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ACCOUNTING AND TAXATION

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

ABSTRACT

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

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OPTIMIZING VIRTUAL ASSISTANT SERVICES THROUGH ACCOUNTING INFORMATION SYSTEMS: A STUDY OF PATRA CORPORATION IN QUEZON CITY

ABSTRACT

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The integration of Virtual Assistant (VA) services with Accounting Information Systems (AIS) has significantly transformed business operations by enhancing efficiency, accuracy, and financial decision-making. This study investigates how AIS contributes to optimizing VA services at PATRA Corporation in Quezon City, focusing on both the advantages and obstacles associated with this integration. A descriptive research design was utilized to assess the integration of AIS in VA services. Data were gathered through survey questionnaires administered to fifty (50) virtual assistants, comprising 25 onsite and 25 online employees of PATRA Corporation. The study employed purposive simple random sampling. Collected data were analyzed using statistical tools such as percentage distribution, weighted mean, and Likert scale ranking. The study found that AIS significantly improved the efficiency, decision-making capabilities, and overall service quality of virtual assistants. Respondents expressed agreement regarding the system's ease of use, functionality, and continued relevance in daily operations. Noted challenges included software compatibility concerns, data security vulnerabilities, high maintenance costs, and employee resistance to change. Despite these challenges, the utilization rate of AIS remained high, reflecting its integral role in supporting VA workflows. The findings support previous literature indicating that AIS adoption enhances financial management and operational efficiency. However, the presence of technical, financial, and human-related barriers highlights the need for targeted interventions. To ensure successful integration, organizations should invest in training programs, establish strong data security measures, and upgrade outdated systems. Continued technical support and regular workshops are recommended to sustain the effectiveness of AIS in optimizing virtual assistant services.

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

ABSTRACT

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

RECOMMENDED CITATION

Encarnacion, E., Hong, A., Vargas, A. N., Villareal, J. R., & Zabay, R. M. (2025). Assessing the Impact of AI Adoption in Accounting Information System at Wilmar Benby Corporation: Basis for a Proposed Extreme Implementation Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 10.

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

ABSTRACT

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Accounting And Taxation

KEYWORDS

*accounting information
system; small business;
managerial decision making;
novaliches; operational
efficiency; financial
management*

ARTICLE ID

AASGBCPJMRA-B84657

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

RECOMMENDED CITATION

Badillo, J. M., Barrera, R., Bucio, D., Rellama, A., & Untal, J. E. (2025). Assessing the Effectiveness of Managerial Decision and Accounting Information System Support Small Business in Novaliches, Quezon City.. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 13.

BUSINESS

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

ABSTRACT

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Business

KEYWORDS

*property consultants;
monetary incentives; real
estate industry; productivity;
incentive schemes; non-
monetary rewards*

ARTICLE ID

AASGBCPJMRA-B00018

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

RECOMMENDED CITATION

Asuro, J. C., Azañes, Z., Raga, G., Serafin, A., & Suello, E. (2025). The Impact of Incentives Scheme on the Productivity of Property Consultant in Selected Realty Developer in QC. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 15.

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

ABSTRACT

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Business

KEYWORDS

*digital payment systems;
transactional reliability;
connectivity issues; customer
education; user confidence;
biometric authentication*

ARTICLE ID

AASGBCPJMRA-B05622

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

RECOMMENDED CITATION

Albiola, K., Lique, M. J., Ramilo, A. M., Sevidal, P. J., & Verzosa, C. J. M. (2025). The Role of Digital Payment System in Customers' Transactional Challenges at La La Mart on Congressional Town Center, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 16.

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

ABSTRACT

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Business

KEYWORDS

*work performance; biometric;
timekeeping system; payroll;
attendance; biometric
timekeeping*

ARTICLE ID

AASGBCPJMRA-B08281

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

RECOMMENDED CITATION

Bitoon, M. J., Legaspi, A., Manadong, R., Solomon, J., & Tanlugon, C. (2025). The Impact of the Biometric Timekeeping System on Payroll Efficiency and Employee Attendance to the Work Performance of Welljob Solutions and General Services, Inc. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 17.

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

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Business

KEYWORDS

service quality; customer satisfaction; caloocan city; laundry business; quick service; operational efficiency

ARTICLE ID

AASGBCPJMRA-B11094

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

RECOMMENDED CITATION

Garcia, J. D., Joaquin, J. P., Juab, A., Macasojot, N. M., Tañgalin, J. E., & Tupaz, C. (2025). Factors of Service Quality Towards Customer Satisfaction of Quickie Laundry Shop in Maligaya, Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 18.

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

ABSTRACT

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Business

KEYWORDS

*hytec power inc; digital
innovation; operational
efficiency; digital
transformation; google
workspace; microsoft outlook*

ARTICLE ID

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

RECOMMENDED CITATION

Bolabola, J. M., Dela Cruz, J. M., Inghog, H. M., Matias, C., & Placa, R. (2025). The Impact of Digital Innovation on Operational Efficiency at a Private Company in HYTEC Power Inc. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 20.

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ASSESSING THE USABILITY OF VENDING MACHINES AND SELECTED CAR WASH SERVICES

ABSTRACT

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Business

KEYWORDS

*car wash services; vending
machines; usability; customer
satisfaction; automation;
customization*

ARTICLE ID

AASGBCPJMRA-B19796

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

RECOMMENDED CITATION

Arique, R., Colongan, J., Olleta, C., Ramos, M., & Rey, V. K. (2025). Assessing the Usability of Vending Machines and Selected Car Wash Services. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 22.

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

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

kiosk utilization; customer trust; customer satisfaction; mcdonald's frisco; fast-food industry; operational efficiency

ARTICLE ID

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

RECOMMENDED CITATION

Abaya, J., Herilla, B., Mendoza, J., Piedad, D., & Porcadilla, J. (2025). Significance of Kiosk Utilization on Customer Trust and Satisfaction in McDonald's Frisco at Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 23.

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

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

*mobile wallet; saving
behavior; micro enterprise;
quezon city; financial
inclusion; digital transactions*

ARTICLE ID

AASGBCPJMRA-B24869

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

RECOMMENDED CITATION

Acheron, A. J., Brondial, K. M., Fernadez, L. M., Gamelo, P. L., Gare, B. A. A., & Mangubat, B. F. (2025). The Effect of Mobile Wallet on Saving Behavior of Micro Enterprise Owner in Litex Market, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 25.

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

ABSTRACT

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Business

KEYWORDS

*mojos snaps; veggie mojos;
interactive dining; health
food; super food; business
plan*

ARTICLE ID

AASGBCPJMRA-B26730

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

RECOMMENDED CITATION

Abrigo, D., Arnosa, C. J., Estrada, J. C., Estriber, K. N., Gallardo, K., Larioza, A., Lumatap, B. A., Oyando, C. C., Paulino, S. M., & Pica, A. (2025). A Business Plan on the Establishment of Mojoes Snaps at 32B Doña Asuncion Street Sauyo Road, Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 26.

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

ABSTRACT

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Business

KEYWORDS

*scheduling practices; time
management; google
calendar; scheduling conflicts;
digital tools; organizational
efficiency*

ARTICLE ID

AASGBCPJMR-B30989

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

RECOMMENDED CITATION

Felices, T. G., Lao, E. M., Palmes, J., Rodolfo, N., & Sorio, D. N. (2025). Scheduling and Calendar Management of Quezon City Parole and Probation Office: An Assessment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 29.

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

ABSTRACT

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DISCIPLINE

Business

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*operational efficiency;
novaliches bayan; quezon city;
quality management practices;
micro-enterprises; business
performance*

ARTICLE ID

AASGBCPJMRA-B33889

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

RECOMMENDED CITATION

Esparagosa, M., Fornoles, J. A., Lanon, A., Lanon, J., & Ronquillo, M. (2025). Operational Efficiency of Selected Micro-Enterprises in Novaliches, Bayan, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 30.

FACTORS OF SELLING FLOWER TO FLORAL INDUSTRY IN NOVALICHES QUEZON CITY

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

*floral industry; quezon city;
flower shop; novaliches;
pricing strategy; customer
satisfaction*

ARTICLE ID

AASGBCPJMRA-B35093

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

RECOMMENDED CITATION

Ansotigue, L. K., Balbuena, J., Boga, S., Gutang, S., Raagas, R., & Santander, D. S. (2025). Factors of Selling Flower to Floral Industry in Novaliches Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 31.

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

ABSTRACT

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Business

KEYWORDS

*online business sustainability;
data privacy; technological
advancement; data
management; digital
marketing; social media
platforms*

ARTICLE ID

AASGBCPJMRA-B38653

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

RECOMMENDED CITATION

Espeña, M., Fabon, S. L., Loriyo, J., Morcilla, J. P., & Serrano, C. D. (2025). Challenges in Technology Advancement in Sustaining Online Business Through Data Privacy in the Digital Age. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 32.

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

ABSTRACT

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Business

KEYWORDS

*employees productivity; office
space design; ergonomics and
comfort; lighting and
ventilation; aesthetic appeals;
acoustic design*

ARTICLE ID

AASGBCPJMR-B47979

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

RECOMMENDED CITATION

Asoy, A., Basista, M. A., Bataanon, M. R., Lactao, M. J., & Segun, R. (2025). Examining the Relationship Between Office Space Design and Employees Productivity at Brgy. Payatas B. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 37.

CONSUMER PREFERENCES ON AIR-CONDITION STORAGE BUSINESSES IN NOVALICHES, QUEZON CITY

ABSTRACT

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Business

KEYWORDS

*quezon city; air-conditioner
storage; off-season
maintenance; novaliches;
performance efficiency;
operating costs*

ARTICLE ID

AASGBCPJMRA-B48641

This study evaluates how storage practices affect air-conditioner performance and operating costs among consumers in Novaliches, Quezon City. It focuses on off-season storage, dry storage methods, and routine cleaning to determine their impact on efficiency and total cost of ownership. By examining these factors, this study aims to identify best practices that maximize unit longevity and minimize energy expenses. This study employs a descriptive survey design targeting 30 air-conditioner owners in Novaliches, Quezon City, Metro Manila. Participants completed a structured questionnaire that addressed storage methods, perceived impacts on cooling efficiency, and operating cost challenges. Responses were scored on a four-point Likert scale, and composite weighted means were calculated for three variables—Efficiency, Quality, and Operation—to assess the prevalence of storage-related problems. Analysis showed that all three variables were regarded as “sometimes a problem.” Quality issues—such as corrosion or mold growth—ranked highest, with a composite weighted mean of 3.33. Operational challenges, including compressor startup and airflow inconsistencies, ranked second (mean = 3.31). Efficiency losses—reflected in longer run times and higher energy consumption—ranked third (mean = 3.30). The overall weighted mean across all variables was 3.31, indicating moderate concern among respondents. These findings indicated that improper storage practices contributed to reduced performance and increased costs. Quality degradation during storage led to higher maintenance expenses, while operational and efficiency issues elevated energy bills and repair frequency. It was recommended that consumers employ dry, climate-controlled storage environments, perform thorough pre-storage cleaning, and schedule professional maintenance before and after off-season periods. Implementing these measures was expected to preserve unit condition, improve year-round efficiency, and lower long-term operating costs.

RECOMMENDED CITATION

Alfaro, P., Almazar, J. L., Barnuevo, R., Duron, K., Morales, J. R., & Sulit, C. J. (2025). Consumer Preferences on Air-Condition Storage Businesses in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 38.

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

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Business

KEYWORDS

*pizza-cupcake hybrid venture;
marketing in business; cupzza;
innovative food businesses;
business plan*

ARTICLE ID

AASGBCPJMRA-B51726

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

RECOMMENDED CITATION

Alfon, R. L., Atencio, R., Bardillon, J. I., Cebrano, E. C., Condino, E. J., Duyapat, G. T., Granadil, J., Juab, J. L., Pallar, J. F., Pito, R., & Samonte, E. L. (2025). A Business Plan on the Establishment of Cupzza at Sweet Haven Square Bazaar, Commonwealth, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 40.

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

ABSTRACT

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Business

KEYWORDS

*novaliches quezon city;
operational efficiency;
commercial printing; printing
industry; customer service;
error resolution*

ARTICLE ID

AASGBCPJMRA-B52206

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

RECOMMENDED CITATION

Badillo, J., Badua, B. C., Fausto, J., Fedirizo, J., Matubis, M. D., & Torio, J. P. (2025). Operational Efficiency Trend of Commercial Printing Industry in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 41.

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

ABSTRACT

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Business

KEYWORDS

*value proposition; footwear
services; service quality;
operational efficiency;
customer perception*

ARTICLE ID

AASGBCPJMRA-B54503

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

RECOMMENDED CITATION

Bautista, H. B., Fabillo, H., Oraño, M. L., Paraggua, M. D. J., Ramos, M. C., & Tuazon, J.-J. (2025). Assessing the Value Proposition as Perceived by Owner of Footwear in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 42.

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

ABSTRACT

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Business

KEYWORDS

*flexible work arrangements;
employee performance;
quezon city; hybrid work; task
completion; urban workplace*

ARTICLE ID

AASGBCPJMRA-B61563

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

RECOMMENDED CITATION

Flores, R., Lavarro, R., Lumapas, G. A., Ombao, L., Platitas, J., & Ruetas, P. M. (2025). Impact of Flexible Work Arrangements on Employee Performance in a Corporate Office in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 43.

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

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

*toyota fairview inc; customer
satisfaction; financing
satisfaction; service quality;
payment options; automotive
industry*

ARTICLE ID

AASGBCPJMRA-B62125

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

RECOMMENDED CITATION

Aldave, Y., Bordios, A., Ibeas, G., Inso, J. K., & Palarion, C. (2025). Level of Satisfaction in Toyota Fairview Inc.: Basis for a Proposed Action Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 44.

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

ABSTRACT

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Business

KEYWORDS

time management tools;
microfinance company;
project management; google
calendar; microsoft outlook;
google workspace

ARTICLE ID

AASGBCPJMRA-B62351

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

RECOMMENDED CITATION

Cornito, C., Hagosojos, S., Lucion, J., Mendez, M., Moralda, J. F., & Orbiso, J. B. (2025). Effectiveness of Time Management Tools in Project Management at a Micro Finance Company in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 45.

ENVIRONMENTAL EFFICIENCY OF HYDROPONICS (SOIL-LESS) BUSINESS

ABSTRACT

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Business

KEYWORDS

*environmental benefits;
resource efficiency;
hydroponic farming; urban
agriculture; capital
investment; food security*

ARTICLE ID

AASGBCPMRA-B71406

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

RECOMMENDED CITATION

Jesus, B. D., Mora, M., Pimentel, M., Rodriquez, R. L., & Vera, R. D. (2025). Environmental Efficiency of Hydroponics (Soil-Less) Business. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 46.

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THE IMPACT OF DIGITAL TRANSFORMATION ON TRADITIONAL BUSINESS

ABSTRACT

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Business

KEYWORDS

*digital transformation;
traditional business; business
operations; business
sustainability; business
innovation; operational
efficiency*

ARTICLE ID

AASGBCPJMRA-B76449

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

RECOMMENDED CITATION

Baybayan, H., Borrel, J., Cariaga, J., & Herrera, J. (2025). The Impact of Digital Transformation on Traditional Business. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 48.

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

ABSTRACT

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Business

KEYWORDS

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city; paint industry; workplace
safety; inventory management;
quality control*

ARTICLE ID

AASGBCPJMRA-B80872

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

RECOMMENDED CITATION

Dumacil, N., Gorobat, M., Implica, I., Mercado, T. L., Mesa, J. R., & Reolo, J. E. (2025). Operational Issues at Paint Center Businesses at Caloocan City, District 1. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 50.

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

ABSTRACT

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Business

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purchase drivers*

ARTICLE ID

AASGBCPJMRA-B85229

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

RECOMMENDED CITATION

Labisig, C. R., Losaura, R. A., Lustan, V. J., Militante, C. M., & Policarpio, A. (2025). Consumer Satisfaction of Selected Hairmask Business Around Novaliches Bayan, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 51.

THE DIFFICULTIES ENCOUNTERED IN EXPANDING FAMILY-OPERATED BUSINESS

ABSTRACT

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Business

KEYWORDS

*business expansion; business
sustainability; family business;
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succession planning; market
competition*

ARTICLE ID

AASGBCPJMRA-B86255

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

RECOMMENDED CITATION

Delos Santos, J., Liza, L., Madera, O. M., & Villa, P. J. (2025). The Difficulties Encountered in Expanding Family-Operated Business. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 52.

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

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Business

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digital tools; office
productivity; digital
transformation; public sector
efficiency; document
management*

ARTICLE ID

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

RECOMMENDED CITATION

Bainto, D. I., Bisnar, M., Felizarta, J., Loberas, J., Punay, M. M., & Ramirez, C. J. (2025). Optimize Office Productivity: An Evaluation of Digital Tools Effectiveness at North Caloocan City Hall. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 53.

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

ABSTRACT

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Business

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*non-board graduates;
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career planning; entry-level
guide; job market;
employability*

ARTICLE ID

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

RECOMMENDED CITATION

Bation, C. M., Gamboa, D., Labro, A., Pascua, J., Salonga, A. K., & Sosa, J. (2025). Factors That Influence Non-Board Graduates in Pursuing Professional Certification: For Career Advancement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 56.

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BUSINESS ADMINISTRATION

THE IMPACT OF CLOUD COMPUTING ON EMPLOYEE PRODUCTIVITY AND OPERATIONAL EFFICIENCY AT MANAGEMENT CONSULTANCY SERVICES IN TAGUIG CITY

ABSTRACT

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Business Administration

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*cloud computing; employee
productivity; operational
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services; taguig city;
document management*

ARTICLE ID

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Cloud computing has significantly transformed workplace operations by offering greater reliability, accessibility, and collaboration. As one of the fastest-adopted technologies across industries, cloud computing eliminates the limitations of local storage by allowing real-time access to files, streamlined collaboration, and improved data management. This study explores how cloud computing impacts employee productivity and operational efficiency within management consultancy services in Taguig City, highlighting its benefits, challenges, and areas for improvement. A quantitative research design was utilized, with structured survey questionnaires distributed to employees working in management consultancy firms. The study employed purposive sampling to target individuals directly engaged in cloud-based workflows. Statistical tools were used to analyze the relationship between cloud computing usage and two key variables: employee productivity and operational efficiency. The findings indicated that cloud computing contributed to enhanced workflow processes, automation of repetitive tasks, and improved document management, all of which supported increased productivity. However, limitations were observed in terms of integration issues and insufficient training. While a weak positive correlation was found between cloud computing and employee productivity, the relationship was not statistically significant. The limited adoption of advanced tools and lack of strategic optimization were identified as possible reasons for this outcome. Respondents recommended greater focus on automation, cloud-based project management platforms, structured data handling, and regular training initiatives to fully leverage cloud computing's potential. This study emphasizes the role of cloud computing in improving productivity and operational efficiency within management consultancy services in Taguig City. Although the impact on productivity was statistically modest, cloud solutions were recognized for their potential in streamlining operations, reducing workload redundancy, and supporting time-sensitive tasks. The results suggest that cloud computing should be viewed not as a standalone solution but as a strategic tool that requires effective implementation, employee adaptability, and continuous system integration. Businesses are encouraged to invest in cloud infrastructure, staff development, and workflow optimization to maximize the benefits of digital transformation.

RECOMMENDED CITATION

Alioden, N., Arinque, J., Reandelar, D., & Redoloza, E. (2025). The Impact of Cloud Computing on Employee Productivity and Operational Efficiency at Management Consultancy Services in Taguig City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 60.

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

ABSTRACT

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Business Administration

KEYWORDS

*chatbot utilization; customer
experience; service efficiency;
response time; user
satisfaction; utilization
chatbot*

ARTICLE ID

AASGBCPJMR-B03094

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

RECOMMENDED CITATION

Artezuela, F., Diaz, J. K., Lausa, J. C., Monterola, R., & Quimque, J.-M. (2025). Assessing the Utilization of Chatbot on Enhancing Customer Experience at RNB 1 Upholstery Shop in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 61.

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

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

*technology payment; food and
beverage; implementation
strategies; digital adoption;
productivity; adoption
technology*

ARTICLE ID

AASGBCPJMRA-B04918

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

RECOMMENDED CITATION

Guibao, G., Luceño, L., Parallag, M. C., Quiseo, R., & Wenceslao, M. (2025). Adoption of Technology Payment in Boosting Productivity of Selected Food and Beverage Businesses in Don Antonio, Quezon City: A Basis for Implementation Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 62.

STRATEGIC TRAINING AND DEVELOPMENT MODEL OF SELECTED BPO COMPANY IN METRO MANILA

ABSTRACT

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Business Administration

KEYWORDS

*strategic training; metro
manila; training and
development; bpo; employee
performance; learning
innovation*

ARTICLE ID

AASGBCPJMRA-B05572

Training is essential in enhancing employee performance and skill development, which directly contributes to achieving organizational goals. This holds true for both new hires and tenured employees, regardless of their educational backgrounds. In the context of Business Process Outsourcing (BPO) companies, effective training becomes even more critical due to the client-facing nature of the industry. However, some customer service agents are perceived as lacking knowledge and confidence, often demonstrated through poor English communication skills or prolonged response times while searching for answers. This study aims to explore the training and development practices of a selected BPO company in Metro Manila to address such performance concerns and improve service quality. This study employs a descriptive-inferential research method to evaluate the strategic training and development practices within the selected BPO company. Data were collected through questionnaires, interviews, and direct observations. The demographic profile of the respondents was analyzed using frequency distribution. To evaluate training best practices, weighted mean and ANOVA tests were applied. These statistical tools were used to identify patterns and determine the significance of various respondent characteristics on the training and development strategies adopted by the company. The results indicated that demographic factors such as age, gender, civil status, educational attainment, salary, and length of service had no significant impact on the strategic training and development model of the selected BPO company. Regarding innovation and learning opportunities in training, the responses yielded a grand mean of 3.08, categorized as "Moderately Agree," suggesting a neutral sentiment among employees. Similarly, financial support for training received a grand mean of 3.04, also indicating a "Moderately Agree" response. These findings imply that while training structures are in place, employees remain ambivalent about their effectiveness and the level of financial investment provided. The findings suggest a need for the BPO company to enhance its training methodologies, especially by incorporating programs that develop intercultural communication skills, given the global nature of the industry. Furthermore, management must foster transparency regarding financial resources allocated for training and openly communicate future organizational plans. This openness is essential for cultivating employee trust and aligning workforce expectations with the company's strategic direction.

RECOMMENDED CITATION

Abrazaldo, R. (2025). Strategic Training and Development Model of Selected BPO Company in Metro Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 63.

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

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

*recruitment process; staffing
agency; quezon city; applicant
satisfaction; job matching;
candidate experience*

ARTICLE ID

AASGBCPJMRA-B13424

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

RECOMMENDED CITATION

Alaba, M. D., Amansec, J., Dizon, D., Posada, A. M., & Villafranca, J. M. (2025). Effectiveness of the Recruitment Process of a Staffing Agency in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 65.

REMOTE WORK POLICY AND RETENTION OF EMPLOYEES IN A BUSINESS PROCESS OUTSOURCING COMPANY IN ILOILO CITY

ABSTRACT

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Business Administration

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*business process outsourcing
(bpo); remote work; iloilo
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virtual assistants; work-life
balance*

ARTICLE ID

AASGBCPJMRA-B15032

This study investigates 5 Star Virtual Assistants, a Philippine-based outsourcing company located in Iloilo City that delivers a range of virtual assistant services to support business operations. The research aims to propose a strategic retention plan to enhance employee engagement and reduce turnover in a remote work environment. By identifying key factors influencing employee satisfaction and commitment, the study seeks to provide actionable insights that will strengthen retention strategies, increase productivity, and improve overall organizational performance. This study adopts a descriptive-correlational research design to examine the connection between remote work and employee retention. A total of 206 virtual assistants from 5 Star Virtual Assistants in Iloilo City participated in the study, selected through purposive sampling. Data were collected between December 2024 and April 2025 through an online survey distributed via Google Forms. The study reveals that out of 206 respondents, the majority (64.5%) are female, and a significant portion (72.27%) are between 18 to 27 years old. In terms of tenure, 67.27% have been with the company for 0–2 years, 17.73% for 3–4 years, and 15% for 5 years or more, indicating a predominantly new workforce. The findings indicate that the company's remote work setup significantly influences employee retention. Respondents expressed positive perceptions of the work culture, work-life balance, and communication, each with a composite mean of 3.35. Compensation and benefits were viewed as satisfactory (composite mean = 3.23), while the organizational culture—promoting collaboration and innovation—further contributed to retention (composite mean = 3.30). Additionally, employees strongly agreed that career development opportunities are available (composite mean = 3.34), reinforcing the company's role in supporting employee growth and engagement. This study underscores the pivotal impact of remote work policies on employee retention in a business process outsourcing company based in Iloilo City. The proposed retention plan addresses critical areas including workplace culture, work-life balance, communication effectiveness, compensation and benefits, organizational values, and opportunities for career growth. Enhancing these dimensions is expected to promote sustained employee engagement, reduce turnover, and boost overall productivity and organizational success.

RECOMMENDED CITATION

Dumrique, J. M., Estallo, A. M., Salting, C., Samson, D., & Solina, C. N. (2025). Remote Work Policy and Retention of Employees in a Business Process Outsourcing Company in Iloilo City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 66.

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

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

*modern communication tools;
employee productivity;
internal communication;
communication barriers;
google meet; purposive
sampling*

ARTICLE ID

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

RECOMMENDED CITATION

Boco, G., Chuatico, B. I., Cutillas, J., Salas, K., & Venales, C. J. (2025). Analyzing Modern Communication Tools on the Employee Productivity at Rama Security Agency Incorporated. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 67.

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

ABSTRACT

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KEYWORDS

*client satisfaction; office
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service efficiency*

ARTICLE ID

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

RECOMMENDED CITATION

Batulan, M., Calanday, C. J., Canuto, D., Malok, A., & Netullano, S. N. (2025). An Assessment of Client Satisfaction in Office Services in Barangay 173 in Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 68.

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

ABSTRACT

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ARTICLE ID

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

RECOMMENDED CITATION

Leonardo, K. C., Raval, S. J., Sumalinog, G., Tabinas, S., & Uy, D. (2025). Evaluation in Office Design and Its Impact on Employees' Productivity at XY Company in Mandaluyong City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 69.

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

ABSTRACT

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KEYWORDS

*hybrid work model;
performance orientation;
employee satisfaction; remote
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employee engagement*

ARTICLE ID

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

RECOMMENDED CITATION

Alutaya, J., Clemente, I., Corella, R. J., Donesa, S., & Oliva, J. A. (2025). Hybrid Work Model in BPO: Exploring the Link Between Satisfaction and Performance Orientation. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 70.

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FACTORS AFFECTING EMPLOYEE RETENTION AT FAST FOOD CHAIN IN QUEZON CITY

ABSTRACT

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employee retention; fast-food chain; possibility for growth; intrinsic motivators; work itself; responsibility

ARTICLE ID

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

RECOMMENDED CITATION

Amparado, L., Ancino, J., Bolante, D., Bongabong, I., & Palajoren, M. (2025). Factors Affecting Employee Retention at Fast Food Chain in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 73.

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

ABSTRACT

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*crew training system; job
performance; service crew;
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acquisition*

ARTICLE ID

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

RECOMMENDED CITATION

Galleto, J., Gulle, J., Lacra, R., Leon, M. A. D., & Rondares, J. R. (2025). Crew Training System and Job Performance of Service Crews in a Fast-Food Chain in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 75.

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

ABSTRACT

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KEYWORDS

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environment*

ARTICLE ID

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

RECOMMENDED CITATION

Bohol, G. D., Fernandez, N., Magarzo, H. J., Sumugat, R. F., & Villanueva, J. H. (2025). Factors Influencing Employee Turnover in the BPO Companies in Quezon City: A Proposed Policy Development. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 76.

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

ABSTRACT

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KEYWORDS

*employee retention; employee
well-being; compensation and
benefits; training and
development; recognition;
factors affecting*

ARTICLE ID

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

RECOMMENDED CITATION

Alday, I. C., Lanuza, B. J., Maat, A. J., Rey, M. L., & Serot, C. I. (2025). Factors Affecting Employee Retention of NCT Transnational Corporation: Basis for Retention Program. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 77.

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

ABSTRACT

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*quality inspection machine;
employee productivity; total
quality management;
progrezive incorporated;
manufacturing efficiency;
workforce adaptability*

ARTICLE ID

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

RECOMMENDED CITATION

Barloza, C. B., Bueza, J. M., Frayres, M. J., Roman, J. P., & Sabellano, A. M. (2025). Effects of Quality Inspection Machine to the Employee Productivity in Progrezive Incorporated at Project 8, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 78.

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

ABSTRACT

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KEYWORDS

*employee-employer
relationship; job satisfaction;
workplace environment;
communication; leadership;
factor shaping*

ARTICLE ID

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

RECOMMENDED CITATION

Briones, Y. Z., Escoltura, J. A., Lisay, N., Perez, J., & Sebastian, C. (2025). Factor Shaping the Employee-Employer Relationship: An Explanatory Study at Construction Service Company in Taguig City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 79.

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

ABSTRACT

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*service quality; cross-training;
employee performance;
operational efficiency;
fast-food industry; workforce
adaptability*

ARTICLE ID

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

RECOMMENDED CITATION

Damasin, K., Guevarra, M. L., Manlapaz, C., Tacata, J. R., & Umeh, N. B. (2025). Cross-Training Program of the Service Crew of a Fast-Food Chain in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 80.

FACTORS AFFECTING EMPLOYEE RETENTION IN BLUE AGE TRADING IN CALOOCAN CITY

ABSTRACT

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KEYWORDS

employee retention; employee turnover; herzberg's two-factor theory; telecommunications industry; intrinsic motivation; workforce engagement

ARTICLE ID

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

RECOMMENDED CITATION

Escabas, E., Honrado, M., Ingeniero, C., Inosante, K., & Suhayon, M. (2025). Factors Affecting Employee Retention in Blue Age Trading in Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 81.

REWARD AND RECOGNITION OF THE EMPLOYEE AT NEXTGEN CAFE QUEZON CITY

ABSTRACT

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expectancy theory; employee
morale; recognition system;
rewards program; job
satisfaction*

ARTICLE ID

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This study assessed the effectiveness of the reward and recognition system at NextGen Café, Quezon City, with particular focus on its impact on employee motivation and satisfaction. Using Vroom's Expectancy Theory as the theoretical framework, the research analyzed four fundamental components of recognition: objectives, flexibility, timeliness, and diversity. The study also aimed to identify barriers to effective recognition and examine how employee demographics influence their perceptions of the system. A descriptive quantitative research design was employed in the study. Data were gathered from fifty employees using a census sampling method. A structured and validated questionnaire was used, consisting of three main sections: demographic profile, assessment of the rewards and recognition system, and perceived challenges. The collected data were analyzed using statistical tools such as frequency, percentage, weighted mean, Pearson-r correlation, and t-tests to examine the relationship between demographic variables and employee perceptions of the reward system. The results indicated that 92% of employees were aged between 21 and 30, with a nearly even gender distribution—48% male and 52% female. All respondents had less than three years of service. Employees generally viewed the rewards and recognition system as moderately effective, with mean ratings of 3.04 for objectives, 3.02 for flexibility, 2.94 for timeliness, and 2.88 for diversity. No significant differences in perception were found based on age, gender, or length of service. Key issues identified included an excessive focus on financial incentives, perceived favoritism, recognition being delivered privately rather than publicly, and rewards that did not match individual preferences. The results indicate that while employees acknowledge the existence of a rewards and recognition system, there is a strong desire for more personalized, fair, and timely acknowledgment. The lack of significant differences across demographic factors suggests a shared perception among staff members. Employees highlighted the need for a broader range of meaningful incentives that go beyond monetary compensation. To address these concerns, the researchers proposed a three-part program: performance-based recognition, daily appreciation from peers and managers, and a transparent points-based rewards system. These strategies aim to cultivate inclusivity, strengthen employee morale, and enhance overall job satisfaction.

RECOMMENDED CITATION

Arcibal, J. B., Bon, R. M., Gonzaga, R., Torrenueva, J., & Toyco, M. J. (2025). Reward and Recognition of the Employee at Nextgen Cafe Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 82.

ROLE OF OFFICE ADMINISTRATORS IN ENHANCING ORGANIZATIONAL COMMUNICATION WITHIN ECONOMIC DEVELOPMENT OFFICE: A CASE STUDY

ABSTRACT

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Business Administration

KEYWORDS

*organizational
communication; office
administrators;
communication strategies;
technological communication;
communication effectiveness;
team meetings*

ARTICLE ID

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This proposed study examines the role of office administrators in strengthening organizational communication within Economic Development Offices, with a focus on Ortigas, Pasig City. The researchers aim to explore both the functions of office administrators and the communication strategies they utilize to enhance internal communication. The goal is to support the development of communication skills that contribute to greater efficiency and effectiveness within the organization. A quantitative research design was employed in this study, with a total of fifty (50) participants consisting of office administrators and staff from the Economic Development Office in Ortigas, Pasig City. The respondents were selected using purposive sampling, and data were gathered through a structured survey questionnaire designed to assess organizational communication practices. The findings indicate that most respondents were full-time office administrators aged 35 to 44. Team meetings emerged as the primary form of communication used within the Economic Development Office. Office administrators play a vital role in enhancing organizational communication by ensuring the effective assessment and dissemination of information. This includes maintaining clarity, timeliness, accuracy, efficiency, and accessibility of messages. Furthermore, effective communication strategies identified include the use of modern technology, the promotion of an open and collaborative environment, and the regular monitoring and evaluation of both internal and external communication channels. These practices contribute significantly to strengthening the communication skills of office administrators and improving overall organizational communication. To improve communication within the organization, the study recommends that office administrators regularly facilitate team meetings and integrate technological communication tools to effectively reach a broader audience. Using clear and straightforward language is essential to minimize confusion and misinterpretation. Additionally, cultivating an open and supportive environment allows employees to comfortably share ideas and opinions without fear of judgment, thereby fostering collaboration and trust. Lastly, consistently monitoring and evaluating employee responses is crucial in identifying areas that require improvement and in determining the overall effectiveness of current communication practices, enabling continuous enhancement of organizational communication.

RECOMMENDED CITATION

Albarida, E., Llaneta, C., Macawaris, S., Manaligod, C., & Palero, C. D. (2025). Role of Office Administrators in Enhancing Organizational Communication within Economic Development Office: A Case Study. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 83.

THE EFFECT OF TECHNOLOGICAL ADVANCEMENTS ON THE LEVEL OF PRODUCTIVITY OF EMPLOYEES AT RTK SIOMAI'S FACTORY IN QUEZON CITY

ABSTRACT

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Business Administration

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*quezon city; automatic siomai
machine; employee
productivity; technological
advancement; industrial
efficiency; workplace
innovation*

ARTICLE ID

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This study investigates the effect of technological advancements on employee productivity at RTK Siomai's Factory in Quezon City. With the ongoing transformation of industrial operations through automation, it becomes essential to evaluate both the benefits and challenges of such advancements in the workplace. Grounded in Bhatti et al.'s theory on employee participation and its influence on job satisfaction, commitment, and productivity, this study focuses on assessing the changes brought by the implementation of the Automatic Siomai Machine. The objective is to compare productivity levels before and after the adoption of the new technology. A comparative research design was utilized, employing purposive sampling to select 15 employees who experienced both pre- and post-automation work conditions. Data were collected through structured survey questionnaires. Weighted mean was used to evaluate productivity levels, while a t-test was conducted to determine significant differences in employee productivity before and after the technological integration. The findings indicated a clear improvement in productivity following the introduction of the Automatic Siomai Machine. The mean score for downsizing improved from 2.00 to 3.33, reflecting better efficiency and risk management. Employee performance and overall productivity increased to mean scores of 2.88 and 2.87, respectively. Despite these gains, the study also noted recurring challenges, including machine-related technical issues, noise, and operational downtime, which affected workflow and employee adaptability. The study concludes that technological advancements such as automated machinery significantly enhance employee productivity. However, to maximize benefits, these improvements must be supported by human-centered strategies, including continuous training, technical assistance, and employee engagement. Balancing automation with worker development and well-being is essential for sustaining productivity and ensuring operational success.

RECOMMENDED CITATION

Flores, M. G., Garcia, K., Jaralve, K., Palmes, J. D., & Quiliste, M. C. (2025). The Effect of Technological Advancements on the Level of Productivity of Employees at RTK Siomai's Factory in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 84.

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

ABSTRACT

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Business Administration

KEYWORDS

*mechanic productivity;
workplace organization; time
management; technical skills;
communication; tool efficiency*

ARTICLE ID

AASGBCPJMRA-B63292

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

RECOMMENDED CITATION

Bisnar, P., Divina, A. K., Sugang, L. A. B., Tobias, J. K., & Ubo, M. (2025). Assessing Mechanic Productivity in Kirsten Autoworks Corporation: A Study of Contributing Factors and Potential Improvements. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 85.

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

ABSTRACT

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*fringe benefits; administrative
staff; leave benefits; employee
satisfaction; employee
retention; communication
allowance*

ARTICLE ID

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

RECOMMENDED CITATION

Dizon, A. F., Gelua, A., Guevarra, R., & Pepito, R. M. (2025). Fringe Benefits of the Administrative Staff in Foodtrade Corporation in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 87.

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

ABSTRACT

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Business Administration

KEYWORDS

*employee retention; workplace
policies; recognition
programs; logistics industry;
compensation; job satisfaction*

ARTICLE ID

AASGBCPJMRA-B84018

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

RECOMMENDED CITATION

Baduria, E., Bailon, M. R., Encinas, J., Juanillas, J.-J., & Rival, C. A. (2025). Factors Affecting Employee Retention in J&T Express General Luis St.. Novaliches Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 88.

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

ABSTRACT

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KEYWORDS

*dress code policy; policy
validation; bestlink college;
policy acceptability;
institutional identity; higher
education*

ARTICLE ID

AASGBCPJMRA-B87315

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

RECOMMENDED CITATION

Cañete, K., Casabuena, G., Crisologo, Z. J., Lopez, V., Orabao, M. G., & Sumalnap, P. (2025). Development and Validation of a Proposed Dress Code Policy for Bestlink College of the Philippines in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 89.

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

ABSTRACT

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DISCIPLINE

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KEYWORDS

*employee motivation;
employee retention; kaizen ph;
work environment; work-life
balance; organizational
culture*

ARTICLE ID

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

RECOMMENDED CITATION

Cruz, J. M., De Los Santos, A., Devebar, D. V., Jiz, K. K., & Suello, E. (2025). Factors Influencing Employee Motivation and Retention at Kaizen. PH Healthcare Apparel in Novaliches Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 90.

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

ABSTRACT

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KEYWORDS

*crew development program;
job performance; fast-food
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development; teamwork*

ARTICLE ID

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

RECOMMENDED CITATION

Caoyonan, C., Malejana, M. E., Poseran, A. M., Sinadjan, R., & Viray, J. (2025). Crew Development Program and Job Performance in a Fast-Food Chain in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 91.

RISK FACTORS AND PERFORMANCE OF SAMPLED FRANCHISING BUSINESS IN NOVALICHES QUEZON CITY: BASIS FOR DEVELOPING RISK MITIGATION STRATEGIES

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

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sustainability; novaliches; big
brew; employee training*

ARTICLE ID

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This study examines the risk factors affecting the performance of franchising businesses, with a focus on selected Big Brew branches in Novaliches, Quezon City. As franchising continues to thrive in the Philippines—particularly in urban areas—it becomes increasingly important to understand the challenges and risks that franchisees face to maintain business viability and growth. Grounded in Agency Theory and the Resource-Based View (RBV), the research explores how capital, market, operational, and legal/regulatory risks influence franchise performance. Key performance indicators assessed include trust and communication between franchisors and franchisees, compliance with operational support, brand perception, and the effectiveness of training programs. The findings aim to contribute to a deeper understanding of the franchise business landscape and provide practical insights for improving risk management and performance in similar franchise operations. The study utilized a descriptive-correlational research design to assess the relationship between key risk factors and the performance of selected Big Brew franchise branches in Novaliches, Quezon City. Data collection was conducted through a survey questionnaire distributed to 8 franchise owners and 16 employees, totaling 24 respondents. Participants were selected using a cluster sampling method to ensure representation from various branches. The gathered data were processed and analyzed using frequency counts, percentages, weighted means, Pearson-r correlation, and ranking techniques to evaluate the degree of influence each risk factor had on the identified performance indicators. The findings indicate that Big Brew franchise branches are generally effective in managing capital and operational risks, supported by strategic financial planning, consistent employee training, and efficient production systems. However, challenges persist in the optimal use of resources and in ensuring that corporate support aligns with the operational needs of individual branches. Respondents rated legal compliance and market risk awareness highly, suggesting that franchises take proactive steps to adhere to regulations and respond to shifting customer demands. In terms of performance, there were strong levels of trust and communication reported among stakeholders, though areas for improvement include managerial transparency and service consistency. A moderate but significant positive correlation was found between risk factors and overall business performance, highlighting the importance of comprehensive risk management strategies. Major challenges identified include managing customer expectations, the increasing cost of raw materials, and inconsistent operational support, all of which may negatively impact both performance and growth if not addressed effectively. To improve the performance and resilience of Big Brew franchise branches in Novaliches, Quezon City, the following recommendations are proposed: (1) Provide financial literacy training to franchise owners to enhance decision-making and risk management. (2) Adopt dynamic pricing and inventory control systems to address rising material costs and increase operational efficiency. (3) Offer ongoing employee development to ensure consistent service quality and compliance with standards. (4) Strengthen internal communication to foster better collaboration between franchisees and franchisors. (5) Enforce legal and regulatory compliance through clear, standardized operational guidelines. (6) Ensure brand consistency across all branches to build customer trust and loyalty.

RECOMMENDED CITATION

Baldeviso, J., Bie, A., Esteves, P., Jiao, S. K., & Lascuna, H. M. (2025). Risk Factors and Performance of Sampled Franchising Business in Novaliches Quezon City: Basis for Developing Risk Mitigation Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 92.

JOB SATISFACTION OF EMPLOYEES AT ECHOMART HANDLING SERVICES

ABSTRACT

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KEYWORDS

*job satisfaction; employee
satisfaction; workplace
relationships; employee
morale; logistics industry;
human resources*

ARTICLE ID

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This study, titled Job Satisfaction of Employees at Echomart Handling Services, sought to evaluate employee satisfaction and determine the factors influencing their workplace experience. Using a descriptive-quantitative research design, the study surveyed 130 employees through a validated questionnaire covering four key dimensions: recognition, responsibility, salary, and working environment. Additionally, demographic factors—including age, gender, educational attainment, job position, length of service, and monthly salary—were examined to assess their relationship with job satisfaction. To ensure comprehensive representation, the study utilized a census sampling approach, including all 130 employees in the target population. Data were analyzed using descriptive statistics such as weighted mean, frequency, percentage, and ranking, along with inferential tests including the Mann-Whitney U-test and Kruskal-Wallis H-test. These methods helped identify prevailing trends and assess significant differences in job satisfaction across various demographic groups. The findings indicated that employees were generally highly satisfied, particularly with their sense of responsibility and recognition received. However, key concerns emerged, including strained interpersonal relationships, poor work-life balance, low wages, outdated equipment, and limited opportunities for career growth. Significant differences in job satisfaction were observed based on age and monthly salary, suggesting that younger and lower-paid employees face distinct challenges. Conversely, no significant differences were found with respect to gender, educational attainment, job position, or length of service. The researchers proposed a two-day Team-Building Workshop and Seminar as the core of an employee satisfaction program. This initiative includes trust-building activities, collaborative problem-solving, motivational talks, and group reflections, aiming to enhance communication, build trust, promote cooperation, and strengthen team cohesion. By fostering positive relationships and shared goals, the program addresses key concerns such as strained workplace dynamics and low morale. The study underscores the importance of addressing both organizational and interpersonal factors in job satisfaction, offering practical insights for HR professionals. Implementing and continuously evaluating targeted programs like this can help create a more motivated, productive, and loyal workforce, particularly in logistics and warehousing settings.

RECOMMENDED CITATION

Moreno, C. P., Pajermo, M. J., Peñaloza, P. M., Solomon, S. A., & Urgel, A. (2025). Job Satisfaction of Employees at Echomart Handling Services. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 93.

FINANCIAL ANALYSIS

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

ABSTRACT

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Financial Analysis

KEYWORDS

*food stall; profitability; menu
innovation; cost control;
sustainability; profitability
food*

ARTICLE ID

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

RECOMMENDED CITATION

Calagos, A. J., Cordial, O., Maimot, L., Taganas, J., & Villaruel, J. (2025). Assessing the Profitability of Food Stalls at Bestlink College of the Philippines Food Court: A Basis for Sustainability. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 95.

HOSPITALITY MANAGEMENT

LOCAL VS. GLOBAL OPPORTUNITIES: A STUDY ON THE EMPLOYABILITY OF BSHM GRADUATES IN THE HOSPITALITY INDUSTRY

ABSTRACT

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KEYWORDS

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industry; local employment;
overseas opportunities;
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ARTICLE ID

AASGBCPJMRA-B02513

The hospitality industry is one of the world's largest and fastest-growing sectors, characterized by its diverse cultural and regional practices. For Bachelor of Science in Hospitality Management (BSHM) graduates, employment opportunities—whether local or overseas—offer varying benefits and challenges. While international careers may appear to be more practical and financially rewarding in the short term, local employment offers broader insights into operational standards and long-term development within the domestic industry. This study investigates the employability of BSHM graduates in both local and global contexts within the hospitality sector. This study adopts a correlational research method to analyze the relationship between local and international employment opportunities and the employability of BSHM graduates. Data were collected through online survey questionnaires targeting alumni working in the food and beverage sector of the hospitality industry. Using snowball sampling, the researchers reached respondents employed both locally and abroad to gather detailed perspectives on the required competencies and employment trends. The survey addressed technical, service-related, and interpersonal skills to determine their relevance to employability outcomes. Findings revealed that the majority of employed BSHM graduates are within the age range of 23 to 27, indicating a high rate of recent graduates entering the hospitality workforce. Among technical skills, service skills emerged as the most in-demand, with 29 reported instances. In terms of performance expectations, the highest average weighted mean of 3.50 was recorded under efficiency and effectiveness, particularly in room service quality. The highest mean of 3.56 under accuracy and congruency pertained to staff voluntarism in taking on additional tasks relevant to their skill set. The study highlights the competencies most valued in the hospitality industry, particularly among BSHM graduates from Bestlink College of the Philippines. Service-related and technical skills, along with problem-solving and interpersonal abilities, were shown to influence employability both locally and globally. Most graduates are currently employed in the local sector, although transferable skills are essential for broader career mobility. Future studies may explore the impact of international experience on long-term career development and professional advancement within the hospitality industry.

RECOMMENDED CITATION

Lopez, R. M., Mendiola, N., Peñaredondo, N., Salomon, R. M., & Tayawa, R. (2025). Local vs. Global Opportunities: A Study on the Employability of BSHM Graduates in the Hospitality Industry. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 97.

THE IMPACT OF AI-POWERED HOUSEKEEPING ROBOTS ON EMPLOYEE ROLES AND JOB SATISFACTION

ABSTRACT

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DISCIPLINE

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*ai-powered robots; employee
roles; job satisfaction;
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artificial intelligence; hotel
operations*

ARTICLE ID

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In today's technology-driven world, individuals across all age groups have become increasingly familiar with using advanced tools that simplify everyday tasks. One of the most transformative developments in recent years is Artificial Intelligence (AI), which continues to reshape industries, including hospitality. While the concept of AI dates back to 1956, its practical applications have become widespread due to advances in computing power, data analytics, and machine learning algorithms. In hospitality operations, AI-powered housekeeping robots are being introduced to improve efficiency. This study explores how such technological integration impacts employee roles and job satisfaction within the hospitality industry, particularly in hotel settings. The study employed a purposive sampling technique to select participants who have direct experience working with AI-powered housekeeping robots. According to Nikolopoulou (2022), purposive sampling involves deliberately selecting individuals who are most likely to provide relevant and valuable information. The study was conducted at Okada Manila, with a total of fifty (50) respondents. A Likert-scale questionnaire was used to gather data regarding changes in employee roles and levels of job satisfaction as influenced by the presence of AI-powered housekeeping robots in the workplace. The analysis focused on the relationship between the use of AI-powered housekeeping robots and two workplace variables: employee roles and job satisfaction. A negligible positive correlation ($r = 0.0806$) was found between AI integration and employee roles, with a p-value of 0.580767, indicating no statistically significant relationship. Similarly, no significant correlation was observed between the use of AI-powered robots and job satisfaction. These results suggest that the implementation of AI-powered housekeeping robots does not substantially alter job responsibilities or affect the satisfaction levels of employees in the hospitality sector. The findings indicate that while AI-powered robots are becoming more common in hotel operations, their integration does not significantly influence employee roles or job satisfaction. This suggests a level of adaptability among employees or a limited scope of impact by current AI applications. As the technology continues to evolve, further studies are recommended to examine long-term effects, potential skill shifts, and changes in employee perception. Hospitality institutions may consider balancing automation with human-centered policies to ensure workforce engagement and well-being.

RECOMMENDED CITATION

Arcilla, V. C., Jabeguero, A., Romana, V., Rufo, R. M., & Villanueva, J. (2025). The Impact of AI-Powered Housekeeping Robots on Employee Roles and Job Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 98.

OPTIMIZING TECHNOLOGY: SOLUTION FOR ENHANCING OPERATIONAL MANAGEMENT IN ASTORIA PLAZA HOTEL

ABSTRACT

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astoria plaza hotel;
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artificial intelligence; data
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ARTICLE ID

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Technology plays an increasingly vital role in the hospitality industry, improving operational efficiency and guest satisfaction through tools such as property management systems, mobile check-ins, and automated services. The integration of artificial intelligence and data analytics allows hotels to anticipate guest needs and manage resources effectively, responding to the growing demand for personalized services. However, many establishments continue to face difficulties in implementing these technologies due to challenges in system integration, data security, and staff training, which hinder efficiency and service quality. This study aims to provide practical insights and recommendations for optimizing technology use in hotel operations, using Astoria Plaza Hotel as a case study to illustrate both achievements and barriers. The objective is to close the gap between technological adoption and its intended benefits, ultimately enhancing productivity, operational efficiency, and guest experience. The study adopts a descriptive quantitative approach to examine the optimization of technology in operational management at Astoria Plaza Hotel in Metro Manila. A total of 25 respondents were selected through purposive sampling. Survey questionnaires were used to gather data on technological implementation and its impact. The demographic distribution consisted of 60% male and 40% female respondents, with the goal of identifying operational trends and areas for improvement. The findings showed that 44% of respondents belonged to an older age group, with a slight female majority (52%). Most participants were Reservation Assistants (64%) and held college degrees. Feedback on the use of Property Management Systems and digital key technology was generally positive. However, notable concerns were raised regarding system integration, data security, communication gaps between departments, and the need for more comprehensive staff training. The results revealed that the hotel's workforce consisted primarily of older, college-educated employees, with a concentration in front office roles such as Reservation Assistants. While the implementation of Property Management Systems and digital key access produced favorable outcomes, several issues persisted. These included difficulties in integrating systems, the need for stronger cybersecurity measures, and increased investment to foster guest trust. Additionally, vulnerability management required more responsive patching and risk mitigation strategies. Positive impacts were observed particularly in front office and housekeeping operations. However, enhanced interdepartmental communication and targeted staff training remain essential. Future research should explore ways to address workforce demographics, strengthen system integration, and resolve the challenges identified in this study.

RECOMMENDED CITATION

Borres Jr., N., Ermac, P., Esquivel, K. N., Saldivar, W., & Siladores, K. (2025). Optimizing Technology: Solution for Enhancing Operational Management in Astoria Plaza Hotel. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 99.

THE IMPACT OF CUSTOMER INTERACTION ON DINING EXPERIENCE AT JAPANESE RESTAURANT IN MALL OF QUEZON CITY

ABSTRACT

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DISCIPLINE

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*customer interaction; dining
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japanese restaurant;
restaurant service; customer
satisfaction*

ARTICLE ID

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The hospitality industry faces a growing challenge in balancing personalized service with respect for customer privacy. This study examines the impact of customer interaction on the overall dining experience, focusing on comfort, ambiance perception, repeat patronage, and cultural preferences at a Japanese restaurant located in a mall in Quezon City. As customers increasingly seek service that is attentive yet non-intrusive, understanding this dynamic is essential for enhancing satisfaction and improving service quality. A descriptive research design was utilized in this study. Data were collected through a self-administered questionnaire distributed to 50 diners using convenience sampling. The survey assessed respondent demographics, experiences with staff interaction, and perceptions related to privacy and dining comfort. Collected data were analyzed using percentages, rankings, and weighted mean to evaluate key aspects of the dining experience and identify service-related challenges. The results indicated that guests placed a high value on dining experiences that respected their personal space, with ambiance perception receiving the highest composite mean (3.50), followed by comfort (3.43). Respondents expressed greater satisfaction and a higher likelihood of returning when customer service was respectful and unobtrusive. However, several concerns were reported, including meal interruptions, language barriers, and perceived cultural insensitivity, all of which negatively affected comfort and service consistency. The findings suggest that an optimal balance between personalized service and privacy awareness significantly improves the dining experience. Strategic interventions, such as staff training in cultural sensitivity, the use of subtle non-verbal service cues, and maintaining a tranquil dining atmosphere, are recommended. Emphasizing respectful engagement can enhance customer satisfaction, promote loyalty, and encourage positive word-of-mouth, making privacy-conscious service a critical component of modern restaurant management.

RECOMMENDED CITATION

Aquino, F. K., Eugenio, J. C., Ojano, E., Valencia, K. C., & Villanueva, C. M. (2025). The Impact of Customer Interaction on Dining Experience at Japanese Restaurant in Mall of Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 100.

THE EFFECTIVENESS OF ONLINE REVIEWS TO THE CUSTOMER'S SATISFACTION AT UHAW CAFÉ IN QUEZON CITY

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KEYWORDS

*online reviews; customer
satisfaction; uhaw café;
customer loyalty; social media
footprint; digital engagement*

ARTICLE ID

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Online reviews play a significant role in influencing customer expectations and perceptions, often shaping their decisions before visiting a restaurant. Positive feedback found on digital platforms can increase the likelihood of customer visits, especially when these reviews align with the restaurant's promotional content. This study aims to determine the effectiveness of online reviews in relation to customer satisfaction at Uhaw Café in Quezon City. It evaluates whether the café meets or exceeds customer expectations based on their exposure to online feedback and the establishment's social media presence. A quantitative research approach using a descriptive design was employed. Data were gathered from a maximum of 50 customers of Uhaw Café, selected through purposive sampling. A 4-point Likert scale survey questionnaire was used to obtain customer feedback. The collected data were statistically analyzed to determine the effectiveness of online reviews in relation to various satisfaction metrics and to draw conclusions and recommendations based on customer responses. The demographic profile revealed that 52% of respondents were male and 48% female, with most respondents aged 21 to 25. Facebook (Meta) was identified as the most frequently used platform for engaging with the café's online presence. In terms of customer expectations, respondents strongly agreed that online reviews influenced their perception, with a composite weighted mean of 3.37. Positive feedback received a composite mean of 3.29 (Strongly Agree), while customer loyalty and decision-making both received a mean of 3.22 (Agree). The primary challenges identified were the content of the reviews (35 responses) and the restaurant's responsiveness to feedback on social media. The findings suggest that Uhaw Café has exceeded customer expectations based on its online presence, particularly through effective social media engagement. However, customer satisfaction is affected by the quality and clarity of review content, as well as the timeliness and tone of the restaurant's response to customer feedback. The study recommends that Uhaw Café continue encouraging customers to share honest experiences, as this fosters transparency, identifies areas for improvement, and helps attract new patrons through authentic online visibility.

RECOMMENDED CITATION

Barcial, J., Marqueses, E., Reyes, J. R., Reyes, L. J., & Sevilla, J. R. (2025). The Effectiveness of Online Reviews to the Customer's Satisfaction at Uhaw Café in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 101.

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

ABSTRACT

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*fym seafood restaurant;
customer satisfaction;
customer loyalty; food service
industry; employee training;
communication strategies*

ARTICLE ID

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

RECOMMENDED CITATION

Cabana, V., Del Rosario, G. J. L., Lucenisio, R., Nicolas, C., & Yanila, J. G. (2025). Bridging the Communication Gap: Employee-Customer Interaction at FYM Seafood Restaurant in Valenzuela City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 102.

CASHLESS PAYMENT IN WESTIN MANILA AND ITS EFFECT TO GUEST SATISFACTION

ABSTRACT

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DISCIPLINE

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KEYWORDS

*cashless payment; guest
satisfaction; westin manila;
guest convenience; payment
security; operational
efficiency*

ARTICLE ID

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With the rise of digitalization in the hospitality industry, cashless payment systems are increasingly adopted by hotels to enhance guest convenience, security, and operational efficiency. This study explores how the implementation of a cashless payment system at Westin Manila affects guest satisfaction, focusing on guest convenience, operational efficiency, and payment security. This study employs a quantitative descriptive design using a self-administered questionnaire distributed to 50 guests at Westin Manila. The questionnaire assesses guest experiences across three dimensions of cashless payment systems: convenience, security, and operational efficiency. Demographic variables, including age, gender, and employment status, are also analyzed to determine their influence on perceptions of the system. Findings revealed that respondents strongly agreed on the positive impact of cashless payments on guest convenience, with a composite mean of 3.66. Operational efficiency received a composite mean of 3.44, and payment security had a composite mean of 3.41. Notable challenges included unstable internet connectivity, lack of integration with rewards programs, and concerns about data privacy. Younger and employed respondents showed higher engagement with digital transactions and reported greater satisfaction. The study underscored the importance of stable technological infrastructure and robust cybersecurity measures in maintaining high levels of guest satisfaction. It also highlighted the need for staff training on cashless payment procedures and for accommodations to assist guests who are less familiar with digital payment technology.

RECOMMENDED CITATION

Aunzo, J. L., Bautista, B. B., Bugarin, A., Moreno, F. M., & Respicio, A. J. (2025). Cashless Payment in Westin Manila and Its Effect to Guest Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 103.

IMPACT OF ROOM SERVICE DELAY ON EMPLOYEE SATISFACTION: AN ASSESSMENT

ABSTRACT

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KEYWORDS

*room service; employee
satisfaction; service quality;
astoria plaza hotel; hospitality
management; operational
efficiency*

ARTICLE ID

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This study explores the causes of food delivery delays in room service at Astoria Plaza Hotel and their effects on employee morale, engagement, and job satisfaction. It identifies key operational challenges, including the absence of a dedicated room service team, increased workload, and poor resource allocation, as primary contributors to delays and staff stress. The dual role of Café Plaza employees, who manage both restaurant and room service operations, adds further strain. The study highlights the need for improved staff training, effective resource management, and a thorough review of operational inefficiencies. Additionally, it underscores the importance of supporting employees' psychological well-being, noting the strong connection between mental health, job satisfaction, and performance. The study ultimately recommends investing in employee development to enhance service quality, boost staff satisfaction, and strengthen the hotel's competitiveness in the hospitality industry. This study adopted a quantitative descriptive research design to investigate the impact of room service delays on employee satisfaction. A purposive sampling method was used to select 20 Café Plaza employees from Astoria Plaza Hotel, all of whom had direct experience with delayed room service deliveries. Data were collected through a structured questionnaire designed to obtain measurable insights into employees' experiences and perceptions regarding service delays. The study found that most employees at Astoria Plaza Hotel were aged 26–35, with equal gender representation and 3–5 years of service. Respondents highlighted the importance of effective communication, prompt meal delivery, and the integration of technology in improving service efficiency and job satisfaction. Major concerns included high workloads, poor interdepartmental communication, and staff shortages, all contributing to stress and burnout. Statistical analysis revealed significant differences in satisfaction levels based on gender, age, and length of service, emphasizing the need for targeted management strategies to enhance employee well-being and performance. To improve room service operations and employee satisfaction at Astoria Plaza Hotel, the study recommends enhancing service speed through better coordination, more efficient elevator management, and the assignment of a dedicated room service team. Furthermore, the implementation of wellness programs, inclusive workplace policies, and an employee recognition or reward system is advised to strengthen staff morale, promote well-being, and elevate overall service quality.

RECOMMENDED CITATION

Buela, J., Deza, J. M., Ocampo, C., Roma, J., & Tambong, R. A. (2025). Impact of Room Service Delay on Employee Satisfaction: An Assessment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 104.

THE IMPACT OF CASINO GAMBLING ON HOTEL GUEST ENGAGEMENT AND SATISFACTION

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KEYWORDS

*hotel guest satisfaction; casino
gambling; guest engagement;
guest experience; service
quality; personalized service*

ARTICLE ID

AASGBCPJMRA-B24446

This study explores the impact of casino gambling on hotel guest engagement and satisfaction, focusing on both the advantages and challenges associated with integrated casino-hotel operations. Casinos have become a central feature of the hospitality industry by offering guests entertainment, personalized services, and social experiences that contribute to increased satisfaction and revenue. However, concerns such as gambling-related addiction, heightened security risks, and potential environmental impacts also emerge as significant issues. This research aims to evaluate how casino gambling influences overall guest satisfaction and to identify areas for improvement within hotel services. The study was conducted at Solaire Resort and Casino using a quantitative, descriptive research design. A total of 50 hotel guests were selected through purposive sampling based on their familiarity and experience with casino amenities. Data were collected via structured surveys focusing on four key dimensions: service quality, safety and security, non-gambling entertainment, and personalized service. The survey aimed to assess how these elements affect guest engagement and satisfaction in a casino-hotel setting. The findings indicated that most respondents were young adults aged 23 to 32, with a majority being male (64%) and frequent visitors, attending the casino at least twice a week. Participants reported high levels of satisfaction with game variety, cleanliness, and seating comfort. In contrast, customer service and overall ambiance received lower ratings. While respondents viewed service quality positively—especially in terms of cleanliness and operational efficiency—they identified gaps in staff friendliness and complaint resolution. Safety measures were generally rated well, although some guests recommended quicker response times. The availability of non-gambling entertainment and opportunities for social interaction were appreciated, though suggestions were made to improve the variety and organization of these offerings. Personalized service was seen as valuable, but enhancements in guest preference tracking and anticipation of needs were suggested. The study concludes that while casino gambling positively influences guest satisfaction through entertainment and service offerings, several operational areas require attention. Strengthening staff communication, enhancing non-gambling entertainment options, and implementing improved systems for personalized guest experiences are recommended to increase engagement and satisfaction. These findings offer valuable insights for hotel operators seeking to optimize the integration of casino services within the broader hospitality experience.

RECOMMENDED CITATION

Anastacio, A. L., Bisco, Z. G., Boadilla, A. R., Santillan, D. M., & Taguam, G. (2025). The Impact of Casino Gambling on Hotel Guest Engagement and Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 105.

MANAGING THE EFFECT OF GUEST FEEDBACK ON HOTEL REPUTATION

ABSTRACT

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KEYWORDS

*guest feedback; hotel
reputation; feedback
management; solaire
parañaque; customer
satisfaction; service quality*

ARTICLE ID

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The guest review system plays a vital role in shaping hotel reputation and in aligning service quality with customer expectations. While positive feedback enhances a hotel's image, negative reviews can severely affect public perception. This study explores how Solaire Parañaque manages guest feedback to uphold and improve its reputation, focusing on strategies for addressing both favorable and critical feedback. The study utilized a descriptive approach, gathering data primarily from young adults aged 20 to 24, with a slight majority of female respondents. Most participants were college graduates engaged in part-time employment, representing a well-educated but demographically limited sample. Data collection focused on evaluating guest feedback management practices at Solaire Parañaque. Key indicators assessed included responsiveness to negative feedback, employee engagement, health and safety practices, and decision-making effectiveness. Feedback was analyzed in relation to employee development, operational efficiency, and overall reputation management. Guest feedback management at Solaire Parañaque was rated "Very Effective" across several performance indicators. Respondents highlighted strong practices in handling negative feedback, valuing employee input, and promoting respectful management. High satisfaction ratings were also observed in areas such as guest satisfaction initiatives, employee well-being, and health and safety. Strategic decision-making, teamwork, and continuous improvement were positively noted, although the connection between individual employee actions and the overall professional image could be further strengthened. Communication and development efforts contributed positively, while teamwork and environmental positivity were seen as moderately impactful. Findings indicate that while Solaire Parañaque demonstrates effective guest feedback management, enhancing internal systems for addressing negative feedback and reinforcing employee engagement can further strengthen its reputation. Maintaining strategic planning, open communication, and a positive workplace culture remains essential. A balanced strategy that includes proactive guest feedback analysis, transparent communication, and adaptive reputation management is recommended. Additionally, developing a long-term approach to meet evolving guest expectations and respond to industry changes will support the hotel's continued competitiveness and service excellence.

RECOMMENDED CITATION

Florentino, K. A., Garcia, M. P. J., Gomez, M. L., Laurenciano, J., & Ronquillo, R. (2025). Managing the Effect of Guest Feedback on Hotel Reputation. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 106.

LEVEL OF SATISFACTION ON FOOD DELIVERY: AN ASSESSMENT

ABSTRACT

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KEYWORDS

*food delivery services;
customer satisfaction;
technological efficiency;
convenience; user experience;
data collection*

ARTICLE ID

AASGBCPJMRA-B27541

The food delivery industry is rapidly evolving, with technology playing a vital role in its growth and efficiency. In today's fast-paced lifestyle, food delivery services offer convenience for individuals seeking quick access to their favorite meals. This study aims to evaluate the impact of technology on food delivery services, focusing on its potential to improve efficiency and productivity. With the rise of delivery apps and digital platforms, the industry is undergoing major transformations in how food is ordered, managed, and delivered. This chapter presents the methodology of the study, detailing the research design, respondents, sampling method, research instruments, instrument validation, data gathering procedures, statistical treatment, materials used, and experimental procedures. The researchers drew the following conclusions: A majority of the respondents were female, comprising 64% (16 out of 25) of the participants. Additionally, 68% (17 respondents) were within the age range of 21 to 30 years old. The results indicated that customers were generally satisfied with the food delivery services. The study also found that food delivery services are perceived as convenient and easy to use by most customers. This chapter summarizes the research results and key findings, followed by recommendations. Based on the data collected, it proposes improvements to enhance the current development program.

RECOMMENDED CITATION

Barnuevo, N., Barrientos, N. A., Espiña, J., Orongan, J. M., & Remigio, E. (2025). Level of Satisfaction on Food Delivery: An Assessment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 107.

EFFECTIVENESS OF TECHNOLOGICAL UPGRADES ON THE ENHANCEMENT OF GUEST EXPERIENCE AT MC HOTEL FAIRVIEW, QUEZON CITY

ABSTRACT

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*guest experience;
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hotel fairview; guest
satisfaction; hotel technology;
digital services*

ARTICLE ID

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The hospitality industry is undergoing significant changes driven by rapid technological advancements and rising guest expectations. While these innovations offer opportunities to improve guest satisfaction and streamline operations, they also pose challenges in terms of implementation costs, system integration, and employee adaptability. This study evaluates the effectiveness of recent technological upgrades at Mc Hotel Fairview in Quezon City, with a specific focus on housekeeping services and their contribution to enhancing the overall guest experience. This study employs a quantitative descriptive research design to assess the impact of technology on guest satisfaction. Data are collected through a survey questionnaire administered to 30 purposively selected guests at Mc Hotel Fairview. Purposive sampling is used to ensure a diverse representation of guest demographics, experiences, and perspectives. The survey measures guest perceptions of technological features such as room service ordering, internet connectivity, and digital access systems, providing a detailed understanding of how these tools influence the guest experience. The majority of respondents (73%) were aged 21 to 25, indicating a predominantly younger guest demographic. Participants expressed high satisfaction with technological upgrades, particularly with the ease of room service requests, keyless entry systems, and stable Wi-Fi access. While amenities and digital features were generally well-received, guests noted areas for improvement, including room pricing, staff proficiency in using new technologies, and the consistent functionality of in-room devices. The findings underscore the importance of strategic technology integration in enhancing the guest experience. The study recommends the development of a user-friendly mobile application, the implementation of AI-powered chatbots for guest assistance, and the provision of high-speed internet access. Additionally, improving staff training, upgrading room amenities, and refining room service operations are essential for sustained guest satisfaction. Establishing strong feedback mechanisms, maintaining strict cleanliness standards, and launching targeted marketing campaigns can further improve guest retention and brand loyalty.

RECOMMENDED CITATION

Balacano, L. M., Cortes, H., Guba, M. G., Montallana, J., & Siaron, S. J. (2025). Effectiveness of Technological Upgrades on the Enhancement of Guest Experience at MC Hotel Fairview, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 108.

IMPACT OF SUSTAINABILITY PRACTICES OF GOLDEN PYRAMID PAVILION AND RESORTS TO THE GUEST SATISFACTION LEVEL

ABSTRACT

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Hospitality Management

KEYWORDS

*golden pyramid pavilion;
guest satisfaction;
sustainability; energy
conservation; water
management; environmental
responsibility*

ARTICLE ID

AASGBCPJMR-B32048

This research examines the impact of Golden Pyramid Pavilion and Resorts' sustainability initiatives on the satisfaction levels of its guests. It aims to identify which sustainable practices have the most significant impact on a positive guest experience. The findings aim to offer actionable insights for improving service quality while ensuring that sustainability efforts align with guest expectations and preferences. This study utilized a quantitative descriptive research design with a sample of 100 diverse respondents from Golden Pyramid Pavilion and Resort, selected through simple random sampling. A self-constructed questionnaire, written in both English and Filipino, served as the primary data collection tool. The instrument underwent expert validation and a pre-test to ensure reliability and clarity. To guarantee full participation, the researchers personally administered and retrieved the questionnaires, enabling systematic and accurate data collection and analysis. The findings indicate that 23% of respondents are between the ages of 24 and 28, with an equal split between male and female guests (50% each). Nearly half of the participants (47%) reported visiting the resort occasionally. Guests generally responded positively to the resort's sustainability initiatives, particularly in energy conservation, which received the highest mean score of 3.60. Water conservation and waste management both received favorable ratings (mean = 3.20), while environmental responsibility (mean = 3.13), cleanliness (mean = 3.18), and cost reduction (mean = 3.14) were also acknowledged. Despite these strengths, some areas for improvement were identified, including cracked pathways (reported by 18% of respondents) and mold in bathrooms (17%). The study concludes that Golden Pyramid Pavilion and Resort has an equal gender distribution among its respondents, with a significant number aged 24–28 and many visiting occasionally. Guests generally view the resort's water management and waste disposal efforts positively (mean = 3.20), highly value its energy conservation initiatives (mean = 3.60), and recognize its commitment to environmental responsibility (mean = 3.13), cleanliness (mean = 3.18), and affordability (mean = 3.14). Despite these strengths, concerns regarding comfort, safety, and hygiene remain, highlighting areas for further improvement.

RECOMMENDED CITATION

Austral, J. M., Birera, R. A., Canimo, D. M., Oliquino, C. A., & Turreda, L. (2025). Impact of Sustainability Practices of Golden Pyramid Pavilion and Resorts to the Guest Satisfaction Level. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 109.

IMPACT OF FOOD WASTE ON RESTAURANT OPERATIONS; STRATEGIES FOR REDUCTION AND MANAGEMENT

ABSTRACT

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Hospitality Management

KEYWORDS

*waste reduction strategies;
food waste; restaurant
operations; inventory
management; demand
forecasting; portion control*

ARTICLE ID

AASGBCPJMRA-B32179

Food waste remains a persistent challenge in the restaurant industry, undermining both sustainability and profitability. This study explores the impact of food waste on restaurant operations and identifies effective strategies to reduce it. Concentrating on Max's Restaurant in SM Fairview, Quezon City, the research investigates key causes of food waste—including over-ordering, inefficient inventory management, portion control, and inadequate staff training—and assesses their effects on costs, profitability, and customer perception. This study employed a quantitative descriptive research design with purposive sampling. Data were collected from 25 employees of Max's Restaurant using a structured questionnaire focused on food waste practices, challenges, and mitigation strategies. The responses were analyzed through frequency distribution, weighted mean, and ranking techniques to assess the findings. The findings indicate that over-preparation and inaccurate demand forecasting (80%), along with the short shelf life of perishable goods (76%), are the primary contributors to food waste. While inventory tracking, portion control, and regular staff training were considered moderately effective, there remains significant room for improvement. The study also revealed a strong correlation between food waste and increased operational costs, decreased profitability, and customer dissatisfaction. Strategies such as utilizing data analytics, standardizing portion sizes, implementing comprehensive training programs, and integrating customer feedback received high levels of agreement. Employees highlighted the need for improved cross-departmental communication and enhanced forecasting tools to strengthen food waste management. The results indicate that although Max's Restaurant has implemented effective food waste reduction practices, further improvements are possible by leveraging advanced technology, fostering stronger employee involvement, and enhancing communication with customers. This emphasis on practical solutions underscores the hospitality industry's broader need for comprehensive waste reduction strategies that align economic efficiency with environmental sustainability.

RECOMMENDED CITATION

Catangui, F., Huab, S. G., Mortiz, G., Salopesa, C. M., & Sangalang, J. (2025). Impact of Food Waste on Restaurant Operations; Strategies for Reduction and Management. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 110.

THE ROLE OF INCLUSIVE EMPLOYMENT FOR PERSON WITH VISUAL IMPAIRMENT ON SELECTED RESTAURANT IN QUEZON CITY

ABSTRACT

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KEYWORDS

*quezon city restaurants;
visually impaired employees;
inclusive practices; disability
training; workplace inclusion;
restroom accessibility*

ARTICLE ID

AASGBCPJMR-B34248

This study examines the challenges and procedures involved in employing visually impaired individuals in Quezon City-based restaurants. It aims to assess how disability employment is perceived by both employers and restaurant staff, particularly in terms of its impact on service quality and operational efficiency. The findings suggest that the inclusion of visually impaired individuals in the restaurant workforce can enhance both efficiency and quality of service. Moreover, such employment promotes social and economic integration, supports individual development, and fosters positive attitudes among employers and employees toward disability inclusion in the workplace. This research design aims to present data-driven narratives to support future studies, with a focus on efficiency and precision. The study involves 50 visually impaired (VI) employees from selected restaurants in Quezon City, chosen through purposive sampling. A phenomenological approach is employed to explore their lived experiences, with participants selected based on specific criteria: visual impairment, age, educational enrollment, and communication skills. To ensure ethical standards, anonymity is maintained through the use of questionnaires, and participant confidentiality is protected through pseudonyms. This study adheres to psychological quantitative research methods to ensure the validity and reliability of findings. This research analyzed the profiles of respondents from selected restaurants in Quezon City based on age, sex, educational attainment, and length of work experience. The majority of participants were aged 26–30 (50%), female (56%), held a bachelor's degree (62%), and had 1–3 years of work experience (48%). Respondents strongly agreed on the effectiveness of disability awareness training, particularly those focusing on tolerance and collaboration. Disability-inclusive hiring practices were also positively received; however, recommendations were made to improve the accessibility of job advertisements and the implementation of related policies. Lastly, while restaurant design accessibility received broad support, participants identified the need for improvements in restroom accessibility and the usability of work tools for visually impaired employees. This study on restaurants in Quezon City highlights prevailing inclusive practices concerning visually impaired employees while identifying key areas for improvement. Although younger employees exhibited positive attitudes toward inclusion, gaps were noted in the provision of specialized training related to visual impairment. Significant issues identified included limited restroom accessibility and communication barriers, underscoring the need for enhanced structural support and greater integration of Employee Resource Groups (ERGs) to foster an inclusive and accommodating work environment.

RECOMMENDED CITATION

Lancero, A. J., Naval, M. E. E., Pejo, E., Peraz, R. A., & Ramos, J. M. (2025). The Role of Inclusive Employment for Person with Visual Impairment on Selected Restaurant in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 111.

EFFECTS OF ACT OF GOD ON THE SERVICE QUALITY OF PARTY HOUSE CATERING: A PROPOSED WEATHER CONTINGENCY PLAN

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*weather contingency plan;
service quality; acts of god;
catering services; event
management; risk
management*

ARTICLE ID

AASGBCPJMR-B37866

This study explores how natural disasters and unfavorable weather conditions, commonly referred to as Acts of God, affect the service quality of party house catering. It focuses on critical aspects such as contractual obligations, technological readiness, business reputation, financial stability, resource availability, and customer satisfaction. These elements are often compromised by unpredictable weather, thereby disrupting service delivery. To address this, the study aims to propose a strategic weather contingency plan that event organizers can implement to better anticipate, manage, and recover from weather-related disruptions, ultimately ensuring more reliable and efficient operations. The study adopts a descriptive research design to examine the impact of weather-related events on party house catering services. It centers on the preparedness of event organizers in dealing with unforeseen weather conditions. A total of 15 catering coordinators were purposively selected based on their professional experience. The researchers distributed and retrieved validated survey questionnaires personally to guarantee accuracy and completeness. The data collected were analyzed using basic descriptive statistics, including percentages and weighted means, to assess and rank the responses regarding weather preparedness and its effects on service quality. The findings revealed that most catering coordinators recognized the necessity of having contingency plans to address weather-related issues. Key areas of focus included weather monitoring systems, risk management protocols, and readiness of logistical resources. Full-time and experienced coordinators demonstrated greater capacity in managing disruptions compared to part-time staff. Commonly reported issues involved transportation delays, financial difficulties, and maintaining client satisfaction under adverse conditions. The results emphasized the importance of clear communication, flexible contract terms, and adaptive strategies to ensure operational continuity during extreme weather events. The study concluded that a comprehensive weather contingency plan is crucial in preserving service quality amid unexpected weather disturbances. The coordinators' level of experience and employment status significantly influenced their effectiveness in handling such challenges. Moreover, various types of weather events—such as storms or earthquakes—require tailored strategies, including the use of weather-resistant materials and dependable communication tools. Recurring logistical concerns, such as delayed transportation and venue damage, underscored the need for enhanced risk management practices to minimize disruptions and uphold service standards.

RECOMMENDED CITATION

Bato, R., Capati, H. J., Damarillos, R. A., Legaspi, M. J., & Sinot, B. (2025). Effects of Act of God on the Service Quality of Party House Catering: A Proposed Weather Contingency Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 112.

EVALUATING THE EFFECTIVENESS OF ONLINE REVIEWS IN SHANGRI-LA HOTEL

ABSTRACT

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Hospitality Management

KEYWORDS

*online reviews; shangri-la
hotel; hotel performance;
consumer perception; guest
satisfaction; hospitality
industry*

ARTICLE ID

AASGBCPJMRA-B38877

In the digital era, online reviews have emerged as powerful tools that significantly influence consumer decision-making and shape brand reputation, particularly in the hospitality industry. With the increasing reliance on digital platforms for customer feedback, concerns regarding the authenticity, reliability, and overall impact of these reviews have become more pronounced. This study investigates the effectiveness of online reviews in building customer trust, enhancing brand loyalty, and contributing to business success, using Shangri-La Hotel as a case study. By examining the role of online feedback, the research aims to provide valuable insights into how digital reviews affect consumer behavior and inform strategic decision-making within hotel operations. This study employed a qualitative, descriptive research design to gain a deeper understanding of how customers perceive and interact with online reviews in the context of the hospitality industry. To evaluate customer trust, satisfaction, and loyalty in relation to guest feedback, data were collected from 30 carefully selected respondents through a validated survey instrument. Purposive sampling was utilized to ensure that participants had a direct, comprehensive experience with the services provided during their stay at Shangri-La Hotel. This targeted approach allowed the researchers to obtain meaningful insights from individuals most qualified to assess service quality and overall satisfaction, thereby ensuring the credibility and relevance of the study's findings. The study's findings indicate a strong level of agreement among respondents regarding the significant impact of star ratings (composite mean: 3.55), customer satisfaction (3.73), and promotional offers (3.73) on their hotel booking decisions. The highest-rated indicators affirm that guests routinely consult star ratings and view overall satisfaction as a critical factor in hotel selection. Furthermore, the manner in which hotels respond to negative feedback emerged as a key determinant of guest perception. Participants highly valued responses that included sincere apologies (3.79), concrete solutions (3.79), and professional engagement (3.78). Hotels that acknowledged service shortcomings, communicated plans for improvement, and offered fair compensation were perceived more positively—ultimately reinforcing customer trust, enhancing guest experience, and fostering brand loyalty. The study underscores the significant influence of online reviews on consumer perception and overall hotel performance. Shangri-La Hotel's proactive measures—such as promptly addressing guest concerns, enhancing service delivery, and offering fair compensation—reflect a strong commitment to accountability, guest satisfaction, and continuous quality improvement. The findings recommend that consumers critically evaluate review content rather than relying solely on star ratings, and that hotel management ensure service delivery consistently reflects and supports the ratings presented online. For future research, the study suggests examining the role of service innovation and the extent to which customer perceptions shape the credibility of online reviews and contribute to long-term business success in the hospitality sector.

RECOMMENDED CITATION

Donque, M. V., Estrada, M., Pedrosa, R., Peñoso, J., & Tutor, M. C. (2025). Evaluating the Effectiveness of Online Reviews in Shangri-La Hotel. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 113.

EXPLORING THE ROLE OF HOUSEKEEPING IN UPHOLDING SERVICE EXCELLENCE AT B HOTEL: A BASIS FOR A PROPOSED ACTION PLAN

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*service excellence; hotel
operations; housekeeping; b
hotel; guest satisfaction;
hospitality management*

ARTICLE ID

AASGBCPJMRA-B44935

Housekeeping is a fundamental pillar of service excellence in the hospitality industry, directly impacting guest satisfaction, brand loyalty, and overall perception. At B Hotel, the housekeeping department plays a critical role not only in maintaining cleanliness but also in supporting guest services, ensuring facility upkeep, and enhancing the overall guest experience. This study investigates the contribution of B Hotel's housekeeping operations to service excellence by evaluating key performance areas, identifying operational strengths and weaknesses, and proposing an actionable improvement plan. This study utilized a descriptive quantitative research design grounded in the SERVQUAL model. Data were collected through structured survey questionnaires distributed to 50 purposively selected respondents—25 housekeeping staff and 25 hotel guests. The instrument assessed five dimensions: cleanliness, staff competence, timeliness, guest service, maintenance coordination, and the department's indirect contribution to hotel marketing. The findings revealed that respondents strongly agreed on the staff's competence in cleanliness and equipment handling (WM = 3.70) as well as the timeliness of room preparation (WM = 3.70). However, lower ratings were observed in areas such as complaint resolution (WM = 3.24), time management (WM = 3.22), and personalized guest service (WM = 3.16). The department's indirect impact on marketing through cleanliness and ambiance received the highest rating (WM = 3.86), affirming its role in enhancing the hotel's image and guest perception. The study confirms that housekeeping plays a multidimensional role in delivering service excellence. Strengths in technical skills and hygiene practices contribute significantly to guest satisfaction, while gaps in communication, responsiveness, and personalization indicate areas for improvement. To address these challenges, the study proposes an action plan that includes real-time task monitoring, communication and customer service training, and enhanced coordination with the maintenance department. Continuous development in responsiveness, personalized service, and operational integration is essential for B Hotel to sustain guest loyalty and remain competitive in the hospitality industry.

RECOMMENDED CITATION

Arizala, M. J., Fruelda, J. A., Larce, M. J., Mondreal, R., & Quirequire, D. (2025). Exploring the Role of Housekeeping in Upholding Service Excellence at B Hotel: A Basis for a Proposed Action Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 114.

GENDER DIVERSITY ON EMPLOYMENT OPPORTUNITIES IN A SELECTED RESTAURANT IN QUEZON CITY

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*gender diversity; employment
opportunities; diversity
impact; organizational
inclusivity; workforce equity;
positive correlation*

ARTICLE ID

AASGBCPJMRA-B49106

This study explores the influence of gender diversity on employment prospects at Gerry's Grill and Cabalen in Quezon City. It examines how gender-related practices affect recruitment equity, employee satisfaction, retention rates, and access to training opportunities by capturing the experiences and viewpoints of both managers and employees. The research highlights the importance of fostering gender-inclusive workplaces to promote fairness and organizational effectiveness. By doing so, it seeks to encourage human resource practitioners, business leaders, and policymakers to recognize diversity as a strategic advantage in building stronger teams and enhancing overall performance. Fifty respondents, including managers and staff from Cabalen and Gerry's Grill in Quezon City, were purposively selected for the study. Data collection was conducted through online survey instruments. The collected data were analyzed using statistical techniques such as weighted mean, frequency, and percentage to effectively summarize and interpret the findings. Upon completion of data analysis, the researchers observed that most respondents agreed on several key issues, including the challenges posed by gender diversity that may affect employee performance and opportunities. Respondents also recognized the impact of gender diversity on employment aspects such as training and development programs, employee satisfaction and retention, and equity in hiring practices. Despite this, many respondents expressed concerns regarding their current wages and the adequacy of coaching and leadership development programs. Nevertheless, the majority reported satisfaction with their current job roles and indicated no significant work-related problems. The analysis demonstrated a robust positive correlation between gender diversity and employment opportunities, indicating that increased gender diversity within organizations is significantly associated with improved access to employment and career advancement prospects.

RECOMMENDED CITATION

Banzuelo, J., Biron, C. F., Celis, C. J., Combate, G., & Ibañez, T. (2025). Gender Diversity on Employment Opportunities in a Selected Restaurant in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 115.

THE IMPACT OF GENDER EQUALITY ON GUEST SATISFACTION IN AZURE URBAN RESORT RESIDENCES, PARAÑAQUE CITY

ABSTRACT

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Hospitality Management

KEYWORDS

*azure urban resort; parañaque
city; gender equality; guest
satisfaction; inclusive
hospitality; gender-sensitive
service*

ARTICLE ID

AASGBCPJMR-B50074

As inclusivity and equality gain greater attention in the hospitality industry, the role of gender-sensitive practices in shaping guest experiences becomes increasingly relevant. This study investigates the impact of gender equality on guest satisfaction at Azure Urban Resort Residences in Parañaque City. Specifically, it aims to evaluate how gender-related considerations in service delivery, communication, and physical environment influence guest perceptions and overall satisfaction. A quantitative research design was utilized, with purposive sampling employed to survey fifty (50) guests at Azure Urban Resort Residences. Data were collected through a structured questionnaire that measured guest perceptions of gender equality across three key dimensions: environment, services, and communication. Descriptive statistical tools, including percentage, weighted mean, and Likert scale interpretation, were used to analyze the responses. The results revealed that guests generally agreed gender equality positively contributes to their satisfaction. Among the dimensions, services received the highest composite mean (3.25), followed by communication (3.22), and environment (3.03). Guests expressed appreciation for fair treatment, inclusive service options, and respectful communication. However, the availability of gender-neutral restrooms was rated relatively low, highlighting a gap in inclusive facility provisions. The findings underscore the significance of visibly integrating gender equality practices within hospitality operations. Guests place value on equitable treatment and inclusive interactions, which directly affect their satisfaction. To enhance guest experiences, the study recommends improving inclusive infrastructure, implementing comprehensive staff training on gender sensitivity, and promoting transparency in equality-related policies. These measures can strengthen a property's reputation and align its operations with contemporary hospitality standards.

RECOMMENDED CITATION

Abad, B. M., Baledio, C., Deiparine, P. M., Mabunga, R., & Santos, J. M. (2025). The Impact of Gender Equality on Guest Satisfaction in Azure Urban Resort Residences, Parañaque City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 116.

THE EFFECTIVENESS OF HANDS-ON TRAINING FOR HOSPITALITY MANAGEMENT AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*hands-on training; hospitality
management; bestlink college;
training effectiveness;
experiential learning; industry
readiness*

ARTICLE ID

AASGBCPJMRA-B51922

This study evaluates the effectiveness of hands-on training in the field of Hospitality Management. As the industry demands professionals who are both theoretically knowledgeable and practically skilled, experiential learning plays a crucial role in bridging academic concepts with real-world application. Internships, simulations, and other practical training methods provide opportunities for students to enhance their competence, confidence, and employability. However, the true impact of these methods on workplace preparedness remains a subject of investigation. Guided by Kolb's Experiential Learning Theory, this research aims to assess whether hands-on training at Bestlink College of the Philippines helps students develop essential practical skills, adapt to industry standards, and overcome common challenges, while also identifying areas for improvement in current training practices. A descriptive-correlational research design was employed to examine the relationship between hands-on training and variables such as skill development, confidence, industry readiness, and encountered challenges. The respondents were Hospitality Management students from second to fourth year, with 5% of the total population from each level selected through proportionate sampling. A structured questionnaire served as the primary data collection tool. The findings revealed that hands-on training significantly contributed to the development of practical skills, confidence, and workplace readiness among Hospitality Management students. Simulations and internships were particularly effective in enhancing task execution and decision-making abilities. A strong positive correlation was observed among skill development, confidence levels, and the students' capacity to navigate real-world challenges. The study concluded that hands-on training is highly effective in preparing students for the hospitality industry by strengthening their practical abilities and boosting their confidence. It is recommended that educational institutions continue to provide updated training materials, incorporate more industry-based activities, assign qualified mentors, and implement flexible training schedules. These improvements will further support student development and ensure alignment with industry expectations.

RECOMMENDED CITATION

Garcia, K. M., Imperial, F. E., Ortinez, P., Saludaga, J. L., & Velasco, A. L. (2025). The Effectiveness of Hands-On Training for Hospitality Management at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 117.

TECHNOLOGICAL MALFUNCTION: ITS EFFECT ON HOTEL ROOM ACCOMMODATION TOWARDS GUEST IMPROVED EXPERIENCE

ABSTRACT

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Hospitality Management

KEYWORDS

*technological malfunction;
guest experience; hotel
accommodation; hotel
operations; winford casino
and resort; service continuity*

ARTICLE ID

AASGBCPJMRA-B52671

In today's technology-driven hospitality industry, digital tools play a vital role in elevating guest experiences and optimizing hotel operations. However, technological malfunctions can disrupt service delivery, affecting room accommodations and overall guest satisfaction. This study explores the implications of such malfunctions on hotel operations and guest perceptions, particularly at Winford Casino and Resort Hotel. It also aims to provide strategic recommendations to mitigate the negative impact of technological failures and enhance service continuity and guest satisfaction. The study employed a descriptive research design and utilized purposive sampling to select 50 hotel guests at Winford Casino and Resort Hotel. Data collection was conducted through a validated survey questionnaire focusing on the guests' experiences with hotel technology. The instrument measured satisfaction levels, encountered technical issues, responsiveness of hotel staff, and perceived safety and service quality. Statistical tools were used to evaluate responses and identify key trends related to the impact of technological issues on the guest experience. Findings revealed that overall guest satisfaction was high, especially regarding staff responsiveness, safety protocols, and maintenance practices. However, Wi-Fi-related malfunctions emerged as the most common technical concern. Guests reported that staff addressed issues promptly and provided clear guidance, which helped maintain positive impressions. While most guests felt that safety and contingency measures were in place, areas for improvement included better communication during outages and the provision of alternative solutions when systems fail. The study concluded that although minor technical problems occurred—primarily involving Wi-Fi—hotel staff and proactive maintenance protocols effectively minimized negative impacts. The results highlight a direct relationship between efficient technology management and enhanced guest satisfaction. To further improve service delivery, the hotel should reduce downtime, improve guest communication during malfunctions, and offer viable alternatives to ensure a seamless experience. Strategic planning for technological resilience is essential for sustaining guest trust and loyalty in modern hotel operations.

RECOMMENDED CITATION

Bonto, A. J., Delfin, R., Dorado, E. M., Lucero, E. J., & Valera, J. V. (2025). Technological Malfunction: Its Effect on Hotel Room Accommodation Towards Guest Improved Experience. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 118.

CUSTOMER SATISFACTION: EXPLORING FOOD QUALITY OF PIZZA PARLOR ALONG, QUIRINO HIGHWAY

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DISCIPLINE

Hospitality Management

KEYWORDS

*customer satisfaction; food
quality; pizza parlor; quirino
highway; service experience;
consumer feedback*

ARTICLE ID

AASGBCPJMRA-B52797

Food quality plays a critical role in the food industry, directly influencing customer satisfaction and loyalty. High-quality ingredients, proper preparation, appealing flavor, and an overall positive dining experience are essential in meeting customer expectations. This study aims to determine the level of customer satisfaction in relation to the food quality offered by Pizza Parlor along Quirino Highway. It also seeks to explore how customers perceive the products, services, and pricing of the establishment, which has been serving patrons for several years. Understanding customer satisfaction is vital in assessing whether consumer expectations are being met. Moreover, customer feedback and suggestions contribute to the continuous improvement of products and services, helping businesses achieve sustainable growth. This study outlines the methodologies used, including the research design, sampling technique, instrument construction, validation, administration, and retrieval of questionnaires. A structured survey instrument was administered to assess customer satisfaction and food quality. The collected data were subjected to statistical treatment to analyze the relationship between the variables. The analysis revealed that there was no significant relationship between customer satisfaction and food quality, as indicated by an r-value of 0 and a p-value of 1. These results suggest that changes in food quality did not have a measurable impact on customer satisfaction within the context of this study. This implies that other factors—such as service experience, ambiance, pricing, or brand reputation—may play a more substantial role in influencing customer satisfaction. The study also summarized findings based on demographic profiles, including age, gender, and income range. It examined specific variables such as freshness, flavor, texture, and consistency under food quality, and presentation and taste under customer satisfaction. Although no significant relationship was found between food quality and customer satisfaction, the discussion highlights the potential influence of other external factors. The study recommends further exploration of these variables to develop a more comprehensive strategy for enhancing customer satisfaction at Pizza Parlor.

RECOMMENDED CITATION

Conel, A. A., Liporada, K. C., Millano, B. A., Mutas, D., Tizon, J. L., & Yonsal, A. J. (2025). Customer Satisfaction: Exploring Food Quality of Pizza Parlor Along, Quirino Highway. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 119.

ENHANCING GUEST SAFETY: EVALUATING THE EFFECTIVENESS OF SMART CAMERAS IN PREVENTING PETTY THEFT AT HIDDEN SANCTUARY HOTEL & RESORT

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*guest safety; smart cameras;
hotel security; theft
prevention; guest satisfaction;
surveillance technology*

ARTICLE ID

AASGBCPJMRA-B53387

This study evaluates the effectiveness of smart cameras in preventing petty theft at Hidden Sanctuary Hotel & Resort. It explores their technical capabilities, implementation challenges, and overall impact on guest safety. The objective is to provide practical insights that may guide hotels and similar establishments in enhancing security measures through the integration of smart surveillance technologies. The study adopts a cross-sectional survey design to gather data efficiently and assess guest perceptions of smart camera effectiveness. Stratified random sampling, based on the methodology of Adam H. (2024), was used to ensure demographic representation among hotel guests. A total of 50 guests participated in the study. Survey questionnaires were used to collect data on experiences, perceptions of safety, and observations related to smart camera use within the hotel premises. The majority of guests considered smart cameras effective in promoting safety, particularly in deterring theft and assisting during emergencies. Many respondents appreciated the system's role in monitoring suspicious activity, retrieving lost items, and providing evidence when incidents occurred. Effectiveness ratings were highest when smart cameras were paired with other safety features such as smart locks and alarms. However, lower effectiveness ratings were observed in areas with insufficient signage or unclear surveillance coverage. Overall, guests assessed the smart camera system as moderately to highly effective, especially when complemented by clear hotel safety practices and guest engagement in security protocols. The findings suggest that while smart cameras contribute significantly to enhancing guest safety, their effectiveness can be maximized through proper integration with safety education and trained hotel staff. Hotel management is encouraged to invest in more advanced surveillance systems, conduct regular safety audits, and improve signage to increase guest awareness. These insights can inform future hotel policies, support the development of safety standards, and promote best practices in technological integration for guest protection.

RECOMMENDED CITATION

Delacruz, G. L., Gonzales, L. A., Herminado, M. J., Liporada, G., & Ortiz, K. J. (2025). Enhancing Guest Safety: Evaluating the Effectiveness of Smart Cameras in Preventing Petty Theft at Hidden Sanctuary Hotel & Resort. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 120.

CULTIVATING CAREER READINESS: STRENGTHENING EMPLOYABILITY SKILLS AMONG HOSPITALITY MANAGEMENT STUDENTS

ABSTRACT

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Hospitality Management

KEYWORDS

career readiness;
employability skills;
hospitality management;
alumni employment;
workforce preparation;
industry engagement

ARTICLE ID

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This study aims to assess the career readiness of Hospitality Management students at Bestlink College of the Philippines. It explores the extent to which these students are prepared for employment and identifies specific areas where employability skills require further development. The primary goal is to bridge the gap between academic training and the demands of the hospitality industry by fostering skills that align with workforce expectations. This study employs a quantitative research design using a descriptive approach to examine the career readiness and employability skills of Hospitality Management students. The participants consist of 150 alumni from the 2022–2024 batch of Bestlink College of the Philippines, selected through purposive sampling to ensure relevance to the research objectives. The findings revealed that the majority of respondents belonged to the young adult age group, with 62.7% aged 20 to 25 and 37.3% aged 26 to 30. A significant portion of participants graduated in 2022, 2023, and 2024. Their areas of specialization include Food and Beverage, Events and Entertainment, Accommodations, Travel and Tourism, and Recreation and Leisure. In terms of employment, 58% of the respondents held full-time positions, while the remainder were employed part-time or under contract, casual, or seasonal arrangements. Most of the alumni were employed within the land-based sector. The study concluded that Hospitality Management students demonstrated strong career orientation and were generally well-prepared through experiential learning. However, they still encountered employment challenges, particularly in areas such as building professional networks and acquiring sufficient practical experience. To address these gaps, the study recommends the enhancement of hands-on training, development of soft skills, and increased engagement with the industry. Additionally, the implementation of inclusive recruitment practices, provision of financial support, broader job placement strategies, and flexible learning opportunities are advised to further strengthen employability and support long-term career progression.

RECOMMENDED CITATION

Apares, J., Balajadia, K. M., Donato, M., Lazaga, J. A., & Nuñez, K. C. (2025). Cultivating Career Readiness: Strengthening Employability Skills Among Hospitality Management Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 121.

ASSESSING THE EFFECTIVENESS AND QUALITY OF TRADITIONAL VERSUS MODERN COOKING TECHNIQUES

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*modern cooking techniques;
traditional cooking methods;
culinary heritage; culinary
training; efficiency; customer
satisfaction*

ARTICLE ID

AASGBCPJMRA-B56840

In the rapidly evolving culinary industry, maintaining a balance between speed and quality remains a significant challenge. This study explores how traditional and modern cooking techniques differ in their impact on flavor, texture, nutritional value, and the overall dining experience. Although previous research tends to examine these methods independently, few studies investigate their combined application in practical kitchen environments. This research seeks to bridge that gap by providing valuable insights into how blending both techniques can enhance culinary results. This research utilized a quantitative comparative design to evaluate the effectiveness of traditional and modern cooking methods regarding flavor, texture, and presentation. Twenty experienced chefs from Din Tai Fung, skilled in both techniques, were purposively selected as respondents. Data were collected through a structured questionnaire covering key factors such as efficiency, skill, sensory quality, and meal preparation differences. The questionnaire was validated by experts, including a statistician and a grammarian, to ensure its reliability. Surveys were conducted in person on February 13, 2025, during the chefs' breaks to minimize disruption to their workflow. The study found that modern cooking techniques are more efficient and require greater skill than traditional methods. Modern techniques received a weighted mean score of 3.54, compared to 3.03 for traditional methods. In terms of flavor, texture, and presentation, modern methods also outperformed traditional ones, scoring between 3.31 and 3.44, while traditional methods scored between 3.12 and 3.24. Statistical analysis revealed significant differences in efficiency ($p = 0.00$) and skill ($p = 0.01$) between the two approaches; however, there were no significant differences in texture and presentation. Chefs identified several challenges, including the need to balance traditional and modern techniques, manage costs, and adapt to new trends, noting that modern methods often require specialized equipment and precise execution. This study revealed that modern cooking techniques provide greater efficiency and consistency, while traditional methods excel in maintaining authenticity, corroborating previous findings. However, given the study's limitation to a single restaurant, broader research is necessary to examine the impact of these techniques on customer satisfaction and nutritional outcomes. Future investigations should also consider the learning curves involved in mastering each method. Culinary education should aim to integrate both approaches to balance operational efficiency with the preservation of culinary traditions.

RECOMMENDED CITATION

Capatayan, M. R., Ornido, A., Sambayon, A., Ternal, C., & Tupas, J. R. (2025). Assessing the Effectiveness and Quality of Traditional Versus Modern Cooking Techniques. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 122.

EXAMINING THE BALANCE OF TECHNOLOGY AND HUMAN WORKERS EFFICIENCY OF FRONT OF THE HOUSE IN ASTORIA PLAZA

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*front of the house; operational
efficiency; technology
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management; guest
satisfaction; service quality*

ARTICLE ID

AASGBCPJMRA-B59468

Front of the House employees play a crucial role in hospitality operations by serving as the first point of contact for guests, significantly shaping initial impressions and service experiences. In the current landscape of rapid technological advancement, the hospitality industry faces the challenge of maintaining human connection while integrating automation. This study examines how technology is blended with human labor in the Front of the House operations at Astoria Plaza, focusing on its impact on operational efficiency, guest satisfaction, and service quality. The research aims to offer insights into sustaining high levels of guest service in an increasingly technology-driven environment. This study employed a descriptive research design and utilized structured survey questionnaires with closed-ended questions. These were distributed to Front of the House employees across various departments, including reception, concierge, guest services, and reservations. The collected data were analyzed using descriptive statistical tools, such as frequency distribution, mean comparison, and correlation analysis, to evaluate the effects of technological integration on operational performance and service delivery. Findings revealed the importance of establishing clear guidelines and providing ongoing training for employees to adapt to technological advancements. The use of digital tools, such as Property Management Systems (PMS) and real-time feedback systems, improved response time to guest concerns and overall service efficiency. However, the study emphasized that while technology enhances operational accuracy, the human element remains vital. A balanced approach that combines technological tools with personalized service is essential to guest satisfaction and the development of a skilled, adaptable workforce. This study underscores the significance of integrating digital innovations with human-centered service in Front of the House operations at Astoria Plaza. It highlights that while technology can streamline operations and improve service consistency, it should complement—not replace—the personal interactions that define quality hospitality. Continuous staff training and updated operational protocols are recommended to ensure employees can effectively leverage technology without compromising the guest experience. Maintaining this balance is key to keeping the hospitality workforce competitive and guest-oriented in a rapidly evolving industry.

RECOMMENDED CITATION

Dela Pena, S. T., Gazzingan, G., Guilalas, K. F., Lukban, M. G., & Santos, M. N. (2025). Examining the Balance of Technology and Human Workers Efficiency of Front of the House in Astoria Plaza. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 123.

GUEST PERCEPTION ON VALUE FOR MONEY IN AIRBNB EXPERIENCE AT THE GRASS RESIDENCE QUEZON CITY

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*guest satisfaction; airbnb
bookings; airbnb market;
condominium living; guest
perception*

ARTICLE ID

AASGBCPJMRA-B59542

The Grass Residences, a high-rise condominium complex in Quezon City developed in 1985 by SM Development Corporation, stands as a reflection of Metro Manila's rapid urbanization. Strategically located near the North EDSA transportation hub, it offers residents and guests convenient access to modern amenities and public transit. Despite these advantages, the development has faced criticism for its environmental impact—an issue commonly associated with large-scale urban projects. This study examines the value guests receive for their money when staying at The Grass Residences via Airbnb. By identifying and addressing guest expectations, the research aims to enhance guest satisfaction and ultimately increase booking rates. This research employed a quantitative approach with a descriptive design, utilizing random sampling and statistical analysis to examine how guests perceive the value of their Airbnb stay at The Grass Residences. Ethical standards were strictly followed, including informed consent and the assurance of participant confidentiality. These methods provided reliable insights into the key factors influencing guest satisfaction, offering practical guidance for enhancing the Airbnb operation. The Grass Residences primarily appeals to young, single adults, with the majority of guests aged 21–25 and earning modest to middle incomes. Overall, guests expressed high satisfaction with service quality—particularly in areas such as communication, cleanliness, host interaction, and the property's safety and security. While most guests enjoyed their stay, several areas for improvement were identified, including maintenance concerns, inconsistent amenities, and occasional Wi-Fi issues. The findings suggest that The Grass Residences effectively meets the needs of its target demographic; however, addressing these specific concerns could further enhance the overall guest experience and increase repeat bookings. The Grass Residences effectively appeals to a targeted demographic of young, single adults seeking affordable urban accommodations. While guests report overall satisfaction with key aspects of their stay, the study highlights the need for improvements in maintenance, amenity consistency, and Wi-Fi reliability. Addressing these issues is essential to enhancing the guest experience and reinforcing perceptions of value for money. These enhancements can also provide a competitive edge in the increasingly dynamic Airbnb market.

RECOMMENDED CITATION

Bartolome, J., Callos, L. G., Dela Cruz, G., Denzo, J., Follero, L. M., & Rebote, E. J. (2025). Guest Perception on Value for Money in Airbnb Experience at the Grass Residence Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 124.

THE ROLE OF MINIMIZING FOOD WASTE ON SELECTED RESTAURANT IN QUEZON CITY

ABSTRACT

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KEYWORDS

food waste reduction; quezon city; waste minimization strategies; proper food storage; restaurant practices; freezing techniques

ARTICLE ID

AASGBCPJMRA-B60780

The growing concern over food waste has compelled the food service industry to develop effective strategies that reduce waste while maintaining customer satisfaction. This study explores the impact of food waste minimization efforts in selected restaurants in Quezon City, a dynamic urban hub renowned for its diverse culinary landscape. Specifically, it examines how portion sizes influence food waste levels and investigates the various strategies employed by restaurateurs to address this issue. The researchers employed a descriptive research method to effectively present the study and obtain relevant data. Data were collected using survey questionnaires, which offered valuable insights into food waste practices in restaurants. A purposive sampling technique was utilized, selecting participants based on their availability, relevance to the study, and willingness to participate. The study was limited to fifteen (15) employees from a chosen restaurant in Quezon City. The study highlights key practices for minimizing food waste, including FIFO (First-In, First-Out), stocking essentials, proper refrigeration, and wise freezing techniques, as implemented in a selected restaurant in Quezon City. Based on a sample of 15 respondents, the study analyzed demographic factors such as age, gender, job description, and length of service. Findings show that the majority of employees were aged between 21–25 years (53%) and were predominantly male (53%). Most held the position of waiter (66%) and had been in service for approximately two years (67%). The results indicate a high level of agreement among employees regarding food waste reduction practices: FIFO (mean = 3.44), stocking essentials (mean = 3.36), proper refrigeration (mean = 3.45), and freezing wisely (mean = 3.35). These findings underscore the importance of such practices in minimizing food waste, suggesting that continued training and reinforcement of these strategies can significantly enhance waste management efforts within the restaurant industry. To further enhance efforts in minimizing food waste, the study recommends the implementation of effective storage and inventory management practices. Organizing food items using the First-In, First-Out (FIFO) method ensures that older stock is utilized first, thereby reducing the risk of spoilage. Regular monitoring of inventory helps avoid unnecessary purchases and promotes the efficient use of existing supplies. Additionally, properly storing perishable items at appropriate temperatures preserves their freshness and prevents premature spoilage. Freezing surplus food in portion-sized containers also extends shelf life and significantly minimizes overall waste.

RECOMMENDED CITATION

Dorognan, J., Maguddayao, J., Muñoz, K. L., Parallag, J. C., & Zuleta, M. K. (2025). The Role of Minimizing Food Waste on Selected Restaurant in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 125.

ASSESSMENT ON DRY HIRE FOOD SERVICES OF VISTA VERDE RESORT AMONG 2ND YEAR BSHM STUDENTS

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*dry hire catering; food
presentation; hospitality
industry; service quality;
standardized recipe; portion
control*

ARTICLE ID

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The hospitality industry is continuously evolving to meet the changing demands of clients, particularly in the area of event catering. Dry hire catering, which involves the provision of food without supplementary services such as staff, equipment, or table settings, is considered a cost-efficient option that prioritizes food quality, presentation, and punctual delivery. However, it is essential to evaluate whether such services fulfill customer expectations and adhere to industry standards. Vista Verde Resort, a well-known event venue, offered dry hire catering during the BSHM Second Year Seminar Tour. This study aimed to assess the quality of these services from the perspective of second-year BSHM students, who are being trained as future professionals in the hospitality industry. This study adopted a quantitative-descriptive research design to assess the quality of dry hire catering services. The respondents were 200 second-year BSHM students who attended the seminar event. Data collection was conducted through a structured questionnaire consisting of three key sections: (1) culinary practices, which included standardized recipe usage, flavor consistency, food presentation, and portion control; (2) service quality, evaluated based on responsiveness, reliability, tangibles, assurance, and empathy; and (3) challenges encountered during the event. The data were analyzed using descriptive statistical tools such as frequency counts and percentages to identify trends, measure service performance, and formulate practical recommendations. The results indicated that Vista Verde Resort mostly followed standardized recipe practices, though inconsistencies in documentation and portion control were evident. Students reported satisfaction with the flavor and presentation of the food. However, issues such as food shortages, service delays during busy periods, and poor accommodation of dietary restrictions were noted. While the food received high marks for quality and appearance, communication shortcomings during the event delayed problem resolution. This study emphasizes the need for clear communication and active staff participation in delivering efficient dry hire catering services. It identified significant issues such as the lack of standardized procedures for documenting recipes and inconsistent accommodation of dietary needs. To enhance service delivery, the study recommends comprehensive staff training, improved communication channels, and the implementation of contingency measures for unforeseen challenges. Strengthening portion control and adopting a more organized system for handling client feedback are also advised to ensure higher customer satisfaction and service consistency.

RECOMMENDED CITATION

Alcaraz, C., Cantonjos, N., Morillo, C. I., Rogelio, L. M., & Sañez, K. (2025). Assessment on Dry Hire Food Services of Vista Verde Resort Among 2nd Year BSHM Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 126.

MODERNIZED HOSPITALITY: THE ROLE OF INTERACTIVE TECHNOLOGY TOWARDS ENHANCED GUEST EXPERIENCE IN HOTEL SOGO IN FAIRVIEW

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*interactive technology; guest
experience; hotel sogo;
hospitality innovation; hotel
management; mobile apps*

ARTICLE ID

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This study explores the role of interactive technology in enhancing the guest experience at Hotel Sogo in Fairview. Interactive technologies are reshaping the hospitality industry by offering more personalized, convenient, and seamless services that align with modern travelers' expectations. By integrating digital advancements, the hotel can improve service delivery and elevate guest satisfaction. The study emphasizes the importance of designing technology that addresses guests' psychological needs, fosters trust, and enhances perceived ease of use. The study employed a descriptive research design and utilized a mixed-method approach to cover various components of the research. It involved purposive sampling of twenty (20) guests from a 4-star hotel under Hotel Sogo Fairview. A structured questionnaire was developed, validated, and used to gather data on guest experiences with interactive technology. The research also detailed the sampling techniques, data collection procedures, and statistical analysis methods applied to evaluate the findings. Findings revealed that most Millennial and Gen Z respondents occasionally visited Hotel Sogo and were familiar with its interactive technology features. These tech-savvy guests valued the ability to personalize their environment and adapt quickly to digital tools. Their expectations significantly influenced their perceptions of the hotel experience. Respondents expressed strong preference for seamless engagement, highlighting the convenience and efficiency of technologies such as mobile apps and automated systems designed to enhance comfort during their stay. The results demonstrate that interactive technologies positively impact the guest experience at Hotel Sogo Fairview. Respondents, primarily female and aged 23–27, appreciated services like virtual concierge features, in-room tablets, and mobile applications for their convenience and personalization. However, challenges were identified, including usability issues, technical malfunctions, and insufficient staff training. To maximize the benefits of interactive technology, hotels must focus on improving user interface design, ensuring device compatibility, and integrating systems for smoother operations.

RECOMMENDED CITATION

Balansayo, T. M., Batingal, M. J., Capisnon, M., Cudal, H. J., & Lozano, M. (2025). Modernized Hospitality: The Role of Interactive Technology Towards Enhanced Guest Experience in Hotel Sogo in Fairview. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 127.

INNOVATING MENU TWIST: EXPLORING HOW FOOD BUSINESS ADOPTS LOCAL FOOD INNOVATION IN QUEZON CITY

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

local food innovation; quezon city; food business; culinary innovation; traditional and modern balance; fusion cuisine

ARTICLE ID

AASGBCPJMRA-B67221

The food industry in Quezon City is increasingly embracing local food innovation, adopting a "menu twist" approach that incorporates unique, locally sourced ingredients into both traditional and contemporary dishes. This study aims to explore how restaurants in Quezon City utilize local food innovation to develop distinctive and competitive menus. Specifically, it examines the motivations, methods, and strategies driving this innovation, while identifying the successes and challenges food businesses encounter in integrating local ingredients and flavors. Additionally, the study highlights best practices in sustainability, ethical sourcing, and customer education. Ultimately, it seeks to propose ways to support the growing trend of local food innovation for the benefit of both businesses and local communities. The research employed a quantitative design to enhance validity and reliability. A descriptive approach was used to investigate the innovation of the "Menu Twist" and how food businesses in Quezon City adopt local food innovation. Data were collected from 60 customers (20 per restaurant) across three establishments—Tres Filipino Twist, Mesa, and Storya Kitchen and Bar—using simple random sampling to ensure equal selection probability. The majority of respondents were between the ages of 23 and 32, with the age groups 23–27 and 28–32 equally representing the largest segments of the sample. Female participants made up 53% of the total, indicating a slightly higher inclination among women to explore innovative local cuisine. Additionally, 42% of respondents reported visiting these food businesses occasionally, suggesting that customer interest is driven more by the novelty and variety of offerings than by routine dining habits. The study found that food businesses in Quezon City effectively embrace local food innovation, appealing especially to respondents aged 23–32, the majority of whom were female. There was a strong interest in fusion cuisine and creative food experiences, with most participants dining occasionally, suggesting a desire for variety and discovery. Restaurants such as Tres, Mesa, and Storya were praised for skillfully blending traditional Filipino flavors with modern twists. Respondents valued the consistent quality and thoughtful presentation of new dishes, noting that these innovations maintained cultural authenticity while catering to contemporary tastes.

RECOMMENDED CITATION

Arellano, R., Cariaga, E. S., Nacional, A. C., Nicolasora, J. B., & Padrones, M. C. (2025). Innovating Menu Twist: Exploring How Food Business Adopts Local Food Innovation in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 128.

ENHANCING HOTEL OPERATIONS EFFECTIVITY AND GUEST EXPERIENCE THROUGH TECHNOLOGICAL UPGRADES AT SOGO HOTEL IN FAIRVIEW

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*technological upgrades; guest
experience; hotel operations;
smart room technology;
automated room services;
hospitality innovation*

ARTICLE ID

AASGBCPJMRA-B75917

This study focuses on enhancing the operational efficiency and guest experience at Sogo Hotel in Fairview through technological upgrades. It examines how systems such as self-check-in kiosks, online booking platforms, and automated room features contribute to faster processes, improved staff productivity, and increased guest satisfaction. The study aims to highlight how the integration of modern technology in hospitality settings can lead to better service quality, operational effectiveness, and competitive advantage. The researchers employ a quantitative research design to assess the impact of technology on hotel services and guest experiences. Data were gathered from 100 respondents through structured survey forms. The questions covered aspects such as self-service check-in, smart room features, and the use of automated services. Observations were also conducted to examine how technology is utilized in daily hotel operations. The collected data were analyzed to determine the influence of technological tools on service efficiency and guest satisfaction. The findings revealed that the implementation of technological features significantly improved both staff performance and guest convenience. Guests reported that the self-check-in system was efficient and appreciated the smart room amenities, including lighting controls, electronic keycards, and temperature adjustments, which enhanced their comfort and personalized experience. However, a few respondents encountered challenges in using certain features, emphasizing the need for user-friendly instructions and accessible technical support. The study concludes that technological advancements, particularly smart room systems and automated services, contribute positively to hotel operations and customer satisfaction. To fully leverage these benefits, hotels such as Sogo are encouraged to continue adopting innovative technologies, implement regular system upgrades, and provide comprehensive staff training. These strategies are essential for maintaining high-quality service standards and meeting the evolving expectations of guests in the hospitality industry.

RECOMMENDED CITATION

Acosta, S. M., Laguni, A. M., Mercader, J. E., Moreno, M. J., & Villamor, J. V. (2025). Enhancing Hotel Operations Effectivity and Guest Experience Through Technological Upgrades at Sogo Hotel in Fairview. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 129.

A COMPARATIVE STUDY BETWEEN EXPERIENCED AND NEWLY HIRED EMPLOYEE ON PRODUCTIVITY LEVEL AMONG DINING STAFF IN SELECTED CHINESE RESTAURANT IN COMMONWEALTH, QUEZON CITY

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

customer satisfaction; service efficiency; customer service; training and communication; comparative between

ARTICLE ID

AASGBCPJMRA-B76435

Productivity among dining staff is crucial to a restaurant's success, particularly in competitive areas like Commonwealth, Quezon City. Both experienced and newly hired employees play essential roles in daily operations, but variations in experience, familiarity with tasks, and adaptability can significantly affect performance. Seasoned staff members often excel in multitasking and delivering quality customer service, whereas new hires may struggle to adjust to the demands of a fast-paced environment. This study explores the impact of work experience on dining staff productivity, with a focus on task completion, customer satisfaction, and service efficiency. A comparative descriptive research design was employed to assess the productivity of dining staff in selected Chinese restaurants in Commonwealth, Quezon City. The study included 50 staff members, categorized into two groups based on their tenure. Data were gathered through a validated paper-based survey, which focused on key productivity factors such as training, workplace familiarity, and customer interaction skills. Survey responses were analyzed using frequency distributions, ranking, and weighted means for Likert scale data. The dining staff represented a demographically diverse group, with 40% aged 31 and above and 36% between 21 and 25 years old. Sixty-eight percent were male, and 70% were single. Tenure varied, with 36% having more than three years of experience. Staff demonstrated strong performance in task completion (mean = 3.44) and customer satisfaction (mean = 3.37), although minor gaps were noted in multitasking and billing accuracy. Key productivity factors included training (mean = 3.42) and workplace familiarity (mean = 3.33). A moderate positive correlation ($r = 0.446$) was observed between experience and performance; however, it was not statistically significant ($p = 0.376$). The results indicate that both experienced and newly hired staff are capable of strong performance; however, areas such as multitasking and complaint handling require improvement. While experience contributes to productivity, other factors—such as training and effective communication—are equally important. It is recommended that management prioritize continuous training, implement structured onboarding programs for new hires, and adopt digital tools like point-of-sale (POS) systems to enhance efficiency and minimize errors. Regular performance evaluations are also encouraged to motivate staff and sustain high productivity levels.

RECOMMENDED CITATION

Alosima, N., Cahate, R., Lestino, I., Ontiveros, R., & Pedalino, C. (2025). A Comparative Study Between Experienced and Newly Hired Employee on Productivity Level Among Dining Staff in Selected Chinese Restaurant in Commonwealth, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 130.

COMPARATIVE STUDY OF ROOM AMENITIES PREFERENCE AMONG FILIPINO AND FOREIGN TRAVELERS

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*hotel amenities; guest
preferences; cultural
comparison; white knight
hotel; customer satisfaction;
hospitality management*

ARTICLE ID

AASGBCPJMRA-B77933

This study examines hotel room amenity preferences among Filipino and foreign travelers, focusing on how cultural backgrounds shape guest expectations and satisfaction. It highlights that while international tourists often value globally recognized amenities, local guests tend to prioritize value and convenience. Insights from this comparison can guide hotels in tailoring services to boost guest satisfaction and competitive advantage. This study employs a causal-comparative design with stratified random sampling to select 30 in-house guests at White Knight Hotel—15 Filipino and 15 foreign travelers. Participants completed a structured questionnaire that recorded demographic data, rated the importance of room and bathroom amenities, and assessed satisfaction with service attributes such as reliability and responsiveness on a four-point Likert scale. Weighted means were calculated to determine the relative importance and satisfaction levels for each amenity. Analysis revealed that both Filipino and foreign guests rated comfort, cleanliness, and responsive service as their top priorities. Mean importance scores for these factors exceeded 4.2 on a 5-point scale for both groups. Statistical comparison found no significant differences in amenity preferences or satisfaction ratings between the two nationalities. The most frequently cited issues were noise disturbances and minor malfunctions in room fixtures. These findings indicated that core guest priorities—comfort, cleanliness, and service responsiveness—transcend cultural distinctions. Addressing noise control and ensuring regular maintenance of in-room amenities were critical steps for enhancing overall guest experience. Hotels can leverage this information by standardizing high-impact services while maintaining flexibility to accommodate specific cultural preferences, thereby strengthening market positioning.

RECOMMENDED CITATION

Calimlim, T. V., Manto, M. M., Ong, P., Pagsanjan, J. R., & Valladolid, P. (2025). Comparative Study of Room Amenities Preference Among Filipino and Foreign Travelers. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 131.

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BEYOND THE BUFFET: EXAMINING THE IMPACT OF RESERVATION MANAGEMENT AND CLEANLINESS ON DINING EXPERIENCES AT CABALEN SM CITY NORTH EDSA

ABSTRACT

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standards*

ARTICLE ID

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This chapter explores the influence of cleanliness and reservation management on the overall dining experience at Cabalen SM City North EDSA. In an increasingly competitive restaurant landscape—intensified by heightened post-pandemic hygiene expectations—customer satisfaction in buffet-style dining now hinges more critically on operational efficiency and sanitation standards. This study addresses a gap in the literature by employing a mixed-methods approach to examine how these two key factors intersect and shape diners' perceptions and satisfaction. It also considers underlying psychological, cultural, and historical influences that inform guests' cleanliness expectations. The goal of this research is to generate actionable insights and strategic recommendations that can enhance customer satisfaction and improve operational practices within buffet restaurant settings. This chapter presents the research methodology employed to ensure a comprehensive and methodologically sound investigation. A mixed-methods approach was utilized, combining both qualitative and quantitative strategies to capture a holistic understanding of the study's objectives. The chapter outlines the research design, target population, study location, scope and delimitation, and the sampling techniques applied. It further details the data collection procedures, including the development, validation, and pre-testing of research instruments to ensure their reliability and credibility. Strategies for establishing the validity and reliability of the data are thoroughly discussed. Moreover, this chapter explains the data analysis procedures, highlighting the statistical tools and techniques used to interpret quantitative data, alongside appropriate methods for qualitative data interpretation. By integrating both data types, this methodology provides a robust framework for generating accurate, meaningful, and actionable insights. The aggregated data from multiple tables highlight several critical factors that significantly influence the overall dining experience at Cabalen SM City North EDSA. These include efficient reservation management, cleanliness, quality of customer service, ambiance, food quality, and perceived value for money. Respondents expressed strong agreement on the importance of prompt resolution of concerns, clear communication from staff, strict adherence to hygiene protocols, and the presence of courteous and knowledgeable personnel. Statistical analysis revealed a strong positive correlation between reservation management and dining experience ($r = 0.865$); however, the result was not statistically significant ($p = 0.135$), indicating that while the relationship appears meaningful, further investigation with a larger sample or alternative methods may be necessary to establish its robustness. In contrast, cleanliness demonstrated a statistically significant but counterintuitive negative correlation with dining experience ($r = 0.985$, $p = 0.015$). This unexpected finding suggests a complex dynamic, potentially influenced by elevated customer expectations in a post-pandemic context, where even minor lapses in cleanliness may disproportionately affect perceptions. Overall, the results emphasize that while various operational factors contribute to customer satisfaction, special attention must be given to maintaining consistent cleanliness standards, enhancing service delivery, and optimizing the dining environment. These elements are crucial in shaping positive guest perceptions and sustaining competitive advantage in the hospitality industry. The findings underscore that customer satisfaction at Cabalen SM City North EDSA is highly contingent upon the effectiveness of reservation management and the consistency of cleanliness standards. Respondents expressed notable dissatisfaction with issues such as overbooking, inefficient reservation processes, and a lack of timely communication, all of which detracted from their overall dining experience. Although cleanliness was generally rated positively, guests emphasized the critical need for strict adherence to hygiene and safety protocols, especially in a post-pandemic context. These insights suggest that enhancing operational efficiency and maintaining rigorous cleanliness standards are essential for sustaining high levels of customer satisfaction and competitive advantage in the buffet dining sector.

RECOMMENDED CITATION

Cortez, M., Cruz, A., Cruz, D. M., Magpantay, E., & Mendina, J. (2025). Beyond the Buffet: Examining the Impact of Reservation Management and Cleanliness on Dining Experiences at Cabalen SM City North EDSA. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 133.

AN ASSESSMENT ON THE ROLE OF TECHNOLOGY IN ENHANCING CATERING SERVICES IN NOVALICHES, QUEZON CITY

ABSTRACT

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ARTICLE ID

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This study explores the impact of technology on the efficiency and service quality of catering businesses in Novaliches. Catering services are essential for various occasions—such as meetings, events, and celebrations—where high-quality service and customer satisfaction are expected. However, the industry faces several challenges, including resource scarcity, rising food costs, food safety issues, and food waste. Additionally, modern catering companies struggle with adopting new technologies, responding to changing customer demands, and ensuring service consistency, especially during large-scale operations. Data for this study were gathered through a sampling method that included surveys and interviews with catering service providers, employees, and clients in Novaliches. The research examined the influence of technological innovations—such as online ordering platforms, automated inventory systems, digital payment solutions, and customer feedback mechanisms—on the efficiency and service quality of local catering businesses. The findings reveal that respondents strongly agree on the importance of creative menu development, particularly those featuring unique culinary combinations and visually appealing presentations. This reflects a high level of effectiveness in crafting innovative and attractive menu offerings. The consistently high average weighted mean across all evaluated factors indicates an overall positive perception of modern catering services. Additionally, the study found that catering services, especially in college settings, are increasingly adopting information technology to enhance management and service delivery—addressing key concerns such as food safety, quality, and pricing. Respondents also emphasized that online reviews are critical in attracting new customers, highlighting their significant role in customer acquisition. The study identified several key challenges affecting the catering experience, including technical issues (such as sound systems and lighting), delays in food service, inaccurate guest count estimations, and limited staff knowledge of the menu. These areas were consistently ranked, indicating that all are equally significant in enhancing overall service quality. Furthermore, the research revealed major barriers to the integration of technology in catering businesses. These include high costs, technical complications, and the need for proper employee training.

RECOMMENDED CITATION

Cabalquinto, J., Copioso, J., Mabaquiao, L. M., Neri, D., & Odrigon, J. (2025). An Assessment on the Role of Technology in Enhancing Catering Services in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 134.

SUPPLY CONSISTENCY ON KITCHEN MANAGEMENT AT 8 KINGS BUFFET RESTAURANT: STRATEGIES FOR MITIGATING DISRUPTIONS

ABSTRACT

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systems*

ARTICLE ID

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This study investigates supply consistency in kitchen management at 8 Kings Buffet Restaurant. Buffet establishments often face operational challenges in meeting varied customer demands due to factors such as specialty diets, sustainability practices, and local sourcing requirements. These challenges are compounded by issues like supplier reliability, ingredient seasonality, and fluctuating demand, all of which can disrupt food offerings and impact customer satisfaction. The study aims to examine the factors affecting supply consistency, evaluate existing operational strategies, and propose data-driven solutions to mitigate disruptions. The findings are intended to support improved supply chain practices, enhance kitchen efficiency, and contribute to hospitality management literature. A quantitative descriptive research design was employed. Data were collected from 50 respondents (25 male and 25 female) through purposive sampling, focusing on individuals with direct involvement or knowledge of kitchen and supply chain operations at 8 Kings Buffet Restaurant. A structured survey instrument was used to gather data regarding supply chain practices and disruption management. The findings revealed that most employees were aged 18–27 and had 1 to 4 years of service, indicating a young, entry-level workforce. The restaurant demonstrated strong performance in supply chain risk management (mean = 3.31) and performance measurement (mean = 3.30). Effective inventory tracking, strong supplier partnerships, and demand forecasting were identified as core strategies for managing supply disruptions. The use of Point of Sales (PoS) systems was acknowledged as crucial for operational efficiency; however, respondents expressed limited involvement in technology-related decision-making processes. The study highlights that while 8 Kings Buffet Restaurant maintains strong supply chain strategies, there is room for improvement in areas such as risk communication and employee engagement in system-based decision-making. The youthful workforce presents both opportunities and challenges in terms of retention and capacity building. Strengthening staff involvement, enhancing technological integration, and reinforcing supplier collaboration are recommended to further improve supply consistency and overall operational resilience in buffet kitchen management.

RECOMMENDED CITATION

Abuyabor, K. M., Delos Reyes, G. C., Donato, J. J., Durna, M. A., & Gerado, M. R. N. (2025). Supply Consistency on Kitchen Management at 8 Kings Buffet Restaurant: Strategies for Mitigating Disruptions. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 135.

ENHANCING GUEST DELIGHT; AN EXPLORATION OF SMART HOTEL TECHNOLOGY'S INFLUENCE

ABSTRACT

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*smart hotel technology; guest
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ARTICLE ID

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This study explores the influence of smart hotel technologies on guest delight in Quezon City, focusing on innovations such as mobile check-ins, voice-activated room features, and digital concierge services. With the increasing demand for personalized and efficient service in the hospitality industry, this research addresses a gap in understanding the specific impact of these technologies on guest satisfaction and loyalty. A descriptive quantitative approach was utilized, employing survey questionnaires distributed to 50 purposively selected hotel guests in Quezon City, specifically from Hotel Sogo. The questionnaire measured variables including responsiveness, service efficiency, guest interaction, and the perceived effectiveness of smart hotel technologies. Collected data were analyzed using percentage distributions and weighted means. The findings revealed strong agreement among respondents regarding the effectiveness of smart hotel technologies in enhancing guest experience. The highest-rated factors included the speed and efficiency of service delivery, the convenience of mobile check-ins, and the personalization enabled by in-room technologies. Despite these positive perceptions, challenges were also identified, such as concerns over data privacy, dependency on internet connectivity, and limited accessibility for some users. The results suggest that while smart hotel technologies play a significant role in increasing guest delight, successful implementation must also address concerns related to security, accessibility, and ease of use. Hotels are encouraged to invest in digital infrastructure, ensure user-friendly interfaces, and provide comprehensive staff training to fully leverage the benefits of smart technology and enhance competitive advantage in the hospitality sector.

RECOMMENDED CITATION

Iwan, D., Naguit, M. A., Parra, A., Paudac, A., & Rianzo, M. (2025). Enhancing Guest Delight; An Exploration of Smart Hotel Technology's Influence. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 136.

ASSESSMENT OF GUEST EXPERIENCE ON THE UTILIZATION OF AI TECHNOLOGY IN SOGO HOTEL FAIRVIEW

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*guest experience; hospitality
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intelligence; operational
efficiency; service quality*

ARTICLE ID

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In the competitive hospitality industry, leveraging artificial intelligence (AI) to enhance guest experiences is essential. Sogo Hotel Fairview employs AI technologies—from automated check-in kiosks to smart room controls—to personalize services and streamline operations. This study assesses guest adaptability to these AI features by gathering user feedback on technology infrastructure and operational practices. By identifying challenges and opportunities, the research aims to inform improvements that will deliver a more seamless and enjoyable stay. This study employs a descriptive quantitative design to evaluate AI integration at Sogo Hotel Fairview. A purposive sample of 30 adult guests completed a structured questionnaire based on Parasuraman's service quality framework. The instrument measured satisfaction across dimensions such as user experience, operational efficiency, safety, privacy, and ease of use. Demographic data were also collected to contextualize findings. Respondent demographics showed a majority aged 18–22 (63%), an even gender distribution, and predominantly single status (83%). Most participants (90%) were walk-in guests. Satisfaction ratings indicated strong approval for safety (mean = 3.43), operational efficiency (mean = 3.37), and overall user experience with AI features (mean = 3.33). Privacy and ease of use were top priorities for 18 percent of guests, while overall satisfaction ranked fourth at 11 percent. Reported challenges included feelings of disconnection from staff (18 percent), technical glitches such as slow internet or unresponsive kiosks (15 percent), and concerns about room security when using automated controls (14 percent). Findings showed that AI technologies at Sogo Hotel Fairview enhanced safety, efficiency, and user experience but also introduced barriers related to connectivity, technological reliability, and guest–staff interaction. As a result, it was recommended that the hotel upgrade its internet bandwidth, implement regular system maintenance, and integrate hybrid service models that combine AI convenience with human support. Addressing these issues can strengthen guest trust in automated features while preserving the personal touch that defines hospitality excellence.

RECOMMENDED CITATION

Caadiang, F., Felipe, J., Gardose, T., Gaspar, K. D., & Paspos, C. (2025). Assessment of Guest Experience on the Utilization of AI Technology in Sogo Hotel Fairview. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 137.

THE EFFECTIVENESS OF INTERPERSONAL COMMUNICATION SKILLS AMONG BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT STUDENTS DURING ON-THE-JOB TRAINING PROGRAM

ABSTRACT

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*on-the-job training;
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students; hospitality education*

ARTICLE ID

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This study investigates the effectiveness of interpersonal communication skills among Bachelor of Science in Hospitality Management (BSHM) students during their On-the-Job Training (OJT) programs. Interpersonal communication plays a vital role in the hospitality industry, where service quality often depends on meaningful and effective interactions. The study aims to identify the specific communication competencies that contribute most to a successful OJT experience and to explore how these skills can be developed further to enhance students' readiness for professional work in hospitality settings. A qualitative descriptive approach was employed, utilizing a structured questionnaire administered to 100 fourth-year BSHM students from Bestlink College of the Philippines. Stratified random sampling ensured representative participation across the population. The questionnaire focused on four major domains of interpersonal communication: verbal communication, non-verbal communication, active listening, and empathy. The collected data were analyzed using percentages and weighted means. The results indicated that students perceived themselves as generally effective in interpersonal communication. High levels of agreement were recorded in their ability to communicate verbally and non-verbally, demonstrate empathy, and actively listen. However, areas needing improvement were identified, particularly in building confidence when speaking during team meetings, interpreting non-verbal cues, and effectively summarizing or paraphrasing during conversations. The findings underscore the need for targeted interventions to further develop students' interpersonal communication skills. It is recommended that training programs include practical modules such as role-playing exercises, guest interaction simulations, and peer feedback sessions. These activities can help boost confidence, deepen understanding of non-verbal communication, and refine listening and speaking abilities. The study provides meaningful insights for hospitality educators and industry practitioners aiming to enhance the professional readiness of future hospitality graduates.

RECOMMENDED CITATION

Ballecer, M. A., Lumilang, G. A., Servañez, M., Silvallana, K., & Simbulan, J. (2025). The Effectiveness of Interpersonal Communication Skills Among Bachelor of Science in Hospitality Management Students During On-The-Job Training Program. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 138.

DIGITAL ACCESSIBILITY CHALLENGES FACED BY CUSTOMER IN ONLINE HOTEL BOOKING

ABSTRACT

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*online hotel booking; digital
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website usability; hospitality
industry*

ARTICLE ID

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Online hotel booking has become a widely used and convenient method for reserving accommodations. However, not all customers find it accessible or easy to use. Individuals such as older adults, persons with impairments, and those unfamiliar with digital platforms often encounter difficulties navigating online booking systems. This study investigates the specific digital accessibility challenges faced by customers in the Philippines when booking hotels online, focusing on common barriers that hinder a seamless booking experience. This research utilizes a descriptive method to gather data from 26 guests of Go Hotel SM North Edsa, located in Quezon City. A structured questionnaire was distributed to examine their experiences and identify challenges encountered during the online booking process. The survey addressed issues such as language complexity, website navigation, form usability, technical errors, and the responsiveness of customer support services. Findings revealed that a significant number of guests experienced difficulties related to unclear language, poorly designed website interfaces, and forms that lacked compatibility with assistive technologies. Some respondents also reported dissatisfaction with customer service support. Despite these issues, a portion of the guests acknowledged certain accessible features and commended the helpfulness of hotel staff, which contributed to an improved booking experience. This study emphasizes the importance of enhancing the digital accessibility of hotel booking platforms. Creating user-friendly and inclusive online systems can significantly improve the booking experience for all users, particularly those with varying needs and limitations. Hospitality establishments are encouraged to implement simplified website designs, clearer instructions, and inclusive features that cater to a broader range of users, promoting accessibility and customer satisfaction.

RECOMMENDED CITATION

Aragon, A. P., Canja, A. A., Corbito, M. R., Cultivo, E., & Pescador, M. C. (2025). Digital Accessibility Challenges Faced by Customer in Online Hotel Booking. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 139.

OPTIMIZING BANQUET SERVICE FLOW: A STUDY OF STAFF TRAINING AT WESTIN MANILA

ABSTRACT

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service flow; westin manila;
service orientation;
operational challenges*

ARTICLE ID

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This study explores the effectiveness of staff training in optimizing banquet service flow at Westin Manila. It evaluates existing training practices, identifies operational challenges, and proposes enhancements to improve service efficiency. In the competitive hospitality industry, delivering exceptional service is essential for guest satisfaction and business success. Banquet services, which involve formal meals for large groups, demand precise coordination, teamwork, and service quality. Although Westin Manila aims to deliver high standards, operational issues continue to affect service flow. This research investigates these issues and examines how the training program influences staff performance. A descriptive quantitative survey design was used, involving 25 banquet staff members at Westin Manila. Respondents completed a structured questionnaire assessing training effectiveness across key areas: technical skills, service orientation, guest relations, and product knowledge. Demographic data such as age, sex, and civil status were also collected. Data were analyzed using frequency distribution, percentages, and weighted mean to evaluate training outcomes and operational concerns. The training program was found to be generally effective in developing essential competencies. High composite mean scores were recorded across all training areas, ranging from 3.43 to 3.67. However, several operational challenges persisted. Staff reported issues such as equipment shortages, difficulty in multitasking, and limited flexibility in handling last-minute changes, which hindered the smooth flow of banquet services despite adequate training. The findings suggest that while the training program effectively strengthens staff capabilities, additional focus is required on resource management and adaptability to operational demands. Addressing challenges related to equipment availability, multitasking efficiency, and reactive protocols is essential to optimize overall banquet service performance. Enhancing these aspects could further elevate service quality and guest satisfaction at Westin Manila.

RECOMMENDED CITATION

Catulay, C. J., Diga, L., Nacional, K., Ocampo, J., & Reyes, P. L. (2025). Optimizing Banquet Service Flow: A Study of Staff Training at Westin Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 140.

EFFECTIVENESS OF ECO-FRIENDLY INITIATIVES: BASIS FOR HOSPITALITY SUSTAINABILITY

ABSTRACT

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sustainability; waste
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renewable energy; energy
efficiency*

ARTICLE ID

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This research examines the impact of eco-friendly initiatives on promoting sustainability in the hotel industry, with a specific focus on the Manila Grand Opera Hotel. Guided by the Theory of Green Purchase Behavior, the study explores how the implementation of sustainable practices—such as effective waste management and energy conservation—affects both the hotel's operational performance and the satisfaction of its guests. This study employed a quantitative descriptive research design, utilizing structured survey questionnaires as the primary data collection instrument. A total of 50 employees from various departments of the Manila Grand Opera Hotel were selected using a simple random sampling method. The survey aimed to evaluate the implementation and perceived effectiveness of eco-friendly practices, including energy efficiency, waste reduction, water conservation, and environmental protection. Data gathered were analyzed using weighted mean scores, complemented by a verbal interpretation scale to assess the relevance and impact of each sustainability initiative. The demographic profile revealed that the majority of respondents were aged between 33 and 37 years and were primarily assigned to the housekeeping department. Among the various eco-friendly initiatives examined, waste management emerged as the most extensively practiced, followed by water conservation and environmental protection. In the area of energy conservation, respondents strongly agreed that the hotel utilized energy-efficient equipment and LED lighting systems, contributing to reduced power consumption. However, the adoption of solar energy received the lowest evaluation, indicating minimal integration of renewable energy sources. Waste management practices received the highest ratings, with employees citing the presence of systematic waste segregation procedures, clearly labeled disposal bins, and consistent guest reminders as critical components of the hotel's environmental sustainability efforts. The study's findings indicate that eco-friendly initiatives—such as energy-efficient infrastructure and comprehensive waste management—are not only well-integrated into hotel operations but are also positively perceived by staff members. These practices reflect a strong organizational commitment to sustainability. However, the minimal adoption of renewable energy sources, particularly solar power, highlights a significant opportunity for further enhancement. The results underscore the vital role of employee engagement and awareness in the effective implementation of sustainable practices. Moreover, the study emphasizes the need for continuous improvement to align hotel operations with evolving global sustainability goals. Strengthening these initiatives can foster greater environmental responsibility, enrich guest experiences, and enhance the hotel's reputation in an increasingly eco-conscious hospitality market.

RECOMMENDED CITATION

Castro, G. V., Cayetano, J. C., Tameta, C. Z., Tijam, M., & Trogo, A. (2025). Effectiveness of Eco-Friendly Initiatives: Basis for Hospitality Sustainability. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 141.

OVERCOMING BARRIERS TO SMART TECHNOLOGY FOR SENIOR CITIZENS: BASIS FOR A PROPOSE ACCESSIBILITY PLAN

ABSTRACT

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technology; accessibility plan;
usability barriers; hotel
technology; hospitality
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ARTICLE ID

AASGBCPJMRA-B90817

This study investigates the impact of SMART hotel technologies on senior citizens, with a particular focus on the barriers that hinder their effective use of these modern facilities. As hospitality establishments increasingly adopt advanced technologies to improve guest experiences, it becomes essential to ensure that these innovations are accessible and user-friendly for older adults. A quantitative research approach was employed at Hop Inn Hotel, utilizing a structured questionnaire to gather data from senior guests. The instrument assessed their demographic profiles, perceptions of usability, and overall satisfaction with smart technology features. The study aimed to identify key usability challenges and evaluate the general acceptance of technology among senior users. The majority of respondents were aged 60–69 and were predominantly female. Although many seniors appreciated the customizable features of smart hotel technologies, they experienced significant challenges related to complex instructions and non-intuitive interfaces. Despite reporting high levels of satisfaction and loyalty associated with smart features, participants cited usability concerns, such as unclear operational guidance and insufficient technical support. These issues highlight the importance of improving accessibility and ease of use for elderly hotel guests. The study recommends enhancing personalization and simplifying technological features to foster a more inclusive and senior-friendly hotel environment. Addressing these barriers can enable hotels to fully leverage the benefits of smart technologies while ensuring that all guests, including senior citizens, enjoy a seamless and comfortable experience. The findings serve as the foundation for a proposed accessibility plan aimed at improving the integration of smart technologies for aging populations in the hospitality industry.

RECOMMENDED CITATION

Altamera, J. R., Dimpal, D. A., Guerrero, W., Pascua, L. P., & Sison, J. C. (2025). Overcoming Barriers to Smart Technology for Senior Citizens: Basis for a Propose Accessibility Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 142.

FACTORS THAT INFLUENCE EMPLOYEES PRODUCTIVITY IN KITCHEN STAFF OF CAFE ASTORIA

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*employee productivity; café
astoria; kitchen operations;
team efficiency; employee
recognition; task delegation*

ARTICLE ID

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The efficiency of the kitchen crew is a critical determinant of Café Astoria's overall success, directly influencing operational continuity, prompt food service, and customer satisfaction—all of which are essential to both consumer loyalty and business performance. Key indicators of kitchen productivity include service speed, order accuracy, and cost-effectiveness. However, inefficiencies in these areas often result in operational delays, increased error rates, and heightened stress among staff. Acknowledging these challenges, Café Astoria's management has made it a priority to identify and address the root causes of low productivity in the kitchen. This strategic focus aims to optimize performance, improve team dynamics, and ultimately elevate the customer experience. This study seeks to identify the key factors that drive productivity among kitchen staff at Café Astoria and to recommend actionable strategies for enhancing employee morale and operational efficiency. A descriptive research design will be employed, with purposive sampling used to gather direct insights from selected kitchen employees who are most familiar with day-to-day operations. Data will be collected firsthand to capture the experiences, challenges, and perspectives of the workforce. The results of the study will inform evidence-based policy recommendations aimed at improving staff performance, fostering a more supportive work environment, and contributing to the café's long-term success and sustainability. The study surveyed 25 kitchen staff members at Café Astoria and yielded important demographic and productivity-related findings. A majority of respondents were between the ages of 26 and 30 (52%), male (56%), and unmarried (84%), with over half (52%) having served at the establishment for 2 to 3 years. Several factors emerged as highly influential in enhancing employee productivity. Workload management received a high mean rating (3.83), with task assignment (Mean = 3.96) and effective scheduling (Mean = 3.85) identified as critical components. A conducive work environment (Mean = 3.86) and clarity in work proposals (Mean = 3.75) were also recognized as significant contributors to performance. Furthermore, Employee Assistance Programs (Mean = 3.89)—particularly their role in reducing absenteeism (Mean = 3.96)—and employee appreciation under service quality (Mean = 3.78) were highlighted as key drivers of motivation and efficiency. These findings underscore the need for strategic management practices, structured support systems, and employee recognition to sustain and improve productivity within kitchen operations. The study highlighted key factors influencing kitchen staff productivity at Café Astoria. Ineffective task delegation, frequent criticism, and inflexible scheduling increased pressure and burnout among employees. In contrast, clear delegation and flexible work arrangements boosted performance. Insufficient tools and communication breakdowns were major barriers that compromised efficiency and team coordination. Conversely, adequate resources and transparent communication strengthened teamwork and operational effectiveness. Furthermore, limited recognition and lack of managerial support lowered employee morale, whereas Employee Assistance Programs and well-designed reward systems significantly improved motivation, job satisfaction, and retention.

RECOMMENDED CITATION

Ballesteros, E., Dellira, A. M., Granali, A. J., Ramos, J., & Tuazon, R. (2025). Factors That Influence Employees Productivity in Kitchen Staff of Cafe Astoria. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 143.

ASSESSING THE CULTURAL COMPETENCE OF MULTINATIONAL RESTAURANT TOWARDS CUSTOMER SATISFACTION IN FAIRVIEW, QUEZON CITY

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*fairview quezon city; customer
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restaurant; restaurant
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feedback; service quality*

ARTICLE ID

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This examines the rising presence of multinational restaurant chains as cultural hubs in a globalized world, underscoring the critical role of cultural competence in improving customer satisfaction. Successfully catering to a diverse customer base requires sensitivity to cultural preferences, dietary needs, and communication styles—key elements in building customer loyalty and driving business success. Although existing research highlights the positive impact of cultural competence on customer satisfaction and retention, there is a noticeable gap in studies focusing specifically on its application in the restaurant industry. The researchers adopted a descriptive research design, aiming to systematically capture relevant patterns and insights. Data collection was carried out using structured survey questionnaires, enabling the researchers to obtain key information from participants. A convenience sampling technique was applied, selecting respondents based on their accessibility and willingness to participate. This study explores customer satisfaction with the service quality, food quality, and ambiance at Sbarro restaurant located in Fairview, Quezon City. A total of 60 respondents participated in the survey, providing insights into key demographic factors such as age, frequency of visits, and nationality. Results revealed that the majority of customers are aged 21 to 25 (37%), with 70% visiting the restaurant once or twice. The clientele is primarily Filipino (97%), reflecting a strong local customer base. Satisfaction ratings were consistently high across all categories, with mean scores of 3.37 for service quality, 3.36 for food quality, and 3.35 for ambiance. Customers expressed the greatest satisfaction with staff attentiveness, overall food quality, and the restaurant's atmosphere. In contrast, the lowest satisfaction levels were related to inconsistencies in service across cultural expectations and visual presentation of food. The most frequently reported concerns included overheated dishes, unfriendly staff behavior, and slow service. To enhance customer satisfaction, the research suggests implementing a customer loyalty program, improving staff training in responsiveness and efficiency, ensuring high food quality, and making further enhancements to the restaurant ambiance. By systematically training staff, incorporating real-time feedback procedures, and regularly testing seasonal menus, these improvements can lead to better dining experiences and increased customer loyalty. Additionally, the study recommends launching a customer loyalty program, enhancing quality control with immediate feedback, and introducing new seasonal menus. It also highlights the importance of refurbishing the restaurant ambiance and making operational improvements to provide faster and more efficient service.

RECOMMENDED CITATION

Cabentoy, J. A., Recaña, E., Recaña, E. A., Udarbe, J. K., & Yap, A. J. (2025). Assessing the Cultural Competence of Multinational Restaurant Towards Customer Satisfaction in Fairview, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 144.

MOTIVATIONAL TOOLS AND ITS IMPACT ON EMPLOYEE PRODUCTIVITY AMONG SELECTED RESTAURANTS IN QUEZON CITY

ABSTRACT

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KEYWORDS

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motivation; restaurant staff;
work-life balance; supportive
environment; hospitality
industry*

ARTICLE ID

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The restaurant industry in Quezon City faces persistent challenges, including high employee turnover and demanding working conditions. Motivation and productivity remain critical factors for organizational success, yet traditional management approaches often fail to address essential employee needs such as career development and work-life balance. This study investigates the motivational tools that influence Filipino restaurant workers, aiming to assist restaurant managers in aligning motivation strategies with staff expectations. The goal is to enhance employee engagement, reduce turnover, and improve overall productivity in a high-pressure and diverse work environment. This research utilizes purposive sampling to select participants with direct relevance and experience in the restaurant sector. Data collection was conducted through a researcher-made questionnaire, informed by Parasuraman's customer satisfaction model and divided into three main sections. To ensure validity, the questionnaire underwent review by an adviser, subject matter expert, grammarian, and statistician. Pre-interviews and pre-testing were also conducted to refine the tool. Additionally, the study is supported by a comprehensive literature review and a locally contextualized survey to strengthen its theoretical framework. Findings indicate that restaurant workers are predominantly young and often view their positions as temporary employment. Male employees typically assume physically demanding kitchen roles, while females are more often assigned to customer-facing positions. Although overall performance was deemed acceptable, motivation and opportunities for skill development were lacking. Respondents cited supportive management, workplace safety, effective communication, overtime compensation, and meal allowances as key motivators. Recognition, teamwork, and professional growth were also valued. However, challenges such as long work hours, interpersonal conflicts, physical fatigue, and lack of appreciation were identified as barriers to sustained motivation. The study highlights the importance of tailored motivational strategies to address the distinct needs of restaurant employees. A supportive work environment, financial incentives, consistent scheduling, and clear recognition programs contribute positively to employee morale and retention. Conversely, long working hours, workplace conflicts, and insufficient acknowledgment undermine motivation. To address these concerns, the study recommends implementing structured training, wellness initiatives, equitable reward systems, and career advancement opportunities to promote productivity and job satisfaction among restaurant staff.

RECOMMENDED CITATION

Acabal, J., Dela Cruz, D. C., Llanos, R., Ortil, E., & Taroy, J. P. (2025). Motivational Tools and Its Impact on Employee Productivity Among Selected Restaurants in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 145.

THE ROLE OF TATTOO CULTURE IN HOSPITALITY: EXPLORING THE INTERSECTION OF PERSONAL EXPRESSION AND PROFESSIONALISM

ABSTRACT

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Hospitality Management

KEYWORDS

*tattoo culture; hospitality
industry; personal identity;
rapture café bar;
professionalism; customer
perception*

ARTICLE ID

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The Role of Tattoo Culture in Hospitality: Exploring the Intersection of Personal Expression and Professionalism investigates the growing acceptance of tattoos within professional environments, with a particular focus on the hospitality industry. Once widely regarded as symbols of rebellion or unprofessionalism, tattoos are increasingly recognized as valid expressions of personal and cultural identity. This evolving perception is especially evident in hospitality settings, where employees' appearances contribute to the overall brand image and guest experience. Despite this shift, debates continue regarding whether visible tattoos compromise perceptions of professionalism or influence customer attitudes and satisfaction. To ensure credible and consistent results, the study employed a quantitative descriptive research design, focusing on 60 patrons of Rapture Café Bar in Quezon City. Purposive sampling was utilized to select participants who were most relevant to the research objectives, specifically, customers with informed perspectives on tattoo-related perceptions within the hospitality setting. Data collection was conducted through a standardized survey instrument, which was carefully developed based on a review of existing literature and refined through pretesting and consultations with academic advisors and data specialists. The study's conclusions are based on data analysis, which revealed that the primary clientele of Rapture Café Bar consists of young adults aged 20–25, predominantly male, and primarily members of Generation Z, with most having attained tertiary education. This demographic profile underscores the establishment's strong appeal to a younger, educated audience. Respondents widely perceived tattoos as a legitimate form of self-expression, emphasizing that body art does not negatively impact the quality of employee service. Moreover, tattoos were viewed as enhancing the venue's ambiance and reinforcing its brand identity, aligning well with its modern and progressive image. The study's results highlight the shifting attitudes toward tattoo culture within the hospitality industry, particularly among younger, college-educated demographics such as Generation Z and Millennials. Findings indicate that tattoos are increasingly normalized and accepted among this group, especially in casual dining and social venues like Rapture Café Bar. A clear consensus emerged among respondents that tattoos function as a form of self-expression and do not detract from the quality of service provided. These insights reflect a growing openness to visible body art in more contemporary, relaxed hospitality environments.

RECOMMENDED CITATION

Adao, M. V., Datul, J. L., Magno, M., Ojeda, F., & Sedillo, L. M. (2025). The Role of Tattoo Culture in Hospitality: Exploring the Intersection of Personal Expression and Professionalism. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 146.

ASSESSING THE INFLUENCE OF CLOUD KITCHEN AND FOOD AGGREGATORS ON TRADITIONAL RESTAURANT BUSINESS MODELS

ABSTRACT

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Hospitality Management

KEYWORDS

*cloud kitchen; food
aggregators; traditional
restaurants; operational
efficiency; customer loyalty;
digital adoption*

ARTICLE ID

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This study examines how cloud kitchens and food aggregator platforms influence traditional restaurant business models. Cloud kitchens and services such as GrabFood, Uber Eats, and Foodpanda offer convenience and low overhead, reshaping consumer expectations. Traditional restaurants face challenges in customer retention, branding, and operational efficiency due to digital competition, high delivery fees, and evolving ordering behaviors. The aim is to understand these impacts and identify strategies that enable traditional operators to compete effectively in the digital marketplace. A quantitative descriptive design is employed to evaluate the effects on Max's Restaurant in Cubao, Quezon City. Purposeful sampling selects twenty employees with direct experience in operations, marketing, and delivery coordination. A researcher-developed survey questionnaire gathers data on revenue shifts, customer loyalty, pricing strategies, operational adjustments, and technology adoption. Responses are analyzed using descriptive statistics to reveal trends and operational implications without manipulating any variables. Cloud kitchens and aggregator partnerships significantly impacted Max's Restaurant, reducing in-store market share while boosting overall order volume through delivery channels. Operational efficiency improved through streamlined kitchen workflows, but customer loyalty shifted toward aggregator platforms due to ease of ordering. Dynamic pricing models emerged in response to intensified price competition. Cloud kitchens demonstrated higher profitability per order, whereas traditional menu quality and packaging standards required adaptation. Digital adoption challenges included limited in-house delivery infrastructure and the need to optimize online menus for aggregator interfaces. The study found that cloud kitchens and food aggregators disrupted traditional restaurant performance by enhancing convenience at the expense of dine-in market share. As a result, technology integration—such as proprietary online ordering systems—was recommended, along with partnerships that reduce delivery fees and co-branding initiatives on aggregator platforms. Menu redesign for packaging integrity and dynamic pricing strategies was also advised to maintain competitiveness. Limitations included sample size and single-location scope; future research could expand to multiple brands and regions.

RECOMMENDED CITATION

Bandiola, S. N., Pereira, L., Reberta, J., Semillano, A., & Umayam, Y. (2025). Assessing the Influence of Cloud Kitchen and Food Aggregators on Traditional Restaurant Business Models. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 147.

IMPACT OF ONLINE INFORMATION ON HOTEL BOOKING

ABSTRACT

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Hospitality Management

KEYWORDS

*digital content management;
hotel websites; customer trust;
website glitches; high-quality
visuals; data accuracy*

ARTICLE ID

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The hospitality industry heavily relies on online platforms for attracting and engaging customers. Inaccurate or misleading online information can lead to customer dissatisfaction and harm hotel reputations. This study utilizes surveys and interviews to identify these inaccuracies, assess their effects, and recommend strategies for improving digital content management to build customer trust and loyalty. This study was conducted at Oriental Garden Lilac Tower using a quantitative descriptive design. A total of 100 guests, with 70% female respondents, were selected through snowball sampling to participate in a survey concerning online booking information. Data collection was carried out efficiently using structured questionnaires. The study, involving 100 respondents, found that the majority (43%) were aged 18–25, with females comprising 70% of the sample. Most guests visited “once a month” (32%). Key factors driving hotel booking satisfaction included visual appeal (high-quality images, weighted mean = 3.64), ease of navigation (search functionality, 3.54), information clarity (accurate maps, 3.66), customer reviews (overall ratings, 3.58), price (value for money, 3.48), and hotel amenities (comfort and convenience, 3.71). Technical issues and information accuracy emerged as primary challenges, with website glitches and inconsistent information receiving weighted means of 0.42 and 0.37, respectively. High-quality visuals and mobile-friendly interfaces are vital components of successful hotel websites. Competitive pricing combined with perceived value is essential for attracting and retaining guests. Technical issues such as website glitches and inaccurate information can erode customer trust, underscoring the importance for hotels to improve website design, ensure accurate data management, implement thorough fact-checking, and strengthen security measures.

RECOMMENDED CITATION

Aunzo, M., Borja, L. M., Guzman, L. C. D., Hamot, C., & Quitay, C. H. G. (2025). Impact of Online Information on Hotel Booking. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 148.

THE IMPACT OF UTILIZATION OF TECHNOLOGY IN ONLINE BOOKING ON SELECTED RESTAURANT IN MAKATI: BASIS FOR STRATEGIES DEVELOPMENT PLAN

ABSTRACT

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Hospitality Management

KEYWORDS

online booking technology;
online reservation systems;
operational efficiency;
customer satisfaction;
utilization technology

ARTICLE ID

AASGBCPJMRA-B94499

This study examines how online reservation systems have enhanced efficiency and customer satisfaction in selected Makati restaurants—Yabu: House of Katsu, Texas Roadhouse, and Tim Ho Wan. These establishments utilize digital platforms such as OpenTable and proprietary applications to manage high demand, minimize wait times, and improve service quality. The research underscores the role of technology in optimizing operations, meeting customer expectations, and streamlining staff allocation, with particular attention to features such as digital menu access and real-time wait time transparency. This study employed a descriptive research method to assess the impact of online booking technology in selected restaurants in Makati. The sample consisted of 50 participants, including both customers and staff, selected through purposive sampling. Data were collected using structured questionnaires and semi-structured interviews, with quantitative results summarized through descriptive statistics. The findings aim to inform the development of strategies to enhance digital reservation systems in restaurants. The study found that the restaurant workforce in Makati is predominantly young, mostly single, and female. Booking.com and Tripadvisor emerged as the most commonly used online booking platforms. While customers appreciate the convenience and features offered by these systems, they also encounter challenges such as system instability, complex interfaces, cancellation difficulties, and double bookings, which negatively impact user experience and operational efficiency. The study highlights the positive impact of online booking systems on operational efficiency and customer satisfaction in selected Makati restaurants. Customers value the convenience and time-saving features, although challenges such as system delays, overbookings, and user-unfriendly interfaces—particularly for older users—remain. Staff and managers find these systems helpful for managing seating and customer flow but report difficulties including technical issues and insufficient training. The research underscores the importance of regular system updates, comprehensive staff training, and improved system integration. Overall, the success of online booking platforms depends on effective implementation, user-friendly design, and strong support systems to maintain competitiveness in the digital era.

RECOMMENDED CITATION

Bardon, G., Fontanilla, R. A., Ilogon, Y. K., Janaban, S., Lumbab, S. N., & Mendoza, K. E. M. (2025). The Impact of Utilization of Technology in Online Booking on Selected Restaurant in Makati: Basis for Strategies Development Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 149.

CLEANLINESS AND MAINTENANCE AND ITS EFFECT ON ONLINE REVIEW REPUTATION

ABSTRACT

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KEYWORDS

*online reviews; property
reputation; cleanliness;
maintenance; booking
success; guest satisfaction*

ARTICLE ID

AASGBCPJMRA-B94917

In the evolving landscape of the hospitality industry, cleanliness and maintenance play crucial roles in shaping guest experiences and online reputations on peer-to-peer accommodation platforms. This study investigates how these factors influence guest reviews and booking outcomes at Vine Residences in Novaliches, Quezon City. Understanding the impact of property hygiene and upkeep on online ratings is essential for hosts seeking to enhance consumer trust and competitive advantage. This study employs a quantitative descriptive design with purposive sampling to collect data from 50 Airbnb guests who stayed at Vine Residences. Participants completed a structured survey questionnaire that measured perceptions of cleanliness, maintenance responsiveness, overall satisfaction, likelihood to leave a positive review, and intent to rebook. Data were analyzed using frequency distributions, weighted means, and ranking procedures to determine the relative influence of each factor on review positivity and booking success. The findings revealed that cleanliness and maintenance significantly influenced guests' likelihood of leaving positive reviews and returning for future stays. High ratings in these aspects showed a strong correlation with increased booking success and greater trust in the property. However, delayed maintenance responses and inconsistent cleaning standards were identified as primary challenges that negatively affected guest satisfaction and online reputation. These findings demonstrated that property hygiene and upkeep were fundamental to guest satisfaction and review quality. Cleanliness provided both functional value and psychological comfort, fostering trust and encouraging repeat stays. Maintenance failures led to negative feedback and reduced booking success, highlighting the need for hosts to implement reliable cleaning protocols and timely repair processes. By prioritizing operational efficiency and presentation standards, accommodation providers can strengthen their online reputation and secure sustained booking performance.

RECOMMENDED CITATION

Domasig, J., Guilaran, M., Lor, M., Manuel, J., & Murcia, R. (2025). Cleanliness and Maintenance and Its Effect on Online Review Reputation. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 150.

CONTRACTUAL EMPLOYEES PRACTICES OF MAX'S RESTAURANT QUEZON CITY: AN ANALYSIS

ABSTRACT

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DISCIPLINE

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KEYWORDS

*contractual employment;
service quality; job insecurity;
employee morale; career
development; hospitality
management*

ARTICLE ID

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Contractual employment in the Philippines provides flexibility for employers but often undermines worker well-being through job insecurity, limited benefits, and low wages. This study examines the relationship between contractual employment practices and service quality at Max's Restaurant in Quezon City. It emphasizes the importance of ethical labor practices—such as compliance with regulations, provision of training, and supportive work environments—to enhance employee morale, skills development, and prospects for regular employment. This study employs a quantitative descriptive design with purposive sampling to select 30 contractual employees at Max's Restaurant Quezon City. A self-developed structured questionnaire gathered data on demographics, employment conditions, perceived service quality, and workplace challenges. Collected responses were analyzed using descriptive statistics to identify prevalent issues and their impact on job satisfaction and service delivery. The sample was predominantly aged 21 to 25 years (53.3%), with a slight male majority (56.7%). Educational backgrounds ranged from senior high school to college graduates. Most participants had under one year of service and were assigned to dining and dishwasher roles. Respondents agreed strongly that rapid technological changes, absence of overtime premiums, and restricted leave negatively affected job satisfaction. Bullying, limited career advancement, and negative work culture emerged as prevalent concerns, underscoring the link between employment practices and both employee motivation and service quality. Findings indicated that a young, contract-based workforce faced significant morale and retention challenges due to precarious employment conditions. Service quality was adversely affected by low motivation and frequent turnover. It was recommended that Max's Restaurant implement inclusive engagement strategies, enhance benefits and recognition programs, promote diversity, and introduce career development pathways. These measures were expected to foster a more stable, motivated workforce and improve overall service standards.

RECOMMENDED CITATION

Doma, J. R., Garcia, M. A., Narvasa, R. R., Patriarca, J., & Villeta, R. (2025). Contractual Employees Practices of Max's Restaurant Quezon City: An Analysis. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 151.

EXPLORING THE IMPACT OF NEGATIVE ONLINE REVIEWS ON HOTEL REPUTATION AND GUEST RETENTION AT HOTEL DREAMWORLD

ABSTRACT

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DISCIPLINE

Hospitality Management

KEYWORDS

*negative online reviews; hotel
reputation; guest retention;
hotel dreamworld; online
feedback management;
hospitality industry*

ARTICLE ID

AASGBCPJMRA-B97913

The hospitality industry has experienced major transformation due to technological advancements and the growing influence of user-generated content. In particular, negative online reviews posted on social media and travel platforms have emerged as critical factors influencing hotel reputation and guest retention. This study explores how negative feedback affects consumer decision-making and overall loyalty to hotel brands, with specific reference to Hotel Dreamworld in North EDSA, Quezon City. This study employed a quantitative research design to investigate the relationship between negative online reviews and hotel reputation and guest retention. A survey questionnaire was distributed to 50 guests of Hotel Dreamworld using convenience sampling. The instrument collected data on respondents' demographics, their perceptions of online reviews, the effect of negative feedback on booking decisions, and the hotel's strategies for managing online reputation. It also identified the challenges faced by the hotel in addressing negative guest feedback across various digital platforms. The majority of respondents were aged 26 to 35, with an almost equal gender distribution. Most guests reported booking hotels online only occasionally. While negative reviews initially influenced perceptions, many respondents emphasized that personal positive experiences during their stay had a stronger impact on their loyalty. The study also found that a balanced presence of both positive and negative reviews improved the perceived authenticity of the hotel's online profile. However, respondents observed that the hotel had difficulty responding to negative reviews in a timely and professional manner, which could negatively affect reputation over time. The study underscores the importance of proactive review management in maintaining hotel reputation and guest loyalty. Hotel Dreamworld must enhance its response strategies to negative reviews, invest in staff training for complaint resolution, and improve its monitoring systems for online feedback. Turning negative experiences into opportunities for service improvement and public transparency can help mitigate reputational damage and reinforce guest trust. Strategic engagement across review platforms is essential to sustaining a competitive edge in the digital hospitality landscape.

RECOMMENDED CITATION

Agustin, A. M., Garbosa, R., Garecera, P. S., Padilla, M. K., & Umerez, R. (2025). Exploring the Impact of Negative Online Reviews on Hotel Reputation and Guest Retention at Hotel Dreamworld. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 152.

A STUDY ON THE FACTORS THAT IMPACT THE QUALITY AND CONSISTENCY OF AUTHENTIC DISHES

ABSTRACT

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DISCIPLINE

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KEYWORDS

*barbara's heritage restaurant;
food quality; preparation
methods; temperature control;
luzon; taste*

ARTICLE ID

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This study examines the impact of modernization and globalization on the authenticity of traditional cuisines and customer satisfaction, using Barbara's Heritage Restaurant (established in 1977 in Manila's historic Casa Manila) as a case study for balancing innovation with heritage. By emphasizing indigenous Fil-Hispanic recipes, locally sourced ingredients, and immersive cultural elements such as live performances, Barbara successfully preserves culinary authenticity while deepening diners' emotional and historical connection. Although trends like fusion cooking can expand appeal, they may also dilute traditional flavors and commodify cultural heritage. This study advocates for integrating modern techniques without compromising a dish's core essence, as demonstrated by Barbara's ability to maintain authenticity through thoughtful innovation, thereby enhancing satisfaction beyond taste to include cultural and nostalgic significance. This quantitative study employed a descriptive research design to examine factors affecting food quality and consistency in authentic dishes, drawing on a sample of 50 customers evenly divided by gender at Barbara's Heritage Restaurant in Manila. Simple random sampling was used to ensure unbiased representation, consistent with Lauren Thomas' (2023) guidance on minimizing selection bias and improving validity. Data were gathered through a 1-4 satisfaction-scale questionnaire, with confidentiality measures implemented in response to Torres and Garcia's (2022) findings on the need for enhanced privacy assurances, particularly among female participants. The study examined 50 customers—mostly male, aged 23 to 27, and primarily from Luzon—at Barbara's Heritage Restaurant. Findings showed that taste attributes, such as flavor profiles and sweetness, along with visual elements like artistic presentation and vibrant colors, significantly influenced satisfaction (mean scores between 3.30 and 3.48). Furthermore, factors related to the preparation process, including the use of fresh ingredients and authentic cooking methods, as well as proper temperature control (ensuring dishes like sinigang and halo-halo were served at optimal heat or cold), were essential for maintaining consistency. The study revealed a demographic bias, predominantly involving younger respondents (ages 23–27), males, and individuals from Luzon. This limits the generalizability of the findings due to the underrepresentation of older adults and those from Mindanao. At Barbara's Heritage Restaurant, food quality was primarily influenced by taste (balanced flavors and appropriate sweetness), visual appeal (artistic plating and vibrant colors), preparation methods (fresh ingredients and traditional techniques), and temperature control (ensuring dishes like sinigang and halo-halo are served at optimal temperatures).

RECOMMENDED CITATION

Cañada, C., Dela Cruz, J. B., Fortunato, M., Honghong, J. B., & Relos, A. (2025). A Study on the Factors That Impact the Quality and Consistency of Authentic Dishes. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 153.

HOTEL AND RESTAURANT MANAGEMENT

ACCEPTABILITY OF MAZZARD JUICE WITH TANGHULU AS A REFRESHER DRINK AMONG GRADE 11 HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Hotel And Restaurant
Management

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*home economics students;
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acceptability; tanghulu;
refreshing beverage;
acceptability mazzard*

ARTICLE ID

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Mazzard juice, derived from tart mazzard cherries, delivers a vibrant red hue and a sweet-tart flavor profile that appeals to fruit beverage enthusiasts. Paired with tanghulu—a traditional candied fruit snack that adds crunch and sweetness—this drink aims to combine refreshing hydration with textural contrast. While sour cherry beers are appreciated for their complex flavors and health benefits, they may not suit all tastes. Mazzard juice with tanghulu offers a non-alcoholic, fruit-forward alternative designed to enhance refreshment and enjoyment among young consumers. A descriptive survey design is employed to assess the acceptability of Mazzard juice with tanghulu among Grade 11 Home Economics students at Bestlink College of the Philippines. Quota sampling ensures participant representation across key demographic traits. A structured questionnaire gathers ratings on appearance, flavor, texture, and aroma using a four-point scale, and a checklist records overall acceptability. Students rated the beverage highly across all sensory attributes. Presentation received top marks for its eye-catching red color and attractive tanghulu garnish. Flavor scores reflected well-balanced sweetness with a pleasant tart finish. Texture ratings highlighted the enjoyable contrast between smooth juice and crunchy tanghulu, while aroma ratings affirmed its inviting cherry scent. Overall acceptability was high, indicating a strong preference for this innovative refresher drink. The findings indicated that Mazzard juice with tanghulu achieved high acceptability among senior high students. Its appealing appearance, balanced flavor profile, refreshing texture, and enticing aroma contributed to positive evaluations. As a result, Mazzard juice with tanghulu demonstrates potential as a popular non-alcoholic beverage option in school settings. Further product development may explore flavor variations and packaging optimizations to enhance market appeal.

RECOMMENDED CITATION

Calixto, C. N., Daculan, J. J., Dalapo, J., Geuvera, J. E., & Lumbog, J. (2025). Acceptability of Mazzard Juice with Tanghulu as a Refresher Drink Among Grade 11 Home Economics Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 155.

LEVEL OF SATISFACTION OF PEAR FRUIT AS A SMOOTHIE SHAKE WITH WHIPPED CREAM ON TOP AMONG HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Hotel And Restaurant
Management

KEYWORDS

*pear smoothie shake; home
economics students; whipped
cream quantity; customer
satisfaction; flavor intensity;
sweetness preference*

ARTICLE ID

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This study explored the satisfaction levels of 50 Home Economics students at Bestlink College of the Philippines with a pear smoothie shake topped with whipped cream. Focusing on key sensory attributes such as appearance, taste, and texture, the research seeks to pinpoint specific areas that can be improved to better align the product with the preferences of the target audience. This research adopted a descriptive quantitative design, gathering data via a survey questionnaire. Using cluster sampling, 50 respondents were selected from the Home Economics strand. The questionnaire comprised three parts: demographic information, satisfaction levels, and participant recommendations. The collected data were analyzed through frequency counts, percentage distributions, weighted means, Likert scale assessments, and ranking methods. The majority of respondents were aged 17 to 18, with an equal number of males and females. They reported high satisfaction with the packaging, fruity flavor, and creamy texture of the pear smoothie shake topped with whipped cream. Overall satisfaction was notably high. However, respondents expressed specific preferences regarding the product's sweetness, pear flavor intensity, and whipped cream quantity. Over half recommended a sweeter taste and stronger pear flavor, while some preferred less whipped cream. The results indicate that the pear smoothie shake is well-received by the target group, and this study offers useful guidance for enhancing the product. By fine-tuning aspects such as sweetness, pear flavor, and the amount of whipped cream, the smoothie can be better tailored to satisfy the specific preferences of the students.

RECOMMENDED CITATION

Espiloy, J., Mendoza, J. R., Minguito, C., Resultay, A. R., & Sison, J. (2025). Level of Satisfaction of Pear Fruit as a Smoothie Shake with Whipped Cream on Top Among Home Economics Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 156.

LEVEL OF ACCEPTABILITY OF COFFEE BANANA INTO WAFFLE AMONG HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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KEYWORDS

*coffee banana waffle; home
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school; appearance; taste*

ARTICLE ID

AASGBCPJMRA-B64887

Waffles are a well-loved dish in the United States and are also widely enjoyed in the Philippines, especially during breakfast and snack times. However, their usual flavor can sometimes become unexciting. To enhance and reinvent the traditional waffle, the researchers introduced an innovative variation: the coffee-banana waffle. This new product combines the bold taste of coffee with the natural sweetness and nutritional value of bananas, resulting in a more flavorful and nourishing option. This study, entitled “Level of Acceptability of Coffee-Banana Waffle Among Senior High School Home Economics Students at Bestlink College of the Philippines,” seeks to evaluate how acceptable this product is to its intended consumers. This study utilized a descriptive quantitative research design to assess the acceptability of coffee-banana waffles. Data were collected using a survey questionnaire administered to 50 Grade 11 and Grade 12 Home Economics students, selected through cluster sampling. The gathered responses were analyzed using quantitative methods to determine the overall level of product acceptance. The majority of the respondents were 17–18 years old, representing 76% of the participants. In terms of sex, there was an equal distribution, with 50% male and 50% female. Most respondents came from sections HEHRS 1101 and HEHRS 1201, each comprising 22% of the sample. The product received an acceptable rating from the respondents in terms of appearance, taste, and texture. Based on the feedback, the following suggestions and recommendations were made: Adjust the sugar content for better balance. Reduce the amount of vanilla to refine the flavor. Add more bananas to enhance the natural taste. Increase the amount of coffee for a richer flavor profile. Sift the dry ingredients to improve the texture and consistency of the batter. The results showed that the respondents found the coffee banana waffle acceptable in terms of appearance, taste, and texture. Based on their suggestions and recommendations, the following improvements were proposed: Adjust the sugar content to balance sweetness. Reduce the vanilla to refine the flavor. Add more bananas to enhance their natural taste. Increase the coffee content for a richer flavor. Sift the dry ingredients thoroughly to improve texture and lightness.

RECOMMENDED CITATION

Cabato, J. A., Dawagan Jr., A., Follero, C., Namoc, J. C., & Tayor, M. A. (2025). Level of Acceptability of Coffee Banana into Waffle Among Home Economics Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 157.

INNOVATION OF ESPRESSO SHOT BLACK MILK WITH MARBLE NUTELLA ON TOP AMONG GRADE 12 ABM STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES

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KEYWORDS

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marble nutella; beverage
innovation; abm students;
taste and texture; visual
presentation*

ARTICLE ID

AASGBCPJMRA-B70086

Innovative coffee beverages, such as espresso topped with marble Nutella, offer a rich blend of sweetness, creamy texture, and bold flavor that captivates coffee enthusiasts seeking novel experiences. This fusion of craftsmanship and creativity enhances both taste and visual appeal. A study by Sally McKenney (2020) underscores Nutella's versatility in pairing with coffee and desserts. This research aims to explore the preferences and perceptions of Grade 12 ABM senior high school students regarding this indulgent beverage, highlighting its appeal as a unique and satisfying coffee innovation. This study involved Grade 12 Accountancy, Business, and Management (ABM) students from Bestlink College of the Philippines as participants in the Senior High School program. A descriptive research method was utilized to assess the level of innovation perceived in the espresso shot black milk topped with marble Nutella. Participants were selected through random sampling to ensure unbiased representation. Data collection was conducted using a survey questionnaire, and a checklist format was employed to evaluate the respondents' perceptions of the beverage's innovative qualities. The study examined the innovative qualities of the Espresso Shot Black Milk with Marble Nutella on Top by analyzing customer feedback on its presentation, taste, texture, and aroma. Results showed that the product drew significant attention due to its sleek and visually striking appearance. While the bold bitterness of the espresso was the dominant flavor, it was subtly balanced by the sweet undertones of the marble Nutella, resulting in a rich and well-rounded taste experience. The study examined the innovative appeal of the Espresso Shot Black Milk with Marble Nutella on Top by evaluating participants' responses to its taste, texture, and overall presentation. A total of 50 respondents, aged 16 to 20, participated in the research, with 76% identifying as female and 24% as male. The results revealed a generally positive reception, driven by the beverage's distinctive appearance and its aromatic fusion of rich and unique flavors.

RECOMMENDED CITATION

Baculi, J., Cacho, J., Carano-o, K. A., Pamisa, J. V., & Pioquinto, J. P. (2025). Innovation of Espresso Shot Black Milk with Marble Nutella on Top Among Grade 12 ABM Student at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 158.

MANAGEMENT AND GENERAL MANAGEMENT

ASSESSMENT OF LEADERSHIP STYLES ON EMPLOYEES WORK EFFECTIVENESS OF MANAGING DIRECTOR IN SMBARRAMEDA ENTERPRISE

ABSTRACT

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adaptability; teamwork;
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ARTICLE ID

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This study assesses the leadership styles of the Managing Director and their impact on employees' work effectiveness at SMBarrameda Enterprise. Effective leadership shapes workplace productivity, adaptability, teamwork, and efficiency. The assessment examines five leadership styles—autocratic, democratic, laissez-faire, transformational, and transactional—to determine their influence on employee performance and organizational success. A quantitative research design is employed, utilizing a structured survey questionnaire to collect data from thirty employees of SMBarrameda Enterprise. Participants are selected through purposive sampling to ensure relevance to the study's objectives. Data are analyzed using frequency distributions and weighted means to profile leadership styles and employee effectiveness, while Pearson correlation is used to examine relationships between leadership approach and work outcomes. Transformational leadership emerged as the predominant style (weighted mean = 3.15), reflecting emphasis on vision, motivation, and change facilitation. Transactional leadership followed closely (weighted mean = 3.14), highlighting contingent rewards and clear performance expectations. Democratic leadership scored moderately (weighted mean = 3.05), indicating participative decision-making. Autocratic leadership received a lower rating (weighted mean = 2.75), reflecting directive control. Laissez-faire leadership scored lowest (weighted mean = 2.45), suggesting limited guidance and autonomy. In assessing work effectiveness, employees demonstrated high teamwork (weighted mean = 3.25) and operational efficiency (weighted mean = 3.31), while adaptability (weighted mean = 3.09) and problem-solving (weighted mean = 2.86) were comparatively weaker. The findings indicated that structured leadership approaches—particularly transformational and transactional—enhanced overall efficiency and teamwork but constrained employee independence and creative problem-solving. As a result, leadership development programs were recommended to foster greater inclusivity, participative decision-making, and innovation. Emphasizing a balance between guidance and autonomy was proposed to improve adaptability and problem-solving capacities among staff.

RECOMMENDED CITATION

Asiveros, S. A., Baldimo, A., Lazarra, K. C., Medillo, C. T., & Suruiz, C. (2025). Assessment of Leadership Styles on Employees Work Effectiveness of Managing Director in Smbarrameda Enterprise. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 160.

LEADERSHIP STYLE AND RETENTION PROGRAM OF SELECTED ICECREAMHOUSE PHILIPPINES BRANCHES

ABSTRACT

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*ice cream house philippines;
retention program; leadership
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work environment; career
growth*

ARTICLE ID

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This study investigates the leadership styles and retention strategies employed at selected IceCreamHouse Philippines branches in Metro Manila and Montalban, Rizal. It examines how different leadership approaches—autocratic, democratic, transformational, servant, and laissez-faire—affect employee retention. The research also considers the impact of demographic factors and key retention components such as compensation, career development, work environment, and managerial support. Ultimately, the study aims to identify major retention challenges and propose evidence-based solutions to enhance workforce stability and satisfaction. This study utilized a quantitative, descriptive-correlational research design to investigate the relationship between leadership styles and employee retention. Data were collected through Likert-scale survey questionnaires administered to regular and probationary employees, including service crew and managers, across nine selected IceCreamHouse branches from October 2024 to March 2025. The study found a significant positive correlation between leadership style and employee retention ($r = 0.6038$, $p = 0.0004$), leading to the rejection of the null hypothesis. This indicates that supportive and participative leadership styles play a key role in enhancing retention at Ice Cream House Philippines. The study revealed key factors hindering employee retention, including limited career growth, inconsistent leadership support, and inadequate compensation and benefits. In response, a comprehensive retention program was proposed, emphasizing leadership development, career progression, improved work conditions, and stronger management support to enhance employee satisfaction, reduce turnover, and promote long-term success at Ice Cream House Philippines.

RECOMMENDED CITATION

Caboteja, A., Fajardo, A. P., Hipolito, P., Mabait, J. E., Petate, J., & Recaido, R. (2025). Leadership Style and Retention Program of Selected Icecreamhouse Philippines Branches. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 161.

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GENDER AND LEADERSHIP: A STUDY OF GENDER ROLE INFLUENCES LEADERSHIP STYLE

ABSTRACT

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KEYWORDS

*leadership styles; gender
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stereotypes; leadership
development; individual traits*

ARTICLE ID

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Leadership styles and gender roles are pivotal factors that influence leadership effectiveness within academic and professional contexts. Traditional gender norms often associate specific leadership characteristics with either masculinity or femininity, shaping perceptions, expectations, and access to leadership opportunities. This study explores the correlation between leadership styles—autocratic, participative, and delegative—and gender roles among student governors at Bestlink College–MV Campus. It seeks to examine whether preferences for particular leadership styles are influenced by gender identity, individual personality traits, or the situational demands of leadership roles. A quantitative correlational research design was utilized to examine the relationship between leadership styles and gender identity groups—male, female, and LGBTQIA+—among student governors. The study involved 31 participants, selected through purposive sampling based on their active leadership roles at Bestlink College–MV Campus. A structured survey questionnaire served as the primary data collection tool. To analyze the data, the study employed frequency distribution, weighted mean, and ranking, alongside the Kruskal-Wallis H test to evaluate whether significant differences existed in leadership style preferences across gender groups. A p-value of less than 0.05 was considered statistically significant. The results revealed that participative leadership was the most preferred style among all gender groups, reflecting a strong collective inclination toward collaborative decision-making and inclusivity. Specifically, 83.33% of female respondents, 63.64% of LGBTQIA+ respondents, and 62.50% of male respondents selected participative leadership as their preferred style. Delegative leadership ranked second, with 36.36% of LGBTQIA+ respondents, and 16.67% of both male and female respondents expressing a preference for this approach, suggesting a moderate value placed on individual autonomy and trust in team members. Autocratic leadership was the least favored, with only one male respondent (12.50%) indicating a preference for it, highlighting a general disapproval of top-down, authoritative decision-making across all groups. The Kruskal-Wallis H test was conducted to assess the statistical significance of the relationship between gender identity and leadership style preference. The analysis yielded p-values greater than 0.05, indicating no statistically significant difference among the groups. As a result, the null hypothesis was retained, affirming that gender roles do not significantly influence leadership style preferences among student governors at Bestlink College–MV Campus. This study refutes traditional gendered assumptions in leadership by revealing that leadership style preferences are primarily shaped by individual characteristics and situational contexts, rather than gender identity. The consistent preference for participative leadership across male, female, and LGBTQIA+ respondents reflects an evolving perspective that values collaboration, inclusivity, and shared decision-making—core attributes of modern leadership. These findings suggest a paradigm shift in student governance toward more democratic and equitable leadership models. In light of this, academic institutions are encouraged to design and implement leadership development programs that prioritize adaptability, inclusivity, and emotional intelligence, ensuring that leadership potential is cultivated without the constraints of gender-based stereotypes. By doing so, institutions can foster a new generation of leaders who are responsive to diversity and equipped to lead with empathy and effectiveness.

RECOMMENDED CITATION

Baron, D. V., Eraga, N. A., Estelles, J., Lufredo, R., & Urbano, R. J. (2025). Gender and Leadership: A Study of Gender Role Influences Leadership Style. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 163.

OPTIMIZING PET SHOP OPERATIONS: A STUDY ON THE INTEGRATION OF CUSTOMER RELATIONSHIP MANAGEMENT TACTICS

ABSTRACT

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*pet shop operations; customer
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customer loyalty; operational
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performance*

ARTICLE ID

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Optimizing operations and enhancing customer loyalty are essential for the sustained success of pet shop businesses. In recent years, there has been a significant shift from traditional mass marketing to customer-specific targeting, emphasizing the importance of customer-oriented strategies. This study evaluates the strategies employed by pet shop owners to improve operational efficiency and build stronger customer loyalty. This research investigates the effects of customer segmentation, operational efficiency, and customer loyalty on overall business performance. A survey questionnaire was distributed to 25 pet shop owners. The demographic distribution of respondents was analyzed based on sex and length of service. The study utilized tabular data presentation, statistical analysis, and weighted mean interpretation to assess the key variables. The study found that the respondents were unevenly distributed in terms of sex and length of service. The overall weighted mean for the assessment of pet shop operations and customer loyalty was 3.67, interpreted as Strongly Agree. Among the variables, customer loyalty received the highest weighted mean of 3.79 (Rank 1, Strongly Agree), followed by customer segmentation with 3.63 (Rank 2, Strongly Agree), and operational efficiency with 3.60 (Rank 3, Strongly Agree). The findings indicate that prioritizing customer loyalty strategies and operational optimization enhances business performance and profitability. The results affirm that customer segmentation, operational streamlining, and trust-building are crucial for long-term sustainability. Pet shop owners are encouraged to implement customer-centric approaches to strengthen loyalty and ensure operational success.

RECOMMENDED CITATION

Bernardino, M. J., Cortez, M. M., Hongria, T. P., Jacob, K. M., & Liza, E. J. (2025). Optimizing Pet Shop Operations: A Study on the Integration of Customer Relationship Management Tactics. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 164.

TOURISM AND HOSPITALITY

EFFECTIVENESS OF CULTURAL FESTIVAL EVENTS TOWARDS CULTURAL AWARENESS AMONG FIRST-YEAR TOURISM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*cultural festival events;
cultural awareness; tourism
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cultural norms; cultural
understanding*

ARTICLE ID

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Cultural festival events in today's society serve as essential platforms for preserving traditions, customs, beliefs, and cultural heritage amid the forces of modernization and globalization. While many existing studies highlight the short-term economic impact or social influence of such events, there is a noticeable lack of research focusing on their educational effects—particularly on tourism students. This study seeks to address that gap by exploring how participation in cultural festivals influences the learning and development of tourism students. Guided by David Kolb's Experiential Learning Theory, which outlines four stages—concrete experience, reflective observation, abstract conceptualization, and active experimentation—this research examines how engaging in these events promotes deeper and more meaningful learning among future tourism professionals. This study adopted a descriptive research design and employed a cluster sampling technique. The total population comprised 1,822 first-year Tourism students enrolled for the Academic Year 2024–2025. Due to the limitations of the hybrid learning modality, a sample of fifty (50) students was selected based on accessibility and willingness to participate. These respondents completed a structured survey questionnaire, which served as the primary instrument for data collection. According to the findings, 25% of the respondents were aged 19 to 20. Most of the participants were female, with the majority coming from section BSTM 12016. The results indicated that cultural festival events had a significant impact on students' cultural awareness. These events deepened their appreciation for the diversity, strengths, and unique perspectives of different cultures. In terms of cultural connection, the festivals fostered a sense of inclusion and belonging, enabling students to feel more emotionally engaged with other cultural groups. Additionally, cultural festivals promoted social cohesion by encouraging collaboration and interaction among participants. However, students also reported that the most frequent challenge encountered during these events was the clash of cultural norms, which sometimes led to misunderstandings or discomfort. It is recommended that students be encouraged to actively participate in cultural festival events, as these experiences significantly contribute to enhancing their cultural awareness, appreciation of diversity, and sense of belonging. Teachers are advised to incorporate culturally engaging activities into their curriculum that promote inclusivity and cross-cultural understanding, thereby reducing potential challenges such as cultural misunderstandings and social exclusion. Parents should play a supportive role by motivating their children to join cultural activities, which can help broaden their perspectives and deepen their appreciation of different cultures. Furthermore, school administrators are encouraged to implement and institutionalize regular cultural festival events to create opportunities for meaningful cultural interaction and learning among students, teachers, and the wider school community.

RECOMMENDED CITATION

Alarcon, N., Bartolome, M. D., Dela Cruz, I., Noveda, W., & Silanga, J. M. (2025). Effectiveness of Cultural Festival Events Towards Cultural Awareness Among First-Year Tourism Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 166.

ENHANCING DESTINATION LOYALTY: ANALYZING THE FACTORS INFLUENCING TOURISTS DECISION TO REVISIT AMUSEMENT PARK IN PASAY CITY

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*destination loyalty;
amusement parks; visitor
satisfaction; hospitality
industry; revisiting decisions;
tourist behavior*

ARTICLE ID

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This study examines the role of destination loyalty in encouraging repeat visitation to amusement parks, with a specific focus on Star City, a prominent amusement destination in Pasay City, Philippines. Destination loyalty refers to a traveler's tendency to revisit a destination due to positive experiences and emotional connections. This concept plays a crucial role in the hospitality and tourism industry by fostering a steady stream of repeat visitors, thus supporting long-term sustainability and business growth. The study employed a descriptive-comparative research design to identify the factors and challenges influencing tourists' decisions to revisit Star City. A purposive sampling technique was used to select 50 respondents who had previously visited the amusement park. Face-to-face surveys were conducted using structured questionnaires to assess their perceptions, experiences, and revisit intentions. Findings revealed that venue accessibility, service efficiency, and competitive pricing were key factors influencing repeat visitation. Safety measures, including visible security personnel and well-maintained equipment, also significantly affected revisit decisions. However, tourists cited long wait times, overcrowding, and accessibility challenges as barriers to returning. The study recommends improvements in crowd control, ride efficiency, and the integration of convenience features such as virtual queues to enhance visitor satisfaction and build long-term destination loyalty. The results offer valuable insights for amusement park operators in Pasay City to enhance guest experiences, foster repeat visitation, and strengthen their competitive edge. By addressing operational challenges and prioritizing service quality, destination loyalty can be reinforced, contributing to sustained success in the hospitality and tourism industry.

RECOMMENDED CITATION

Castillo, P. A., Castulo, M. E. S., Hibas, D. J., Posadas, K., & Vinoya, K. A. (2025). Enhancing Destination Loyalty: Analyzing the Factors Influencing Tourists Decision to Revisit Amusement Park in Pasay City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 167.

THE CULINARY CONNECTIONS: TAGAYTAY'S FOOD CULTURE AND TOURIST'S FREQUENCY VISIT AND OVER-ALL EXPERIENCE

ABSTRACT

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DISCIPLINE

Tourism & Hospitality

KEYWORDS

*tourist experience; food
culture; culinary tourism;
filipino food; tagaytay; local
cuisine*

ARTICLE ID

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Tagaytay is a well-known tourist destination recognized for its culinary offerings and scenic landscape. This study explores food as a key factor influencing the frequency of tourist visits to Tagaytay, which is considered a gastronomic hub. The research aims to understand visitor preferences and how these can guide local businesses in improving their services to enhance the overall tourism experience. This study employs a descriptive research method using simple random sampling. A structured survey questionnaire was used as the primary instrument to collect data from 100 tourists. The survey covered various aspects such as demographic profile, culinary offerings, events and festivals, ambiance, location, service quality, food quality and presentation, accessibility, challenges encountered, and awareness of Tagaytay's culinary experiences. Data were analyzed using frequency distribution, percentage, weighted mean, and ranking to identify significant factors that affect tourists' frequency of visits. Findings revealed that Tagaytay is most popular among young adults aged 22 to 25, with the majority of tourists being Filipino. Food emerged as the leading factor for repeat visits, particularly due to local dishes, culinary events, and dining ambiance. However, while service quality is important, elements such as food authenticity, presentation, accessibility, and cultural relevance play a larger role in visitor satisfaction. A notable concern was the lack of awareness about certain offerings. The results suggest that promoting authentic cuisine and implementing youth-oriented marketing strategies can help increase repeat visitation. The study confirms that Tagaytay's food culture significantly influences tourist frequency and experience, particularly among younger demographics. Engaging this group through social media and experiential activities is essential. Loyalty programs and budget-friendly options may attract return visitors. To further enhance the culinary appeal, the promotion of regional cuisine, diversified dining options, and the organization of food festivals are recommended. Improving food presentation, ensuring consistent quality, and enhancing restaurant ambiance can strengthen Tagaytay's position as a culinary destination. Addressing operational challenges and elevating cultural value in food offerings will enrich the tourist experience and support the city's hospitality sector.

RECOMMENDED CITATION

Araña, M. A. J., Basco, J. K., Bayon-on, D., Pineda, J., & Tambo-ong, J. (2025). The Culinary Connections: Tagaytay's Food Culture and Tourist's Frequency Visit and Over-All Experience. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 168.

NATURE-BASED TOURISM: ASSESSING THE POTENTIALS OF MT. BALAGBAG, SAN JOSE DEL MONTE BULACAN

ABSTRACT

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Tourism & Hospitality

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nature-based tourism;
sustainable tourism; bulacan
attractions; mt. balagbag;
tourism development; outdoor
recreation

ARTICLE ID

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This study, titled Nature-Based Tourism: Assessing the Potentials of Mt. Balagbag, San Jose del Monte, Bulacan, explores the site's capacity to develop into a prominent nature-based tourism destination. Renowned for its scenic landscapes and outdoor activities, Mt. Balagbag has the potential to attract a wide range of visitors. Nature-based tourism contributes not only to local economic growth but also to environmental awareness and conservation. Despite its potential, limited research exists on the current tourism offerings and areas for development at the site. This study aims to assess Mt. Balagbag's tourism potential and identify key areas for improvement. The research utilized a combination of surveys and field observations to gather data. Visitor surveys collected information on demographics, travel frequency, and group dynamics (solo, family, or group travel). On-site observations were conducted to assess the condition and accessibility of existing facilities and infrastructure. The collected data were analyzed to identify the site's tourism strengths and limitations. Findings revealed that Mt. Balagbag appeals to a diverse group of visitors interested in outdoor recreation. While some facilities were found to be functional and well-maintained, notable issues emerged regarding accessibility and the upkeep of infrastructure. Visitors consistently pointed out these weaknesses, indicating a need for targeted improvements to enhance their overall experience. Enhancing site accessibility and ensuring regular maintenance of tourism facilities are crucial steps in unlocking Mt. Balagbag's full tourism potential. Addressing these concerns can lead to increased visitor satisfaction, greater tourist arrivals, and the promotion of environmentally responsible tourism. Sustainable development of the area can position Mt. Balagbag as a model for nature-based tourism in Bulacan and beyond.

RECOMMENDED CITATION

Cabana, C. M., Laurente, D., Lebios, G., Nifulda, C., & Pongao, A. J. (2025). Nature-Based Tourism: Assessing the Potentials of Mt. Balagbag, San Jose Del Monte Bulacan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 169.

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EXPLORING THE USE OF SOCIAL MEDIA PLATFORM AS MARKETING TOOL IN PROMOTING VIEWSCAPE NATURE PARK AS A TOURIST ATTRACTION OF TANAY, RIZAL

ABSTRACT

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Tourism & Hospitality

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attraction; audience
engagement; digital
promotion; tourism strategy*

ARTICLE ID

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In the digital era, social media has become an essential marketing tool for tourism destinations. Viewscape Nature Park in Tanay, Rizal exemplifies how platforms such as Instagram, Facebook, and TikTok are utilized to influence public perception and encourage visitor engagement. These platforms allow for the wide sharing of picturesque content that highlights the natural beauty and unique charm of the park. This study explores how social media is used to market Viewscape Nature Park and its effectiveness in attracting tourists. This study employs a quantitative research design using survey questionnaires to collect data on user engagement metrics, such as likes, shares, and comments, across different social media platforms. Data collection was conducted within a specific timeframe, covering either a week or a month. The study analyzes the relationship between engagement levels and the use of various platforms using statistical tools such as frequency, percentage, ranking, weighted mean, and Pearson r correlation to identify patterns and significant associations. The study's methodology facilitated the systematic collection, presentation, and interpretation of relevant data. The results showed a notable correlation between engagement metrics and the effectiveness of social media marketing. Platforms like Facebook and TikTok generated higher levels of interaction, suggesting their strong influence in promoting tourist interest. The findings also highlighted the impact of visual content in drawing audience attention and converting interest into actual visits. The findings affirm the value of social media as a strategic marketing tool in promoting tourism destinations such as Viewscape Nature Park. The study recommends that tourism stakeholders enhance their content strategies, focusing on consistent posting, visually engaging media, and interaction with audiences to maximize online reach. These efforts can help sustain tourist interest and increase actual visitor turnout, supporting the long-term growth of local tourism in Tanay, Rizal.

RECOMMENDED CITATION

Maranga Jr., F., Pajanel, I. M., Pariñas, S. D. M., Quijano, M. R., & Rebagos, A. (2025). Exploring the Use of Social Media Platform as Marketing Tool in Promoting Viewscape Nature Park as a Tourist Attraction of Tanay, Rizal. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 173.

AIRBNB ON LOCAL HOSPITALITY EXPERIENCES IN QUEZON CITY: A GUEST PERSPECTIVE

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*guest experience; airbnb;
service quality; booking
satisfaction; communication;
airbnb local*

ARTICLE ID

AASGBCPJMRA-B26008

Airbnb has emerged as a popular alternative to hotels in urban centers such as Quezon City by offering lower rates, home-like accommodations, and deeper immersion in local communities. Staying in residential neighborhoods enables guests to experience the city beyond traditional tourist zones. This study explores Airbnb guest experiences in Quezon City, identifying common complaints and satisfaction factors to inform recommendations for enhancing service quality. A quantitative survey design is employed, targeting sixty Airbnb guests who stayed at Trees Residences or Grass Residences in Quezon City. Participants are purposively sampled to ensure direct Airbnb experience. The questionnaire collects demographic data, booking frequency, and perceptions of Airbnb services via multiple-choice, Likert-scale, and open-ended questions. Responses are analyzed using percentages and weighted means. Expert review ensures instrument reliability and clarity, and in-person distribution maximizes response accuracy. Most respondents were young adults aged 21 to 25 who booked Airbnb accommodations occasionally, with an even gender split. Trees Residences proved more popular than Grass Residences. Safety and payment methods received the highest ratings (mean = 4.00), booking processes were rated moderately (mean = 3.40), and communication with hosts scored lower (mean = 3.20). Common issues included last-minute cancellations, misleading listings, hidden fees, unresponsive hosts, limited customer support, and occasional security concerns. The findings indicated that Airbnb's affordability and flexibility appealed strongly to younger travelers in Quezon City, but stressors such as unexpected cancellations and unclear charges detracted from the experience, particularly close to travel dates. Limited support during service disruptions further reduced satisfaction. Enhancements to communication tools, clearer policy disclosures, and stronger customer service were identified as key improvements. Hosts were advised to prioritize transparency, safety measures, and prompt responsiveness to build trust and elevate overall guest satisfaction.

RECOMMENDED CITATION

Fornoles, S., Perido, Z. M., Sauren, P. J., Serquiña, M., & Taguinod, A. (2025). Airbnb on Local Hospitality Experiences in Quezon City: A Guest Perspective. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 174.

ASSESSING THE TOURIST DESTINATIONS REPUTATION ON TOURIST PERCEPTION IN SELECTING DESTINATION

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*destination reputation; tourist
perception; revisit intention;
attractions; infrastructure;
transport*

ARTICLE ID

AASGBCPJMR-B38872

This study examines how a destination's reputation influences tourist perception during destination selection, with Baguio City as the focal case. As competition among travel destinations intensifies, reputation—shaped by attractions, infrastructure quality, and transport accessibility—plays a pivotal role in traveler decision-making. Previous research indicates that a favorable destination image enhances tourist satisfaction, loyalty, and intention to revisit. Known for its cool climate, cultural heritage, and ease of access, Baguio City provides an ideal context to assess how these reputation factors affect travel experiences and revisit intentions. A descriptive quantitative design is employed to evaluate the effect of Baguio City's destination image on tourist satisfaction and behavioral intentions. Fifty tourists who have visited Baguio City are selected via purposive sampling to ensure relevant experience. A validated, structured questionnaire gathers information on demographics and perceptions of attractions, infrastructure, and transport using a four-point Likert scale. Data are analyzed through frequency distributions, percentages, and weighted means to interpret tourist perceptions comprehensively. Respondents were predominantly aged 21 to 25 (32 percent) and female (60 percent), with 84 percent married. Among pull factors, attractions received the highest mean score (3.42), followed by infrastructure (3.35) and transport (3.19), all indicating agreement on their positive contribution to satisfaction. Scenic views (mean = 3.52) and perceived safety (mean = 3.40) emerged as top image elements. Historical and cultural tours (mean = 3.54) and accessibility of attractions (mean = 3.50) enhanced travel experiences. The balanced mix of urban and natural offerings (mean = 3.56) most strongly influenced revisit intentions and recommendations. Findings indicated that Baguio City's attractions and overall reputation strongly shaped tourist perceptions. Infrastructure and transport also influenced satisfaction, albeit to a lesser degree. As a result, a robust destination image was associated with higher satisfaction, enriched travel experiences, and stronger revisit intentions. It was recommended that tourism stakeholders reinforce marketing for signature attractions, upgrade infrastructure, and improve transport services to bolster Baguio City's competitiveness.

RECOMMENDED CITATION

Ballecer, L., Jandog, J. I., Nebrida, D. K., Pandaan, M. C., & Publico, P. D. (2025). Assessing the Tourist Destinations Reputation on Tourist Perception in Selecting Destination. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 175.

IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE TRAVEL DECISION OF 2ND-YEAR TOURISM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*social media influencers;
tourism students; travel
decisions; travel intentions;
travel motivation; digital
influence*

ARTICLE ID

AASGBCPJMRA-B45890

In today's digital age, social media has become a vital part of individuals' daily lives, serving as a platform for communication, entertainment, and business. Its widespread use has given rise to social media influencers (SMIs), individuals who create and share content across various platforms and shape public perceptions and behaviors. These influencers have gained credibility among followers, with their content significantly influencing consumers' purchasing decisions. As a result, Destination Management Organizations (DMOs) have begun collaborating with SMIs to attract potential tourists, recognizing their growing influence in the travel and tourism industry. While previous studies have largely focused on the role of social media in disseminating tourism-related content, this study aims to explore the specific impact of SMIs on destination promotion and tourist decision-making. This study applies Hovland's Source Credibility Theory, which asserts that individuals are more likely to be influenced by sources they perceive as credible. To assess the impact of social media influencers on travel decisions, the researchers conducted a survey involving 50 second-year Tourism Management students at Bestlink College of the Philippines. The results show that 64% of the respondents were aged 19 to 20 years old. A majority of the participants were female, accounting for 36 out of 50 respondents, and most belonged to section BSTM 22003. The results indicate that social media influencers play a significant role in shaping students' travel decisions by offering more informed and appealing destination choices. In terms of travel intentions, influencers inspire students to try new experiences through engaging content. Regarding trustworthiness, influencers build audience confidence by sharing personal travel experiences, making their recommendations more relatable and believable. In terms of credibility, respondents viewed influencers as reliable sources when their content was supported by factual information, which further strengthened consumer trust and influenced travel-related choices. The findings of this study reveal that social media influencers (SMIs) have a positive influence on the travel decisions of Tourism Management students. SMIs contribute to making destination selection more accessible and efficient by offering relevant and engaging content. They also help students make well-informed choices by showcasing various travel options and experiences. Moreover, influencers inspire students to discover the deeper purpose of travel and motivate them to explore beyond their comfort zones, promoting both personal and professional growth in the field of tourism.

RECOMMENDED CITATION

Francisco, D., Moldez, J. K., Piano, S., Roque, J. A., & Vermug, R. J. (2025). Impact of Social Media Influencers on the Travel Decision of 2nd-Year Tourism Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 176.

INFLUENCING FACTORS IN VISITORS EXPERIENCE THROUGH TOURIST SATISFACTION IN CHINATOWN BINONDO MANILA

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*chinatown binondo; tourist
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experience; cultural
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immersion; logistical
challenges*

ARTICLE ID

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This study examines the factors that influence tourist experiences and overall satisfaction in Binondo, Manila's Chinatown. Adopting a descriptive research approach, the study focuses on key variables such as service quality, accessibility, cultural authenticity, and the diversity of food offerings. Surveys were conducted with both local and international tourists to gather insights into their perceptions, preferences, and overall experiences in the area. The study surveyed 100 visitors who had previously been to Chinatown. Respondents were selected based on their travel history, ability to articulate their experiences, and factors influencing their loyalty to the destination. The research aimed to assess their levels of satisfaction, identify loyalty-driving variables, and understand their overall tourist experience. Convenience sampling was utilized, focusing on individuals at historical sites in the area. Although this sampling method may introduce some bias, the researchers believe that the diverse backgrounds of participants across different age groups, genders, and demographics, combined with efficient data collection, contribute valuable insights into the tourist experience in Chinatown. The survey indicated that visitors generally have a positive dining experience in Chinatown, with cultural authenticity and ambiance emerging as the most valued factors. Conversely, food pricing ranked lowest among the variables assessed. Tourists also expressed high appreciation for the cultural richness of Binondo, particularly its historical landmarks, architectural heritage, and traditional customs. However, challenges such as overcrowding and traffic congestion were identified as major concerns, negatively affecting safety and the overall economic environment. Addressing these issues is essential to improving the visitor experience and enhancing Binondo Chinatown's appeal as a premier cultural and culinary destination. The findings reveal that although logistical challenges and inconsistent service diminish tourist satisfaction, cultural immersion and a lively atmosphere significantly enhance it. This study highlights the importance of addressing these key factors to improve the overall visitor experience, support sustainable tourism, and elevate Chinatown's status as a vibrant cultural destination.

RECOMMENDED CITATION

Cervantes, K., Dynaque, A., Lipata, C. M., Metante, C., & Olaivar, M. R. (2025). Influencing Factors in Visitors Experience Through Tourist Satisfaction in Chinatown Binondo Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 177.

BARRIERS ENCOUNTERED BY THE FOREIGN TOURISTS ALONG INTRAMUROS, MANILA

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*intramuros; tourist
experience; heritage site
management; multilingual
information; cultural tourism;
visitor assistance*

ARTICLE ID

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Intramuros, popularly known as the "Walled City," is one of the Philippines' most significant historical and cultural heritage sites. Despite its renowned status and strong tourist appeal, foreign visitors often face several challenges that impede their overall experience. This study aims to identify and evaluate the key difficulties encountered by foreign tourists in Intramuros, focusing on navigational obstacles, financial constraints, and limited availability of up-to-date travel information. This study utilized a quantitative descriptive research design to collect data from fifty (50) foreign tourists, who were randomly selected during their visit to Intramuros. Data were gathered through a structured survey questionnaire aimed at capturing tourists' experiences and perceptions regarding their visit. The demographic profiles of respondents, including age, gender, and nationality, were also documented. To analyze the data, statistical methods such as frequency distribution, percentages, and weighted means were employed, enabling a detailed and systematic examination of the tourists' responses. The findings indicate that tourists generally found the local staff to be accommodating and considered the prices for guided tours and souvenirs to be fair. Nonetheless, several obstacles were highlighted, including challenges in navigating the area, limited availability of affordable transportation options, and a lack of updated or comprehensive travel information. Most respondents were between 26 and 30 years old, with an almost equal split between male and female tourists, and Americans constituted the largest group among the nationalities represented. The study emphasizes that while Intramuros remains a highly attractive cultural and historical destination, there is a pressing need to enhance tourist support services, improve directional signage, increase accessibility, and expand multilingual information resources. Addressing these issues will not only elevate visitor satisfaction but also foster deeper cultural understanding and inclusivity among diverse tourists. To this end, the study recommends the implementation of more effective and strategically placed signage, the development of interactive and mobile-friendly navigational tools, and the provision of comprehensive, multilingual informational materials. These measures are vital to enriching the overall visitor experience and advancing sustainable tourism practices in Intramuros.

RECOMMENDED CITATION

Bernas, D. L., Coralde, R., Manio, P. M., Ombao, C. M., & Robles, S. A. (2025). Barriers Encountered by the Foreign Tourists Along Intramuros, Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 178.

EFFECTS OF RECREATIONAL SERVICES ON ENVIRONMENTAL VALUE IN KUYA DOMENG'S AFFORDAPOOL AND FARM IN RIZAL: BASIS FOR IMPROVE GUIDELINES

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*recreational services;
environmental value; visitor
satisfaction; nature-based
recreation; sustainable
tourism; hospitality
management*

ARTICLE ID

AASGBCPJMR-B53880

Kuya Domeng's Affordapool and Farm was established to provide an affordable and nature-integrated getaway for families and groups seeking leisure and recreation. Designed to be both fun and budget-friendly, the facility offers swimming, dining, and various recreational activities within a natural landscape. Its layout maximizes efficient use of space while promoting a tranquil and environmentally conscious atmosphere. The study aims to examine how the recreational services offered impact environmental values and how these insights can guide improvements in sustainability and service delivery. A descriptive research method was employed to explore the effects of recreational services on environmental values at Kuya Domeng's Affordapool and Farm. Data were collected through on-site observations and structured interviews with visitors, staff, and the owner. These tools assessed visitor experiences, sustainability practices, and operational efficiency. The study focused on identifying strengths and areas for improvement to promote environmentally responsible tourism. The findings revealed that most visitors were young adults aged 18 to 27, with 58% being female and 90% visiting for the first time. This indicates a strong potential to build visitor loyalty. The farm demonstrated a commitment to safety through security measures and trained personnel. It also employed energy-efficient systems to manage power usage, contributing to its goal of sustainability. Visitors expressed appreciation for the safe and nature-oriented environment; however, concerns were raised regarding inadequate facility maintenance, limited food options, and challenging site access. These findings suggest both successful efforts and key areas needing development. The study concludes that while Kuya Domeng's Affordapool and Farm effectively appeals to young adult visitors through active recreational offerings and environmental integration, service limitations hinder optimal guest experience. Recommendations include introducing visitor loyalty programs, enhancing the variety and quality of facilities, promoting eco-friendly practices, and improving accessibility. Strengthening both popular and underutilized recreational services, alongside sustainable management, will enhance visitor satisfaction and environmental awareness, ultimately supporting long-term tourism development.

RECOMMENDED CITATION

Amor, B., Catubag, M. A., Lanorias, J., Nagales, C., & Ratilla, S. R. (2025). Effects of Recreational Services on Environmental Value in Kuya Domeng's Affordapool and Farm in Rizal: Basis for Improve Guidelines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 179.

NATURAL HAZARDS AND THE AIRLINE INDUSTRY: AN EMPIRICAL STUDY ON ECONOMIC IMPACT AND ITS UTILIZATION FOR THE LEARNING AND WORK READINESS OF TOURISM MANAGEMENT STUDENTS

ABSTRACT

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DISCIPLINE

Tourism & Hospitality

KEYWORDS

*natural hazards; airline
industry; tourism
management; risk
management; work readiness;
economic impact*

ARTICLE ID

AASGBCPJMRA-B54910

This study examines the economic impact of natural hazards on the airline industry, emphasizing the growing shift from hazard-centered responses to approaches rooted in vulnerability and resilience. As natural disasters increase in frequency and intensity, the airline sector is increasingly affected by flight cancellations, delays, and substantial financial losses—often resulting in layoffs or even bankruptcy. The research evaluates trends, identifies critical issues, and presents potential solutions to these disruptions. It further underscores the importance of sustainable risk management practices, such as disaster response plans, comprehensive insurance coverage, emergency funds, and investments in advanced forecasting technologies. The findings aim to guide policymakers in enhancing the industry's preparedness and resilience. A mixed-methods research design was employed to assess the economic impact of natural hazards on the airline industry. Quantitative data were gathered through surveys measuring financial losses, while qualitative data were collected via interviews focused on risk reduction strategies. Participants were selected using purposive sampling, and the research instruments were validated prior to distribution. Data were analyzed using both statistical and thematic techniques to ensure comprehensive insights. Findings indicated a paradigm shift in how natural hazards are perceived—moving from inevitability to a focus on vulnerability and resilience. Natural disasters were shown to significantly disrupt airline operations, leading to direct financial losses and broader economic instability. Respondents highlighted the urgent need for strategic risk management practices. Key recommendations included the implementation of disaster response protocols, appropriate insurance mechanisms, emergency reserves, and advanced forecasting tools to enhance disaster preparedness and industry recovery. The study emphasizes both the direct and indirect economic impacts of natural hazards on the airline industry. These include increased operational expenses, revenue loss, and diminished tourism activity, all of which negatively affect regional and global economies. Insights from various stakeholders—such as airline operators, passengers, airport management, and government entities—were integrated to propose a range of mitigation strategies. These include establishing comprehensive disaster response systems, securing insurance coverage, maintaining emergency funds, and developing risk reduction frameworks that promote sustainable operations and improve the learning and work readiness of tourism management students.

RECOMMENDED CITATION

Odulio, R. (2025). Natural Hazards and the Airline Industry: An Empirical Study on Economic Impact and Its Utilization for the Learning and Work Readiness of Tourism Management Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 180.

FACTORS AFFECTING THE WELL-BEING OF TOURISTS IN QUEZON CITY MEMORIAL CIRCLE COMMERCIALIZATION: BASIS FOR DEVELOPMENTAL PLAN

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*quezon city memorial circle;
tourist well-being; urban park
facilities; commercialization;
visitor experience; inclusive
tourism*

ARTICLE ID

AASGBCPJMRA-B56456

This study aims to assess the factors affecting the well-being of tourists in the context of commercialization within the Quezon City Memorial Circle. It serves as the foundation for a developmental plan addressing four key aspects of well-being: physical, mental, emotional, and financial. As one of the major urban parks in Metro Manila, Quezon City Memorial Circle plays a vital role in promoting tourism and public recreation, thus necessitating a closer look at how commercialization impacts visitor satisfaction and overall welfare. This study utilizes a descriptive research method and applies an exploratory quantitative design. Surveys were conducted with fifty (50) tourists who had experienced the commercialized areas of Quezon City Memorial Circle. The data were gathered using a Likert scale to evaluate the respondents' perceptions regarding their well-being in relation to the park's facilities and services. The findings revealed that improvements are needed in several areas of the park to enhance tourist well-being. Key issues identified include inadequate facilities for tourist stays, insufficient comfort rooms, limited seating areas, and parking lot concerns. The study also noted challenges in managing population density. These factors contributed to a less optimal visitor experience. As a result, the study proposes the formulation of a developmental plan focused on enhancing infrastructure and services to meet tourist needs. Based on the findings, it is recommended that Quezon City Memorial Circle enhance its commercialized areas to support the physical, mental, emotional, and financial well-being of tourists. Continuous facility improvements are essential to achieving a more positive visitor experience. These enhancements can lead to increased safety, improved cleanliness, greater community engagement, sustainability, inclusivity, a stronger public reputation, and broader economic benefits. Ultimately, these developments would foster a more enjoyable, secure, and inclusive environment that benefits both tourists and the local community.

RECOMMENDED CITATION

Bernal, A. M., Jabonero, A., Joseph, C. J., Umpad, H., & Viador, J. (2025). Factors Affecting the Well-Being of Tourists in Quezon City Memorial Circle Commercialization: Basis for Developmental Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 181.

FACTORS INFLUENCING PILGRIMAGE TOURISM IN THE NATIONAL SHRINE AND PARISH OF THE DIVINE MERCY CHURCH IN MARILAO, BULACAN

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*divine mercy shrine;
pilgrimage tourism; marilao
bulacan; sustainable tourism;
spiritual growth; cultural
exploration*

ARTICLE ID

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This study explores the factors influencing pilgrimage tourism at the National Shrine and Parish of the Divine Mercy Church in Marilao, Bulacan. As one of the prominent Catholic pilgrimage sites in the Philippines, the shrine draws both local and international visitors seeking spiritual fulfillment, cultural enrichment, and personal reflection. Understanding the motivations and experiences of pilgrims is essential for enhancing site management and promoting sustainable tourism practices. The study employed a quantitative, survey-based research design. A structured questionnaire was distributed to 100 pilgrims visiting the shrine. The instrument gathered demographic data and measured key variables such as pilgrimage motivations, expectations, and satisfaction levels related to the shrine's offerings. The results revealed that the primary factors influencing pilgrimage tourism at the site include spiritual growth, cultural exploration, and personal reflection. Pilgrims expressed high levels of satisfaction with the shrine's facilities and services, indicating that their expectations were generally met. The data highlighted the importance of spiritual ambiance, cleanliness, accessibility, and community involvement in shaping the overall pilgrimage experience. The findings suggest that the National Shrine and Parish of the Divine Mercy Church holds strong spiritual significance for its visitors. The positive feedback from pilgrims indicates effective site management and alignment with their spiritual and cultural needs. These insights underscore the potential for further development of pilgrimage tourism in the area, particularly through sustainable practices that preserve the shrine's sanctity while enhancing visitor engagement and experience.

RECOMMENDED CITATION

Casinillo, J., Lazala, L., Mondano, J., & Paragatos, A. M. (2025). Factors Influencing Pilgrimage Tourism in the National Shrine and Parish of the Divine Mercy Church in Marilao, Bulacan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 182.

EFFECTS OF ADVENTURE TOURISM TO THE LOCALS OF DOÑA REMEDIOS TRINIDAD (DRT), BULACAN

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*adventure tourism; doña
remedios trinidad; sustainable
tourism; local economy;
cultural preservation;
community development*

ARTICLE ID

AASGBCPJMRA-B68605

This study aims to investigate the various impacts of adventure tourism on the local communities of Doña Remedios Trinidad (DRT), Bulacan. As one of the province's most ecologically diverse and culturally rich municipalities, DRT has become a growing destination for adventure seekers. The study seeks to understand how this tourism trend affects the community in terms of its social, economic, environmental, cultural, and psychological dimensions. This study utilizes a descriptive research design with a quantitative approach to explore the influence of adventure tourism in DRT, Bulacan. A total of 100 local residents were selected through random sampling. Data collection was conducted using a structured questionnaire that included both closed and open-ended questions, covering demographics, tourism impacts, and community issues. The instrument was reviewed and validated by experts to ensure clarity, reliability, and relevance. The research primarily focuses on identifying the social, economic, and environmental outcomes of tourism on the local population. The findings revealed that local communities and government units actively contribute to the promotion of sustainable tourism by highlighting cultural heritage, implementing environmental protection efforts, and supporting inclusive development programs. Practices such as using eco-friendly transport and organizing cleanup drives were noted to reduce ecological footprints. Initiatives aimed at improving educational infrastructure were also observed as part of long-term community investment. Tourism stakeholders emphasized responsible travel, skills training for locals, and the promotion of ecotourism. Tourists were encouraged to adopt sustainable behaviors and support small local enterprises. Additionally, the study acknowledged the role of researchers in analyzing tourism trends, proposing actionable recommendations, and fostering collaboration with both the community and institutions. The results indicate that adventure tourism in DRT primarily appeals to young adults, particularly those aged 23 to 27. Respondents were evenly divided by gender and represented various religious affiliations, with Catholicism being the most prevalent. Frequent visits to the area suggested high local engagement with tourism. Economically, adventure tourism contributed significantly to business growth and community development. From an environmental perspective, respondents supported the need for sustainable practices. Culturally, tourism was seen as a means of preserving traditions and educating visitors. Socially, it promoted unity and a sense of shared identity among locals. Psychologically, adventure tourism enhanced residents' pride and strengthened their connection to their culture. Overall, the study found that adventure tourism had a positive, multifaceted impact on the DRT community.

RECOMMENDED CITATION

Artiza, J. A., Castro, K. J., Epanto, J., Gabriel, M. J., & Hipolito, A. W. (2025). Effects of Adventure Tourism to the Locals of Doña Remedios Trinidad (DRT), Bulacan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 183.

UNVEILING THE POTENTIALS OF SLUM TOURISM IN PORT AREA, MANILA: A PROPOSED ENHANCEMENT TO VISITING GUIDELINES FOR THE SAFETY AND SECURITY OF TOURISTS AND LOCALS

ABSTRACT

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DISCIPLINE

Tourism & Hospitality

KEYWORDS

*baseco port area; slum
tourism; tourism guidelines;
ethical tourism; safety
concerns; poverty tourism*

ARTICLE ID

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This study explores slum tourism in the Baseco Port Area, Manila, highlighting its potential to drive social change and stimulate economic development while addressing the ethical concerns it raises. Slum tourism provides travelers with unique opportunities to engage with marginalized communities, fostering cultural exchange and raising awareness of local socio-economic challenges. However, the practice has drawn criticism for potentially exploitative elements, such as commodifying poverty and reinforcing stereotypes. Utilizing a descriptive research design, the study surveyed 50 residents and 50 non-residents of the Baseco Port Area through purposive sampling. Data were collected using a researcher-made questionnaire to capture participants' perceptions and experiences related to slum tourism. The findings indicate that slum tourism offers benefits to both tourists and residents. For older residents, it contributes to a sense of life satisfaction, while younger tourists gain authentic cultural experiences and deeper insights into marginalized communities. Although concerns about safety and security were commonly expressed by both groups, there was a shared recognition of the unique value inherent in the residents' narratives. Many residents showed a willingness to engage with visitors, viewing tourism as a way to challenge negative stereotypes and foster community pride. Despite ethical concerns, particularly around voyeurism, the study suggests that slum tourism has the potential to support local economic growth, create employment opportunities, and generate revenue for community-based initiatives. The study underscores the need to improve visiting guidelines to ensure that slum tourism remains respectful, ethical, and mutually beneficial. By prioritizing safety measures and fostering meaningful, culturally sensitive interactions between tourists and residents, slum tourism can catalyze positive social transformation. When responsibly managed, it has the potential to enhance community well-being, challenge harmful stereotypes, and promote deeper cultural understanding.

RECOMMENDED CITATION

Biana, J. C., Cenen, G., Montoya, M. M., Pingol, J. I., & Rotulo, C. (2025). Unveiling the Potentials of Slum Tourism in Port Area, Manila: A Proposed Enhancement to Visiting Guidelines for the Safety and Security of Tourists and Locals. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 184.

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UNVEILING THE POTENTIALS OF DARK TOURISM AT FORT SANTIAGO: BASIS FOR PROPOSED MARKETING STRATEGIES TO ENHANCE TOURIST EXPERIENCE

ABSTRACT

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Bestlink College of the
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DISCIPLINE

Tourism & Hospitality

KEYWORDS

*fort santiago; dark tourism;
visitor experience; tourism
potential; historical reflection;
cultural preservation*

ARTICLE ID

AASGBCPJMRA-B88987

This study investigates the potential of Fort Santiago as a dark tourism destination, with the goal of enhancing tourist experiences through improved site management and curated activities. While tourism is often associated with leisure and entertainment, this research underscores the role of dark tourism in shaping Philippine history and cultural identity. It explores tourist motivations, identifying the desire for historical knowledge as a key push factor and the site's authenticity as a significant pull factor. Although fascination with death is not a primary motivator, social influences contribute to visitation decisions. The study aims to gather tourist feedback to improve visitor satisfaction and promote Fort Santiago as a compelling destination for both local and international travelers. A descriptive research design and survey method were employed to examine the experiences of visitors to Fort Santiago. A total of 100 participants—comprising both domestic and international tourists—were selected through purposive sampling to ensure alignment with the study's objectives. Data were collected using a structured questionnaire, and responses were analyzed using statistical tools such as the Likert scale, weighted mean, ranking, and percentage to accurately interpret and quantify visitor feedback. The study revealed that all visitors surveyed at Fort Santiago were Filipino, underscoring the site's strong appeal to local tourists. Key factors contributing to its attractiveness as a dark tourism destination include its cultural richness, historical significance, and strategic location within Intramuros. Visitors expressed a deep appreciation for the site's heritage, with its dark tourism elements enhancing the emotional impact and memorability of the experience. While tourists valued the presence of clear signage and maps, some noted that guided tours felt rushed, limiting opportunities for reflection and deeper historical engagement. The study underscores the substantial potential of Fort Santiago as a prominent dark tourism destination. By addressing the identified limitations and implementing the recommended improvements, the site can offer a more immersive and meaningful visitor experience. These enhancements would not only enrich cultural appreciation and historical reflection but also support cultural preservation efforts and stimulate local economic growth.

RECOMMENDED CITATION

Bastida, J. B., Cuanico, G. J., Dejucas, C. M., Maquirang, A. A., & Vaay, V. M. (2025). Unveiling the Potentials of Dark Tourism at Fort Santiago: Basis for Proposed Marketing Strategies to Enhance Tourist Experience. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 186.

EXPLORING CONSUMER PERSPECTIVES ON FILIPINO STREET FOODS: A STEP TOWARDS GLOBAL RECOGNITION

ABSTRACT

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ARTICLE ID

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This study investigates consumer perceptions of Filipino street food, focusing on its cultural appeal and potential for global recognition. While the international popularity of Filipino street food is gradually increasing, existing literature often emphasizes health concerns, overlooking its cultural significance. This research aims to explore how consumer perspectives can contribute to elevating Filipino street food as a cultural symbol and a tourism asset, with implications for local identity and economic development. A descriptive research design was employed, utilizing a structured survey questionnaire administered to 100 regular street food consumers in Quiapo, Manila. The questionnaire gathered both quantitative and qualitative data on respondents' demographics, perceptions of health and safety, cultural value, and purchasing behavior. Data were analyzed using statistical tools such as frequency distribution, percentages, ordinal scale, and weighted mean to evaluate patterns and key insights. Findings revealed that the primary consumers of Filipino street food are younger individuals aged 18–24 from lower to middle-income households. Hygiene and food safety were identified as top priorities influencing purchasing decisions. Consumers placed high value on cultural authenticity and traditional preparation methods. Additionally, there was significant awareness of the nutritional content of street food, with many respondents actively considering it when making choices. However, challenges such as poor sanitation, safety concerns, exposure to extreme weather, and insufficient nutritional labeling were also noted. The study emphasizes that while cultural appreciation is vital, hygiene, safety, and nutritional transparency are essential to earning consumer trust and advancing Filipino street food on a global scale. Addressing these concerns can help bridge the gap between local authenticity and international acceptance. By improving quality standards and preserving traditional elements, Filipino street foods have the potential to succeed both as cultural icons and viable global culinary exports.

RECOMMENDED CITATION

Federio, J., Jumawan, R. M., Pon, J. R., Silvestre, J. E., & Valenzuela, D. (2025). Exploring Consumer Perspectives on Filipino Street Foods: A Step Towards Global Recognition. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 187.

IMPACT OF SOCIAL MEDIA IN TOURIST DESTINATION CHOICES AMONG SECOND YEAR TOURISM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

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destination; tourism students;
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ARTICLE ID

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Social media has significantly transformed the tourism industry by influencing how destinations are perceived, selected, and experienced. This study examines the impact of social media on tourists' destination choices, focusing on its role in promoting convenience, attraction, and shaping destination image. Drawing on the study by Emmanuel Bruce et al. (2024), this research adopts the Gratification Theory, which explains how social media serves as a source of external information that assists tourists in making well-informed travel decisions. The study is guided by the Input-Process-Output (IPO) model, which outlines the research's input (problem statement), process (data collection and analysis), and output (recommendations and guidelines). The scope of the study is limited to fifty (50) second-year students majoring in Tourism Management. Its significance lies in providing valuable insights for various stakeholders—including administrators, students, parents, researchers, and future scholars—on the influence of social media in tourism-related decision-making, while also offering strategic recommendations for enhanced engagement. This study adopts a descriptive research design to effectively examine the impact of social media on tourist destination choices. Through the use of cluster sampling, a total of 50 second-year Tourism Management students were selected from a population of 781. Data collection was conducted using a structured survey questionnaire, which gathered demographic information and measured the influence of social media on key factors affecting destination selection, such as convenience, attractiveness, and destination image. The study employed comprehensive questionnaires aimed at gathering in-depth information on the impact of social media on tourist destination choices. A total of fifty (50) second-year Tourism Management students from Bestlink College of the Philippines were surveyed. The majority of the respondents were aged 19 to 20 years old, with females accounting for sixty-six percent (66%) of the participants. The findings of the study indicate that social media plays a significant role in influencing tourist destination choices in terms of convenience, attraction, and destination image. In terms of convenience, social media simplifies the process of navigating and accessing essential information about destinations. For attraction, it enables interactive engagement between prospective tourists and previous visitors, allowing for the exchange of experiences and recommendations. Regarding destination image, social media enhances the visual and emotional appeal of destinations through dynamic content formats such as stories, reels, and live videos, which provide authentic and relatable insights directly from travelers themselves.

RECOMMENDED CITATION

Cajipo, R. M., Galope, G. R., Lucelo, M. J., Ocampo, L. K., & Villasin, K. (2025). Impact of Social Media in Tourist Destination Choices Among Second Year Tourism Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 188.

INVESTIGATING ACCESSIBILITY STANDARDS AND THEIR EFFECTS ON THE TOURISM EXPERIENCE FOR DIFFERENTLY ABLED TOURIST IN INTRAMUROS

ABSTRACT

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DISCIPLINE

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*inclusive tourism;
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differently-abled tourists; staff
training; government support*

ARTICLE ID

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This research explores the influence of accessibility standards on the tourism experiences of differently-abled tourists in Intramuros, Manila. It aims to identify the specific barriers faced by individuals with mobility, hearing, and speech impairments, and to assess how these challenges affect their overall travel experience. The study further seeks to offer practical recommendations to improve accessibility, ensure inclusivity, and enhance the quality of tourism services for persons with disabilities. This study employs a descriptive research design, utilizing a structured questionnaire to collect data from 30 individuals with disabilities who have visited tourist attractions in Intramuros. Participants were selected through purposive sampling to ensure the relevance of their experiences. The questionnaire was designed to capture information on the respondents' demographic profiles, their experiences with accessibility, and the specific challenges encountered during their visit. The collected data were analyzed using frequency distribution, ranking, and weighted mean to effectively interpret the results. The findings of the study indicate that most respondents were aged 31 and above, with a higher representation of female participants. Mobility impairments emerged as the most common type of disability, followed by speech and hearing impairments. While general navigation and mobility within Intramuros were rated positively, specific accessibility features—such as ramps, elevators, and accessible restrooms—received lower evaluations. Accommodations and services were generally viewed favorably, with staff knowledge and training identified as key factors contributing to a positive tourism experience. Although information availability was considered adequate, some respondents reported difficulties in locating comprehensive and reliable details about accessible sites. Technology was highly valued for its potential to improve accessibility and support travel planning. The most significant challenges highlighted by respondents included the lack of reliable information on accessible attractions, minimal support from local government, and inadequate infrastructure to fully meet the needs of differently-abled tourists. The findings highlight the pressing need to improve accessibility infrastructure in Intramuros, particularly with regard to essential features such as ramps, elevators, and accessible restrooms. Enhancing the availability and reliability of information, along with the integration of assistive technologies, is vital in addressing both mobility and informational barriers. The study also underscores the importance of comprehensive staff training, strategic public-private partnerships, and strong governmental support in fostering a more inclusive and accessible tourism experience for differently-abled individuals.

RECOMMENDED CITATION

Baledoya, M. A., Cariño, L., Laurecio, J., Menor, D. R., & Zuñiga, J. A. (2025). Investigating Accessibility Standards and Their Effects on the Tourism Experience for Differently Abled Tourist in Intramuros. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 189.

ASSESSING TOURIST SATISFACTION TOWARDS ENHANCING FACILITIES OF UGBO NIGHT MARKET

ABSTRACT

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DISCIPLINE

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experience*

ARTICLE ID

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This study investigates tourist satisfaction at Ugbo Night Market and examines how enhancements to facilities and amenities could create a more enjoyable atmosphere. It evaluates key components of the visitor experience—including food offerings, cleanliness, and comfort—to identify opportunities for developing parking, lighting, sanitation, and seating. By understanding satisfaction drivers, this study informs strategies to elevate the market's appeal and support sustainable tourism growth. A descriptive research design was employed using a survey questionnaire with a four-point Likert scale to measure tourist satisfaction across various aspects of the market experience. Data were collected on-site from fifty tourists aged eighteen and above, representing diverse genders and backgrounds. Purposive sampling ensured inclusion of participants who had just completed their visit. Responses were analyzed using descriptive statistics to determine mean satisfaction levels and highlight areas for improvement. Results showed that tourists were generally satisfied with food quality and vendor interactions but identified shortcomings in parking availability, lighting adequacy, sanitation facilities, and seating arrangements. Mean satisfaction scores for these facility-related items fell below the "Agree" threshold, indicating moderate to low contentment. Conversely, hygiene of food stalls and friendliness of staff received high satisfaction ratings. Enhancements in parking management, upgraded lighting installations, improved sanitation protocols, and additional seating significantly boost tourist contentment. Implementing these changes at Ugbo Night Market would likely foster more positive visitor experiences, encourage repeat patronage, and attract new tourists. This study contributes to effective tourism planning by pinpointing facility investments that support local economic development and cultural preservation.

RECOMMENDED CITATION

Cionelo, L., Pustrado, J. M., Robedillo, C., Tupas, P. J., & Villamor, G. M. (2025). Assessing Tourist Satisfaction Towards Enhancing Facilities of Ugbo Night Market. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 190.

PERCEIVED IMAGE OF TATTOOED AND PIERCED WORKERS IN TOURISM: BASIS FOR PROPOSED GUIDELINES

ABSTRACT

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*tourism industry; body
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workplace discrimination*

ARTICLE ID

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This study examines how tattooed and pierced employees are perceived within travel agencies in Quezon City, focusing on the influence of these perceptions on hiring decisions and workplace dynamics in the tourism sector. It aims to uncover existing biases related to body modifications and assess their impact on efforts to foster diversity and inclusion in recruitment and workplace culture. This study utilized a structured survey method to assess the perceptions, attitudes, and hiring practices of travel agency employees in Quezon City toward individuals with tattoos and piercings. The approach enabled consistent data collection and comparative analysis, enhancing both the reliability and validity of the findings. To strengthen the quantitative design, the survey incorporated Likert-scale items and demographic questions. The study focused on JVD Event and Travel Management Co., aiming to explore the acceptance of body-modified individuals within the tourism workforce. The findings indicate a general reluctance to accept body modifications in the workplace, with respondents expressing concerns about their perceived impact on professionalism and job performance. However, there was strong agreement that greater education and awareness could foster a more accepting attitude toward tattooed and pierced individuals. The study also identified challenges such as stricter employment standards and the potential for discriminatory practices in recruitment and workplace treatment. The study reveals that tattooed and pierced workers in Quezon City travel agencies continue to face challenges regarding acceptance and recognition in the workplace. Most respondents, particularly younger individuals, expressed reservations about visible body modifications, perceiving them as misaligned with industry standards of professionalism. While respondents emphasized that professional conduct should take precedence over appearance, many agencies still enforce strict appearance policies. The findings also indicate a lack of senior-level experience among participants, with few having more than 10 years in the industry. Although educational and awareness efforts show promise, substantial barriers remain, highlighting the need for policies that promote greater inclusivity and equal opportunity in the tourism sector.

RECOMMENDED CITATION

Baroro, H., Castro, J. L., Del Rosario, M. J., Hermoso, L., & Hisu-an, M. C. (2025). Perceived Image of Tattooed and Pierced Workers in Tourism: Basis for Proposed Guidelines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 191.

THE EFFECTIVENESS OF PRACTICAL INTERNSHIP AMONG FOURTH YEAR STUDENTS BSTM AT MAIN CAMPUS TOWARDS EMPLOYABILITY: AN ASSESSMENT

ABSTRACT

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ARTICLE ID

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This study assesses the effectiveness of practical internships among fourth-year Bachelor of Science in Tourism Management (BSTM) students at the main campus, focusing on their employability. The research aims to evaluate how internship experiences contribute to the development of skills, competencies, and industry readiness among students. The study used a quantitative research design. A questionnaire was distributed to gather data on the effectiveness of practical internships among BSTM students at the main campus. The respondents were 2024 BSTM graduates employed in the tourism field. Convenience sampling, also known as accidental sampling, was employed, selecting participants based on availability, geographical proximity, or willingness to participate. A total of 83 respondents completed the questionnaire. The study found that reflective observation received the highest composite mean of 3.80 (Strongly Agree). The statement “enhance observation on how to approach when it comes to problem solving in real situations” ranked first with a weighted mean of 3.80. The second-ranked statement, “reflected on mistakes made during internship and used them as learning opportunities to avoid repeating them,” had a weighted mean of 3.45. Third was “had opportunities to reflect on performance and identify areas for improvement” with 3.36, followed by “identify strengths during internship” at 3.34, and lastly, “gained deeper understanding of complex systems in operations” with 3.25. The respondents’ assessment of the practical internship effectiveness for BSTM graduates at the main campus was overwhelmingly positive. High levels of agreement in Concrete Experience, Reflective Observation, Abstract Conceptualization, and Active Experimentation indicate that internships effectively support skill development, practical learning, and industry readiness.

RECOMMENDED CITATION

Corpuz, S. M., Medillo, K. H., Ramos, J. P., Sedenio, J., & Sorio, J. M. (2025). The Effectiveness of Practical Internship Among Fourth Year Students BSTM at Main Campus Towards Employability: An Assessment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 192.



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