

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

ABSTRACT

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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

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