

PERCEPTION ON THE LEVEL OF SECURITY APPLIED AT AYALA MALLS FAIRVIEW TERRACES, QUEZON CITY

ABSTRACT

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The perception of safety among customers, employees, and visitors in malls is influenced by factors such as the visibility of security personnel, the efficiency of incident response, and the cleanliness of the environment. This concern is particularly relevant in establishments like Ayala Malls Fairview Terraces in Quezon City. This study aims to support and sustain the positive perception of security in the mall by examining respondents' assessments of key security components, including the presence and performance of security guards, the effectiveness of the emergency response system, the robustness of perimeter security, and the use of video surveillance. The study seeks to provide insights that will help enhance security measures and ensure a safe, secure environment for all mall patrons. This study employed a descriptive research design, incorporating both quantitative and qualitative approaches to obtain a well-rounded perspective. A total of fifty (50) respondents were selected, consisting of twenty-five (25) customers and twenty-five (25) employees of Ayala Malls Fairview Terraces. Data were collected through a validated survey questionnaire, reviewed and approved by subject matter experts. The researchers used purposive sampling to ensure that participants had relevant experiences with the mall's security measures. The collected data were analyzed using percentages, frequency distribution, weighted mean, and a four-point Likert scale to interpret the results effectively. The majority of respondents were aged 18 to 25 years old, with most identifying as female. The findings revealed that a significant number of respondents strongly agreed that security guards were less attentive and slow to respond to incidents, as reflected by a weighted mean of 3.48. Additionally, respondents noted that most security personnel lacked regular training on emergency procedures, with a weighted mean of 3.46. It was also observed that certain areas of the mall lacked CCTV cameras, limiting the ability to record and monitor criminal activities, which received a weighted mean of 3.48. One of the most commonly reported issues was the occurrence of theft and shoplifting within the mall. The top proposed security enhancement was to improve bag checks and the use of metal detectors at entrances, accompanied by stricter procedures and the deployment of additional security personnel. The researchers recommend that security guards undergo regular and comprehensive training on emergency procedures to ensure they are equipped to provide immediate assistance when professional responders are not yet available. It is also essential to increase the frequency and visibility of security patrols, particularly in areas prone to theft, to effectively deter shoplifting and other criminal activities. Additionally, the mall's security manager should implement mandatory training sessions for security personnel focused on proper bag inspection protocols, the correct use of metal detectors, and effective customer engagement. To further enhance overall safety, the hiring of additional security staff is strongly recommended to ensure sufficient coverage throughout the mall.

RECOMMENDED CITATION

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