

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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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.

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