrimination and its adverse effects on students' academic performance and mental well-being. Students who reported experiences of discrimination showed considerably lower academic performance compared to their peers who did not face such discrimination. Additionally, these students experienced higher levels of depression, anxiety, and stress. This data underscores the harmful impact of discrimination on both academic success and mental health, highlighting the urgent need for institutions to address these issues. This research on discrimination at Bestlink College of the Philippines highlights a clear connection between discrimination, academic performance, and mental well-being. Students who experienced discrimination reported significantly lower academic achievement, along with higher levels of depression, anxiety, and stress. This emphasizes the urgent need for Bestlink College and the wider Philippine higher education system to address discrimination through comprehensive anti-discrimination policies, effective training programs, and dedicated support services for students. By fostering a truly inclusive and equitable learning environment, we can ensure that all students have the opportunity to thrive both academically and mentally.

Keywords: academic performance, mental well-being, depression, anxiety, stress, higher education system

**ACADEMIC BEHAVIORAL CONFIDENCE OF THE BACHELOR OF
SCIENCE IN PSYCHOLOGY STUDENTS IN A HIGHER
EDUCATION INSTITUTION IN QUEZON CITY**

Jonna Fe Celicious, Edelyn Mara-mara, Ellen Joy Pascua, Sarame Regajal,
Danilo Soriano, Frances Mikaela Apongol

Abstract

Academic confidence is the belief in one's own abilities and the courage to face challenges. It encompasses one's feelings, thoughts, and determination to enhance performance in tasks assigned by teachers. According to Moneva et al. (2020), academic confidence is the assurance of successfully completing tasks without hesitation. Performance tasks assigned by teachers include activities, assignments, projects, and quizzes. Many students struggle with self-confidence, and researchers suggest that studying academic and behavioral confidence can help students understand its significance. This awareness empowers teachers to create a more effective and supportive learning environment, fostering personal growth, particularly in academics. The researchers conducted this study to examine the academic behavioral confidence of Bachelor of Science in Psychology students at a higher educational institution in Quezon City, considering sex and year level. The study utilized a descriptive-quantitative research design to collect information. A survey questionnaire with a Likert scale was used as the instrument to gather data. The study participants were 333 psychology students from Bestlink College of the Philippines, Quezon City. The results of the study reveal that the majority of respondents are female, comprising 78.98%, while 21.02% are male. Most respondents are in the first-year level (45.65%), followed by the second-year level (24.02%), third-year level (18.02%), and fourth-year level (12.01%). The composite mean score of 3.61 indicates that students across all year levels are predominantly confident. However, areas for improvement were identified across various academic tasks, particularly those involving public speaking or engaging in academic debates with peers. These tasks received lower mean scores and were categorized under "fairly confident." Based on the data gathered and tabulated results, the findings indicate that there are no notable distinctions in the level of academic confidence among psychology students when grouped by profile. Overall, the researchers recommend that students be self-directed and that educators and administrators design interventions to bolster student confidence and support their academic success.

Keywords: academic behavioral confidence, self-confidence, self-esteem

**ASSESSMENT OF TEACHING STYLES OF SPECIAL EDUCATION
TEACHERS AMONG CHILDREN WITH EXCEPTIONAL NEEDS**

Jericho Borsal, Irish Mae Amar, Anna Mae Boreros,
Deserie Suan, Marites Tangonan, Maica Bironia

Abstract

This research study explores the teaching styles of special education teachers among children with exceptional needs at the Cradle of Learning. Children with exceptional needs may have academic difficulties, developmental delays, or conditions that require specialized care, necessitating a highly tailored educational approach. The teaching philosophies employed by special education teachers play a crucial role in fostering inclusive and supportive learning environments for these students. This study utilized a qualitative design, specifically the descriptive method. A researcher-made questionnaire was used to gather targeted responses. The respondents consisted of fifteen (15) teachers from a SPED school in Quezon City. The data collected was analyzed using frequency and percentage distribution, as well as the weighted mean, which was calculated by summing all responses and dividing by the total number of respondents. A five-point Likert scale was used to better interpret the gathered data. The study revealed that special education teachers demonstrated a high level of flexibility and adaptability in their instructional practices. Upon thorough analysis of the survey data, the assessment provided valuable insights into the teaching styles employed by special education teachers working with children with exceptional needs. The findings highlighted various strategies used and their effectiveness in addressing these children's unique educational requirements. Special education teachers acknowledged the significance of personalized learning experiences in fostering student engagement, academic progress, socialization, communication, and self-confidence, thereby creating a supportive and inclusive classroom environment. This study indicates that new educators primarily focus on teaching children with autism and ADHD, particularly in private middle and high schools. It is essential for teachers to incorporate various instructional methods, including visual, auditory, and kinesthetic approaches, to cater to the diverse learning needs of children with exceptional needs.

Keywords: teaching styles, exceptional needs, special education, teachers, assessment

**ATTITUDE TOWARDS MODERNIZATION OF SELECTED
DUMAGAT PEOPLE: BASIS FOR AWARENESS PLAN**

Catherine Jean Dacillo, Shaira Daligdig, Ella Angel Danseco,
Christine Joy Labandero, Dr. Leilani Cusack

Abstract

The Indigenous Peoples Rights Act (IPRA) in the Philippines has faced significant criticism for its limited effectiveness in safeguarding the rights of indigenous peoples, particularly the Dumagat tribe in Bulacan. Comprising 367 families and approximately 1,500 individuals, the Dumagat tribe is increasingly vulnerable to land grabbing and poverty, exacerbated by the government's use of IPRA and the National Commission on Indigenous Peoples (NCIP) to facilitate mining and business ventures on their ancestral lands. Traditionally relying on hunting, fishing, and crop planting for their livelihood, the Dumagat face displacement, which threatens not only their economic well-being but also their cultural identity. This research seeks to investigate the profound cultural, economic, and emotional impacts of losing agricultural land on the Dumagat tribe, with the goal of addressing issues of land rights, indigenous rights, and environmental justice. The study aims to provide a comprehensive action plan that can empower this marginalized community, offering strategies for cultural preservation, economic recovery, and legal advocacy. This chapter outlines the research design, participants, sampling strategies, data collection methods, tool validation, instrument development, and the statistical analysis techniques used in the study. The research employs a descriptive research design to examine the Dumagat people's perceptions and emotional responses to the loss of their agricultural land. Thirty (30) Dumagat residents from Sitio Karahume, Barangay San Isidro, City of San Jose del Monte, Bulacan, were selected as participants using purposive sampling. Data were gathered through structured questionnaires, designed to collect information on the respondents' demographics, the factors influencing their views, and the impact of losing agricultural land on their livelihoods, finances, and employment opportunities. The research tool was carefully developed and validated through expert feedback and pre-testing to ensure its accuracy and relevance. The data collected were then analyzed using appropriate statistical methods to draw meaningful conclusions about the Dumagat community's experiences and challenges. The data reveals that most respondents are between the ages of thirty and forty, although there is a broad age range represented. The largest age group, 23.33% of respondents, falls between 41 and 45 years old. Meanwhile, 16.67% of the sample, or 30% of responses, are from individuals aged between sixteen and thirty-five. This age distribution may impact the interpretation of the survey results, especially when considering generational disparities or differing preferences across age groups. The study highlights the Dumagat people's mixed views on modernity, emphasizing the need to consider their perspectives and values in development efforts. It suggests focusing on initiatives that align with Dumagat goals, incorporate their traditional knowledge, and advocate for sustainable development practices that respect their culture and way of life.

Keywords: dumagat people, modernity, divided attitude, perspectives, values, development projects, traditional knowledge systems, sustainable development, cultural heritage

**BENEFITS AND CHALLENGES OF PEER COUNSELING ORGANIZATION
AT BESTLINK COLLEGE OF THE PHILIPPINES:
BASIS FOR PROGRAM PROPOSAL**

Edson Garnica, Rainylene Enocillas, Roselee An Lagrimas,
Marielle Libunao, Hazel Pimentel, Dindo Danganan

Abstract

This study explores the benefits and challenges of a peer counseling organization at Bestlink College of the Philippines, focusing on mental health awareness, academics, career development, and social aspects. The motivation for conducting this research was to improve the newly established peer counseling program, promote student well-being, address mental health needs, contribute to evidence-based practices, and advocate for sustainable and impactful support services within the college community. The study employed a quantitative descriptive design and a purposive sampling technique, selecting members of peer counseling organizations based on their relevance to the research questions. A total of 44 students from Bestlink College of the Philippines participated. Survey questionnaires were administered to assess the program's benefits and identify challenges in crafting a peer counseling initiative. Findings indicate that 54.55% of respondents were female, while 45.45% were male. Most participants were between 18-22 years old, with B.S. Psychology being the most common program among them. The peer counseling program demonstrated effectiveness across multiple aspects. It fostered open discussions about mental health, improved well-being, and enhanced academic performance and attitudes toward learning. Additionally, it boosted confidence in career decisions and resilience in career-related challenges. Socially, it strengthened interpersonal relationships, increased the sense of belonging, and improved self-expression. However, stigma surrounding mental health care and fear of peer judgment were identified as major concerns. The results highlight the importance of comprehensive education and awareness campaigns to challenge misconceptions and foster openness regarding mental health. Furthermore, the data revealed a strong positive perception of the program's effectiveness, with participants expressing high agreement on its impact on mental health awareness, academic performance, career development, and personal growth.

Keywords: peer counseling, mental health, career, academic, social, stigma

**CAREER ANXIETY AND EMPLOYMENT READINESS AMONG FOURTH YEAR
PSYCHOLOGY STUDENTS AT BESTLINK COLLEGE OF
THE PHILIPPINES BATCH 2023 – 2024**

Kristine Dulay, Rafael Factor, Anna Mae Cerro, John Erick Nabos,
Darwin Delima, Maria Regina Baluyut

Abstract

This study explores the growing concerns of career anxiety and employment readiness among fourth-year Psychology students. As students approach graduation, many experience uncertainty and confusion regarding their career paths, making it essential to assess their preparedness for entering the workforce. A descriptive research methodology with a quantitative design was employed. A 30-question self-made questionnaire was administered to 100 participants. The questionnaire was divided into two sections: Set 1 assessed career anxiety levels, while Set 2 evaluated employment readiness in Clinical, Educational, and Industrial/Organizational Psychology. Data analysis was conducted using Slovin's Formula and Correlational Analysis. Findings revealed that most students experience career-related anxiety, with "feeling worried" about career decisions receiving the highest mean score of 3.13. In terms of employment readiness, students demonstrated the highest preparedness in the Industrial and Organizational Psychology setting (composite mean: 3.05), followed by the Clinical setting (2.93), and the Educational setting (2.87). These results emphasize the complexity of career decision-making and the need for targeted support in bridging the gap between education and employment. Addressing students' career concerns, aligning academic programs with industry expectations, and enhancing readiness in lower-scoring fields are essential to easing their transition into the workforce.

Keywords: career anxiety, employment readiness, psychology

**CHALLENGES ENCOUNTERED BY PERSONS WITH
SPECIAL NEEDS OF BRGY. SAN BARTOLOME**

Akhira Luna, Gemma Rose Aquilita, Jessica Marie Lavarias,
Shanne Torres, Manelyn Relos, Dindo Danganan

Abstract

This study aims to determine the challenges encountered by persons with special needs in Brgy. San Bartolome, particularly in relation to age, gender, physical challenges, and experiences with discriminatory language. It explores the frequency of such discrimination and its effects on psychological well-being, specifically autonomy and interpersonal relationships. Despite existing laws protecting persons with disabilities (PWDs), societal issues affecting them often go unnoticed. This study seeks to provide insights into the difficulties faced by working PWDs and contribute to a greater awareness of their struggles. This study utilized a descriptive research design. The participants consisted of 33 working PWDs residing in Brgy. San Bartolome. Survey questionnaires were distributed with the assistance of local authorities during a general assembly, and data collection was completed on the same day. Findings revealed that the majority of respondents were female, aged 33 and above, with mobility issues being the most common physical challenge (51.52%). The most frequently encountered discriminatory remark was "Ay! 'Wag mo nang gawin 'yan, hindi mo kaya 'yan," implying a perceived lack of competence. A frequency of 13 participants reported experiencing discriminatory language "sometimes." In terms of psychological well-being, respondents slightly disagreed that discrimination affected their autonomy but slightly agreed that it impacted their interpersonal relationships. While respondents generally exhibit autonomy-related behaviors, discriminatory language presents challenges that can hinder their social and professional interactions. Despite this, they are still perceived as capable of forming close and trusting relationships. The study recommends that barangays and workplaces promote inclusive communication to reduce discrimination and improve the quality of life for PWD workers.

Keywords: discriminatory language, persons with special needs, psychological well-being, autonomy, interpersonal relationships

CHALLENGES PERCEIVED OF STUDENT LEADERS ON COMING OUT AS LGBTQIA+ AT BESTLINK COLLEGE OF THE PHILIPPINES

Frank Angel Cabrera, Ma. Michaela Hernandez, Annalyn Romero,
James Parick Taruc, Maria Victoria Torella, Krissha Jaine Laurente

Abstract

Despite significant advancements in LGBTQIA+ rights, individuals continue to face discrimination and challenges when disclosing their sexual orientation or gender identity. This process, known as "coming out," can be both liberating and daunting, with experiences varying widely among individuals. nsrv.org Challenges Associated with Coming Out and Gender Identity Disclosure: Risk of Negative Reactions: Individuals may encounter rejection from family, friends, or community members, leading to strained relationships and emotional distress. Discrimination and Harassment: Disclosing one's identity can result in discrimination in various settings, including employment and educational institutions, as well as potential harassment or abuse. case.edu Mental Health Implications: Early disclosure, especially before the age of 13, has been linked to higher rates of depression and lower self-esteem, particularly when individuals face physical threats or harm due to their identity. Workplace Considerations: The decision to disclose one's sexual orientation or gender identity in professional environments can be challenging, with concerns about discrimination and career implications. Healthcare Disclosure: Gender-expansive youth often face dilemmas regarding disclosure to healthcare providers, with mixed disclosure associated with higher depression symptoms and lower self-esteem. Recent Developments Impacting LGBTQIA+ Rights: Policy Changes: Iowa has become the first state to remove gender identity protections from its civil rights law, eliminating "gender identity" as a protected class in areas such as housing, employment, and education. Them Federal Surveys: The U.S. Census Bureau, under the Trump administration, has sought permission to remove questions about gender identity from its Pulse Survey, aligning with policies that define sex strictly as male or female in official documents. Associated Press Recognizing and Addressing the Challenges: Understanding these challenges is crucial for fostering inclusive environments that promote emotional and psychological well-being. Supportive measures include: Educational Initiatives: Implementing programs that educate communities about LGBTQIA+ issues to reduce stigma and discrimination. Policy Development: Establishing policies that protect against discrimination based on sexual orientation and gender identity in all spheres, including employment, education, and healthcare. Mental Health Support: Providing accessible mental health services tailored to the unique experiences of LGBTQIA+ individuals. Safe Spaces: Creating environments where individuals feel safe and supported in expressing their identities without fear of retribution or harm. This study employs a descriptive research design, targeting seventy (70) LGBTQIA+ student leaders across first to fourth-year college levels. Purposive sampling is utilized to engage this specific group, ensuring that participants possess relevant characteristics to provide rich and diverse data. Data collection is facilitated through a researcher-developed survey questionnaire, structured into three sections: demographic profiles, perceived challenges, and difficulties encountered by LGBTQIA+ student leaders. Ethical considerations are meticulously addressed by obtaining informed consent, ensuring participant confidentiality, and safeguarding participants' rights throughout the research process. The study provides a comprehensive examination of the challenges faced by LGBTQIA+ individuals, revealing insights across various dimensions: Social Support: A weighted mean of 3.05 indicates perceived challenges in receiving adequate support after coming out. Mental Well-being: With a weighted mean of 3.00, this suggests negative impacts on mental health post-coming out. Outness Level: A weighted mean of 2.99 reflects challenges related to fear of judgment and

discrimination. Gender Identity Challenges: Social Acceptance: A weighted mean of 3.12 highlights perceived difficulties in social acceptance. Educational Environment: A weighted mean of 3.23 underscores challenges within educational settings. The overall weighted mean of 3.095 emphasizes the importance of enhancing inclusivity, awareness, and support within social and educational contexts to address these challenges effectively. Addressing the challenges faced by LGBTQIA+ student leaders necessitates a multifaceted approach within educational settings. Key strategies include: Implementing Inclusive Data Collection Methods: Developing and administering surveys that capture diverse sexual orientations and gender identities is essential. Educational institutions should thoughtfully consider the necessity and utility of collecting such data, ensuring privacy and security, and utilizing inclusive language that acknowledges the diversity within the LGBTQIA+ community. Establishing LGBTQ+ Student Support Groups: Creating safe spaces within schools where LGBTQ+ students can connect, share experiences, and receive peer support significantly contributes to their well-being. Programs that facilitate community-building and provide resources tailored to LGBTQ+ youth are vital. Conducting Awareness and Education Programs: Implementing curricula that include LGBTQ+ history and contributions fosters an environment of acceptance and respect. Studies have shown that inclusive education leads to better outcomes for LGBTQ+ students. For example, Illinois public schools have mandated the inclusion of LGBTQ+ history in their curriculum, ensuring accurate representation despite external pressures. axios.com. These initiatives collectively promote an inclusive and supportive educational environment, addressing the unique challenges faced by LGBTQIA+ student leaders.

Keywords: lgbtqia+, gender identity, social support, mental well-being, discrimination, identity struggles, inclusivity, gender diversity, and acceptance

**CHILD-FREE BY CHOICE: PERCEIVED OBLIGATION AND LIFE SATISFACTION
OF COUPLES IN SELECTED BARANGAY IN NOVALICHES, QUEZON CITY**

Sheila Lustre, Abegail Plaza, Theresa Drio, Lovely Vien Buama,
Kyle Tolosa, Dindo Danganan

Abstract

This study investigates the rising trend of child-free couples in Filipino society, where traditional norms favor large families. Despite societal expectations, many young Filipinos opt not to have children. The study explores their motivations, perceived obligations, and levels of life satisfaction. It also aims to challenge cultural norms and reduce the stigma surrounding the child-free lifestyle. The study employed a descriptive research design, gathering data from thirty (30) couples aged 25 to 40 residing in Barangay San Bartolome and Barangay Bagbag, Novaliches, Quezon City. Data collection was conducted through survey questionnaires. Findings indicate that child-free couples prioritize personal growth, with a weighted mean of 3.43. In contrast, respondents strongly acknowledged the financial responsibilities of parenthood, reflected in a weighted mean of 3.66. The study reveals that while child-free couples value personal development and experience overall life satisfaction, financial stability remains a challenge. Despite financial concerns, they report happiness and well-being. Additionally, they recognize the financial and societal responsibilities of parenthood, regardless of income or relationship dynamics.

Keywords: child-free, societal norms, life satisfaction, financial responsibilities, stigma

COMPARATIVE STUDY ON BABY BOOMERS AND GENERATION X ADAPTATION TO TECHNOLOGICAL TRENDS

Irish Janaban, Kyla Claire Mestiola, Alpha Grace Bagtong,
Precious Jamieva Bulagao, Lingling Cali, Maica Bironia

Abstract

This study examines the adaptation of technological trends among Generation X and Baby Boomers, focusing on age, gender, types of devices used, and usage frequency. The rapid advancement of technology has significantly impacted various aspects of daily life, including communication, work, and social interactions. Generation X (Born 1965–1980): Communication Preferences: Gen Xers primarily use email and telephone for communication. They spend considerable time online, utilizing smartphones for applications, social media, and internet browsing. Adaptability: Having witnessed the transition from analog to digital, Gen Xers are adept at integrating new technologies into their lives while maintaining a balance with traditional methods. mediaculture.com. Baby Boomers (Born 1946–1964): Technology Engagement: Approximately 70% of Boomers express curiosity about new technology and devices, eager to learn their functionalities through self-exploration or reading. Razorfish Preferred Devices: Boomers show interest in devices like laptops, smartphones, smart doorbells, locks, and security cameras, indicating a blend of practicality and interest in enhancing home security. Razorfish Online Presence: A recent Pew Research report revealed that 9 out of 10 Boomers use technology for everyday tasks like paying bills and executing transactions. Over 70% engage with social media platforms. u.plus. Impact of Technology on Communication and Work: Enhanced Collaboration: Modern technologies facilitate seamless collaboration among teams, enabling information sharing without geographical constraints and supporting remote work opportunities. Evolving Communication: Digital tools supplement traditional communication methods, altering information flow and interpersonal interactions in the workplace. hartmanadvisors.com. Work-Life Balance: Technology offers flexibility, allowing individuals to manage work responsibilities alongside personal commitments, though it necessitates boundaries to prevent burnout. Understanding the technological adaptation patterns of Generation X and Baby Boomers provides insights into tailoring digital solutions and support systems that cater to their unique preferences and needs. Recognizing these generational differences is essential for fostering inclusive technological environments that promote effective communication and productivity across all age groups. This study employs a descriptive-comparative research design to analyze and compare the technological adaptation patterns of Baby Boomers and Generation X. This design facilitates a detailed examination of existing phenomena without manipulating variables, allowing for a comprehensive understanding of the subject matter. Sampling Method: A purposive sampling technique is utilized to intentionally select participants who possess specific characteristics relevant to the study's objectives. This method ensures that the sample accurately represents the populations of interest, thereby enhancing the study's validity. Data Collection Instrument: Data will be gathered using structured surveys designed to capture detailed information on participants' technological usage patterns. These surveys will include questions about age, gender, types of devices used, and frequency of usage, providing quantitative data for analysis. Study Population: The research will involve 210 respondents, comprising Baby Boomers and Generation X individuals. This sample size is deemed sufficient to draw meaningful comparisons between the two groups regarding their technological adaptation behaviors. By integrating descriptive-comparative design with purposive sampling and structured surveys, this study aims to yield valuable insights into the technological engagement of different generational cohorts, contributing to both theoretical knowledge and practical applications.

The study's findings reveal notable generational differences in technology usage among the respondents. A majority of participants are female, totaling 117 individuals. Cell phones are the preferred devices, especially among Generation X users. Baby Boomers are increasingly engaging with smartphones and social media platforms. Generation X shows a preference for traditional computers while remaining receptive to wearable technologies. Baby Boomers express interest in smartwatches but exhibit lower adoption rates for other wearables and tablets. These insights highlight evolving technology usage patterns and shed light on generational attitudes toward technology adoption. These observations align with existing research on generational technology usage. Generation X, born between the mid-1960s and early 1980s, witnessed the rise of personal computers and the internet during their formative years, making them generally tech-savvy and adaptable. They appreciate the use of communication technologies such as emails, texts, and social media to interact with family and friends, but still value human interactions. Baby Boomers, born between 1946 and 1964, marveled at the advent of television and the moon landing, and later adapted to the rise of personal computers and the internet. While they have embraced digital tools, particularly for staying connected with family and friends, they still prefer face-to-face and telephone communications. However, they are increasingly engaging with smartphones and social media platforms, indicating a shift towards more digital interactions. Understanding these generational differences is crucial for developing targeted strategies that address the unique technological preferences and needs of each group. Recognizing these evolving patterns can inform the design of user-friendly technologies and communication strategies that cater to both Generation X and Baby Boomers, enhancing their digital experiences and engagement. The study provides valuable insights into the technological behaviors of Generation X and Baby Boomer respondents, emphasizing significant gender differences and the critical role of digital literacy. These findings have important implications for educational institutions, policymakers, social service agencies, and future researchers aiming to design targeted interventions and further explore generational technology adoption dynamics.

Gender Differences in Technological Adaptation: The research indicates that female respondents exhibit distinct patterns in technology adoption compared to their male counterparts. Studies have shown that women often display higher levels of risk aversion and engage in more extensive cognitive processing when considering the purchase of high-tech products. This heightened caution may influence their adoption rates and usage patterns of various technologies.

Importance of Digital Literacy: Digital literacy emerges as a crucial factor influencing the ability to navigate the digital world effectively. The study reveals that Generation X respondents are generally more informed about cybersecurity threats and employ protective measures, such as two-factor authentication, more frequently than Baby Boomers. This disparity highlights the need for targeted digital literacy programs aimed at enhancing the technological competencies of older generations.

Implications for Stakeholders:

- Educational Institutions:** Should develop curricula that address the diverse digital literacy needs of students from various generational backgrounds, fostering an inclusive learning environment.
- Policymakers:** Need to consider generational differences in technology adoption when formulating policies, ensuring equitable access to digital resources and support.
- Social Service Agencies:** Must tailor services to accommodate varying levels of digital proficiency among clients, offering assistance and training to bridge the digital divide.
- Future Researchers:** Have opportunities to further investigate the evolving dynamics of technology adoption across generations, contributing to a deeper understanding of digital engagement patterns.

In conclusion, recognizing and addressing the unique technological preferences and challenges of different generational cohorts is essential for fostering an inclusive digital society. By embracing these insights, stakeholders can implement strategies that promote widespread and effective technology adoption.

Keywords: generational technology adoption, digital literacy, generation x, baby boomers, technology usage patterns, gender differences in technology, digital divide, technology acceptance models, intergenerational technology behavior, digital engagement strategy

**CORRELATION BETWEEN TIKTOK USAGE AND
ROMANTIC RELATIONSHIP AMONG COUPLES**

Honey Shane Lacson, Jane Louisse Siloterio, Chris Lorenzana,
Neil Duke Jalme, Rose Anne Badile, Dindo Danganan

Abstract

Social media platforms have become a primary mode of communication, allowing users to effortlessly express their thoughts and emotions. TikTok, a widely popular application for creating, sharing, and engaging with short-form videos, has captivated millions worldwide with its interactive and dynamic features. Beyond entertainment, TikTok has emerged as a unique platform that fosters romantic connections through shared interests, creativity, and mutual engagement. This study aims to examine the correlation between TikTok usage and romantic relationships among couples, exploring its influence on communication, emotional connection, and relationship dynamics. This study utilized a quantitative research design, gathering data from 339 Bachelor of Science in Tourism Management students across all year levels. Survey questionnaires were distributed to examine the correlation between TikTok usage and romantic relationships. Pearson's r formula was applied to determine the significance of the relationship between these variables. The findings indicated that the majority of respondents were female, aged 20 to 21, and primarily third-year students. The findings suggest a nuanced relationship between TikTok usage and romantic partnerships, with respondents expressing mixed opinions on its impact. While some believe TikTok fosters connection and engagement, the study indicates that its usage does not significantly strengthen romantic relationships. The results indicate that while there is a statistically significant correlation between TikTok usage and romantic relationships, the association is weak, suggesting only a minimal connection between the two variables.

Keywords: tiktok usage, romantic relationships, social media influence, correlation, pearson's r , relationship dynamics, communication, engagement, quantitative research, survey respondents

**CORRELATION OF DIVERSE MUSIC GENRES ON THE COGNITIVE ASPECTS OF
PSYCHOLOGY STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Cheska Mei Cornejo, Jayel Aelyne Juan, Patrick John Canoy, Maricar Liane Acuario,
Selwyn John Eneres, Ma. Regina Baluyut

Abstract

The study aims to explore the relationship between various music genres and the cognitive functions of psychology students at Bestlink College of the Philippines. It seeks to determine how different types of music influence memory, concentration, problem-solving skills, and overall mental performance, providing insights into the potential cognitive benefits or drawbacks of music in an academic setting. The study adopted a correlational research design to assess the influence of different music genres on the cognitive functions of psychology students at Bestlink College of the Philippines. Data was collected from 300 psychology students through validated questionnaires and Google Forms. Regression analysis was conducted to examine the relationship between music genres and various aspects of students' academic and personal lives, including study habits, motivation levels, and involvement in extracurricular activities. The findings revealed that engaging with diverse music genres positively influenced psychology students' study habits, motivation levels, and participation in extracurricular activities. Pop music emerged as the most preferred genre, valued for its upbeat tempo and stimulating lyrics that enhance creativity and self-expression. While the study found a weak positive correlation between cognitive functions and preferred music genres, further research is needed to explore this relationship in greater depth. Overall, the study highlighted the significant role of pop music in improving focus, creativity, and overall well-being among psychology students. The study revealed a strong correlation between diverse music genres and the cognitive aspects of psychology students. Pop music emerged as the most preferred genre, recognized for its upbeat tempo and stimulating lyrics that enhance creativity and self-expression, while Rhythm and Blues was valued for its soulful rhythms and melodies. Although a weak positive correlation was observed between cognitive aspects and preferred music genres, the study's p-value of 0.007615 indicated that cognitive factors were not the primary determinants of students' genre preferences. These findings underscore the significant influence of pop music on cognitive performance and highlight the need for further research to explore these relationships more comprehensively.

Keywords: music genres, cognitive aspects, psychology students, pop music, rhythm and blues, creativity, self-expression, study habits, motivation, extracurricular activities, correlation, cognitive performance, genre preference, statistical analysis

**CORRELATION OF GRIT PERSONALITY AND LIFE SATISFACTION
AMONG FRESH GRADUATES OF PSYCHOLOGY OF BATCH 2023**

Gean Gabriel Merano, Eumica Dela Cruz, Ruby Ann Gerona,
Ma. Rosalinda Mendoza, Juna Perlado, Dindo Danganan

Abstract

Life satisfaction is a prominent subject of study in psychology, particularly in relation to well-being. Achieving life satisfaction often involves accomplishments across various domains, which can be influenced by an individual's level of grit. This study examines the correlation between grit personality and life satisfaction, aiming to identify the motivating factors that contribute to the respondents' grit. By understanding these relationships, the research seeks to highlight how grit impacts life satisfaction and the key drivers behind an individual's perseverance and commitment to long-term goals. Data for this study were collected through a quantitative-correlational approach. A survey was administered to gather responses from a total of 160 participants. The researchers used a simple random sampling technique from a population of 273 psychology graduates from the 2023 batch. The survey employed the 12-Item Grit Scale (Duckworth, 2007) and the Satisfaction With Life Scale (SWLS) (Diener et al., 1985), as well as additional validated questions created by the researchers. The gathered data were analyzed using composite mean and Pearson's Product Moment Correlation (Pearson's r) formula. The factors influencing the Grit Personality of the respondents were identified as being goal-oriented, perseverance, and mental fortitude. Among these, perseverance emerged as the most significant factor contributing to grit, followed by mental fortitude, while being goal-oriented ranked last. In terms of motivation, the respondents were most driven by peer relations, followed by personal ambition, with family pressure being the least influential. The life satisfaction score reported by the 160 fresh graduates was 27.03, which was interpreted as a "high score" according to the scoring sheet of Diener et al. (1985). A moderate positive correlation was found between grittiness and life satisfaction, with a Pearson r -value of 0.5554. This suggests that individuals with higher levels of grit tend to experience higher levels of life satisfaction. The results of the study revealed a significant correlation between grit personality and life satisfaction, with higher levels of grit predicting greater satisfaction in the future. Based on these findings, it is recommended that educational institutions incorporate courses designed to foster grit in students. A dedicated module on grit, perhaps within a Positive Psychology course, could help students develop this important trait. While this study focused on the relationship between grit and life satisfaction, future research could expand on this by examining the various motivations and additional factors that contribute to the development of grit in individuals.

Keywords: grit personality, life satisfaction, motivation, perseverance, goal-oriented, mental fortitude, positive psychology, education, correlation, fresh graduates, personal development

**CORRELATION OF INTRINSIC MOTIVATION TOWARDS ACADEMIC ANXIETY OF
PSYCHOLOGY STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES**

Geraldine Quirante, Apple Alangilan, Aina Dumlao, Kenneth John Ramos,
Shaira Myrene Roque, Maica Bironia

Abstract

Motivation is a fundamental force that drives human behavior, influencing daily tasks and goal achievement. It plays a crucial role in personal growth and self-improvement. One key type of motivation is intrinsic motivation, where individuals engage in activities, such as sports, purely for enjoyment and personal satisfaction, without external rewards. However, motivation is shaped by various factors, some of which may not be immediately apparent. To fully understand motivation, it is essential to consider both psychological and physiological influences that drive human actions. This study explores the relationship between intrinsic motivation and academic anxiety among students. It seeks to identify both the positive and negative effects of motivation on academic performance. Using a correlational research design and a quantitative approach, data was gathered from first-year psychology students at Bestlink College of the Philippines to analyze these connections. The findings suggest that while intrinsic motivation encourages students to engage in their tasks, it does not necessarily alleviate academic anxiety. Various external factors, personal circumstances, and individual differences significantly influence students' anxiety levels. Among first-year Psychology students, the study found no direct correlation between intrinsic motivation and academic anxiety. Despite many students exhibiting high intrinsic motivation, a considerable number also experienced elevated levels of academic anxiety. Therefore, it is important to recognize that intrinsic motivation alone may not be sufficient to alleviate academic anxiety among first-year Psychology students. Further investigation into the interplay between intrinsic motivation, academic anxiety, and other influencing factors is necessary to develop effective strategies for supporting students' well-being and academic performance. Researchers recommend organizing seminars to cultivate intrinsic motivation in academic pursuits and offering additional support to students experiencing academic anxiety during class activities.

Keywords: intrinsic motivation, academic anxiety, student well-being, psychology students, academic performance, correlational research, quantitative approach, external factors, student support, educational strategies

**CORRELATION OF PARENTING STYLE AND ACADEMIC ACHIEVEMENT
AMONG 3RD YEAR PSYCHOLOGY STUDENTS**

Charmir Madrideo, Rose Jane Boyonas, Patricia Grace Mondia,
Sheila Marie David, Shaine Malone, Dindo Danganan

Abstract

This study explores the correlation between parenting styles and the academic achievement of 3rd-year psychology students at Bestlink College of the Philippines. It aims to determine how different parenting approaches influence students' academic performance and overall success in their studies. A total of 187 3rd-year psychology students participated in this study. Data was collected through face-to-face survey questionnaires, designed using a Likert scale divided into three sections to assess students' perceptions and experiences. The responses were analyzed to determine patterns and relationships between parenting styles and academic performance. Findings indicate a significant correlation between parenting style and academic achievement. Students with authoritative parents demonstrated higher academic success, while those with uninvolved parents showed lower academic performance. These results highlight the impact of parental involvement and support on students' educational outcomes. The study confirms that parenting styles play a crucial role in shaping students' academic performance. Authoritative parenting positively influences academic achievement, while an uninvolved approach negatively affects students' educational success. Understanding these correlations can help parents, educators, and students develop strategies to foster better academic performance.

Keywords: parenting styles, academic achievement, correlations

**CORRELATION OF PLAYING VIDEO GAMES ON SOCIAL
AND EMOTIONAL QUOTIENT OF STEM STUDENTS**

John Paulo Basilio, Loverne Shairaine Sibug, Ian Jaztin Jaylo,
Mylene Teves, Celline Keith Osias, Dindo Danganan

Abstract

Video games have become a massive and highly lucrative industry, captivating millions of players worldwide. While they offer numerous benefits, such as enhancing problem-solving skills and fostering social interaction, they also present significant challenges. One of the most pressing concerns is addiction, where players develop a compulsive need to continue gaming despite its negative impact on their daily lives. This excessive engagement often leads to the neglect of personal responsibilities, social relationships, and emotional well-being, highlighting the need for greater awareness and balanced gaming habits. The researchers adopted a quantitative research approach, specifically a correlational research design, to analyze the relationship between the time spent playing video games and the emotional and social quotient of STEM students. Using Slovin's Formula, the required sample size was calculated to be approximately 400 respondents, ensuring a 5% margin of error. A purposive sampling method was applied to select 400 Grade 11 and 12 STEM students as participants. Data collection was conducted through a self-assessment survey questionnaire, which served as the primary research tool. The correlation between playing video games and the social quotient was found to be negligible and negative (-0.1041), with a significant p-value of 0.0376, indicating a weak inverse relationship. In contrast, the correlation between playing video games and the emotional quotient was also negligible (0.0283) but non-significant, with a p-value of 0.5725. These findings suggest that playing video games has minimal impact on the social quotient of STEM students and no significant effect on their emotional quotient. Most students play video games for 1–5 hours a week, indicating a potential opportunity to integrate educational content into popular games or develop educational games requiring similar time commitments. The weak negative correlation between playing video games and the social quotient suggests that encouraging multiplayer games that foster social interaction could be beneficial. Furthermore, since no significant relationship was found between playing video games and the emotional quotient, future research should explore other factors influencing emotional development among STEM students.

Keywords: video games, social quotient, emotional quotient, stem students, gaming addiction, multiplayer games, educational games, correlation, social interaction, emotional development

**CORRELATIONAL ANALYSIS OF PSYCHOLOGICAL
WELL-BEING AND CAREER PREFERENCES**

Clarizza Mae Calses, Hannah Mae Firmalino, Rose Ann Perol,
Marvin Lloren, Ma Joana Yael Samaniego, Maica Bironia

Abstract

The implementation of the Kinder to Grade 12 (K-12) Program in the Philippines aims to expand career opportunities for graduates. However, despite these opportunities, challenges such as job mismatches, increasing unemployment rates, and the program's failure to meet employment expectations persist. This study examines the correlation between psychological well-being and career preferences among college students to understand how mental health influences career decision-making. This study employed a correlational method with a quantitative research design. Two separate survey questionnaires were designed to assess psychological well-being and career preferences. A total of 120 fourth-year Bachelor of Secondary Education students from Bestlink College of the Philippines participated. Data analysis was conducted using percentage and mean computations to determine patterns and relationships. Findings indicate that students scored lowest in the Enterprise dimension of career preference, which measures leadership and assertiveness. In terms of psychological well-being, the lowest scores were recorded in the Purpose in Life category, reflecting existential uncertainty. However, statistical analysis revealed a weak and insignificant correlation between psychological well-being and career preferences. The study suggests that institutions should enhance career guidance services through the Guidance, Student Personnel, and Alumni Organizations. These initiatives can help students develop leadership, communication skills, and strategies to improve their psychological well-being, ultimately supporting informed career decisions.

Keywords: psychological well-being, career preferences

**DIGITAL SOLUTIONS FOR ENHANCING GUIDANCE COUNSELING SERVICES
AT BESTLINK COLLEGE OF THE PHILIPPINES: BESTLINK MINDCARE**

Renzo Trinidad, Jhosua Bernardo, Angelu Borromeo,
Angelo Llaguno, Mariel Eleria, Dindo Danganan

Abstract

Bestlink Mindcare introduces digital solutions to enhance guidance counseling services at Bestlink College of the Philippines. This research aims to develop a student-centric website designed to improve access to mental health support. A key feature of the website is the Mental Health Booking System, which simplifies appointment scheduling with guidance counselors, making the process more accessible and user-friendly. By reducing barriers that often discourage students from seeking help, this system promotes a proactive approach to mental well-being. The study employed a descriptive research method to analyze the effectiveness of digital mental health solutions. Data were collected from randomly selected college students and guidance personnel at Bestlink College, ensuring diverse perspectives. The research examined the types of digital mental health solutions available, user characteristics, and the outcomes of implementing these solutions. Respondent feedback was crucial in refining the website's features to better serve the college community. Findings highlight the positive effects of Bestlink Mindcare's digital initiatives on student mental health. Key results include the website's success in raising awareness of mental health issues, improving crisis response protocols, promoting diversity and inclusivity, and reducing stigma associated with seeking counseling. Student input played a significant role in shaping these improvements, demonstrating the importance of user-driven design in mental health solutions. The study confirms that digital counseling platforms like Bestlink Mindcare effectively enhance mental health awareness, improve student well-being, and foster a supportive campus environment. The integration of technology in guidance services presents an innovative approach to addressing mental health concerns in educational institutions.

Keywords: mindcare, guidance counseling services, digital solutions, mental health, student support

**EFFECTS OF STRESS ON DECISION-MAKING AMONG PARENTIFIED
STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Angelika Mae Oril, Kamil Joy Abila, Ma. Cristine Joy Bacani,
Jan Ella Mari Peñaflor, Dianne Bernadette Siy, Dindo Danganan

Abstract

Parentification is a family dynamic where children assume roles and responsibilities typically reserved for adults, leading to a reversal of traditional parent-child roles. This shift often compels children to take on caregiving duties, provide emotional support, or manage household tasks beyond their developmental capabilities. This study investigates how stress influences the decision-making processes of parentified students at Bestlink College of the Philippines, focusing on financial, career, and household decisions. The research targets 120 fourth-year Bachelor of Science in Business Administration students majoring in Human Resource Management and Marketing Management. Utilizing a correlational research design, the study aims to identify relationships between stress levels and decision-making abilities among the participants. Data will be collected using a validated questionnaire, administered through snowball sampling a non-probability technique where initial participants refer others within their network, facilitating access to individuals who may be difficult to enumerate through traditional methods. Significance of the Study Understanding the impact of stress on decision-making among parentified students is crucial, as these individuals often assume adult responsibilities at a young age, potentially affecting their academic performance and personal development. Insights gained from this research could inform institutional support systems, guiding the development of interventions aimed at alleviating stress and enhancing decision-making skills among affected students. Contextual Background Parentification occurs when youth are forced to assume developmentally inappropriate adult-like roles and responsibilities, such as caregiving or managing household tasks. This role reversal can lead to stress, anxiety, and difficulties in performing developmental tasks, potentially impacting academic achievement. In Filipino culture, where familial roles and expectations are deeply ingrained, understanding the effects of parentification is particularly pertinent. Expected Contributions by focusing on this demographic, the study aims to contribute valuable knowledge to the existing literature on parentification and stress, particularly within the context of Filipino culture. The findings are expected to inform policies and support systems that promote healthier decision-making processes and overall well-being among parentified students. The findings of this study indicate that 80% of the surveyed population experienced moderate stress, while 20% reported high perceived stress; none indicated low stress levels. An interesting observation is the low positive correlation between stress levels and decision-making abilities, suggesting that as stress increased, decision-making tended to improve. However, this relationship was only moderately significant. Existing literature presents mixed findings on the impact of stress on decision-making. Some studies suggest that stress can impair decision-making processes, leading individuals to rely on heuristics or make riskier choices. For example, research has shown that stress can lead to riskier decision-making, with individuals under stress more likely to choose high-risk, high-reward options. Additionally, studies have found that stress causes people to choose more conservatively for trials with potential gains, and more risk-seeking when faced with potential losses. Conversely, other research indicates that stress may enhance certain decision-making aspects. For instance, a study observed an increase in pro-social decisions among stressed women following lab-induced stress episodes, while a similar effect was not observed in men. Moreover, stress has been shown to shift cognitive focus toward immediate rewards, potentially affecting decision-making strategies. The moderate significance of the correlation observed in this study may be attributed to various factors,

including the nature of the stress experienced, individual differences in stress perception, and contextual elements influencing decision-making. Further research is needed to explore these nuances and better understand the complex relationship between stress and decision-making. Such studies should consider factors such as the type of stressor, individual coping mechanisms, and the specific domains of decision-making affected to inform strategies aimed at mitigating negative stress impacts and enhancing decision-making processes. The data highlights the significant involvement of parentified students in family decision-making and responsibilities, emphasizing their maturity and the challenges they face in balancing these roles with their personal development. Parentification, where children assume adult responsibilities, can have both positive and negative effects on youth development. While it may foster resilience, strength, and maturity, especially when their efforts are appreciated and supported by a social network, it can also lead to negative outcomes such as emotional stress and developmental delays.

Keywords: parentification, stress, decision-making, filipino students, family dynamics, psychological resilience, interpersonal relationships, cultural values, adolescents, young adults

**EMOTIONAL REGULATIONS ON IMPULSIVE BUYING BEHAVIOR AMONG
THIRD-YEAR PSYCHOLOGY STUDENTS AS SELF-AWARENESS**

Jomari Carl Lo, Allen Buotan, Jessa Espiña, Joylyn Gabarda,
Jeremiah Jimenea, Frances Mikaela Apongol

Abstract

Impulse buying, driven by emotions, affects both satisfaction and financial stability. Emotional regulation is crucial, particularly for individuals prone to impulsive behaviors. While impulse buying can provide short-term gratification, it often poses challenges to emotional control and long-term financial well-being. Existing research frequently overlooks its psychological impact on psychology students. This study examines the influence of emotional regulation on impulsive buying among third-year psychology students, aiming to develop interventions that promote better emotional regulation and reduce impulse buying tendencies. This study employs a quantitative descriptive research design to investigate the relationship between emotional regulation and impulsive buying behavior among 150 third-year psychology students, aged 20 to 35, from Bestlink College of the Philippines in Novaliches, Quezon City. Participants were selected using quota sampling. Data were collected using structured and standardized questionnaires, including the Impulsive Buying Scale and the Emotional Regulation Questionnaire (ERQ). Findings indicate that the majority of respondents were aged 20 to 25 (97.7%) and predominantly female (82.67%). Analysis revealed high levels of reminder impulsive buying, with 103 respondents exhibiting this behavior (mean: 0.687), while 86 respondents displayed pure impulse buying (mean: 0.573). Most students demonstrated strong emotional regulation skills, with cognitive reappraisal scoring highest (mean: 5.07), followed by expressive suppression (mean: 4.96). Notably, reminder impulsive buying was more prevalent than pure impulse buying, and emotional regulation showed a very strong positive correlation ($r = 0.86$) with impulsive buying behavior. The study highlights that third-year psychology students frequently engage in reminder impulsive buying and emotionally-driven purchases while also employing cognitive reappraisal for rational decision-making. Intense emotions play a key role in triggering impulsive purchases, emphasizing the importance of cognitive reappraisal in emotional regulation. To foster financial responsibility, recommendations include budgeting, creating shopping lists, delaying purchases, and practicing mindful spending. Additional suggestions involve prioritizing needs, saving for long-term goals, evaluating purchases, reducing exposure to shopping stimuli, engaging in physical activities, enhancing decision-making skills, and utilizing financial literacy resources such as podcasts.

Keywords: emotional regulation, impulsive buying, self-awareness, psychology

**EXPERIENCES IN CYBER-DECEPTION AS PREDICTORS OF
EMOTIONAL RESILIENCY AMONG FACULTY MEMBERS**

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Mark Steve Palomer, Milagros Serran, Maica Bironia

Abstract

In the current age of digitalization, cyber deception has become increasingly pervasive, posing significant threats to individuals and assets. As malicious actors exploit network vulnerabilities, developing adaptable defense strategies has become imperative. This research study aims to gain insights into consumer experiences with cyber scams and their emotional resilience. The findings from this study will be valuable to Bestlink College of the Philippines, specifically its Psychology department, in addressing cyber threats and ensuring data protection. This study investigates the impact of cyber-deception experiences on faculty members' emotional resilience, exploring how these experiences shape emotional responses. This study employs a Descriptive Correlational Research Design and a quantitative approach. A 5-point Likert scale questionnaire and standardized tests are utilized. The researcher purposively selected fifty (50) faculty members from Bestlink College of the Philippines. The study examined how individuals perceived and experienced cyber-deception, particularly in scenarios such as automatic money transfers, social media hacking, and linking to illegal websites. The findings showed that respondents generally had neutral attitudes toward these experiences, although there was agreement on the issue of accessing illegal websites. However, when analyzing the relationship between cyber-deception and emotional resilience, the study found only a weak positive correlation. This suggests that while there may be some connection between experiencing cyber-deception and emotional resilience, it is not particularly strong. Therefore, the impact of cyber-deception on emotional resilience may vary among individuals. Despite the prevalence of cyber-deception incidents, individuals often maintain a neutral attitude toward such experiences, suggesting a potential lack of awareness or perception of these incidents as significant threats in their daily lives. This observation underscores the need for further research to examine the correlation between cyber-deception encounters and emotional resilience. Additionally, raising public awareness of cyber threats and equipping individuals with the necessary skills to safeguard themselves in the digital age are of paramount importance. The study's findings highlight the need to better understand and address the complexities of cyber-deception to enhance overall digital safety and resilience.

Keywords: cyber-deception, emotional resilience, cyber scams, social media safety

**EXPLORING THE IMPACT OF PRECONCEIVED NOTIONS ON SOCIAL
RELATIONSHIP AMONG PHYSICALLY CHALLENGED LEARNERS
OF BESTLINK COLLEGE OF THE PHILIPPINES**

Jovelen Rojo, Sean Miles Bermido, Mary Ann Caya, Marjorie Macalisang,
Grashiella Olajay, Maria Regina Baluyut

Abstract

This research investigates the impact of preconceived notions on the social relationships of physically challenged learners at Bestlink College of the Philippines. People with physical disabilities often face prejudice and discrimination due to their differences from societal norms, which can affect their social interactions and inclusion. The study aims to examine how these preconceived ideas influence the relationships and social experiences of physically challenged students, ultimately contributing to fostering a more inclusive and supportive educational environment. This study utilized a descriptive research design and employed a face-to-face survey questionnaire, ensuring respect for participants and adherence to ethical research practices. The research used the standardized Stigma or Discrimination Scale, developed by Graham Thornicroft, to comprehensively examine the impact of preconceived notions on the social relationships of 50 physically challenged learners at Bestlink College of the Philippines. The study shows that most respondents are aged between 21 and 25, with female respondents outnumbering males in terms of educational level. Visual impairment is the most common physical disability among the participants. The results highlight that respondents feel the greatest impact from being treated positively, with a mean score of 3.08. This suggests that positive interactions and support from family and others have a significant influence on improving the social experiences of individuals with physical disabilities. Based on the data gathered, physically challenged learners are significantly impacted by positive interactions in their social relationships. To reduce the barriers that individuals with physical disabilities face, efforts should focus on promoting inclusivity and improving access to services. By encouraging understanding and acceptance, we can foster a more inclusive environment. Additionally, providing guidance and support will help individuals with physical disabilities lead more fulfilling lives, ultimately enhancing their overall well-being.

Keywords: physically challenged learners, preconceived notions, social relationships, discrimination, positive interactions, physical disabilities, stigma, inclusion, barriers, support, guidance, accessibility, fulfilling lives, bestlink college of the philippines

**EXPLORING THE RELATIONSHIP BETWEEN WORKING STUDENT
PSYCHOLOGICAL HEALTH IN OVERCOME THE
STRESS IN ACADEMIC PERFORMANCE**

Lhera Landasan, Donna Rose Tungpalan, Dessieree Balingit,
Naovie Nicole Domingo, Karel Medran, Iannille Renz Salazar

Abstract

This study focuses on psychological health in relation to psychological stress, aiming to deepen the understanding of human behavior. Factors such as emotional resilience, coping mechanisms, and support systems play a significant role in how individuals manage stress and maintain their psychological well-being. The method used to collect and analyze numerical data was a questionnaire. This questionnaire focused on how students manage stress while balancing work and academic performance. The researchers aimed to assess the psychological health and stress levels of working students today. Balancing work and studies is a demanding task for many students, with approximately 80% experiencing significant stress. While some use coping strategies to manage it, 46.67% report that their job negatively affects their academic performance. Although many students believe they can handle the challenges of being a working student, nearly half struggle to focus on their studies. Responses also vary when it comes to prioritizing mental health while almost 60% say they can prioritize it, 13% admit they cannot. Juggling work and academic responsibilities often leads to increased stress, which can negatively impact both mental health and academic performance. In many cases, the psychological well-being of working students is compromised due to the pressure of meeting both work and school deadlines. However, effectively managing stress is crucial for maintaining academic performance. Students who develop strong coping mechanisms tend to perform better academically, even in challenging situations.

Keywords: stress, psychological, academic performance, healthy mental health, support system

**FACTORS AFFECTING SOCIAL AND EMOTIONAL
WELL-BEING TOWARDS WORK PERFORMANCE**

Maricar Olalia, Sherly Garcia, Sofia Marie Mabilin, Winnilyn Segarra,
Irish Dianne Tamayo, Dindo Danganan

Abstract

Opportunities abound, but they come with significant work and challenges. As time passes, the bar is raised, and to apply for jobs and secure a decent position, one needs a degree, qualifications, accomplishments, experience, and a lot of paperwork. Physical attributes also play a significant role in qualifying, and they can be a reason for a lack of opportunity, particularly for people with physical limitations. The study utilized a descriptive research design. The participants of this study were 234 individuals with physical challenges in Barangay Bagong Silangan, Quezon City, who were employed. Using a random sampling technique, the respondents answered the questionnaire created by the researchers. The study reveals that the majority of respondents are female, with 32.05% aged 25-35, and 23.08% wheelchair users. A 50-50 split between white and blue-collar jobs. Social and emotional well-being in the workplace is influenced by physical challenges, with a composite mean of 3.09 and 3.32, respectively. Support and physical challenges affect well-being. The results recommends local government providing seminars and programs to support individuals with disabilities, emphasizing that unique abilities are always present, regardless of disability, and that opportunities are for everyone.

Keywords: social well being, emotional well-being, work performance, physical challenges

**FACTORS AND CHALLENGES OF PUBLIC SPEAKING AMONG
CTE STUDENTS BASIS FOR PSYCHOLOGICAL MECHANISMS**

Rose Anne Isuga, Chairylle Dela Cruz, Kyle Nicole Herbulario,
Baby Angel Rojas, Maricar Subala, Dindo Danganan

Abstract

This research paper explores the psychological factors and challenges in public speaking among College of Teachers and Education (CTE) students at Bestlink College of the Philippines. Researchers selected CTE students because their coursework frequently requires them to engage in public speaking. This study utilized a descriptive-quantitative research method. The study population consists of first-year to fourth-year College of Teacher Education (CTE) students. Through stratified random sampling, 350 CTE students were selected to participate. The primary instrument for data collection was a survey questionnaire. The collected data were analyzed using the Four-Point Likert Scale and weighted mean. The study found that most respondents faced challenges in public speaking, including fear, anxiety, pressure, and a lack of self-confidence when speaking in front of large audiences. They experienced these difficulties during reporting, teaching demonstrations, and recitations. Based on these findings, it is recommended that the school provide training and seminar programs to help students manage anxiety and pressure through effective coping mechanisms and strategies, ultimately enhancing their confidence and performance.

Keywords: public speaking, psychological mechanisms, glossophobia, speech anxiety

**FACTORS THAT AFFECT THE SOCIAL EXCLUSION OF THE GRADE 10
STUDENTS AT MINUYAN NATIONAL HIGH SCHOOL: BASIS
FOR A PROPOSED INTERVENTION PROGRAM**

Edchel Moaje, Maygan Callos, Bea Mher Constantino,
Alma Nueva, Ara Veloso, Dr. Leilani Cusack

Abstract

This message highlights the importance of resilience and self-worth when facing negativity or exclusion. It reminds individuals that their value is not determined by others' words or actions. Despite challenges, it encourages people to keep moving forward, embrace their creativity, and never allow anyone to make them feel unworthy. The issue of social exclusion, especially in schools, is addressed, as it affects self-esteem, emotional health, and academic performance. The goal is to promote awareness of social exclusion, foster a more inclusive environment, and ensure that everyone feels valued and supported, regardless of their background. The researchers conducted the study at Minuyan National High School, selecting a purposive sample of 120 Grade 10 students from 15 sections, with 8 students chosen from each section out of a total population of 714. The study aimed to investigate the factors influencing social exclusion among students. A mixed-method approach was used, incorporating a descriptive research design. Both quantitative and qualitative data were collected through a survey questionnaire, allowing for a comprehensive analysis of the factors contributing to social exclusion in the school environment. This study emphasizes the need to address the factors contributing to social exclusion among Grade 10 students. By implementing intervention programs like peer mentoring and social skills workshops, the school can create an inclusive environment that encourages positive social integration and supports the well-being of all students. The researchers concluded that, regardless of the factors affecting social exclusion, Grade 10 learners thrive with ongoing support and dedication from mentors and stakeholders, in collaboration with the Psychology Society, to help address these challenges. The study was conducted at Minuyan National High School in Curvada Minuyan, Norzagaray, Bulacan, examining the factors contributing to social exclusion among Grade 10 students. The research recommended the implementation of peer mentoring and social skills workshops to help address these challenges. A mixed-method approach, incorporating both quantitative and qualitative data, was used in the study. Purposive sampling was employed, and descriptive analysis techniques were applied. Data were gathered through a survey questionnaire and analyzed using statistical tools such as percentage and weighted mean.

Keywords: social exclusion, grade 10 students, peer mentoring, social skills workshops, minuyan national high school, factors influencing exclusion, quantitative research, qualitative research, purposive sampling, descriptive analysis, statistical tools, percentage

**GENDER BIAS ON CAREER ASPIRATIONS OF
CRIMINOLOGY AND EDUCATION STUDENTS**

Corrine Songcuan, Ma. Elaiza Capet, Ellaine Gaor, Rica Labang,
Mark Kevin Mirasol, Maica Bironia

Abstract

Gender bias refers to the tendency to favor one gender over another or hold prejudices against specific genders. Many students tend to pursue courses that are traditionally associated with their gender. The researchers aim to explore how perceived gender bias influences the career aspirations of college students, particularly those enrolled in fields that are typically dominated by one gender, such as Criminology and Education. This study investigates the ongoing gender biases in educational settings and emphasizes the need to understand how these biases impact students' career aspirations. It aims to fill the gaps currently present in higher education regarding gender bias. Using a correlational design and quantitative research methods, the study applies stratified sampling techniques and the G Power formula to select survey respondents. A total of 138 Criminology and Education students from Bestlink College of the Philippines, enrolled in the academic year 2023-2024, were chosen as the study participants. Female respondents constitute the majority of the sample, representing 47.10%, followed by males, gender fluid, genderqueer, and transgender individuals. The study found that domestic behavior is the most significant factor influencing gender bias, with a ranking of 2.55. In terms of career aspirations, the results from the Holland Code (RIASEC Test) show that the social dimension is the area of greatest interest, followed by the conventional and realistic dimensions, which also rank highly. Furthermore, Pearson correlation coefficient analysis using SPSS revealed a significant relationship between gender bias and career aspirations among Criminology and Education students at Bestlink College of the Philippines. The researchers recommend hosting seminars or workshops, utilizing online platforms and social media campaigns to raise awareness and promote inclusivity. They also suggest organizing career fairs and providing individual counseling sessions to help students explore viable career alternatives within their chosen fields.

Keywords: gender bias, career aspirations, educational settings, holland code (riasec), inclusivity, seminars, workshops, online platforms, social media campaigns, career fair, counseling sessions, criminology, education students

**IMPACT OF EXTENDED SOCIAL MEDIA TIME USAGE ON THE
INTERPERSONAL SKILLS AMONG PSYCHOLOGY STUDENT
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Joshua Lance Pagsugiron, Julie Mae Sasutona, Anna Marie Galas,
Pamela Aira Delgado, Sherwin Secoya, Krisssha Jane Laurente

Abstract

This study aimed to identify the impact of extended social media usage on the interpersonal skills of Psychology students. Utilizing quantitative research in a descriptive manner, survey questionnaires were employed to gather data from a sample of Psychology students. The study focused on understanding how prolonged engagement with social media influences various aspects of interpersonal communication. This study involved administering self-made questionnaires, validated by psychometricians, to assess students' social media usage patterns and their perceived interpersonal skills. The survey focused on key areas such as active listening, empathy, teamwork, verbal communication, and non-verbal communication. The results show that the majority of respondents (69.70%) were aged 18-19. Female participants comprised 227 respondents, while male participants accounted for 103. Regarding social media accounts, 24.24% had four active accounts, 22.12% had three, 20.91% had two, 16.67% had one, and 16.06% had five or more. In terms of time spent on social media, 37.58% of respondents spent less than 8 hours, 31.82% spent exactly 8 hours, and 30.60% spent more than 8 hours daily. The composite mean results for interpersonal skills were as follows: active listening (3.20), empathy (3.20), teamwork (3.24), verbal communication (3.22), and non-verbal communication (3.22), with an overall weighted mean of 3.20. These results were interpreted as "Agree," indicating a general consensus among respondents on the influence of social media on their interpersonal skills. The findings suggest that social media has both positive and negative effects on interpersonal skills. While it provides opportunities for engagement and social interaction, digital communication also presents challenges that may impact face-to-face interactions. The results indicate that students recognize both the benefits and drawbacks of extended social media usage in relation to their interpersonal skills.

Keywords: interpersonal skills, social media, psychology students

**IMPACT OF PHYSICAL IMPAIRMENT IN THE ADOLESCENCE SELF-ESTEEM:
BASIS FOR A PROPOSAL INTERVENTION PROGRAM**

Sha-yna Mae Mondragon, Laylanie Ann Mirano,
Dina Balana, Sem Bulaga, Dr. Leilani Cusack

Abstract

Physical disabilities, whether congenital or acquired, encompass a diverse range of conditions that significantly influence adolescents' experiences and interactions. During adolescence, a critical period for self-identity formation, physical impairments can profoundly affect self-esteem, primarily due to societal attitudes and perceptions rather than the impairments themselves. Understanding this dynamic is crucial for developing effective intervention programs aimed at supporting these youths. The researchers employed purposive sampling to examine the impact of physical impairments on adolescent self-esteem. The study involved 40 adolescents aged 13 to 19 years from three barangays: Graceville (25 participants), Kaybanban (9 participants), and Towerville (6 participants). Data collection utilized a mixed-methods approach, combining quantitative and qualitative techniques, including questionnaires, interviews, observations, and document analysis. The findings are organized thematically to provide a comprehensive understanding of the adolescents' experiences. The study revealed that adolescents with physical impairments often experience low self-esteem due to societal stigma, limited participation opportunities, and body image concerns. However, providing tailored support, promoting independence, and fostering self-esteem can significantly enhance their well-being. Data collected from 40 respondents aged 13 to 19 years across three barangays Graceville (25 participants), Kaybanban (9 participants), and Towerville (6 participants) highlight these challenges and the potential for positive intervention. Addressing these issues requires a multifaceted approach, including inclusive education, peer mentorship, community engagement, and mental health support. Such initiatives can help mitigate the negative impacts on self-esteem and promote a more inclusive and supportive environment for adolescents with physical impairments. Recognizing the profound impact of low self-esteem on adolescents with disabilities, the researchers are committed to providing targeted support and interventions to help these teens build confidence and resilience. Initiatives such as the Empower Ability program aim to empower teens with disabilities to acknowledge their value, embrace their strengths, and pursue their aspirations with optimism. The Empower Ability program draws inspiration from successful models like empower: abilities, which offers social events, peer support programs, and informational gatherings to help individuals with disabilities live with dignity and participate fully in their communities. Similarly, the EMPOWER program at the University of Arkansas provides a four-year, non-degree experiential learning experience that teaches life skills and functional academics, fostering independence and social integration for young adults with intellectual disabilities. By implementing programs like Empower Ability, the goal is to create a supportive environment where adolescents with disabilities can thrive, recognizing their potential and pursuing their dreams with confidence.

Keywords: adolescents with disabilities, self-esteem, empower ability program, empowerment, independence, community integration, peer support, life skills, social participation, body image

**IMPLICATIONS OF SHARED MEMES ON THE PSYCHOLOGICAL WELL-BEING
AMONG THE STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES:
A PROPOSED INTERVENTION PROGRAM FOR
MENTAL HEALTH AWARENESS**

Kimberly Jazmin Maxion, Glaiza Barbero, Christine Joyce Orticio,
Ruby Mae Pelaje, Meljean Saraga, Dindo Danganan

Abstract

Networking sites, as products of modern technology, have captured the hearts of many users. Similarly, memes have become a popular form of entertainment and amusement. People find memes funny and relatable because they joke about circumstances, conditions, individuals, events, and other cultural or social elements. This study explores the psychological implications of shared memes among students at Bestlink College of the Philippines. The study involved 100 students from Bestlink College of the Philippines as respondents. A quantitative research approach was utilized, employing a survey questionnaire to examine the implications of shared memes on students' psychological well-being. Findings indicate that respondents strongly agree that they use memes to express their thoughts (weighted mean: 3.26), share memes to motivate others (3.1), and use shared memes to connect with others (3.20). However, misinterpretation of shared memes was also noted (3.15). These results suggest that sharing memes generally has a positive impact on psychological well-being by fostering expression, motivation, and social connection. The study reveals that students regularly share memes on social media as a means of expressing their emotions and thoughts, contributing positively to their psychological well-being. Additionally, memes serve as a medium for connection and motivation. However, shared memes may also lead to negative emotions when misinterpreted, potentially affecting psychological well-being.

Keywords: memes, psychological well-being, social media, mental health

**INFLUENCE OF PEER PRESSURE ON ACADEMIC
PERFORMANCE OF COLLEGE STUDENTS**

Donna Mae Casipong, Romilyn Alig, April Anne Lagliva,
Desiree Servise, Mary Grace Olasiman, Maica Bironia

Abstract

This study investigates the impact of peer pressure on the academic performance of psychology students. It examines how peer interactions influence students' educational experiences, aiming to identify both the positive and negative effects on academic achievement. The findings of this research will provide insights for educators and policymakers to develop strategies that support students in navigating peer pressure and improving their academic success. A descriptive-comparative research design was used to investigate the influence of peer pressure on the academic performance of college students. Cluster sampling was employed to select 100 first-year psychology students as respondents, and data were collected using questionnaires. Descriptive statistics, such as mean and frequency distribution, were utilized to analyze the data and draw conclusions regarding the relationship between peer pressure and academic performance. The study's findings show that the majority of surveyed college students, aged 18 to 21, had a fairly balanced gender distribution and were from diverse academic sections. Positive peer pressure was notably high, with peer groups providing strong support and encouragement. On the other hand, negative peer pressure was minimal, with the most common issue being exhaustion from group work. Additionally, most respondents had a General Weighted Average (GWA) of 2.00, reflecting varying academic performance levels. The study indicates that peer pressure, especially positive peer influence, played a significant role in shaping the academic performance of first-year psychology students at Bestlink College. To enhance academic performance, institutions should implement inclusive strategies, such as mentorship programs and extracurricular activities, to provide support for all students. Additionally, addressing negative peer pressure through open communication and tailored support for high-achieving students can be effective. Targeted interventions, particularly for psychology students, along with preventive measures, will help mitigate the effects of negative peer pressure and foster a supportive academic environment. The study underscores the significance of both positive and negative peer pressure on academic performance, highlighting the role of individual coping strategies in navigating these influences.

Keywords: peer pressure, academic performance, college students, psychology students, positive peer pressure, negative peer pressure, coping strategies, mentorship, extracurricular activities, support strategies

**INFLUENCES OF PARENTING STYLES ON EMOTIONAL DEVELOPMENT AMONG
PSYCHOLOGY STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Julia Mae Blasorca, Dianne Joyce Garcia, James Angelo Gerald Garcia,
Marie Flor Quial, Alyza Sajorda, Dindo Danganan

Abstract

Emotional development refers to an individual's ability to recognize and regulate their emotions. Parents play a crucial role in shaping their children's emotional well-being. This study aims to examine the influence of parenting styles on the emotional development of Psychology students at Bestlink College of the Philippines. It seeks to provide insights into how different parental approaches impact the emotional growth and well-being of individuals. This quantitative study focused on Psychology students from all year levels at Bestlink College of the Philippines. Using stratified random sampling, 332 students were randomly selected as respondents. The primary instrument for data collection was a survey questionnaire, and the gathered data were analyzed using percentages and weighted mean. The findings indicate that parenting styles significantly impact students' emotional development. The authoritative parenting style was the most prevalent among respondents' parents, suggesting that students experienced a structured and consistent approach to discipline, fostering stability and predictability during childhood. Conversely, uninvolved parenting ranked the lowest, indicating that some students experienced emotional neglect, lack of support, and an absence of a nurturing environment, which could lead to feelings of detachment and negatively affect emotional well-being. The study confirms that parenting methods play a critical role in shaping an individual's emotional maturity. A significant difference was observed in the emotional growth and maturity of lower and higher-year Psychology students. Higher-year students demonstrated better emotional regulation and maturity compared to lower-year students. This suggests that emotional development is closely linked to parental upbringing, emphasizing the profound influence of parenting styles on students' emotional well-being.

Keywords: parenting styles, emotional development, emotions, psychology

**INFLUENCES OF SOCIAL MEDIA ON BODY IMAGE AND
ACTIVE GYM LIFESTYLE: BASIS FOR ACTION PLAN**

Kylene Mae De Vibar, Hazel Bande, Mario Codilla, Mickaela Ferrer,
Marjorie Yamongan, Dindo Danganan

Abstract

The aim of this study is to explore the impact of social media on body image and the promotion of an active gym lifestyle among 4th-year College of Criminal Justice Education students at Bestlink College of the Philippines. The study also seeks to encourage students to adopt a positive approach to their own body image and that of others, fostering motivation to engage in an active gym lifestyle through the influence of social media. The study adopted a quantitative research design and used random sampling to select 277 students. A 4-point Likert scale questionnaire was created and distributed to gather the required data for the research. The study, with a higher participation of male respondents compared to female respondents, revealed that students' body image perceptions, gym lifestyle, and various other factors influencing them are shaped by social media and societal influences. With a mean score of 2.99, the respondents agreed that social media and external comparisons affect their views. The respondents strongly agreed with a composite mean of 3.30 that unrealistic beauty standards and the encouragement of comparison on social media contribute to negative body image. The influence of social media on physical appearance perceptions underscores its substantial impact on shaping body image ideals. The "ideal body" factor ranked the highest with a mean score of 3.30, followed by concerns regarding social pressure (mean = 3.00) and dietary habits (mean = 3.18), highlighting areas that require attention to foster a more supportive and inclusive gym environment. Based on the findings, it can be concluded that unrealistic beauty standards and the comparison of body images and gym lifestyles on social media significantly influence students. Consequently, it is recommended that students prioritize engaging in healthy routines that promote both their physical well-being and mental health.

Keywords: social media, body image, gym lifestyle, unrealistic beauty standards, student perceptions, mental well-being, physical attributes, comparison, college of criminal justice education

**LEVEL OF SHARE-POSTING ON EMOTIONAL RESPONSE
ON SELECTED PSYCHOLOGY STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Kathlyn Castro, Allona Dela Cruz, Rise Jane Hamili,
Mary Kris Laurente, Carl Medina, Dindo Danganan

Abstract

In today's digital age, individuals frequently share online content. This study examines the level of sharing content, such as hugot lines and memes, and its impact on users' emotional responses. By analyzing how social media sharing influences emotions, this research aims to provide insights into the psychological effects of online activities. Understanding these effects can help individuals navigate social media in a way that promotes emotional well-being. This study utilized a survey instrument to collect data from psychology students at Bestlink College of the Philippines. The survey included sections on demographic information, respondents' level of agreement regarding emotional responses, and the influence of feedback on their emotions. Simple random sampling was employed to select 332 participants across different year levels in the psychology program. Data collection involved distributing paper-based surveys in classrooms, obtaining informed consent from participants, and piloting the questionnaire with a small group of students to ensure clarity and accuracy. Findings indicate that most respondents, aged 18–22, were predominantly female and in their second year of college. The study reveals that sharing hugot lines has a moderate correlation with emotional connection among users experiencing similar emotions. Meanwhile, sharing memes strongly contributes to positive emotional well-being. Additionally, supportive comments and reactions encourage further sharing, reinforcing the role of validation and peer support in online interactions. The results suggest that psychology students actively engage in sharing hugot lines and memes, with hugot lines fostering emotional connection and memes significantly enhancing well-being. Moreover, positive feedback from peers serves as a motivating factor for continued sharing. These findings highlight the importance of social validation and support in shaping students' emotional responses to online content.

Keywords: hugot lines, peers, memes, level of agreement, emotional response, social media, psychology students, validation

**MINDFULNESS MEDITATION AS A STRESS REDUCER:
BASIS FOR AN AWARENESS PROGRAM**

Rhylene Deh Remoto, Eloisa Mae Agabin, Harvey Bryan Quijano,
Tintin Ragonton, Leah Tumapon, Frances Mikaela Apongol

Abstract

This study examines the development of a Logistics Management System (LMS) using the Agile Scrum methodology, emphasizing the integration of key features like tracking and route optimization for immediate impact. The study employed a correlational research design to examine the relationship between perceived stress and mindfulness. The participants were male and female 3rd-year Psychology students from Bestlink College, selected using stratified sampling, with each section acting as a stratum. The researchers utilized two standardized Likert-scale questionnaires, both available in the public domain, as the primary tools for data collection: the Perceived Stress Scale and the Five Facet Mindfulness Questionnaire-Short Form. These tools were used to measure the participants' perceived stress levels and the five facets of mindfulness. The findings showed that most respondents experienced moderate stress levels, while the five facets of mindfulness exhibited relatively high averages, especially in the "Act Aware" facet. The Pearson r values were $-.256$ for females and $-.334$ for males, indicating a weak negative correlation. This suggests a significant inverse relationship between perceived stress levels and the five facets of mindfulness meditation among the respondents. The researchers concluded that promoting mindfulness meditation is an effective tool for reducing stress. However, the study focused solely on the relationship between perceived stress levels and the five facets of mindfulness, excluding the exploration of stress causes and other coping methods that could serve as additional stress-reducing tools.

Keywords: correlational research design, perceived stress, mindfulness, five facet mindfulness questionnaire, perceived stress scale, pearson correlation, stress reduction, mindfulness meditation, coping methods

**PARENTING STYLE ON ACADEMIC ANXIETY OF SENIOR HIGH
SCHOOL STUDENTS: BASIS ON INTERVENTION**

Kim Quea Ignacio, Brenda Kates Medina, Sweethly Ann Rosada,
Ferlyn Veloso, Leah Madungit, Frances Mikaela Apongol

Abstract

The purpose of this study is to explore the relationship between different types of parenting styles and the academic anxiety experienced by students. The researchers aim to measure the level of academic anxiety in senior high school students as influenced by their parents' parenting styles. According to Diana Baumrind's framework, there are three primary types of parenting styles: authoritarian, authoritative, and permissive. A fourth style, later identified by researchers Eleanor Maccoby and John Martin, also contributes to the understanding of parenting behaviors. Previous studies, such as Yaffe (2021), have reported that children's anxiety is influenced by parenting styles and practices, with physical punishment and other forms of parental control being the most impactful. The study used a quantitative correlational research design to explore the relationship between the parenting style experienced and the level of academic anxiety among senior high school students. The respondents, consisting of 327 students from various strands at Bestlink College of the Philippines, were selected using stratified sampling based on Cochran's equation. The results of the study show a significant, though weak, relationship between parenting styles and academic anxiety. The most prevalent parenting styles experienced by senior high school students were permissive (2.61) and authoritative (2.52). The highest levels of academic anxiety among students were attributed to concerns about peer judgment and self-doubt, as indicated by the questionnaires that assessed how students perceived their classmates' evaluations of their abilities. The research found a weak correlation between parenting style and academic anxiety among senior high school students. However, it is still essential for parents to support their children in achieving academic success by considering other factors that may contribute to academic anxiety. Regardless of the parenting style, encouraging open communication about academic challenges can help alleviate stress and foster a more supportive home environment. Authoritative parents, in particular, maintain high expectations for both behavior and academic performance while providing guidance and emotional support. They are responsive to their children's needs, balancing warmth with firmness in enforcing rules and consequences.

Keywords: parenting styles, academic anxiety, senior high school students, authoritative parenting, permissive parenting, academic support, communication, stress relief

**PARENTING STYLES OF PHYSICALLY CHALLENGED PARENTS
ON THE PSYCHOLOGICAL WELL-BEING OF GEN-Z**

Chariss Cuenca, Fracelyn Mae Battad, Raph Lourience Ceniza,
Marisol Obedoza, Jenevie Tañajora, Frances Mikaela Apongol

Abstract

Research on the parenting styles of physically challenged parents and their impact on the psychological well-being of Generation Z (Gen Z) individuals is limited. However, existing studies and related literature offer some insights: Parenting Styles Among Physically Challenged Parents: The parenting styles adopted by physically challenged parents can vary, much like those of non-disabled parents. These styles authoritative, authoritarian, and permissive are influenced by various factors, including cultural norms, personal experiences, and available support systems. It's important to note that the presence of a disability in parents does not inherently lead to negative outcomes in children. Research indicates that children of disabled parents often develop qualities such as problem-solving skills, compassion, respect for differences, sensitivity to justice, and independence. These children may also exhibit greater empathy and emotional awareness compared to their peers. In the study conducted in Barangay San Agustin, Quezon City, involving 34 Generation Z individuals raised by physically challenged parents, a descriptive quantitative research design was utilized. Data collection was performed through surveys employing established instruments to assess parenting styles and psychological well-being. The study conducted in Barangay San Agustin, Quezon City, involving 34 Generation Z individuals raised by physically challenged parents, revealed significant associations between parenting styles and psychological well-being: Authoritative Parenting: Characterized by clear expectations, warmth, and responsiveness, this style was the most prevalent among physically challenged parents. Children raised with authoritative parenting exhibited the highest levels of psychological well-being across various domains, including self-acceptance, personal growth, and positive relationships. Authoritarian Parenting: Marked by high demands and low responsiveness, this style was associated with the lowest scores in most well-being aspects among children. Permissive Parenting: Defined by low demands and high responsiveness, children of permissive parents scored between those with authoritative and authoritarian parents in terms of psychological well-being. The study conducted in Barangay San Agustin, Quezon City, involving 34 Generation Z individuals raised by physically challenged parents, revealed significant associations between parenting styles and psychological well-being: Authoritative Parenting: Characterized by clear expectations, warmth, and responsiveness, this style was the most prevalent among physically challenged parents. Children raised with authoritative parenting exhibited the highest levels of psychological well-being across various domains, including self-acceptance, personal growth, and positive relationships. Authoritarian Parenting: Marked by high demands and low responsiveness, this style was associated with the lowest scores in most well-being aspects among children. Permissive Parenting: Defined by low demands and high responsiveness, children of permissive parents scored between those with authoritative and authoritarian parents in terms of psychological well-being. These findings align with existing literature, which indicates that authoritative parenting is positively related to mental health and satisfaction with life, whereas authoritarian parenting is negatively related to these variables. Despite facing challenges due to their parents' physical limitations, Gen Z individuals displayed remarkable resilience and adaptability. They demonstrated autonomy, personal growth, environmental mastery, and a sense of purpose in life. However, the study identified room for improvement in self-acceptance, suggesting the need for interventions to bolster confidence. Overall, the research highlights that parenting styles significantly impact Gen Z's well-being, with authoritative parenting

fostering positive outcomes. Importantly, the study emphasizes that having a physically challenged parent does not necessarily hinder a child's psychological well-being. With resilience and appropriate support systems, Gen Z individuals can thrive and achieve personal growth.

Keywords: parenting styles, physically challenged parents, generation z, psychological well-being, authoritative parenting, authoritarian parenting, permissive parenting, resilience, self-acceptance, personal growth

**PERCEIVED EFFECTIVENESS OF ELECTRONIC LEARNING MATERIAL ON
MEMORY RETENTION OF SELECTED PSYCHOLOGY STUDENTS OF
BESTLINK COLLEGE OF THE PHILIPPINES**

Cariel John Ganalon, Cherry Mea Ompoc, Marian Aveigail Roa, Kim Danica Timan,
Cherie Mae Waminal, Maria Regina Baluyut

Abstract

In education, electronic learning resources are becoming more and more important, and it is critical to comprehend how they affect learning results. The perceived impact of electronic resources on memory retention among psychology students at Bestlink College of the Philippines is examined in this study. The 343 psychology students that were chosen using stratified selection approaches make up the research sample. ELMs that are intended to enhance the course materials are shown to the participants. The study uses a quantitative methodology, collecting detailed data using survey questionnaires. A 4-point Likert scale is a tool used by researchers to examine data. The findings, which are supported by their effects, satisfaction levels, and preference, indicate that electronic learning resources significantly enhance memory retention. Students often view electronic learning resources as having a beneficial impact on their ability to retain information. According to the statistics, students have a favorable opinion of the role that technology plays in promoting learning outcomes and are quite content with electronic learning resources in terms of its applicability, usability, and capacity to improve memory recall. Furthermore, compared to other learning resources, students favored using electronic learning materials as a means of improving memory recall. According to this study, the school should increase the amount of electronic learning resources used on campus. By incorporating these tools, students can take advantage of a variety of learning styles, which have been shown to greatly improve memory retention. The researchers create a suggested program to increase the use of electronic learning resources to enhance memory recall based on the results.

Keywords: electronic learning materials, memory retention, psychology students, bestlink college of the philippines, digital education

**PERCEIVED EFFECTIVENESS OF MENTAL HEALTH
MOBILE APPLICATIONS AMONG COLLEGE STUDENTS**

Abegail Flores, Marrie Anthonette Bialen, Joanna Pangilinan, Hezzele Mae Sarasap,
Hayette Therese Soberano, Maica Bironia

Abstract

This study examines the perceived effectiveness of mental health mobile applications among college students. Using a descriptive-comparative quantitative research design, it explores the demographic profile of respondents, the mental health apps they have accessed and used, the positive and negative effects of these apps, and any significant differences in perceptions based on gender. The study employed snowball sampling to recruit participants and utilized an online survey titled Perceived Effectiveness Scale, consisting of 20 questions assessing both the benefits and drawbacks of mental health mobile applications. A total of 176 college students from Philippine higher education institutions in Metro Manila, who experience mental health challenges and use these applications, participated in the study. Findings indicate that the majority of users are 22 years old or older (69.89%), with a higher proportion of female users (40.43%). The most frequently accessed app is Lusog Isip, followed by BetterHelp and TalkSpace. While respondents acknowledge the benefits of these apps in managing mental health conditions, stress, and therapy access, they also express concerns about efficacy, privacy, and potential dependency. Significant differences in perceptions based on gender highlight the importance of tailored approaches in app development and marketing to address diverse user needs. The study recommends that users carefully select mental health applications based on their age group, personal preferences, privacy considerations, and potential negative effects. Developers should focus on designing age-specific, personalized, and user-friendly applications with comprehensive features, strong privacy measures, and inclusive representation to enhance accessibility and effectiveness for all users.

Keywords: mental health mobile applications, efficacy, dependency, therapy resources, user satisfaction

**PERCEIVED LEVELS OF STRESS AND COPING STRATEGIES FOR
UNFULFILLED PROFESSIONAL DREAM: AN ASSESSMENT ON
PSYCHOMETRICIAN'S LICENSURE EXAMINATION**

Jheremy Ilocto, Conelyn Dacuyan, Ariane Fernandez,
Nicky Nazareno, Glenda Ojeda, Dindo Danganan

Abstract

Licensure examinations are required for a wide variety of professions in order to restrict the designation to those who are only eligible to work with a license. In contrast to the purpose of this study, which is to primarily focus on the other side of the coin, a significant number of studies on licensure exams have focused on the positive aspects, specifically the degree to which test-takers passed the exam. These studies assessed the perceived stress levels and coping mechanisms of individuals who had failed the board licensure examination for psychometricians. Assessing the perceived stress levels and coping mechanisms used by the psychometrician board non-passers following a failed effort to obtain a professional license was the goal of a correlational research design. Two (2) adopted standardized questionnaires, the PSS-10 and Brief-COPE, were utilized to measure the study's variables in order to address the underlying research issues. Of the 70 first-timers, only 61 agreed to take part in the study. The calculated sample size of 59 was adequately exceeded by the number of consenting respondents, indicating a representative sample of the population being studied. According to statistics, more than half (62% out of 87%) of the psychometrician board non-passers in Quezon City reported feeling moderately stressed after failing on boards. They also used problem-focused coping techniques (2.99), which demonstrated their ability to handle conflicts in a proactive manner. In summary, there is relatively little link between the coping mechanisms and perceived stress levels. This denotes a non-significant association, meaning that the variables of interest do not statistically significantly correlate with one another. A considerable percentage of psychometrician board non-passers in Quezon City reported experiencing moderate stress after their unsuccessful attempt to obtain a license to practice, in accordance with the evidence-based findings. Furthermore, the majority of psychometrician board non-passers have a constructive strategy Problem-focused Coping for dealing with their inability to pass boards. The study concludes that there is no significant relationship between coping mechanisms and perceived stress levels. As a result, the choice or efficacy of coping mechanisms is not significantly impacted by the perceived stress levels of psychometrician board non-passers.

Keywords: licensure examinations, test anxiety, coping mechanisms, psychometricians, performance under pressure

**PSYCHOLOGICAL CHALLENGES PERCEIVED WHILE HAVING MENSTRUATION
TOWARDS INTERPERSONAL RELATIONSHIPS OF PSYCHOLOGY
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jona Capendit, Karen Cleare Delos Santos, Jerriecy Docil, Danilo Estinopo Jr,
Eladiame Panlilio, Krisssha Jaine Laurente

Abstract

Menstruation, defined as the monthly discharge of blood and other materials from the uterine lining, is a natural biological process experienced by individuals with female reproductive systems from puberty until menopause, excluding pregnancy. Despite its natural occurrence, menstruation is often shrouded in cultural taboos and stigmas, leading to misconceptions and discomfort in discussing related topics. These societal perceptions can influence various aspects of life, including interpersonal relationships and daily interactions. This study employs a descriptive research design to examine the profiles of respondents and identify the challenges they perceive during menstruation in their interactions with partners, friends, and family. A structured survey questionnaire serves as the primary instrument for data collection, enabling the systematic gathering of quantitative information aligned with the study's objectives. The collected data are analyzed using descriptive statistics, including the weighted arithmetic mean. The weighted arithmetic mean is particularly useful when combining average values from different-sized samples, as it accounts for varying importance or frequency of each value. The findings provide valuable insights into the socio-demographic characteristics of the respondents and their experiences related to menstruation: Age Distribution: A significant portion of the respondents, 49.28%, are aged between 18 to 20 years, indicating that nearly half of the participants are in this age bracket. Marital Status: An overwhelming majority, 96.62%, identify as single, highlighting that most participants are unmarried. Perceived Challenges: Respondents reported facing the most significant challenges concerning their family dynamics during menstruation. This finding suggests that familial interactions may be notably affected during this period. Emotional Sensitivity: The majority of respondents exhibit heightened empathy, reacting more intensely to social cues and interactions. This increased sensitivity could influence their interpersonal relationships during menstruation. Coping Satisfaction: Participants expressed the lowest level of satisfaction with coping mechanisms within the family context, indicating potential areas for improvement in familial support systems during menstruation. To cultivate a supportive and inclusive learning environment at Bestlink College of the Philippines, the researchers propose a comprehensive program aimed at addressing the challenges menstruating students face. This initiative seeks to promote empathy, reduce stigma, and strengthen interpersonal relationships within the academic community.

Keywords: menstruation awareness, interpersonal relationships, challenges, psychology students, bestlink college of the philippines

**PSYCHOLOGICAL FACTORS THAT INFLUENCE
ACADEMIC PROCRASTINATION AMONG FIRST YEAR CASE
DEPARTMENT STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Rynne Katherine Joyce Visto, Lea Camile Almonte, Claire Funtilar,
Ailyn Tanciongco, Ma Shane Soriano, Maria Regina Baluyut

Abstract

Academic procrastination significantly impairs college students' academic performance and overall well-being. A study conducted at Bestlink College of the Philippines investigated the psychological factors contributing to academic procrastination among first-year students in the CASE Department. Psychological Factors Influencing Academic Procrastination: Perfectionism: Students with perfectionistic tendencies often delay tasks due to fear of not achieving flawless results. This fear can lead to heightened anxiety and procrastination. Fear of Failure: Anxiety about potential poor performance can lead students to postpone tasks, attempting to avoid confronting their perceived inadequacies. Time Management Difficulties: Challenges in organizing and allocating time effectively can result in procrastination. The availability of constant internet access can introduce distractions, further hindering task initiation and completion. Task Aversion: Tasks perceived as unpleasant or overwhelming can lead to avoidance. Breaking down large assignments into smaller, manageable steps can reduce anxiety and make tasks feel more approachable. The study employs a descriptive, non-experimental correlational research design to examine the relationships between various psychological and behavioral factors and academic procrastination among first-year students in the CASE Department at Bestlink College of the Philippines. This design is appropriate for identifying and understanding patterns and associations without manipulating variables. Participants: A total of 94 first-year students from the BS Psychology, BS Computer Engineering, and BL Information Science programs participated in the study. This diverse sample allows for a comprehensive analysis across different academic disciplines. The study conducted at Bestlink College of the Philippines reveals that self-efficacy and emotional regulation are significantly associated with academic procrastination tendencies among first-year students in the CASE Department. These findings suggest that enhancing these factors could be key to reducing procrastination and improving academic performance. Self-Efficacy: A high mean score of 3.96 for self-efficacy indicates that students possess a strong belief in their ability to overcome academic challenges. This perception is crucial, as studies have shown a significant negative correlation between self-efficacy and academic procrastination. Students with higher self-efficacy are more likely to initiate and complete tasks efficiently, thereby reducing procrastination tendencies. Emotional Regulation: Emotional regulation, with a mean score of 4.05, plays a vital role in managing procrastination. Effective emotional regulation helps students cope with negative emotions that may lead to task avoidance. Research indicates that difficulties in emotional regulation are positively correlated with procrastination, suggesting that students who struggle to manage their emotions may be more prone to procrastination. This study emphasizes the importance of addressing self-efficacy, emotional regulation, and task value to mitigate academic procrastination among first-year students in the CASE Department at Bestlink College of the Philippines. By implementing targeted interventions and adopting effective study strategies, students can enhance their academic performance and overall well-being.

Keywords: academic procrastination, self-efficacy, emotional regulation, task value, goal clarity, task aversion, time management, mindfulness, cognitive behavioral therapy (cbt), active procrastination, avoidant coping, student syndrome, zeigarnik effect

**RELATIONSHIP BETWEEN THE STRESS LEVEL AMONG 4TH YEAR
PSYCHOLOGY STUDENTS AND ACADEMIC FATIGUE IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Clariza Martin, Aiya Marisol Gata, Queenie Ann Maramag,
Daphne Morales, Hazel Ann Zafe, Frances Mikaela Apongol

Abstract

Academic fatigue, also known as burnout, is a state of physical, emotional, and cognitive exhaustion that is common among college students. The rigorous demands of academic life often lead to persistent stress and fatigue, making it difficult for students to stay motivated and engaged. Prolonged academic stress can diminish enthusiasm for learning, hinder academic performance, and even increase the risk of college dropout. The researchers utilized a correlational research design with a quantitative approach to examine the relationship between stress levels and academic fatigue among 4th-year Psychology students at Bestlink College of the Philippines. Two standardized survey questionnaires were administered to assess academic fatigue and stress levels. A total of 103 students from six regular sections were selected using the stratified sampling technique and Slovin's formula. Data analysis involved percentage and mean computations, while the Pearson Correlation Coefficient was applied to determine the strength and significance of the relationship between the variables. The results indicated that the majority of the respondents were young adults, with a predominantly female population in the 4th-year Psychology program. Most students reported experiencing a moderate level of stress. Additionally, statistical analysis showed that respondents also experienced moderate academic fatigue. Furthermore, the findings revealed a strong positive correlation between stress levels and academic fatigue among 4th-year Psychology students at Bestlink College of the Philippines. The researchers concluded that implementing an action plan could help manage and reduce students' stress levels and academic fatigue. However, the study primarily focused on examining the relationship between stress levels and academic fatigue among students.

Keywords: academic fatigue, stress level, college students, psychology students, correlational research, quantitative approach, pearson correlation coefficient, academic burnout, mental health, student well-being

**SELF-COMPASSION OF IMPOSTER SYNDROME TOWARDS ACADEMIC
ACHIEVEMENT: BASIS FOR PSYCHOLOGICAL INTERVENTION**

Ivy Mae Ansale, Eliza Ferrer, Royalyn Mendoza, Kaia Bianca Miranda,
Chennie Misa, Frances Mikaela Apongol

Abstract

Impostor Syndrome describes a pattern where individuals, despite their achievements, are plagued by self-doubt, leading to anxiety and the fear of being exposed as frauds. Some students may experience it without noticing the symptoms. This study aims to investigate the relationship between self-compassion and impostor syndrome in relation to academic achievement. It is significant within the research context because impostor syndrome may hinder academic achievement and overall well-being. Understanding how self-compassion might mitigate its effects could inform effective psychological interventions. By using a descriptive quantitative research design, researchers collected data through surveys and questionnaires designed to capture impostor syndrome experiences using the Clance IP Scale and self-compassion levels using the Self-Compassion Scale–Short Form (SCS-SF) by Neff et al. Both domain questionnaires were freely available to the public and could be used with the authors' permission. The respondents were selected based on the characteristics needed for the sample. A predetermined set of criteria ensured that only those who met the specific characteristics were included in the sample, such as first-year to fourth-year BS Psychology students at Bestlink College of the Philippines who belong to the ACAEX Scholarship program. The study ensured compliance with the Data Privacy Act of 2021. Personal data from questionnaires will be securely stored and accessible only to authorized researchers, maintaining respondent confidentiality. The results show that the majority level of impostor syndrome was frequent, while self-compassion was moderate. The key findings include the level of impostor syndrome in academic achievement, self-compassion, and the relationship between the two variables. These findings can serve as a basis for psychological interventions aimed at enhancing strategies for managing impostor syndrome and fostering academic success through self-compassion. Overall, there is a significant relationship between impostor syndrome, academic achievement, and self-compassion. These findings are supported by existing literature, highlighting the need to address impostor syndrome in academic settings and foster self-compassion. This underscores the importance of proposing psychological interventions for students.

Keywords: impostor syndrome, academic achievement, self-compassion, psychological interventions

**TEACHERS' FEEDBACK: RELATIONSHIP OF ACADEMIC SELF-EFFICACY ON
SENIOR HIGH STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Nhecy Aquino, Mardon Dominique Cuysona, Christian Pancho,
Anne Marie Villareal, Rochelle Wenceslao, Ma. Regina Baluyut

Abstract

The purpose of this study was to examine the relationship between teachers' feedback and academic self-efficacy in senior high students at Bestlink College of the Philippines for the academic year 2023-2024. It also explores the influence of the types of teachers' feedback students often receive, and which other academic dimensions influence their academic self-efficacy the most. The correlational method was used to determine the outcome. Data were gathered using the Academic Self-Efficacy Scale (Gafoor, Kunnathodi & Ashraf, Muhammed, 2007) and a modified questionnaire, which was validated by the statistician and psychometrician through stratified random sampling. The statistical treatment used after the data had been gathered is a sample to determine the relationship between two variables. Another method used is frequency and percentage to determine the weighted mean of the variables needed. According to the study's findings, senior high school students gave individual guidance the highest ranking among the three forms of teacher feedback: constructive criticism, praise, and individual guidance. Individual guidance was the feedback they consistently received, with a weighted mean of 3.41, which is considered "always." Praise came next, scoring a weighted mean of 2.86, which is interpreted as "often," while constructive criticism came last, scoring a weighted mean of 2.56, which is also interpreted as "often." There is a substantial correlation between teachers' feedback and academic self-efficacy, according to a survey completed by 150 participants. A weighted mean of 3.35 indicated that the teacher-student relationship was "Exactly True." Based on the data gathered, senior high school students appreciate their teachers' constructive criticism and written comments, which help them identify areas for improvement and greatly boost their academic self-efficacy. The most influential factor is individual guidance from teachers, which significantly contributes to their academic self-efficacy.

Keywords: academic self-efficacy, constructive criticism, demotivation, feedback, individual guidance, self-regulation

**THE ACADEMIC MOTIVATION OF BESTLINK COLLEGE OF THE PHILIPPINES
PSYCHOLOGY STUDENTS: BASIS FOR ACTION PLAN**

Donabelle Alfuentes, Marynel Arevalo, Nesly Ann Batoon,
Marivic Montoya, Jeric Torregoza, Dindo Danganan

Abstract

Understanding the diverse motivations behind students' academic pursuits is essential for fostering effective learning environments. Motivation in education is broadly categorized into two types: Intrinsic Motivation: This stems from internal factors, where students engage in learning for personal satisfaction and the inherent enjoyment of the subject matter. Such students often choose challenging tasks and exhibit independent learning behaviors. Extrinsic Motivation: This arises from external influences, such as the desire for rewards or recognition. Students driven by extrinsic motivation might focus on tasks to achieve specific outcomes, like grades or approval from others. Strategies to Enhance Student Motivation: To sustain and enhance both intrinsic and extrinsic motivation, educators can implement the following strategies: Capture and Maintain Attention: Perceptual Arousal: Use surprising or novel stimuli to pique interest. Inquiry Arousal: Pose challenging questions or problems to stimulate curiosity. Variability: Incorporate diverse teaching methods and materials to maintain engagement. Establish Relevance: Goal Orientation: Align course objectives with students' personal and professional goals. Motive Matching: Connect learning materials to students' existing interests and values. Familiarity: Utilize examples and language that resonate with students' backgrounds and experiences. Build Confidence: Set Achievable Goals: Design tasks that are challenging yet attainable, providing clear expectations. Provide Constructive Feedback: Offer timely and specific feedback to guide improvement and reinforce effort. Encourage Self-Assessment: Enable students to evaluate their progress, fostering a sense of ownership. Promote Satisfaction: Acknowledge Achievements: Celebrate successes to reinforce positive behaviors. Provide Opportunities for Application: Allow students to apply learned concepts in real-world scenarios, enhancing the perceived value of the material. Foster a Supportive Environment: Cultivate a classroom atmosphere that encourages collaboration and mutual respect. By integrating these strategies, educators can create a dynamic learning environment that caters to both intrinsic and extrinsic motivations, leading to sustained student engagement and academic success. The study employed quantitative research methods, utilizing simple random sampling to select 207 respondents from a population of 445 third-year Bachelor of Science in Psychology students currently enrolled at Bestlink College of the Philippines. Data were collected using a 7-point Likert scale questionnaire. The findings provide valuable insights into the academic motivation of third-year Bachelor of Science in Psychology students at Bestlink College of the Philippines. The data indicates a higher representation of female respondents compared to males. This observation aligns with broader academic trends, as certain fields, including psychology, often attract more female students. For instance, recent statistics from the South Australian Certificate of Education (SACE) revealed that girls outnumber boys three-to-one in psychology subjects. With a mean score of 5.27, extrinsic motivation emerged as the most prominent among the motivation variables. This suggests that students are primarily driven by external rewards or incentives, such as achieving high grades or avoiding negative outcomes. This aligns with the concept of extrinsic motivation, where behaviors are performed to attain external outcomes rather than for intrinsic satisfaction. Intrinsic Motivation: The intrinsic motivation variable yielded a mean score of 5.04. This highlights the importance of cultivating a learning environment that stimulates students' inherent curiosity and passion for the subject matter. Fostering intrinsic motivation is crucial, as it is associated with deeper engagement and sustained academic interest. A

motivation: With a mean score of 3.09, amotivation reflects a moderate level of agreement among students regarding doubts about their initial reasons for attending college and considerations about continuing their studies. Amotivation, characterized by a lack of motivation, can lead to disengagement and may impact academic performance. Addressing factors contributing to amotivation is essential to ensure students remain committed to their educational goals. This study revealed that students demonstrate significant motivation across multiple aspects, emphasizing their deep desire for achievement and acknowledgment in the academic field. Furthermore, the results highlighted a greater representation of female students in psychology compared to males, indicating a need for initiatives aimed at increasing male participation in psychology programs. It is especially crucial for freshmen, particularly male students, to be made aware of the career options and opportunities linked to obtaining an undergraduate degree in psychology. Fostering both external and internal motivation for learning is vital for long-term academic success.

Keywords: psychology enrollment, gender disparity, male participation, academic motivation, extrinsic motivation, intrinsic motivation, amotivation

THE EFFECT OF ASMR AS TOOL FOR RELAXATION OF PSYCHOLOGY STUDENT

Marquel Porta, Sheena Mae Waminal, Myra Rhodalyn Valdez,
Jhonell Munsayac, Sheila Dangca, Maica Bironia

Abstract

Autonomous Sensory Meridian Response (ASMR) has surfaced as an intriguing phenomenon, attracting attention for its possible use as a relaxation aid. Defined by tingling feelings elicited by certain auditory or visual cues, ASMR has seen a rise in popularity online and generated scientific curiosity. This investigates the expanding body of research concerning ASMR's efficacy in promoting relaxation and alleviating stress. By analyzing the fundamental processes and various triggers linked to ASMR, this paper seeks to enhance the comprehension of its therapeutic capabilities. Such insights offer promise for guiding relaxation methods, mental health strategies, and improving overall well-being. This study is carried out to determine whether there is a significant difference in the impact of ASMR as a means of relaxation for students. The sample for this research comprises 15 fourth-year psychology students from Bestlink College of the Philippines. Through the methodology of stratified sampling, 15 students were chosen to take part in this research. The main instrument employed in this study is a survey questionnaire along with noise-canceling headphones. This research examined the effects of Autonomous Sensory Meridian Response (ASMR) on relaxation and information retention, utilizing a quasi-experimental research design with a quantitative approach. Participants filled out a survey questionnaire both prior to and after listening to ASMR sounds through noise-canceling headphones. The findings showed that participants somewhat agreed that ASMR sounds facilitate relaxation and assist in information retention (mean = 3.66, rank 1.5). Moreover, ASMR was identified to somewhat enhance mood, support mental health (mean = 3.60, rank 2.5), and offer immediate enjoyment as well as help with memorization (mean = 3.53, rank 3.5). In addition, ASMR was regarded as somewhat beneficial in soothing the mind and body (mean = 3.40, rank 4) and improving overall wellness (mean = 3.33, rank 5). Ultimately, ASMR was considered somewhat effective in alleviating anxiety associated with academic deadlines (mean = 3.20, rank 6). Based on these results, the null hypothesis was dismissed, indicating that ASMR has a notable effect as a relaxation aid, resulting in reduced stress levels. This study implies that ASMR could serve as an advantageous resource for fostering relaxation and enhancing information retention in learning environments.

Keywords: asmr triggers, relaxation, stress reduction, learning enhancement, mood improvement, physiological responses

**THE EFFECTIVENESS OF TIME MANAGEMENT STRATEGIES
FOR STUDENTS BALANCING WORK AND STUDIES**

Marielle Camacho, Jaira Mae Altura, John Bryn Lareza,
Nikolet Reyes, Iannille Renz Salazar

Abstract

The central topic of our study is the effectiveness of time management strategies used by first-year psychology students, like most of us, who are also working students. We aim to explore how these students balance their academic responsibilities and work obligations, examining the challenges they face and identifying the strategies that contribute to their success in managing both aspects of their lives. The variables included in the scope of our study are: A. Time management strategies, B. Workload (academic and job), C. Academic performance, D. Work commitments, E. Stress and well-being, F. Personal characteristics. In our study, we aim to address the following specific problems and issues: A. Balancing work and academic responsibilities, B. Impact of poor time management, C. Effectiveness of current strategies, D. Support systems and resources. Significance within the research context: Understanding these issues is significant for several reasons: A. Academic success, B. Mental health awareness, C. Practical application, D. Contribution to the field. Our motivations or reasons behind conducting this particular study are: A. Improving educational practices, B. Developing strong organizational and planning abilities, C. Addressing a common challenge, D. Building resilience and adaptability. We plan to collect the data for our research are: A. Service crew at fast-food establishments, B. Colleges and universities, C. Online surveys.

Keywords: working students, academics, work, time management, strategies

THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE AND PSYCHOLOGICAL ACADEMIC VALIDATION

Marc Airone Alba, Precious Mae Faballa, Marlon Llantino Jr, Jiro Braza

Abstract

This research examines the connection between artificial intelligence (AI) and students' psychological academic validation, with a focus on the interaction between the two. The use of AI is the independent variable, and its effect on students' academic psychological validation is the dependent variable. Artificial intelligence (AI) and other cutting-edge technologies can increase productivity and streamline procedures, but they can also make people feel insecure or afraid of falling behind. The study aims to add to the body of knowledge already in existence and investigate this association in further detail. Because teachers occasionally set high standards that are higher than what AI-generated or internet-sourced outputs can deliver, students frequently find it difficult to demonstrate their authenticity and skills. The study will employ a quantitative research methodology and concentrate on the association between academic validation in psychology and artificial intelligence (AI) among first-year psychology students at Bestlink College of the Philippines in the 2024–2025 academic year. Using Slovin's method and a Likert scale as the main study tool, the researchers will choose 565 respondents at random from a population of 2,829 pupils, or 20% of the total. By shedding light on the ways in which AI affects academic validation, this correlational study hopes to raise students' knowledge and comprehension of this influence in the classroom. The results of this study, which was carried out at Bestlink College of the Philippines, showed a strong relationship between students' psychological academic validation and artificial intelligence (AI). The results show that students frequently find it difficult to show their abilities and authenticity, especially when teachers set high standards that are beyond the capability of AI-generated outputs. Many students also expressed feelings of uneasiness, burden, and dread of falling behind. These findings highlight the significant influence AI has on students' academic psychological experiences. There is unambiguous evidence in this study about the relationship between artificial intelligence and psychological validation. The study's main focus is on the connection between AI and psychological validation, specifically how AI impacts students' educational outcomes, academic experience, and sense of self. It focuses on how AI affects education and how it can either help or hurt critical thinking and learning.

Keywords: artificial intelligence (ai), psychological academic validation, student perception, ai impact on education, academic pressure, authenticity in learning, technology in education, student self-worth, educator expectations

**THE RELATIONSHIP OF EMOTION REGULATION IN ACADEMIC
RESILIENCE AMONG PSYCHOLOGY WORKING STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES (S.Y 2023-2024)**

Princess Ivy Betonio, Rose Ann Piquit, Marivic Baluyot, Veronneica Orpio,
Alex Barnobal, Maria Regina Baluyut

Abstract

The study examines the connection between academic resilience and emotion management in psychology working students at Bestlink College of the Philippines. It emphasizes the importance of techniques for controlling emotions, like expressive suppression and cognitive reappraisal. The goal of the study is to give educators, legislators, and mental health specialists important information about how to apply emotion regulation techniques to improve academic performance. The study intends to investigate the connection between academic resilience and emotion control among Bestlink College of the Philippines psychology working students. The study will use a quantitative correlational design and a purposive sample of fifty students. The Academic Resilience Questionnaire and the Emotion Regulation Questionnaire (ERQ) will be used to measure academic resilience and emotion regulation, respectively. According to Cronbach's alpha coefficients, which range from 0.89 to 0.90, the questionnaires exhibit high reliability. To verify the measures' validity and reliability, a pilot research was carried out. Through their perseverance, proactive emotional control, and adaptable actions, psychology students exhibit excellent academic resilience. When confronted with difficult circumstances, this resilience strengthens their social, intellectual, and personal abilities. Better emotional regulation may boost resilience, which could guide educational policies and interventions to assist students' emotional well-being and academic accomplishment, according to the positive link shown between emotion management and academic resilience. Additional investigation in this field may provide insightful information for these endeavors. The study examined the relationship between academic resilience and emotion regulation in psychology students at Bestlink College of the Philippines who were also employed. Most of the participants were female, unmarried, and hoping to find work as soon as possible after finishing school. With an overall mean score of 3.36, cognitive reappraisal was the main technique for emotion management. Strong dedication to perseverance, proactive support-seeking, and reflective practice were the main drivers of academic resilience. The results show that improving one's ability to control emotions can help one become more resilient in the classroom. Future research should concentrate on how working students might succeed academically.

Keywords: academic resilience, psychology students, emotional regulation, adaptive behavior, persistence, social capacity, intellectual capacity, emotional well-being, academic achievement, educational strategies

**TOYS AS TOOLS IN ENHANCING CHARACTER DEVELOPMENT AMONG CHILDREN
AGES 2-4: AN INTERVENTION PROGRAM FOR YOUNG PARENTS**

Ma Kaye Melegrito, Chritine Joy Agustin, Jealanne Rose Anas,
Christian Borlongan, Matt Rojan Paulino, Dindo Danganan

Abstract

This study aims to determine how children can develop skills and knowledge while engaging with toys and how parents can become more informed about the significance of toy preferences in their children's character development. By understanding the impact of toys on essential traits, parents can make more intentional choices in selecting toys that contribute to their child's overall growth. This study employed a descriptive research method with a sample of fifty (50) young parents residing in Barangay Capri, Novaliches, Quezon City. The researchers used purposive sampling to distribute questionnaires and conduct surveys through paper-based questionnaires to assess the responses of the participants. Findings reveal that educational value ranked highest among the characteristics considered in toy selection. Since toys are observed to enhance key traits such as empathy, resilience, self-control, courage, and gratitude, parents are more likely to consider these factors when purchasing toys for their children. This study recommends that parents prioritize their children's overall academic journey and psychosocial well-being when selecting toys. By focusing on toys that nurture the identified character traits, parents can support their children's optimal psychological growth and development.

Keywords: toys, character development, toy selection

**TRACER STUDY: ALIGNMENT OF EMPLOYMENT OUTCOME
OF BACHELOR OF SCIENCE IN PSYCHOLOGY GRADUATES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Hershey Domingo, Christine Nicole Cajés, Eljay Fernandez,
Jesly Habungan, Abigail Macasocol, Maria Regina Baluyut

Abstract

This study aims to determine the current employment status of Psychology graduates from Bestlink College of the Philippines and assess the alignment of their jobs with their academic background. Variables considered in the study include educational background, professional examinations or certifications passed, advanced studies pursued after college, and employment data. Additionally, the study examines communication, human relations, leadership, problem-solving, and research skills to evaluate the extent to which the school's program contributed to graduates' professional development. The respondents of this study are graduates of the Bachelor of Science in Psychology program from the batches of 2019, 2020, 2022, and 2023. Findings indicate that a portion of graduates obtained professional certifications, such as BLEPP (15.39%) and Civilian Consultancy PFA (7.69%), while a significant percentage (69.23%) did not pursue further studies in 2019. Graduates rated the program positively regarding its contribution to their skill development, with mean scores predominantly falling within the "Great Extent" range across all variables and years. Analysis of the data revealed that the p-value exceeded the significance level of 0.05, leading to the acceptance of the null hypothesis. These findings suggest that the program may not be specifically designed to target certain skills, or that external factors beyond the program influence skill development among psychology graduates. The researchers recommend implementing an action plan to assist future psychology students in exploring potential career paths after graduation.

Keywords: psychology graduates, alignment, employment outcome

UNDERSTANDING ADVERSE CHILDHOOD EXPERIENCES OF PSYCHOLOGY STUDENTS

Angel Hannah Tabucol, Joanna Basa, Rose Ann Buhian,
Angela Lucañas, Ehra Zapanta, Maica Bironia

Abstract

Adverse Childhood Experiences (ACEs) are a critical area of study in psychology, with significant implications for mental health and well-being. While extensive research has explored the impact of ACEs on various populations, including children and adults, there is a growing awareness among psychology students of the importance of understanding ACEs and their effects. This study employed a descriptive research design using a quantitative approach to examine the experiences and influences of ACEs among 4th-year psychology students at Bestlink College of the Philippines. Data were collected through ACE questionnaires and survey questionnaires distributed to the target respondents. Findings indicate that the majority of the respondents were female, aged 22–24 years old, and had experienced being sworn at by a parent or adult. The study revealed that ACEs influenced cognitive development, with respondents reporting difficulty accurately recalling past events. In terms of relationships and social interactions, ACEs contributed to stress and struggles in family bonds. Regarding behavior and emotions, respondents exhibited patterns of avoidance in situations that triggered past trauma. Additionally, respondents perceived that ACEs had influenced their personality, leading to increased sensitivity to criticism and rejection. Recognizing the impact of ACEs on cognition, behavior, and personality is essential for understanding their long-term effects on psychology students. The researchers recommend conducting a webinar to raise awareness about ACEs and provide coping strategies to help students process their childhood experiences effectively.

Keywords: adverse childhood experiences, cognitive development, behavior, emotions, personality

ASSESSING THE SOCIO-ECONOMIC STATUS OF DRIVERS ON JEEPNEY MODERNIZATION IN SAPANG PALAY TERMINAL

Jazz-tine Berdulaga, Nicole Alcantara, John Michael Gutierrez,
John Daryll Fuentes, Vincent Jay Gervacio, John Paul Mantile

Abstract

The transition from traditional to modernized jeepneys under the Public Utility Vehicle Modernization Program (PUVMP) has significantly impacted jeepney drivers in the Philippines. While the program aims to enhance safety, environmental sustainability, and passenger comfort, it has also led to several socio-economic challenges for drivers:

Financial Challenges: The cost of modernized jeepneys is a major concern for drivers. Many find the prices prohibitive, leading to difficulties in acquiring new units. This financial strain has resulted in reduced incomes, as drivers struggle with high costs and maintenance expenses. Some drivers have reported a loss of income due to these financial burdens.

Job Security and Income Instability: The modernization program's requirements, such as joining cooperatives and phasing out older vehicles, have caused anxiety among drivers about potential job losses and income instability. Protests and strikes have erupted in response to these concerns, highlighting the fear of losing livelihoods.

Operational Challenges: Drivers involved in the PUVMP have faced operational difficulties, including increased maintenance costs and challenges in adapting to new vehicle technologies. These challenges have further strained their earnings and job satisfaction.

Protests and Strikes: In response to the modernization program, drivers have organized protests and strikes to voice their concerns. These actions aim to influence policy decisions and seek support for affected drivers. For instance, nationwide transport strikes have been held to protest the program's implementation. While the PUVMP seeks to modernize public transportation, it is crucial to address the socio-economic challenges faced by jeepney drivers. Implementing support mechanisms, financial assistance, and inclusive policies can help mitigate the negative impacts on drivers and ensure a more equitable transition to modernized public transport systems.

The study's quantitative approach, utilizing structured survey questionnaires with Likert scale items and random sampling, is well-suited to assess the socio-economic impacts of jeepney modernization on drivers. To enhance your research design, consider the following recommendations:

- 1. Sample Size Calculation:** Determining an appropriate sample size is crucial for statistical reliability. Researchers often use Slovin's Formula to calculate sample sizes, especially when the total population is known, and a margin of error is acceptable. For example, a study involving 100 jeepney drivers applied Slovin's Formula to determine their sample size. Ensure your sample size is sufficient to represent the diversity within the jeepney driver population, accounting for factors such as age, route, and experience.
- 2. Questionnaire Design:** Develop Likert scale items that comprehensively cover various dimensions of drivers' experiences, including financial impact, job satisfaction, and perceptions of modernization. Tailor questions to capture both the positive and negative aspects of the transition. Review existing literature to identify relevant themes and ensure your questionnaire aligns with the specific context of Philippine jeepney drivers. For instance, a phenomenological study explored the coping mechanisms among Filipino jeepney drivers affected by the impending modernization program.
- 3. Data Analysis:** Plan for appropriate statistical analyses to interpret the survey data effectively. Descriptive statistics can summarize demographic information and general trends, while inferential statistics can identify significant differences or correlations. For instance, the study on jeepney drivers' perceptions in Indang, Cavite, utilized the Friedman test and Wilcoxon Signed Rank Test to analyze survey responses. [journal.hmjournals.com](https://ojs.aaresearchindex.com/index.php/AASGBCPJMRA)
- 4. Addressing Potential Bias:** While random sampling aims to reduce selection bias, be mindful of non-response or incomplete

surveys. Implement strategies to encourage participation, such as conducting surveys during different times and at various locations to capture a broad spectrum of drivers.

5. Ethical Considerations: Ensure informed consent by clearly explaining the study's purpose, confidentiality measures, and voluntary participation. Respect participants' time by keeping the survey concise and relevant. By integrating these considerations, your research can provide valuable insights into the socio-economic effects of jeepney modernization, informing policies and support mechanisms for drivers during this transition.

observations regarding the socio-economic challenges faced by jeepney drivers amid the modernization program are substantiated by recent findings. The transition to modernized, electric jeepneys has indeed imposed significant financial burdens on drivers, leading to decreased incomes and heightened financial instability.

The Financial Implications: The cost of modern jeepneys, estimated between ₱1.4 million to ₱1.6 million, is substantially higher than that of traditional models, placing them beyond the financial reach of many drivers and operators. This disparity has resulted in financial losses and increased debt among stakeholders. Additionally, the shift from the traditional boundary system to standardized wages has altered income dynamics, with some drivers experiencing reduced earnings due to new quota systems.

Employment Concerns: The modernization program has led to significant job losses within the public transport sector. Estimates suggest that approximately 38,000 drivers could lose their jobs due to the phasing out of traditional jeepneys and the consolidation requirements imposed by the program. This situation has sparked protests and strikes, as drivers advocate for policies that safeguard their livelihoods and address the economic challenges arising from the transition.

Policy Recommendations: To mitigate these adverse effects, it is crucial for policymakers to:

- Provide Financial Support: Offer subsidies or low-interest loans to assist drivers and operators in acquiring modernized vehicles without incurring insurmountable debt.
- Ensure Income Stability: Implement transitional measures that protect drivers' earnings during the shift to standardized wage systems, preventing abrupt income reductions.
- Promote Inclusive Employment Practices: Develop policies that prevent significant job losses by integrating existing drivers into the new transport ecosystem, possibly through cooperatives or driver-partnership models.
- Engage Stakeholders in Decision-Making: Incorporate feedback from drivers, operators, and transport groups in the planning and implementation phases of the modernization program to ensure that their concerns are addressed and that the transition is equitable.

By adopting these measures, the government can work towards a modernization program that enhances public transportation while preserving the livelihoods of jeepney drivers and maintaining affordable services for commuters. The study effectively emphasizes the need for inclusive policies and targeted interventions to empower jeepney drivers while preserving the cultural significance of these iconic vehicles. To further enhance your research, consider incorporating the following insights:

1. Financial Support and Sustainable Transition: Affordable Financing Options: Given that modern jeepneys can cost between ₱1.4 million to ₱1.6 million, it's essential to explore partnerships with financial institutions to offer low-interest loans with flexible terms tailored for drivers and small operators. This approach can mitigate the financial burden and facilitate a smoother transition.
- Government Subsidies: Advocating for government subsidies or incentives can further reduce the financial gap, ensuring that the modernization initiative doesn't disproportionately affect low-income drivers. Church groups like the Catholic Bishops' Conference of the Philippines have called for "a just transition that protects the livelihoods of jeepney operators and drivers."
2. Cultural Preservation Amid Modernization: Design Integration: Collaborating with local artisans and designers to incorporate traditional Filipino motifs and elements into modern jeepney designs can preserve cultural aesthetics. This fusion respects heritage while embracing technological advancements.
- Community Engagement: Organizing cultural workshops and public exhibitions can raise awareness about the jeepney's historical and cultural importance. Such initiatives can garner public support for preservation efforts and foster a sense of collective responsibility.
3. Inclusive Policy Development: Stakeholder

Consultations: Establishing regular dialogues between government bodies, jeepney driver associations, cultural experts, and the general public can ensure that policies are well-informed and consider diverse perspectives. This collaborative approach can lead to more equitable and effective solutions. Impact Assessments: Conducting thorough socio-economic and cultural impact assessments before implementing modernization policies can help identify potential challenges and areas needing support, ensuring that transitions are beneficial for all stakeholders involved. By integrating these strategies, your research can offer comprehensive recommendations that balance the goals of modernization with the imperative to preserve the rich cultural heritage of the jeepney, ultimately promoting the well-being of drivers and the broader Filipino community.

Keywords: jeepney modernization program, socio-economic impact, public utility vehicles, electric jeeps, transport cooperatives, route rationalization, fare adjustment, cultural heritage preservation, employment transition, public consultation, environmental

**FACTORS INFLUENCING STRESS AMONG SENIOR HIGH SCHOOL STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES - BULACAN**

Mariel Kristelle Caingin, Jemima Antiado, Mery Jhen Ann Bongalonta,
Clevhin Lorente, James Paolo Arco, John Paul Mantile

Abstract

Stress is an inherent aspect of student life, significantly influencing academic performance, mental health, and overall well-being. Understanding the causes of stress, effective coping mechanisms, and their impact on student performance is crucial for fostering a supportive educational environment.

Common Causes of Student Stress:

- Academic Pressure:** The demand to excel in studies, meet deadlines, and prepare for examinations can be overwhelming, leading to heightened stress levels.
- Future Concerns:** Worries about career prospects and meeting parental expectations contribute significantly to student stress.
- Social Challenges:** Navigating interpersonal relationships and societal pressures can add to the emotional burden experienced by students.
- Lifestyle Factors:** Poor diet, lack of exercise, and inadequate sleep can exacerbate stress, affecting both physical and mental health.

Effective Coping Strategies:

- Time Management:** Implementing structured schedules and prioritizing tasks can help manage academic responsibilities efficiently.
- Physical Activity:** Engaging in regular exercise has been shown to reduce stress levels and improve mood.
- Social Support:** Maintaining connections with friends, family, and support networks provides emotional stability and a sense of belonging.
- Relaxation Techniques:** Practices such as meditation, deep breathing, and mindfulness can alleviate stress and enhance focus.

Healthy Lifestyle Choices: Adopting a balanced diet, ensuring adequate sleep, and limiting stimulants like caffeine can positively influence stress levels.

Impact on Academic Performance: Chronic stress can impair concentration, memory, and decision-making abilities, leading to a decline in academic performance. Addressing stress through effective coping strategies not only enhances mental health but also improves learning outcomes and overall student success. By recognizing the signs of stress and implementing appropriate coping mechanisms, students can better navigate academic challenges, leading to improved performance and a healthier, more balanced lifestyle.

This research employed a descriptive survey methodology to collect and analyze data. A survey questionnaire was administered to twenty-five (25) randomly selected Senior High School students from Bestlink College of the Philippines – Bulacan, located in San Jose del Monte, Bulacan. To ensure accessibility and convenience, the questionnaire was distributed via Google Forms. A four-point Likert scale was utilized to assess the intensity of respondents' opinions, with options ranging from "Strongly Agree" to "Strongly Disagree." This scale effectively captures the degree of agreement or disagreement with specific statements, providing valuable insights into student perspectives. The study's findings indicate that students experience significant pressure from various sources, potentially contributing to elevated stress levels. Parental expectations were rated as "Very High" with a weighted mean of 3.37, academic requirements as "High" with a mean of 3.06, peer relationships as "High" with a mean of 2.93, and self-expectations as "High" with a mean of 3.05. These results align with existing research highlighting the impact of parental expectations on student stress. Studies have shown that high parental expectations can lead to increased academic stress, which may affect students' well-being and academic performance. Additionally, academic stress has been associated with test anxiety, with parental expectations playing a moderating role. This underscores the complex interplay between external pressures and students' emotional responses. The significant pressure from various sources, including parents, academic requirements, and personal expectations, can contribute to increased stress levels among students. Addressing these stressors is crucial for promoting students' mental health and academic success. Establishing a supportive

learning environment is essential for promoting students' mental health and academic success. Implementing effective strategies to reduce academic pressure and encourage healthy coping mechanisms can significantly enhance students' well-being and performance. Strategies to Alleviate Academic Stress and Promote Coping: Foster Open Communication: Encouraging open dialogue among students, educators, and parents helps identify stressors and collaboratively develop solutions, ensuring students feel heard and supported. Set Realistic Goals: Assisting students in establishing achievable academic and personal goals prevents feelings of overwhelm and promotes a sense of accomplishment. Integrate Coping Skills into the Curriculum: Incorporating programs like the FRIENDS Resilience Program equips students with tools to manage stress, build resilience, and navigate challenges effectively. Provide Mental Health Resources: Ensuring access to counseling services and mental health support within educational settings allows students to seek help when needed, contributing to a nurturing atmosphere. Encourage Extracurricular Activities: Promoting participation in activities beyond academics helps students develop diverse skills, build friendships, and find outlets for stress relief. Offer Faculty Training: Training educators to recognize signs of stress and anxiety enables them to provide timely support and refer students to appropriate resources. Create a Positive Physical Environment: Designing classrooms and common areas that are welcoming and comfortable can reduce stress and enhance focus and engagement. By implementing these strategies, educational institutions can cultivate an environment that prioritizes mental health alongside academic achievement, fostering holistic development and well-being among students.

Keywords: academic stress, stressors, coping strategies, student well-being, mental health, educational environment, resilience, peer relationships, parental expectations, academic performance

**PARENTING STYLES AND ITS INVOLVEMENT TO ACADEMIC
PERFORMANCE OF GRADE 12 HUMSS STUDENTS**

Michael Bation, Cristine Joy Guillermo, Francheska Mharkiel Miranda,
Mourene Ann Montilla, Natalie Nicole Nomura, Rexter Louie Diamsen

Abstract

The Effect of Parenting Styles on the Academic Performance of Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines Bulacan Inc., S.Y. 2023-2024 Parenting plays a crucial role in shaping a student's academic performance. While students are primarily responsible for their studies, parental support, guidance, and encouragement significantly influence their success. Parents contribute to their children's education by providing motivation, creating a conducive learning environment, and instilling discipline and effective study habits. Parenting styles vary, with some being more authoritative than permissive. Each style is rooted in cultural values, respect for elders, and strong family ties. Research identifies four distinct parenting styles: authoritative, authoritarian, permissive, and neglectful. Each of these approaches impacts students' academic performance in different ways. This study aims to examine the effects of parenting styles on the academic performance of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines Bulacan Inc. for the school year 2023-2024. The researchers seek to understand how different parenting approaches influence students' motivation, study habits, and overall academic achievement. By analyzing these effects, the study aims to provide insights that can help educators, parents, and students foster a supportive learning environment that enhances academic success. The study employed a descriptive-quantitative research method and involved twenty-five (25) Grade 12 Senior High School students from the Humanities and Social Sciences (HUMSS) strand at Bestlink College of the Philippines, Bulacan Campus, enrolled for the Academic Year 2023-2024. The results of the study indicate that the majority of students reported that their parents followed an authoritative parenting style, which was found to impact their academic performance. According to Rizwan et al. (2021), authoritative parenting is a strategy characterized by a balance of support, warmth, and clear expectations. This parenting style has been shown to influence students' self-regulation, self-efficacy, and academic achievement. Based on the findings, it appears that the way parents manage their relationship with their children can significantly affect students' ability to regulate their behavior, their belief in their own abilities, and ultimately, their academic success. The primary aim of this study was to explore the impact of parenting styles on the academic performance of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Based on the findings, it is recommended that both parents and teachers encourage students, particularly those in the Humanities and Social Sciences track, to be more academically engaged and optimistic. Parents should avoid placing excessive pressure on their children, instead providing support and showing genuine interest in their academic progress. By adopting a guiding role, rather than a controlling one, parents can help boost their children's confidence and create a positive environment for academic success.

Keywords: parenting styles, academic performance, humanities and social sciences, grade 12, bestlink college of the Philippines, parental support, student motivation, self-confidence, academic engagement

**THE IMPACT OF PARENTAL INVOLVEMENT ON THE ACADEMIC
PERFORMANCE OF THE GRADE 12 STUDENTS AT BESTLINK
COLLEGE OF THE PHILIPPINES – BULACAN**

Mhelljohn Seachon, Andrea Jean Busante, Lander James Delantar,
Bernard Ali Jay Ricalde, Princess Pearl Saldon, John Paul Mantile

Abstract

Parental involvement is widely recognized as a key factor influencing students' academic performance and overall development. Studies suggest that active parental engagement leads to improved academic outcomes, better behavior, and enhanced social skills. This research explores how parental involvement affects the academic performance of Grade 12 students at Bestlink College of the Philippines Bulacan, providing insights that may help students, parents, and educators foster a more supportive learning environment. This study utilizes a mixed-methods approach, combining quantitative analysis of academic records and survey data with qualitative insights from interviews. This method ensures a comprehensive understanding of the relationship between parental involvement and student academic performance. Data were gathered while considering participant demographics and ethical guidelines. Findings indicate that parental involvement significantly influences students' academic performance. Respondents reported that consistent parental support, such as monitoring school progress, assisting with homework, and attending school activities, contributes to better academic outcomes. The results are systematically presented in tables for clarity. The study highlights the crucial role of parental engagement in students' academic success. When parents actively participate in their child's education through communication with teachers, involvement in school activities, and support at home, students tend to perform better academically. Strengthening the collaboration between parents, teachers, and students fosters a supportive learning environment, ultimately enhancing academic achievement.

Keywords: parental involvement, academic performance, student success, education, parental support

**UNDERSTANDING DIGITAL DETOX: INVESTIGATING THE INFLUENCE
OF DIGITAL DETOX ON GRADE 12 STUDENTS OF BESTLINK
COLLEGE OF THE PHILIPPINES – BULACAN INC.**

Ma Angelica Rocha, Justine Alcolea, Angelo Gantalao, Cristan Joshua Basilla,
Maricar Jonson, Jandeel Perez, John Paul Mantile

Abstract

The widespread integration of digital technology into students' daily lives has become a double-edged sword. While digital tools provide unparalleled access to information and enhance modern learning, they also contribute to digital dependence and distractions that may hinder academic and personal growth. This study examines the impact of Digital Detox on Grade 12 students at Bestlink College of the Philippines - Bulacan Inc., focusing on how abstaining from digital devices affects their well-being, academic performance, and social interactions. Given the deep reliance on digital technology, exploring Digital Detox is essential in addressing its potential negative effects on students. This study adopts a quantitative approach, utilizing a structured survey questionnaire administered to Grade 12 students. Random sampling is used to ensure equal representation of the student population. The questionnaire features Likert scale items to assess students' experiences with Digital Detox and its perceived effects on psychological well-being, academic performance, and social interactions. By analyzing the collected data, the study aims to provide valuable insights for educators, parents, and policymakers, promoting a more balanced approach to digital engagement among Grade 12 students. The findings indicate a limited understanding of digital detox among students, underscoring the need for education on its benefits. Reactions to reduced device usage range from initial resistance to long-term advantages, such as improved focus and reduced stress. However, challenges in implementation primarily resistance and peer pressure can be mitigated through clear communication and the gradual adoption of healthier digital habits. The study highlights both the benefits and challenges of implementing a digital detox program for senior high school students. It emphasizes the need for a supportive environment that fosters both well-being and academic success. Additionally, the findings stress the importance of educating students on the advantages of digital detox and addressing implementation barriers through effective communication strategies.

Keywords: digital detox, senior high school students, technology dependence, academic performance, psychological well-being, social interactions, digital habits, screen time reduction, implementation challenges, education strategies, digital balance

**UTILIZATION OF GENERAL ELECTRONIC DATABASES BY UNDERGRADUATE
STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Kimberly Quiming, Analiza Capulong, Jennaliza Encinas, Rowel Escano,
John Edward Monticalvo, John Pros Valencia

Abstract

General electronic databases are accessible through the internet and library systems, providing relevant and useful information based on individual research needs. Examples of these databases include Philippine e-Journals, ProQuest, ScienceDirect, ERIC, SCOPUS, and JSTOR. These platforms contain reliable and updated resources that support research development and enhance access to related studies in various fields. This study employed a quantitative research approach using a stratified random sampling technique to gather data. The study involved 350 bona fide undergraduate students from seven different courses at Bestlink College of the Philippines as respondents. The findings revealed that most library users are female, aged 20–21 years old, with second-year undergraduate students making up the largest group. Among the courses, Bachelor of Science in Criminology (BSCrim) had the highest frequency of users. In terms of usability, respondents found general electronic databases useful for obtaining information. Regarding awareness, most students were aware of the existence of these databases. Finally, in terms of relevance, respondents agreed that these databases provide valuable resources for retrieving related information. The study recommends that the institution maximize the use of library resources to enhance research development. Additionally, the library should actively promote its electronic databases, including the student learning management system's "Libraries" icon, to encourage wider utilization among students.

Keywords: electronic resources, general databases, usability, awareness, relevance

**DIVERSION PROGRAM OFFERED BY BAHAY KALINGA VALENZUELA CITY TO
REDUCE RECIDIVISM AMONG CHILD IN CONFLICT WITH THE LAW**

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Justine Dellosa, Henjie Airish Tusi, Edgar Reyes

Abstract

This study examines the diversion program offered by Bahay Kalinga in Valenzuela City and its effectiveness in reducing recidivism among children in conflict with the law (CICL). It also evaluates personnel, programs, and facilities to identify areas for improvement. A non-experimental research design was employed, involving 60 respondents: 15 personnel from the Department of Social Welfare and Development (DSWD), 15 CICL participants, 15 barangay personnel, and 15 members of the Philippine National Police (PNP). Data collection was conducted through surveys and structured interviews to evaluate the effectiveness of the diversion program. Findings indicate that the majority of respondents are male, college-educated, and between 26-30 years old, with most being single. Respondents strongly agreed on the effectiveness of Bahay Kalinga's diversion program concerning personnel, programs, and facilities. However, limited resources emerged as a primary challenge. Proposed measures include relocating program facilities for better accessibility and implementing an intervention program to address resource constraints and program effectiveness. To enhance the effectiveness of Bahay Kalinga's diversion program, the study recommends sustained funding for program development, facility upgrades, and staff training. Addressing resource limitations through government advocacy and corporate partnerships can improve service delivery. Finding strategic locations for program facilities will enhance accessibility, while targeted interventions—such as community outreach, educational programs, vocational training, and counseling—can further support CICL rehabilitation. Continuous monitoring and evaluation of the intervention program are crucial for its long-term success.

Keywords: diversion program, bahay kalinga, children in conflict with the law, recidivism, rehabilitation, social work

Natural Science and Mathematics, Curriculum, and Instructions

**EVALUATION ON THE SUSTAINABILITY PROGRAM OF THE BUTTERFLY
HAVEN RESORT USING GREEN CHEMISTRY EDUCATION:
A BASIS FOR IMPROVEMENT PLAN**

Emy Grace Manalili, Princess Theresa De Luna, Rowela Henerga,
Noeme Baldoviso, Kim Wadha Alcantara

Abstract

This article explores the connection between modern tourism, environmental sustainability, and green chemistry, with a focus on the ecological sustainability of Pulilan Butterfly Haven Resort in the Philippines. It highlights how tourism contributes to various environmental issues, including air pollution, noise, and waste generation. The article emphasizes the importance of incorporating green chemistry principles into tourism operations to mitigate these negative impacts. By doing so, the tourism industry can contribute to environmental protection and ensure a sustainable future for both current and future generations. Researchers have created a booklet that explains the concept of electro-culture in garden development. Electro-culture is an experimental agricultural technique that involves applying a low-voltage electric current to plants and soil, stimulating plant metabolism and increasing nutrient uptake to enhance growth and crop yields. While controversial, this technology could offer benefits not only to agriculture but also to the conservation of butterfly populations and the prevention of ecological crises. This study surveyed primarily young male respondents, aged 17 to 30, to gather their perceptions of local resorts. The findings revealed that most respondents were single and recognized the resort's efforts to enhance local skills through educational programs and contribute to community well-being by increasing property values. Respondents also acknowledged the resort's active involvement in environmental initiatives, its positive impact on the local economy through job creation, and its alignment with Sustainable Development Goals, such as Life on Land and Climate Action. However, they observed a discrepancy between the expected and actual number of butterflies at the resort during the survey period. This study underscores the positive contributions of Pulilan Butterfly Garden Resort to the local community and environment, along with its alignment with key sustainable development goals. The findings provide valuable insights that can help shape the resort's future strategies, ensuring it continues to positively impact both the community and the environment while offering an enriching experience for visitors. However, the study also revealed a significant concern: the limited number of butterflies at the resort, highlighting an area that requires attention and improvement.

Keywords: pulilan butterfly garden resort, local community, environment, sustainable development goals, community impact, environmental initiatives, butterfly population, visitor experience, future strategies, improvement

**EVALUATION OF TOURISTS SAFETY MEASURE OF PAKILING RIVER BRGY.
BARAKA NORZAGARAY BULACAN: BASIS FOR STANDARDIZATION**

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Angelie Cabaltera, Maria Tumbo, Robert Kevei Cruz

Abstract

Pakiling River, located in Sitio Pakiling, Brgy. Baraka, Norzagaray, Bulacan, is celebrated for its tranquil environment and unspoiled beauty, making it a favored destination for both locals and tourists. Visitors often praise its serene ambiance, with one traveler noting, "Very peaceful and not a crowded place." However, despite its allure, there is a dearth of comprehensive studies evaluating the effectiveness of tourist safety measures in the area. This research seeks to address this gap by assessing the current safety protocols at Pakiling River, focusing on drowning, flood, and fire incidents. This chapter outlines the research design, data collection instruments, and procedures employed to evaluate the tourist safety measures at Pakiling River in Brgy. Baraka, Norzagaray, Bulacan.

Research Design A descriptive research design was adopted for this study to systematically describe and analyze the current safety measures, community involvement, and tourist compliance at Pakiling River. This approach facilitated a comprehensive understanding of the existing safety protocols and their effectiveness.

Research Philosophy The study was grounded in a positivist research philosophy, which assumes that reality is objective and can be measured quantitatively. This perspective aligns with the study's aim to assess measurable aspects of safety measures and compliance.

Research Approach A deductive approach was utilized, starting with the hypothesis that effective safety measures lead to higher tourist compliance and safety. This approach involved collecting data to test and validate this hypothesis within the context of Pakiling River.

Population and Sampling The target population comprised tourists and safety officers at Pakiling River. A non-probability purposive sampling technique was employed to select 50 respondents who were knowledgeable about or directly involved in safety measures at the site. This method ensured that the sample included individuals with relevant insights into the safety protocols. This chapter presents the analysis of the data collected to evaluate the tourist safety measures at Pakiling River in Brgy. Baraka, Norzagaray, Bulacan. The findings are organized and analyzed using descriptive statistics, including frequencies, percentages, and mean scores, to address the research questions effectively.

4.1 Demographic Profile of Respondents Understanding the demographic characteristics of the respondents provides context for interpreting their perceptions and experiences regarding safety measures. This chapter synthesizes the key findings from the study on tourist safety measures at Pakiling River in Brgy. Baraka, Norzagaray, Bulacan. It presents conclusions drawn from the analyzed data and offers recommendations for enhancing safety protocols and community involvement.

5.1 Summary of Findings The study aimed to evaluate tourist safety measures at Pakiling River, focusing on safety measures implemented, local community involvement, and tourist compliance. The key findings are:

Demographic Profile: Respondents were predominantly male (56%) and aged between 26-35 years (30%).

Safety Measures Evaluation: Respondents positively assessed safety measures, particularly dam safety protocols (mean score of 4.5).

Community Involvement: Moderate engagement was noted in safety initiatives, with the lowest participation in volunteer safety patrols (mean score of 2.9).

Tourist Compliance: High compliance was observed in wearing life jackets (90%) and adhering to warning signs (80%).

Identified Risks: Sudden water level changes (60%) and strong water currents (50%) were the most cited risks.

Keywords: pakiling river, brgy. baraka, norzagaray, bulacan, tourist safety measures, safety protocols, community involvement, tourist compliance, high tide, water current, dam safety, risk assessment, emergency preparedness, safety equipment, volunteer safety

UTILIZATION OF RICE HUSK AS A MAIN COMPONENT OF LOW-COST PLYWOOD

Carizza Joy Bautista, Rhan Cedrick Alvarado, Francheska Alexis Leigh Santos,
Czarina Faith Gamon, Christian Bautista, Carlito Gabriel

Abstract

This study explores the feasibility of using rice husk as a primary component in plywood production. Rich in cellulose, hemicellulose, and lignin key elements in plywood manufacturing—rice husk presents a sustainable alternative to traditional wood-based materials. The motivation behind this research stems from the increasing need for eco-friendly solutions and the ongoing depletion of natural forests. By utilizing agricultural waste, this study aims to contribute to sustainable material innovation while promoting environmentally responsible alternatives for writing and drawing surfaces. This study employs a quantitative-descriptive research design, selecting five (5) civil engineers and five (5) plywood manufacturers as participants through purposive sampling. To address the research questions, data was gathered using a survey questionnaire. The analysis utilized statistical tools such as the weighted mean, a 4-point rating scale, and the t-test. The overall acceptability of natural ink was rated as Acceptable based on key factors such as material composition, insect resistance, cost-effectiveness, durability, and presentation. The civil engineers' assessments yielded an overall weighted mean of 3.02, with a variance of 0.1258, a t-computed value of 0.2067, and a t-critical value of 2.306 at $\alpha = 0.05$. Similarly, plywood manufacturers reported a weighted mean of 3.06, with a variance of 0.058, a t-computed value of 0.2067, and a t-critical value of 2.306 at $\alpha = 0.05$. These results indicate no significant difference between the evaluations of the two groups. Given the positive reception from both civil engineers and plywood manufacturers, there is strong potential for the widespread adoption of rice husk as a primary component in low-cost plywood production. For further enhancement and improvement of the product, civil engineers and plywood manufacturers provided the following recommendations: explore alternative materials that can enhance the quality of the plywood and incorporate an effective insect repellent to increase its longevity while maintaining cost efficiency.

Keywords: rice husk, low-cost plywood, plywood manufacturers, products, civil engineers, alternative materials, insect repellent

**AUTOMATIC WASTE SEGREGATION ENHANCING EFFICIENCY,
SUSTAINABILITY, AND ENVIRONMENT FRIENDLY AT BESTLINK
COLLEGE OF THE PHILIPPINES BULACAN CAMPUS**

John James Ramos, Esteven Jhon De Los Santos, Zaira Mendez,
Vanessa Olynn Oira, Francis Corbito, John Paul Mantile

Abstract

In recent years, the Philippines has faced a significant rise in waste production, reaching 40,087.45 tons per day in 2016. In response, Bestlink College Philippines – Bulacan campus launched an ICT-based waste segregation initiative involving both students and the local community. Through the integration of technology and educational efforts, the project aims to improve waste management, reduce pollution, and encourage recycling. This innovative approach not only benefits the environment but also educates students, empowering them to become responsible environmental advocates in the future. Bestlink College of the Philippines-Bulacan Campus is exploring the potential of an automatic waste segregator to improve environmental efficiency and sustainability. Through an online survey conducted via Messenger, the college is gathering data to assess the impact of the segregator without the need for experimental manipulation. This research aims to evaluate how this technology can optimize waste management practices and contribute to a more sustainable, eco-friendly future. Bestlink College of the Philippines found that the implementation of automatic waste segregation systems significantly increased student engagement in waste management. This technology not only improved the accuracy of waste sorting but also contributed to a reduction in overall waste. Students became more environmentally conscious and demonstrated a stronger commitment to sustainable practices, highlighting the effectiveness of tech-driven education in promoting environmental stewardship. This summarizes the "Automatic Waste Segregation Enhancing Efficiency" study at Bestlink College of the Philippines-Bulacan Campus. The study targeted Senior High School students, using stratified random sampling based on strand, age, and gender. It employed qualitative research and descriptive methods, collecting data through an online survey questionnaire. Statistical tools, such as percentages, were used for data analysis. The study aimed to assess the impact of automatic waste segregation on waste management efficiency and student engagement in environmental sustainability practices.

Keywords: automatic waste segregation, efficiency, bestlink college of the philippines, senior high school students, stratified random sampling, gender, age, strand, qualitative research, descriptive methods, online survey, data analysis, environmental sustain

**IMPLEMENTATION OF EXECUTIVE ORDER 26 ALSO KNOWN AS PROVIDING
FOR THE ESTABLISHMENT OF SMOKE-FREE ENVIRONMENT IN
PUBLIC AND ENCLOSED PLACES: AN ASSESSMENT**

Jhon Rued Eval, George Opeña, Rocelito Barrios, Erich Dariel Buhian,
John Rean Senajonon, Denise Anne Osorio

Abstract

Beyond the inadequate implementation of the Executive Order, there is a lack of public awareness regarding its purpose and enforcement. The Department of Health could enhance public education efforts through television commercials and other media campaigns to inform citizens about the nationwide smoking ban in public places and the corresponding penalties. Greater awareness could lead to higher compliance with the law. Furthermore, enforcing the Executive Order helps protect both smokers and non-smokers, fostering a healthier, smoke-free environment for all. This survey research aimed to evaluate the implementation of Executive Order No. 26. To guide the study, a set of research questions was developed. The study population included smokers, non-smokers, and law enforcement personnel. Using purposive sampling, 47 students were selected as participants. A survey questionnaire served as the primary data collection tool, and the collected data were analyzed using percentages and weighted mean. The study's findings indicate that some residents of Barangay Batasan Hills, Quezon City, have limited awareness of the provisions of Executive Order No. 26. Although this nationwide smoking ban has been signed into law and is currently in effect, its implementation remains weak and inconsistent. Like many other important laws, it is often poorly enforced or ignored. One key issue contributing to its ineffective enforcement is the lack of law enforcers actively monitoring and apprehending violators. Additionally, some enforcers may be unaware of the law or simply choose not to enforce it. In some instances, law enforcers themselves have been observed violating the very order they are responsible for implementing, further undermining its effectiveness. The findings reveal that some respondents are still not fully aware of the provisions of Executive Order No. 26, leading to ineffective enforcement and limited initiatives to implement it. To minimize recurring violations at the barangay level, greater awareness campaigns and stricter local enforcement are necessary.

Keywords: executive order no. 26, smoking ban, law enforcement, public awareness, policy implementation, barangay level enforcement, health protection, smoking violations

**MONITORING AND MAINTENANCE OF HALLWAY CLEANLINESS
AT 2ND FLOOR, MV CAMPUS AT BESTLINK COLLEGE OF
THE PHILIPPINES: BASIS FOR RECOMMENDATION**

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Zedric Ventura, Christopher Azares

Abstract

Some students today overlook the importance of cleanliness in their surroundings. While some are conscientious, others neglect to dispose of their waste properly. Cleanliness is vital as it helps prevent illnesses and, in some cases, can even save lives. Although research has highlighted the significance of cleanliness in various settings, more attention is needed to identify the key factors that influence hallway cleanliness and the most effective strategies for maintaining it. To address this issue, the researchers developed this study to monitor and enhance the cleanliness of the second-floor hallway at MV Campus, Bestlink College of the Philippines. The study employs a quantitative research design, utilizing quota sampling to gather data from 150 Grade 11 Humanities and Social Sciences (HUMSS) students regarding their perceptions of hallway cleanliness on the 2nd floor of the MV Campus at Bestlink College of the Philippines. Quota sampling is a non-probability technique where researchers select participants based on specific characteristics to ensure that the sample reflects certain attributes of the population. To collect data, you are using a structured questionnaire as your primary instrument. This method aligns with quantitative research practices, where standardized tools like questionnaires are employed to gather measurable data from respondents. Designing clear and concise questions is essential to facilitate straightforward analysis. It's advisable to include both closed-ended questions, which provide predefined response options, and open-ended questions, allowing respondents to express their thoughts freely. Ensuring that response options are exhaustive and mutually exclusive enhances the reliability of the data collected. The study indicates that respondents evaluate hallway cleanliness based on corridor etiquette, cleaning materials, and waste segregation. Additionally, they contribute to maintaining cleanliness by enhancing ambiance, ensuring safety, and promoting good habits. These findings align with best practices for maintaining cleanliness in educational institutions. Establishing regular cleaning routines, utilizing high-quality and eco-friendly cleaning products, and providing proper training for cleaning staff are essential components of an effective cleaning strategy. Furthermore, implementing a comprehensive cleaning schedule that addresses both routine and deep cleaning tasks ensures all areas receive appropriate attention. The study offers valuable insights into the monitoring and maintenance of hallway cleanliness on the 2nd floor of the MV Campus at Bestlink College of the Philippines. The findings highlight several key areas: Corridor Etiquette: Respondents emphasized the importance of maintaining proper behavior in the hallways, including refraining from littering and respecting shared spaces. Cleaning Materials: The availability and use of appropriate cleaning supplies were identified as crucial for effective cleanliness maintenance. Waste Segregation: Proper sorting of waste was recognized as essential for maintaining cleanliness and promoting environmental sustainability. Additionally, respondents noted the following aspects that contribute to hallway cleanliness: Ambiance: A clean and pleasant environment enhances the overall atmosphere of the hallways. Safety: Ensuring that hallways are free from obstructions and hazards is vital for the well-being of all occupants. Good Habits: Cultivating habits such as regular cleaning and mindfulness of one's surroundings contributes to sustained cleanliness. A study conducted at Bestlink College of the Philippines identified factors influencing the cleanliness of stairs and hallways, including student discipline, awareness of proper waste disposal, and the effectiveness of community service programs in promoting cleanliness. Based on these findings, the researchers

recommend implementing community service programs to improve cleanliness, providing additional trash bins in hallways and stairways, installing signage to remind students to dispose of waste properly, and educating students about the rules and regulations regarding cleanliness maintenance. Integrating these recommendations can foster a collaborative approach to maintaining a clean, safe, and conducive learning environment at Bestlink College of the Philippines.

Keywords: hallway cleanliness, monitoring, maintenance, mv campus, bestlink college of the philippines, corridor etiquette, cleaning materials, waste segregation, ambiance, safety, good habits.

**SOLAR POWERED WATER PURIFICATION SYSTEM: ENHANCING CLEAN WATER
AT BESTLINK COLLEGE OF THE PHILIPPINES BULACAN CAMPUS**

Juderyn Alesna, Juanito Serenata, Rodrigo Regio,
James Wesley Catalino, John Paul Mantile

Abstract

This system takes dirty water and uses special filters to make it safe to use. It works even in places far from electricity, thanks to solar panels and batteries. By using clean energy, it's good for the environment too. Tests show that the water it produces is safe according to regulations on water usage. This could be a helpful and affordable solution for places where clean water is hard to find. In our project, we built a special system using sunlight to clean dirty water. We carefully chose and assembled solar panels, batteries, pumps, capacitors, and filters. By placing the solar panels in the right spot and using efficient batteries, we collected and stored a lot of solar energy. The solar energy is used for electricity generation, while the LM7 and capacitor function as controllers of the electric current flow towards the pump. Once the pump is operational, it draws water toward the filter, while the stone helps remove bacteria and other impurities from the dirty water. The results of our solar-powered water purification system demonstrate its effectiveness in producing clean and safe water. Through rigorous testing, we consistently observed a significant reduction in contaminants such as sediment, bacteria, and other impurities, meeting or exceeding established regulatory standards for water quality. Additionally, our system exhibited robust performance across various environmental conditions, including remote or off-grid locations with limited access to electricity. Furthermore, field trials conducted in real-world settings validated its scalability and practicality, highlighting its potential to address water scarcity challenges sustainably. Overall, our results underscore the promise of solar-powered water purification as a cost-effective and environmentally friendly approach to improving global water accessibility. We highlight its potential to reliably produce safe water using renewable solar energy, offering a sustainable solution to water scarcity. Further research is needed to optimize efficiency, scalability, and affordability, particularly through advancements in filtration technology and energy storage. Collaboration with stakeholders including local communities, policymakers, and NGOs is crucial for widespread adoption. Ultimately, our study advances sustainable water treatment technologies, showcasing solar energy's transformative role in ensuring global access to clean drinking water.

Keywords: clean water, sustainable energy, affordable clean water, solar-powered water purification system

**THE EFFECTIVENESS OF MALUNGGAY LEAVES EXTRACT
AS AN WOUND DRYING OINTMENT**

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Abstract

For centuries, traditional medicine has whispered the secrets of nature's bounty, offering solace and healing for various ailments. Among these hidden gems lies the malunggay (*Moringa oleifera*), a humble tree with immense potential, particularly in the realm of wound healing. This research delves into the intriguing world of malunggay leaf extract as a wound-drying ointment, unveiling the scientific rationale behind its potential to revolutionize modern healthcare. The researchers plan to recruit two groups of participants: 5 dermatologists and 5 chemical engineers. They will be presented with a questionnaire to assess their perception of the acceptability of the malunggay leaf extract as a wound-drying ointment. The questionnaire will likely cover aspects like ingredients used, formulation process, ease of use, expected relief duration, and presentation. The chosen respondents have to be dermatologists and chemical engineers. Dermatologists account for 60% of the responses, while chemical engineers account for 40%. The areas of their examinations are responded to as follows: 40% from the Chemical Engineering Licensure Examination, while the Diplomate Board Examination received 30% of the responses, and the Philippine Medical Board Examination also received 30% of the responses. Throughout the research, the researchers have found the best solution for how it may be introduced to the global market, especially from the perspective of these professionals. This research aims to introduce and provide specific data that may support the use of malunggay (*Moringa oleifera*) as an ointment, focusing on its potential success in treating rashes or skin allergies in specific individuals. In conclusion, the journey to unveil the true potential of malunggay leaves as a wound-drying ointment is far from over. However, the existing evidence paints a captivating picture, beckoning further exploration and development. As we delve deeper into this natural treasure, we might just unlock a new chapter in wound healing, offering a safe, affordable, and accessible solution for millions grappling with chronic wounds and fulfilling the legacy of healing whispered by the leaves for centuries.

Keywords: malunggay leaves extract, wound healing, traditional medicine, chronic wounds

**EFFECTS OF ANXIETY ON THE ACADEMIC PERFORMANCE OF SECOND YEAR
BEED STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES**

Sophia Klair Therese Francia, Kathleen Cristobal, Von Irish Entico, Jocelyn Medrano,
Vincent Elmo Ortiguerra, Ryan Christopher Villalon

Abstract

Anxiety is a prevalent emotional response characterized by feelings of unease, fear, or worry. Academic challenges, tests, and social pressures can serve as triggers for anxiety, significantly impacting school performance. For instance, a study utilizing data from the Programme for International Student Assessment (PISA) 2015 for Italy examined the relationship between test anxiety and school performance. The findings indicated that higher levels of test anxiety negatively affected students' performance across subjects like mathematics, literature, and science. Similarly, research has shown that academic stress can lead to increased anxiety among college students, further affecting their academic achievements. A study conducted during the COVID-19 pandemic found that academic stress significantly contributed to anxiety levels in college students, highlighting the need for effective coping mechanisms to mitigate these effects. These studies underscore the critical need for educational institutions to implement strategies that address anxiety and its impact on academic performance. Such interventions may include stress management programs, counseling services, and the promotion of a supportive learning environment to help students navigate academic challenges more effectively. The present research examines the impact of anxiety on the academic performance of second-year BEED students at Bestlink College of the Philippines using a descriptive methodology. Ninety respondents with Tuesday, Thursday, and Saturday schedules were chosen from the pool of second-year BEED students using purposive sampling. For analysis, statistical techniques such as frequency, ranking, percentage, and composite mean calculation were used. The vast majority of respondents, who were mostly female and under 20, had household incomes that were frequently less than \$15,000, according to demographic data, which put them in the socioeconomic class category known as poor. A G.P.A. of 2.00 was mostly indicative of academic performance. Anxiety-related difficulties and their effects on academic achievement included issues related to social, mental, physical, and emotional health. Specific challenges were noted by the respondents, including perfectionism, negative self-talk, presentation anxiety, fear of failing, time pressure during tests, and trouble focusing in class. The findings demonstrate the intricate relationships between anxiety and how it affects both general wellbeing and academic achievement. The research suggests. The findings dem Using mindfulness techniques that are in line with Dr. Elizabeth Edwards' Attentional Control Theory, the study suggests an anxiety-reduction intervention strategy. Counseling, encouraging a growth mentality, positive self-talk, relaxation techniques, and breaks are all part of this approach for second-year BEED students. A promising strategy for improving academic performance and attentional control is this one.

Keywords: anxiety, academic performance, test anxiety, educational stressors, student mental health, school performance, social pressures, emotional response, academic challenges

**THE IMPACT OF TECHNOLOGICAL GADGETS ON MENTAL HEALTH OF
GAS 12 LEARNERS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Edmar Asuncion, Ronica Jane Andrade, Julieanne Bunay, Jamaica Domingo,
Andrei Gonzales, Krisha Jayce Lozano, Jayrald Espino

Abstract

This study aims to determine the impact of technological gadgets on the mental health of GAS 12 learners at Bestlink College of the Philippines. Understanding how gadgets influence well-being, academic performance, and social interactions can provide valuable insights. The study also seeks to identify how many students are affected and to monitor their mental health concerning gadget use. This research employs a descriptive quantitative design using surveys to gather data from GAS 12 learners. According to Eggen & Kauchak (2010), descriptive research involves tests, surveys, interviews, and observations to analyze characteristics of a given phenomenon. Gravetter & Forzano (2018) further emphasized that surveys are a key tool in descriptive research. The study uses surveys to examine how technological gadgets impact students' mental health, well-being, and academic performance. Among 108 respondents, many reported experiencing negative effects of gadget use, including addiction, sleep problems, and academic distractions. Additionally, 84 respondents acknowledged that gadgets facilitate communication, while 65 individuals identified addiction as a prevalent issue. 53 respondents also highlighted academic distraction as a concern. The findings indicate that technological gadgets significantly impact students' mental health. While most respondents recognize their benefits for communication, many also report negative effects such as addiction, sleep disturbances, and academic distractions. Notably, 41 respondents reported using gadgets for 4–5 hours daily, which may contribute to these issues. Additionally, cyberbullying and depression were also identified as concerns. These results highlight the need for responsible gadget use and awareness to minimize its negative effects on students' well-being.

Keywords: technological gadgets, mental health, academic performance, social interactions, digital well-being

EFFECTIVENESS OF EMPLOYEE TRAINING PROGRAMS ON CUSTOMER SATISFACTION IN SAMBO KOJIN, SM FAIRVIEW, QUEZON CITY

Marvin Emata Jr., Rica Apolinario, Aila Camille Cinco, Ana Marie De Castro,
Ron Robert Nibot, Dr. Dana France Ignacio

Abstract

This study aims to assess how employee training programs influence customer satisfaction at Sambo Kojin, SM Fairview, Quezon City. By examining the correlation between staff training initiatives and customer experiences, the research seeks to provide actionable insights for enhancing training programs to improve customer satisfaction. Introduction: Sambo Kojin is a renowned Japanese-Korean buffet restaurant with multiple branches, including those in Mandaluyong and Quezon City. While the Mandaluyong branch has received positive reviews, with patrons rating it 4.0 out of 5 on Tripadvisor, the Fairview branch has faced criticism. Customers have reported issues such as a broken yogurt machine, unfriendly staff, and incomplete menu selections at the Fairview location. This study investigates the influence of employee training programs on customer satisfaction at Sambo Kojin, SM Fairview, Quezon City. By analyzing the relationship between staff training initiatives and customer experiences, the research aims to provide actionable insights for enhancing training programs to improve customer satisfaction. Introduction: Sambo Kojin is a renowned Japanese-Korean buffet restaurant with multiple branches, including those in Mandaluyong and Quezon City. While the Mandaluyong branch has received positive reviews, the Fairview branch has faced criticism. Customers have reported issues such as a broken yogurt machine, unfriendly staff, and incomplete menu selections at the Fairview location. These concerns highlight the necessity for effective employee training programs to enhance customer satisfaction at the Fairview branch. This chapter presents the findings from the customer satisfaction surveys conducted at Sambo Kojin, SM Fairview, Quezon City, aiming to evaluate various aspects of the restaurant's services and identify areas for improvement. Demographic Profile of Respondents. The survey respondents predominantly fell within the 26 to 30 age bracket, with a slight male majority. This demographic insight provides context for understanding the preferences and expectations of the customer base. Areas of High Satisfaction Respondents expressed notable satisfaction in several key areas: Receptiveness: Customers appreciated the staff's attentiveness and responsiveness to their needs. Knowledge: The staff's understanding of the menu and their ability to provide informed recommendations were highly valued. Communication: Clear and effective communication between staff and customers contributed to a positive dining experience. Service Consistency: The reliability of service quality during visits was acknowledged, with customers experiencing consistent standards. This study underscores the pivotal role of employee training in enhancing customer satisfaction at Sambo Kojin, SM Fairview, Quezon City. The findings highlight that effective training programs contribute significantly to improved comprehension, communication, responsiveness, and consistent service delivery, all of which are crucial in shaping positive customer perceptions. Employee Satisfaction Correlation: A positive work environment, fostered by comprehensive training, not only elevates employee morale but also translates into superior customer service. Continuous Development: Ongoing employee development is essential, establishing a strong link between targeted training initiatives and heightened customer satisfaction levels.

Keywords: employee training, customer satisfaction, service quality, employee development, communication skills, customer experience, operational efficiency, feedback analysis, employee engagement, service consistency

**EFFECTS OF PERFORMANCE TRAINING ON QUALITY SERVICE
ON RAMEN DOJO IN SM FAIRVIEW QUEZON CITY:
BASIS FOR RECOMMENDATION**

Marjorie Mariveles, Nurcaela Macasama, Ronel Caoyong, Jhona Mae Reloquio,
Christian Llyod Lebite, Dr. Dana France Ignacio

Abstract

This study examines the impact of staff training on service quality at Ramen Dojo in SM Fairview, Quezon City. Drawing on insights from Dana Bernardino and Jennifer Herrity, it explores how training enhances culinary expertise, customer service, and overall efficiency. By highlighting the tangible benefits of structured training, the study aims to offer practical recommendations for improving service standards and maintaining competitiveness in Quezon City's diverse and dynamic culinary scene. This study employs a quantitative method to assess the impact of staff training on service quality at Ramen Dojo in SM Fairview, Quezon City. Using questionnaires as the primary research tool, data was collected from thirty (30) customers. The questionnaire was carefully designed to gather relevant information aligned with the study's objectives. Statistical analysis of customer responses provides empirical insights into the effectiveness of staff training programs in enhancing service excellence at Ramen Dojo, thereby offering valuable contributions to the field of hospitality management. Data obtained from thirty consumers indicate positive perceptions of service quality following staff training, with widespread agreement on improved customer connection and communication. Additionally, high scores for timely food delivery reflect customer satisfaction with service efficiency. Overall, the results demonstrate that performance training enhances service quality and contributes to a better customer experience. These findings provide valuable insights for businesses aiming to enhance service quality and customer satisfaction through targeted training programs. Key findings reveal a predominance of female consumers aged 18 to 22, a strong link between trained staff and improved customer communication, and the critical role of cultural sensitivity training in enhancing service interactions. Additionally, the report underscores the importance of maintaining high standards in food quality and ambiance, integrating problem-solving skills into training modules, and fostering a positive workplace culture through staff development initiatives. These insights highlight the value of targeted training programs in elevating service standards and delivering an exceptional dining experience for customers.

Keywords: staff training, service quality, customer service, service standards

**AN ASSESSMENT ON THE EFFECTIVENESS OF DISASTER PREPAREDNESS
PROGRAM IMPLEMENTED IN COTABATO STREET,
BARANGAY BATASAN HILLS, QUEZON CITY**

Bon Joseph Parreño, Ma. Gudalene Retardo, Janelle Mae Bongo,
Everly Gacis, Jojo Pereyra, Denise Anne Osorio

Abstract

The study of disaster risk preparedness falls under the broader field of disaster or emergency management. It involves assessing risks, implementing mitigation strategies, developing response plans, and facilitating recovery efforts to reduce the impact of disasters on communities and infrastructure. This study examines the level of vulnerability of people and assets to disasters and explores strategies to enhance preparedness and resilience." This study utilized a descriptive research design to analyze and interpret the collected data. It involved the development, validation, distribution, and retrieval of research instruments, along with the application of appropriate sampling techniques. Statistical methods were employed to ensure the accuracy and reliability of data analysis." "The study found that most residents and barangay officials in Cotabato Street, Barangay Batasan Hills, Quezon City, are satisfied with the community's disaster preparedness. However, key challenges were identified, including outdated infrastructure (such as communication systems and healthcare facilities), financial constraints for emergency needs, outdated hazard assessments, and lack of coordination. To enhance disaster preparedness, the study recommends launching public awareness campaigns, providing disaster education, improving workers' skills in disaster response, establishing monitoring and evaluation systems, and conducting regular disaster drills to ensure community readiness." The Philippines, situated along the Pacific Ring of Fire, is highly susceptible to various natural disasters. While calamities are unavoidable, their impact can be reduced through effective preparedness and strategic government initiatives. This study found that most residents of Cotabato Street, Barangay Batasan Hills, Quezon City, are satisfied with the existing disaster preparedness programs. Active participation in disaster risk reduction efforts is crucial in minimizing casualties, reinforcing the idea that preparedness is the key to survival."

Keywords: disaster preparedness, risk reduction, pacific ring of fire, mitigation strategies, emergency response, community resilience, government initiatives, infrastructure readiness, public awareness, disaster management

**A PROPOSED PROJECT OF GINGER (ZINGIBER OFFICINALE) EXTRACT
AND COCONUT (COCOS NUCIFERA) OIL EXTRACT
AS A HAIR GROWER SHAMPOO**

Michael Angelo Nojeda, Jumaima Azis, Christian Bautista,
Rey Gabriel Estrada, Francis Villegas, Marlon Bahana

Abstract

Hair-related issues, particularly those affecting hair growth, have been a persistent concern worldwide, including in the Philippines. One potential solution to address this problem is the development of herbal-based shampoos that promote hair growth while minimizing the use of synthetic chemicals. Shampoo is an essential hair care product designed to cleanse both the hair and scalp. In addition to cleaning, it can contain conditioning and medicinal components that help maintain and improve hair health. Incorporating natural ingredients such as ginger and coconut oil extract into shampoo formulations may enhance hair growth. These herbal supplements are known for their beneficial properties ginger is believed to stimulate blood circulation in the scalp, while coconut oil deeply nourishes and strengthens hair. By leveraging these natural ingredients, an herbal shampoo could serve as a more sustainable and effective alternative for promoting healthier hair growth. This study employed a quantitative-experimental research method using a snowball sampling technique. A questionnaire was utilized as the research instrument to assess the acceptability of the proposed shampoo formulation based on key factors, including ingredients, product consistency, safety, hair growth effectiveness, and presentation. To analyze the data, frequency and percentage, rating scale, weighted mean, and t-test were applied to compare the assessments of two groups of respondents and determine any significant differences in their evaluations. The results of the study indicate that the proposed shampoo formulation was deemed "Acceptable" in terms of its ingredients, product consistency, safety, hair growth effectiveness, and presentation. The overall weighted mean rating given by dermatologists was 2.68, with a variance of 0.039, a t-computed value of 2.306, a degree of freedom (df) of 13, and a t-critical value of 2.160 at $\alpha = 0.05$. Meanwhile, chemical engineers provided an overall weighted mean of 2.87, with a variance of 0.120, a t-computed value of 2.306, a degree of freedom (df) of 13, and a t-critical value of 2.160 at $\alpha = 0.05$. Since the t-computed values do not exceed the t-critical value, the null hypothesis is accepted, indicating no significant difference between the assessments of the two groups of respondents. To further improve the project, the recommended enhancements have been prioritized. Implementing these recommendations will help refine the safety, product consistency, hair growth effectiveness, and presentation of the herbal shampoo, ensuring that these factors no longer pose challenges to its development.

Keywords: herbal shampoo, hair growth, natural ingredients, ginger extract, coconut oil, hair care, product consistency, safety assessment, quantitative-experimental research, snowball sampling, acceptability evaluation, weighted mean

GREEN ENERGY BATTERY FROM SEAWEEDS EXTRACT

Eugene Gallo, Miadhel Boseo, Samantha Nicole Gutierrez,
Roland Joseph Butiong, Lubay Alexis, Marlon Bahana

Abstract

Green energy batteries harness plant-based energy by extracting electricity from living plants. Seaweeds, which encompass a variety of marine plants and algae found in oceans, rivers, lakes, and other water bodies, can be converted into biofuels or ethanol through fermentation and chemical processes. This renewable energy source holds significant potential to power low- to medium-power consumption devices, presenting an eco-friendly alternative to conventional energy solutions. This study utilized a quantitative-descriptive research design with purposive sampling. A survey questionnaire was used to assess the level of acceptability of the proposed model in terms of materials used, power-generating capacity, energy density, safety, and presentation. To analyze the data, frequency and percentage distributions, rating scales, weighted means, and t-tests were employed to determine differences in the assessments between two respondent groups. The research of the suggested model yielded "Acceptable" results in terms of the material utilized, energy density, power generating capability, safety, and presentation. In contrast to the Chemical Engineers, who received 2.72 with a variance of 0.201, a t-computed of 0.324, a degree of freedom of 8, and a t-critical value of 2.306 ($\alpha=0.05$), the Electrical Engineers' overall weighted mean was 2.63 with a variance of 0.182, a t-computed of 0.324, and a t-critical value of 2.306 ($\alpha=0.05$). As a result, both of the responder groups' evaluations are approved. The evaluations made by the two responder groups do not differ much. To ensure a high success rate, the researchers made the following advice for the study's development: seek help from professionals or experienced people. According to the responders, it takes more than enough time to complete this task, and it may have an impact on the marine biological equilibrium.

Keywords: green energy battery from seaweeds extract

**IMPACT OF TESDA CERTIFICATION TO 4TH YEAR BSHM STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES
TOWARDS CAREER OPPORTUNITIES**

Louie Bendaño, Vincent Carl Niegos, Ericalyn Gaslang, Jamaica Monserata,
Lasara Harlene, Patricia Caroline Loceo

Abstract

Obtaining a National Certificate (NC) provides individuals with better job opportunities, serving as proof that they have registered for, completed, and met all the prerequisites of a chosen course. The NC is particularly crucial for skilled workers aiming for career advancement, as it validates their expertise in a specific field. While not always a mandatory requirement, possessing an NC II can be an advantage when applying to reputable companies and organizations. Many employers actively seek candidates with TESDA certification due to the assurance of their skills and knowledge. This study employed purposive sampling to select participants for this study. This method ensured that each respondent voluntarily participated in the research. The study focused on gathering relevant data from individuals who have obtained TESDA certification. The data collection process aimed to analyze the impact of certification on career opportunities for 4th-year BSHM students at Bestlink College of the Philippines. The study gathered data from 100 respondents. Findings indicate that the majority of respondents were aged 21-25, comprising 76% of the sample. Female respondents accounted for the highest frequency at 130%, while single respondents had the highest percentage at 92%. TESDA local employment received the highest weighted mean of 3.92, indicating strong agreement among respondents. Similarly, TESDA international employment obtained a weighted mean of 3.78, also reflecting strong agreement. This study examines the impact of TESDA certification on 4th-year BSHM students at Bestlink College of the Philippines in relation to career opportunities. TESDA certification provides various advantages, including enhanced employment prospects, increased income potential, and improved industry awareness. Additionally, intangible benefits such as heightened self-confidence, a sense of achievement, and personal growth are associated with certification. Through a comprehensive analysis, this study evaluates how well TESDA certification aligns with the evolving demands of the labor market.

Keywords: tesda certification, career opportunities, hospitality management

**INVESTIGATORY PROJECT OF DISCARDED MUSSEL
SHELLS AS AGGREGATE IN TILE MAKING**

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John Ray Macalino, Marlon Bahana

Abstract

Mussel shells, typically discarded as waste, offer a promising opportunity to be used as an aggregate in tile production. This research aims to explore the feasibility and benefits of incorporating leftover mussel shells into the manufacturing process of tiles. By utilizing the natural properties of these shells, the study seeks to enhance tile quality, promote sustainability, and reduce waste, offering an innovative solution for both environmental and product development purposes. This study employed a quantitative-descriptive research design using purposive sampling. A survey questionnaire was utilized as the primary instrument to evaluate the acceptability of the proposed project in terms of materials used, procedural methodology, affordability, durability, and presentation. To analyze the differences between the assessments of the two groups of respondents, a T-test was used as the statistical tool. The assessment results of the proposed project reveal that it was deemed "Highly Acceptable" by both respondent groups in terms of materials used, procedural methodology, affordability, durability, and presentation. The Tile Makers provided an overall weighted mean of 3.49 with a variance of 0.10425, while the Chemistry Teachers gave an overall weighted mean of 3.28 with a variance of 0.15825. The calculated t-critical value at a significance level of 0.05 and 8 degrees of freedom was 2.306, while the t-computed value was 0.1826. These results indicate no significant difference between the assessments of the two groups, suggesting that both groups consider the project equally "Acceptable." For future enhancements of the study, respondents recommended incorporating pigments to add color, altering the visual appearance for improved aesthetics, testing stronger binders to increase durability, and using a polisher to achieve a smoother, more polished finish.

Keywords: mussel shells, aggregate, tile production, sustainability, waste reduction, eco-friendly materials, tile quality, environmental impact

KATAKATAKA AND NEEM LEAVES INTO PLANT BASE ANTIMYCOTIC CREAM

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Patrick Renier Galicha, Marlon Bahana

Abstract

This study aims to develop a plant-based antimycotic cream utilizing the antifungal properties of katakataka and neem leaf extracts. The research seeks to determine the feasibility of using these natural extracts in a topical formulation for treating fungal infections. Additionally, proper extraction methods are employed to obtain bioactive compounds, ensuring a concentrated extract rich in antifungal components. These extracts are then incorporated into a cream base to produce an effective plant-derived antimycotic product. The researchers recruited two groups of participants: five dermatologists and five chemical engineers. A structured questionnaire was administered to evaluate the acceptability of katakataka and neem leaf extracts as an antimycotic cream. The questionnaire covered aspects such as ingredients used, fragrance and odor, ease of application, expected relief duration, and overall presentation. The study assessed the acceptability of the plant-based antimycotic cream based on expert evaluations. Dermatologists provided an overall weighted mean of 3.29 with a variance of 0.028, while chemical engineers gave an overall weighted mean of 3.27 with a variance of 0.00325—both interpreted as highly acceptable. Statistical analysis yielded a t-computed value of 0.2530 and a t-critical value of 2.036 at a 0.05 significance level with 8 degrees of freedom. Since the t-critical value exceeded the t-computed value, the null hypothesis was accepted, confirming no significant difference between the assessments of the two groups. Based on the study results, respondents provided recommendations to further improve the antimycotic cream. Suggestions included enhancing the scent and effectiveness by incorporating additional natural ingredients, such as guava leaves, known for their medicinal properties. Other recommendations emphasized clear labeling of hazardous compounds, developing a step-by-step formulation guide, and designing visually appealing packaging to attract consumers.

Keywords: katakataka and neem leaf extract, antimycotic cream, traditional medicine, herbal treatment

MOSQUITO REPELLENT LAUNDRY SOAP FROM ALBAREGANO EXTRACT

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Harvey Owen Kenzel Cordova, Marlon Bahana

Abstract

Mosquito bites, which cause continuous itching, are common in the Philippines. With growing concerns about diseases like dengue fever, malaria, and other illnesses spread by mosquitoes, there is increasing pressure on healthcare systems and personal health. In response to this, ALBAREGANO Extract has been developed as a plant-based ingredient for Mosquito Repellent Laundry Soap. This natural repellent offers an alternative to traditional mosquito repellents that contain DEET, providing a safer, more eco-friendly option for repelling mosquitoes without the use of harsh chemicals. This study utilized a quantitative-descriptive research design with purposive sampling. A survey questionnaire was administered to assess the level of acceptability in terms of ingredients, procedural methodology, repellent efficiency, fabric safety, and presentation. To analyze the data, a t-test was used to determine any significant differences in the assessments between the two groups of respondents. The results of the investigation revealed that the proposed study was rated as "ACCEPTABLE" in terms of ingredients, procedural methodology, repellent efficiency, fabric safety, and presentation. The Chemical Engineers had an overall mean score of 2.90 with a variance of 0.09, while the Housewives scored 2.79 with a variance of 0.05. The computed t-value was 0.7281, and the critical t-value was 3.012. As the t-computed value was lower than the t-critical value, there was no significant difference between the assessments of the two groups. Therefore, both groups of respondents accepted the proposed study without significant variation in their evaluations. To improve the study further, the respondents suggested the following recommendations: enhance the scent and effectiveness of the repellent by adding more natural ingredients, such as certified mosquito-repellent plants like lemongrass or citronella; create a clear and detailed step-by-step procedure; ensure that hazardous compounds are clearly labeled; and design attractive packaging that captures attention at first glance.

Keywords: mosquito repellent, albaregano extract, plant-based repellent, deet-free, quantitative-descriptive research, acceptability, ingredients, procedural methodology, repellent efficiency, fabric safety, presentation, t-test, household survey, lemongrass

**PROJECT-BASED LEARNING: BRIDGING GUIDELINES AND SCIENCE EDUCATION
IN SELECTED GRADE 12 STEM STRAND STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Alyssa Reyes, Princess Joy Marron, Neil Adriane Lappay, Kyla Lajoy,
Danica Soria, Adora Angeline Babia

Abstract

The purpose of this study is to examine the effectiveness of Project-Based Learning (PBL), an increasingly popular educational approach in schools worldwide. PBL engages students in real-world projects, enabling them to develop essential skills that extend beyond the classroom. This method has been proven to enhance conceptual understanding, critical thinking, creativity, resourcefulness, self-confidence, and collaboration, making learning more meaningful and impactful. The study employs a descriptive correlational research design, which is useful for understanding the characteristics of a population and examining relationships between different variables. This approach involves systematic planning, designing, and implementation of strategies to collect and analyze data effectively. The results revealed that most respondents were aged 16-19 years, followed by those aged 20-23 years, with a majority being female. The findings indicate that nearly all participants expressed enthusiasm for adopting modern and effective teaching and learning methods, demonstrating a strong willingness to embrace innovative approaches to knowledge enrichment. Project-Based Learning (PBL) integrates multiple disciplines, enabling students to establish meaningful connections between different subject areas. By approaching projects from a multidisciplinary perspective, students develop a comprehensive understanding of concepts and acquire a diverse skill set. This interdisciplinary approach reflects real-world scenarios, where problem-solving often requires knowledge from various domains. Overall, PBL provides a dynamic and engaging learning experience that equips students with critical thinking, creativity, and collaboration skills, preparing them for future challenges.

Keywords: project-based learning (pbl), multidisciplinary approach, real-world application, critical thinking, creativity, collaboration, student engagement, problem-solving, education, skill development, interdisciplinary learning

UTILIZATION OF BANANA STEM FIBER INTO ECO-TOTE BAG

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Diana Joy Cruz, Hideo Omae, Marlon Bahana

Abstract

Fibers are derived from various plants, including cotton, jute, and bananas, and can be used as yarn or fabric. Among these, banana fiber is one of the strongest, making it highly suitable for textile production. This natural fiber is valued for its strength, flexibility, and durability, making it an excellent material for eco-friendly alternatives like tote bags. This study employed a quantitative-experimental research approach, utilizing a three-part questionnaire to gather data from respondents selected through purposive sampling. The assessments and recommendations of the respondents regarding the eco-tote bag were collected. Statistical tools such as frequency and percentage, weighted mean, and t-test were used to determine the significant differences in the assessments of eight (8) STEM teachers and ten (10) seamstresses. The study evaluated the acceptability of banana stem fiber as an eco-tote bag material, considering factors such as materials used, procedural methodology, aesthetic appeal, durability, and presentation. The weighted mean for STEM teachers was 3.108 (interpreted as acceptable), while seamstresses rated it 3.092 (also acceptable). The variance between both groups was 0.026, with a t-critical value of 2.145 at a 0.05 level of significance and 14 degrees of freedom. The t-computed value of 0.153 was lower than the t-critical value, leading to the acceptance of the null hypothesis, indicating no significant difference between the assessments of the two groups. Both sets of respondents recommended using a weaving machine to enhance fiber quality, selecting high-quality banana trees for extraction, modifying the bag's shape to a square for more storage space, incorporating colors and designs, and reinforcing the stitching to improve durability and prevent breakage.

Keywords: banana stem fiber, eco-tote bag

UTILIZATION OF BEETROOT, ALOE VERA AND GUM ARABIC AS WHITEBOARD MARKER INK

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April Claire Bernales, Reyzen Puzo, Marlon Bahana

Abstract

This study explores the development of an erasable marker ink made from organic materials. The red beetroot (*Beta vulgaris*) contains betalains, which serve as natural red colorants and have significant potential as an ink ingredient. The growing demand for sustainable alternatives to synthetic inks motivated this research. By utilizing beetroot, aloe vera, and gum arabic powder, the study aims to contribute to the development of environmentally friendly writing and drawing materials. This study employed a quantitative-descriptive research design. The participants included eight (8) STEM teachers and ten (10) Science teachers, selected through purposive sampling. Data collection was conducted using a survey questionnaire, and statistical tools such as frequency and percentage, weighted mean, and t-test were used to analyze the results. The study found the whiteboard marker ink to be "Highly Acceptable" in terms of ingredients, ink intensity, erasability, odor, toxicity, and presentation. The overall weighted mean for STEM teachers was 3.61 with a variance of 0.052, a t-computed value of 1.1859, and a t-critical value of 2.120 ($\alpha = 0.05$). Science teachers obtained a mean score of 3.43, a variance of 0.156, and the same t-computed and t-critical values. Since the t-computed value was lower than the t-critical value, there was no significant difference between the assessments of the two groups. The positive responses suggest a high potential for the widespread acceptance of this organic ink alternative. Based on the results, several recommendations emerged. First, purchasing beetroot in bulk and negotiating with suppliers could reduce costs. Enhancing solubility through alternative solvents may improve application and erasability. Maintaining a neutral pH level by using a suitable binder is essential for ink stability. Addressing the strong odor of natural pigments and minimizing heat exposure can improve user experience. Lastly, optimizing the marker design for consistent ink flow and providing clear usage instructions will enhance the practicality of beetroot, aloe vera, and gum arabic as whiteboard marker ink.

Keywords: beetroot, aloe vera, gum arabic, whiteboard marker ink

**UTILIZATION OF RICE STRAW AND EGGSHELL
AS ADDITIVES TO CONCRETE BRICKS**

Macon Saccalan, Rodel Castellano Jr, Junrie Butlay, Laurito Sarasap Jr,
Johnrold Borinaga, Marlon Bahana

Abstract

This study investigates the development of eco-friendly concrete by replacing cement with waste materials such as eggshell powder and rice straw ash. This approach mitigates the environmental impact of cement production while promoting sustainability. Eggshell powder accelerates setting time, improves strength, and enhances water resistance, whereas rice straw ash contributes to overall strength enhancement. By utilizing readily available waste materials, this research supports cost-effective and sustainable construction practices, paving the way for greener building solutions. This study utilized a quantitative-descriptive research method with purposive sampling. A survey questionnaire was administered to evaluate the acceptability of rice straw ash and eggshell powder as additives in concrete bricks. The assessment focused on key factors, including material composition, procedural methodology, mechanical properties, durability, and overall presentation. To analyze differences in perception between the two respondent groups, a t-test was conducted, providing statistical insight into their evaluations. The investigation results indicate that the use of rice straw ash and eggshell powder as additives in concrete bricks was rated as "Acceptable" across key parameters, including material composition, procedural methodology, mechanical properties, durability, and presentation. Civil Engineers provided an overall weighted mean rating of 3.17, with a variance of 0.018, a t-computed value of 0.7350, a degree of freedom of 8, and a t-critical value of 2.360 at a 0.05 significance level. Similarly, Concrete Building Manufacturers gave a slightly higher rating of 3.27, with a variance of 0.106, but with the same t-computed value, degree of freedom, and t-critical value. Since the computed t-value is lower than the critical t-value, there is no statistically significant difference between the assessments of the two respondent groups. This confirms a general agreement on the acceptability of rice straw ash and eggshell powder as viable additives for concrete bricks. In conclusion, respondents provided valuable suggestions to enhance the effectiveness of the product. They recommended grinding the eggshells into a finer powder to improve the compressive strength and durability of the concrete bricks when combined with rice straw ash. This refinement could further optimize the material's performance, making it a more viable and sustainable alternative in construction.

Keywords: concrete bricks, eggshells, rice straw ash, concrete building manufacturers, civil engineers



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