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Adviser: Joemari C. Gobangco

Abstract

Manual procedures in business decrease as computer technology and automated systems advance. One of the most important processes to consider in establishing a business is how you bill your customers. SleepCozy Apparel and Clothing has kept manual stock inventories, phone business transactions for gathering orders and delivering them to customers, manual billing, and manual report gatherings. The company must have an effective internal computerised system to handle and keep all the data and reports. An automated billing system seeks to increase efficiency by improving billing operations and saving time and money (BillingPlatform.com, 2020). The researchers used a System Development Life Cycle (SDLC) to meet the system requirements in this Project Study. It consists of the following steps: Planning, the first step in the SDLC that determines the type of company best suited to the project research.

The second step is System Analysis, in which the proponents examine the system, the client's business process, and interview questionnaires. Following that is Project Development, which will start developing the prototype billing management system. This system is suitable to the needs of the client. After designing the system, the researchers will present the proposed billing management system. After the client adapts the system, the researchers will complete the proposed billing management system. When the client has already used the system, the proponents will need to ensure the productivity of the billing management system by offering maintenance to the client. Based on the research conducted throughout the project, the proposed system can reduce paperwork, eliminate errors, and quickly produce receipts with readily available formats.

Furthermore, it can generate invoices faster and more accurately. It also has master data as part of the system's planned features, including product availability, customer information, quantity, and other business data. A system inventory tracker can monitor the status of customer orders, is also operational and can assist customers in keeping track of their bills and other concerns. This study implies the importance of having a billing management system, not only for big firms but also for small businesses. Billing management systems can help improve the business process and assist business owners in billing their customers, generating different reports, and providing data security.

Keywords: Billing System, Billing Management System

A Research Proposal of Inventory Management System for Red Camia Supermarket

*Kenneth A. Agnas, Anthony O. Flores, Judy-Ann P. Mirabete, Kimberly T. Montes, Denise N. Tagulao,
Jerwin V. Tagwa
Adviser: Joemari C. Gobangco*

Abstract

This project's primary goal is to maximise profit and minimise the cost to the client, and will be focusing on the inventory management system of the supermarket. The developers chose the inventory management system because it is an integral part of a supermarket that can affect the firm's net profit or loss. The method used in the project is the System Development Life Cycle (SDLC) method, wherein the developers used the following steps: project planning, system analysis, project development, implementation, and maintenance. The developers interviewed the supermarket owner, where we conducted the project and analysed the problems that needed to be solved to maximise the client's profit. The results of the system visualise that most of the parts of the inventory management system are currently functional. The IT specialist needs to finalise the additional parts that are still a prototype. Based on the proposed inventory management system, the ensuing discussion states that the research has solved the following problems: 1.) Inaccurate level of monitoring; 2.) Unmonitored expiration date; 3.) Problem on reports; 4.) Loss due to theft; and 5.) Lack of trend forecasting.

A Research Proposal of Point of Sale For Kuya Romeo's Kitchenette: Sales Analysis

Cris Gelyn P. Llabres, Roselyn C. Martinez, Kimberly G. Singh, Alexis Alliah A. Soria, Roberto F. Teoxon
Adviser: Joemari C. Gobangco

Abstract

Almost all of their operations in the business industry rely on technology or a system that can assist them in simplifying transactions. Kuya Romeo's Kitchenette uses a manual system that involves a lot of paperwork and cannot immediately produce a sales report. To address the issue, a Point of Sale System, Sales Analysis, was created to generate accurate sales reports and assist business owners in managing their business transactions efficiently. The system was developed using the Software Development Life Cycle (SDLC), where each phase is processed and completed one at a time. The researchers interviewed the client to be able to provide a solution to their problems based on a conceptual and regulatory framework as well as the literature that is associated with sales analysis using a point-of-sale system. The study outcomes revealed that the Point of Sale System: Sales Analysis solved all of the client's difficulties, and the system features' results are functional. It means that the business owner can now track their sales report while staff save time, which will streamline and improve the business process. The researcher aims to provide Kuya Romeo's Kitchenette with a more accessible and modern alternative for making their sales. The proposed system, "Point of Sale System: Sales Analysis," was found to be fully functional based on the results of the case assessments. It shows that the system operates per its project objectives and can provide an accurate report that analyses the sales.

Keywords: Point of Sale: Sales Analysis, System Development Life Cycle

BUSINESS ADMINISTRATION

A Comparative Analysis Between the Level of Performance of Old and New Sewing Machine of Alexander Ace Garments in Brgy. Gen. T De Leon, Valenzuela City

Kyzel M. Baylon, Ailyn B. Bongalon, Ruffa Mae R. Fabio, Eunice Joy M. Marquina, Cherry Ann C. Ramirez, Abegail M. Sevilla

Adviser: Ms. Vinalyn L. Sarzata, Ph.D, DBA – CAR

Abstract

Sewing machines are the heart of the garment industry. Different types of sewing machines are used to make the garment's product. Sewing Machines are used to stitch several kinds of fabrics. They are worked by treadle, power, or electricity, becoming more innovative and quicker than in the old days as technology advances. Sewing machines are widely used to stitch fabrics and textiles together and create one-of-a-kind products. New technological developments such as pedal-less swings, instant bobbin switchers, real-time ability to monitor, digital feed, and portable sewing machines will demand more modern machinery by various industries. Teach the employees how to fix the minimal problem, maintain the maintenance of sewing machines, and supervise the sewers on how they use the sewing machine when reaching the quota if they treat machines well. Make overtime to reach the quota without abusing the sewing machines or buy new machines to be easily used and avoid the repetitive problems of old sewing machines. This study utilized a quantitative research method; survey questionnaires were distributed to 25 employees who used old and new sewing machines in Gen. T De Leon, Valenzuela City. The researchers intended to use the purposive sampling technique to approach respondents regarding the variables cited. The statistical tools were used to answer the problem statement: frequency and percentage, weighted mean and t-test. The study revealed that the old and new employee sewing machine users both strongly agree that the level of performance on old and new sewing machines affects production in terms of price, quality of the machine, output, convenience, and time. The researchers recommend hiring someone knowledgeable about new machines who can train and introduce the new sewing machine to the sewers, supervise the old sewers, and lessen the expenses for the minimal problem of machines. They must encourage their employees to do more complex work with dedication to help Alexander Ace garments reach the quota or increase profit to provide new electronic machines for the business and their own sake.

Keyword: sewing machine, performance level, garments

A Comparative Study Between PLDT and Globe at Home Telecommunication Services Based on Consumer Perception in North Caloocan City

Gian Patrick V. Acuña, Jedah O. Cambe, Andrea G. Donato, Ivy Rose R. Salvacion, Renalyn P. Simacon
Adviser: Reynold R. Bangalisan, LPT

Abstract

The fast-growing community of telecom service subscribers or users created a significant impact on the Philippine economy; therefore, there are a lot of internet service companies who came out in the industry and made great competition and of the big names of telecommunication business here in the Philippines is the PLDT and Globe at Home. This study used a quantitative research method of design. The study's respondents were (50) subscribers of both PLDT and Globe at Home telecommunication services in North Caloocan City. This study utilized a purposive quota technique. Most respondents of PLDT and Globe are mostly from Camarin and currently working, and wage earners are subscribed to UnliFiber 1699 for PLDT and GFlex799 for Globe at Home with (50) respondents. The subscribers of PLDT and Globe agreed that the application process was smooth, providing options for payment notifying clients of payment dues, and they agreed that the internet connection is affected by inclement weather. There is no significant difference between the (2)two telecommunication services regarding the application process, payment method, internet speed, and agreement terms.

The subscribers of PLDT and Globe living in North Caloocan City want to improve their services to keep using them. The service must be improved so subscribers know about the network they subscribe to. They have excellent customer service and trained technicians to address customer complaints to keep their subscribers loyal. Based on the findings and conclusions, PLDT and Globe must use more reliable routers and durable fibre optics as cables, for they are the channel of excellent internet connection in their subscriber's homes. More local cell sites must be constructed to deliver high-speed connections to the growing populations. Upgrade network infrastructure to improve the organization's future growth plans and level of available bandwidth. If you consider different network options optimized for speed, it's time to decide if the network should be upgraded. Working with a local managed network service provider to determine which network or bandwidth upgrade suits your organization requires the proper training, planning and expertise. Local managed network service providers know how to work with local organizations to increase business internet speed and network reliability, tailoring solutions to fit an organization's unique network needs.

Keyword: Comparative Study, Consumer Perception and Telecommunication Services.

A Feasibility Study on Establishment of Online Graphical Designer at Susano Road, Novaliches Quezon City

Angel Zulueta Gudir, JonJon Brecio, Felicisimo Enciso
Adviser: Ariane G. Astudillo, LPT, MBA

Abstract

Online Graphical Designer allows small businesses to design their business logo, banners, posters, brochures, advertisements, business cards, and more. The business will be located at Susano Road, Novaliches Quezon City. The business “Online Graphical Designer” focuses on providing quality service by creating Logo designs, Posters, Cards, Banner templates, Business cards, and stickers. The business proponents create what customers suggest for a given event or job for their orders and provide quality and creative designs for our customers. One unique quality of Online graphic designers is creativity, offering imaginative designs that stand out and deliver quality output on time. Also, excellent communication between the client and the designer is necessary to create a satisfying customer design. The method applied is a descriptive design wherein the researchers gather information from the respondents through a survey questionnaire. The target customers of online graphical design businesses are small and micro businesses that need logo design and brochure services. The result shows the power and strength of the business to grow and compete with the competitors. The researchers also identified the weaknesses that the business can overcome and improve. The business can generate enough revenue, and the return on investment (ROI) is expected in the early years of the business.

Keywords: feasibility study, online design, online graphics, design

A Study of the Factors Influencing Consumer Decision to Purchase a Smartphone in Cherry Mobile Store at Barangay Talipapa, Quezon City

Larry N. Alicante, Dane Leslie L. Bughao, John Lloyd S. Nuñez, Christian Rhyon L. Ramos, Jeason S. Solares
Adviser: Ernesto Framo, LPT, DPA

Abstract

Smartphones significantly impact consumers' lifestyles, and frequently interact with their cell phones. The researchers want to study the factors that cause consumers to purchase Cherry Mobile Phones. Further, the researchers chose this topic to know the different factors considered by the consumers, as well as the highly considered by the Barangay Talipapa Quirino Highway, Quezon City. The researchers used a quantitative survey to gather data and evaluate consumers buying cherry mobile phones at Barangay Talipapa, Quezon City. It also used the significant difference between and among the evaluation of consumer decisions to purchase smartphones in Cherry Mobile stores regarding price, competitiveness, promotion, and support service. The study's respondents were consumers, with 50 or 100% being the target respondents of this study from Barangay Talipapa, Quezon City. As to gender, most of the study's respondents are female; the consumers are 18-30 years old. Old, civil status, most of the consumers are single; Employment Status, most of the consumers are students. The monthly income of most consumers is up to 1,000-5,000. The response of consumers Highly Agree in all variables on the factors influencing consumer decision to purchase a smartphone in Cherry Mobile store in terms of price, competitiveness, promotion, and support service. Most of the problems consumers encounter in purchasing cherry mobile phones are that the smartphone can quickly store even if it doesn't have many apps with a high rank of 10. To improve consumer purchase decisions in Cherry Mobile Phones, to provide a freebies package. The researchers recommend giving students freebies they can use while studying, such as "anti-radiation eyeglasses" for their health, which can prevent their eyes from being damaged by smartphone use. Researchers recommend that Cherry Mobile further develop their Android phones in terms of price, design, durability, and support service to keep up with well-known mobile phone brands and increase their sales in the market. Researchers recommend giving backup storage, which is a micro SD card with free running smooth and good performance in the smartphone when consumers purchase a smartphone. Researchers also recommend having the Cherry mobile store freebies package for consumers purchasing Cherry mobile android phones.

Keywords: factors influencing, consumer decision, smartphone

Advertising as a Promotional Tool towards Business Competitiveness in Barangay Pasong Putik, Quezon City

Ainor Dave T. Ayag, Mary Ann D. Barbacena, Jessie J. Capuz, Alexander JR Esponilla, Micaella Leslee B. Hedia
Adviser: Reynold R. Bangalisan, LPT

Abstract

Advertising has become the most essential form of promotion for products and services in modern times and is also used for communication. Advertising is a type of communication that persuades a consumer to make a purchase decision while providing information to the viewer. When information is presented in a fun way, it is readily accepted. Online advertising, in particular, is a type of promotion that uses the internet and the World Wide Web to deliver marketing messages to attract customers. This study aims to assess and determine the effectiveness of online advertising among selected businesses based on the parameters provided: the advantages, disadvantages, and potential recommendations held by the researchers. A survey questionnaire was distributed to twenty-five (25) online sellers near Barangay Pasong Putik, Quezon City. The researchers purposefully used a purposive sampling technique to approach respondents about the variables mentioned and to determine the effectiveness of online advertising. The following statistics were used to answer the statement problem: weighted mean, frequency, and percentage. According to the study, food-related businesses primarily consist of a complex network of activities related to the supply, consumption, and catering of food products and services. Based on the information gathered by the research, most respondents, regarding the nature of business, were under food. The advertisement frequency was monthly, with a capital of 6,000–10,000 pesos. They used Facebook as their frequent platform for advertising. The respondents' assessment of online advertising was "Strongly Agree" regarding sales, promotions, brand awareness, and target market. The challenge encountered most by online businesses in using online advertising is the weak internet connection. The proposed strategy to maintain and improve is to create ways to improve advertising through the Internet. Choose a better internet connection to have a better and smoother business flow.

Keywords: online advertising, promotional tool

Assessing Foods and Services of Noah's Favorites Food Hub in Richmond Village, Meycauayan, Bulacan

Rose Ann M. Aquino, Prime Rose O. Coquilla, Jerico G. Cutamora, Jayjay P. Libao, Venus C. San Joaquin
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Survey questionnaires were administered to regular and newbie customers of Noah's Favorites Food Hub to determine each point of view and feedback regarding the business research and other factors affiliated with it. Indeed, it solely focuses on assessing foods and services regarding taste, affordability, serving size, preparation time, and presentation. Regular customers were male, 26-35 years old, self-employed, 1-3 visits. The newbie customers were male, 15-25 years old, employed, and 1-3 visits. Regular and newbie customers assessed the foods and services as "completely agree" in terms of the variables above. There is a significant difference between the assessment of the two groups of customers. The customers encounter several problems. There are proposed recommendations. Noah's Favorites Food Hub introduced premium food bundles to customers to lower the original price by offering discounts and promos. Next, create a handbook that contains standard procedures for its product offerings to continue and maintain the quality of products and services to attract and engage prospective customers. Next, improve the work performance of Noah's Favorites Food Hub to establish consistency with its customers. Next, add a variety of products in the long run and provide a roof for each stall to secure the well-being of its customers. Lastly, apply, implement, and execute the essential recommendations given by this study's researchers.

Keywords: Food Hub, Assessment, Customers

Assessment of Customer's Satisfaction on Selected Shawarma Stores at Barangay Commonwealth, Quezon City

Trixie Orcine, Michael Angelo Pantaleon, Emy Rose Tahil, Riza Tajores, John Mark Anthony Villanueva
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Mr. Breal's shawarma store started on December 16, 2021, at the place where pizza started (the year 2019), but because of the COVID-19 Pandemic, pizza stores were closed, the store was vacant more than one year and after more than a year Mr. Breal's take over. Mr. Gabreal Reyes is the owner of Mr. Breal's shawarma store. Mr. Breal's is located at 155 Riverside St, Barangay Commonwealth, Quezon City, near the riverside market. The store is open Sunday to Saturday from 11 am to 9 pm. Researchers have chosen Mr. Breal's shawarma store to expand their small business knowledge and to help improve Mr. Breal's shawarma.

This study utilized a descriptive research method of design. Survey questionnaires were distributed to fifty (50) Mr. Breal's Shawarma Stores customers to determine the customers' satisfaction with selected shawarma stores in terms of price, taste, place/venue, and service. The researchers used a purposive sampling technique.

The customers' satisfaction with selected shawarma stores is very satisfied regarding price, taste, place/venue, and service. The researcher concluded that the shawarma store had encountered customer satisfaction problems and, mostly, reduced meat and toppings of the shawarma, and the least encountered by the respondents was the rude communication of customer service staff.

The researchers recommend a strong pricing strategy to help customers meet their expectations. The shawarma store should give the customers extra sauce or add more sauce to satisfy them. Having a good location is the crucial element to attracting more customers. Mr. Breal's Shawarma should look at areas where the store is in high demand. Based on the surveys we gathered, we analyze that more respondents can be more satisfied if the crew has a good personality and attitude. We recommend to all the stores that have more screening their employee their attitude or hired employees with a good personality because it is a factor to satisfied customers.

Assessment of Marketing Strategy of Detrex Industries Inc. in 8th Avenue, Caloocan City

Elmer P. Codero, John Paul B. Ilao, Rosario C. Maligat, John Patrick F. Martin, Jimwell C. Olaivar
Adviser: Ernesto Framo, LPT, DPA

Abstract

Marketing strategy makes it easier to identify the areas affected by organizational growth and, as a result, to develop an organizational plan to meet the needs of customers. It aids in determining the appropriate price for an organization's goods and services based on market research data. Every business, without exception, should have a marketing strategy. Marketing results do not occur by chance. Developing a strategy ensures that you are targeting the right people with content that is relevant to them. The more time you spend developing a clear strategy, the better. The more opportunities you create to sell. The main reason why most people become interested in business is that they need to have income even if the government requires people to do a lockdown. The main problems of most businesses are the lack of knowledge in marketing strategy and the things that they might do in order to gain customers and such prospective customers. The goal of this research is to identify the effectiveness and essence of the chemical industry's marketing strategy, such as assessing what the business must do in order to be successful by identifying the strengths, weaknesses, opportunities, and threats in order to create a proposed action plan for making the business grow larger. This study used a quantitative research design to identify the assessment of Detrex Industries Inc.'s marketing strategy. In determining and assessing the profile of the respondents in terms of age, gender, and monthly salary, the researchers used frequency and percentage of the respondents. While assessing the effectiveness of Detrex Industries Inc.'s marketing strategy in terms of product, price, place, and promotion, the researchers used the formula of weighted mean and verbal interpretation in determining the ratio of the respondents' answers. The researchers also used the formula of weighted mean to identify the problems encountered by the respondents in terms of delivery, management, and products. In terms of identifying the significant difference between the relationship between the profile of the respondents and the effectiveness of the marketing strategy, the researchers used the formula T-test for the Correlation Coefficient.

Keywords: marketing strategy, organization, chemical industry

Assessment on the Services of Internet Provider in Camarin, Caloocan City: towards Customer Satisfaction

Leslay D. Armeza, Alissa Marie D. Bergantin, John Lloyd E. Enguas, Gerson C. Laurio, Dhanica S. Perillano
Abstract: Reynold R. Bangalisan, LPT

Abstract

The internet has become necessary, and looking at the current situation worldwide, including in the Philippines, where Filipinos are known as ever-curious minds about different technologies. Since the pandemic began in the year 2020, the demand for the internet has gone through the roof, with work-from-home and online class arrangements becoming the norm since people wanted to have internet in their homes and the internet connection became slower since the internet provider gained more subscribers, especially during this pandemic (Camus, 2020). The problem arose because the subscribers from Camarin, Caloocan City, have been experiencing the same problem, such as slow internet connection and delayed responses to inquiries and complaints (Internet Provider, Caloocan North, 2018). The researchers came up with this study to attain customer satisfaction by assessing the services of internet providers. This study utilized a descriptive research method of design with the subscribers of the internet provider in Camarin, Caloocan City. The sample of fifty (50) internet subscribers is the participants of this study using a purposive sampling technique. To answer the research problem, the instrument used is a questionnaire through an online survey (Google form) with statistical tools such as frequency and percentage, weighted mean, and rankings. Based on the analysis and interpretation made in the results, the following conclusions were drawn: the majority of the respondents were students who are residents of Barangay 178 of Camarin, Caloocan City, subscribed to the Fiber X 1500 plan, and use social media as their complaint platform. However, the subscribers rated the services as “satisfied” regarding installation, upgrading plans, customer support, and maintenance. In addition, most of the frequent complaints are about slow or unstable internet connections. The data could help improve their services to attain their subscribers’ satisfaction by considering the recommendations; these include that customer service agents need the mental flexibility to respond quickly on whatever complaint platform the subscriber prefers, and the company must provide 24/7 live chat support for every subscriber. It must provide first-class training to its customer service representatives to be more flexible, well-trained, and knowledgeable in attaining customer satisfaction.

Keywords: services of internet provider, customer satisfaction

Cause and Effect of Eating in Jollibee Corporation in the Health of BSHM Students at Bestlink College of the Philippines

Bryan Dave R. Asoy, Jean Mel O. Duria, Jennifer S. Garnace, Jake D. Narra, Ryan Christopher O. Pagado
Adviser: Dr. Dana France H. Ignacio

Abstract

Most Filipinos have a great fondness for eating habits. Pinoy folks used to cook homemade meals whenever they had time to prepare. However, Filipinos also often have hectic schedules to deal with.

According to Market Research Firm Cint (Statista July 2, 2021) recent survey, it has revealed that approximately 46% of Filipinos tend to eat at fast food restaurants one to three times on average a week, which is surprisingly much higher compared to the 2% of Filipino people who do not frequently engage in eating in such places at all.

As a result, several triumphant restaurants increased in branches locally and internationally due to the overwhelming demands of millions of Filipino customers. Nevertheless, there are so many reasons fast food has become prominent. However, on the contrary, health experts are informing people that fast food has some positive outcomes but more damaging and severe effects on Filipino communities. Fast food can cause vitamin deficiencies that may, in turn, help to cause diseases.

This study utilized the descriptive method for collecting information about the cause and effect of eating in Jollibee Corporation on the health of BSHM students. The researcher gathered data using survey questionnaires administered to fifty (50) respondents at Bestlink College of the Philippines via Google Forms.

The survey result shows that the majority of the respondents are Female, and most of the Respondents are 21 to 22 years old. All of them are single, and according to the survey, most of the students who eat fast food had a monthly income of Less than 1000 or more than 1000.

Based on a survey, the students have reasons for eating fast food and how often they do so. One to five (1 to 5) times a month is the highest consumption they have, and some of their reasoning is the craving they can control. Respondents are aware of what might cause them, which is Obesity. Cravings can substitute some other healthier food to help themselves avoid the possible effects of eating fast food. Healthy food can be made by you quickly and inexpensively.

Based on the gathered data and conclusion, the researcher formulated a cause and effect of Jollibee Corporation in health to know their food's effect on health and what the respondents need to do to control eating fast food.

Causes and Effects of Damage Materials to the Printing Business in Barangay Tandang Sora, Quezon City

Marvin D. Domdom, Rhea M. Edaniol, Lara Jane G. Epiz, German A. Maceda, John Louie A. Noveno
Adviser: Ms. Vinalyn L. Sarzata, Ph.D, DBA – CAR

Abstract

Most printing businesses face failure and significant challenges in acquiring new technologically advanced printing machines and equipment. Shortage of skilled workers and improper handling of printing materials in production are the most common problems encountered and observed inside the printing business. This shortcoming contributed to increased damages and defects in the materials in the workplace. This study aims to determine the causes of damaged materials during the production process and its effects on the business. It also aimed to solve those causes and minimize the effects by crafting a guideline to improve the quality of work in printing. This study utilised a qualitative research method design and random sampling technique. The researchers used survey questionnaires, actual observations, interviews, and statistical data analysis as the primary instruments to gather informative data that can benefit the present research topic. This study also used the following statistical tools: percentage frequency and weighted mean to analyse the data gathered in a suitable form for the appropriate results and conclusions. Based on the results gathered in the survey questionnaire on the demographic profile of the respondents when it comes to their age, gender, educational attainment, and working hours. Most employees working in the printing business are between 18 and 29 years old, and most are male. As for their educational attainment, 31 responded that they are at the college level, and the remaining employees are at the SHS/High School level. As for the working hours, most of them are working up to 5-10 hours in printing. The researchers proposed the following guidelines for preventing waste in the printing business: it includes guidelines on the management, employees, and company policies for the customers. The guidelines would benefit the printing businesses in maintaining quality work.

Keywords: causes, effects and damages materials

Comparative Analysis Between Branded and Generic Medicines in Wellquest Pharmacy on Consumers Buying Behavior in Amparo North Caloocan City

Magica Nekka S. Dorado, Criselda A. Manuel, Julie Rose U. Matosa, Angel Ariana R. Onoya, Melanie S. Santos
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Consumers face the task of purchasing medicine. Consumers usually choose from one of the two types of pharmaceutical drugs: brand names and generics. However, the budget can also play an essential factor. Therefore, consumers must take the medicine properly for their health and always read the right dosage of the medicine they are taking. The study utilized a quantitative research method design of 50 consumers of Generic and Branded medicines residents of Amparo Caloocan City. This study used a purposive sampling technique. The study used survey questionnaires to gather information and answer the following statistical tools: frequency and percentage, weighted mean, and T-test for the Correlation Coefficient r . The study revealed that most generic aged 36-45 years and above are married females, employed and compensated in the amount of 5,000 below, while consumers of branded aged 36-45 years old are female single, employed and compensated in the amount 10,000 - 15,000. The factors or variables associated with how generic and branded medicines affect consumer buying behaviour, The factors or variables associated on how generic and branded medicines affect consumer buying behaviour in terms of place, strongly agree for generic medicines and very strongly agree with branded medicines, Price, are very strongly agree on both consumer of generic and branded medicines, branding, strongly agree for generic medicines and very strongly agree for branded medicines and promotions, strongly agree for generic medicines and very strongly agree for branded medicines. As for the significant difference between the two groups of respondents, it reveals that the overall weighted mean is 4.37 for consumers of generic and branded medicines. The computed clearly shows that consumers of generic medicines and branded obtained a t-test value of -4.67, the level of its significance is 0.05, and the p-value is 0.0185, while the degree of freedom is 3. Its tabular/critical value is 3.182. The decision would be to reject the hypothesis and interpret it as significant. The t-computed is greater than the tabular p-value; therefore, reject the hypothesis. There is a significant difference between the assessment of the two groups of respondents on the comparative analysis between branded and generic in terms of place, Price, branding, and promotions. The most definite problem may be forwarded to WellQuest pharmacy. They should have free medical check-ups one to two times a month, recommended by the researchers, and tied-up bundles for the people who want to save money. WellQuest drug stores should have priority lanes for pregnant, senior citizens, and PWD.

Keywords: Brand Name, Branded & Generic medicines, Consumers Buying Behavior

Comparative Analysis Between Live Streaming and Direct Selling Towards Consumers Buying Behavior Along Paso De Blas, Valenzuela City

*Jonathan Abierte, Chris Allen Baligad, Arlyn Bermas, Cedic James Delmoro, John Carlo Hipolito,
Sofia Magbutay*

Adviser: Ernesto S. Framo, LPT, DPA

Abstract

The majority of the time, consumers face minor challenges when it comes to product selection and purchase. The purpose of this research study is to determine the most significant problem they encountered with the product and how the behaviour of the consumers responds in the current situation. It also aimed to solve the problems that consumers encountered. The study utilized a quantitative research method design. It used a descriptive correlational study to determine the comparative analysis between live and direct selling towards consumers buying behaviour along Paso de Blas, Valenzuela City. This study used a purposive sampling technique to have the fifty respondents. The study used a survey questionnaire to gather information using the following statistical tools: frequency and percentage, weighted mean, and T-test for the Correlation Coefficient r . The prominent findings of the percentage status found that 70% of 50 respondents aged 21-30 are mostly female. Most consumers from live streaming and direct selling respondents both purchased monthly. The respondents assessed their buying behaviour regarding Extended Decision-making, limited-decision decision-making, habitual buying behaviour, and variety-seeking buying behaviour. Consumers in both live streaming and direct selling highly agree. The two groups of respondents imply a significant difference between and among the evaluation of live streaming and direct selling. Since the p-value of 0.0115 is less than the tabular or critical value of 3.182 at the level of significant = 0.05, it is significant. Therefore, reject H_0 . The most definite problem the consumers encountered was item defects in both live streaming and direct selling.

In contrast, the least common problems encountered were poor salesperson quality, customer service, and incorrect product measurement. The result of this study would be beneficial to the entrepreneurs of small businesses, specifically to the selected location with a small business along Paso De Blas, Valenzuela City, which is the main point of this study. It will inform them about the minor problems that the consumer encountered, and it will also guide them in enhancing and resolving those minor problems.

Keywords: Live Streaming, Direct Selling, Consumer Behavior

Customer Satisfaction of Tapsilogan Services in Feria Road, Barangay Matandang Balara Quezon City

*John Paul E. Acodesin, Mark Kevin C. Cadimas, Bienvenido D.S. Garaña Jr., Joshua N. Salahudin,
Andrian C. Sitcharon*

Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Customers are one of the most important factors to consider in the operation of the business. They have a vital role in achieving the objectives and success of the business. The existence of the customers in the market provides income for the company's entire operation. Moreover, loyal customers are also a key factor for the business to maintain its existence in the market. This study was prompted by the researchers' curiosity to determine customer satisfaction with the product offerings of Tapsilogan Services in Feria Matandang Balara Quezon City. In a comment to these problems, this study answers whether customer satisfaction with Tapsilogan is justified regarding the product offered, price, place, promotion, and people.

This study entitled "Customer Satisfaction of Tapsilogan Services in Feria Road, Barangay Matandang Balara Quezon City." utilized a quantitative descriptive research method sample of thirty (50) regular consumers within Barangay Matandang Balara, Quezon City. Quantitative research, while the method is descriptive. This method involves the description, recording, analysis, and interpretation of a particular situation's prevailing conditions and present nature. It includes the following processes: induction, analysis, classification, enumeration, measurement, and data assessment.

Most respondents range from 18-23 years old, male, employed, and have no work, and consumers want to visit the Tapsilogan in Feria Matandang Balara monthly. The most common problems addressed by the consumer in availing of the products offered by Tapsilogan are shortage of products, crowded space for customers, and unavailable products. Suggestions can be proposed to maintain customer satisfaction Tapsilogan the business should have a variety of products for more options for customers, the business should align all products to the suggested retail price implemented by the government, the business should renovate store yearly, give a discount can help the business to boost awareness, and the business should do strategies in line with needs and wants of consumers.

Based on the results gathered, the researchers came up with recommendations that businesses should have more variety of products and have more promotional tools for people awareness, the business should enhance or maintain all of the strategies that the store does, the business should strengthen inventory for the shortage of products, allocation or expenses for renovation or expansion of place, and maintenance for all equipment that is using of the store, variety of products can help people to the choice or have many options in every product that consumer wants to buy, and the business should do a business plan in line with people needs and want.

Customer Satisfaction on the Pricing Strategy of Janet's Pares House

Jeanette G. Gardose, Ricalen R. Gutierrez, Mikkel Dan T. Matubis, Emjay A. Salonga,
Dorothy Eleanor M. Supida
Adviser: Ms. Vinalyn L. Sarzata, Ph.D, DBA – CAR

Abstract

Janet's Pares House is a type of food business established by Cion Visaya and Joe A. Visaya. The business started as "criteria" in October 002, with a limited food offering, particularly lugaw and pares, that caters to people with a low budget. The business is continuously growing and has four (4) branches in Quezon City. Researchers have chosen Janet's Pares House to expand their business knowledge and to help improve Janet's Pares House. Thus, researchers have observed that one of the business's problems is providing enough customer satisfaction. This study utilized a descriptive research method of design. Survey questionnaires were distributed to fifty (50) customers of Janet's Pares House to determine the customers' satisfaction with the pricing strategy of Janet's Pares House in terms of product, competition, forecasting, and promotions. The researchers intended to use the convenience sampling technique to approach respondents regarding the variables cited. The following statistical tools were used to answer the statement of the problem: frequency and percentage, weighted mean. The study's findings revealed that for females aged 21-25, Plain lugaw pricing of 15 pesos per serve is their preferred food. Janet's Pares House customers are satisfied with the pricing strategy offered by Janet's in terms of product, competition, forecasting, and promotion.

On the other hand, Difficulty in choosing what to buy and unaffordable products are the main reasons that affect customers' purchase decisions. Also, respondents recommend to Janet Pares House that they offer some freebies and rewards for their loyal customers. The researchers greatly recommend the improvements of Janet's Pares House in pricing and promotions where they can offer a lower price that can be afforded by their customers, especially those aged 15-25 and also those 55 years old and above because almost of them are students and senior citizens who have not enough money and income to afford those pricey products. Also, they should improve their grilling area. In addition, they should improve their grilling area.

Keywords: customer satisfaction, pricing strategy, customer loyalty

Effect of COVID-19 Pandemic to the Operation of Selected RTW Stores along Phase 1 Bagong Silang, Caloocan City

Shiela Mae P. Almoete, Meliza A. Destrizza, Shiela Grace L. Paclita, Reynalyn O. Patricio, Jeremie P. Pimentel

Adviser: Ms. Vinalyn L. Sarzata, Ph.D, DBA – CAR

Abstract

This study seeks information about the effects of the COVID-19 Pandemic on the operation of selected RTW stores along Phase 1 Bagong Silang Caloocan City. Having an exemplary operation in the business is vital because it reflects on the outcome of the firm. In terms of its operation, it deals with sales, customer service, product quality, and customer satisfaction. We chose a specific target business, RTW stores, because this kind of shop is one of the most popular choices when they want to do their shopping. Products in this type of store are affordable, which is why this was one of the profitable businesses before, but when the government declared a national health emergency due to the local transmission of the COVID-19 virus in March 2020. There are strict protocols that are implemented. Because of that, it dramatically affects businesses, and the clothing industry is one of those affected firms. The researchers utilized a descriptive research method of design to test the effects of the COVID-19 pandemic on the operation of the selected RTW stores. This study is intended for the staff of the selected RTW stores involving thirty (30) staff. The instruments used in the study were questionnaires and face-to-face and online interviews. In addition, the researchers used statistical treatments such as frequency and percentage, ranking, and weighted mean. Through the data gathered, the researchers found the following: the majority of the respondents are female and ages 19-30. Their monthly income is ₱2,501-4,000, and most of the respondents' conditions of employment are part-time. The study's respondents agree that there is an effect on the cited variables about the operation of the selected RTW stores during the pandemic period. The results revealed that using online marketing has a significant impact on their business, especially during the pandemic, wherein most people are dealing with the internet today. In addition, eliminating activities that are costly and not necessary for the improvement of the business is essential to continue the excellent operation of the firm despite the situation.

Keyword: covid-19, operation, RTW

Effectiveness of Management Practices towards Customer Satisfaction in Grocery Store

*Jerico G. Barrientos, Hazel Melody A. Napacia, Daryl Jane P. Pastrana, Micaella R. Urmaza,
Marie Cris A. Valenzona*
Adviser: Ms. Vinalyn L. Sarzata PhD, DBA – CAR

Abstract

This study aims to determine the effectiveness of management practices towards customer satisfaction at Kaori John Grocery Store. It aims to improve and enhance the knowledge about reaching the business's success and how effective the management is. This study used the Contingency Management Theory and the Expectancy-Disconfirmation Paradigm. Both theories mentioned are relevant as they imply the concept of scientific management, which is related to the variable cited in this. Management implies customer satisfaction and organization of business. The study utilized a descriptive research method and convenience sampling where the researchers focused on fifty (50) customers of Kaori John Grocery Store and created four (4) parts of the survey questionnaire based on the problem of the studies. The researcher uses frequency and percentage to determine the respondents and the description according to age, gender, and maximum spent on the purchase and uses weighted means to define the level of performance in terms of service quality, security, working condition, place, price, product, customer behaviour, staff performance, and transaction. From the findings and conclusion, Kaori John Grocery Store was evaluated as "satisfied" and "strongly agree" by the respondents. Kaori John Grocery Store should be productive in assessing customers and must implement new strategies to expand the business.

Furthermore, based on the recommendation, Kaori should enhance the quality of services they give to their customers. They must keep setting goals for the improvement of their level of management that are connected to the performance that leads to customer satisfaction. Look up to their business internally and externally and provide a training program for their employees. This study shows the importance of how management can help to develop a business towards success.

Keywords: management practices, customer satisfaction, grocery store

Effectiveness of Marketing Mix in Logbis Famous All day Breakfast: Basis for Proposed Action Plan

Jomarie P. Aroffo, Meriam Author, Mary Jarmaine B. Atizado, John Robert P. Balgan, Christian C. Bolido
Adviser: Reynold R. Bangalisan, LPT

Abstract

Logbis, a famous all-day breakfast, is a food business that serves and sells food and beverages. Logbis is a local store that offers its services or products to its local customers. The marketing mix is the most essential strategy for each organization's success. It refers to the set of actions or tactics that a company takes for future business purposes. To learn more about marketing strategy, engage in this type of study. This study came up with the curiosity of the researchers on marketing mix, considering their product assortment, as the business is known for its wide variety of products being offered to customers. This research study is conducted to assess the effectiveness of the product assortment marketing mix in Logbis Famous All Day Breakfast, the proposed strategic plan for price, product, place, and promotion. This study utilized descriptive research methods with 30 customer respondents using a convenience sampling technique. The researchers utilised survey questions as an instrument of the study and included the effectiveness of the marketing mix in terms of price, product, place, and promotion. The data gathered show that the effectiveness of the marketing mix in Logbis's famous all-day breakfast is strongly effective in terms of product and place. It includes the innovative strategies employed by the Logbis Famous All Day Breakfast to sustain the effectiveness of its marketing mix. The affordable prices of Logbis products earned 90 per cent, the quality of Logbis products and services obtained 63.3 per cent, and Logbis staff are approachable to customers obtained 57 per cent. viii Based on the information gathered by the researchers, they concluded that the price of each food is affordable, the foods are properly packed and safe, the store's location is close to the target market, and the food they offer is posted on social media. The researchers suggested that Logbis improve their services for new and existing customers by including their famous all-day breakfast.

Keywords: marketing mix, action plan

Effectiveness of Marketing Strategy to the Services of Superstar gas in Camarin, Caloocan City

Jaycelle Anne D.C Acuesta, Mark B. Claus, Abigail Nicole M. Duran, JeaFlor C. Olaivar, Aisa M. Salva
Adviser: Ms. Vinalyn L. Sarzata, Ph.D, DBA – CAR

Abstract

LPG is fuel gas in cooking equipment, heating appliances, and vehicles. It is increasingly used as an aerosol propellant and a refrigerant, replacing carbons to reduce damage to the ozone layer. It is commonly referred to as autogas when used as a vehicle fuel. Unstable oil price hikes and lack of supply of raw materials are the main issues affecting customers' buying behaviour. Some customers use alternative products or solutions to maintain the cooking process, like burning wood or charcoal to save money. Customers encounter problems in LPG when gas exceeds or meets a source of ignition and fire. It can burn and explode. Some of the problems are that the methane gases from the LPG gas have harmful particles that can cause negative consequences, including health issues to the lungs, stomach, and heart. This study utilised a qualitative research design to assess the responses of twenty-five (25) Superstargas customers, chosen through convenience sampling. The researchers used a survey questionnaire to gather data. The data was analysed by computing the frequency and percentage. Nine respondents were 26-35 years old, and 18 identify as male. Eleven had an income of below 10,000 below. The data shows that the effective marketing strategies utilised by Superstargas are having the same price, free delivery along vicinity area, and kind and efficient employees. The store is visible and in a commercial space. Aside from the promotion distribution of flyers, social media marketing, and freebies, the store provides discounts for a minimum amount of purchased goods and services. Respondents assess the marketing strategy as providing high profits and increasing average order value. Product satisfaction data computed for a 5.00 value or very strongly effective.

Keywords: marketing strategy, LPG

Effectiveness of Online Marketing towards Customer's Satisfaction of Ukay Ukay in Novaliches, Quezon City

Linar A. Adame, Rodalyn E. Padilla, Ryan R. Pulmones, Nelda R. Rey, Joshua L. Taneo, Cristina S. Thaddeus
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Nowadays, *ukay-ukay* is a trend where people buy second-hand clothes, bags, shoes, accessories, and many more due to its affordability. However, due to the pandemic and shift in the marketing paradigm, some *ukay-ukay* stores are striving to bring back the volume of their customers, loyalty, and even interest in physical stores of *ukay-ukay*. That is why we conducted this research to show them the importance of online marketing in the digital paradigm. The study utilized a quantitative research method, which utilized 50 *ukay-ukay* lovers/buyers who buy online *ukay* to evaluate the effectiveness of online marketing in terms of product price, delivery, transactions, and online feedback. The researchers used a convenience sampling technique to approach respondents regarding the variable cited and to identify the description of customers' profiles, such as age, gender, and employment status. The following statistical tools were used to answer the statement of the problem: frequency, percentage, and weighted mean.

The study's findings revealed that 44 respondents are 15-25 years old, four respondents are 26-35, 2 respondents are 36-45 years old, and 0 respondents are 46 years old and above. In terms of gender, 32 were male, while 17 respondents were female. Lastly, in employment status, ten were employed, none were unemployed, and 10 were students. Online marketing towards customer's demand in terms of Product Offering garnered an overall weighted mean of 3.40, customer's demand in terms of Pricing Strategy garnered an overall weighted mean of 3.96, customer's demand in terms of Delivery Service garnered an overall weighted mean of 3.74, customer's demand in terms of Transactions garnered an overall weighted mean of 3.85, and customer's demand in terms of online feedback garnered an overall weighted mean of 3.88.

The result is that business owners should provide a value-added strategic plan and encourage user-generated content in order for the business to gain consumers' trust and loyalty in their buying of clothes. Owners must provide more promos, which could be the best way to increase online *ukay-ukay* sales.

Keywords: Online Marketing, Ukay Ukay

Effectiveness of Service Quality Towards Customer Satisfaction in Red Ribbon San Bartolome, Quezon City

Marie Stephanie C. Emia, Abegail D. Lasprillas, Sheila Mae P. Rigor, Jae Anne F. Talibo, Gerald C. Yalung
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Service quality is a customer's comparison of service expectations to a company's performance. A company with high service quality will likely meet customer needs while remaining economically competitive. Customer service is a critical component of business success. In this modern age, customers have become less appreciative and difficult to please when almost everything is at their fingertips. With the advancement of technology and the ease of access to information, service quality among competing fast-food companies is to meet customer satisfaction. With increased competition in fast-food industries, the challenge is to provide service quality. Furthermore, this research will assist the Red Ribbon San Bartolome branch in better understanding their customers and encourage them to improve their service quality. This study utilized a quantitative research method, which consisted of twenty-five (25) regular customers and twenty-five (25) newbie customers, to assess the service quality of Red Ribbon in terms of tangibles, reliability, responsiveness, assurance, and empathy. The researchers intended to use a purposive sampling technique to approach the respondents regarding the variables cited and to identify the demographic profile of the respondents. The following statistical tools were used to answer the problem statement: frequency and percentage, weighted mean, and t-test. Most of the respondents were female, both regular and newbie customers aged 18 to 25 years old, employed. Regular customers said newbie customers visit frequently or sometimes. The factors or variables associated with service quality assessment are very satisfactory for regular and newbie customers. Therefore, there is a significant difference between the service quality assessment regarding tangibles, reliability, responsiveness, assurance, and empathy. The most common problems encountered by the customers are that the store does not have a PWD ramp, waiting area, and proper wet floor sign. The store must provide customers with a PWD ramp and waiting area to maintain and improve service quality. The store should provide a wet floor sign around the hazard area to avoid accidents, and employees should strengthen their customer service skills. The researchers strongly recommended investing in the physical environment of the store. Management should provide enough space for a waiting area where customers can rest while waiting for their orders. In addition, the management should also consider people with special needs and extra care.

Keywords: Service Quality, Customer Satisfaction, Customer Service, Service

Effects of Customer Service on the Customer's Loyalty of Acumaster Manufacturing Corporation

*Ranisa B. Coquilla, Venner C. Elican, Katherine P. Estrella, Jeffrey T. Lapuz, Kyla Dianne M. Maghari,
Joshua Stene D. Tabusao*

Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

The purpose of this research study is to determine whether customer service affects the loyalty of Acumaster Manufacturing Corporation's customers. This paper uses existing findings to identify factors that may affect customer loyalty. Further reading the content will give the readers and future researchers essential details. The study utilized a descriptive research method and convenience sampling where the researchers focused on fifty (50) customers of Acumaster Manufacturing Corporation and created five (5) parts of the survey questionnaire based on the problem of the studies, separating each problem accordingly. The researcher uses frequency and percentage to determine the respondents and description according to age and gender and used weighted mean to define the response of customer service to customers in terms of convenience, response time, employee personality, and the effects of customer service on customer's loyalty of Acumaster in terms of customer satisfaction, customer needs, and complaints and feedback. From the findings, conclusions, and recommendations, Acumaster Manufacturing Corporation was evaluated as "Very Strongly Effective" by the respondents. Acumaster should always ask customers for feedback and complaints to fill the business gap and be more productive in assessing customers. They must implement new strategies. The business should build good customer relationships to know their needs and fulfil customer satisfaction. Acumaster must keep setting goals to improve their customer service, which leads to customer satisfaction, and provide training programs. The business must look up to its business image internally and externally. This study shows the effects of customer service on customer loyalty.

Keywords: customer service, customers loyalty, manufacturing

Effects of Women's Perception in their Buying Behavior along Fairview Quezon City

*Juli-Ann C. Espanto, Leonabel A. Tejada, Julius R. Trinio, Raquelyn M. Trongcoso, Joice-Lyn D.R. Villareal
Adviser: Ernesto S. Framo, LPT, DPA*

Abstract

We cannot deny how fashionable women are. They can change the trends by simply changing the fashions every time. Problems like unexpected changes in decisions, not having enough finances, and acting differently on what is a must are the things that should be observed, and issues like the perception of women can change their decisions and why there is a lack of studies about this side of the business industry. This study can provide solid information and enlightenment to other past related research that can help them solidify their papers. This survey research was conducted to determine the Effects of women's perception on their buying behaviour along Fairview Quezon City. This study utilizes a qualitative research design method and a simple random technique as a sampling technique. The instrument used in the study is an online questionnaire distributed among 50 random women in Fairview, Quezon City, with the following statistical tools: frequency, percentage, and weighted mean.

Most guests visiting Along Fairview Quezon City were 17-50 years old. Old. The survey result showed that 19 – 25-year-olds dominate with 45 respondents or 90%, Non-working dominates with 36 respondents or 72%, Single dominates with 39 respondents or 78%, and None – 10,000 dominates with 38 respondents or 76%. The Overall composite mean of Product, Price, Place, and Promotion is 3.42, interpreted as Agree. The overall composite mean of decision-making, financial status, trends, and needs is 3.20, interpreted as agreeable. Most respondents chose the unexpected change of mind (72%) as a challenge in their buying behaviour, followed by out-of-reach prices (50%) and the rest.

This study's result would benefit companies, students, and researchers who want to study the benefits of women's perception in their buying behaviour. It will inform the audience about the significant and minor problems women can face in their buying behaviour and will also guide them to enhance and resolve those problems.

Keywords: Women Perception, Buying Behavior, Unexpected Change of Mind

Efficacy of Using Digital Wallet as Transaction Payment to Small Enterprise (SE) Along Novaliches Bayan, Quezon City

*Marjorie L. Dichosa, Jogie B. Mahilom, Joshua T. Obillo, Roy R. Pulmones, Rogelio G. Ricamara,
Rica A. Usigan*

Adviser: Reynold R. Bangalisan, LPT

Abstract

Using digital payment solutions promotes corporate productivity and improves overall business operations in today's modern international culture. Novaliches Bayan in Quezon City has one of the highest populations of digital wallet users. Because of the numerous benefits, many clients and business owners in Novaliches Bayan, Quezon City, have used digital wallets as a form of transaction payment. Furthermore, a digital wallet is more beneficial for Small enterprises regarding usefulness, flexibility, structural assurance, security, and privacy. A qualitative research method was used in this study. The study's respondents were fifteen (15) small business owners from Novaliches Bayan in Quezon City. In this research, purposeful sampling was used. The data was totaled and analyzed using frequency, percentage, and weighted mean.

Most Small Businesses use GCash for payment transactions, with only a few using Hellomoney App, Coins PH, Paymaya, and Moneygment; additionally, the majority use 1-2 digital wallets, with no one using five or more digital wallets. Finally, most of them are in the merchandising industry (retail clothing, grocery stores, and bookstores), with no one in the service industry. Except for the weighted mean of structural assurance, all variables on using a digital wallet as a transaction payment to SE were highly effective. The majority of the issues SE encounters are that the account must be verified using a government ID before sending money; however, they have a customer service hotline to find alternative solutions if you do not have a government ID. SE should be confident that the Gcash application will always be available. SE should strengthen its legal resources to protect its users better. The customers should be able to converse with customer service at their used digital wallet company and immediately verify their accounts, even if they do not have a government ID. The proposed transaction payment strategies require SE and customers to create accounts in digital wallet applications such as Gcash, Paymaya, and HelloMoney App. They can choose which digital wallet they want to use based on the availability of the digital wallet used by the users. Furthermore, due to the similarity of the digital wallets used by the SE and customers, it can assist SE and customers in avoiding many charges when sending money. As a result, both users can save a significant amount of money by employing this strategy.

Keywords: digital wallet, transaction payment, small enterprise

Employee-Relationship Satisfaction towards Quality Assurance on Selected Andok's in North Caloocan City

Jonelyn Francisco, Mary Rose Marabella, Junica Ghia Velasco, Ferdie Josua Viernes, Janetth C. Yamson
Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

One of an entrepreneur's goals is to see the organisation grow and succeed. This is where employee satisfaction and quality assurance should be taken seriously. Establishing and maintaining workforce satisfaction might affect the organisation's quality assurance. This research aims to determine the significant relationship between employee satisfaction and quality assurance at Andok's. It also aimed to resolve the problems the respondents encountered to enhance workforce satisfaction towards quality assurance. The study utilised descriptive correlational quantitative design to determine the employee satisfaction and quality assurance of selected Andok's outlets in North Caloocan City. The study participants were thirty (30) selected Andok's employees. This study utilised a purposive sampling technique and used survey questionnaires to gather all the necessary data for the study. The following statistical tools used to determine the results are frequency and percentage, weighted mean, and T-test for Correlated Samples. The study's findings depict that 63% of the thirty (30) employees are mostly 26-35 years old, all male. No female employees are working at any of Andok's outlets. The respondent's overall assessment of the employee satisfaction of Andok's in terms of compensation, employee effectiveness, and safety and health is strongly agreed, and the assessment of quality assurance of Andok's in terms of quality improvement, operational practices, and product quality is also strongly agreed. The statistical data clearly shows a significant relationship between and among the assessment of employee satisfaction towards quality assurance. The most distinct problem the employees of Andok's encountered was a lack of salary increase, garnering the highest frequency of 7 or 23%. The result of this study would be beneficial to the management of Andok's Litson Corporation, specifically to the selected Andok's outlets and employees of North Caloocan City. Per the survey, the majority is in favour of enhancing and focusing on consolidating engagement in terms of good communication, satisfaction, and relationships at work. Along with that, the other suggestions of respondents are providing absolute solutions for the betterment of the business and the workforce.

Keywords: employee satisfaction, quality assurance, employee-relationship

Empowerment of Employees through Training and Seminar that Leads to Customer Satisfaction in Accounting Services

Perla E. Cuizon, John Vergil R. Delos Santos, Joyce U. Endrina, Michaela O. Guzman, Irene Mae C. Lopez
Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

As entrepreneurship arises, the need for accounting firms also arises. Clients expect their accountants to be up to date on how financial data and other accounting information may be entered, accessed, and debated in a concise amount of time as the internet and cloud technology continue to disrupt many industries, including accounting. Jadivic Administrative and Business Management Services Incorporated was formerly Jadivic Accounting Services. It is an accounting and consulting firm established in 2012 by Mrs. Dianne Loise Estanislao Agojo and Company, which is associated with Estanislao, Mamuri & Co., CPAs as Co-owners. The firm specializes in auditing, business consultation, tax planning, and accounting services. The descriptive method was scientifically employed with comparative techniques and correlational analysis. The researcher treated the surveyed data through frequency counts, means and percentage computations, and analysis of variance/t-test to compare two main area variables. The study has 50 total respondents, 36 (72%) clients and 14 (28%) employees of Jadivic Inc. The result assessing the program of the company in terms of designation of tasks agreed by most of the employees with a 3.17 weighted mean and clients 3.06 weighted mean, while in terms of behaviour towards clients, the majority of the employees agree with a 3.33 weighted mean and the clients are strongly agree with a total weighted mean of 3.36. Lastly, regarding adaptation to changes, employees (3.21) and clients (3.51) agreed with its total weighted mean. The researcher recommends that the future hired employees must be degree holders. Researchers also recommend Jadivic Inc., such as handling clients' training about being a reliable accountant. This will help improve employees' skills. Also, always setting calendars ahead of time is one of the researcher's recommendations, as is continuing to provide free webinars and consultations to every client.

Keywords: customer satisfaction; training and seminar

Enhancement of Service Performance in Trucking Service: An Assessment

Princess Mina G. Bohol, Yvonna Grace M. Loyola, Marisol C. Moralit, Sharia Vianca V. Pacheco,
Adrian Jasper San Juan
Adviser: Reynold R. Bangalisan, LPT

Abstract

RRDN Trucking is a company that strategizes on how to gain a dominant position in the trucking industry. The primary purpose of RRDN Trucking is to deliver goods and supplies to their destination safely, professionally, and in a timely manner. RRDN Trucking hoped to establish more units in each city to speed the delivery of valuables and goods to various locations in the Philippines while maintaining the value of consumers and their bottom line. The researchers chose this topic to learn more about improving service performance in RRDN Trucking Services: An Assessment. This study used a descriptive research design. The study's respondents were fifty (50) customers of RRDN trucking service. This study utilized the purposive sampling technique. The data was totaled and analyzed using frequency, percentage, and a weighted mean. As a result of the study, after the researchers conducted an online survey with 50 respondents from customers, most are 32 to 37 years old, males, or get services monthly. Most get serviced within 1 to 24 hours. Based on the information gathered, this research could help RRDN trucking service improve its service by considering the recommendation. These include, when it comes to service recovery, being prompt and efficient in responding and resolving issues, making sure the follow-up is prompt, and not letting too much time pass before checking in on the customer. They should be able to plan and strategize company policies and operations so that every aspect of the business is well organized to reduce the chances of service failure. Also, ensure services run efficiently to meet the promised delivery schedule and dates. The data results were more focused on improvement factors to consider the customer's feedback and attain customer satisfaction.

Keywords: service performance, trucking service

Evaluating Geographic Placement as a Factor in Coffee Shop Business Growth

Nicole Rose B. Bagayas, Gerome M. Maceren, Jobelle B. Malinao, Mary Joyce A. Peteros, Shaira Lou A. Santiago
Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

This research was carried out to determine the prospective business expansion of Cafe Tribu into a well-known establishment in Bagong Silang Caloocan City. The researcher created this study to transform Cafe Tribu in Bagong Silang into a widely recognized site where Cafe Tribu meets its daily needs and makes a profit in future company expansion. As a result, this study evaluates the potential for Cafe Tribu to grow into a well-known place in Bagong Silang, Caloocan City, so that we can develop guides that will lead each consumer to remember the location. This study utilized a qualitative descriptive research method that analyses non-numerical data to understand concepts, opinions, or experiences. This study utilized a simple random sampling technique of a subset of individuals randomly selected from a population of interest. This advantage occurs because the sampling structure happens within specific boundaries set to reflect population groups. The study revealed that most are 15-25 years old and purchase daily. It also revealed the geographic placement as a factor in Cafe Tribu's business growth. The researcher recommends that Cafe Tribu make things easy for its regular customers by giving them something familiar, like a catalogue to help them recognize what they want and continuous improvement to satisfy customers' needs, on the parking lot, internet connection, and menus for business growth. Cafe Tribu has to improve its relationship with its customers in the parking lot. Furthermore, Cafe Tribu must have a strong internet connection for customers to enjoy their time in the store. Study and do some research to create a menu that provides satisfaction and meets the customer standards in the business and for the geographic placement in terms of accessibility, visibility, and store space. Cafe Tribu should create more techniques, strategies, and promotional activities to maintain and gain customers. To attract customers to the business location, to make them feel safe inside or outside the store, and to spend their time staying at the store enjoying the food and ambience.

Keywords: geographic placement, business growth, coffee shop

Evaluation on Implementing Online Services at Bestlink College of the Philippines

*Andreico S. Balisbes, Shiela Mae S. Bedis, Marcjon Cyril A. Biyo, Reah R. Briones, Kimberly Ann L. Gontinaz,
Abegail Sinfuego
Adviser: Reynold R. Bangalisan, LPT*

Abstract

The term "online services" refers to information and services delivered via the Internet that enable subscribers to communicate with one another and gain unrestricted access to information. Simple to complex online services are available. A simple online service is a search engine that assists subscribers. They can find the information they need, whereas a complex one, such as a bank's online mortgage application, may be challenging. Online services are available in both free and paid versions. CompuServe and The Source were the first to offer online services in 1979. As the Internet grew popular, these businesses adapted to include Web access. According to Kiang and Shang (2015), a recent survey predicts a threefold increase in Internet users from 300 million today to more than a billion by 2003, as well as new technologies such as wireless-application-protocol-enabled phones and digital TV. In this context, the ability to provide better online services is a critical topic for winning in the virtual world. According to Zeithaml, Parasuraman, and Malhotra (2002) and Hung et al. (2014), service quality delivery via websites is a critical success strategy, possibly more important than low price and web presence. This research also suggests that the institution's online services should be improved. Most respondents were females aged 18 to 25, enrolled in a Bachelor of Science in Business Administration (BSBA) program, and the LMS was the most frequently used tool in their fourth year of college. Students at Bestlink College of the Philippines were both pleased with the online services provided by this institution in terms of LMS, Online Portal, MIS, Online Admission, and Online Page. Most respondents said their website was unavailable when they used their online services. Respondents believe the site's systems should be operational and convenient for a better online experience.

Keywords: evaluation, online services

Evaluation on the Skill Attributes of Bestlink College of the Philippines Business Administration Graduates: Application on the Business Field

Rosalyn R. Amosco, Cristina Jane N. Bulaga, Almie Joy R. Calderon, Mary Jane P. Dungca, Mary Joy A. Espinas
Adviser: Reynold R. Bangalisan, LPT

Abstract

The demand for qualified professionals is high in today's expanding international business marketplace. Local, national, and global companies are looking for business administration graduates. Pursuing a business administration skill may also necessitate a financial investment. This is unlikely to result in the desired skills required in the workplace or business, although it may take time, effort, and money. Profit is challenging to earn, so one may have to work extremely hard before becoming successful. Saving money and expanding the business may be difficult. Having a skill related to what you have learned may be beneficial. It takes a lot of struggle and sacrifice to achieve business administration skills. They may face many challenges, but having those skills is rewarding. The descriptive research design method was used in this study. The researchers intended to use the purposive sampling technique. Data were tallied and analyzed using frequency, percentage, and weighted mean. The study's findings revealed that most of the graduates were female, between the ages of 21 and 25, graduated in 2020, worked in an independently owned business, and had the most years of experience between 0 and 2. The respondents very strongly agree with planning, marketing, financial, and monitoring and evaluation of the skills attribute of Bestlink College of the Philippines Business Administration graduates: application in the business field. As a result, the graduates faced challenges from the business administration based on their prior experience in the business field. As a result, respondents were satisfied that business administration subject areas during college are applied and research subjects. The research proposed to improve or reform the skill attributes of business administration graduates that will be used in the business field. A person in charge of a company should have business management skills to ensure its objectives are met. These skills are typically acquired through on-the-job training, but you can also study them on time and discover new skills you did not know you could. Employers are more likely to hire employees who can multitask and have business management skills, which is one of the skills that a company requires because such hires are familiar with the operations of every department in a company. Improve your ability to manage skills at work; hard work helps you achieve your goals.

Keywords: skill attributes, business administration graduates, business field

Factors Affecting Delays on the Operation of Construction Industry in Novaliches Bayan, Quezon City

Anna Rose G. Belloco, Ma. Angelous G. Belloco, Raffy Mae L. Legson, Reynan E. Najera, Ariel N. Romero, Pamela I. Salonga

Adviser: Ms. Vinalyn L. Sarzata

Abstract

The construction industry is an essential sector that contributes to our country's economic growth. There is no building, school, or residence if the construction does not exist. The buildings represent the key pillars of a healthy economy. The entire world's construction of adequate buildings and infrastructure ensures a healthy environment. Construction delays are a worldwide phenomenon since one of the most serious issues in the sector is unanticipated costs and delays. Materials are essential resources in constructing a building or home since the business would not be able to function without them. However, knowing how much something costs is more significant than knowing how much it costs to construct infrastructure. The researchers utilized a descriptive research method of design to test the factors affecting delays in the operation of JIMGIES Enterprise in Novaliches, Bayan Quezon City. A survey questionnaire will be distributed to (fifty) 50 employees of JIMGIES Enterprise in Novaliches Bayan, Quezon City, representing the study population. As a result of this study, out of 50 respondents, most of them aged 31-40 years old who work in the construction industry got the highest percentage of 46%, and in terms of job position, mason gets the highest percentage of 26% and lastly, in terms of working experience the employee's experience range to 1-5 years with the highest percentage of 90%. The analysis of the factors affecting delays has an overall weighted mean of 3.22 as agreed upon by employees, and lastly, how the delays affect operation obtained an overall weighted mean of 3.29 as agreed upon and perceived by employees. After all the assessments were made and the results revealed, researchers recommend a monitoring schedule and a list of construction materials from different hardware stores so that a company can choose on the list where they can lessen their cost and avoid some changes that cause delays in the operation.

Keywords: construction, operation

Factors Affecting the Performance of the BPO Employees under the New Normal Setting in BPO Company, Quezon City

Medrina D. Allada, Enexellan R. Contapay Jr., Faizah C. Kamsa, Rose Jenaldine T. Mateo, Giesel C. Torres
Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

One of the Philippines' fastest-growing industries is business process outsourcing (BPO). Infocom is a founding member of the Philippine Internet Exchange, the fastest and most comprehensive network covering the entire Asia-Pacific region. COVID-19 had a negative impact due to country-wide lockdowns, especially for organisations considering long-term and permanent work. Employees work in order to contain the spread of the virus. Many employees are unable to travel to work because of the pandemic. Others are unable to work from home due to insufficient home internet connectivity. The researchers will suggest actions and an approach to present as help to those struggling to cope with drastically changing work. This study used Descriptive methods, which were scientifically employed in collaboration with purposive sampling to measure respondents' approach to variables of Factors affecting the performance of employees in the typical setting. The researchers treated the surveyed data with 100 employees and respondents in an Infocom company through quantitative research to gather specific insights using frequency percentage, weighted mean, and t-tests. The study revealed the outcome of the respondents among home environment factors considering family members with the highest weighted mean of 4.07 agreed to affect their workplace. Fast internet connection, with the highest weighted mean of 4.32, agreed that the factors affect employee productivity. In terms of Salary and benefits, with a weighted mean of 4.21 strongly agreed, it simply influences the performance of the BPO Employees. The researchers proposed an action plan that must be done to understand BPO employees' performance fully. Focusing on teaching Infocom BPO employees how to engage clients to meet better customer expectations must be attained. Developing reasonable customer satisfaction through service for every client must be practised to increase employee productivity.

Keywords: employee performance, BPO

**Factors Influencing the Online Purchasing Decisions to Lazada Ph as Perceived by
Selected Consumers in Camarin, Caloocan City**

Hanna M. Davis, Jheliza Joy V. Villagen, Louielyn N. Santos, Mellany Gatmaitan, Rozzalynda T. Lopez
Adviser: Ms. Vinalyn L. Sarzata, Ph.D, DBA – CAR

Abstract

The 21st century opened up new opportunities for novelty lifestyles and trends with the help of modern technologies and the Internet. Online shopping is one of those trends, and since it is gaining popularity here in the Philippines, competition in the market is unavoidable. It is expected that each online shop has ways of boosting its marketing strategy to overpower its competitors, affecting consumer purchasing decisions. The study utilized a descriptive research method and distributed survey questionnaires where the researchers studied fifty (50) selective customers of Lazada PH in Camarin, Caloocan City, and created five (5) parts to the survey questionnaire that are based on the problem of the studies, separated each problem accordingly. This research study seeks to determine how online consumers perceived Lazada Ph. In addition, this paper uses existing findings to identify factors that may affect customers' purchasing decisions for Lazada PH. Maintaining a strong customer relationship will be a great advantage for the company. Thus, it will benefit the business firm by making it more profitable.

Keywords: online purchasing, Lazada

Impact of Customer Satisfaction on Strategies and Management Decision of a Resort Business

Dhalyn Joy C. Espinetra, Bernie U. Laluz, Gian Paulo Y. Peralta, Raian D. Romano, Rose Marie B. Salazar

Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

This study was conducted to measure the satisfaction level of customers who previously experienced the services and facilities of Cariño Resort. The researchers developed this study to determine the impact of customer satisfaction on management strategies and decisions. It also seeks to identify what services and facilities of Cariño Resort need to be improved by management to maintain/increase the customer's current expectations. This study used a descriptive research method to collect and analyse data to understand concepts, opinions, and experiences. This study utilised a purposive sampling technique that was selected based on the characteristics of a population and distributed to 50 customers of Cariño Resort. Based on the survey result, most customers that visited the resort are aged 15-30, which got 94%, while those aged 31-50 got 6%. 50% of customers were females, while 48% were males. The majority of customers aged 15-30 are employed (29). Most employed are minimum wage earners (18); the rest (7) are below the minimum, while four earn above minimum wage. The customers assessed the following variables in terms of service quality: behaviour of the staff, dissemination of relevant information, and prompt response to customer requirements and demand. Regarding facilities handling and maintenance, the following were evaluated: maintenance of sufficient lighting in access areas, ensuring the cleanliness of the rooms and pools, provision of safety and security staff and facilities, and regular repair and maintenance of defective facilities. Overall, the customers rated the resort's performance as "satisfied." To respond to the customer's requirements and demands, Cariño Resort management adopted the following strategies. On services: provides immediate action on issues/problems encountered by the customer; sets up a monitoring system to determine the service lapses; and formulates strategies to address identified lapses. The researcher recommended the following to increase customer satisfaction: set up a monitoring system to document the customer's concerns; conduct regular training for the employees to enhance their capability, and conduct regular evaluations regarding the strategies and performances of the resort to provide high-quality service continuously; maintain customer service etiquette, and maintain transparency; use different social media platforms, leverage free Wi-Fi, establish a feedback system by using the social media marketing system, value the customer feedback, and empower their team to delight customers to enhance the customer experience which will lead to improved customer satisfaction.

Keywords: customer satisfaction, management decision, resort

Influence of E-Commerce Live Streaming Businesses towards Purchasing Decision: Level of Acceptability of HelloMoney App in Bestlink College of the Philippines: B2B Integration of Online Payment in the New Normal

Jemma C. Cadorna, Bonnie M. Juguilon, Marcelina B. Manguisi, Marinel A. Parale, Je-ann A. Pronton
Adviser: Reynold R. Bangalisan, LPT

Abstract

The cashless payment system educational institutions use benefits students, parents, and administrators. Tuition and school expenses should be paid and processed quickly for students and the business office. By giving students the flexibility and choice to access and pay school expenses online, we can provide convenience while saving the office time and money, which is especially important during the COVID-19 pandemic. The research looks into the acceptability of the HelloMoney app as an online payment method for students. Using survey questionnaires, the researchers collected data from 737 college students from Bestlink College of the Philippines' Quezon City campuses, with the delamination of the Bulacan Campus. The researchers used pie graphs and ranking methods to analyze and present the data. The researchers found out that based on the data of strata, which is equally distributed to respondents, females got 52% while males got 48%. Aged 21 to 25 got 370 or 50.2% as the first rank. Likewise, most of the transactions made are miscellaneous, which is 82.9%, and 4 to 5 times the frequency usage per semester, which is 59%. 59.6% of students know how to use the HelloMoney app in school payment transactions. Based on the reliability variable, the level of acceptability in using the HelloMoney app provides good service and is highly acceptable. Based on the efficiency variable, the level of acceptability on the easy transaction process for school fee payment is Very Highly Acceptable. Based on the security variable, the level of acceptability it helps in monitoring the progress of your transaction is Highly Acceptable. Based on the Features variable, the level of acceptability that provides a record of all transactions to support incident recovery is Very Highly Acceptable. The problems encountered upon using the HelloMoney app for a particular transaction indicate 431, or 67.3% of students, that the HelloMoney mobile app is temporarily unavailable or under maintenance. Nineteen point three, or 19.3% of students, cannot log in to a HelloMoney app because students forgot their MPIN or got locked out of their account due to failed login attempts. The possible action to boost the level of acceptability of the HelloMoney app indicates that 427 or 57.9% of students want to promote the app on social media pages. In this app, customers will often visit to find new information or updates.

Keywords: digital payment, cashless transactions, B2B integration

Level of Customer Satisfaction on Product Offerings of 7-Eleven in Caybiga, Caloocan City

*Angel Rose A. Bobiles, Lorenz S. Gulmatico, Gilbert E. Manlapaz, Therese Anielle M. Requimin,
Jaycel M. Salazar*

Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Convenience stores become increasingly crucial in our fast-paced society. Convenience stores appeal to a vast portion of the population looking for everything from a simple beverage to a meal. Everyone seems on the go today, so convenience stores appeal to various customers in every socio-economic category. This study was prompted by the researchers' curiosity to determine customer satisfaction with the product offerings of 7-Eleven within Caybiga, Caloocan City. In response to these problems, this study examines whether the level of customer satisfaction at 7-Eleven is justified in terms of product offered, price, place, promotion, and people. This study utilised quantitative descriptive research method samples of thirty (30) regular consumers within barangay Caybiga, Caloocan City. This study utilised purposive sampling under a non-probability sampling method. This study also used a survey questionnaire through Google form as an instrument to gather information in answering the following statistical tool using frequency, percentage, and weighted mean. Most of the respondents are female, from 13-25 years old, their salary ranges from ₱3,000-₱10,000, and consumers want to visit the 7-Eleven monthly. The most common problems addressed by the consumer in availing of the products offered by 7-Eleven are shortage of products, crowded space for customers, and unavailable service for kiosks. Suggestions can be proposed to maintain customer satisfaction at 7-Eleven: the business should have a variety of products for more options for customers, the business should align all products to the suggested retail price implemented by the government, the business should have a renovation of the store yearly, giving a discount can help the business to boost awareness, and the business should do strategies in line with needs and wants of consumers. Based on the results gathered, the researchers came up with recommendations that the business should have more variety of products and more promotional tools for the people's awareness, the business should enhance or maintain all of the strategies that the store uses, and the business should strengthen inventory for the shortage of products.

Keywords: Customer Satisfaction, Convenient Store, Assessment

Level of Customer's Satisfaction on Promotional Strategies in Via Printing and Photocopying Services 9TH Avenue, Caloocan City

*Rommel A. Gabon, Aldrin A. Madulid, Chryselier Mark T. Sevilla, Lester Y. Tan, Shiela Mae B. Visca
Adviser: Ernesto S. Framo, LPT, DPA*

Abstract

Customer satisfaction is one of the most critical factors businesses should consider in the entire operation. It can be a way for the business to achieve its desired goals and objectives, leading to success. In addition, implementing promotional strategies can also be a way for the business to satisfy the customers. The researchers would like to discover the effects of promotional strategies on customer satisfaction since it has a vital role in their lives as future marketers. The study used a quantitative-descriptive research method and sampled thirty (30) regular customers from the mentioned business. This study used purposive sampling and survey questionnaires to gather the needed information. Lastly, this research study used the following statistical tools: frequency, percentage, and weighted mean. The prominent findings state that most of the respondents are female, 18 – 23 years old, monthly visit the Via Printing and Photocopying Services, and have a weekly budget of 150 – 500 pesos. The promotional strategies that respondents usually encounter are printed advertisements and social media marketing. The level of customer satisfaction with promotional strategies regarding services offered, price, place, promotion, and people was Strongly Satisfied. The researchers concluded that the promotional strategies that people usually encounter are printed advertisements and social media marketing. The customers are strongly satisfied with the business's promotional strategies, and for the business owner to sustain the customer's satisfaction, implementing the promotional strategies should be considered. As for the recommendation to the business owner, they should provide high-quality printers and photocopying machines for the improvement of the quality, the business owner should also consider the weekly maintenance of the machines and equipment to avoid technical problems, and lastly, the business owner should provide broad space for the customer's comfort and satisfaction.

Keywords: Promotional Strategies, Customer Satisfaction, Advertisements,

Level of Management Practices of Small Business Towards Achieving Business Competencies Along Litex Commonwealth, Quezon City

Carlo Paulo D. Baba, Angelo A. Bruzon, Jessa Domdom, Lairalyn B. Managase, Melody O. Sechico
Adviser: Reynold R. Bangalisan, LPT

Abstract

Small businesses are privately owned partnerships or sole proprietorships with 10 to 49 employees and less annual revenue than corporations. These businesses are ideally suited to operate on a small scale to serve the local community. Small business plays a critical role in a country's economic development. Small businesses are important because they foster local economies, keep the money close to home, and support communities and neighbourhoods. This study is about the level of management practices of small businesses toward achieving business competencies along Litex, Commonwealth, Quezon City, and other parts of the Philippines. The descriptive method was used in the study. This also utilized a survey questionnaire as an instrument in the gathered information to determine the level of management practices of small businesses toward achieving business competencies by using statistical tools such as frequency, percentage, and weighted mean. Females, ages 27 and below, dominated small business owners and are singles, college level with 2-3 seminars attended. Existed for 2-3 years, a sole proprietorship owned by a single person, the majority engaged in retailing with 10,000 below of start-up capital and less than five employees. Management practices in finance, human resources, and marketing were highly practised by small businesses and had led to achieving business competencies as high competence. Based on the information gathered, the researchers concluded that small businesses along Litex, Commonwealth, and Quezon City were dominated by females ages 27 and below who were single and college-level, with 2-3 seminars attended. Existed for 2-3 years, a sole proprietorship owned by a single person, the majority engaged in retailing with 10,000 below of start-up capital and less than five employees. The level of management practices was highly practised. It has led to achieving the business competencies in terms of risk-taking, initiative, information seeking, and goal setting, given that small businesses are at an early age for 2-3 years; therefore, they need to be cautious, taking in every risk, acted with a willingness to expand their business and are down for having new sites. Since most small business owners had attended 2-3 seminars, they had asked business experts to manage the business operation properly. Since most business owners are sole proprietorships, they can easily set goals without validation from other people, unlike when it is a partnership or corporation.

Keywords: small-business, management practice, business competencies

Satisfaction of Tourist Management on a Amaro Hotel Resort in Punturin, Valenzuela City

Charles John L. Calinawan, Angelo P. Carbonilla, Adrian E. Gelito, Julius R. De Gala, Antonette G. Galang
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

This study aims to determine the satisfaction of tourist management at the Amaro Hotel Resort in Punturin, Valenzuela City. It aims to improve and enhance the knowledge about reaching the business's success and how effective the management is. This study used the Expectation Confirmation Theory of Customer Satisfaction. The theory mentioned is quite relevant in this study as it implies the concept of expectations, which relates to one of the variables cited in this study (performance). Also, this study implies the concept of Customer Satisfaction. The study utilized a descriptive research method and a purposive sampling where the researchers focused on fifty (50) customers of Amaro Hotel Resort and created Three (3) parts to the survey questionnaire that are based on the problem of the studies. The researcher uses frequency and percentage to determine the respondents and the description according to age, gender, economic status, and income status. Weighted means assessing the satisfaction of tourist management in terms of price, performance, place, and promotion. Analysis of variance (ANOVA) for hypothesis testing.

The conspicuous findings of the percentage status found that 76% of 50 respondents aged 20-29 are mostly male. Most tourist customers who visit the Amaro Hotel Resort are employed and have an income status of 0-999 pesos. The respondents assess tourist management satisfaction regarding product, place, performance, and promotion. The respondents imply a significant relationship between the profile and the variables mentioned above. Since the total P-value is 0.1155, it is less than the tabular or critical value of 3.182 at the significance level = 0.05. it is significant and, therefore, accepted the hypothesis.

The customers concurred on assessing the factors or variables of tourist satisfaction in terms of price and that the option for payment method is the best for concentration. In terms of performance, online transactions with the resorts are the best choice. At the same time, the comfort of the place for the customer is most important, and for promotion, using social media for their advertisement is most convenient to surf and use. A significant relationship exists between the profile and the variables mentioned in their business customer satisfaction. By all counts, and with the proven result, it is no wonder that limited customer capacity and cheap food and beverages are the main problems facing customers. It will inform them about the minor problems that the tourist customer encountered.

Keywords: Customer Satisfaction, Tourist Management, Hotel Resort

Service Quality of Selected Salon towards Customer Satisfaction at Barangay 177, Camarin Caloocan City

*Aljhon C. Calibuyot, Mark Anthony G. Cariño, Gippy Ian A. Fetalvero, Danilyn J. Muñoz,
Jamille Ann C. Sumaya*

Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

Service quality measures the extent to which salon services meet customers' expectations. Every Individual opted to visit a salon to relieve stress and provide a pleasant feeling of relaxation. The research objective is to identify service quality that influences customer satisfaction. Many beauty shop operators in the Philippines were having much worse customer satisfaction issues. Some closed due to the inability to satisfy and retain the customers, which somehow motivates them to strengthen and enhance the relationship between customers and salon services. The researchers utilized a descriptive quantitative method to determine the effect of service quality of selected salons on customer satisfaction at Brgy. 177, Camarin Caloocan City. Convenience Sampling is used in determining respondents. The prominent findings of the study in terms of salon services are as follows: In just the proper time process (4.04) Employees skills: Employees can respond immediately to customer inquiries (4.32) Store ambience: Provide policy in sanitary and cleanliness (4.36). Interpersonal communication: Employees communicate politely when dealing with customers (4.16). Product: Safety products and services provide customer satisfaction (4.38), providing good quality products and services for customers. Price: Budget-friendly prices for customers availing package treatments and services (4.38), the pricing is reasonable and increases the probability of customers returning often (4.38). Place: Good location attracts more customers (4.53). Promotion: Frequency discount cards increase the probability of customers returning often (4.38). The result can be forwarded to improve the study, such as when providing samples to encourage them to assess selected salons. It is highly recommended to encourage selected salons to be aware of the importance of customer satisfaction to give them better service. Salons should always maintain cleanliness and ambience to attract more customers. Providing good customer service and a good haircut are part of the services that you can offer. The study gathers findings regarding salon services that will ensure high service quality, aligning with customer satisfaction to come back or visit again and again. The causes may be the Employee skills, ambience, interpersonal communications, and good 4Ps. In the future, this study will add understanding to individuals planning to become economically competitive in their salon and users who are determined to know services that could affect business strategy and performance.

Keywords: service quality, customer satisfaction, salon

Status of Local Rug Making Livelihood in Establishing Community Based Micro-Business: Towards A Guide

Bryan R. Dayang, Christian K. Luban, Camille R. Romero, Edgar A. Ursal, Felvin S. Villegas
Adviser: Reynold R. Bangalisan, LPT

Abstract

This study was conducted to determine the status of local rug-making businesses in establishing microbusinesses in Payatas, Quezon City, towards a guide. The researcher came up with this study to aim that rug-making livelihood in Payatas can be transformed into a widely recognized brand that not only meets their everyday need but also gains profit and becomes a known business locally. Therefore, this research assesses the status of local rug-making businesses in Payatas A, Quezon City, so that researchers can propose guides and action plans that lead each rug maker to establish a community-based micro-business. This study used a descriptive research method that collects and analyses non-numerical data to understand concepts, opinions, or experiences. This study utilized a purposive sampling technique that was selected based on the population's characteristics and the study's objective. The sample was used to approach the fifty (50) rug makers in Payatas, Quezon City. Based on the results of the survey, the daily average of finished goods is 41-50 pieces, got 40% as the first rank, average time per product 1-10 minutes got 48% as the first rank, the daily average of sold products 46-55 pcs got 34% as the first rank. Therefore, there is a high possibility of growth for rug-making local Businesses in Payatas, Quezon City. The researchers' recommendation for potential growth in terms of their daily average of finished goods needs to improve the 41 to 50 pieces a day, improve the average time per product or speed of production within 1 to 10 minutes per piece, and for a daily average of sold products need to improve the 46 to 55 pieces a day. Enhance their distribution of products and advertise the product to become widely recognized brands. In regards to their potential businesses, the growth of local rug-making businesses into widely recognized brands in terms of distribution of products is continuous production in any season or double time the effort in production to produce more rugs a day, for the profit continuously increase, not only stick to pay the expenses of the business and recreate new products from rugs and researchers recommend that the potential business growth need to use the guidelines and action plan that the researchers proposed for them to become widely recognized brands in Payatas, Quezon City.

Keywords: rug-making livelihood, community-based micro-business

Status of Micro-Business towards Customer Loyalty in Novaliches Bayan Quezon City: Developing a Guide

*Michaela V. Dela Cruz, Blenwine R. Dela Peña, Adrian B. Sambajon, Manuel R. San Jose, sIren M. Tapacion
Adviser: Reynold R. Bangalisan, LPT*

Abstract

Nowadays, many would rather create their businesses than invest in giant corporations to safeguard their financial future. Many of our fellow citizens have started small businesses to fulfill their daily needs, especially now that we are undergoing a pandemic. We call them micro-businesses, and they contribute significantly to economic progress. That is why the researchers developed a study entitled "Status of Micro-Businesses Towards Customer Loyalty in Novaliches Bayan Quezon City: Developing A Guide." This study seeks to ascertain micro-business status in Novaliches Bayan, Quezon City, and assess customer loyalty. Also, to produce guidelines for the people who have a small business and for the future business owner in making good decisions in terms of customer loyalty that will help the micro-business to retain customers. The research utilized quantitative research, purposive sampling technique, and a questionnaire distributed to 60 respondents, of which (15 were micro-business owners and (45) were customers, to test if there is any significant difference in respondents in terms of relationship marketing efforts, compatibility management, defection management, service failure management/ recovery efforts using t-test at the level of significance at $\alpha=0.05$.

Based on the gathered data, there is a significant difference between the assessments of Micro-business owners and customers. It reveals that the T-value (4.1) is more significant than the Critical value (3.182). Therefore, the null hypothesis is rejected. It concludes that there is a significant difference between the Micro-business and Customers regarding relationship marketing efforts, compatibility management, defection management, and service failure management/ recovery efforts. The researchers recommend micro-business owners in Novaliches Bayan, Quezon City, to improve their products and services and retain customer loyalty. These include that micro-business owners should continuously develop their strategies for their sales/revenue, marketing, and customer service. Micro-business owners should continuously improve promotion strategies, ensure the quality of products and services, and have a system to accommodate problems and complaints. The micro-business owner should ask for feedback or recommendations from the customers that will be a basis for a product's innovation or improvement. Micro-business owners need a competent, competitive marketing strategy because there are rivals in the market. Lastly, the researchers recommend that micro-business owners use the guidelines created by the researchers to guide and help them meet customer loyalty requirements for the success of their business.

Keywords: micro-business, customer's loyalty, guide

Sustainability of Processing Foods Towards Customers Buying Decision in Selected Employees of Food Processing Company

Lovelyn T. Cortel, Saira G. Dueñas, Nerissa S. Leal, John Lester S. Sanchez, Rhonabelle G. Terania
Adviser: Reynold R. Bangalisan, LPT

Abstract

The sustainability of processing foods towards consumers' buying decisions this year with the advent of modern technology, capitalists can produce more and more products. Over the years, consumers have changed their decisions based on their wants and needs, especially today's people. The research came up during a time that was not convenient for the products because of the low quality of technology or mechanical used in making the products and consequently also a low supply of the product that will cause a shortage of supply. Therefore, this study used a descriptive research method of design. The study's respondents were thirty (30) selected processing company employees. This study utilized a purposive sampling technique. Data were tallied and analyzed using frequency, percentage, and weighted mean. Therefore, in addition to that, respondents said that the company also assures its trade partners of delivering fresh, clean, and safe stocks at all times, adhering to the standards of good manufacturing practices and standard sanitation operating procedures. Based on the data gathered on the sustainability of processing foods towards customers' buying decisions on Processing foods in terms of Product innovation, quality control, standard procedure, and machinery and equipment. Product innovation got 4.23, which is Very highly Sustainable. At the same time, the quality control was highly sustainable, got 3.77, while the standard procedure Perform set up and clear up instruction got 4.33 and was interpreted as very highly sustainable, and machinery and equipment awareness of the safety of machinery got 3.87, and interpreted as highly sustainable. Therefore, customers' buying decisions regarding product innovation, quality control, standard procedure, machinery, and equipment are highly sustainable to give the best quality in every product. Hence, the customer is satisfied with the product they sell. Low and fair pricing of products are some of the wants or needs of every customer buying a product. To maintain the quality and price of their goods while providing for the customer's satisfaction, they must be knowledgeable about the product, know its benefits Always maintain the quality of the product and cleanliness of the store so that the consumers have solid relationships and are satisfied with the product in purchasing decisions.

Keywords: Sustainability, Processing foods, Customers Buying Decision, Employees of Food Processing Company

The Assessment of Customer Safety towards the Efficacy in the Preparation of Water Refilling Station in Brgy. 164, Caloocan City

*Lady Julianne A. Cruz, Rachelle Anne P. Figueroa, Annie Pearl N. Mendoza, Zanra A. Pahimnayan,
Jan Lyn G. Singh*

Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

Clean or safe drinking water is the main issue and problem in some indigenous areas. For some reason, it will cause them to get infected by different infections and severe diseases like diarrhea. Without clean drinking water, it can affect human life, plants, and animals. This study assesses customer safety regarding water quality, filtration area, and water tank. Then, the preparations were made at the water refilling station. Based on the information gathered, most respondents are male, aged 18 years old and below, and were in service for two years and above. The water tanks they use are stainless and always in maintenance. The water is odourless, filtered, and perfectly safe with enough water supplies. Customers find the price reasonable. Employees are kind and quick, the store is visible, and there is a discount for every minimum amount of goods and services purchased.

Keywords: customer safety, water refilling station

The Capability of Modern Grocery Smart Cart towards Meeting Customer Expectation in Las Pinas: A New Innovation for Grocery Industry

*Lalaine S. Bacani, Ashley Via L. Binucas, John Eric S. Piquit, Sherilyn M. Ramirez, Shaina Marie F. Senadjan,
Joshua I. Yabes*

Adviser: Reynold R. Bangalisan, LPT

Abstract

Smart Cart is the new equipment introduced by the All Day Supermarket. The smart cart is designed to help shoppers fast-track their shopping experience. The smart cart can easily be used by placing the desired items in the cart, and it will automatically scan the entire product on the cart. Prices, information, and the total price to be paid are displayed on the screen. Smart carts help not only the buyers but also the business itself to adapt to the new normal and gain profit. This study used a descriptive research method of design. The study's respondents were one hundred (100) customers in Las Pinas. This study utilized a purposive sampling technique. As a result of the study, after the researchers conducted an online survey with 100 respondents from customers, they found out that the description profile in terms of Age is most of age 21-25 got a 63 or 63% as the rank 1. Gender is most females got a 67 or 67% as the rank 1. The highest educational attainment, as interpreted, 86 or 86% of bachelor's degrees in college, got ranked 1. Monthly grocery budget, ₱0-₱2,999 got a 62 or (62%) as the rank 1. The modern grocery smart cart operated in terms of self-checkout, payment guide, and scanning items greatly exceed expectations; The customer expectations in terms of the price range, product quality, and brand loyalty greatly exceed expectations; And the benefits of the smart cart as a convenient way to purchase products at all day supermarket is a safer and more enjoyable shopping experience. The recommendation of using smart carts to provide a safer and improved shopping experience for customers amidst the pandemic is that many people have mental health issues, so going to supermarkets is less than before. The results can be forwarded to safer and more enjoyable shopping experiences. It plays a vital role in understanding how a modern grocery smart cart meets the customer's expectations, where it requires a great deal of food, necessities, and a flexible design. Allow customers to have the opportunity to place or hold the item from another store that is not available at the local store.

Keywords: smart shopping cart, customer expectation

The Demand of Cryptocurrency Exchange Rate in Market Towards the Customer Expectations as Perceived by the Crypto Players of Bestlink College of the Philippines, Novaliches Quezon City

*Sat Genesis G. Baltar, Rhon Harvey C. Gorgonio, Mayvilyn A. Padre, Joylyn D. Sangasina,
Realyn R. Villa-Abrille
Adviser: Reynold R. Bangalisan, LPT*

Abstract

A cryptocurrency is a digital currency that utilises an encryption algorithm to create an alternative form of payment. Cryptocurrencies may be utilised as money and a virtual accounting system due to encryption technology. To utilise cryptocurrencies, you will need a wallet. The current exchange rate situation is bearish, or what they call falling prices on coins. With the proliferation of cryptocurrencies in the Bestlink College of the Philippines, its problems are still increasing. For example, digital currency's highest risk is price volatility. Although cryptocurrency transactions eliminate cyber threats like stolen credit card numbers, the currency still is not 100% safe from cybersecurity threats.

This study used a descriptive research method of design. The study's respondents were fifteen (15) crypto players of Bestlink College of the Philippines. This study utilised a purposive sampling technique. Data were tallied and analysed using frequency, percentage, and weighted mean.

The findings of the study revealed that the majority of the cryptocurrency exchange rates in the market towards customers' expectations in the age group of 21-25 years old, the majority of the gender is more males, the majority of respondents are in lower-income, majority of them also use their payment transaction is Gcash, as the majority of the NFT played is Axie Infinity, while only a few are in Plants vs Undead, MiR4. Lastly, most crypto players have token values such as USDT, BNB, and BTC. The majority of the level of demand increases when there are fast transactions and low prices. All variables on the cryptocurrency exchange rate meet the level of customers' expectation were Exceed Expectation.

Based on the information gathered, this research could help crypto players improve their perception by considering the recommendations. This includes further expansion and growth of the cryptocurrency to make it more accessible, convenient, and secure for its customers and users, allowing players to earn money too. Cryptocurrency must continue to provide good customer feedback and meet the customers' expectations because this is one of the reasons for cryptocurrency to grow and spread even more globally.

Keyword: Exchange Rate and Customers Expectation.

The Effectiveness of Online Selling Using Social Media Platforms

Kristel Joy Z. Carlos, Nathaniel Josh De Vera, Riecy C. Gato, Lovely Ann L. Llantino, Jean Daryl C. Mortel
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

In today's technology-driven world, social media is one of the most frequently used media by people worldwide. Facebook, YouTube, WhatsApp, and Instagram are the most used social media platforms. This study aims to determine the effectiveness of Online selling using social media platforms in terms of online communities, interaction, sharing of content, accessibility, and credibility. It also aimed to determine the problems online sellers encounter using social media platforms. This study used a quantitative research method and the purposive sampling technique to approach respondents regarding the cited variables. The following statistical tools were used to answer the statement of the problem: frequency and percentage and weighted mean.

The study's findings revealed that most online sellers' respondents are females ages 18-24 years old. They usually use Facebook as their social media platform. Most of the respondents, online sellers, found that participating in online communities was very useful. Customers will have a deeper connection to the business if they interact more effectively on social media. This opens more doors for the business, giving the chance to strengthen customer loyalty, boost referrals through friends of friends, and increase the number of current customers. Most online sellers who responded to the survey stated that among the most common issues they face when conducting business online is dealing with irritating spam messages and fake inquiries.

The researchers recommend other social media platforms aside from Facebook. Online sellers can also use Instagram, the 2nd most used platform by online sellers. Make sure that online sellers are effective at selling through social media platforms, as it can increase customer trust. It can also help you build trust in your product. In addition, avoiding and paying attention to the problems encountered by the respondents when selling online using social media platforms, such as receiving spam messages, having a problem with payment options and post engagement, and bad reviews from customers and the content/social media got reported.

Keywords: Social Media, Online Selling

The Effects of Consumer Behavior in Purchasing Tea in Selected Milk Tea Shops in Bagong Silang, Caloocan City

Jessa P. Bermejo, Jeanecel D. Florete, Lyra Joy B. Lobetania, Jeliceza Vie A. Ongco, Dianne Santos
Adviser: Ernesto S. Framo, LPT, DPA

Abstract

Since the late 1980s, milk tea has been circulating. It is well-known in Taiwan since tea drinking was formerly a common activity in East Asia and remains so now. Inquirer.net (2020) published an advertisement ranking the Philippines second among Southeast Asian nations with the most bubble tea consumers. It is generally known among Filipinos that a milk tea craze began in 2011 and continues to this day. According to one report by Mdpi.com (2021), milk tea has been frequently drunk in the Philippines since 2011. Despite the success of the milk tea sector in the Philippines and increasing rivalry in the same industry, there are still customers who are hesitant to purchase milk tea, and there is an underlying cause for this behaviour. These factors determine whether Milk Tea will be a successful or failed company. The 4Ps of marketing assist businesses in promoting their products; however, not all businesses, particularly milk tea enterprises, understand how it functions and its effects. As a result, the researchers devised this study to determine the elements influencing consumer behaviour while purchasing milk tea at milk tea stores, assisting future companies in learning more about their customers. The study used a survey questionnaire to gather the data needed from 100 respondents who are purchasing in selected milk tea shops, including Bubble Tea Shop, Murachi Milk Tea Shop, and Wicked Cup Milk Tea Shop in Bagong Silang, and uses the convenience sampling method, a form of non-probability sampling which researcher chooses members merely based on proximity and does not consider whether representing the entire population or not. Most respondents are female, aged between 15 and 25 years old, currently students, with some having ₱9,520 below monthly income. Price, place, product, and people are variables associated with assessing the marketing mix using the 4Ps in purchasing, which are extremely effective in consumer behaviour. Personal factors, social factors, psychological factors, and cultural factors are variables associated with the factors influencing consumer behaviour that are extremely effective consumer behaviour. The study also shows no significant difference between the respondents' assessments of the marketing mix using the 4Ps in purchasing and factors influencing consumer behaviour; the biggest challenge encountered by the respondents in purchasing milk tea is overcharging the price of tea.

Keywords: Milk Tea, Marketing Mix, Consumer Behavior

The Effects of Covid-19 Pandemic to the Sales and Promotion as to Customer Satisfaction of McDonalds Company in Novaliches, Quezon City

Haron R. Anduyo, Justine B. Dy, Nicholas B. Naiga, Rolando H. Plumares Jr.
Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

The COVID-19 pandemic caused a lot of struggles in different businesses, and one of these is the McDonald's fast food chain. McDonald's struggled to make promotional activities that would satisfy their customers and increase their sales during the pandemic. This study aimed to determine the effect of COVID-19 on the sales and promotion of customer satisfaction at McDonald's. This study utilized the descriptive research method of design with 30 McDonald's employees as respondents, chosen through a convenience sampling technique. Survey questionnaires and statistical tools such as frequency and percentage, weighted mean, and ranking were used to answer the research questions. The following conclusions were drawn from the preceding analysis and interpretations of results: most of the respondents were male with the age range of 21-30 years old as college students, and most of them are from Caloocan, the factors that increase customer satisfaction in terms of product, price, quality, and service was "Very Strongly Agree" that those factors help increase customers satisfaction: as to COVID-19 affects the sales and promotion in terms of operation the store offers ordering system, procedure the management follows the protocol, health and safety protocol the business maintain the cleanliness and sanitation and lastly workforce as the company limits the number of employees. Based on the findings, the following recommendations are made: McDonald's should always check the satisfactory level of the customers to stay in its position, maintain the way they serve their customers to stay on a high peak in the industry as it builds a good relationship with the customers and the business should follow safety protocols made by the business itself and the government to avoid harm and gain more trust from the customers.

Keywords: promotion, customers' satisfaction, sales, pandemic

The Effects of Social Media Marketing Trends on Customer's Interest of iStan K-Pop Merch in Payatas, Quezon City

*John Adrian L. Perez, Marianne G. Reyes, Arwyne Glen A. Umbao, Erika Mae V. Vergara,
Mary Rose B. Villaruel*

Adviser: Ernesto S. Framo, LPT, DPA

Abstract

This research study aims to determine whether social media marketing trends affect customers' interests. In addition, this paper uses existing findings to identify factors that may affect customer's interest. Customer's interests will be affected by different types of social media marketing trends. Maintaining a strong customer relationship will be a great advantage for the business. Thus, it will benefit the said business and make it more profitable.

The study utilized a quantitative research method and purposive sampling where the researchers focused on fifty (50) customers of iStan K-Pop Merch and created five (4) parts to the survey questionnaire based on the problem of the studies, separating each problem accordingly. The researcher uses frequency and percentage to determine the respondents and description according to age, occupation, and family income and used weighted mean to define the response of customers in terms of price, product, performance, promotion, and the effects of social media marketing trends on customer's behaviour of iStan K-Pop Merch in terms of advertisement, sales and promotion, event marketing, video content, and influencer.

From the findings, after the researchers conducted an online survey questionnaire on customer interest and purchasing behaviour of iStan K-Pop Merch in terms of age, occupation, family income, price, product, performance, promotion, advertisement, sales and promotion, event marketing, video content, and influencer as "Very Strongly Effect"; And the problems encountered by the customer of iStan K-Pop Merch is the quality of other merchandise is not good. This analysis contributes to this discussion by examining the effects of social media marketing trends on customers' interest in iStan K-Pop Merch.

Keywords: Customers Interest, K-Pop Merchandise

The Impact of Sales Turnout of Oil towards the Performance of Petroleum Industry

Tyrone Kelvin P. Dimas, Engie I. Federis, Lyza C. Marvilla, Irish Reem M. Parado, Mary Grace U. Sabares
Adviser: Tyrone Kelvin P. Dimas

Abstract

This study will help the company owners determine the influences of employees' performance and how these factors affect the sales turnout of the business so that they can adopt new and effective business strategies that will help the company increase its profits. Sales turnout is described as the number of products that the company sells. The oil and gas industry is experiencing the third price collapse in 12 years. The industry rebounded after the first two shocks, and business as usual continued. This study used a descriptive research method of design. The respondents of the study were 50 employees. This study utilized a survey questionnaire as an instrument in the study conducted. The researchers requested permission from the Pertamina Oil Corporation to administer the questionnaire and conduct the studies. This study utilized a purposive sampling technique. According to Crossman (2020), a purposive sampling technique is a non-probability sample that is selected based on a population's characteristics and the study's objective. The sample was intended to approach this study's fifty (50) respondents. Based on the survey results of the study, Most responses were Production (27 or 57%). The respondents assess the performance of Pertamina Oil Corporation as having "Better Acceleration" (weighted mean = 4.080, interpreted as a Major Impact as the company utilized billboard ads to promote their products. The researchers believe that the department is mostly productive. The respondents assess the sales turnout of Pertamina Oil Corporation as having a severe impact in terms of price and number of customers while having a major impact in terms of promotions. The respondents assess the performance of Pertamina Oil Corporation as excellent in terms of better acceleration, quality of the oil, and good service. The challenge Pertamina Oil Corporation encountered was sales turnout.

Keywords: sales turnout, petroleum industry

The Marketing Practices in the Level of Customers Satisfaction in Printing Shop

*Cherryleen B. Agapito, Jezryl James C. Barojabo, Renelyn Stella L. Bughao, Tricia Marie O. Escano,
Trina S. Viado*

Adviser: Ms. Vinalyn L. Sarzata, PhD, DBA – CAR

Abstract

This study is conducted to determine the impact of marketing practices on customer satisfaction at Seal Barcode. The researchers developed this study to determine the impact of marketing practices on customer satisfaction. It also seeks to identify what marketing practices Seal Barcode needs to maintain and what needs to improve. This study utilised a descriptive research method of design that involves collecting and analyzing data. This study utilised a convenience sampling technique to select participants. The researchers described the respondent group using descriptive statistics. Based on the results, about half were 16-21 years old or 22-27 years old. The majority of the females were unemployed. Discounts, price affordability, and combining online and offline customers were assessed variables. Regarding customer satisfaction with the services, variables such as printing quality and customer service both get a very high rate and business schedules to get highly satisfied. The researchers recommend that the seal barcode improve its services, particularly customer assistance, to avoid the potential consequences of a lack of customer care, as well as service improvements and advice enhancing and developing print quality, as well as maintaining and improving their positive relationships with customers and company schedules. The researchers also recommend that customers who print a lot be given a discount and that clients be given a member card or loyalty card. They suggest that Seal Barcode increase their print quality and upgrade their customers.

Keyword: marketing practices, customer satisfaction, printing shop

**Tracer Study for the BSHRM Graduate Students of Bestlink College of the Philippines
A.Y. 2020-2021**

Jervis Kim Alpay, Lheynnel R. Angoluan, Efren Jr. L. Baguio, Miguel Lawrence M. Palencia, Arnel C. Villamor
Adviser: Dr. Dana France H. Ignacio

Abstract

This research aims to determine how many BCP graduates continue their education after BCP. An individual's employability can demonstrate it. It can assist everyone in one way or another in accomplishing their goals. Schools, on the other hand, can help graduates find work because a school's quality often reflects its graduates' quality with the help of tracer studies. Tracer studies are surveys of graduates from higher education institutions and are frequently viewed as a crucial instrument for institutional improvement, particularly when the world of work is quickly changing. CHED will be able to construct package assistance programs to develop or expand higher education programs that will improve the country's global competitiveness based on the findings of this study. On the other hand, the CSC hopes to institutionalize the tracer study at the CSC level through its Research Services to reap the same benefits as tracking down the job status of its alums. The study's findings could help reinforce rules and guidelines for ensuring the relevance and responsiveness of CSC's curricular offerings, among other things.

The study utilized the descriptive method design to investigate and collect information about the tracer study for the BSHRM graduate students. The researcher gathered data using a survey questionnaire administered via Google Forms to fifty (50) target respondents at Bestlink College of the Philippines.

The survey result revealed that most respondents are between the ages of 23 and 24, mostly female and Catholic.

After completing their college courses, students must seek employment. According to BSHRM graduates, the lack of work experience is the most important factor in difficulty in finding a job, with a weighted mean of 4.46. Additionally, to have a good career, they must be prepared and have a guide in communication skills, which are the most needed. Finally, most graduates are drawn to be a food and beverage director and have a good liaison.

Based on the gathered data and conclusions drawn, the researchers intensified the on-the-job training programs for the newly fresh graduates to practice the different aspects of hospitality to gain strength and become competitive, which leads to appropriate skills that can lead them to success.

Validation of a Proposed Remote Teaching Policy for Higher Education Institutions

Mikka Ella Gonzales, Arlene P. Corsanes, Earl G. Gerandoy, Romel D. Hortilano, Aurica M. Mandawe
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

Many changes have occurred because of the pandemic, especially in school education. In response to a crisis, the school administration may be forced to implement policies that allow employees to continue working while following government regulations. The so-called "Remote Teaching Policy," which allows teachers to continue their jobs using technology, is one of the policies that should be pushed in terms of education. This study is conducted to focus on the validation of a proposed Remote Teaching Policy for Higher Education Institutions.

The criteria for assessment were formulated to guide the study in establishing the extent of benefits of remote teaching policy to teachers as well as the respondent's guidelines for the policy. This study is delimited to Human Resource Department practitioners. Identified respondents were sent the link to the questionnaire in Google Forms to answer. The data gathered were analyzed using percentages and weighted mean to obtain the data required to answer the precise questions posed in the statement of the problem. This study uses descriptive research with a purposive sampling technique to help the researchers make the most out of a small population of interest and arrive at valuable research outcomes.

As a result, it shows that there is no significant difference in the validity of the proposed remote teaching policy criteria in terms of policy title, purpose, scope, policy statement, guidelines, procedures, definition, frequently asked questions, contact, references, and approval when the profile is considered to gender, age, years of experience in the academe, and highest education attainment.

Higher education institutions should consider implementing a remote teaching policy that promotes their employees' safety. The researchers validated the proposed "Remote Teaching Policy" to promote and provide additional guidelines and information to teachers, their surroundings, and the use of technology when teaching remotely. Lastly, this study provides concrete proof or a solution that hopes to enlighten readers and other researchers on the importance of this research for further study and possible implementation.

Keywords: validation, remote teaching, policy, higher education institution policy

Effects of Pandemic Towards Job Satisfaction of the Selected Full-Time Instructors of a Higher Education Institution in Novaliches, Quezon City

Hazel B. Dela Cruz, Sheen B. Dela Rosa, Danilyne B. Estrada, Regin Joy G. Maravillas, Alleana N. Paliga
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

The COVID-19 Pandemic has changed our understanding of the world as we knew it. The lockdown has accelerated the shift from traditional to online educational methods. The shift in teaching methods compelled all teaching professionals to work from home and find different, unique ways to give knowledge to their students. Moreover, as this pandemic continues, teachers are not only adopting the so-called new normal. Many people are engaging in new activities, learning new technical skills, and finding ways to be better in physical appearance, mental well-being, and emotional state.

This research was conducted to determine the pandemic's effects on the job satisfaction of the selected full-time instructors of a Higher Education Institution in Quezon City. The respondents are thirty (30) full-time instructors, which determined the significant relationship between employees and employers about job satisfaction and the problems encountered by the respondents. It utilized a random sampling technique. The instrument used to gather the data is a survey questionnaire, which was administered face to face. I was also retrieved on the same day of administration. The gathered data were analyzed through the use of weighted mean and percentage.

Based on the analysis, it was discovered that most of the respondents are female, 24-27 years of age, and have 1-3 years of experience in teaching. Moreover, the respondents also strongly agreed that they experienced changes in their appetite, energy, and desire for physical activities during the pandemic. The assessment concerned with their mental and emotional well-being shows that they also strongly agreed that they improved their time management and self-control. In addition, the respondents also agreed in terms of financial support, compensation, and benefits in the level of their job satisfaction. The respondents have also experienced issues using the LMS, poor internet connection, distractions at home, and difficulty in adopting new technologies. Some also encountered problems with their colleagues.

The assessment shows a significant relationship between the effects of the pandemic and job satisfaction; therefore, the researchers formulate the following recommendation. The researcher recommends enhancing incentives for teachers to be satisfied and productive. The data revealed that most of the respondents experienced LMS issues. The institution should review the LMS function to solve this issue and provide technical support for the teaching staff to perform their best at work.

Keywords: effects of pandemic, job satisfaction, higher education institution

Validation of an Enhanced Performance Appraisal Policy for Higher Education Institutions

Delaila T. Plania, Emalyn O. Mabato, Hazel C. San Agustin, Ivan O. Bacos, Zarina Maye S. Domulot
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

It has already been years since the COVID-19 pandemic started affecting many industries all over the globe, and education is not exempted. Many colleges and higher education institutions have shown that online process systems are more organized, accessible, time-saving, and environmentally friendly than paper-based ones. The researchers conducted this study to provide possible solutions to the problems, issues, and concerns about the performance appraisal process for teaching employees. This will allow an accessible way to process teaching employee performance evaluation with less hassle and time consumed in higher education institutions.

The researchers chose quantitative research for the study and used purposive sampling methods to determine the respondents. The respondents of the study are fifteen (15) HR personnel. A survey questionnaire in Google Forms was sent to the respondents as the research instrument of this study. It is a set of orderly arranged questions that are carefully prepared for the respondents. The researcher used a Likert Scale to determine responses. A chi-square was used in statistical treatment to determine the hypothesis of the study.

The assessment of the validity of enhanced performance appraisal policy covering the content of policy title, purpose, scope, policy statement, guidelines, procedure, definition of terms, frequently asked questions, contact, references, and approval have a verbal interpretation of Very Much Valid. There is no significant difference in the validity of the enhanced appraisal policy when the profile is considered. Based on the study's findings, the Enhance Performance Appraisal Policy is highly recommended by HR personnel.

Keywords: validation, performance appraisal, policy, higher education institution

Level of Soft Skills and the Job Performance of Teaching Staff in a Higher Education Institution in Novaliches, Quezon City

*Hazel Joy J. Manzon, Jenny Rose C. Baylosis, Rechelle Anne A. Catoc, Dienilyn M. Napilitan,
Jave Vyien Kaye V. Zalsos*

Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

This survey research was conducted to determine the level of soft skills and the job performance of the teaching staff at A Higher Education Institution in Novaliches, Quezon City. Also, to determine if there is a significant relationship between the levels of soft skills the teachers possess and their job performance at work in the school. In this research, soft skills in job performance sought to determine whether they meet the needs of students and fulfill their jobs as teachers. Some examples of soft skills are communication, teamwork, critical thinking, problem-solving, etc. These instances help to enhance the skills of a teacher, which, as a result, can be relevant to their work.

A descriptive-quantitative research design was used by the researchers in this study. The researchers selected a sample based on their knowledge of the study and population. The participants are chosen based on the purpose of the sample. Forty (40) teaching staff were selected to participate in the study. The researcher-made questionnaire was developed as a guide to collect data. It was validated by the research adviser, professional experts, and statistician before administering it to the respondents. It was administered to the respondents through Google Forms and face-to-face.

The results showed that most of the respondents of this study are females aged 26 - 30 years old, with the highest educational attainment of a bachelor's degree and 4 - 6 years of service in teaching. The findings of this study revealed that the level of soft skills of the teaching staff is "excellent" (OWM = 4.60) in terms of communication, teamwork, critical thinking, and flexibility, and the level of job performance of teaching staff is "excellent" (OWM = 4.54) in terms of planning and preparation, classroom environment, instruction, student progress, and professional work habits.

Also, based on the findings, a major concern encountered by the teaching staff with their soft skills is having too much multitasking, reflecting their job performance. The findings were utilized to construct a guideline, as this study proposed, on how to improve the teacher's soft skills and job performance to accomplish their job effectively and skillfully towards their students, coworkers, and superiors.

Keywords: soft skills, job performance, teaching staff, higher education institution

Level of Employee Training on Shifting Platforms and Performances of the Selected Instructors in a Higher Education Institution in Quezon City

Drexler S. Damian, Ely-Ann Z. Baing, Jonje P. Carcahinte, Marjorie M. Mandawe, Jocelyn J. Medrano
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

During the difficult times of the COVID-19 pandemic, training and development have been critical in ensuring that the employees have the skills and knowledge necessary to provide proper service. One of the effects is the approach to employee training. The foundations of face-to-face, co-located classroom instruction are replicated online, in real-time, with virtual training. Employers are adapting different ways for their staff to provide training and development to boost productivity and performance. These training and development programs aim to teach new skills or provide updates on previous ones.

This research was conducted to determine the level of employee training on shifting platforms and performances of the selected instructors of a higher education institution in Quezon City. The respondents are selected instructors. Through the process of purposive sampling, a total of thirty (30) instructors were selected to participate in the study. The instrument used to gather data is a survey questionnaire. The data gathered were analyzed through the use of percentages and weighted mean. Based on the analysis, it was discovered that most respondents strongly agreed regarding instruction, assessment, and intervention. Respondents also encountered problems within the shifting platform. These are poor internet connection, distractions in the background, and technical issues.

Based on the summary of findings, conclusions were made to construct recommendations. Recommendations include employees having an alternative internet provider. To enhance employee training on shifting platforms for the instructors, the school is recommended to provide training sessions in a new normal that may enhance employee performance. The school may also provide technical support, especially to employees not yet adapted to technology.

Through this study, the researchers can identify the problems encountered and the level of employee training on shifting platforms on the instructors' performances. The researchers provided guidelines to enhance employee training on shifting platforms. This study also proposed the provision of internet allowances and for them to avail connections with high Mbps. This will help teachers conduct their training and help the school produce qualified teachers who adopt the new way of training.

Keywords: employee training, shifting platforms, employee performance, higher education institution

Level of Administrational Support and Virtual Teaching Performances Among Selected Instructors of a Higher Education Institution in Quezon City

Abegail H. Orquita, Emma E. Visaya, Jessica H. Laura, Julie Mae L. Pag-Iwayan, Krista K. Antaran
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

This research is conducted to determine the level of administrative support and virtual teaching performances among selected instructors in a higher education institution in Quezon City. Questions were formulated to guide the study. The study population is the teaching staff, regardless of their department. This study used non-probability sampling through purposive sampling. A total number of twenty (20) professors were selected to participate in the study. The major instrument used for gathering data was a survey questionnaire consisting of printed surveys, and some were answered through Google Forms. Everyone who took part in the survey is offered to receive their questionnaires in an email format if they opt to receive them through email. The data gathered were analyzed through the use of percentages and weighted mean. Based on the analysis of the results, most of the respondents received full support from the administration regarding instructional materials. It is also true for the virtual teaching performance of the teaching staff in terms of instructions, assessment, and intervention.

They encountered major problems regarding poor internet connection, which is essential in virtual teaching, power interruption, and some issues in the LMS platform. The respondents had some problems in lacking instructional materials and professors lacking knowledge when it comes to the use of online applications. Some respondents agree that the lack of proper space for online classes and financial support regarding internet connections during virtual classes are also a problem.

Based on the findings, the researchers came up with the conclusion that the level of administrative support impacts the level of virtual teaching performance of the instructors and the development of the students. This finding came up with a recommendation for the development of infrastructure to support the online teaching of faculty. This will allow them to be well-organized and motivate them to constantly use their knowledge and skills as professors in online classes. It is also noted that safety as part of the administrative support plays a major role in the virtual teaching performances of the professors in this higher education institution in Quezon City.

Keywords: administrative support, virtual teaching, virtual teaching performance, higher education institution

Impact of Motivation on Performances Among Selected Non-Teaching Employees of a Higher Education Institution in Quezon City

Vincent A. Alaurin, Angelica A. Aniel, Anna Ruth R. Burgos, Angelica T. Calingacion, Noymie Y. Mangala
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

Human capital is unarguably an important element that completes an organization. With proper motivation, employees work towards quality products and services. Motivated employees work with more effort, ultimately improving performance, and the energy invested is sufficient to attain the intended degree of performance. This study focuses on the impact of motivation on performances among selected non-teaching employees of a higher education institution in Quezon City.

This study is a descriptive quantitative research method that utilized a structured survey questionnaire as its research instrument. The research adviser, statistician, and grammarian validated the survey questionnaire. This study also used a purposive sampling technique. The study's respondents approached thirty (30) non-teaching employees of a higher education institution in Quezon City as its respondents. Questionnaires were hand-delivered to participants of the study and collected after they answered. The researchers analyzed the data using frequency, percentage, rank, weighted mean, Pearson/r, t-test, and Likert scale.

The findings of this study revealed that the highest ranking factor of motivation in terms of incentives is the bonus for referring students/employees (3.23). Salary within or more than the minimum wage (3.27) ranked highest, while in recreational activity, it is the health and wellness program (3.17). In the influence of employee performance on attitude, willingness to accept others' opinions (3.63) ranked highest. In responsibility, accomplishing tasks and responsibility assigned (3.67) is the highest, while for rendered time, it is voluntarily doing tasks, especially if needed (3.30). This study also identified several demotivating factors encountered by non-teaching employees while performing a job that affects their performance. One of those demotivating factors is the lack of flexibility in terms of schedule.

This research concludes that the non-teaching employees "agree" on the factors of motivation implemented in terms of incentives, salary, and recreational activity. They also "strongly agree" that factors influencing employee performance are attitudes, responsibility, and time. Lastly, this study concluded that there is no significant difference between the factors of motivation in terms of incentives, salary, and recreational activities and factors of performance in terms of attitudes, responsibility, and rendered time. The researchers recommend giving employees more incentives, salaries, recreational activities, a pleasant work environment, and a clear schedule to avoid overwork. By doing these things, non-teaching employees of higher education institutions could be motivated to boost their performance.

Keywords: impact, motivation, performance, non-teaching employees, higher education institution

Effects of Work from Home Arrangement on the Performance of Selected Instructors of a Higher Education Institution in Novaliches, Quezon City

Leanne C. Millan., Erika S. Gapas, Jinalyn G. Labrador, Jonalyn S. Lagne, Carla May V. Rafon
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

The sudden transition of learning from classrooms to homes challenges the instructors. This prompted the researchers to develop a study to determine the effects of work-from-home arrangements on the work performance of instructors in higher education institutions. The researchers deemed it timely as it affects their teaching performance and the students receiving their guidance.

The researchers used a correlational quantitative research design and random sampling technique to investigate the relationship between the effects of work-from-home arrangement and the instructors' performance. Thirty (30) selected college instructors of a higher education institution in Quezon City were chosen as the study's respondents. The instrument used is a researcher-made questionnaire composed of four parts.

Three variables in the part of effects of work-from-home arrangement are all interpreted as Very Great Extent based on their respective overall weighted means (responsibility: 3.55, accuracy and consistency: 3.59, and commitment: 3.60). The performance of selected instructors is also interpreted as Very Great Extent (instructors: 3.61, supervision: 3.57, and intervention: 3.55). The result also reveals the most encountered problems by the instructors when dealing with work-from-home activities and the significant relationship between the two variables of the study.

The study showed that most of the respondents are male and within the age range of 24–27 years old. Most of them have 1-2 years of experience in teaching and earned some units from a master's degree. It also revealed no significant relationship between the effects of work-from-home arrangements in terms of responsibility, accuracy, and consistency and the performance of selected instructors in terms of instruction, supervision, and intervention. The researchers also discovered that the most encountered problem while working from home is having a slow internet connection. Therefore, the researchers recommend that the institutions provide internet connection and technical assistance for the instructors to become more effective and efficient. The researchers also suggested continuing education for instructors (training such as emergency remote education and virtual classroom management). At the end of the study, the researchers crafted guidelines to enhance the instructors' performances and improve instructor's competence in working from home.

Keywords: work-from-home arrangement, performance, instructors, higher education institution

Effects of Non-Monetary Rewards on Job Satisfaction of Selected Employees in a Higher Education Institution in Quezon City

*Antonio D. Gregorio Jr., Ervin Joshua R. Conde, Jane A. Villanueva, Marinier Serrano, Riza A. Deocampo,
Winrose A. Pabalate*

Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

This study has assessed the effects of non-monetary rewards on the job satisfaction of selected employees in a higher education institution in Quezon City. It aims to determine its significant relationships to their selected profile variables and improve job satisfaction. The researchers used a purposive sampling technique.

The study employed the quantitative research design to collect information about the effects of non-monetary rewards on the job satisfaction of selected employees in a higher education institution in Quezon City. Thirty (30) respondents were selected from selected teaching employees to gather the needed data. A survey questionnaire was also distributed to these respondents.

Based on the result, the teaching staff needs non-monetary rewards. Superiors are recommended to invest in giving employees flowers and cards as a sign of praise. This will encourage the teaching staff to be productive at work and provide extensive training offered to the teachers.

Keywords: non-monetary rewards, job satisfaction, employees, higher education institution

Validation of a Proposed Flexible Hiring Process Policy for Higher Education Institutions

Jarrem G. Jumantoc, John Arvin M. Sagun, Lavinia D. Dela Cruz, Nicole M. Dava, Niñalyn C. Durero
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

The COVID-19 pandemic created a global health crisis unlike any other in recent memory. Organizations' hiring practices are already changing to reflect the new reality of a post-COVID-19 society. Also, to avoid close contact with people, businesses became much more reliant on remote meeting software for various employment purposes than they were previously.

This research assessed the validity of a proposed flexible hiring process policy for higher education institutions. Questions were formulated to guide the study. The population of the study consists of HR Personnel. Through the purposive sampling method, fifteen (15) respondents were selected to participate in the study. The major instrument used for gathering data was a survey questionnaire. The data gathered were analyzed using percentages, weighted mean, and chi-square to determine the hypothesis of this study.

Most HR Personnel are female, 25-30 years old, a bachelor's degree graduate, and 1-5 years of academic experience. On assessing the validity of the proposed flexible hiring process policy in terms of the policy *title, purpose, scope, policy statement, guidelines, procedure, definition, frequently asked questions, contact, references, and approval*, have a verbal interpretation of "very valid." The degree of recommendation by the HR Personnel in the proposed flexible hiring process policy was highly recommended.

The assessment of the validity of the proposed flexible hiring process policy and its indicators has a Very Valid (VV) verbal interpretation. Furthermore, there is no significant difference in the validity of the proposed flexible hiring process policy when the profile is considered. Based on the study findings, HR personnel highly recommend the Proposed Flexible Hiring Process Policy.

Keywords: validation, flexible hiring process, policy, higher education institutions

Level of Satisfaction on Compensation and Productivity of Teaching Staff in a Higher Education Institution in Quezon City

Christ Jhon F. Ruta, Jevie N. Delloro, Yuta Sebastian T. Ikeda, Cejay A. Luro, Jerico E. Simolaba
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

This study will focus on and explore the level of satisfaction with compensation and productivity of teaching staff in a higher education institution in Quezon City. Being responsible for employee welfare is crucial to ensure hard work in achieving the organizational goal. The study aims to establish the level of satisfaction with compensation and productivity towards teaching staff in a higher education institution in Quezon City. This research also aims to examine the significant relationship between the level of satisfaction with compensation and the productivity of employees. Lastly, this study wants to determine the level of satisfaction with compensation and productivity of teaching staff.

This research was carried out in higher education institutions in Quezon City. The study is a descriptive research that used survey questionnaires as a research instrument. This study utilized a survey research method with thirty (30) survey questionnaires distributed among teaching staff. The data collected were analyzed and interpreted using the statistical treatment provided. The findings of this study will assist higher education institutions in formulating acceptable and better compensation strategies. This is to enhance and increase employee motivation. It also uplifts their morale and has a highly positive attitude towards work. Hence, high productivity reflects a highly competitive advantage.

The result of the study shows that most of the respondents are 24-27 years old, males, had 0-6 years of service, bachelor's degree holders, and had an average monthly salary of Php 15,000-P20,000. The teaching staff was evaluated on their level of satisfaction in terms of *salary, incentives/benefits, and non-financial compensation*, which is interpreted as a Great Extent. The level of productivity in terms of *employee engagement, workplace environment, and performance evaluated* is interpreted as Very Great Extent. The major challenges and problems encountered by the teaching staff are salary dissatisfaction, salary delays, and salary discrepancies.

Based on the result, it is also found that there is a significant relationship between the level of satisfaction with compensation and the level of productivity of teaching staff. Based on the findings of the study, the researcher recommends that the school's upper management maintains the compensation package of the school, increase the awareness and understanding of the package for its academic employees, and put the compensation package manual in an accessible place to all employee to improve transparency and build confidence to its employee.

Keywords: satisfaction, compensation, productivity, teaching staff, higher education institution

Factors Affecting Employee Retention Among Non-Teaching Employees in a Higher Education Institution in Quezon City

*Mellanie Jane B. Rodillas, Jaynard A. Galagar, Jixel B. Hamor, Patrick Franz G. Jala, Mary Jane Lagundi
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT*

Abstract

Keeping employees is one of the most important issues every organization should focus on. This can be addressed by recognizing the factors that affect employee retention. Employee Retention is crucial in every organization. High turnover rates have a huge impact on the whole organization. The subject of this study is a higher education institution in Quezon City with one hundred eleven (111) non-teaching employees, ninety-five (95) of whom are regular employees. From 2019 until May 2022, 40 employees from the non-teaching department have resigned from the company. The common reasons for the resignation are new job opportunities and personal matters.

This survey was conducted to determine the factors affecting employee retention in a higher education institution in Quezon City. Forty (40) non-teaching employees were selected to participate in the study through purposive sampling. The instruments used for gathering data were online and printed questionnaires. Data gathered were analyzed through the use of percentages and weighted mean. Based on the analysis, it was discovered that several factors have a significant impact on employee retention.

Employee retention is affected by various factors, including employee recognition, work environment, recreational activities, and salaries and benefits. However, according to the findings, employee recognition has a greater potential to influence employee retention of non-teaching employees in the subject institution. Throughout the study, the researchers discovered that there are aspects involved in each employee retention factor that the employees can manifest. And the most widely agreed-upon aspects that employees influence are their loyalty and morale.

The major problem that the respondents encountered when doing their job was dissatisfaction with salary. Therefore, to avoid employee turnover. On the basis of such findings, researchers recommended that the school continue giving rewards and recognition to all non-teaching staff based on their performance. Recognizing their achievements makes them more engaged, leading to increased retention of quality employees. The school should maintain and develop an effective strategy for listening to employee concerns and addressing their problems promptly and effectively. Providing that will help the employees to have a positive character toward the organization. In addition, the school should offer better and more competitive salaries to non-teaching staff, particularly those who have served for a long time, because it can influence the overall satisfaction of employees.

Keywords: employee retention, non-teaching employees, higher education institution

Assessment on Compensation and Job Performance of Instructors in a Higher Education Institution in Quezon City

Kearlle S. Abadecio, Maria Monique Dahilan, Ab-Cd A. Maceda, Richelle C. Mayao, Dai Dane H. Natingga
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

Compensation plays a significant role in employee satisfaction in the current corporate environment. When employees go to work, it is the main reason they work hard and accomplish well. That prompted the researchers to conduct this study on the assessment of compensation and job performance of instructors in a higher education institution. It aims to identify how the institution compensates employees despite the no-tuition-fee program. It also aims to assess its influence on the instructor's job performance, compensation, and motivation.

The researchers used a correlational-quantitative research design as a basis for how the entire research study was conducted. The study's respondents are instructors of the subject higher education institution in Quezon City. The researchers used a random sampling technique to gather information. This sampling technique seeks an unbiased selection of respondents. This is because every individual will have the same probability of being chosen as a respondent. The research instrument is a self-created questionnaire reviewed by a research teacher, adviser, and statistician. The findings of the respondents' survey questionnaire were used to produce primary and secondary data. Data collected from the survey was categorized, statistically analyzed, and tabulated. The Likert Scale used has ranged from Strongly Agree to Disagree Strongly. This lets the survey developer gain a clear overview of people's opinions.

Based on the study's findings, there is no significant relationship between compensation in terms of duties and responsibilities, bonuses, and honorarium and level of performance in terms of workload, productivity, and work environment.

This study revealed the relationship between compensation and job performance in the subject company. Thus, the following recommendations are hereby presented: the instructors should participate more in training, seminars, and webinars to develop their knowledge, especially the 24- to 27-year olds; among the variables of assessment on compensation, honorarium has the lowest results; strengthen the honorarium, the institution should fairly compensate when it comes to extra effort of employees and also as a modest gesture of appreciation and; on the three variables of the level of instructor's performance, the workload has the lowest level of performance. Higher education institutions should improve workload management to ensure the welfare of the instructors. It can boost instructors' total productivity and ensure their work is of the highest quality.

Keywords: assessment, compensation, job performance, instructors, higher education institution

Effects of Monetary Reward on Performance of Teaching Staff in a Higher Education Institution in Quezon City

Danica Zandra C. Lim, Leoniza G. Rapis, Nicole Erika J. Capistrano, Rachel May P. Romero, Yrrah B. Viray
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

This research study was conducted to determine the effects of Monetary Rewards on the performance of teaching staff in a higher education institution in Quezon City. Organisations are always looking at how to keep employees in the company. Also, to motivate them in their working place. Currently, most industries are adjusting to the new normal, and it is still in the recovery part. The education industry is currently adjusting to this pandemic stage. Some schools are temporarily closed and are prohibited from doing social activities. Institutions, employees, and professionals responsible for delivering knowledge to students face limitations because of health concerns during this pandemic. Most teachers conduct virtual classes to continue their duties. They are experiencing changes and creating techniques to provide the education needed in schools and students.

Employees are resigning not because of losing interest in their professions but because of the new normal adjustment to the place, working environment, and routine. This includes because of the virtual practices that they are not used to.

Recognising employees is very helpful in maintaining employee retention and good performance. Recognising their work and practices makes employees feel that the organisation values them. It keeps them productive. Some organisations recognise employees through certificates, publicity announcements, and money. Money is a good instrument for recognising the employee's work because it is why employees work. They also receive additional monetary incentives for excellent performance, not part of their monthly salary.

Teachers will be kept motivated, increase their performance in teaching students, and may also increase job satisfaction by seeing the achievements of their students, learning skills, and personal growth.

Monetary rewards are an effective technique for the institution to keep the employees motivated and maintain the excellent performance of the teachers. These are the ways to have good motivation for the employees.

Keywords: monetary rewards, performance, teaching staff, higher education institution

Satisfaction and Performance of Selected Academic Personnel of Higher Educational Institution on Quezon City

Carl Jay P. Alcaide, Milagros F. Castro, Maricar O. Espinosa, Ma. Monica C. Gervacio, Daniella D. Madaiton
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

Although most individuals agree that work is an important component of life, some people have differing perspectives on labour. People look at work in a variety of ways. Some see it as a way to define their social position, while others see it as a way to earn money. With said claims, this study aims to know the satisfaction and performance of selected academic personnel in a higher educational institution in Quezon City. This is done by assessing the level of satisfaction and performance of the different categories such as *incentives and compensation, administrative support, workplace, teaching strategies and methodologies, submission of reports, and exceeding rendered time*. It also aims to determine if there is a significant relationship between the level of satisfaction and performance of the academic personnel.

The respondents are selected academic personnel of higher educational institutions in Quezon City. Through the process of purposive sampling, a total of thirty (30) instructors were selected to participate in the study. The instrument used to gather data is a survey questionnaire. The data gathered were then computed and interpreted using percentages and weighted mean.

Based on the analysis, it was discovered that most respondents *agreed* in terms of incentives and compensations, administrative support, and workplace, and *strongly agreed* regarding teaching strategies and methodologies, submission of reports, and exceeding rendered time. Respondents also encountered problems with satisfaction and performance. Additionally, the relationship between satisfaction and performance of selected academic personnel in the subject higher educational institution has a degree of freedom of 28. The t-computed value of 3.26 (p-value, 0.0310) is less than the tabular value of 2.048 with $\alpha=0.05$. Therefore, the null hypothesis was rejected.

The researchers recommend that the institution conduct quarterly evaluations to know their teaching personnel's concerns and overall well-being. It is recommended that the institution set attainable expectations for the employees. It is also recommended that these have corresponding rewards depending on the difficulty. The institution should also hire enough staff, and each task should be assigned to a specific person, allowing them to complete their tasks easily. It is recommended that the institution provide its employees with activities or programs to relieve their stress due to their workload. This may include giving them a proper day off and rewarding them once they have completed their tasks. Small things can help employees relax and continue working.

Keywords: satisfaction, performance, academic personnel. Higher education institution

Impact of Pandemic to the Teaching Performances Among Instructors in a Higher Education Institution in Quezon City

Armand Abejero, Gizelle P. Ponelas, Jessica S. Regay, Juan Carlo L. Mauro, Zsalimar A. Danday
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

In early 2020, the COVID-19 pandemic caused widespread disruptions to schools and universities. Thus, people are learning to adapt and persevere despite unexpected life changes. Remote learning, rather than face-to-face classroom instruction, is now the "new normal" in education. COVID-19 is revolutionizing schooling. Instructors across the country are attempting to accommodate socially distant and virtual students while simultaneously addressing their fears and concerns. Academic normalcy remained out of reach for instructors, students, and parents two years after the initial pandemic-induced school closures. Furthermore, by the end of 2021, schools were dealing with severe staff shortages, high absence rates, quarantines, and continuous school closures.

This study focuses on the impact of the pandemic on the teaching Performance of instructors for the 2020-2022 academic year in a higher education institution in Quezon City. The impact of the pandemic on various parts of life and the degree of performance of teachers in higher education institutions have a substantial relationship. When it comes to the impact of the pandemic on teaching performance, the teacher faces several issues. During class, the internet was slow.

This study was carried out using the INPUT-PROCESS-OUTPUT approach. The study procedure entails determining the respondents' level of performance in terms of instruction, assessment, and intervention programs, as well as the issues or challenges they confront.

Rank, frequency, percentages, weighted mean, and chi-square were used to examine the data collected. This study used a descriptive research design. The study utilised non-probability sampling to choose people of the public to participate in surveys based on their assessment.

To have more diverse training, the employee should teach for longer periods. Findings found that instructors aged 26 to 30 had the highest attendance rate. The institution should set up online learning platforms with simple access to study resources. It is recommended that the institution offer fewer extracurricular activities. This will allow instructors to have time available to each student. This is because making oneself available to speak with others has the greatest vote in terms of aspects. One of the issues experienced during online training is a slow internet connection. The instructor should have a backup internet provider as part of the recommendation. It is also recommended that the institution give the support and supply that staff needs to do their jobs consistently.

Keywords: impact of pandemic, teaching performance, instructors, higher education institution

Effectiveness of Using Technology Towards the Academic Performances of Selected 4th Year BSBA Major in Human Resource Management Students in a Higher Education Institution in Quezon City

Patricia P. Paras, Bon Josem G. Andal, Judielyn M. Bolongan, Melody G. Gallardo, Jeffrey A. Lising
Adviser: Ms. Joy Evelyn A. Ignacio, CHRA, RN, LPT, MAT

Abstract

The need to determine the effectiveness of using technology in the students' performances is very timely to be able to give needed assistance and training. There is a need to equip learners with the necessary skills and experiences that will enable them to become contributing members of the global community. Technology in education helps students attain quality education, which in return helps them pursue their life goals and future careers. Technology in education can be a tool for every student's success.

The researchers used a correlational quantitative research method in investigating and collecting information about the effectiveness of using technology on students' academic performance. To get the intended data for specific questions stated in the statement of the problem, the researcher used purposive sampling. Lastly, the researcher questionnaire was utilised to determine the general effectiveness of using technology towards the academic performances of the students.

Based on the analysis, it was discovered that most devices used in online classes are cell phones. The researchers also discovered the problems encountered by the respondents, such as experiencing poor internet connection. This is found to be the leading problem or challenge for these students. Concerns in LMS in times of answering activities, examinations, and study cause interruptions.

The assessment shows a significant relationship between using technology and academic performance. On the other hand, the researchers provided the following recommendations: 1. the researcher recommends students continue to use technology in their studies because it allows them to improve their cognitive skills, which in turn helps them improve their academic performance; 2. students must keep using cell phones in their online learning; 3. smartphone is carried on the person so it is accessible anywhere and at any time. This makes accessing learning content easy, regardless of the location or the time of day. It allows students to access the tools that expand their learning without interruption. Learning is available, literally at their fingertips.

Utilization of Augmented Application (IKEA App) as Digital Marketing

*Cristine Joy D. Barbas, Girevyl A. Gella, Cate Henriette B. Lozada, Danah Mae C. Nebit,
John Paul S. Romagoza
Adviser: Reynold R. Bangalisan, LPT*

Abstract

Augmented applications are a digital marketing strategy businesses use to allow customers to view their chosen product using their mobile phones in real time. Businesses face challenges in terms of customer acceptance as augmented applications emerge. This research aimed to determine the use of the augmented application (IKEA app) in IKEA Company's digital marketing in terms of its process, its usefulness in digital marketing, and its advantages and disadvantages. This study used the descriptive research method of design, with 30 users of an augmented application as respondents, and it used the purposive sample technique. Documentary analysis and questionnaires were used to answer the research questions, and statistical tools such as frequency and percentage, weighted mean, and ranking were used. The following conclusions were drawn from the preceding analysis and interpretations of results: the process of using the augmented application in terms of room/place scanning, selecting furniture, and purchasing was easy to use and navigate; the utilization of augmented application response as "Strongly Agree" in terms of room/place scanning, selection of furniture and purchasing, augmented application as a helpful tool in digital marketing response as to "Extremely Helpful," The advantages was it increased product information and the disadvantage was it lacks privacy and security of users data there is a proposed marketing strategies to improve the utilization of augmented application. Based on the findings, the following recommendations are made: continue to have relevant products in today's time, train each employee on how to fix bug issues in the application, and add more interesting features to increase customers' experience. The company will use the data to improve its augmented application as a digital marketing tool to maintain good customer relationships.

Keywords: augmented application, digital marketing

Utilization of Existing Institutional Marketing Strategies towards the Sustainability of Enrollment Rate at Bestlink College of the Philippines

*Christian A. Baldago, Jayson P. Dorupan, Jefferson C. Faustino, Kenji I. Lagman, Maven Leandro V. Ilagan
Adviser: Reynold R. Bangalisan, LPT*

Abstract

The transition of Bestlink College of the Philippines from a technical school to a college necessitated adopting a new name. From the initial enrollment of seven (7) students in 2002 to the current enrollment of 25,413 as of March 30, 2022, the school has experienced rapid growth. The purpose of this study was to determine the percentage status of enrollment at Bestlink College of the Philippines from 2002 to the present; the use of institutional marketing strategies such as branding, social marketing, cultural marketing, and promotional actions; and the sustainability of enrollment rate in the new normal based on institutional marketing strategies. This study utilised the descriptive research method of design with a sample of 380 first-year Bestlink College of the Philippines students, chosen using a simple random sampling technique. The instruments used are documentary analysis and a questionnaire with statistical tools such as frequency and percentage, weighted mean, and ranking.

The following findings in conclusions drawn: the status of enrollment rate at Bestlink College of the Philippines from 2002 up to the present consistently increased every academic year; the utilisation of institutional marketing strategies response as “ Strongly Agree” in terms of branding, social marketing, cultural marketing, and promotional actions there is potential sustainability of high enrollment rate in the new normal based on the utilisation of the institutional marketing strategies; and there is a proposed institutional marketing strategies model as a guide for continues growth of the institution. Based on the results presented, the following recommendations are forwarded: continue utilisation of institutional marketing tools such as word of mouth, which must attract students to enroll; otherwise, other institutional marketing tools need more utilisation to add as an ingredient to sustaining the enrollment; present on the statistical data of enrollment rate for the publicity for future reference. The data will encourage the institution to continue the eagerness to surpass the current status enrollment rate and enrich academic and non-academic activities in expanding the utilisation of marketing strategies since cultural marketing is the most utilised marketing strategy. Other marketing strategies must be utilised more to go forward in one branding and quality education consistently perform the strategies for sustainable enrollment rate.

Keywords: institutional marketing strategies, enrollment rate

COMPUTER ENGINEERING

An Automatic Mower with A Vacuum Cleaner and Disinfectant Humidifier Using Arduino And Sensors for Cleaning, Gardening, And Sanitation Services

John Paul M. Basila, John S. Gubatina, Kenn Marvin B. Loren, Jammy A. Mingote, Meljhon Andrew F. Soriano
Adviser: Engr. Reynante B. Ponay

Abstract

Nowadays, robots are commonly part of our generation. They have invented machines that can help humans do daily tasks. Most things today are probably automated. People might have invented them to accomplish many activities easily and reduce the time they spend daily. Cleaning houses and mowing the grass can be handled using this robot. It is a combination of two robotic appliances in a single robot. To increase the uniqueness of this design project, the researchers added an air humidifier for sanitizing the house using a vacuum cleaner.

The researchers used the prototype method to gather significant data to complete this study. The engineering method, also called engineering design, refers to a systematic approach to reaching the desired solution to a problem. There are six steps (or phases) taken in this study, namely: defining problem, idea, concept, planning, design, and development. The researchers evaluated all the gathered data to have a list of potential solutions and fulfill the project design's needs. After choosing a different type of solution, the researchers made a critical decision to establish the design project.

Arduino-Based RFID Door Lock Security System with Piezo Electric Sensor and GSM Module for Venezia Townhomes in Sta. Maria, Bulacan

Bryan Eric M. Giron, Radgie Charles M. Lascay, Andrealyn Reyes, Jason Lhander J. Rojas, Caelryl R. Simon
Adviser: Engr. Reynante B. Ponay

Abstract

The Arduino-based RFID Door Lock Security System with Piezoelectric Sensor and GSM Module for Venezia Town Homes in Santa Maria, Bulacan, is a digital security lock that will help minimize the crime rate index and reduce homeowners' worries.

The researchers used a quantitative survey method with a purposive sampling technique, T-test, and Likert Scale. The information acquired came from the survey questionnaire, which was used to confirm the project's accuracy. The study utilized selected thirty-two (32) homeowners and three (3) security personnel of Venezia Townhomes. Thirty-five (35) respondents were chosen for the study.

Keywords: Arduino, RFID, Door Lock, GSM Module, Piezoelectric Sensor, Security

Assistant Robotics Guide for Visually Impaired Person Using Arduino

Cherry Mae S. Amoroso, Margie B. Fabreag, Mike Daniel D. Humantoc, Roscil DL. Casiano, Rowell C. Kalaw
Adviser: Engr. Reynante B. Ponay

Abstract

Vision is one of the most crucial human senses since visually impaired people face various challenges due to their inability to move safely in varied environments. This study aims to make it easier for such people to integrate into society by offering a robotic system to help them navigate their interior surroundings. This study aims to develop a smart stick assistant with a camera that can detect and prevent blind individuals from colliding with objects. This project employs GPS for location tracking, an ultrasonic sensor for obstacle detection, and a buzzer and vibrator to alert the user to the presence of an obstacle. When the panic button is touched, the Global System for Mobile (GSM) will alert the guardian of their current location, and the RF remote will locate the blind stick. (Megha N B et al., 2019).

The researchers used the Mixed Method to collect significant data to complete this investigation. The engineering method, often known as engineering design, is a systematic approach to solving a problem. Six processes or phases are involved: defining the problem, idea, concept, plan design, and development.

Coin-Based Solar Charging Station with Security Features Using Optical Fingerprint Scanner and Solenoid Lock Chamber Box

Erwin D. Pares, Jessica J. Calamaya, Romar D. Calisan, Leonard D. Misula, Ivan Carlo G. Talap
Adviser: Rosalie R. Galang

Abstract

The Coin-Based Solar Charging Station with Security features uses an optical fingerprint scanner and solenoid lock chamber box to convert clean solar energy to electricity. Solar energy is totally free and environmentally safe. Charging stations are attractive solutions to provide easy access to people on the road. Security and the device's safety are the main issues of most people utilizing the charging station. The prototype design uses an optical fingerprint scanner as the security feature to avoid unexpected loss of a device inside the chamber box while charging.

This study is focused on conserving energy using solar panels. Converting it into energy that can be used with security features. Using an optical fingerprint scanner with a solenoid lock will assure the device's safety and avoid unexpected happenings such as theft. Battery protectors will ensure the damage from discharging, and battery drainage is also one of the benefits of this project. The researchers added an optical fingerprint scanner for security that can identify the device's owner. When the owner's fingerprint has been identified, the solenoid that keeps the user's device safe in a chamber box will automatically open. The researchers also installed an anti-theft shockwave sensor that will alarm whenever it receives enough force—adding an inverter that connects to the battery to supply a charger adapter that will provide fast charging and has 65 Watts. The researchers used the Descriptive Research Method. The proponents of this study also implemented the Engineering Methodology.

Keywords: Solar Panel, Optical Fingerprint, Scanner, Solenoid Lock, Chamber box, charging.

Design and Development of Classroom Face Recognition-Based Door Lock Using High Level Programming Languages

Bonjohn B. Quimada, Joel A. Dangani, Leo Andrew M. Reyes, Bianca M. Turing, Hilda Grace M. Rasonabe
Adviser: Engr. Mark Gerald B. Medenilla

Abstract

Face Recognition is the technique of recognizing and validating an individual's identification by looking at their face. It is used in the fields of identification and recognition. This paper outlines a strategy for integrating a student attendance system with facial recognition technology utilizing the Open Computer Vision (Open CV) algorithm. Students' attendance is traditionally taken manually using an attendance sheet provided by faculty members in class, which is time-consuming. Furthermore, verifying whether authenticated students respond in a large classroom with distributed branches is tough. The researcher used existing data, a questionnaire, and an observation device for data collection. The study focused on the respondents of the College of Arts, Science, and Engineering (CASE).

The researcher used a purposive sample under non-random sampling. According to the survey, a total of the respondents based on usability based on our survey done within 100 respondents (70%) agree with our ten questions answered, 20% sometimes, and 10% disagree with our questionnaires. The researchers showed how facial recognition may be utilized in an effective attendance system to automatically record an enrolled individual's presence within the presence venue in this study.

Keywords: Face Recognition, Detection, Recognition, OpenCV, Biometrics, Python, Raspberry Pi

Design and Development of Solar-Powered Safety Motorcycle Helmet with Voice Warning System

Jimboy P. Estil, Alexander N. Ceballos, Jerwin R. Dela Cruz, Mary Joy B. Matira, Miles T. Mimay
Adviser: Engr. Edgar D. Broncano

Abstract

The researchers designed and developed the Safety Motorcycle Helmet with Voice Warning System because of the growing number of road accidents. One of the causes of this is over-speeding. The creation of this project can help motorcycle riders to avoid accidents and to lessen the danger of overspeeding. It will also help motorists to refrain from the penalty that they may face in accidents and the penalty they may face due to overspeeding, as stated in the law.

The researchers used an iterative process, which is the practice of building, refining, and improving a project or product. An iterative development process is creating, testing, and revising until the researchers are satisfied with the result. The researchers also used quantitative methods of the researcher. The researcher attempted to get the answers to the problem mentioned above and to justify and satisfy the study's objectives.

The result of the study is based on the constructed survey questions. Under awareness, the total weighted mean is 4.6895, which strongly agrees. This implies that the respondents know the safety of using helmet sensors and following the speed limit. For effectiveness, 4.4693 was computed, which is effective because it implies that the respondents agree that road accidents can be prevented with the development of the device. For participation, 4.6886 was computed, which is strongly agree. This implies that the respondents are willing to use the device upon development.

The researchers proposed creating a solar-powered safety motorcycle helmet with a voice warning system to help motorcycle riders avoid accidents caused by overspeeding. This device can be useful to those who frequently ride motorcycles on expressways, which are accident-prone areas due to overspeeding of various vehicles, primarily motorcycles. The speedometer will detect the motorbike rider's speed, and if it exceeds the speed limit, the speech system will automatically speak three times at various speeds. On the other hand, solar panels will be utilized to harvest energy for this gadget and power it up. Based on the gathered data from the survey, the safety motorcycle helmet with a voice warning system helps motorcycle riders lessen the road accidents caused by over-speeding.

Keywords: Over-speeding, solar panel, speech system, expressways, accident-prone

Design and Development of Tri-Functional Automatic Plant Spray with Soil Moisture Sensor and GSM Module-Based Monitoring System

*Ralph Matthew M. Dela Cruz, John France R. Montañez, Sheldon Mitch P. Edillor, Menard Cary C. Reyes,
Alfrances L. Reyes*

Adviser: Engr. Mark Gerald B. Medenilla

Abstract

A plant is a living thing that grows on the earth and has a stem, leaves, and roots (Collins, n.d.). The researchers want the planters to improve their way of taking care of plants by innovating the current plant sprayer and applying the innovation to it. The study will cover the planters who assessed the plant sprayer in terms of accuracy, presentation, and materials used. The researchers are motivating future researchers to share their knowledge for better improvement on this study, using this research as their guide to accomplish this study.

Qualitative research was used. Qualitative research is collecting, analyzing, and interpreting data by observing what people do and speak. A prototyping model is an early release of a product built to test a concept or process or to act as a thing to be replicated (Pedamkar, n.d.).

Keywords: plantsman, planter, usability, functionality, reliability, innovation, and accessible

Development of An Autonomous Arduino-Based Seed Grower/Nursery for Spinach Seed

Ismael R. Onita, Dama Flor C. Castro, Leanor F. Delos Santos, Jeryl G. Generalao, Joefrey Noel
Adviser: Engr. Ralph Jake L. Pagaduan

Abstract

A seed is the most fundamental part of every plant. After fertilization, the ovules mature into seeds. To turn a seed into a new plant, it needs to undergo a fundamental process called seed germination. The seed germination process requires important factors to keep the flow of development.

Evolutionary prototyping cycle was used as a method in building and developing this project.

Keywords: Seedling, Arduino Uno, GSM Module, Seed, Seed Germination

Gesture Light-Controlled Gloves with GPS System Using Arduino for Quezon City Cyclists

Rinoa Mikaella L. Rodriguez, Rogen Mark S. Giray, Linard T. Tumbaga, Richard D. Habon, Jobert R. Salino
Adviser: Engr. Mark Gerald B. Medenilla

Abstract

This paper analyzed how a device that functions as a safety tool for cyclists in District V, Quezon City, contributes to the overall decrease in road casualties riders face. With the continuous rise in cyclists due to the pandemic, the researchers came up with this idea and set off as pioneers in creating this kind of innovation. Since there is little to no technological device that helps in road safety available in the market to date, especially in District V, the researchers decided to innovate and provide a solution through a device.

From an engineering perspective, the researchers innovated a solution to mitigate the harms bicyclists face through a device that will allow them to communicate better and safer on the road, whether they are a beginners or not. A gesture light-controlled glove with the function of giving basic road signals (left, right, stop) and GPS to track the bike's location was created and tested to see if it could resolve some issues faced by cyclists.

The results showed that the device acquired the necessary standards overall to perform its primary concepts to solve the current issue. The researchers were able to comply with the targeted goals for the device. Through structured observation and interviews, the researchers gathered data showing that the device performed its assigned functions: left, right, stop signals, and the GPS.

The researchers found that many people used bicycles in Quezon City, especially those who used bicycles as a form of transportation when going to work. Data collection was conducted in May 2022 and covered District V of Quezon City. Still, due to the ongoing pandemic, several health measures were considered to avoid being at risk of COVID-19 for both the researchers' and responders' safety.

Keywords: Gesture, Cyclists, GPS, device

Greenhouse Environment of Hydroponics System for Broccoli Using Microcontroller Unit with SMS Notification

*Jeffrey John P. Bermejo, John Lourence O. Huerto, Bernard Bryan T. Palen, Raymond M. Ubana,
Farhan G. Usman*

Adviser: Engr. Edgar D. Broncano

Abstract

This research is more effective and efficient than farming when hydroponics is implemented in the country since this can help the greenhouse effect on the environment and can persuade other farmers or non-farmers to do greenhouse gardening in their houses, yards, or outside their houses. The way the researchers conducted our project study, they acquired facts and merged ideas about the concept in this project, which can help grow broccoli inside and outside the house; each has more nutrients that can be harvested in three to four months. It can be lucrative even when they are only grown at home. It outlines the findings taken from the investigation, in which the researcher measured temperature, water level, and broccoli growth. Plants need water, sunlight, carbon dioxide, and nutrients to develop. Thus, growing plants without soil is a great approach to nurturing many food plants. In hydroponics, growers use a microcontroller to operate the electronics to manage the monitoring of plants. The respondents who were involved in the design project were the broccoli farmers. A total of 109 respondents were involved in the survey, with 69 males and 40 females.

The Study is an innovative and appropriate method of planting broccoli and other vegetables. By this design, you people know that what they have planted is healthy and nutritious because this design provided information through a text message that would help you to know that what was planted is nutritious. The components that researchers used helped to improve the design, like Arduino Microcontroller, Pump motor, Water level sensor, Moisture sensor, Temperature sensor, LCD, and Device.

Keywords: Greenhouse Environment, Hydroponics, Broccoli, Arduino, Water Level Sensor, Moisture Sensor, Temperature Sensor

Internet of Things – Anti-Theft Motorcycle with Security System and GPS Using Android Application

Bernard C. Sinot, Braian A. Casañas, Justine F. Ruiz, Ryan N. Sadio, Sophia Marie D.O Garcia
Adviser: Engr. Ralph Jake L. Pagaduan

Abstract

An anti-theft motorcycle with a security system and Android GPS is proposed to adapt the existing security system and improve some functions that are lacking in the current motorcycle security system. This modification of a security system can send an alert using the Short Message Service (SMS) to inform the user of any motorcycle tampering. Using a Node MCU will store the code and send the program to control all the components. This study uses the tilt sensor and bump switch to activate or open the device. It has a buzzer and an LED that will alert the owner of the motorcycle and an LED for signal light to determine if the device is open or not. It has an ESP32-CAM for taking a picture once the device is activated, and you can save it directly on the SD Card. It has a GPS (Global Positioning System) space-based navigation system that broadcasts accurate navigation pulses to users. It also has a Blynk Application that can track down the location of a motorcycle.

The researchers utilized the iterative method to gather significant data to complete this study. A quantitative method was also utilized to collect the data and information.

The researchers surveyed a selected thirty (30) respondents about the performance, quality structural idea, and design of the project. The researchers also used the Analysis of Variance (T-test) method to conclude the research study's hypothesis. The researchers tested a p-value of 0.50, greater than 0.69, so the hypothesis was not rejected. It was found that there is no significant difference between the assessment of the acceptability level of Internet of Things-Anti-theft Motorcycle with Security System and GPS using Android Application in terms of the variables mentioned.

Keyword: Node MCU, Tilt sensor, Buzzer, GPS, ESP32-CAM, LED, Switch

MCU-Based Trash Remover in Drainage System with Storage Garbage Monitoring

*Cesar Q. Sumagang, John Michael S. Brillantes, Jones Herry M. Cabugas, Llaneta L. Casiano, Jr.,
Jomarie T. Estrella
Adviser: Noel C. Buscagan*

Abstract

The Microcontroller Unit (MCU) Based Trash Remover is a device that can remove solid waste from the drainage system to lessen its blockage. This project helped Brgy. North Fairview Quezon City to lessen the solid waste in the drainage system that causes overflow of water in the drainage.

To develop the project, the researchers employed quantitative research through questionnaires and surveys or by manipulating pre-existing statistical data using computational techniques.

The data gathered came from the survey questionnaire to prove the accuracy of the project. The study utilized randomly selected fifty (50) respondents who live near the creek area of Metro Manila, Philippines. The researchers found that the health and safety of people near creeks are important because the project had the capability for proper waste removal, not only protecting the public but also safeguarding the environment from the harmful effects of solid waste.

The overall average of the weighted mean is four point five (4.5), a highly acceptable; therefore, it was interpreted that there is a significant relationship between the system and the security and safety of living. The researchers found out that the project is easy to use, efficient, maintainable, and with cost cost-savings.

The researchers created a device that can help those streets in Metro Manila. The device has various benefits. It removes waste from running water in drainage, and also, by using a sensor, it can detect the waste. If the device works, waste can now be removed from the drainage for the meditation of the conveyor, and the waste can be taken to the trash can. Help lessen waste in drainage by separating solid waste.

Keywords: Trash Remover, drainage system, Arduino Uno, overflow

Medicine Dispenser Machine with Database Information System for the Senior Citizens Using Arduino Uno

*Nikko F. Tambongco, John Leji M. Nicomedes, Prenzel Mar M. Dejos, Genevive A. Salcedo,
John Tiny C. Empredo
Adviser: Noel C. Buscagan*

Abstract

The researchers created a medical dispenser machine to make obtaining medications simple and quick in a smart way. Many nurses and caregivers are overloaded and fail to do their tasks, like administering medicine to older citizens in hospitals, clinics, and nursing homes. Furthermore, a great percentage of the senior population requires medication to be healthy. The researchers used an innovative design on existing ideas, concepts, and technology. Still, they added new thoughts from other technologies that work together to develop technology and deliver new ideas to a certain product.

To test the functionalities, the developers have tested the device with the help of non-functional testing methods in the categories of performance testing, security testing, usability testing, and compatibility testing. The study results are based on the findings that eighty per cent (80%) of the respondents answered that they have poor medication management of their daily prescription. Also, the other question found in their answer is that. Many senior citizens take their prescriptions incorrectly. Based on the data gathering, the reason for incorrect medication is that many nurses and caregivers are overworked and forget to accomplish other things. Based on the test for the device's functionality, some user testers found out how effective and helpful the device is to the other users.

Based on the findings, the researchers found that Senior Citizens are more likely to forget to take their pills for maintenance and medications. Without using any device, the patients struggle more in managing their medications. With the help of this Medicine Dispenser Machine, the patients will not forget to take their pills for medications.

Keywords: Servo Driver Module, Administering medicine, Dispenser Machine, Arduino UNO, Non-functional Testing Methods

Micro-Controlled Solar Powered Automatic Feeder Machine with Wi-Fi in Livestock Farm Areas

Jessa Marie A. Cañete, Neil Ivanson A. Dacallos, Mariedel L. Monton, Danica Leia A. Reyes, Lyndon D. Sapitin
Adviser: Engr. Reynante B. Ponay

Abstract

This study tested the effectiveness of a Micro-controlled solar-powered automatic feeder machine with Wi-Fi in livestock farm areas as a learning tool for farmers and farm owners in monitoring the feeding process accurately and automatically. It combines solar panels in automatic feeding systems for livestock animals, producing a machine that can operate automatically and manually as well. It has another source of energy that is eco-friendly and cost-saving. The researchers used the descriptive or survey research design for the study. A total of 12 respondents and six farm owners participated in the study. The research aims to construct and develop a micro-controlled solar-powered automatic feeder machine with Wi-Fi in livestock farm areas. The survey outcome presents that question no.3 got the highest mean of two point fifty-three (2.53) with the verbal interpretation of disagree. While question no. 4 got the highest mean of three point four (3.4) with verbal interpretation of agree.

The researchers concluded that a micro-controlled solar-powered automatic feeder machine with Wi-Fi in livestock farm areas is very helpful to farmers and farm owners when it comes to energy saving, timely monitored dispensing of the feeds and water, and can be used in advanced using Wi-Fi.

Keywords: Solar Panel, Solar Charge Controller, Ultrasonic Sensor, Servo, Water Solenoid Valve, DC to DC Converter

Miniature System of Innovated Traffic Lights Powered by Solar and Wind Energy Using Arduino System in San Jose Del Monte, Bulacan

*Jeffry Dave A. Alicco, Christian Jay M. Buen, John Matthew A. Desamparo, Ericson A. Lumbao,
Christian Paul Q. Macadat*

Adviser: Engr. Reynante B. Ponay

Abstract

Commuters and drivers must deal with traffic congestion daily. Being stopped in traffic for an hour is a big pain, and it is inconvenient for individuals who have had a long day at work and just want to relax at home, or it can break the mood of people who are anxious to be there early. Illegal parking, narrow roads, malfunctioning traffic lights, a sudden stop of vehicles due to pedestrians or a breakdown, car accidents, and a rapid increase in the density of vehicles in one road lane that traffic lights cannot react to are just some of the factors that can cause traffic congestion in the Philippines.

As the problem on the road arises, a System of Innovated Traffic Lights Powered by Solar and Wind Energy Using an Arduino System has been proposed for the San Jose Del Monte Bulacan, keeping in view the risk and time consumed in traffic. This system deals with the traffic lights system. The system will detect the density of vehicles in all the lanes, and then it will open a lane that depends on the condition met by the system. This project study aims for a better and easier control of traffic that will result in less time consumed on traffic and the risk it has. The researchers used agile methodology, a people-focused and results-focused approach to software development that respects the rapidly changing world. It is centred on adaptive planning, self-organization, and short delivery times.

Odor Detection with SMS Notification Using Arduino in the Comfort Room of Bestlink College of the Philippines

Jerelyn C. Campo, Darwin E. Buiza, Apple S. Arimbuyutan, Rosaly B. Alverne, Romer F. Aboliso
Adviser: Engr. Edgar D. Broncano

Abstract

In most comfort rooms in the country, they are sometimes seen as unclean, so they omit foul smells in their surroundings. Odour Detection with SMS Notification using Arduino in the Comfort Room of Bestlink College of the Philippines is a device that can alert or send an SMS to the cleaner if the room is unclean and causes harmful and odorous scent.

The researchers used surveys to gather data. Twenty respondents (10 students, five janitors, and five staff) participated in the study. The survey statement no. one (1) gets fifty-five per cent (55%) or 4.05 mean with verbal interpretation of frequently observed and statement no. two (2) gets the result of sixty per cent (60%) or 3.3 in mean with a verbal interpretation of sometimes observed that seeks to SOP no. three (3), which means that device can help to the utilities by alerting them in terms of immediate clean in the comfort room.

Air pollutants are mainly comprised of harmful gases. MQ-135 is a semiconductor base gas sensor capable of detecting such things as NH₄, NH₃, or ammonia that occur naturally and are produced by human activity. Bacteria found in the intestines can produce this and go through ambient air.

The researchers found that air pollution is increasing due to the number and monitoring of human activities, which is vital to the relaxation of some measures to control it. The study used a low-cost and low-power sensor to monitor the air quality and alert the utility personnel, especially in the comfort room of Bestlink College of the Philippines.

Keywords: Air pollutants, MQ-135, NH₄, NH₃, Odor, Sensor, Arduino, Ammonia, Bacteria

Parking Lot Security Tracking Device at Bestlink College of the Philippines MV Campus Using Arduino and Tracking Pad

*Analyn A. Butlig, James C. Bustamante, John Alfred E. Vinegas, Mark Joloh C. Rejano, Trisha Anne Figueroa
Adviser: Noel C. Buscagan*

Abstract

There are a lot of issues regarding parking in every campus of universities and colleges. Those issues are also visible in Bestlink College of the Philippines MV Campus. To contribute a solution to those issues, the researchers propose a project design parking lot tracking device at Bestlink College of the Philippines MV Campus using Arduino and a tracking pad. This project is bound to improve the monitoring and management system of the MV Campus parking lot.

The researchers will use data collection and analysis using a descriptive study methodology. Survey research, which is classified as quantitative research, uses questionnaires to collect information on various topics. The researchers will conduct an online survey to collect data from 20 respondents.

Therefore, on the result collected from the data, the researchers conclude that the parking lot security tracking device at Bestlink College of the Philippines MV Campus using Arduino and a tracking pad would be a great device and a useful system to have in Bestlink College of the Philippines MV Campus for the students, campus personnel and visitor. The project design impacted the vehicle owners, for it will be a token of assurance for the safety of their vehicles, and the project would be beneficial for school parking lot campuses.

In this project, parking users can see how technologies can enhance space monitoring and security. It ensured the accuracy of car counting space saving and created a more organized parking lot for campus personnel and students. It is assumed that there will be an effect in enhancing the parking lot management by adding a tracking device in the vehicle monitoring system. The research prototype design materials include an Arduino Uno, servo motor, 16x2 LCD, and IR proximity sensor. These are the inputs to process our output, the parking lot security tracking device.

Keywords: Arduino Uno, IR Sensor, Servo Motor, Tracking Pad, and 16x2 LCD i2c

RFID-Based Contact Tracing Information System of the Bestlink College of the Philippines Using Arduino Program

Damae Jean C. Diaz, John Llyod G. Espiritu, Ma. Angelica D. Laxa, Jodel C. Roco, John Francis R. Salazar
Adviser: Engr. Ralph Jake L. Pagaduan

Abstract

The RFID-based Contact Tracing Information System in Bestlink College of the Philippines using the Arduino Program is a system that gathers data on the person suspected of being exposed to COVID-19. This project will improve the legitimacy and security of the school.

To develop the project, the researchers employed a quantitative survey method emphasising objective measurement and statistical, mathematical, or numerical analysis data obtained from questionnaires and surveys or modifying pre-existing statistical data utilising procedures. The data gathered came from the survey questionnaire to prove the accuracy of the project. The study randomly selected 80 students of the Bestlink College of the Philippines to participate.

Keywords: Contact Tracing, Covid-19, Arduino Uno, RFID, temperature

RFID-Based Student Attendance Monitoring System with SMS Notification Using Arduino for Bestlink College of the Philippines

*Clezel H. Nueva, Fred Michael J. Tapic, Ibhan T. Pineda, John Kenneth T. Melendrez, Paulo C. Jimena,
Rizaldy J. Alquiza*

Adviser: Engr. Ralph Jake L. Pagaduan

Abstract

RFID-based student attendance monitoring system with SMS notification is a technique used to get students' attendance easily, which is very beneficial to the teachers or instructors and parents whenever they want to monitor the attendance of their children in school. Based on the survey results, students, parents, and teachers are pleased to have this new attendance system with SMS notifications. The project was developed using Microsoft SQL and Vb.net to design a software application. The prototype is made with Arduino Uno and an RFID scanner; students' attendance will be registered by tapping it on the device and sending an SMS directly to the parents. The parents then can easily monitor their children by receiving SMS from RFID monitoring attendance.

The researchers used agile methods to build prototypes and software applications. An SMS API is a gateway for all messages sent to the contact numbers of parents, students, and teachers; however, it requires an internet connection to work and connect to the software. The researchers have concluded that by employing RFID and a software application, teachers can easily monitor their students, and it will assure parents that their children are safe inside the school campus. The researchers tested that an RFID-based attendance monitoring system with SMS notification using Arduino is effective at Bestlink College of the Philippines.

Keywords: RFID, Microsoft SQL, Arduino Uno, SMS, SMS gateway (API), Vb.net

Semi-Autonomous Hexacopter Rotor Multi-Purpose Drone Using Ardupilot

John Paul A. Cadiente, Angelo A. Ambong, Christopher P. Cabanacan, Mohaimen H. Lumna, Jeric R. Tapeon
Adviser: Engr. Reynante B. Ponay

Abstract

Accessibility of drones also called uncrewed aerial vehicles (UAV), is rising significantly, and many of the most dangerous and high-paying jobs within the commercial sector are already displaced by drone technology. Therefore, the researcher proposed a semi-autonomous hexacopter rotor multi-purpose drone using an Ardupilot to overcome the limitation of utilising the different applications in a drone.

The researchers utilised the Engineering Design Process to gather significant data to complete this study. The engineering method, also called engineering design, refers to a systematic approach to reaching the desired solution to a problem. There are five steps (or phases): define problem, idea, concept, planning design, and development.

The researcher developed a prototype to illustrate the infrastructure of project design. Also, they make a critical decision to establish some of the factors that will affect the design of drones. The prototype, designed with a hexacopter rotor, gives more powerlifting force to carry different objects according to their functionality. It also consists of a detachable tray in the bottom part of the project design to serve as removable gear.

Semi-Autonomous Remote-Control Car Infused with Raspberry Pi for Duct System Inspection

Judie C. Samson, Jericho I. Lucibar, Patricia O. Galvez, Michelle Perez
Adviser: Rosalie R. Galang

Abstract

Many sectors in the industry inspect air flow inside and outside of the building and are required to inspect and clean the air flow passage to ensure its safety for its users inside the building. Inspection of the duct system or HVAC system is often needed, and sometimes inspecting this type of system can be dangerous for such inspector going inside to visually check if there is any leakage inside for that introducing UGV such as wireless RC Car that will travel inside and leakage inside and sent to the operator.

The proponents used the engineering design process to track the research from the background research of the main problem to designing and finalizing the prototype and ensuring that all of its problems stated will meet the requirements to solve. Using RC cars and companion computers to navigate and analyze inside of the duct system and to control the direction, motor speed, sensors, and other things will be using the proponent use microcontroller. Along with traveling inside the duct, the system will report leakage found and send information such as location, temperature, visual temperature, and visual image to the operator. With the process of automation of the RC car, it can help navigate autonomously without human intervention.

The time, speed, and accuracy of the project proved that leaks in the duct system could be detected quickly. The RC car will make you secure from risks and could be beneficial to lessen the cost. The outcome of the completed study is a satisfactory result based on a survey form conducted by the researchers. This project will produce an RC car and a build guide for future students to replicate the procedure.

Keywords: Inspection, RC Car, Duct System, UGV, HVAC Syste

Smart Automated Door Lock Using Fingerprint Scanner and Facial Recognition with Motion Sensor Thief Trap System and SMS Notification

*Diobelle D. Belleza, Mary Ann F. Boysillo, John Michael B. Blacer, Jeric P. Magarso, Jhon Robert B. Sampang,
Jomar P. Caelo*
Adviser: Noel C. Buscagan

Abstract

These days, people worldwide are concerned about the security of their houses. As a result, the importance of security has grown. It is really important in everyone's life and assets. Robberies continue to occur even when mechanical locks are used due to the ease with which these locks can be broken. As a result, creating locks that are tough to break is critical.

The results of the study in terms of reliability, efficiency, and features of the smart door locks showed that a smart door lock is an effective tool for safe security, as assessed by the respondents. Face recognition and fingerprint scanners both help as a security tool.

Quantitative research was used as a research design for this study. Using the study instrument, a survey questionnaire, the researchers surveyed to determine the respondents' perceptions of existing smart door locks regarding their reliability, efficiency, and features. The research focused on the way householders should strengthen their security. A descriptive quantitative analysis method was used to conduct this research and obtain the precise data the researchers required. The researchers surveyed the respondents, which led to the study's conclusion. In terms of reliability, the user can trust the researchers' creation because of the characteristics that assist them in maintaining home security. The users can trust the components that the researchers employed. In terms of efficiency, it is completely secure, and less maintenance is required because the system works well. For coding, the researchers utilized the Arduino IDE, and for project development, the researchers used the Fritzing tool. The prototype was built using these applications as the resources. Regarding features, the researchers have an R307 fingerprint module, keypad, esp32 CAM for facial recognition, 800L GSM module for SMS notification, and the PIR motion sensor for the thief trap.

Keywords: Security, Mechanical Locks, door lock, fingerprint, face recognition, SMS Notification

Smart Safety Glasses for Driver Using Arduino

Mark Anthony C. Gandia, Mark D. Aducal, Joselito A. Garrido, John Raymond O. Tambago, Ariel T. Yanson
Adviser: Rosalie R. Galang

Abstract

This study focused on developing smart safety glasses for drivers using Arduino. Accidents happen anytime and anywhere, and road accidents are increasingly common with an increase in the number of vehicles on the road. One of the reasons for road accidents is falling asleep while driving. The study aims to develop a device that can reduce and prevent road accidents, particularly when the driver of the car falls asleep while driving. The device will wake the driver with an alarm when the driver has dozed.

The researchers used prototyping methodology to develop smart safety glasses to achieve the objectives and goal of this study. It represents the visualization of proponents' ideas and allows the user to test the ideas directly with users before developing the product. Requirements, quick design, building prototype, feedback, refining prototype, and implementing product are the six engagement phases used for prototyping methods to develop the device.

Smart safety glasses can detect the blinking of eyes within 1-second close, and the alarm buzzer and vibrator are triggered through the IR sensor. The alarm stopped when the eyes opened before 3 seconds. The car started slowing down whenever the device alarm for 3 seconds, and the car stopped after 8 seconds. When the device was alarmed for 30 seconds, the location of the car was sent to the emergency registered number.

The study concludes that smart safety glasses can help reduce road accidents caused by falling asleep using features that can wake the driver and warn the other drivers on the road through rear lights while the car is slowing down. Eventually, the car will stop if the driver completely falls asleep.

Keywords: Smart Safety Glasses, Arduino, detect eye blinking, alarm, stop the car, and send location

Solar Panel-Based Scheduling for Streetlighting with Microcontroller and Sensor Device Using Arduino in Brgy. Kaypian San Jose Del Monte, Bulacan

*Cristhine A. Antolo, Veejay D. Ben, Ma. Jessa D. Bibonia, Mar Jon J. Castillo, Jomar T. Osias
Adviser: Engr. Reynante B. Ponay*

Abstract

Electricity made a great impact on our world since it was discovered. Electricity can come from many sources, such as thermal energy, kinetic energy, solar energy, and more by energy conversion. Energy conversion is the process of changing one form of energy to another form of energy.

The main source of electricity as of now is coal, an example of nonrenewable energy. Solar energy, the primary source of renewable energy on the earth, is considered a better choice as a source of electricity because, as stated, it is renewable. Solar energy is utilised for streetlights, but most still run on electric energy.

The main duties, challenges, and issues are listed. The functioning concepts are explained in detail. Throughout the project, checkpoints are also established. The prototype used experimental design to formulate and end with a functional project. Experimental design is defined as a method of research in the social sciences in which a controlled experiment factor is subjected to special treatment for comparison with a factor kept constant to develop a solar-panel-based scheduling for street lighting with microcontroller and sensor device using Arduino.

Student Attendance Fingerprint Using Arduino in Bestlink College of the Philippines

*Renalyn C. De Jesus, Ellen Lazo, Lino C. Sola, Jerhome C. Villarubi
Adviser: Engr. Ralph Jake L. Pagaduan*

Abstract

The researchers designed and developed the student attendance fingerprint using Arduino in Bestlink College of the Philippines to reduce the time-consuming tracking and monitoring of student attendance. One of the most important tasks in the classroom is checking attendance to monitor the students inside the class. The creation of this project will help the teachers/faculty staff and administrators to easily record class attendance without calling each student's name and also to monitor their performances.

The researchers also used a descriptive survey questionnaire in which they provided an online survey questionnaire to collect the necessary data that helped determine the existing student attendance fingerprint using Arduino in Bestlink College of the Philippines.

The study's findings, as acquired from the survey questionnaires, under the existing student attendance fingerprint using Arduino in Bestlink College of the Philippines with a weighted mean of 3.39, were interpreted as very good. For the security indicator, a weighted mean of 3.53 was interpreted as excellent, and the reliability indicator acquired a weighted mean of 3.33, interpreted as very good. Lastly, the efficiency indicator acquired a weighted mean of 3.3, interpreted as very good.

The researchers created student attendance fingerprints using Arduino in Bestlink College of the Philippines to help administrators, faculty, and students eliminate the hassle of checking the class attendance one by one and have more time for learning. This technology will gather accurate information, check attendance easily, and monitor the students and their class performance. Based on the gathered data from the survey questionnaire of student attendance fingerprint using Arduino in Bestlink College of the Philippines, the existence of this design project will be helpful to lessen the time-consuming task of checking class attendance.

Keywords: Arduino, Fingerprint, Experimental, Descriptive, Tracking, Questionnaire

The Development of Home Automation with Anti-Electricity Theft Detection System

Allen Paul G. Bondad, John Paul B. Combong, Jessie M. Mariano, Norelyn Pedrera, Gerald R. Tonel
Adviser: Engr. Mark Gerald B. Medenilla

Abstract

Television and other electrical devices have remote controls, which has made their lives much easier. The study aims to build a home automation system with an electricity theft detection system that can provide excellent quality while preserving desired control over home appliances and human presence.

The researchers employed quantitative research to develop the project, and proponents should follow the SDLC prototyping process. It also comprises the research instruments used for data collecting, the validity and reliability of the instruments, data analysis methodologies and processes, and ethical concerns applied in data gathering.

Keywords: Electricity usage, Electricity Theft Detection System, Home Automation

The Development of Smart Bin Segregator System for Pet Bottles and Tin Cans Using Arduino with Charging Station Powered by Solar Panel for Bestlink College of the Philippines

*Geoffrey S. Ramos, Basilio Bugtong, Maria Edwina G. Momoracion, John Rex L. Resurreccion,
John David A. Valencia
Adviser: Rosalie R. Galang*

Abstract

The Smart Bin Segregator System using Arduino Uno with a charging station powered by a Solar panel is used for the segregation of the two kinds of waste materials that can be recycled: plastic bottles and tin cans with 2 minute interval time of charging that applies technology and its current trend to solid waste management to help the community for proper waste segregation and that will also help them save energy.

The methodology used in this study is the sprint method, which is a time-boxed iteration of continuous development. Within a sprint, the team must complete the planned amount of work and be ready for review. It has six phases: understand, define, sketch, decide, prototype, and validate. The online survey results Slovin's formula has been used to calculate the sample size to achieve a certain confidence interval when sampling an assumed population of hundred (100) respondents. The system device comprises a capacitive proximity, ultrasonic sensor, DIY weight sensor, solar panel, lead-acid battery, an inverter, lead-acid battery, servo motor, and Arduino Uno, which controls the whole system operation.

The researchers concluded that this smart bin segregator system for pet plastic bottles and tin cans using Arduino Uno with a charging station powered by solar panels for Bestlink College of the Philippines would greatly help the school community. A Smart bin is indeed usable, for it could help the institution with proper waste management. This project design also significantly impacts the users of tin cans, and they will be able to see how it works due to the acrylic glass design.

Keywords: Arduino Uno, Ultrasonic sensor, buzzer, capacitive proximity sensor, solar panel, lead-acid battery, servo motor, inverter

The Development of Solar-Based Garbage Segregation System Using Arduino Onsite of Barangay 176 Phase 9A Powerline Bagong Silang, Caloocan City

Chelsea C. Castilo, Alessandra A. Teves, Bridget C. Relos, Maenard G. Verdadero, Melchezidek I. Dela Cruz
Adviser: Rosalie R. Galang

Abstract

Keeping communities clean is becoming increasingly important as technology advances in countries. With the help of technological advancements in all fields and automated segregation methods, it is possible to prevent garbage from piling up. The garbage generated is massive, and the manual labour required to process it is time-consuming. Waste must be systematically regulated to ensure the profitability of the environment.

This study used the software development life cycle (SDLC) waterfall model methodology, which includes requirement gathering and analysis, system design, implementation, integration and testing, system deployment, and maintenance, to demonstrate a step-by-step process for achieving the desired problem solution.

The researchers surveyed twenty (20) respondents, including ten (10) utility workers and ten (10) barangay officials. Based on the survey results, the researcher concluded that implementing a solar-based garbage segregation system can reduce waste segregation time and worker hazards. It has also received an 85% approval rating from utility workers and barangay officials.

This research aims to find a solution to the main problem of improper waste segregation in the selected barangay. This work has a higher potential for waste recovery and reduces occupational hazards for waste separation workers. The researchers proposed a solar-based garbage segregation system using Arduino to implement a waste disposal solution by outfitting a conveyor belt with sensors such as the proximity sensor, ultrasonic sensor, and soil moisture sensor, which detect incoming garbage and activate the servo motor, which classifies it as metal, plastic, or organic waste and deposits it in the appropriate bin. A buzzer, an LCD module, and LED lights are installed to monitor the garbage segregation process.

Keywords: Arduino, Servo Motor, Proximity Sensor, Ultrasonic Sensor, Soil Moisture Sensor, Solar-Based, LCD Module

The Development of Water Filtering with Digital Monitoring System Together with Cloud System and Hot-Cold Process Using Thermoelectric Module System II

Ferdinand Dello, Jaypee Castro, Hezam R. Bongaros, Joshkile Gementiza, James Carl Manio
Adviser: Noel C. Buscagan

Abstract

One of the common health issues people experience worldwide is unexpectedly drinking contaminated water that threatens people's health, like dehydration and diarrhea. The researchers conducted this research to spread public awareness regarding the possible cause of unsafe water. We develop smart water quality monitoring using IOT technology so that the user can monitor the water quality without human intervention.

Quantitative research was used as a research design for the study. Using the instrument of the study, a survey questionnaire, the researchers surveyed to determine the respondents' perceptions of the existing water filter process in terms of their reliability.

The result of this study in terms of reliability, efficiency, and security of developing a water filtering process together with a cloud system and hot and cold water using thermoelectric module system II was for the safety of the respondents/ users to produce clean, safe drinking water.

This research aimed to remove particulate and other matter concentrations, including suspended particles, parasites, and bacteria, and remove water contaminants to produce safe and clean water for better, healthy, and safe drinking water. This research also presented water quality monitoring using IOT technology. The system can be monitored from a PC using a Thingspeak platform, and it is low in cost and does not require people on duty. It provides quick and easy monitoring of pH value and tank storage to maintain clean water continuously. With fast feedback, the researchers' technology makes water quality monitoring more convenient and reliable. The researchers can guarantee a safe method of drinking water using water filtration such as sediment filter, carbon filter, NF membrane, and UV sterilizer light. Besides water filtration, users are guaranteed the safety of the water using electronic components such as pH sensors and DS18B20 with the help of Arduino, an open-source electronics platform based on easy-to-use hardware and software. Using the electronic components can guarantee the safety of the water by monitoring the pH value "water quality". The combination of water filtration and electronics components can ensure the water you consume has a better taste and smell, removes bad bacteria, and provides necessary vitamins and minerals.

Keywords: IOT technology, human intervention, Thingspeak platform, filter process

The Significance of Using IOT Gas Leakage Detector and Warning Generator Using Arduino Uno and GSM Module with SMS

Airis C. Luangco, Hentol T. Toledo, Ivy P. Caldito, Christian DM. Rilloma, Harzel J. Mingote
Adviser: Engr. Reynante B. Ponay

Abstract

A gas detector sends an alarm to operators where a leak is, allowing them to leave. This type of device is important because some gases harm humans and animals. Gas detectors can detect explosive, flammable, toxic gases and oxygen depletion.

The research collected data from interviews and questionnaire surveys using Google Forms and on-site visits.

Most respondents agreed with the significance of using a gas leakage detector and that it should be implemented in Brgy. LPG is a frequent contributor to fires that claim lives and property. Therefore, preventative and security measures are needed to reduce the risks. Through technological developments, this work proposes a smart fire alarm and gas leak detector using Arduino and GSM-based modules. This tool has MQ3, SIM900a, DC Fan, LCD 20x4, GPS, and a buzzer. In an embedded device, which can convert the input data received from the sensor, the system works to detect propane, alcohol, smoke, and butane gas and then displays a message on a 20x4 LCD. The system also sends an alarm (SMS) to the registered mobile phone number. In addition to the ability to send SMS, the system also emits a sound generated by a buzzer to alert the home's residents. And a DC fan that can eliminate the surrounding gas leakage. Tests show that the system was working as intended. Given the number of incidents that have occurred due to gas leakage and the number of people who have died or been hospitalized due to gas explosions or methane pollution, the researchers are studying this research project to prevent similar incidents from occurring in the future. Because this project can detect any type of gas leak like methane, propane, butane, smoke, and alcohol, it can alert us using the buzzer and the SMS whenever there is a gas leak, and we will not be confused or concerned because there is an exhaust fan that will remove the excess gas from the atmosphere.

Universal RFID in School Management System Limited to Student Accessed Facilities Using Visual Basic Programming Language at CASE Department of Bestlink College of the Philippines Inc.

*Edmond John Buyuccan, Emilio M. Guevara, Jun Cedric R. Montoya, Justin Shane P. Ongue,
Justine Mae C. Yepes
Adviser: Engr. Edgar D. Broncano*

Abstract

A logbook is usually used to record borrowers or users who come in and out of the area in the College of Arts, Science and Engineering (CASE) Department facilities of Bestlink College of the Philippines. Radio Frequency Identification (RFID) is the non-contact wireless data transfer using radio frequency waves that allows for identification at a distance. This study focuses on implementing Universal RFID in a school management system limited to student access facilities, and it is intended to solve key issues in monitoring objects and equipment within the laboratories.

This research used a qualitative approach to explore and provide deeper insights into the project and used a diagnostic research design to understand difficulties in the CASE Department and investigate the cause of a certain event to obtain information and create a possible solution for that event. This study also employs a developmental research design as a systematic study of designing, developing, and evaluating instructional programs, processes, and products that must meet internal consistency and effectiveness criteria. To demonstrate how closely software follows the design, we use ISO 25010 Systems and software quality requirements and evaluation, which specifies both software product quality and software quality in use, as well as practical recommendations on how to use the quality models.

Based on observation and testing, the software appears to be of high quality in terms of effectiveness, efficiency, durability, maintainability, reliability, usability, functionality, portability, compatibility, and security. The software and the hardware are working properly, with no lags, delays, signal distortion, or errors. Furthermore, even when issues develop, all the data may be saved in the database and printed in hard copy at any time.

The project is highly effective in monitoring variables such as teachers, students, and objects. Implementing this innovation would have a tremendous impact on our department's school administration system and provide insight into how RFID can make monitoring, tracking, and recording much easier for other departments.

CRIMINOLOGY

A Study of Electronic Dalaw Implemented by the Bureau of Jail Management and Penology in Caloocan City

*Leonard John D. Dela Cruz, Christian Joshua H. Carlos, Jezrel Ian A. Delos Santos, Diosdado D. Miole, Jr.,
Neil Bryan O. Tarrago*

Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

During the pandemic in Caloocan City Jail, the electronic dalaw service is an alternative to the traditional face-to-face visitation between PDL and respective families. Implementing E-Dalaw helped Bilibid prisoners communicate with their families during their incarceration. This reformation program acted as a way for inmates to strengthen relations with family locally or abroad through video calls upon their release from prison. Resuello and Tatlonghari surveyed the users of e-dalaw and gained positive feedback, suggesting overall satisfaction in using the system.

This study uses a descriptive method of research with correlation analysis. The researchers conducted quantitative research since the study deals with statistical measurements and the best approach for the study.

The researchers interviewed the PDL and Jail officers inside Caloocan City Jail using a survey questionnaire to gather information from the respondents.

The study concluded that based on the demographic profile of the two groups of respondents' PDL and Jail officers at Caloocan City Jail, the majority of the respondents were 50 and above. Most were at the high school level with a frequency of 9, equivalent to 18 percent each.

The study's findings show the implementation, scope, and limitations of the e-dalaw implemented in Caloocan City Jail. As attested by the group respondents on the perception of the opportunities given, Caloocan City Jail must provide a stable connection to the internet, computer, and e-tawag for PDL and Jail Officers so they have easy access to their loved ones. And monitor and minimize the risk of smuggling illegal contraband. The effectiveness of the e-dalaw implemented in Caloocan City Jail, PDL overcame their longingness with their family following the e-dalaw implementation. The effectiveness of the finding lessened the risk of violating health protocols and the risk of smuggling illegal activities.

Application of Barangay Crime Prevention Programs in Commonwealth, Quezon City

Alfred B. Amar, Saturnino L. Gonzaga, Jr., Joshua Miller M. Rosales, Khey C. Soloveres, Jerico M. Valmonte
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

The researchers chose this study on the application of the barangay crime prevention programs for Brgy. Commonwealth, this research shall be a basis for studies for other barangays in Quezon City with the same volume, condition, and characteristics of residents. Also, the study is expected to be a basis for reference in future studies relating to the effectiveness of the programs that are implemented as well as those that are lacking and need to be implemented in the Barangay.

The term descriptive research refers to the type of research questions, design, and data analysis that may be applied to a given topic. The researchers aimed to employ these methods to describe the nature of the situation as it exists in the real world and explore the cause of the particular phenomenon. The researchers asked for an endorsement letter from the Dean of the Criminology Department and then asked for permission from the Barangay Chairman of the Commonwealth to conduct the study prior to the distribution of questionnaires.

A permitted questionnaire by the adviser will be administered to the twenty (20) barangay officials and twenty (20) purok leaders as respondents who assess the problems and propose solutions. After the administration and retrieval of the accomplished questionnaires, the gathered data are collated, tabulated, and tallied for the application of a percentage method, weighted mean, Likert scale, and ranking to analyse the present data.

The study concluded that based on the demographic profile of the respondents, the majority of the barangay officials were 34-41 years old, while half of the purok leaders were 42-50 years old. The effectiveness of personnel, equipment, and techniques was regarded as “effective.” Problems encountered by the respondents were regarded as “serious.” The measures and solutions proposed to address the problems encountered were “highly recommended.” They recommend additional standard equipment from the higher local government offices to help protect the barangay tanod and citizens against any encounters.

Barangay Implementation of Health Protocols in the Amidst of COVID-19 in Canumay East Valenzuela City

Robelle G. Umayan, Marlon B. Maylon Jr., Zaldy F. Morillo, Eliel E. Rafols, Jeson L. Quillo
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

It has been about one and a half years since the Coronavirus (COVID-19), an infectious disease caused by the SARS-CoV-2 virus, became a pandemic. People infected with the virus experience mild to moderate respiratory illness and recover without special treatment. Some, however, become seriously ill and require medical attention. The first case was discovered in Wuhan, China, in December 2019. Symptoms vary, but fever, cough, headache, fatigue, breathing difficulties, and loss of smell and taste are often just a few. These symptoms last from a day up to fourteen days after exposure to the virus.

In Barangay Canumay East, Valenzuela City, a need to mitigate the health protocols is critical. Barangay Officials need to coordinate with the Mayor's Office and the PNP to ensure that health protocols are aligned with the AITF, DOH, and WHO, ensuring that standards are met and all guidelines are followed accordingly. To assess the condition and challenges encountered by the barangay constituents, a study on implementing health protocols amidst the COVID-19 pandemic in Canumay East Valenzuela City was conducted.

The study made use of the descriptive method of research. The survey questionnaires are the main instruments for this, which are designed to have information about the barangay in the implementation of health protocols amidst COVID-19 in Canumay East, Valenzuela City, in terms of barangay personnel, operations, and equipment, as well as the problems encountered and the proposed measures. The researchers will hand out a questionnaire to the respondents. The assurance of cooperation of the respondents will be asked, too. The answered questionnaires will be retrieved after a day.

Capability in the Preservation of Peace and Order by the Barangay Sta. Monica: Basis for Improved Crime Prevention Programs

Jaysar J. Bueno, Randolph Rellora, Robert Justin Abapo, Rogelio Fabian, Jarriel Gabriel
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

The researchers focused on the existing programs implemented by the barangay and the personnel and people, ensuring these programs are rolled out accordingly. The research also aims to identify challenges in implementing these programs and provide possible solutions and interventions. The researchers used the descriptive method to gather data and information to finish the study. The gathering of data and information were recorded, analysed, and evaluated. The researchers used statistical techniques and methods like percentage and frequency distribution, weighted mean, ranking, and Likert scale to determine the result. These techniques and methods were used to determine the capability of the Barangay Sta to preserve peace and order. Monica in Quezon City. The researchers analysed the data through tabulation, analysis, and interpretation. Based on the findings, most of the respondents (barangay officials) were 50, while most residents were 26-33. The preservation of peace and order in the area was regarded as “agree.” The problems that affected Barangay Sta's capability of the barangay to preserve peace and order were regarded as “very serious.” The measures or solutions proposed to address the problems encountered were “highly recommended.” The researchers recommend continuously improving the preservation of peace and order, such as appropriate equipment and training for personnel to enable first aid and additional mobile patrol units and equipment for more effective peace and order programs.

Community Crimes Encountered by Barangay Official in Bagong Silangan, Quezon City

John Briann A. Bacus, Ariel Javier, Leoneil F. Sabado, Aldrin M. Sangrones
Adviser: Dr. Myrna S. Cuntapay

Abstract

Before governments can respond fully to crime threats, they must have a broad understanding of the situation. The government, particularly crime prevention planners, must be informed of accompaniment factors in committing crimes and other important data to address the problem responsively. The same procedures also apply in small communities. Barangay officials are responsible for keeping their community at peace and crime-free. Hence, these days, communities face a severe crisis that hardly affects individuals' lives. The impact of the COVID-19 pandemic is drastically changing people's lives. The barangay officers of Bagong Silangan Quezon City are being challenged and have to think rationally during this pandemic. They must exert a double effort on their job they needed to maintain peace and order in their community and to sustain the needs of every individual residing therein so that it can eliminate the community crimes that may arise in these trying times. This pandemic has brought extreme grief, isolation, loss of income, and fear, which triggers mental health conditions in individuals. Many people may face increased levels of alcohol, cigarettes, and drug use, which can indicate crime perpetration. Left with no choice, people started to do misdeeds. For this reason, the researchers conducted this research to help the current and future barangay officials effectively manage the crime rates in their respective communities.

The researchers used the descriptive method to determine the community's perception of the response to the community crimes encountered by the Barangay officials of Barangay Bagong Silangan Quezon City during the pandemic.

The researchers interviewed the barangay officials of Bagong Silangan Quezon City using questionnaires. The results show that barangay officials ensure that everyone wears a facemask in public places during the effectiveness of the community quarantine to prevent the spreading of COVID-19. Moreover, abuse was the highest reported crime in the barangay, whereas illegal use of insignia is the highest reported felony. Furthermore, the barangay officials controlled peace and order by protecting property and lives to prevent detection of crime and performance of other services. Increased working hours are one of the challenges barangay officials face during this pandemic. The respondents highly recommend the researchers' proposals to help maintain and control the crimes encountered by the barangay officials.

Crime Prevention Program in Resident of Brgy. 164 Talipapa in Caloocan City Amid COVID-19 Pandemic

Jenny Rose F. Acebuche, Mary Grace O. Brillante, Jacklyn G. Caindoc, Norielyn B. Corrales, Chris Niña Loteria
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

The researchers conducted this study to determine if the crime prevention program implemented by Barangay 164 – Talipapa, Caloocan City, can be used to face the problem of crime during the pandemic. As Michael Tonry and David Farrington (1995) described, crime prevention programs refer to traditional deterrent, incapacitative, and rehabilitative strategies operated by law enforcement and criminal justice system agencies. Crime will not be eradicated in society, but it will be reduced through implementing a crime prevention program employing law enforcement and local government in the community.

The researchers used the descriptive method with the aid of statistical methods. The researchers use this method to get information by interviewing and conducting survey questionnaires. The researchers conducted a survey questionnaire and interviewed 20 respondents, ten barangay officials and ten police officers employed in the said barangay.

Most respondents were 26-50 years old and male, which shows that the police force is male-dominated. The implementation, LGU, and community support were regarded as “very effective.” Results show that the crime rate during the pandemic decreased, while the problems that affected the crime prevention program were regarded as “serious.” Lastly, the measures proposed to address the problems encountered were “highly recommended.”

The researchers recommend the strict implementation of a curfew and requesting the city government for frequent checks by the police and barangay personnel, increase police or barangay visibility in crime-prone areas, and invite police community affairs and development groups to collaborate with the barangay unit for crime prevention.

Crime Prevention Strategies of Police Community Relation in Sampaguita St., Barangay Pasong Putik Proper, Quezon City

Elmer B. Dorado, John Kenneth Fajiculay, Diorico G. Gaditano, Jr., Ramon Jose D. Tan, Rustie L. Lariba
Adviser: Dr. Myrna S. Cuntapay

Abstract

Crime is an act or omission that society deems as deserving of punishment. Police-community relations is a slowly evolving policing system that is being adopted by police organisations worldwide. This policing system can be equated with diplomacy such that even the subjects of policing actions view the system as the most acceptable form of police-community interaction to ferret out crimes, ensure public safety, or maintain peace and order. The police in Station 16, Barangay Pasong Putik, maintain peace and order in their jurisdiction. They also enhance community and citizen participation in support of the operational plans of the Philippine National Police. This is one of the pieces of information we gathered and gave reason for us to investigate how the police community relation strategies prevent crime.

The researchers used the quantitative method and interviewed police officers in the station and the Pasong Putik community. Written responses were given to prepare justifying questions for the respondents to reply. The police were also pleased with the justifying questions in our survey questionnaire obtained in the 2012 PCR manual. The researchers also put questions that the respondents can easily read and understand to make it easier for them to answer.

Majority of the respondents were 23-41 years old and college graduates. The police officers are more knowledgeable in organisational transformation, community partnership, and shared problem-solving than the community. The problem encountered by police officers is people who do not follow health protocols during the pandemic. Patrolling during curfew hours and conducting checkpoints in areas often scenes of crime are regarded as the most effective ways to prevent and control crime. The crisis faced by police officers is the “lack of exercise due to insufficient rest day,” which is one of the reasons police officers become overweight.

The study recommends that police officers need more equipment like body cameras and teaser guns to prevent arrested persons' deaths and document what happens to a police officer. The police officers should take more rest days and spend more time with families to keep their health.

Effectiveness of Security in the Implementation of Health Protocols at SSS Main Office in Quezon City

Lalaguna Nover Jr., Rolando Canlas, Ron Bryan Fumar, Jose Emmanuel Miranda, Lemel Pineda
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

"Security is not a product but a process." This is a quotation by Bruce Schneier for an IT concept, but its meaning applies to all situations or instances where danger is present. The need to put the processes in place through planning and preparation is vital to security in every society, organisation, or system. In implementing the health protocols during the COVID-19 pandemic, many states, cities, or barangays are challenged with ensuring that health protocol procedures are followed while security is maintained. Security, impacted by the pandemic, is crucial to combat the unrest, chaos, and terror experienced in many places. The pandemic has stirred fear in many people's perceptions and ignited the feeling of insecurity. With the lack of international cooperation in the response to the crisis, many people lost confidence in the authorities and leadership, bringing about more risks to worldwide security.

The study was conducted during the COVID-19 pandemic at SSS's main office, Quezon City, to assess whether these measures can ensure security for the company against unlawful entry or other security risks that may occur while COVID-19 protocols are implemented. The study will be a basis for future enhancements to be done or revisions to the current system would need to be considered if these risks are identified and will also be used as a reference by similar types of establishments in the future where security risks are likely to happen especially in the time of pandemic where protocols are required to be implemented.

The researchers utilised the descriptive method of research in the study. After the administration and retrieval of the completed questionnaires, the gathered data are collated, tabulated, and tallied for the application of a statistical treatment.

Most security officers were 18-25, while employees were 34-41. The effectiveness of implementing health protocols regarding personnel, strategy, and logistics was regarded as "agreeable." In contrast, the problems encountered by the respondents in implementing health protocols were regarded as "less agree." The measures or solutions proposed to address the problems encountered were seen as "less agree."

The researchers recommend continuing an efficient system of recruiting and selecting qualified personnel and training or schooling for officers.

Effects of Rehabilitation Program to the Children in Conflict with the Law

Stephen Daryl Arsenio, John Wendell F. Estrada, John Kaisser S. Medina, Kent Devon V. Satorre, Ronald Ramos
Adviser: Dr. Riando D. Mosqueda, PhD. Crim

Abstract

The rehabilitation program for children-in-conflict-with-the-law (CICL) in Bahay Kalinga, Tahanan Mapagpala Center, is one of the many programs in Quezon City, in coordination with PNP and DSWD and per Republic Act 9344, or the Juvenile Justice and Welfare Act. The rehabilitation aims to avoid juvenile delinquency in the area and safeguard children by conducting various youth-oriented programs.

The researchers used the descriptive method mixed with a phenomenological approach and a survey of the Bahay Kalinga about the problem encountered by barangay officials and security guards. Most respondents were 26-33 years old, male, married, and at the college level.

The implementation of rehabilitation was interpreted as “very effective.” The study showed that the problem countered was “serious.” The researchers’ recommendation to improve and address the problem was interpreted as “very effective.”

Factors Affecting the Increase of Drug Cases in Payatas, Quezon City

John Louie S. Cebu, Elinor L. Funelas, Dario Mercolita, Limwel V. Patricio, Melchor R. Venue
Adviser: Dr. Myrna S. Cuntapay

Abstract

Drug addiction is one of the most significant issues in our country. Millions of people suffer from drug addiction and abuse due to various factors, such as peer pressure, the influence of acquaintances, the influence of family members, or the result of curiosity. Drug addiction leads to biological, psychological, health, and social issues due to drug abuse. The researchers focused on the area of Payatas. This study aimed to identify factors affecting the increase in drug abuse in Payatas.

The researchers used the descriptive method and the random sampling technique. The researchers surveyed the barangay staff, normal residents, police authorities, and people who recovered from drug addiction.

Most respondents were 18-21, male, single, and degree holders. Most respondents agreed that drug affects a person's social ability because it affects relationships, the workplace, social media, the environment, and neighbourhoods. The respondents approved the recommendations the researchers proposed.

Peace and Order Situation Amidst the COVID-19 Pandemic at Barangay 188 Tala, Caloocan City

Yunos S. Sultan, Jayvee E. Tuvera, Allan E. Singh Jr., Anthony G. Rosales
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

According to Albert Einstein, peace is not merely the absence of war but the presence of justice, law, order, and government. Indeed, a certain place, barangay, city, or country should have a government that properly implements its fundamental laws, provisions, and regulations for peace and order to be achieved. Thomas Jefferson, likewise, believes that the masses, or the people themselves, need to be educated on the importance of peace and order for the people to preserve them. Both the government and the masses are responsible for maintaining peace and order to live a harmonious life, but how is this possible if the world is in a pandemic, stirring fear and unrest amongst many due to its fatal effect?

Due to the challenges encountered by the barangay, the researchers aim to determine the situation of peace and order amidst the COVID-19 pandemic at Barangay 188, Tala, Caloocan City, to assess whether the officials can implement the standard protocols as stated in the IATF guidelines and whether the residents and/or non-residents can follow these guidelines to ensure that peace and order are observed despite the current pandemic situation. The study will focus on determining whether checkpoints are indeed set in strategic places within the barangay; whether curfew ordinances and other monitoring and evaluations on activities in and outside the residences are observed and followed; and whether the quarantine pass directive is constant and religiously checked and monitor.

In assessing these activities, the study will identify whether the barangay ensures peace and order are implemented accordingly, and it will be a basis for future studies or will be mirrored by other barangay with the same conditions.

The researchers aim to employ descriptive methods to describe the nature of the situation as it exists in the real world and explore the cause of the particular phenomenon. The descriptive and inferential methods were used in gathering information for the researchers to know the Preservation of Peace and Order Situation amidst the COVID-19 Pandemic at Barangay 188, Tala, Caloocan City. The researchers utilised a questionnaire as their measuring instrument in gathering and collecting data. The collected data was assessed and validated by the researchers.

Performance of the Barangay Officials in the Maintenance of Peace and Order at Barangay 175 Caloocan City

Renalyn Herbon, Kristine Danica D. Dichoso, Emy Grace T. Fongtong, Janella C. Loreno, Madielyn A. Manforte
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

Barangay officials and purok leaders are part of the government that enforces the law on peace and order. This study aims to determine the barangay officials' performance in maintaining peace and order at Barangay 175, Caloocan City.

The descriptive method of research was used. The researchers interviewed the barangay officials and purok leaders. The main instrument used to gather information to answer the specific problem raised is the questionnaire.

The study found that most respondents were 50 and above, male, and had been in service for 3-4 years. The respondents regarded human resources, actions taken, and finance and logistics as "very effective."

The study revealed that physical fitness and knowledge to perform barangay duties make the tanods very effective in performing their duties. The researchers suggested mandatory physical exercise and seminars.

Positive Development in Traffic Movement with the Presence of Traffic Enforcers in Barangay 176 Bagong Silang Caloocan During the Pandemic

Alfred P. Adlao, Brian Kyle D. Diaz, Geronimo S. Malate, Ellison John B. Peralta, Isagani G. Quisado
Adviser: Riando D. Mosqueda, PhD

Abstract

The researchers chose this study to focus on traffic movement and the interactions between travelers, pedestrians, cyclists, drivers, and their vehicles. Barangay 176 in Bagong Silang, Caloocan, is the most populous barangay in the Philippines, with a population of 261,729 according to the 2020 census. On the other hand, the COVID-19 virus causes a contagious disease.

This research utilised the descriptive method. The respondents were thirty (30) purposively sampled traffic enforcers of the said barangay. Most respondents were 26-41 years old, male, single, and attained a high school diploma. The respondents agree that there was a positive development in traffic movements in the barangay, along with the presence of traffic enforcers during the global pandemic. The problems affecting traffic movements were assessed as “strongly agree” with the lack of traffic enforcers on duty. The respondents “strongly agree” with all the measures proposed to address the problems. The researchers recommend that the barangay put more traffic enforcers on duty, place a checkpoint to check if riders or drivers wear their safety gear, have a traffic announcer on the road, allocate more budget for the equipment of the traffic enforcers to enhance their performance and hold a free seminar to the traffic enforcers and citizens.

Preparedness of the Barangay Bagong Silang Phase I Social Workers in the Midst of the Pandemic

Robert John C. Cabubas, Ariel M. Francisco, Jonathan L. Dismaya, Arnel Bocateja, Rafael San Agustin
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

The researchers wanted to determine whether personnel are well-equipped with the needed methods, knowledge, and skills to accomplish their profession amidst the pandemic, if the LGUs or the organisation these workers belong to have existing programs in dealing with outbreaks, and if training and preparations took place before implementation.

This study used a descriptive method research design to assess the performance of the Barangay Bagong Silang Phase I personnel during the pandemic. The researchers gathered data from thirty (30) residents and ten (10) barangay officials. Most barangay officials were 50 years old and above, while residents were 34-41 years old. The performance of barangay personnel regarding spousal abuse, child abuse, and children in conflict with the law was regarded as “effective.” In contrast, the problems that affect the performance of personnel were regarded as “serious.” The measures and solutions proposed to address the problems were “recommended.” With this, the researchers recommend that the barangay request additional funds for the development of health and social welfare services, which include maintenance of the barangay health centre and day-care centre and care for abused women and children in conflict with the law, conducting regular house to house visits for families, counselling and spiritual programs, and invite higher education institutions that offer BS Psychology courses to conduct community service and counselling to affected families.

Programs Implemented to Reduce Juvenile Delinquency in Barangay Malanday, Valenzuela City

Reynaldo P. Popelo, Jr., Jun Mar B. Jurado, Paulo James Z. Talabucon, Angel O. Marilag, Angelo A. Rape
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

Juvenile delinquency refers to criminal intent performed by children above 15 but below 18 years of age, who are exempt from criminal liability according to Republic Act No. 9344. However, they are not exempt from civil liability, which shall be enforced per existing laws. Poverty is one of the main reasons children commit crimes, as it leads to a lack of access to formal education, unemployment, parental consent, and a chaotic environment. Local government units such as barangays are trying to address this issue by building projects to reduce the number of children in conflict with the law. This study interviewed 20 respondents from Barangay Malanday in Valenzuela City and concluded that the programs implemented by the barangay officials, such as counseling, educational, and sports activity programs, have a significant impact on minimizing the rate of children committing crimes. The scholarship programs and free vocational study are good opportunities for children to experience quality education and be given proper exposure to moral guidance. Community-based rehabilitation and counseling also offer a great leap of change for children in conflict with the law. Sports activity programs could aid youth to avoid being involved in crimes because they can serve as their hobby and pastime.

Status of the Barangay Personnel in the Maintenance of Safety and Security

Bryan C. Delera, Justin O. Amodia, Christian Bandiola, Perlito M. Rodriguez, Richard Jr. T Ricla
Adviser: Riando D. Mosqueda, PhD

Abstract

Nowadays, pandemics have a significant impact on our lives, especially on our frontliners. They cause damage to our physical and mental health. As the coronavirus spread across the Philippines, barangay officials realized there would be several problems in responding to the COVID-19 epidemic. Fortunately, law enforcers and barangay personnel are natural problem solvers who have worked diligently to reduce and avoid major policing service interruptions in their communities. Our lupon tagapamayapa (lupon) has been obliged to make significant changes to its policing operations as the COVID-19 response guidelines have developed and rapidly evolved. Barangay officials have accordingly made maintenance schedules, response procedures, and safety and security, issuing emergency guidelines that instruct police and barangay tanods on how to regulate and protect our covered area in Barangay Kaligayahan. Barangay officials across Barangay Kaligayahan attempt to balance enforcement goals and employee safety. The researcher wants to determine if the barangay personnel have enough support in their field, especially in physical and mental health. The purpose of this chapter is to present a methodological approach taken to discover, from a psychological point of view, the personal experience of an individual who maintains security and security and their status at Barangay Kaligayahan in Quezon City. This chapter describes the purpose of this study and the systematic approach chosen. We will introduce you to the selected samples and explain how to collect data and the data analysis process. Finally, I will discuss this study's ethical issues and limitations.

The respondents of this research study are Barangay personnel and civilians living in Barangay Kaligayahan, Quezon City. The researchers were confident that these respondents could objectively provide adequate information for the study.

They need to amend Republic Act No. 7160, otherwise known as the Local Government Code, which was enacted into law to transfer control and responsibility for delivering basic services to the hands of local government units (LGU). Enhance the capability of police and fire officers, especially the barangay tanod, to address security threats and natural disasters. The government should provide a budget for the basic needs of barangay personnel, providing members of the barangay personnel insurance and other benefits and assistance to help them perform their functions effectively. Enhance the penalty and sanction for violators of the health and safety protocol.

The Advantage and Disadvantage of ROTC Cadets Taking Online Training at Bestlink College of the Philippines

Jefferson S. Arellano, Joeffrey A. Antonio, Denzel Dean C. Balisbisan, Gerald B. Borcillio, Egypt B. Estuesta
Adviser: Riando D. Mosqueda PhD Crim.

Abstract

This study aims to identify the advantages and disadvantages of ROTC cadets taking online training at Bestlink College of the Philippines among the first-year and second-year students of Bestlink College of the Philippines Criminology Department. The ROTC has existed for a long time as a government program that prepares youth for military service and to be part of the Armed Forces of the Philippines (AFP) Reserve Force. This reserve force is expected to fill the army's demands in case of war or disasters. Grade 11 and grade 12 students are now required to join the ROTC. The President says, "ROTC's residence is unique to former ROTC in the wake of corruption." He said the new ROTC is unworthy of corruption, with no hazing and sexual harassment. President Rodrigo Duterte said the mandatory could help develop national love and good citizenship for Filipino youth.

The researchers used the descriptive method mixed with a phenomenological approach. The descriptive method is the design used by the researchers to find information about existing conditions. The researchers used a survey questionnaire for the first-year and second-year students at Bestlink College of the Philippines Criminology Department.

The study concludes that the convenience in answering LMS for academic performance was interpreted as "strongly agree." The study's findings show the implementation, scope, and limitations of the advantages and disadvantages of ROTC cadets taking online training at Bestlink College of the Philippines. The researchers concluded that most respondents favored the advantage of online modalities of ROTC cadets at Bestlink College of the Philippines ROTC unit. The researchers recommend that respondents must always answer their LMS to avoid inappropriate activities, always pay attention to the opportunity to work and earn money, always manage their time to finish their studies before passing their school activities, always participate in performance tasks, interact with others to avoid mental disorders, participate in learning online recitation, and always listen to the instructions to perform properly. Future researchers can use this as a basis or guide for their upcoming research study.

The Application of Technology in Crime Prevention at Barangay Gulod Novaliches in Quezon City

Randy DA. Dorado, Kieven Ray D. Abreo, Ronald D. Dasal, John Patrick Y. Noble, Jeffrey P. Tolentino
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

The study is about applying technology in crime prevention in Barangay Gulod Novaliches, Quezon City. Technology has been adapted and practiced pragmatically in the wide range of policing internationally since the late century and has developed until recent years. Technology is equipment that can be useful in pursuing crime prevention and handling situational phenomena that exist through artificial disasters. Crime is an aspect that will be retained globally, but through crime prevention with the help of technology, violence will be lessened. The advancement of technology can affect society strategically. The topic was concluded based on the problem encountered by the barangay relating to policing. The researchers were challenged to determine the effectiveness of the application of technology in crime prevention and to provide an enhanced guide. The researchers used the descriptive method, designed to gather information about the effectiveness of different technologies in crime prevention. The researchers interviewed two groups of respondents and used a survey questionnaire as the main instrument to gather information. The questionnaire content was explained very carefully to ensure the validity of the responses, ensuring the correct interpretation and understanding of the respondents in every item varied in the study conducted. The study concluded that installing street lights in strategic areas, together with the Barangay Personnel responsiveness and credibility in time of duty and improved local infrastructure and community services, must be implemented as countermeasures for the rising number of crimes. The study's findings also showed that the number of malfunctioning CCTVs that need to be restored in a particular area within the jurisdiction is the most serious problem encountered by the respondents that affects the effectiveness of the application of technology in crime prevention. The researchers recommended that the LGU provide advanced technological logistics that may be used in crime prevention, advanced computer systems, and developed CCTVs, including drone cameras, as highly recommended countermeasures to address the problems encountered.

The Campaign Against Illegal Gambling at Barangay Mapulang Lupa Valenzuela City

Edgar De Jesus, Jerson James F. Cabudsan, Zeus Asher T. Caylao, Acer T. Centeno, Mark Joseph C. Sulayao
Adviser: Riando D. Mosqueda, PhD

Abstract

Gambling is sometimes called "gaming" or playing games for wagers. It requires betting or wagering on an outcome. This study highlights the Campaign Against Illegal Gambling at Barangay Mapulang Lupa, Valenzuela City. Relatives and friends in the Barangay Mapulang Lupa, Valenzuela City community are often money sources for gamblers. The researchers aimed to answer what the campaign against illegal gambling is, especially in Barangay Mapulang Lupa, Valenzuela City. This study helps the community of Barangay Mapulang Lupa to understand and know the campaign against illegal gambling.

The researchers used the descriptive method to gather information about the present condition to describe the campaign against illegal gambling at Barangay Mapulang Lupa, Valenzuela City. A group of Barangay Officials meets to discuss the prevention of illegal gambling in Barangay Mapulang Lupa. Both parties share their views and ideas for the betterment of the barangay and the victims, including prevention and laws that will help the victims, checking on their residents about possible abuse, and extending the barangay's assistance to the victims. The main instrument used to gather information to answer the specific problem raised is the questionnaire.

The study assessed the campaign of Barangay Mapulang Lupa officials to eradicate the rampant cases of illegal gambling in terms of campaign in terms of barangay personnel, efficiency of barangay officials and tanods to enforce the ordinances, having full coordination and cooperation with PNP to eradicate illegal gambling. Monitoring, with the use of CCTV cameras, is prevalent. There is illegal gambling, but it is not reported to the barangay tanod. A policy may be formulated to prevent individuals' illegal gambling addiction, more CCTV cameras may be installed in every corner of Barangay Mapulang Lupa, and patrol equipment such as radios may be installed to make it easier to respond to operations. The benefits of the Barangay Mapulang Lupa Valenzuela City for implementing the campaign against illegal gambling become a good role model for the other barangays. The study's findings increased the level of awareness of Barangay Officials and Barangay Tanod about illegal gambling and decreased the cases of illegal gambling in Barangay Mapulang Lupa.

The Campaign Against Youth Riots at Barangay Pasong Putik in Quezon City

Elmer S. Yalong, Andrae Knite G Cornejo, Jomar E. Olanka, John Paul C. Alluigan, Dave E. Torres
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

The researchers chose this study on the campaign's effectiveness against youth riots to assess the program's effectiveness and provide recommendations. The importance of reviewing the campaign, too, is to evaluate if these processes can be adopted or mirrored by other barangays in eliminating the instances of riots during the pandemic. Riots can happen everywhere, anywhere. When it involves destroying property, public or private, many people cry foul of its effects and results. When it occurs, many become victims of the aftermath of these incidents turmoil. Rioters' targets vary depending on the reason. For instance, shops, cars, restaurants, state-owned institutions, and religious buildings are sometimes ransacked. **Property damage, injuries, and death can happen when it goes out of control.** At Barangay Pasong Putik, Quezon City, a campaign against youth riots is being conducted to mitigate and resolve issues with gang wars and other youth-related riots.

The researchers used descriptive research. Most barangay employees were between 42 and 50, while most residents were 26-33. The Campaign Against Youth riots at Barangay Pasong Putik, in terms of patrol, equipment, and handling CICL, was regarded as "effective," the problems that affected the campaign youth riots were regarded as "serious," and the measures or solutions proposed to address the problems were "highly recommended."

With this, the researchers recommend prioritising funding for educational assistance for youth, the government's strict adherence to anti-poverty programs, and the recruitment of additional social workers who may give free counselling to parents and their children.

The Campaigns Against Drug Abuse Cases at Barangay Ugong Valenzuela City

Algwen D. Cruz, Robert Marcelo, John Dave Magalso, Lhennel Jan Velasco, Rommel Ollero
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

The researcher conducted a study to determine the efforts and processes for conducting campaigns against drug abuse cases in Barangay Ugong, Valenzuela City. The three groups of respondents were selected using purposive sampling techniques based on the survey questionnaire results.

The study used descriptive research to describe the population's characteristics. Non-experimental research was used. The researcher interviewed Badac personnel, force multipliers, and PNP. The main instruments used to gather information to answer the specific problem raised were the questionnaire, unstructured interview, and group discussion.

The study found that Badac personnel were much more knowledgeable about conducting campaigns against drug abuse cases than the force multipliers and PNP. The respondents assessed problems relating to drug abuse as "serious." Measures proposed relating to campaigns against drug abuse were interpreted as "highly recommended." The study revealed that the campaign does not significantly impact drug abuse cases. However, Barangay Ugong can improve the campaign's performance by engaging the aid of respondents based on the survey results. In addition, the Badac personnel, force multipliers, and PNP all have the same effectiveness result. Thus, the study recommended that the campaign be administered effectively to ensure that the campaign against drug abuse cases continues to develop.

The Effect of (Twelve) 12 Hours Patrolling to the Health Condition of Barangay Official during Pademic at the Barangay Sauyo Quezon City

Rolly M. Labonete, Lloyd Arven L. Aniaga, Gio John S. Bernadas, Alvin Q. Bradecina, Rodolfo L. Herman
Adviser: Riando D. Mosqueda PhD Crim

Abstract

Barangay health workers and members of the Barangay tanod brigade are examples of volunteer workers. According to R.A 10121, because they are the authorities closest to the ground, barangay officials are the primary responders during calamity or disasters. Barangay officials and barangay police (tanod) also serve as the main bodyguards to keep the barangay orderly, quiet, and secure. It is important to learn about their duties for us to know how important the role of our barangay personnel is in helping to prevent crime and keeping the community safe. The researchers aimed to determine if the 12-hour patrolling was having a bad effect that they were experiencing issues with their health and also a problem encountered by their duty.

The researchers used the descriptive–normative method. The researchers interviewed a patroller from Barangay Sauyo, Quezon City. This study is focused on the (twelve) 12 hours of patrolling to their health condition.

The study concluded that barangay officials and barangay public safety officers experience excessive workloads, which can cause tardiness at work, often not coming to work, behaving with a bad temper, and appearing less experienced. The recommendation for health checkups for those working on a 12-hour shift was rated as “highly recommended.”

The findings of the study show the implementation, scope, and limitation of the effect of 12-hour patrolling on the health condition of Barangay Officials, who perform their duty successfully in times of pandemic and effectively conduct surveys. However, there are encounters between officials while performing their duties, and this has a significant impact on health, followed by performance and behavior.

The Effect of Pandemic to the Studies of 4th Year Criminology Students of Bestlink College of the Philippines

Ligaya V. Torda, Angelika I. Abantao, Leah Mari T. Claro, Realyn D. De Guzman, Kimberly P. Pantoja
Adviser: Dr. Myrna S. Cuntapay

Abstract

The researchers aimed to identify the effects of the pandemic on 4th-year students of Criminology at Bestlink College of the Philippines to provide guidance, recommendations, assistance, and resolution for these students to continue their studies up to graduation and beyond.

The researchers gathered data using a survey questionnaire from fifty (50) graduating students of the Criminology department. The study concluded that the effect of a pandemic on these students in terms of financial, academic performance, and lifestyle were regarded as "strongly agree." The problems encountered by the respondents were regarded as "serious." The measures proposed to solve the problems encountered were regarded as "highly recommended." Based on the study's findings, the researchers recommended that during the New Normal setup, school administrators should evaluate the learners' socioeconomic conditions to react to their demands and improve the learning environment in Higher Education Institutions.

The Effectiveness of Case Handling Protocol of Child in Conflict with the Law in the Midst of Pandemic in Barangay Batasan Hills, Quezon City

Maureen J. Catangay, Karen Joy M. Bernil, Mary Joy A. Dayucos, Sahara P. Dimangadap, Crystal Jane L. Yusico
Adviser: Riando d. Mosqueda PhD Crim

Abstract

This study describes the effectiveness of the case-handling protocol for children in conflict with the law in Barangay Batasan Hills, Quezon City, amid the pandemic. The study aims to produce more effective and relevant standards, focusing particularly on the effectiveness of case handling, and to offer recommendations for future reforms in this area. The protocol shows how the different members of the Barangay Council for the Protection of the Child, City Social Welfare Development Social Workers, and their partners can work independently or in coordination with each other. The study primarily aims to aid each member of the Barangay Council for the Protection of the Child and City Social Welfare and Development staff of the Barangay in the usage of a survey in handling the case protocol of children in conflict with the law and to help them know what happens before, during, and after handling a particular child during the Covid-19 pandemic. However, these children often live in remote areas with limited infrastructure and access to basic services.

This study used a qualitative research design and a descriptive research approach, including a focused group discussion with the social workers. The researchers interviewed the Barangay Council for the Protection of the Children (BCPC), City Social Welfare and Development (CSWD), and the community. The main instrument used to gather information to answer the specific problem raised is the questionnaire.

The study concluded that the City Social Welfare and Development (CSWD) and Barangay Council for the Protection of the Children (BCPC) are much more knowledgeable about the case handling protocols of children in conflict with the law than the community of Barangay Batasan Hills, Quezon City. The study recognises that this issue must be addressed in a responsive way to form efforts and solutions for the community, future researchers, children in conflict with the law, and especially for the Barangay Council for the Protection of the Child and City Social Welfare and Development. Social workers have a big role in handling cases, creating a healthy environment within and outside the facility, and aiding youth in resolving issues such as child-family relationships, peer relationships and conflicts, academic success, aggressive behaviour, and school absence. They can be a voice for those who aren't heard and take on significant societal issues to find answers that will help individuals reach their full potential and make our country's society a better place to live.

The Effectiveness of Case Handling Protocol of Child in Conflict with the Law in the Midst of Pandemic in Barangay Batasan Hills, Quezon City

*Rheena D. Academia, Lovely Lamrose R. De Guzman, Cherry Ann A. Jalem, Nicole R. Luzn,
Andrea D. Templonuevo
Adviser: Dr. Riando D. Mosqueda*

Abstract

Illegal drugs affect the body's functions and are legally forbidden. This is a worldwide challenge and lifestyle prevalent in developed and developing countries. They change the way of seeing reality, feeling better, or forgetting about problems, and some of them help escape from reality for a while, which can be why people use drugs continuously and depend on them. Among the many things that changed during the COVID-19 pandemic is the lack of access to support services and support for many people who are vulnerable to substance use disorders (SUDs).

The researchers used the descriptive method to assess the status of illegal drug abuse during the pandemic in North Fairview, Quezon City. The researchers interviewed barangay officials, PNP, and residents of the barangay. The main instruments used to gather information were the questionnaire, unstructured interview, and group discussion.

The study concluded that the use of illegal drugs amidst the pandemic decreased and was controlled at the barangay. Barangay personnel conducted a curfew between 10 pm and 6 am to lessen the crowd and people outside and conducted interventions to support the victims of illegal drugs. The PNP and barangay officials may use the study's findings in implementing and enhancing their ordinance enforcement methods. The researchers recommend that the community cooperate with the barangay officials or members and PNP by following the protocol for their safety and continuously reducing illegal drugs.

The Effectiveness of Closed-Circuit Television Cameras on the Streets of Barangay Balon Bato in Quezon City

Edwin L. Villaruel, Clave Angelo Ambeguia, John Carlo Jalgalado, Lancelot Manabat, Roel Fabile
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

The researchers aimed to study the effectiveness of closed-circuit television cameras in the streets of Barangay Balon Bato in Quezon City. Researchers observed that crime is one of the common problems in their barangay. It includes different crimes, such as crimes against persons like homicide, murder, and physical assault, and crimes against property like robbery, theft, motor vehicle theft, vandalism, etc. Anyone can be a victim of crime, which fosters fear among many people. A CCTV is a surveillance system comprising cameras, recorders, and displays for monitoring activities. Researchers believe that this tool can help reduce criminal activities and can be used to provide evidence for the commission of the crime. CCTV has been popularly used worldwide, and it can be found in large buildings, wide establishments, or areas such as malls and car parks.

The researchers used a descriptive research method to investigate the effectiveness of CCTV cameras in the streets of Barangay Balon Bato, Quezon City. The researchers interviewed barangay officials and residents using a questionnaire as the main instrument.

The study indicated that barangay officials and residents agreed that CCTV cameras in their streets are effective in crime prevention, monitoring, and records. The recommendations proposed by the researchers to avoid the problems that affect the effectiveness of CCTV cameras were rated as “highly recommended.”

The study's findings revealed that closed-circuit television cameras are effective in the streets of Barangay Balon Bato in Quezon City. CCTV cameras also help investigators in solving crimes by providing evidence. Barangay officials may install additional CCTV cameras to lessen criminal activities and identify who commits the crime. High-definition cameras are recommended to ensure highly defined photos are used in identifying suspects.

The Effectiveness of Drug Prevention During Pandemic in Novaliches Quezon City

*Adrian A. Geocado, Jovert S. Entretina Jr., Rafael Nicolas, John Ezean V. Realon, Franko R. Quevedo
Adviser: Dr. Riando D. Mosqueda*

Abstract

The Barangay Anti-Drug Abuse Council (BADAC) is one of the barangay's most important sectors for maintaining peace and order in the community. One of the BADAC officials' responsibilities is to develop, strategize, implement, and evaluate drug addiction prevention programs and projects in Barangay Novaliches, Quezon City.

The researchers used the descriptive method to describe the nature of the real situation as it existed during the study. The descriptive method is the approach researchers take to gather information on the present situation. The main instrument used to gather information to answer the specific problem raised is the questionnaire.

The study concluded that the community is very knowledgeable about the effectiveness of the war against illegal drugs. The BADAC officers and the community strongly agree that the effect of illegal drugs on the mental ability of a person may lead to physical injury, serious physical injury, homicide, and murder. The job creation for drug users, seeking help from the Philippine National Police (PNP) level to speak with the affected individuals, and patrolling the PNP frequently during the COVID-19 pandemic were regarded as "effective" in drug trafficking reduction and were rated as "highly recommended."

The study's findings indicate the establishment of a more successful campaign to reduce illegal drugs in the area, which can guide police officers and BADAC officials in enforcing the law in the barangay community. This study will demonstrate that during the COVID-19 pandemic, there is a possibility of an increase in drug-related offences in the barrio of Novaliches in Quezon City. The researchers recommend that the barangay should request funds from the local government units (LGUs) to conduct more seminars and activities such as physical activities and sports, daily vigilance and hunting for those who use drugs, and the barangay officials should take double actions to decrease the number of known drug users by conducting family-oriented seminars.

The Effectiveness of Intensified Security Measures of Barangay Sta. Monica Novaliches Amidst Pandemic

Aiko Miranda, Fatima Banguis, Jean Grace Breckenio, Elisa May Escarcha, Irish Regaspi
Adviser: Riando D. Mosqueda, PhD

Abstract

This study aims to determine the effectiveness of intensified security measures in Barangay Sta. Monica, Novaliches amidst the pandemic. When COVID-19 cases in the Philippines were first shown in the news, many people thought and said it would eventually be gone in just a few weeks, but that did not happen. Instead, the virus spread all over the Philippines, and the cases grew bigger until the government could not control it anymore. They announced that there would be an Enhanced Community Quarantine (ECQ) in every city affected by the pandemic. Barangays, therefore, have the huge responsibility of implementing minimum health standards. The barangay officials and tanods of Barangay Sta. Monica also implemented some rules and regulations to intensify the security measures of their subordinates.

The researchers used the descriptive method to determine the capabilities of the barangay in handling the security measures during the pandemic. Using a self-instructed questionnaire, the researchers interviewed the barangay officials, tanods, and residents.

The study concluded that the availability of workforce, program, and budget was regarded as "very effective," while the problems encountered were "moderately serious."

The study's findings show the implementation, scope, and limitations of the intensified security measures of the barangay officials and tanods of Barangay Sta. Monica is very effective. The suggestions and recommendations based on the data gathered were highly recommended. This study presents recommendations for any such barangay to assist them in defining and implementing intensified security measures. Some essential recommendations are put forward from the weaknesses identified in this survey to remedy the situation. The results of this study could also be a reference to other barangays to improve the effectiveness of security measures.

The Effects of COVID-19 Pandemic on the Academic Performance of 4th Year Criminology Students of Bestlink College of the Philippines (Bulacan Campus)

Christian R. Aguirre, Richard Andrade, Niño Arvie N. Galsim, Mark L. Antoque
Adviser: Rey S. Lotivo, M.S.C.J

Abstract

Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-cov-2 virus. Due to the unique coronavirus pandemic, many universities and colleges worldwide have resorted to online learning. This cross-sectional study aimed to see if the COVID-19 lockdown affected criminology students' and researchers' academic performance. Although online education allows for self-study, the main challenge that online education faces in crime is how to deliver practical lessons. Because most of the subjects are practical, learning them online is difficult. Students believe completing training competencies only through an online education system is challenging. Making online education more interactive, presenting medical procedures in real-life circumstances, delivering clear information, and providing 3D virtual tools to match the real situation could all help to improve online education.

The study was conducted to determine the impact of the COVID-19 pandemic on the performance of criminology students of Bestlink College of the Philippines (Bulacan Campus) so that they can become aware of the possible scenarios they might encounter while taking online classes. Also, the study is limited to the Criminology Students). This study used the descriptive design of the method as it focused on the present condition. The respondents of the study were thirty-year criminology students. The researcher used a survey questionnaire as an instrument for the study.

The overall result of the survey showed that most of the respondents strongly agreed about taking their classes seriously and enjoyed their teacher's company. However, they stated that they have a short attention span in learning and lose interest in studying sometimes. The study also shows that most students have learned something since the online class started and are interested in participating in limited face-to-face classes. The result also shows that most respondents noticed something in their diet habits, and their mental health affected their ability to get work done. Also, the result shows that the students do not find their modules motivating, and it is not helping to improve their communication and analytical skills. Overall, the respondent stated that the COVID-19 pandemic affects their Academic Performance and Mental Health.

The Effects of COVID-19 Pandemic on the Mental Health of Residents of the Barangay Bagbag, Novaliches, Quezon City

Jeric Jun I. Cobarubias, Christian L. Torillos, Armie A. Espinola, Jovel S. Palino, Robert R. Toling
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

For many frontline workers working as aids to the residents they are servicing while coping with their issues during the pandemic, the effect of COVID-19 is critical. Medical workers, police officers, and even barangay personnel and Tanods are not exempt from these challenges, especially since their role in implementing IATF guidelines and other LGU ordinances is expected to be a primary goal during the pandemic. Hence, many suffer or face challenges coping with mental stress, stability, and wellness. This is why a study is being conducted on the effect of the COVID-19 pandemic on the mental health of Barangay Bagbag, Novaliches, and Quezon City residents. The study focuses on identifying the effect of the COVID-19 pandemic on the mental health and wellness of these people who are faced with the dilemma of doing their role as frontliners for their barangay while experiencing stress and anxiety for their safety and that of their families. It also seeks to assess if any programs are provided to these frontliners as a coping mechanism for the stress they may experience in performing their duties amidst the pandemic to maintain their mental wellness. Also, the study shall be a basis for future reference for other barangays whose workers are caught up with performing their roles and maintaining their mental health and wellness. In this study, the researcher used a descriptive method as a research design. The researcher personally administered questionnaires to the respondents in Barangay Bagbag.

The study concluded that the effect of the COVID-19 pandemic on the residents in terms of mental health, behaviour, and daily life was regarded as "moderately agree"; the types of crimes that exist during the pandemic were illegal gambling, internet fraud scams, and child abuse; the programs implemented to prevent the commission of crime were regarded as "agree"; and the solutions proposed to address the problems encountered were "highly recommended."

The researchers recommend public awareness of the prevention of online scams by shopping at secure websites, researching the website before placing the order, and reading the site's policies on privacy and security. It is important to find a healthier activity to replace negative addiction.

The Effects of Domestic Violence on Women's Health at Barangay Payatas B, Quezon City Amidst COVID-19 Pandemic

*Czarree A. Constantino, Jessa F. Acode, Phoebe G. Bedaña, Jame Myrelle P. Cantillana,
Renzhel Mae R. Santiago
Adviser: Dr. Riando Mosqueda*

Abstract

This study aimed to determine the profile of respondents and assess the effects of domestic violence on women's mental, physical, and psychological health. The researchers used the descriptive research type and interviewed domestic violence victims. Although the victims still felt the trauma and suffering they experienced while being interviewed, they could move forward gradually. The main instrument used to gather information to answer the specific problem raised was the questionnaire.

The study concluded that based on the demographic profile of respondents, 20 victims of Violence Against Women (VAW) from the Barangay Payatas B, Quezon City, most of the victims were aged 26-33 years old, married, and often abused by the abuser. Most of them were high school graduates. Abuses had a significant impact on the victim's mental health.

The researchers recommend developing healthy nutrition and physical exercise for the victims. The barangay social workers must provide an expert psychiatrist for counselling and therapy for the victims and their perpetrators. The barangay must also conduct additional women's education and empowerment seminars to help them handle abuse situations. The study's findings show that the respondents prefer not to end their families and want to participate in seminars and counselling to improve their relationships.

The Eradication of Rampant by the Barangay Old Balara Officials Amidst General Community Quarantine

Jude Maiko Magno, Love Kenneth V. Babida, Rolldan A. Cebu, Dither G. Gotis, Nicole H. Sarmiento
Adviser: Rey S. Lotivo, M.S.C.J

Abstract

The researchers chose to study the eradication of rampant snatching by Barangay Old Balara officials amidst the general community quarantine. This is because, since the COVID-19 pandemic, our country has suffered from myriad crises with low and irregular incomes, causing some people to lose their jobs and financial crises that have been greatly affected by the global economic crisis. These ongoing changes affect all aspects of life, and there is a particular need for research among the Barangay Old Balara as these barangays are particularly affected. In the rampant cases of snatching, it is a willful, intentional taking of something from another person with force or by a deadly weapon to scare the victim. Because of the pandemic, many people have chosen to commit this crime. When the officials of Barangay Old Balara have captured a snatcher with the help of PNP officers, they all say it is because of poverty caused by the pandemic. Many victims report incidents to the Barangay Old Balara so that the Barangay Old Balara officials, with the help of PNP officers, conduct a search operation to capture the criminals immediately. The researchers used descriptive research to validate the situation of the barangay and interviewed barangay officials and residents.

The Impact of Violence Against Women on their Daily Lives: An Assessment

Daryl P. Galulu, Mikah C. Agpoon, Joana D.R Bastiro, Mary Grace M. Catulay, Kc Lyn S. Villaver
Adviser: Riando D. Mosqueda, PhD

Abstract

The researchers chose this study to focus on women who experienced violence at Barangay 176 Bagong Silang Caloocan City. It is devastating to know that one out of three women globally experiences violence based on the World Health Organization (WHO). R.A No. 9269 is an act defining violence against women and their children, providing protective measures for victims, prescribing penalties, and for other purposes. All women must know our rights and the law that protects us. In this study, we want to assess the impact of violence on their daily lives and know the factors or common violence they experience. This will help us come up with accurate conclusions and good recommendations to help the victims and the Barangay they are in.

The researchers used a descriptive design with a situational approach to assess the impact of violence on the victim's daily lives. The researchers interviewed some women who were victims of violence and the Barangay officials who assessed the victims.

The study concluded that most respondents were between 26 and 33 years old and at the college level. Third-party harassment, name-calling, abusive anger, and downgrading happened very often, according to respondents. Measures proposed to the Barangay in response to the victims' complaints were interpreted as "highly recommended."

The study's findings show the implementation, scope, and limitations of the impact of violence against women on their daily lives. This information can be used by the Barangay officials at Barangay 176 Bagong Silang Caloocan City to implement better recommendations to help the victims in useful ways and for their Barangay to be better at serving them.

The Implementation of Barangay Justice System in Barangay San Mateo in Norzagaray, Bulacan During Pandemic

*Nese Joyce SP. Dapusin, Marjorie P. Aguanta, Teresa M. Castillo, France Hannah A. Saavedra,
Jerlie L. Villarosa*

Adviser: Riando D. Mosqueda, PhD

Abstract

The researchers conducted a study to determine the effectiveness of the Barangay Justice System (BJS) in Barangay San Mateo, Norzagaray, Bulacan, during the pandemic. BJS is a community-based dispute-resolution process that was operational during the Covid-19 outbreak. As reported cases rose across the country, many places were impacted by the temporary closure of businesses, schools, and other public venues or activities. Despite being the Philippines' smallest local government entity, the barangay is the principal executor and judge of different conflicts presented to it by the people. The Barangay Justice System of Barangay San Mateo is in charge of settling the documented conflict, which was the centre of this research.

The study used a descriptive research approach and a qualitative research design to determine the effectiveness of BJS in terms of procedure, settlement, safety, and the problems encountered in implementing BJS during the pandemic. The study's respondents were the 15 complainants, 30 defendants, and the 20 Lupon members of Barangay San Mateo. The study's findings revealed that the Barangay Justice System in Barangay San Mateo followed the proper procedure in executing settlements between parties and pandemic safety precautions. However, there is still a need to strengthen the Lupon members' ability to handle disagreements in terms of settlement.

The result encourages Lupon members to attend weekly training and seminars to improve their skills, increase their technical knowledge, and improve their abilities to perform their responsibilities and make more effective decisions in every situation. Furthermore, the Barangay may allocate financial support from the government for the expansion/improvement of the venue for dispute resolution to accommodate more cases per day during the pandemic. Finally, it is recommended that the Barangay Police Safety Officers personally deliver a notice or summons to the offender and witnesses, explaining the probable repercussions of failing to appear at the Barangay hearing so that cooperation is observed, which is advantageous in conflict settlement.

The Implementation of Curfew Ordinance at Barangay Bagong Silang in Caloocan City

Jhon Michael N. Santilices, Renato C. Seno, Jr., Jomar A. Serenio, Arnold B. Pacheco, Vincentjay A. Paran
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

One way to control crime and keep the peace and order in an area is the implementation of mandatory curfews within barangays. Mandatory curfew is the banning or limiting of one's right to be out in public at certain times. In the Philippines, houses are built near or next to one another, and any disturbance of such is prohibited in the observance of the curfew ordinance. But with the growing number of curfew violators in many areas, the barangay officials face a more difficult challenge of implementing this ordinance to combat the greater issue the world is facing right now – The COVID-19 pandemic. This study attempts to assess the implementation of the curfew ordinance in Barangay 176, Bagong Silang, in Caloocan City, and provide information on the best strategy for ensuring the rules and regulations set for this ordinance are followed. The ordinance's effectiveness should be determined by the effort exerted on the planning, execution, and feedback of the ordinance and the coordination of all stakeholders involved in this directive.

The study is essentially descriptive research, using quantifiable information for statistical inference on the target audience. The researchers used a systematic description of the particular situation or area of concern to assess the implementation of a curfew in Bagong Silang in Caloocan City.

The Increasing Cases of Child Abuse During COVID-19 Pandemic at Barangay Gaya-Gaya San Jose Del Monte Bulacan

Leny Destrajo, Hazel Faith Abad, Renzy Azcarrate, Josephine Bolito, Joyce Rebadulla
Adviser: Rey S. Lotivo, M.S.C.J

Abstract

The researchers conducted this study because they were concerned about the increasing number of child abuse cases based on Barangay Gaya-Gaya, San Jose Del Monte Bulacan records. Moreover, they aimed to raise awareness among barangay officials, whose tasks are not only to supervise and organize their barangay but also to help children in conflict with the law with assistance rather than punishment. The emergence of COVID-19 as a global pandemic has impacted the lives of children and families worldwide, with immediate and likely long-lasting effects. Even before the COVID-19 outbreak, the international community recognized violence against children as universal and widespread, affecting children in every country, regardless of wealth or social status. Child abuse or maltreatment includes any act or failure to act by a parent or caregiver that results in actual or potential harm to a child and can occur in a child's home, organisation, school, or community.

The researchers used a descriptive method mixed with a phenomenological approach. They surveyed the VAWC and barangay officials in Barangay Gaya-Gaya, using a questionnaire as the main instrument to gather information to answer the specific problem raised.

The study concluded that the VAWC and barangay officials of Barangay Gaya-Gaya both agreed on relationship and economic factors and strongly agreed that vices contributed to increasing child abuse cases. The measures proposed to aid the victims of child abuse were rated as "highly recommended."

The study's findings show that the factors contributing to the increasing cases of child abuse during the COVID-19 pandemic are "Agree." However, the researchers recommend that the VAWC and Barangay officials of Barangay Gaya-Gaya provide a program like a family day to build a good relationship with every family and promote prevention programs like daycare service, pre-marriage and marriage counselling, and parents' effectiveness services (PES).

The Level of Peace and Order Amid Pandemic at Barangay San. Bartolome in Novaliches Quezon City

Jakeson S. Magalona, Jerome P. Cañelas, Maynard Aron C. Gatchalan, Jester V. Hillado, Christner A. Selidio
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

The researchers used a quantitative method to collect information from existing and potential respondents by sending questionnaires. The researcher interviewed barangay officials and tanods. The main instrument used to gather information is to answer the specific problem raised in every question included in the questionnaires.

Based on the data gathered, strategies, techniques, equipment, and officials for peace and order amid the pandemic were assessed as “effective. Also, various problems were encountered by respondents to their tasks and responsibilities in peace and order during the pandemic. However, most problems encountered were assessed as “moderately agree” except for the lack of CCTV cameras installed. All of the proposed measures to improve peace and order were assessed as “recommended.” The findings of this study can be used to craft a guide to improve the implementation and promotion of peace and order amid the COVID-19 pandemic.

The researchers recommend that barangay officials should involve the citizens in promoting peace and order and consider some of the measures proposed to improve the implementation of peace and order amid the COVID-19 pandemic and that citizens should be more aware of the policies and ordinances implemented to promote peace and order on their respective areas.

The Negative Effects of Illegal Cockfighting at the Barangay Gulod Novaliches Quezon City

Joe Arvin I. Tampilic, Bryan Angelo T. Bonilla, Jhonpol D. Calumag, Joshua F. Cansancio, Jemar P. Creer
Adviser: Eduardo E. Villaruel, M.S.C.J

Abstract

This research aims to identify the negative effects of illegal cockfighting at Barangay Gulod, Novaliches, Quezon City. Cockfights or “Sabong” is letting two roosters fight in an arena and betting on which wins. Regulation of live cockfighting in cockpit arenas is regulated by the Local Government Unit concerned. On the other hand, online sabong or e-sabong is regulated by the Philippine Amusement and Gaming Corporation (PAGCOR) and is currently allowed to legally operate e-sabong or online sabong at Lucky 8 Star Quest, owned by Atong Ang and Belvedere Corporation, owned by Bong Pineda.

The researchers used the interview questions to gather and record information needed in the study. This study shows that illegal cockfighting addiction causes an uncontrollable urge to gamble more. Gambling addiction can be difficult to conceal, even if you gamble at home when no one is around. Your addiction may begin to show itself in other areas of your life.

The Performance of COVID Response Team to the Residents of Barangay 177 City of Caloocan

Benin Q. Ramos, Mark Johnpaul SF Bartolome, Wilbert L. Codal, Albert C. Delacruz, Jimelo Solis
Adviser: Rey S. Lativo, M.S.C.J

Abstract

As COVID-19 rapidly increased, Barangay 177 produced a response team to gather all the citizens who had symptoms related to COVID-19 to prevent the further expansion of the COVID-19 virus. To lessen the increase in the number of citizens who had symptoms or had COVID-19, the city government of Caloocan City has established a colour-coded quarantine pass system. This quarantine system makes it more convenient for officials to control citizens' activities outside their residences during the modified, enhanced community quarantine.

This study focuses on the performance of the COVID-19 response team of Barangay 177 City of Caloocan to determine the impact of the COVID-19 response team in the Barangay of 177, Caloocan City during the pandemic and to know the effectiveness of the barangay Covid response team and how it helps to stop the increase of Covid-19 patients in barangay. Through this research, the researcher will know the importance of having a COVID-19 response team in every barangay.

In this research, the researchers used descriptive design as this study relies on observations to collect data and use computational techniques. Questionnaires were distributed to examine the respondent's situation and if the COVID-19 response team acted adequately and quickly to respond to a person with COVID-19.

The Study of the Crime Rate of Physical Injury During the Pandemic in Barangay Pasong Putik

Antonette P. Madelo, Joyanne M. Abad, Chatrimel Luz C. Arbuis, Madel M. Bacolod, Neriza A. Casado
Adviser: Eduardo E. Villaruel, M.S.C.J.

Abstract

The researchers chose to study the crime rate of physical injury during the pandemic in Barangay Pasong Putik because since COVID-19 came, our country has suffered from myriad crises with low and irregular incomes. Some people lost their jobs, and the global economic crisis greatly affected the financial crisis. These ongoing changes are affecting all aspects of life. There is a particular need for research among the Barangay Pasong Putik as these barangays are particularly affected. Physical violence is a willful, intentional, and malicious act committed by a person against another individual. Individuals who threaten violence or otherwise engage in provocative conduct towards co-workers, clients, vendors, or other individuals ordinarily are held at least committed it. During this pandemic time, most families are at home because of the implementation of the government stay at home to not spread the COVID-19 virus, which can lessen the physical violence. This research brief aims to provide initial observations about the crime rate of physical injury in Barangay Pasong Putik to prevent the rise of crime.

The researchers used descriptive research and interviewed authorities and residents in the barangay to gather primary information.

The study concluded that the police officers and barangay officials are much more knowledgeable about the crime rate of physical injury than the barangay residents. The three group respondents agree about juveniles witnessing violence in their neighbourhood and that adults become violent due to frustration from losing jobs. Stress in terms of mental health was regarded as "serious" because of the pandemic.

The study's findings show that the barangay acquires city ordinances to protect and maintain public safety and implement the purok leaders to enhance the Barangay Pasong Putik. The barangay volunteer peacekeeper officers should continue to encourage their work efficiently and effectively to improve their performance as peacekeepers to keep the barangay area safe. Lastly, the barangay and authorities shall provide services and activities that engage the public to strengthen the relationship and communication with the residents.

The Study on the Implementation of Barangay Ordinance during COVID-19 Pandemic in Barangay Commonwealth Quezon City

Jerome Y. Araneta, Jhoven Alday, Henry Mirano Jr., Kurt Kryzel Pino, John Ferd Saludaga
Adviser: Dr. Riando Mosqueda

Abstract

In 2019, the world was shocked by the emergence and increase of cases of people affected by a new virus called COVID-19. The effects of COVID-19 have many changes in people's daily lives. The Quezon City government apprehended 819 individuals in a joint operation conducted by the Department of Public Order and Safety, QC Police District, Task Force on Transport and Traffic Management, and Task Force Disiplina on the first day of the imposition of curfew hours from 10 pm to 5 am in Metro Manila. The violators were brought to their respective barangays and were issued an Ordinance Violation Receipt (OVR). Apprehended individuals must pay the fine before it lapses in five days. Failure to do so would result in filing charges before the City Prosecutor's Office, which will reflect on the violator's police clearance upon application. Implementing public safety hours and wearing facemasks in public places impose a fine of P300, P500, or P1,000 for the first, second, and third offences. The penalties for violating public safety hours include one (1) month imprisonment and a fine of P1,000 for the third offence.

The researchers used the descriptive method mixed with a phenomenological approach. The researchers interviewed the barangay personnel and residents. The barangay personnel and residents highly agree with wearing complete and proper uniforms during duties. Wearing a complete and proper uniform during duties is strongly agreed upon. As attested by the respondents, the recommendations proposed by the researchers, installing CCTV cameras in every street for 24-hour monitoring surveillance, were rated as highly recommended.

The study's findings on implementing barangay ordinance during the COVID-19 pandemic are that many residents followed the ordinance for their health and safety to decrease COVID-19 cases. They made way for it not to multiply the infected in their barangay. The barangay personnel or the front-liners in Barangay Commonwealth are doing well in their job and giving better tight security. Sometimes, the protocol in the market is not followed, and there are always hardheaded people. Hence, the barangay personnel find a way to protect the health and safety of people in their communities.

The Threat of Crimes Related to Robbery During COVID-19 at Barangay 176 Bagong Silang Caloocan City

Angelo C. Bea, Karen G. Bibal, Aizon R. Cabiling, Karen C. Santiago, Michael Ryan B. Tuscano
Adviser: Riando D. Mosqueda, PhD

Abstract

The researchers determined that the COVID-19 pandemic impacted the crime rate in Barangay 176 Bagong Silangan, Caloocan City. The threat of robbery-related crimes during COVID-19 in Barangay 176 Bagong Silang Caloocan City was reported due to the barangay lockdown caused by the COVID-19 pandemic surge. This caused people to change how they live, which may have a big impact on the residents, triggering them psychologically, physiologically, and emotionally. There is also a current change in the crime rate, which has turned down and has lower rates since the pandemic restricted people from going outside, giving them less access to means of committing crimes.

The researchers used a descriptive method to find information about existing conditions. They distributed survey questionnaires to residents and barangay officials of Barangay 176, Caloocan City. The questionnaires contained closed-ended questions pertinent to the crime concerning the pandemic, and every question had corresponding translations to avoid misconceptions.

Most respondents agreed to elevate the number of workers, and most experienced intense security risks in apprehending violators. The study suggested conducting informative programs like seminars, which most agreed to.

The study's findings addressed the main problem encountered by the local authorities. They provided for its resolution by having barangay officials' intensive combined efforts, conducting seminars, and livelihood programs to deepen society's awareness about crimes and their consequences so that the fewer motives they get, the less likely they are to commit a crime. Based on what the respondents stated, robbery is the highest form of taking someone's things, and it is also one of the most difficult problems in our society that leads to growing faster. However, because of the pandemic, based on our data in Barangay 176 Bagong Silang Caloocan City, residents and barangay officials stated that it dropped every year, causing the safe place of their people. The barangay officials may add training for their staff to prevent the crime rate. The barangay officials may persuade the residents to join in community awareness on robbery programs so they can prevent crime in their surroundings.

Violence against Women and Children during the Pandemic as Perceived by Barangay 8 South Caloocan

*Angela O. Avila, Michelle T. Abellanos, Gorgie V. Catedrilla, Fevie Rose B. Cobacha,
Christine Joy B. Monteroyo
Adviser: Riando D. Mosqueda PhD Crim.*

Abstract

One in every three women is subjected to physical or sexual violence, mostly perpetrated by an intimate partner. This study aims to determine the causes of violence against women and children during the pandemic in Barangay 8, South Caloocan.

The researchers conducted this study by using a questionnaire with close-ended questions consisting of two parts: The first part contains a few questions about the participant's personal information, which would be optional for them to fill up or not; the second part contains two checklist questions about the pros and cons with four choices each that would help to determine the causes of violence against women and children.

The result from data gathered from the 20 respondents on the other solutions offered to address the violence against women and children during the pandemic was encountered as "highly recommended."

This study showed that violence against women can be avoided. The health sector has a critical role in providing comprehensive healthcare to women who have been victims of abuse and directing women to additional support services that they may require. Physical aggressiveness, sexual coercion, psychological abuse, and controlling behaviours are all examples of intimate relationship violence. "Any sexual act, an effort to get a sexual act, or other act directed at a person's sexuality using coercion, by anyone, regardless of their relationship to the victim, in any environment," according to the CDC. The solution should ensure that the women are in occupational health and safety, anti-discrimination laws give adequate protection to women affected by VAWC and provide the resources to guarantee training information and monitoring of these laws.