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8th SIMP-AAIRI-BCP Multidisciplinary Research Festival Abstracts

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Business and Education Industry

**FACTORS INFLUENCING CUSTOMER BUYING DECISION IN
TAGPUAN VILLARREAL, NOVALICHES QUEZON CITY**

Jessa Bueta, Rubylyn Bucles, Jose Dequilla, Mark David Mabag,
Shiela Mae Ricardo, Jairus Evan Ecat

Abstract

This study explores consumer buying decisions related to Tagpuan Villarreal Milk Tea, a key player in the competitive milk tea market. Recognizing the impact of consumer preferences on brand success, the research aims to analyze factors influencing purchasing behavior, including demographics, the Marketing Mix 7Ps, and consumer challenges. Additionally, it proposes an integrated marketing strategy addressing product, price, place, and promotion to enhance customer engagement. A mixed-methods approach was used, combining quantitative surveys and qualitative interviews to gather comprehensive consumer data. Surveys captured buying behavior, demographics, and attitudes toward the brand, while interviews provided deeper insights into consumer challenges and brand perceptions. Findings indicate that product variety, quality, and uniqueness strongly influence buying decisions. Competitive and affordable pricing strategies attract a broad customer base. Consumers prioritize flavor options, customization, and packaging quality, while service quality and brand perception significantly impact repeat purchases. Tagpuan Villarreal Milk Tea should focus on diverse, high-quality offerings with unique twists to stand out. Competitive pricing, accessibility, regular promotions, and loyalty programs are key. Strategic location selection and a strong digital presence are crucial for market expansion. Promotional efforts should emphasize advertising and customer engagement.

Keywords: consumer behavior, buying decision, marketing strategy, product quality, customer preference

COMPETITIVENESS OF SELECTED PHARMACEUTICAL DISTRIBUTION IN QUEZON CITY: BASIS FOR MARKETING PLAN

Dona May Romero, Denise Claire Lata, Carla Jane Tadeo, Jannrly Tobias,
Miracle Anne Gazzingan, Jairus Evan Ecat

Abstract

In the current fast-paced market environment, it is essential for businesses to comprehend trends in order to sustain a competitive advantage. These trends are shaped by multiple factors, such as socioeconomic developments, technological progress, and changes in consumer preferences. Through the examination of these patterns, organizations can uncover opportunities for growth and strategically adjust to the changing demands of the market. Vaxiray Pharma, a distributor of medical products based in the Philippines, serves as a prime example of this strategy in the face of strong competition from multinational companies. This study investigates how proficient analysis of market trends can improve brand equity and operational effectiveness within the pharmaceutical industry, ultimately promoting innovation and resilience in a demanding landscape. The research utilized a descriptive quantitative approach to assess Vaxiray Pharma's competitive position within the medical supply sector. By employing closed-ended surveys, the study examined the company's performance in relation to the marketing mix elements: product, price, place, and promotion. The primary findings revealed that while Vaxiray excelled in product quality, it faced challenges in promotion and accessibility, underscoring the necessity for enhanced strategies to compete effectively with rivals such as Mercury Drug and TGP. The target population comprised 100 customers of Brand pharmaceuticals, with a sample of 40 from Vaxiray and 30 each from Mercury and TGP, selected through convenience and purposive sampling methods. The research assessed the competitive standing of Vaxiray Pharma, Mercury Drug, and TGP Drugs across various factors, including demographic characteristics, product quality, pricing, distribution, and marketing strategies. The study involved a sample of 40 participants from Vaxiray, 30 from Mercury, and 30 from TGP, ensuring a balanced representation of genders. Vaxiray's product quality was acknowledged as both innovative and superior, although it encountered issues related to durability. While the pricing was considered fair, there is a necessity for better alignment with the perceived value. Distribution channels were found to be accessible, yet they were less organized compared to those of TGP. Additionally, promotional activities received lower ratings than those of competitors, highlighting the need for improved strategies to enhance market presence. Research findings regarding Vaxiray Pharma indicate that the majority of its customer base consists of females aged 36 to 40; however, the effectiveness of its promotional activities is lacking. Significant challenges include delivery delays exacerbated by climate change. Recommendations for improvement involve strengthening marketing strategies, enhancing promotional initiatives, and addressing supply chain disruptions.

Keywords: vaxiray pharma, female customers aged 36-40, marketing strategy, promotional activities, delivery delays, climate change, supply chain disruptions

**CUSTOMER SATISFACTION AND OPERATIONAL EFFICIENCY THROUGH
DIGITALIZATION OF MJ WORKS IN QUEZON CITY**

Jane Kyle Martillano, Jack Ryan Mama, Ferliz Anne Patubo,
Miro Plata, Angelica Gudir, Jairus Evan Ecat

Abstract

The rise of smart devices and technologies, particularly those enabled by the Internet of Things (IoT), has significantly enhanced both profitability and customer satisfaction across various industries. However, despite the advantages digitalization offers, challenges arise when employees lack the necessary skills or resources to adapt to new technologies. Devakumar (2022) emphasizes the importance of leveraging social media practices to improve service quality and employee performance. In this evolving landscape, digital tools are reshaping business practices, transforming customer engagement, and redefining service expectations. This study adopts a quantitative research approach to assess the impact of digitalization on customer satisfaction and operational efficiency. The research focuses on MJ Works, a motorcycle electrical repair and installation shop, utilizing a purposive sampling technique to collect data from its customers. The study employs validated survey instruments, with statistical tools applied to analyze and interpret the gathered data effectively. Preliminary findings indicate that modern customers prefer convenient online transactions, highlighting the increasing demand for digital services. However, the study reveals that MJ Works' current digital offerings fail to meet customer expectations. A lack of a robust online presence and advanced digital services is a significant barrier to improving customer satisfaction. The findings suggest that MJ Works must enhance its digital services by implementing a user-friendly website and integrating advanced technological tools. These improvements will not only optimize employee performance but also align the business with evolving customer expectations, fostering higher satisfaction and long-term success in the digital era.

Keywords: operational efficiency, customer satisfaction, digitalization, online transactions

**FACTORS INFLUENCING SALES PERFORMANCE OF SELECTED
BIG BREW BRANCH IN NOVALICHES, QUEZON CITY**

Jomar Penilla, Jomar Penilla, Maryrose Quisay, Joan Layco, Christine Manalo,
Vhiva Meloissa Valdez, Jairus Evan Ecat

Abstract

This study aims to determine the factors influencing sales performance at a selected Big Brew branch in Novaliches, Quezon City, focusing on consumer's age, gender, and frequency of purchases. Established in 2019, Big Brew is a Filipino-founded company dedicated to offering high-quality, budget-friendly beverages such as coffee, tea, and snacks. The brand is known for its diverse flavors and toppings, ensuring customer satisfaction through excellent service, superior product quality, and a welcoming, hygienic environment. By understanding the factors that affect sales, businesses can develop strategies to enhance customer engagement, drive revenue, and ensure long-term success. Despite the challenges in maintaining sales performance, identifying key influences can help the company sustain growth and improve its overall market position. This study employed a purposive sampling technique. The respondents consisted of customers from five (5) selected Big Brew branches in Novaliches, Quezon City. The majority of respondents were female and belonged to the 21-25 age group. The study found that the identified factors significantly influence the sales performance of the selected Big Brew branch in Novaliches, Quezon City. Respondents also encountered several challenges affecting sales, such as inadequate service quality, decreased sales volume, and declining customer satisfaction and loyalty. If these challenges are not properly addressed, they may lead to negative business impacts. To enhance sales performance, the study recommends strengthening supplier relationships to ensure timely deliveries, leveraging social media for accurate product promotion, maintaining high product quality standards, and continuously assessing customer experiences. Publishing customer feedback and photos on social media can also serve as an effective marketing strategy to inspire others to purchase Big Brew products.

Keywords: sales performance, frequency of buying, customer satisfaction

**LOYALTY PROGRAM OF COFFEE 25TH IT'S IMPACT ON CUSTOMER RETENTION:
BASIS FOR ENHANCED PROMOTIONAL PLAN**

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Khenchin Joy Soriano, Jairus Evan Ecat

Abstract

This study aims to assess the relationship between Coffee 25th's loyalty program and customer retention in Camarin, Caloocan City. The research examines demographic factors such as age, gender, marital status, and employment status to determine their influence on customer loyalty. Utilizing a descriptive-correlational research design, the study explores how loyalty programs affect customer retention. A total of 100 customers of Coffee 25th participated in the study. This study employed a purposive sampling technique, selecting respondents who have availed of Coffee 25th's loyalty cards in Camarin, Caloocan City. The research method involved collecting and analyzing data to establish patterns and correlations between the loyalty program and customer retention. The majority of respondents were 26-30 years old, female, single, and employed. Findings indicate that the loyalty program significantly influences customer retention. However, several respondents encountered issues that affected their continued participation in the program, highlighting areas for improvement. To enhance customer retention, Coffee 25th should improve program clarity, simplify terms and conditions, and offer more flexible reward options. Addressing customer concerns and optimizing the loyalty program will strengthen brand loyalty and customer satisfaction.

Keywords: customer retention, loyalty program, promotional strategies

**PERCEIVED IMPACT OF KIOSK MACHINE AT NAIA
TERMINAL 3 ON THE SERVICE QUALITY**

Von Lhenard Belara, Ciara Mae Altoveros, Zoe Cruz,
Judy Mie Dula, Justine Manaloto, Jairus Evan Ecat

Abstract

Self-service kiosks have evolved significantly since the 1800s, becoming essential tools for industries aiming to enhance efficiency and customer experience. These machines facilitate transactions without human assistance and are widely implemented in high-traffic locations, including airports. At NAIA Terminal 3, selected airlines have installed self-bag kiosks to streamline check-in processes. While these kiosks offer convenience, a significant issue is their limited accessibility for senior citizens and persons with disabilities (PWDs). Many from these groups struggle with the machine's terminology, interface, and functionality, requiring additional assistance. This study assesses the impact of kiosk technology on service quality at NAIA, emphasizing accessibility challenges faced by vulnerable passenger groups. This study employed a Descriptive Quantitative Research design to evaluate passengers' perceptions of self-service kiosks at NAIA Terminal 3. A structured survey was conducted with a sample of 100 passengers, aged 18-31, from various occupational backgrounds. Convenience sampling was used to select respondents. Data collection consisted of a three-part questionnaire covering demographic details, service quality perceptions, and issues encountered with kiosks. Statistical methods, including the H-test, U-test, and Weighted Mean, were applied using SPSS to analyze the data and identify potential areas for service improvement. The analysis of passenger perceptions at NAIA Terminal 3 indicated that most respondents were aged 31 or older, with a balanced gender distribution and a majority being professionals. The kiosks were generally perceived as user-friendly, efficient, and reliable. However, challenges such as technical issues, limited support, baggage constraints, and accessibility concerns were noted. These limitations highlight areas needing attention to improve the user experience. The study assessed the service quality of self-service kiosks at NAIA Terminal 3, analyzing user demographics and perceptions. Findings showed that kiosks were rated positively in tangibility, reliability, responsiveness, assurance, and empathy. There were no significant differences in perceptions based on age, gender, or occupation. However, accessibility challenges for disabled passengers, limited technical support, and baggage handling constraints were key issues affecting service quality. Addressing these concerns is crucial to optimizing the efficiency and inclusivity of the kiosks.

Keywords: self-service kiosks, accessibility, service quality, passenger experience, user perception

**AIRBNB AND URBAN DYNAMICS: EXPLORING THE SHIFTING LANDSCAPE
OF RESIDENTIAL AND COMMERCIAL SPACES ALONG QUEZON CITY**

Rachell Maye De Vera, Raymond Conjurado, Bryan Fabro, Kris Jhon Fontaron, Jenelyn Comon

Abstract

With a focus on topics including housing affordability, long-term resident displacement, and the financial impact on local companies, this study aims to explore the intricate relationships between Airbnb and Quezon City's residential and commercial districts. 50 Airbnb owners' perspectives were examined using a purposive sample, and survey questionnaires pertaining to the subject were distributed to the respondents in order to gather data. In our research, Airbnb owners express a strong consensus that customer satisfaction (3.37) and the location (3.31) of their properties significantly influence the transformation of residential and commercial areas in Quezon City related to Airbnb. This conclusion is drawn from online reviews, positive endorsements, and referrals from guests, indicating that Airbnb properties should be situated in tranquil environments with a pleasant ambiance, ensuring safety and security, and offering ease of navigation. Following these factors are marketing strategy (3.23) and accessibility (3.23), which are also deemed important. Conversely, excessive noise (2.87) is identified as the least significant factor among the 50 Airbnb owners surveyed. This suggests that noise disturbances and complaints do not substantially hinder the expansion of Airbnb in Quezon City. Additionally, the respondents noted that limited parking availability for commercial operations, at 20.83%, is a major challenge faced by Airbnb hosts, followed by difficulties in ensuring accessibility, which accounts for 5.56%. The research emphasizes the intricate connection between the urban dynamics of Quezon City and the Airbnb platform, underscoring the necessity for government involvement to reconcile the economic advantages of the short-term rental sector with the principles of affordability and community integrity. Ensuring guest satisfaction during their Airbnb experience can foster trust as the platform transitions from residential to commercial use. Furthermore, possessing substantial knowledge and implementing a robust marketing strategy can greatly influence the effectiveness of Airbnb in commercial settings.

Keywords: airbnb, quezon city, housing affordability, resident displacement, neighborhood businesses, short-term rentals, tourism impact, local economy

**CUSTOMER REVIEWS IN THE DIGITAL AGE: THE INFLUENCE OF POPULAR
FOOD REVIEWS ON FOOD STALL REVENUES IN MANILA S.Y. 2024**

Karen Perez, Nelito Mejorada, Geraldine Panganiban, Sheila Mae Ponce,
Rommel Lysander Role, Jenelyn Comon

Abstract

This study examines the impact of popular food reviews on food stall revenues in Manila. It employs a quantitative descriptive approach, surveying 30 food stall owners to determine how online reviews influence consumer behavior, brand visibility, and sales. With the rise of digital platforms, customer feedback has become a crucial factor in shaping purchasing decisions, making it essential for food businesses to adapt to this trend. This study uses a quantitative descriptive approach, gathering data from 30 food stall owners in Manila. The research methodology includes structured surveys to assess the impact of customer reviews on sales performance, customer trust, and marketing strategies. The data collected is analyzed to identify trends and correlations between online reviews and revenue changes. Findings indicate that Facebook is the leading platform for food reviews, closely followed by TikTok. Positive reviews significantly boost visibility and sales, while maintaining high-quality products and offering loyalty programs help retain customers. Negative reviews, though sometimes detrimental, provide useful feedback for business improvement. This study highlights the critical role of customer reviews in shaping marketing strategies and influencing consumer engagement. Food reviews enhance brand awareness, customer trust, and revenue growth. The study recommends proactive review monitoring, partnerships with food bloggers, and the implementation of loyalty programs to maximize the benefits of digital feedback.

Keywords: food reviews, food stall revenues, social media, food bloggers, online reviews, customer feedback, marketing strategies, brand popularity, customer engagement, customer retention

**FACTORS THAT INFLUENCE EMPLOYEE SATISFACTION AT TONI &
SERGIO GASTRO ITALIANO: BASIS FOR SERVICE IMPROVEMENT**

Precious Gerodico, Claro Engreso Jr, Cahtylin Perito, Stephen Carl Sumangid,
Harold Torres, Jenelyn Comon

Abstract

The researchers aim to analyze data regarding the perspectives of employees in the restaurant industry. They will focus on aspects such as their work experiences, challenges with co-workers, factors that contribute to their job satisfaction, and what motivates them to work in a restaurant. This study highlights the enhancement of employee service productivity at Toni & Sergio's restaurant. Using a descriptive quantitative research design, the study involves thirty (30) employees selected through simple random sampling. Survey questionnaires serve as the primary instruments for data collection. RESULTS The results highlight key findings regarding factors that influence employee satisfaction at Toni & Sergio Restaurant. Task designation and briefing received a rating of "Strongly Agree," with a weighted mean of 3.52. Annual team building was rated as "Agree," with a weighted mean of 2.79, and fringe benefits also received an "Agree" rating, with a weighted mean of 3.04. Additionally, the challenges faced by employee engagement at Toni & Sergio Restaurant were identified. The proposed service improvements aim to address how the company can effectively tackle these issues to enhance employee productivity. Recommendations focus on necessary improvements to maintain satisfaction by implementing quality procedures that demonstrate how to value employees. Conclusion The study highlights the crucial role of establishing a positive workplace culture to create an encouraging work environment and improve employee satisfaction. Companies that prioritize the prompt and fair resolution of employee grievances tend to see higher levels of engagement and satisfaction, which can ultimately boost service productivity and drive overall company success. By adopting the proposed recommendations, Toni & Sergio Gastro Italiano restaurant can enhance employee satisfaction and loyalty.

Keywords: company service productivity, employee satisfaction, employee engagement, service improvement

**GROOMING STANDARDS AND ITS IMPACT ON SERVICE EXCELLENCE IN
SELECTED FAST-FOOD CHAIN ALONG NOVALICHES, QUEZON CITY**

Christian Yoingco, Christian Yoingco, Maria Eva Fe Ursua, Melody Samson,
Brenda Señedo, Johm Lesther Yabo, Jenelyn Comon

Abstract

This study, entitled “Grooming Standards and Its Impact on Service Excellence in Selected Fast-Food Chains Along Novaliches, Quezon City,” aims to assess how respondents evaluate employee grooming in fast-food chains based on grooming standards, personal hygiene, and food safety. The research highlights the significance of proper grooming in improving service excellence and maintaining hygiene and food safety, which contribute to overall customer satisfaction. This study employed a quantitative descriptive technique, utilizing surveys to gather data from 100 customers of selected fast-food restaurants. The survey assessed grooming standards, personal hygiene, food safety practices, and challenges encountered by customers. Findings indicate that grooming requirements were effectively enforced, with both male and female staff receiving high scores for their appearance, demonstrating proper implementation of uniform standards. Personal hygiene significantly contributed to customer comfort, reinforcing a sense of cleanliness and professionalism. Service excellence received the highest rating, while food safety ranked lowest. Although proper grooming enhances customer perceptions of cleanliness, it does not fully address food safety concerns. Key hygiene issues identified include unclean nails and the failure to wear hairnets, which should be prioritized to improve customer satisfaction. This study recommends improving grooming standards through comprehensive training that integrates food safety procedures. Regular evaluations and feedback mechanisms should be implemented to ensure compliance and enhance staff awareness, particularly regarding hygiene-related issues.

Keywords: grooming standards, service excellence, personal hygiene, food safety, fast-food chain

**MAXIMIZING LEARNING OUTCOMES: A COMPARATIVE STUDY OF TRADITIONAL
AND HYBRID UPSKILLS TRAINING APPROACHES TO STUDENT-TRAINEES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Anndrea Gambot, Anndrea Gambot, Denie Leanne Fruto, Larrymark Gabarda,
Nicole Aubrey Gardon, Crisilda Libuna, Jenelyn Comon

Abstract

This study aims to maximize the learning outcomes of hospitality management student-trainees during their upskills training. Two separate batches of students underwent traditional and hybrid training approaches. The study seeks to identify the challenges associated with implementing these training approaches and assess their effectiveness in improving training programs at Bestlink College of the Philippines. The researchers Utilize a descriptive quantitative research design. The study engages eighty-four (84) students who conducted a traditional training approach in the year beyond 2023 and eighty-two (82) students who went through hybrid training at Astoria Plaza, a hotel in Ortigas, Pasig, in December 2023 through Stratified sampling. Survey questionnaires and Google Forms serve as the primary instruments for data collection. Findings indicate that both traditional and hybrid training programs in hospitality management at Bestlink College of the Philippines provide student-trainees equal opportunities for deployment and learning in housekeeping, front office, and food and beverage departments. Trainees evaluated their upskills training as effective in collaboration, communication, competence, learning support, and training assessment. However, challenges such as time constraints, financial limitations, travel time, and traffic congestion significantly impacted student-trainees' ability to fully achieve their learning objectives. The study also identified a significant difference between traditional and hybrid upskill training approaches. The study recommends that the hospitality management program at Bestlink College of the Philippines develop a training program that balances traditional and innovative approaches. This will help maintain high-quality skills training and maximize learning outcomes, equipping student-trainees with essential competencies for future careers in the hospitality industry.

Keywords: maximizing learning outcomes, comparative study, traditional training, hybrid upskills training

**REVOLUTIONIZING FAST FOOD A COMPREHENSIVE ANALYSIS ON
TECHNOLOGICAL INTEGRATION IN ENHANCING OPERATIONAL
EFFICIENCY AND CUSTOMER EXPERIENCE**

Mary Angeline Austria, Jonh Lethryll Aquino, Aldrin Kristian Arga,
Kelly Danielle Bael, Lee Angelie Baay, Jenelyn Comon

Abstract

The fast-food industry has undergone significant transformations in recent years, driven by advancements in technology. From self-service kiosks to mobile ordering apps, technology has revolutionized the way fast-food chains operate and interact with customers. This study provides a comprehensive analysis of the impact of technological integration on operational efficiency and customer experience. Understanding how these innovations influence service speed, order accuracy, and overall customer satisfaction can help businesses refine their strategies to stay competitive. This study employs a random sampling method to ensure a diverse and unbiased representation of perspectives. Surveys and assessments were conducted across various demographics to evaluate the impact of technological advancements in operational settings. The study examines the effects of self-service kiosks, AI-driven order systems, and robotics on efficiency and customer satisfaction. The study found that 55% of respondents were female, and the majority (49%) belonged to the 20-26 age group. Regarding visit frequency, 33% reported visiting once a month. The assessment of technological integration revealed that automated kiosks had the highest weighted mean of 3.55, indicating strong agreement on improved service speed. AI-driven ordering systems were rated at 3.19, reflecting positive perceptions of efficiency. Mobile applications were considered easy to use, with a weighted mean of 3.16. Additionally, robotic food service received a weighted mean of 2.83, suggesting general agreement on its usefulness in the fast-food industry. This study explores how automation, artificial intelligence, and digital platforms are transforming the fast-food industry. These innovations streamline operations, reduce costs, and enhance customer interactions, leading to a seamless dining experience. The findings emphasize the importance of adopting advanced technologies to maintain competitive advantage and improve overall efficiency in the fast-food sector.

Keywords: technological integration, operational efficiency, customer experience, automation, artificial intelligence

**SOCIAL RESPONSIBILITY AND COMMUNITY ENGAGEMENT:
EVALUATING BURGER KING CORPORATE INITIATIVES**

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Myrna Manalili, Lloyd Mangantulao, Jenelyn Comon

Abstract

This study evaluates Burger King's Corporate Social Responsibility (CSR) and Community Engagement initiatives, focusing on their effectiveness and impact in Vicas, Camarin. The research aims to analyze these initiatives and provide actionable insights to enhance Burger King's contributions to society and local communities. Through this evaluation, the study will help refine CSR strategies and foster stronger community relationships. This study utilized a descriptive quantitative research design. Convenience sampling, a non-probability method, was used to select 50 customers from Burger King Vicas, Camarin for surveys and interviews. Data collection focused on customer perceptions of CSR initiatives and their impact on Burger King's brand reputation. Findings indicate that most respondents strongly support Burger King's CSR efforts, particularly in energy conservation, environmentally friendly packaging, responsible sourcing, and waste reduction strategies, including composting programs. Community engagement initiatives, such as environmental cleanup efforts, significantly enhance the company's image as a responsible corporate citizen. By assessing the effectiveness of these initiatives and their influence on public perception and community relationships, the study provides recommendations for improving Burger King's CSR effort. Strengthening sustainability programs and expanding outreach activities can further enhance Burger King's positive impact on society and local communities.

Keywords: corporate social responsibility, community engagement, burger king, sustainability, public perception

**TECHNOLOGY INNOVATION; ENHANCING GUEST EXPERIENCE
IN CENTURY PARK HOTEL AT MALATE MANILA**

Jhon Mark Alsola, Antonette Abitria, Cheda Mae Adlaon,
Britney Mae Agdamag, Marielle Aguado, Jenelyn Comon

Abstract

The hospitality industry is experiencing a major transformation driven by technological advancements. Guests increasingly seek convenience, personalization, and efficiency, prompting hotels to adopt innovative technologies to enhance the overall guest experience. Many hotels recognize the importance of service innovation in meeting evolving guest expectations. However, challenges such as skill development and limitations in implementing innovations persist. This study focuses on Century Park Hotel in Malate, Manila, examining the impact of technological innovations on guest satisfaction and loyalty. The study employed a purposive sampling technique, selecting respondents based on specific characteristics relevant to the research objectives. This non-random method enables researchers to gather insightful and relevant information. The study evaluates how technological advancements enhance visitor experiences at Century Park Hotel. It assesses respondents' demographics and analyzes the effectiveness of technology in relation to key service aspects, including people, pricing, promotion, procedure, and product. Additionally, it examines the impact of these innovations on guest satisfaction and their likelihood of returning. Findings indicate that interactive technology elements, effective communication tools, and streamlined procedures are highly valued by guests. However, concerns regarding data security, technological usability, technical issues, and insufficient employee training were noted. Based on the results, recommendations include strengthening data security protocols, making technological interfaces more user-friendly, ensuring system reliability, and providing comprehensive staff training to enhance visitor experiences. The study concludes that integrating advanced technology into hotel operations is crucial for delivering exceptional customer experiences. Enhancing data privacy measures, simplifying technological interfaces, ensuring technical reliability, and investing in staff training are recommended strategies. Implementing these improvements is expected to boost guest satisfaction, encourage loyalty, and increase revenue. By addressing these areas, hotels can provide a more seamless and memorable stay for their guests.

Keywords: technological innovation, guest experience, customer satisfaction, hospitality management

**THE IMPACT OF PENDING AND RPRODUCT DELAYS ON CUSTOMER SATISFACTION
IN CASUAL RESTAURANT AT MEYCAUAYAN, BULACAN**

Alexandra Monique Bugto, Mary Stephanie Bayya, Regien Bolina,
Bing Balani, Jerick Balais, Jenelyn Comon

Abstract

This research examines how pending and product delays affect customer satisfaction in casual dining restaurants in Meycauayan, Bulacan. It explores the causes of these delays and their impact on customer experience, offering insights into improving restaurant operations. The findings aim to help businesses enhance efficiency, maintain a competitive edge, and foster customer loyalty in the local dining industry. This study employs a descriptive research design, engaging fifty (50) customers through simple random sampling. Survey questionnaires are the primary data collection instruments, providing quantitative insights into customer experiences with service delays. A significant number of respondents reported experiencing service delays, which correlated with lower satisfaction levels. Delays were primarily attributed to inefficiencies in kitchen operations, insufficient staffing during peak hours, and supply chain disruptions affecting ingredient availability. Customers expressed frustration and disappointment, emphasizing the need for operational improvements. Suggestions included enhancing staff training, increasing workforce during high-traffic periods, and refining inventory management to reduce product delays. This study highlights the critical impact of service delays on customer satisfaction in casual dining establishments. Addressing the root causes of these delays can lead to improved operational efficiency, better customer experience, and a stronger competitive position in the local restaurant industry.

Keywords: service delays, customer satisfaction, casual dining, restaurant operations

**CUSTOMER SATISFACTION IN HAGSAENG CANTEEN OF A
PRIVATE COLLEGE INSTITUTION IN QUEZON CITY**

Aiza Antonio, Glorymae Artica, Bob James Nicolas, Chrishelle Mae Pe Benito,
Ralf Plocios, Jairus Evan Ecat

Abstract

The increasing popularity of Korean food is driven by global trends influenced by media, music, and entertainment. This study evaluates customer satisfaction at Hagsaeng Canteen, a private college institution in Quezon City. According to Hill & Alexander (2019), the primary factors affecting customer satisfaction in the restaurant and cafeteria industry include service quality and product quality. Understanding these factors can help improve the overall dining experience. To gather comprehensive data, this study employed a survey questionnaire targeting 100 respondents, including both current and prospective customers of Hagsaeng Canteen. The survey covered aspects such as food variety, quality and hygiene, pricing and affordability, and overall ambiance and comfort. Findings indicate that Hagsaeng Canteen has a strong female customer base, primarily aged 18-25 years, with most customers visiting 1-2 times per week and staying for 15-30 minutes. Customers expressed satisfaction with healthy and nutritious meal options, hygienic food quality, accessible pricing, and a comfortable dining atmosphere. The study concluded that Hagsaeng Canteen effectively implements customer satisfaction measures. However, improvements are needed in menu updates, food preparation, price justification for quality, and maintaining a comfortable dining temperature. Addressing these concerns will enhance overall satisfaction and competitiveness in the Korean food industry.

Keywords: customer satisfaction, offerings and variety, ambiance and comfort

**E-COMMERCE PAYMENT PREFERENCE IN SARAPMAGBIKE
SHOP IN TANDANG SORA QUEZON CITY**

Jayvee Ulgasan, Khing Reinniel Cabarles, Joey Mercadero, Jr.,
Benzi Sarmiento, Christian Sarcilla, Jairus Evan Ecat

Abstract

The growth of e-commerce in the Philippines has been driven by factors such as a rising middle class and the increasing need for safe and convenient online transactions, particularly to minimize exposure to viruses. However, the rapid expansion of e-commerce has also introduced challenges, particularly in terms of payment security. This study explores the growing significance of e-commerce in the Philippines, the security concerns associated with digital transactions, and the necessary measures to safeguard both businesses and consumers in an increasingly digital marketplace. This study examines different payment preferences in e-commerce transactions and identifies the challenges faced by users in the Philippines. Adopting a quantitative-descriptive research design, it focuses on understanding users' preferences, experiences, and issues with payment methods such as cash on delivery (COD), e-wallets, and card payments. Furthermore, the study offers recommendations to address security risks and challenges associated with digital payments in the e-commerce industry. The study revealed that the majority of respondents were young adults and students aged 18–24 years. Digital payment methods, such as e-wallets and card payments, were generally favored for their convenience and security. However, issues such as technical problems with e-wallets and delivery discrepancies with COD remain prevalent. The study concludes that factors like convenience, security, and user experience are central to payment method preferences, with no significant demographic differences influencing these choices. This study explores consumer preferences, assessments, and challenges related to e-commerce payment methods. While COD is preferred for its perceived security, concerns about fraud, product quality, and delivery issues present significant challenges. E-wallets are praised for their convenience but hindered by technical issues, while card payment adoption remains limited due to transaction declines and high fees. The findings highlight the need for improved security measures and enhanced user experience to support the continued growth of digital payments in the e-commerce sector.

Keywords: e-commerce, payment preferences, digital transactions, consumer behavior, security

**IMPACT OF REBRANDING INITIATIVE OF DUNKIN’
DONUTS (DUNKIN’) ON CONSUMER PERCEPTION**

Marielle Queñano, Ghwyneth Gascon, Dexine Dela Peña,
Maybelen Libo-on, Hazel Dane Chacon, Jairus Evan Ecat

Abstract

This study examines the impact of Dunkin’ Donuts’ rebranding initiative on consumer perception. It provides an overview of the background of the study, a review of related literature and studies, the theoretical and conceptual frameworks, and the research problem. Additionally, it outlines the hypothesis, scope and limitations, significance of the study, and key definitions of terms. Understanding how rebranding influences consumer perception will help businesses refine their marketing strategies and enhance brand positioning. This study employs a descriptive research design to analyze consumer responses to Dunkin’s rebranding. The research involves a survey questionnaire administered to selected respondents. The sampling technique, data collection tools, instrument development, validation process, and statistical methods used for analysis are detailed in this section to ensure reliability and accuracy of the findings. The results interpret the data collected from the survey, applying analytical techniques to categorize, manipulate, and summarize information. The findings highlight key consumer insights and behavioral responses to the rebranding. The analysis aims to determine patterns and trends that shape consumer perception, providing essential data to address the research problem. This section presents the summary of findings, conclusions, and recommendations based on the research results. The study evaluates the success of the rebranding initiative and suggests strategies for brand enhancement. Recommendations focus on optimizing marketing efforts and improving brand perception.

Keywords: rebranding initiative, consumer perception, brand positioning, marketing strategies

MARKETING STRATEGIES AND CUSTOMER ACQUISITION: A CORRELATIONAL ANALYSIS IN BEAUTY'EN'JOY PERFUME COLLECTION IN CALOOCAN CITY

Norie Joy Tuangco, Leah Mea Logronio, Stesyme Mendrije,
Kineth Diaz, Donna Sedonio, Jairus Evan Ecat

Abstract

The perfume market is highly competitive, with numerous brands vying for customer's attention. This study investigates the marketing strategies implemented by Beauty'En'Joy perfume Collection in Caloocan City to understand their effectiveness in attracting and retaining customers. The analysis focuses on identifying the relationship between various marketing strategies and the number of new customers acquired within this competitive market. This study utilized a survey questionnaire to gather detailed information from customers in the perfume industry. Data was collected from the 100 respondents, including both regular and potential customers of Beauty'En'Joy Perfume Collection in Caloocan City. The survey covered various aspects of the customer experience, including product quality, pricing, accessibility, promotion, customer relationships, customer satisfaction, and marketing efforts. The study revealed that Beauty'En'Joy Perfume Collection had a strong female customer base, particularly among young adults aged 21–25 years old. Customers were highly satisfied with the quality and variety of fragrances, competitive pricing, and convenient accessibility through various channels. The brand's social media presence and targeted promotions effectively attracted interest and influenced purchase decisions. A significant positive correlation was found between marketing strategies and customer acquisition, indicating that effective marketing strategies has a crucial role in attracting and retaining customers. However, the research also identified several challenges faced by Beauty'En'Joy Perfume Collection, including customers feeling overwhelmed by the variety of choices, lack of promotions, low product visibility, and negative perceptions of advertising practices. The study concluded that Beauty'En'Joy Perfume Collection effectively utilizes marketing strategies to attract and retain customers. However, the research also highlighted the need for continuous improvement in addressing customers concerns regarding overwhelming choices, lack of promotion, and negative perceptions of advertising practices. By focusing on these areas, Beauty'En'Joy Perfume Collection can further enhance its marketing strategies and achieve greater success in the competitive perfume industry.

Keywords: marketing strategies, customer acquisition, perfume industry, 4ps marketing mix strategies

Humanities and Social Sciences

**A COMPARATIVE STUDY IN THE IMPLEMENTATION OF ANTI-DRUG
CAMPAIGN UNDER THE ADMINISTRATION OF PRESIDENT
DUTERTE AND PRESIDENT MARCOS**

Dianne Ebron, Rica Mae Aragon, Omair Halid-ali, Kliana Mae Ipil, Jayson Legardo, Irene Gaviola

Abstract

An anti-drug campaign refers to a coordinated initiative aimed at combating the illegal drug trade, curbing drug consumption, and reducing the harm associated with drug use. These campaigns play a crucial role in preventing substance abuse, shifting public perceptions, and enhancing awareness, especially among at-risk populations such as adolescents. This research offered significant insights into a comparative analysis of the execution of anti-drug campaigns during the tenures of President Duterte and President Marcos. The study involved fifty (50) residents from the community as participants. The researchers made certain that the respondents were aware of the survey's objectives. To select the participants, a simple random sampling method was utilized. The study adopted a quantitative approach, specifically employing a descriptive phenomenological framework. Additionally, the researchers personally delivered a letter requesting permission to conduct the study to the barangay chairperson. The evaluation conducted by respondents regarding the execution of the anti-drug campaign during the tenures of Presidents Duterte and Marcos reveals that the administration of former President Duterte received an overall weighted mean rating of 3.51, which is classified as highly effective. In contrast, President Marcos's administration garnered an overall weighted mean rating of 2.36, categorized as effective in terms of policy approaches. Regarding media strategy, the rating under President Duterte was 3.30, also deemed highly effective, while President Marcos's administration achieved a rating of 2.31, interpreted as effective. In terms of public perception, former President Duterte's administration received a rating of 3.34, interpreted as highly effective, whereas President Marcos's administration had a rating of 2.39, classified as effective. The evaluation of the anti-drug campaign conducted during President Duterte's administration is regarded as "highly effective" concerning policy strategies, media initiatives, and public perception. In contrast, the assessment of the anti-drug campaign under President Marcos is viewed as "effective." The primary challenge faced by respondents in the execution of the anti-drug campaign during both administrations is the issue of "addressing human rights violations."

Keywords: anti-drug campaign, drug abuse prevention, public awareness, illegal drug trade, extrajudicial killings, 'just say no', national youth anti-drug media campaign, partnership to end addiction

**AN ASSESSMENT ON THE STRICT IMPLEMENTATION ON
THE SECURITY PROTOCOLS AT THE QUEZON CITY JAIL**

Airine Barbado, Mary Rose Batuyong, Cristine Joy Dalagan, Rhosell Montaniel,
Reyaly Ortanez, Angela Reyes, Dr. Myrna Cuntapay

Abstract

Ensuring security within correctional facilities is of paramount importance, particularly in densely populated urban regions where jails face unique obstacles. The Quezon City Jail, located in one of the most populous cities in the Philippines, exemplifies the difficulties associated with enforcing security protocols. As attention intensifies on the safety of inmates, the protection of staff, and the prevention of illicit activities, it becomes essential to evaluate the current security measures and explore potential enhancements. The researchers employed a descriptive research design to guarantee both validity and reliability. To ensure that each member of the population had an equal opportunity for selection, a simple random sampling technique was utilized, resulting in the selection of fifty (50) Jail Officers from Quezon City Jail as participants. A survey questionnaire was developed and distributed after obtaining permission for participation in the study. Following the collection and analysis of the data, conclusions were drawn, and recommendations were provided to address security concerns related to the implementation of security protocols at Quezon City Jail. The findings of the study titled "An Assessment of the Strict Implementation of Security Protocols at the Quezon City Jail" reveal that all participants expressed agreement with the research conducted. They provided evidence that the strict enforcement of security protocols is being carried out effectively. Additionally, the researchers have offered recommendations to further improve the security protocols. This study indicated that the participants expressed their agreement regarding the rigorous enforcement of security protocols at Quezon City Jail. Additionally, the study recommends that jail officers, the Bureau of Jail Management and Penology (BJMP), and the National Government work together to uphold the highest standards in ensuring the safety and security of the facility.

Keywords: quezon city jail, correctional facility security, urban jail challenges, inmate safety, staff security, illegal activities prevention, overcrowding, infrastructure improvement

**AWARENESS ON MODUS OPERANDI OF THIEVES OPERATING
IN BARANGAY HOLY SPIRIT QUEZON CITY**

Keith Mariel Alvaro, Ysalette Aubrey Diamante, Christian Lazarte,
Rose Ieka Untalan, Jenny Valencia, Dr. Myrna Cuntapay

Abstract

This study examines the level of awareness regarding the modus operandi of thieves operating in Barangay Holy Spirit, Quezon City. Thieves use various techniques and patterns to commit theft, involving careful planning, targeting vulnerable locations or individuals, executing the act swiftly using specific tools or tactics, and escaping while covering their tracks to avoid detection. This crime is punishable under Republic Act 10344, which penalizes unauthorized taking, stealing, keeping, or tampering with government risk reduction and preparedness equipment, accessories, and similar facilities. Raising awareness about these methods is crucial for crime prevention and community safety. This research utilized a descriptive method to thoroughly examine and determine awareness of the modus operandi of thieves in Barangay Holy Spirit. The study employed a purposive sampling technique to select respondents, including ten (10) Barangay officials, ten (10) Philippine National Police (PNP) officers, and forty (40) residents. Data was collected using a self-made survey questionnaire designed by the researchers. The purposive sampling technique ensured the selection of relevant participants, and statistical treatment was applied to analyze the gathered information. The findings indicate that respondents are highly aware of the modus operandi of thieves in Barangay Holy Spirit, particularly in terms of social awareness, personal awareness, and mass media awareness. This heightened awareness suggests that residents and officials recognize the importance of vigilance and preventive measures. Based on the study's results, the respondents' awareness levels in terms of social awareness, personal awareness, and mass media awareness are categorized as "Highly Aware." The researchers recommend conducting seminars throughout Barangay Holy Spirit to educate residents on theft-related crimes. Additionally, strict surveillance by the Quezon City Police Department Station 14 and Barangay Officials is necessary to enhance security. Installing CCTV cameras in strategic locations can aid crime prevention and investigation.

Keywords: modus operandi, awareness, crime prevention, community safety, surveillance

**AWARENESS ON THE IMPLEMENTATION OF FIRE
SAFETY IN COMMERCIAL ESTABLISHMENTS**

Pab Alfonso Dela Cruz, Norlito Latorena, Ronel Manatad,
Michael Dela Fuente, Renz Karl Abestilla, Irene Gaviola

Abstract

This study highlights the significance of effective fire safety measures in minimizing fire-related risks. It aims to assess awareness levels, evaluate preparedness and training, and identify areas for improvement in fire safety measures. The study specifically examines respondents' awareness of fire safety implementation in commercial establishments to ensure they can respond efficiently to fire emergencies. This research employed a descriptive quantitative approach, chosen for its ability to present the current status, roles, and perceptions of respondents. The study included 15 Bureau of Fire Protection (BFP) personnel, 5 mall fire officers, 30 tenants, and 50 customers, selected through purposive sampling. A survey questionnaire was used for data collection. A formal request for participation was submitted to management, and once approved, respondents were guided in completing the survey while maintaining confidentiality. Recommendations were formulated to address fire safety awareness issues in commercial establishments. Findings indicate that respondents strongly agree that commercial establishments comply with Bureau of Fire Protection safety standards. However, the study also identifies challenges faced by respondents and proposes measures to enhance fire safety awareness and improve compliance in commercial establishments. The study confirms that respondents strongly agree with the assessment of fire safety awareness implementation. Recommendations are directed at commercial establishment owners to address deficiencies in existing safety guidelines and improve fire safety measures. Proposed measures aim to enhance awareness and ensure a safer environment for all individuals within commercial establishments.

Keywords: fire safety awareness, fire prevention, commercial establishments

**ENHANCING THE EFFICACY OF PHILIPPINE NATIONAL POLICE
ANTI-CARNAPPING UNIT THROUGH RESPONSIVE
MONITORING AT THE CALOOCAN CITY**

Kim-carlo Salvador, Drian Alfonso Reigo, Justhony Guillermo,
Heartbert Licanda, Eduard Que, Irene Gaviola

Abstract

Carnapping remains a serious and ongoing problem in the Philippines, posing threats to public safety and weakening trust in law enforcement. In response to the rising number of vehicle theft cases, the Philippine National Police (PNP) has established specialized units such as the Highway Patrol Group and the Anti-Carnapping Group. These units are tasked with conducting thorough investigations, enforcing strategic operations, and facilitating the swift recovery of stolen vehicles. Despite these efforts, carnapping persists as a major challenge. This highlights the need for enhanced intelligence-gathering, the adoption of modern vehicle identification technologies, stricter enforcement of relevant laws, and stronger community involvement to effectively combat and prevent this crime. This study employed a quantitative research design using a convenience sampling method to collect data from 100 respondents in Caloocan City. The respondents included 20 police officers, 20 representatives from the Land Transportation Office (LTO), and 60 drivers. Data were gathered through a structured survey aimed at capturing relevant insights and perspectives on anti-carnapping efforts. Based on the analyzed responses, the researchers proposed a set of recommendations to address operational challenges encountered by the Philippine National Police, with a focus on enhancing the monitoring and effectiveness of the Anti-Carnapping Unit in the area. To better understand the background of the participants, the study collected demographic data, with the following results: Age: The largest age group among the respondents was 26–33 years old, comprising 29 individuals or 29% of the total sample. Sex: A significant majority of respondents were male, totaling 84 individuals or 84%, indicating a considerable gender disparity. Civil Status: The most common civil status was "separated," reported by 49 respondents, representing 49% of the sample. Educational Attainment: The highest level of educational attainment was college graduate, with 36 respondents or 36% falling under this category. Challenges Encountered by the Philippine National Police (PNP) One of the key challenges identified is the lack of strong inter-agency coordination between the Philippine National Police (PNP) and the Land Transportation Office (LTO). This gap in collaboration hampers the efficient flow of critical information, thereby reducing the overall effectiveness of anti-carnapping efforts in Caloocan City. Proposed Strategies to Improve PNP Anti-Carnapping Efforts In response to the identified challenges, the following strategies are proposed to enhance the operations of the Anti-Carnapping Unit: Conduct Specialized Training Programs: Provide focused training on modern anti-carnapping methods, investigative techniques, and the integration of technology in crime prevention and vehicle recovery. Strengthen Personnel Deployment: Increase the manpower of the Anti-Carnapping Unit through reassignment or recruitment of additional officers to boost operational capacity and ensure a more visible and effective police presence. This section interprets the data collected from respondents on the key factors evaluated in the study. Respondents rated performance with an overall weighted mean of 3.35, indicating strong agreement. Responsiveness received a slightly higher weighted mean of 3.43, also reflecting strong agreement. Collaboration garnered the highest score, with a weighted mean of 3.44, signifying strong agreement as well. These results demonstrate that respondents hold a positive perception of performance, responsiveness, and collaboration within the study's scope.

Keywords: philippine national police, anti-carnapping unit, carnapping, responsive monitoring, caloocan city, law enforcement, crime prevention, inter-agency collaboration, vehicle theft, police effectiveness

**EXPLORING COPING STRATEGIES OF CHILDREN EXPOSED TO CRIME IN DROP-IN
CENTER SITIO KABATUHAN BARANGAY CAMALIG, MEYCAUAYAN BULACAN**

John Patrick Agagna, Edwin Alonsagay, Hueykyle Delino,
John Dodger Obien, Nathaniel Mallari, Irene Gaviola

Abstract

Child criminality is a complex and alarming issue. Various theories explain its causes, with some psychologists asserting that criminal tendencies arise from environmental influences rather than innate factors, while others suggest that neurological abnormalities may contribute to criminal behavior. Understanding these influences is crucial in addressing and mitigating juvenile criminality. The researchers employed a descriptive research method and purposive sampling technique, selecting 15 social workers, 15 barangay officials/tanods, and 20 community residents from Drop-In Center Sitio Kabatuhan, Barangay Camalig, Meycauayan, Bulacan. A survey questionnaire was utilized to collect data, providing insights into coping strategies of children exposed to crime. Based on the findings, recommendations were formulated to address the identified challenges. The study revealed that all respondents acknowledged the findings regarding coping strategies of children exposed to crime. The researchers proposed intervention programs to tackle the problems faced by Barangay Camalig and suggested improvements to enhance the center's effectiveness and long-term success. The assessment showed that respondents agreed with the evaluation of coping strategies for children in the drop-in center. The study recommends that barangay officials implement the proposed measures to address challenges effectively. By actively engaging in these efforts, Barangay Camalig can create a safer and more secure environment for its residents, ultimately improving community welfare.

Keywords: coping strategies, juvenile criminality, intervention programs, community welfare

**EXPLORING THE IMPACTS OF COMMERCIAL BURGLARY AMONG
VICTIMS IN BARANGAY CULIAT QUEZON CITY**

Angelica Dela Cruz, Rhia May Paquit, Mary Joy Onate, Romelyn Quilana,
Zyrene Alliah Bajado, Dr. Myrna Cuntapay

Abstract

Commercial burglary statistics indicate that businesses, particularly those in urban areas with inadequate security, are frequent targets. Small businesses are more vulnerable due to limited security measures compared to larger enterprises. Factors such as business type, location, and operating hours significantly influence their risk exposure. Understanding these factors is crucial in developing effective crime prevention strategies and enhancing security measures. The study employed purposive sampling techniques and utilized a descriptive research method with a quantitative approach. Data was collected from fifty (50) business owners and vendors in Barangay Culiat, Quezon City, using a structured survey questionnaire. The researchers analyzed the responses to identify common patterns and challenges faced by commercial burglary victims. Recommendations were formulated to address the identified issues and enhance preventive measures. The study found that all respondents acknowledged the significant impacts of commercial burglary on businesses in Barangay Culiat. The data highlighted various financial, psychological, and security concerns experienced by victims. The researchers proposed actionable interventions to mitigate these impacts and improve security measures within the community. The findings reveal that respondents generally agree on the adverse effects of commercial burglary. This study emphasizes the importance of raising awareness among victims, policymakers, law enforcement, and urban planners. The recommendations aim to foster safer communities, equip individuals with essential knowledge, and implement innovative crime prevention strategies to reduce burglary incidents.

Keywords: commercial burglary, financial loss, psychological distress, safety and security, quezon city

EXPLORING YOUTH'S INVOLVEMENT IN GANG WARS: AN ANALYSIS

Aljohn Fermin, John Laurence Masirag, John Rogel Campos,
Billy Joe Diaz, John Paul Bedra, Irene Gaviola

Abstract

This research study examines the factors leading to youth involvement in gangs and participation in gang wars. By identifying root causes and consequences, policymakers, law enforcement agencies, and community organizations can develop targeted interventions for prevention and early intervention. The study focuses on analyzing youth involvement in gang wars in Barangay Commonwealth, Quezon City. This study employs a descriptive quantitative research method. The respondents include 20 police officers, 30 barangay tanods, and 50 community members selected through purposive sampling. Data collection was conducted using a survey questionnaire, with prior approval obtained through a formal request. Researchers guided respondents in completing the survey while ensuring confidentiality. Finally, recommendations were formulated to address the issues identified regarding youth involvement in gang wars. The study found that respondents largely disagreed with the findings on youth involvement in gang wars in Barangay Commonwealth, Quezon City. However, the researchers proposed interventions and actions to mitigate the problem and address concerns raised by the respondents. The findings indicate that respondents did not fully align with the analysis of youth involvement in gang wars. The study recommends providing Barangay Commonwealth with insights into the struggles faced by respondents, particularly the youth involved in gangs. The researchers also proposed interventions and programs to prevent youth engagement in gang-related activities, emphasizing the importance of community-based initiatives.

Keywords: youth involvement, gang wars, community interventions, crime prevention

**PREVALENT OFFENSES ENCOUNTERED BY THE DELIVERY
RIDER IN BAGUMBONG CALOOCAN CITY**

Kent Gerald Ancheta, Francis Jerald Bautista, Dexter John Cadiente,
John Lie Espiritu, John Keather Isaga, Dr. Myrna Cuntapay

Abstract

The profession of delivery riding is one that operates long hours, often beginning before sunrise and extending late into the night. Riders work for various companies specializing in different types of deliveries. However, this job presents numerous challenges, including exposure to criminal activities such as theft, robbery, assault, and harassment. One of the most common offenses is theft, where valuable items like smartphones, bicycles, and delivery packages become prime targets for opportunistic criminals. Understanding these prevalent offenses is crucial in developing strategies to enhance the safety and security of delivery riders. The study utilized a descriptive research design to examine the characteristics of prevalent offenses encountered by delivery riders. The researchers selected delivery riders and Philippine National Police personnel as respondents to gain a balanced perspective. A total of 50 respondents were surveyed using a structured questionnaire, ensuring a comprehensive evaluation. Data collection was conducted with appropriate permissions, and the gathered data was analyzed to formulate conclusions and recommendations to address these issues effectively. The findings indicate that all respondents strongly agreed on the existence and impact of prevalent offenses encountered by delivery riders. The study provided substantial evidence that these offenses pose significant risks. Based on the responses, safety measures need to be strengthened to mitigate risks and enhance rider security. The respondents' assessment of the prevalent offenses encountered by the delivery riders in Bagumbong, Caloocan City, was categorized as “Strongly Agree” in terms of performance, responsiveness, and collaboration. Addressing these concerns requires targeted interventions such as improving booking verification systems, enhancing rider safety protocols, and fostering better cooperation among delivery riders and law enforcement authorities. These measures will contribute to a safer working environment for delivery riders.

Keywords: prevalent offenses, delivery riders, safety measures, criminal activities

**PROHIBITION OF ELECTRIC BIKES ALONG QUIRINO
HIGHWAY NOVALICHES QUEZON CITY**

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Abstract

Electric bikes provide an eco-friendly alternative to traditional vehicles, helping to reduce carbon emissions and alleviate urban air pollution. They offer a convenient way to navigate through traffic and shorten commutes, particularly in congested cities. This study examines the impact of banning e-bikes along Quirino Highway in Novaliches, Quezon City, with a focus on traffic flow, congestion, and safety. This research focused on the prohibition of electric bikes along Quirino Highway in Novaliches, Quezon City. The researchers employed a descriptive quantitative research method to assess how respondents viewed the prohibition of electric bikes along Quirino Highway in terms of implementation, law enforcement, and community impact. The study also aimed to identify the problems faced by respondents regarding this prohibition and to propose solutions to address these issues within the specified variables. In the study on assessment, most respondents were middle-aged men who were single and had graduated from college. While banning e-bikes on Quirino Highway improved safety and reduced accidents, the enforcement of this ban was inconsistent, and community support was low. Identified issues included increased traffic congestion, longer travel times, safety risks, reduced accessibility, and both economic and environmental consequences. To address these problems, the study recommended strengthening enforcement mechanisms, raising public awareness through education, revising e-bike regulations, improving public transportation infrastructure, and promoting sustainable transportation options. The study found that while respondents generally supported the ban on electric bikes along Quirino Highway in Novaliches, Quezon City, several key issues were raised. These included increased traffic congestion, safety concerns, and accessibility challenges. Recommendations included stronger enforcement of regulations, public education about electric bikes, and instead of a ban, regulating their use. Additionally, improvements to public transportation and infrastructure were suggested to enhance road safety and reduce reliance on cars.

Keywords: electric bikes, traffic congestion, safety concerns, accessibility, public regulation on e-bikes, transportation and infrastructure

**THE EFFECTS OF THE BUREAU OF JAIL MANAGEMENT AND PENOLOGY
LIVELIHOOD PROGRAM IN THE LIVES OF THE RELEASED PERSONS
DEPRIVED OF LIBERTY IN BARANGAY KAMUNING QUEZON CITY**

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Abstract

The livelihood programs instituted by the Bureau of Jail Management and Penology play a critical role in the lives of released Persons Deprived of Liberty (PDLs). These initiatives provide opportunities for skill development, employment, and empowerment, ensuring that individuals have access to sustainable resources for reintegration into society. The holistic care and support systems afforded by these programs facilitate smoother reentry processes. This study aims to evaluate the impact of such programs on employment rates, income levels, housing stability, and overall well-being among released PDLs in Barangay Kamuning, Quezon City. This study employs a descriptive research method to provide a detailed portrayal of the characteristics of the subject. Using statistical treatment, data was analyzed from a purposively sampled group of twenty-five released PDLs. This approach helps uncover significant patterns that can inform strategies for effective rehabilitation and support systems. The findings advocate for the necessity of dynamic livelihood programs, as evidenced by a strong consensus among participants. These programs aim to mitigate challenges faced by released PDLs in Barangay Kamuning and ensure successful reintegration into society. The respondents' assessment of the Bureau of Jail Management and Penology Livelihood Program indicates a "Strongly Agree" interpretation regarding its impact on empowerment and socio-economic well-being. This study highlights prevalent challenges faced by reintegrated PDLs and is expected to contribute to the promotion of additional livelihood programs. Furthermore, it proposes measures to enhance the effectiveness of these initiatives in supporting PDLs after reintegration.

Keywords: penology livelihood programs, released pdls, reintegration, socio-economic impact, barangay kamuning, quezon city

**THE IMPLEMENTATION OF THE REPUBLIC ACT 7832 ALSO
KNOWN AS ILLEGAL CONNECTION OF ELECTRICITY
IN BAGONG SILANG PHASE 1, CALOOCAN CITY**

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Abstract

This study evaluates Republic Act 7832 and its role in maintaining power stability, ensuring equitable distribution, and reducing system losses. It highlights enforcement loopholes and proposes enhancements to improve the law's effectiveness. By providing insights to lawmakers, power corporations, and local governments, this study contributes to policy-making for a fair and reliable energy system. Addressing electricity theft effectively is crucial in fostering a more sustainable power distribution network. This study employed a descriptive quantitative research approach to assess the effectiveness of RA 7832 in preventing electricity theft. Data was collected through a survey questionnaire containing both closed-ended and open-ended questions. Fifty respondents were selected through purposive sampling, and statistical analysis was conducted to evaluate their perspectives on energy theft and the law's enforcement. Survey results indicated that enforcement efforts were rated favorably, with a weighted mean of 3.34 (Strongly Agree). However, community knowledge of RA 7832 was rated lower at 2.46 (Disagree), reflecting a lack of legal awareness. Community cooperation received the lowest rating at 1.80 (Strongly Disagree), indicating weak public support. The primary challenge identified was ignorance of the law (4.68%). The most recommended solution was launching a community education campaign through social media and barangay meetings, which ranked highest at 8.16%. The enforcement of RA 7832 is relatively effective (3.34), but public awareness (2.46) and community cooperation (1.80) remain low. The majority of respondents were young (34% under 25), male (44%), and college-educated (43%). Key obstacles included financial constraints, illegal reconnections, and lack of legal awareness. The study suggests implementing tamper-proof meters, education initiatives, and discounted electricity rates. Local governments should prioritize financial aid for low-income families, establish anonymous reporting systems, and enhance educational programs to reduce illegal connections and promote a sustainable energy system.

Keywords: power stability, equitable distribution, system loss reduction, electricity theft, community awareness



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