

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
industry; task quality; skill
development; teamwork*

ARTICLE ID

AASGBCPJMRA-B92989

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.