

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

ABSTRACT

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KEYWORDS

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

ARTICLE ID

AASGBCPMRA-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.