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CRIMINOLOGY

BARRIERS IN REPORTING VIOLENCE AGAINST WOMEN AND THEIR CHILDREN IN BARANGAY BAESA, QUEZON CITY

ABSTRACT

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This study explored the underlying barriers to reporting incidents of Violence Against Women and Children (VAWC) in Barangay Baesa, Quezon City. Despite the presence of legal frameworks designed to protect victims, the persistent issue of underreporting remains a significant concern. Findings suggest that structural, social, and informational barriers play a critical role in discouraging victims from seeking help. Key deterrents include fear of retaliation from perpetrators, societal stigma associated with reporting, and limited awareness of legal rights and available support services. The primary objective of the study was to identify and analyze the most significant obstacles preventing the reporting of VAWC cases. It also considered the demographic profiles of respondents and their perceptions regarding these barriers. The study engaged key informants, including women survivors of violence, VAWC desk officers, and personnel from the Women and Children Protection Desk (WCPD), to gather comprehensive insights into the challenges faced in addressing and reporting VAWC cases. To ensure the relevance and reliability of the data, the study employed both purposive and random sampling techniques in selecting respondents. A mixed-methods research design was utilized, integrating both qualitative and quantitative approaches to obtain a holistic understanding of the barriers to reporting Violence Against Women and Children (VAWC). Prior to the administration of research instruments, formal approval was secured from the Dean's Office of Bestlink College of the Philippines. A preliminary consultation was also conducted with the Barangay Council for the Protection of Children to identify recurring challenges and contextual factors that hinder the reporting of VAWC cases. Furthermore, official request letters were submitted to the Barangay Chairwoman and the Chief of Police of Station 3 to obtain the necessary permissions and institutional support for conducting the study within their respective jurisdictions. Data analysis revealed that limited awareness emerged as the most significant deterrent to reporting cases of Violence Against Women and Children (VAWC), followed closely by fear of retaliation and the pervasive influence of social stigma. These findings emphasize the critical need for proactive interventions that foster public awareness and build confidence in the reporting process. Empowering women in Barangay Baesa through comprehensive education on their legal rights and accessible support mechanisms is essential. Moreover, enhancing the responsiveness and sensitivity of frontline service providers—particularly law enforcement officers and social workers—through intensive gender-responsive training is vital. Such measures would not only improve the handling of VAWC cases but also contribute to a safer, more supportive environment for victims seeking justice and protection. Strengthening community-based initiatives can play a pivotal role in cultivating a culture of vigilance and collective accountability in addressing and reporting Violence Against Women and Children (VAWC). Local government units and policymakers must prioritize the enhancement of monitoring systems, ensure adequate funding for victim support services, and design more accessible and inclusive reporting mechanisms. Incorporating gender-based violence education into school curricula can raise awareness from an early age and foster long-term cultural change. Furthermore, future research should examine additional factors that contribute to the underreporting of VAWC cases and evaluate the impact of current intervention programs. These efforts are essential to advancing a more responsive, effective, and victim-centered approach to combating gender-based violence.

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EXAMINING THE RELATIONSHIP BETWEEN GANG INVOLVEMENT AND ACADEMIC PERFORMANCE OF JUNIOR HIGH SCHOOL STUDENTS IN BATASAN HILLS NATIONAL HIGH SCHOOL

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Gang involvement among youth presents a significant concern that can hinder individual development and academic success. It affects multiple aspects of student life, such as academic performance, classroom participation, assessment completion, and behavioral conduct. This study aims to examine the relationship between gang involvement and the academic performance of Junior High School students at Batasan Hills National High School, focusing on how gang affiliation may influence educational outcomes and classroom dynamics. This research employs a quantitative non-experimental design using a descriptive method. Purposive sampling was utilized to identify 40 Junior High School students involved in gangs and 10 teachers as respondents. Data were gathered through structured survey questionnaires designed to measure academic participation, assessment performance, and behavioral patterns associated with gang involvement. The findings show that most gang-involved respondents were male, aged 18 to 20 years old. In terms of class participation, the highest-ranked item was "Gang-involved students participated less in class discussion," with a weighted mean of 2.94, interpreted as "Agree." For assessment, the top indicator was "Gang-involved students often fail to meet deadlines for academic requirements," with a weighted mean of 3.03, also interpreted as "Agree." Regarding behavior, the item "Gang-involved students frequently disrupt classes" ranked highest, with a weighted mean of 3.08. Furthermore, the strongest identified influence of gang-related social pressure was that "Gang-influenced students tend to avoid authority figures, including teachers and school officials." The most recommended strategy to address this issue was strengthening counseling and guidance programs, which emphasizes the importance of empathy and active listening in student support services. To mitigate the negative effects of gang involvement on student performance and behavior, the study recommends the implementation of mentorship programs to build trust between students and authority figures. It also suggests peer mentorship systems, conflict resolution and anger management training, and the establishment of peer support groups to encourage positive behavior. Additionally, school-wide campaigns that promote respect for school property and authority can foster a safer and more inclusive environment. These interventions aim to reduce the influence of gang culture and support the academic and personal development of at-risk students.

RECOMMENDED CITATION

Altura, J., Eugenio, J., Galapon, P. N., Sadia, M., & Sugabo, F. K. (2025). Examining the Relationship Between Gang Involvement and Academic Performance of Junior High School Students in Batasan Hills National High School. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 3.

ECONOMICS

INFLATION IN CAFETERIA ITS INFLUENCE IN THE EXPENDITURE OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Economics

KEYWORDS

*humanities and social
sciences; bestlink college of
the philippines; cafeteria
inflation; school cafeteria;
student expenditure; grade 12*

ARTICLE ID

AASGBCPJMRA-B31879

Global inflation has contributed to rising food prices in school cafeterias, making it increasingly difficult for students to afford nutritious meals. This has led many to opt for cheaper, less healthy alternatives, resulting in decreased student spending and a decline in cafeteria sales, threatening the financial stability of school food services. Factors such as pricing, order times, and food quality also influence students' eating habits. To address these challenges, the school administration could collaborate with cafeteria operators to regulate prices, offer discounted meal packages, or partner with external vendors to provide more affordable options. Additionally, improving cafeteria operations and implementing financial literacy programs may help students better manage their budgets. This study aims to examine the impact of inflation on cafeteria spending among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, providing insights to support financial responsibility and improved access to nutritious meals. The study utilized an exploratory descriptive quantitative research design and employed a cluster sampling technique to gather data from 200 Humanities and Social Sciences students. The research aimed to examine the impact of inflation on cafeteria spending behavior. A structured survey questionnaire was used as the primary instrument for data collection. The results also presented the respondents' demographic profiles, including age, gender, and daily allowance. Findings indicated that inflation in cafeteria prices significantly influenced students' spending behavior. For food prices, the composite mean was 3.26, interpreted as "Strongly Agree." The same composite mean of 3.26 was observed for spending changes, also described as "Strongly Agree." Meanwhile, food choices recorded a slightly higher composite mean of 3.30, likewise interpreted as "Strongly Agree." These findings suggest that rising cafeteria prices have a notable impact on students' expenditures, prompting adjustments in their food selections and spending habits. The study explored the effects of cafeteria inflation on the spending habits of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. To help students cope with the rising cost of meals, it is recommended that financial literacy programs be implemented. These programs should aim to enhance students' budgeting skills and promote effective spending habits, enabling them to better manage their daily expenses amid ongoing price increases.

RECOMMENDED CITATION

Adupe, E., Devero, J. A., Mabaquiao, R., Nueva, J. P., & Tatad, L. R. (2025). Inflation in Cafeteria Its Influence in the Expenditure of Grade 12 Humanities and Social Sciences Students in Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 5.

BUDGETING PRACTICES PERFORMED BY THE SELECTED PART-TIME JOB HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Economics

KEYWORDS

*bestlink college of the
philippines; budgeting
practices; part-time students;
zero-based budgeting; humss
strand; financial literacy*

ARTICLE ID

AASGBCPJMRA-B74033

This study examines budgeting practices among part-time working Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, emphasizing the role of psychological and social factors in shaping financial behaviors. Anchored in Ajzen's (1995) Theory of Planned Behavior, the research explores how students' attitudes, subjective norms, and perceived behavioral control influence their ability to allocate resources efficiently, meet financial obligations, prioritize debt repayment, and develop disciplined saving habits. Given the unique financial challenges faced by students balancing academics and employment, the study highlights the importance of strategic budgeting and self-regulation in their financial decision-making. This study utilized purposive sampling to select 50 Senior High School students from the Humanities and Social Sciences (HUMSS) strand at Bestlink College of the Philippines. Employing an evaluative, descriptive-quantitative research design, the study systematically assessed budgeting practices through the collection of measurable data. A structured survey questionnaire, carefully crafted to align with the research objectives, served as the primary data collection tool to capture participants' financial behaviors. This approach ensured accurate representation of the target population's budgeting experiences, providing a reliable foundation for analysis and interpretation. The study found that part-time Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines view budgeting methods—especially zero-based budgeting and the envelope system—as effective financial management tools. Key factors influencing their budgeting behaviors include peer influence (16.33%), lessons from past experiences (17%), age and life stage (17.69%), and family influence (21.77%). The most significant motivator, reported by 27.21% of students, was personal financial goals such as saving for future needs and achieving financial independence. These findings indicate that students' budgeting practices are shaped by a combination of social, developmental, and goal-oriented influences, with personal aspirations playing the leading role. This study provides a comprehensive evaluation of budgeting practices among part-time Senior High School HUMSS students at Bestlink College of the Philippines, highlighting the effectiveness of zero-based budgeting and the envelope system in managing limited financial resources. Based on the findings, the researchers developed a proposed action plan aimed at enhancing students' ability to prioritize financial obligations, foster disciplined spending, and make informed budgeting choices. The initiative supports the development of financial literacy and equips students with vital skills to meet their immediate financial needs while pursuing long-term goals.

RECOMMENDED CITATION

Buriol, M. J., Carreon, P., Francisco, M., Momo, A., & Nogara, C. D. (2025). Budgeting Practices Performed by the Selected Part-Time Job Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 6.

EDUCATION

UTILIZATION OF POWTOON WEBSITE ON THE TEACHING LEARNING PROCESS OF ARLING PANLIPUNAN TEACHERS AT BAGONG SILANG HIGH SCHOOL

ABSTRACT

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Education

KEYWORDS

*modern learning; powtoon; ict
in education; technology in
education; utilization powtoon*

ARTICLE ID

AASGBCPJMRA-B00307

The integration of ICT in education is essential for preparing students for the digital age, as emphasized by UNESCO (2023) and the Philippines' Department of Education (2020). Despite its potential to create engaging learning environments, challenges in implementation remain. One promising approach is the use of animated videos, particularly through tools like Powtoon. According to ELM Learning (2020), Powtoon is a user-friendly online platform designed for creating animated videos for educational purposes. Research has shown that Powtoon can enhance student engagement, motivation, and comprehension. This study examines the impact of Powtoon on the teaching–learning process among Araling Panlipunan teachers at Bagong Silang High School. This study employs a descriptive research design with a quantitative approach to examine the use of Powtoon in the teaching–learning process of Araling Panlipunan teachers at Bagong Silang High School during the 2024–2025 academic year. Thirty teachers were selected through purposive sampling, and data were gathered using a questionnaire divided into three sections. The findings aim to provide insights into the integration of Powtoon in classroom instruction and its impact on both teaching and learning experiences. The study found that the use of Powtoon positively impacts the teaching–learning process of Araling Panlipunan high school teachers in several areas: instructional creativity, with a composite mean of 3.31 (strongly agree); communication, 3.23 (agree); time efficiency, 3.20 (agree); and professional development, 3.27 (strongly agree). However, challenges were also identified, including internet connectivity issues, with a composite mean of 3.37 (strongly agree); limited computer application literacy, 3.43 (strongly agree); and the availability of specific gadgets, 3.39 (strongly agree). In conclusion, age, gender, and teaching experience do not significantly influence the use of Powtoon among Araling Panlipunan teachers. Educators recognize Powtoon as an effective tool that enhances instructional creativity, communication, time efficiency, and professional development. However, challenges such as poor internet connectivity, limited computer application literacy, and restricted access to specific devices must be addressed to fully maximize Powtoon's potential in improving the teaching–learning process.

RECOMMENDED CITATION

Baloro, J., Ejorcadas, J., Lopez, J. P. J., Lorena, M., & Ortiz, C. (2025). Utilization of Powtoon Website on the Teaching Learning Process of Araling Panlipunan Teachers at Bagong Silang High School. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 8.

INFLUENCE OF PUBLIC COMMUNICATION TO THE SELECTED GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*public communication;
bestlink college; social
interaction; peer influence;
communication strategies;
grade 11 humss*

ARTICLE ID

AASGBCPJMR-B02400

This study investigates the impact of public communication on social interaction among selected Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It examines how factors such as peer influence, language barriers, and audience engagement affect students' ability to communicate effectively in both academic and social contexts. Grounded in David Mortensen's Communication Theory—which views communication as a dynamic, interactive process shaped by cultural context—the study aims to provide valuable insights for students, teachers, parents, school administrators, and future researchers. This study adopted a quantitative-evaluative research design, involving 133 Grade 11 HUMSS students who were selected through quota sampling. A validated survey questionnaire served as the main data collection instrument, targeting areas such as communication strategies, common challenges, and influencing factors in public communication. Responses were rated using a Likert scale ranging from Strongly Agree to Strongly Disagree. The data were analyzed using descriptive statistics, including frequency, percentage, ranking, and mean, to interpret patterns and trends. The results indicate that students consider active listening and body language as the most effective communication strategies. However, they also face notable challenges, particularly language barriers, peer influence, and audience engagement. Social interaction was identified as the most influential factor, underscoring the importance of public communication in cultivating relationships and promoting the exchange of ideas among students. The analysis further suggests that language barriers can impede effective communication, often resulting in misunderstandings, discomfort, and lower participation in class discussions. Students noted that their ability to interact socially improves when they feel engaged and acknowledged, which enhances idea sharing and peer relationships. Moreover, peer influence significantly shapes communication behavior, with encouragement and support from peers boosting students' confidence and willingness to participate. In light of the findings, the study recommends an action plan designed to improve communication skills through strategic interventions. These include enhancing language proficiency, promoting awareness of tone and nonverbal cues such as body language, encouraging cultural sensitivity, and cultivating a more inclusive and supportive peer environment. The proposed initiatives aim to strengthen students' public communication skills and foster more meaningful social interactions both within and beyond the classroom.

RECOMMENDED CITATION

Cuentas, R. A., Hopansia, S., Rangas, J., & Turdillo, A. X. (2025). Influence of Public Communication to the Selected Grade 11 Humanities and Social Sciences Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 9.

EFFECTS OF EDUCATIONAL TOURS IN ACADEMIC PERFORMANCE AMONG FIRST-YEAR COLLEGE TOURISM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

educational tours; academic performance; tourism education; experiential learning; practical application; student engagement

ARTICLE ID

AASGBCPJMR-B03003

This study investigates the effects of educational tours on the academic performance of first-year college tourism students at Bestlink College of the Philippines. Educational tours are recognized as a valuable component of tourism education, offering students practical exposure to real-world environments. By incorporating a descriptive research design, the study aims to evaluate how these experiential learning activities enhance students' understanding, retention, and academic success compared to traditional classroom-based instruction. The study employed purposive sampling, involving a total of 50 first-year college tourism students who had participated in educational tours. These respondents were selected based on their direct experience with tour-based learning to ensure the relevance and accuracy of the data gathered. A structured survey was utilized to assess the students' academic performance and learning experiences before and after the tours. The survey focused on their ability to apply theoretical concepts, retain information, and demonstrate improved understanding. Academic performance records were also reviewed to support the findings. The results indicated that educational tours significantly contributed to improved academic performance among the respondents. Students reported a greater understanding of course content, better retention of information, and an enhanced ability to apply theoretical knowledge in practical settings. These outcomes support the idea that experiential learning bridges the gap between classroom instruction and industry practice, thereby promoting deeper learning. The findings underscore the effectiveness of educational tours as a tool for enhancing academic outcomes in tourism education. The study aligns with experiential learning theory, which emphasizes the importance of real-world engagement in reinforcing academic concepts. These results suggest that educational institutions offering tourism programs should consider integrating structured educational tours into their curricula. Furthermore, this research may serve as a foundation for future studies on the long-term impact of experiential learning on students' professional readiness and industry adaptability.

RECOMMENDED CITATION

Barreda, J., Batida, S., Martinico, M. G., Padilla, R., & Padroncillo, P. A. (2025). Effects of Educational Tours in Academic Performance Among First-Year College Tourism Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 10.

CHALLENGES ENCOUNTERED AMONG WORKING STUDENTS AND ITS RELATION TO ACADEMIC PERFORMANCE OF BSED 3RD YEAR IN SOCIAL STUDIES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*bsed social studies; challenges
encountered; working
students; academic
performance; time
management; learning
management system*

ARTICLE ID

AASGBCPJMRA-B04689

This study aims to determine the relationship between challenges encountered by working students and their academic performance in the third-year Bachelor of Secondary Education Social Studies program. It examines specific challenges—such as time management, attendance, performance tasks, and use of the Learning Management System for analysis, application, exploration, evaluation, assignments, and major exams—and highlights the need for institutional guidance to support students facing these obstacles. This study employs a quantitative correlational design using a structured survey questionnaire administered to 31 purposively sampled third-year BSED Social Studies students who engage in paid work. Data were analyzed through frequency distributions, percentages, weighted means, Pearson's product-moment correlation coefficient, a four-point Likert scale, and ranking procedures to assess the strength and direction of relationships between challenges and academic performance. Findings indicated that most respondents, aged 19 to 21 and from low-income families, struggled with time management and attendance due to work commitments. Respondents remained resilient, actively engaging in performance tasks, Learning Management System activities, and major examinations. Final exam scores in SSM-9 World History 2 varied, with a score of 35 achieved by 16 percent of students. Moderate performance was prevalent, reflecting diverse achievement levels. A strong positive correlation (Pearson $r = 0.90$) was found between the extent of challenges encountered and academic performance, suggesting that navigating increased challenges contributed to the development of skills that enhanced students' capacity to balance work and academic responsibilities. The study highlighted significant challenges faced by third-year BSED Social Studies working students and emphasized the need for institutional support. Recommendations included offering flexible scheduling, providing online learning options, and delivering time management workshops to help students balance work and academic demands. Such measures were found to foster improved responsibility management, leading to enhanced educational outcomes and personal growth.

RECOMMENDED CITATION

Bartolome, M., Calvero, J. R., Dela Cruz, A. T., Fajardo, Y. A., Garduce, P. R., & Nimer, J. R. (2025). Challenges Encountered Among Working Students and Its Relation to Academic Performance of BSED 3rd Year in Social Studies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 11.

INCULCATION OF TOUCH TRAIN: SCIENCE PROCESS SKILLS MATERIAL ON SENSE ORGANS (SKIN) LESSON AMONG GRADE 3 PUPILS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

science process skills; touch train; grade 3 pupils; science education; sensory learning; interactive learning

ARTICLE ID

AASGBCPJMR-B04710

This study aimed to develop science process skills—such as classifying, inferring, and observing—among Grade 3 pupils. To enhance learning in Science 3, particularly in topics related to the sense organs (specifically the skin), the Touch Train was employed as a gamified teaching tool. The study was guided by Sert and Panier's (2023) Sensory Theory, which emphasizes the vital role of sensory stimulation—especially touch—in effective learning. The theory asserts that engaging the sense of touch activates specific neural pathways, improving the brain's ability to process and retain information. The researchers adopted a quantitative research approach utilizing a quasi-experimental, one-group pre-test-post-test design to evaluate changes in participants' performance before and after the intervention. A total of 40 Grade 3 pupils from Urduja Elementary School were selected through purposive sampling. The study employed a researcher-made survey questionnaire, along with pre-test and post-test assessments, as the primary data-gathering instruments. The collected data were analyzed using various statistical tools, including percentage, ranking, weighted mean, and Z-test, to determine the effectiveness of the intervention. The study findings indicated that the respondents demonstrated a solid grasp of science process skills. Classification received a weighted mean of 3.19, interpreted as "Agree," suggesting it was helpful during content interaction. Inferring followed with a mean of 3.14 ("Agree"), highlighting its effectiveness in helping teachers explain scientific concepts. Observing received the highest mean score of 3.22 ("Agree"), showing its value in evaluating students through performance-based tasks. Additionally, the pre-test and post-test results showed a clear performance improvement. Notably, 23 respondents, or 57.5% of the total sample, scored between 25 and 30 in the post-test, which was interpreted as "Excellent." The statistical analysis revealed a p-value of $< .00001$, indicating a significant difference between the pre-test and post-test scores, thereby leading to the rejection of the null hypothesis. The study concludes that Grade 3 pupils successfully developed science process skills—namely, classifying, inferring, and observing—through the use of the Touch Train, which fostered critical thinking and active engagement. The Touch Train proved effective in enhancing classification skills and supporting content interaction. Moreover, the incorporation of gamification encouraged deeper engagement by stimulating curiosity, resulting in a more dynamic, interactive, and meaningful learning experience.

RECOMMENDED CITATION

Ellorin, J., Galope, J., Malabo, P. J., Molina, J. A., & Tan, M. I. (2025). Inculcation of Touch Train: Science Process Skills Material on Sense Organs (Skin) Lesson Among Grade 3 Pupils. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 12.

ARTIFICIAL INTELLIGENCE (AI) GENERATION: CRUCIAL ROLE IN HONING STUDENTS' KNOWLEDGE AND SKILLS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*artificial intelligence (ai);
problem-solving skills; student
creativity; critical thinking;
digital literacy; time
management*

ARTICLE ID

AASGBCPJMRA-B08377

This study examines the integration of artificial intelligence (AI) in education, focusing on its impact on student creativity and teacher collaboration. It investigates how AI tools are being adopted within the Philippine educational system by analyzing the perspectives of both students and educators. The research aims to identify the benefits, challenges, and ethical considerations surrounding AI use in the classroom. The study offers insights that can help enhance AI-driven learning strategies and support the development of critical, creative, and collaborative skills among learners. The study adopts a descriptive quantitative research design and involves seventy (70) second-year Bachelor of Secondary Education students from Bestlink College of the Philippines, selected through stratified random sampling. A researcher-designed survey questionnaire was utilized as the main tool for data collection. The study found that artificial intelligence (AI) significantly enhances student creativity by facilitating access to new ideas and supporting the generation of original content. It also contributes to the development of problem-solving and critical thinking skills, helping students explore multiple solutions to academic challenges. AI further supports time management and multitasking, though it may occasionally present an overwhelming amount of information. Additionally, AI positively influences key academic skills such as communication, digital literacy, and writing. It aids in understanding vocabulary, introduces efficient digital tools, and promotes academic integrity by helping students identify and avoid plagiarism. This study emphasizes the vital role of artificial intelligence in enhancing students' knowledge and skill development. The proposed user-friendly worksheets are designed to facilitate the meaningful integration of AI into the learning process, enabling students to harness its potential as a transformative educational tool. By adopting the study's recommendations, Bestlink College of the Philippines can enrich student learning, foster essential competencies, and better prepare learners for the challenges of an increasingly digital future.

RECOMMENDED CITATION

Austria, R., Dollente, M. D., Eroy, B., Loplop, K. M., & Marbibib, M. (2025). Artificial Intelligence (AI) Generation: Crucial Role in Honing Students' Knowledge and Skills. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 13.

BRIDGING THE DIGITAL DIVIDE: THE ROLE OF TECHNOLOGY IN INCLUSIVE EDUCATION OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*inclusive education; digital
divide; educational
technology; technology
integration; personalized
learning; internet connectivity*

ARTICLE ID

AASGBCPJMRA-B09825

This study examines the role of technology in fostering inclusive education among Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines (BCP), with particular emphasis on addressing the digital divide. It highlights the impact of mobile devices, online learning platforms, and adaptive technologies in supporting diverse learning needs and ensuring equal access to educational opportunities. While the integration of technology enhances flexibility, personalized learning, and communication, students continue to face challenges related to digital accessibility, affordability, and ease of use. The research is anchored in the Digital Divide Theory, which frames the analysis of how unequal access to technology affects educational inclusion. This study utilized an evaluative-qualitative research design to assess the role of technology in promoting inclusive education among Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines (BCP). The researchers employed cluster sampling to ensure representative participation, with the final sample size of 128 students determined using Slovin's formula. Data were collected through a validated survey questionnaire, which aimed to capture students' experiences, access, and perceptions regarding the use of mobile devices, online platforms, and adaptive learning technologies in their academic environment. This study explores the influence of technology on inclusive education among Grade 11 Humanities and Social Sciences (HUMSS) students, emphasizing its role in enhancing collaboration, personalized learning, and communication. The results revealed that students overwhelmingly acknowledged the positive contributions of technology, particularly in promoting cooperative learning (mean = 3.53), tailoring instruction to individual needs (mean = 3.48), and facilitating effective communication (mean = 3.47). Nevertheless, significant barriers remain, especially limited access to digital devices and unstable internet connectivity, with 22.88% of respondents identifying lack of device access as the most critical issue. In light of these findings, the researchers proposed a targeted, one-month action plan designed to strengthen digital literacy, expand internet availability, and implement affordable technological solutions to promote equitable and inclusive learning opportunities for all students. This study outlines comprehensive recommendations to strengthen key dimensions of inclusive education, particularly in the areas of collaboration, personalized learning, communication, accessibility, internet connectivity, and technology usability. It proposes conducting a systematic needs assessment to accurately identify students who lack access to digital devices, coupled with the development of offline learning materials to ensure educational continuity in low-connectivity environments. Additionally, the study underscores the importance of equipping educators with targeted training to effectively leverage digital tools for inclusive and differentiated instruction. Lastly, it advocates for sustained institutional investment in educational technologies and infrastructure as a strategic approach to promoting equity, enhancing student engagement, and improving overall learning outcomes.

RECOMMENDED CITATION

Apolonio, H. J., Cenita, D. R., Dela Cruz, A. L., Gulapa, J., & Sabillo, J. C. (2025). Bridging the Digital Divide: The Role of Technology in Inclusive Education of Grade 11 Humanities and Social Sciences at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 14.

INFLUENCE OF SCIBINGO ON SEPARATION OF MIXTURES ON GRADE 6 LEARNERS IN PUNTURIN ELEMENTARY SCHOOL

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*separation of mixtures;
scibingo; educational
intervention; student
performance; learning
outcomes; grade 6*

ARTICLE ID

AASGBCPJMR-B10880

The Philippine Institute for Development Studies (PIDS) emphasized that the lack of teaching materials poses a significant barrier to effective learning, as students are deprived of access to essential information needed to fully grasp classroom lessons. In this study, the concept of separating mixtures is applied through SCIBINGO, an interactive and gamified learning tool designed to engage students in a more enjoyable and stimulating way. By incorporating SCIBINGO into science instruction, the study aims to activate various cognitive processes, encourage sustained focus, and ultimately enhance student performance through evidence-based strategies and theoretical foundations. This study employed a mixed-methods design involving 47 Grade 6 learners from Punturin Elementary School, all of whom provided consent to participate. The study utilized a quasi-experimental approach, which involved administering a pre-test and post-test to the same group of students to assess the effectiveness of SCIBINGO. This design allowed the researchers to measure changes in students' knowledge and performance before and after the intervention. The analysis aimed to determine whether any significant improvements could be attributed to the use of SCIBINGO in teaching the lesson on separating mixtures. Additionally, the study was guided by Tippet's theory, which highlights the importance of strategy, familiarity, awareness of outcomes, and consistent practice—all of which align with the cognitive benefits offered by SCIBINGO's interactive format. The findings of this study confirm that the educational intervention had a significant impact on student performance. In the pre-test, students recorded a mean score of 11.064 with a standard deviation of 3.6200. Following the intervention, the post-test results showed a higher mean score of 14.723 and a reduced standard deviation of 2.4821, indicating not only improved performance but also more consistent outcomes. The z-value of -5.7160 reflects a statistically significant difference between the two sets of scores. With a p-value less than .00001, well below the accepted significance level of 0.05, the study rejects the null hypothesis, affirming that the intervention led to measurable improvement in student learning. The analysis confirms that SCIBINGO positively impacted student learning and performance, particularly in understanding the concept of Separation of Mixtures. The intervention effectively enhanced student engagement and academic outcomes, demonstrating its value as a supportive educational tool for improving science comprehension and overall achievement.

RECOMMENDED CITATION

Adato, R., H-Amer, J., On, C. D., Quinagan, A., & Valdez, J. R. (2025). Influence of Scibingo on Separation of Mixtures on Grade 6 Learners in Punturin Elementary School. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 15.

LEVEL OF EFFICIENCY OF SCHOOL-BASED PROGRAM ON LEARNING OUTCOMES OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*humanities and social
sciences; bestlink college of
the philippines; school-based
programs; grade 12; critical
thinking; program
effectiveness*

ARTICLE ID

AASGBCPJMRA-B11530

This study investigates the effectiveness of school-based interventions in improving the academic performance of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. These interventions are designed to create healthy and safe learning environments that facilitate skill development and enhance students' readiness for academic tasks and activities. This study utilized a descriptive research design with a survey questionnaire and employed cluster sampling to select 200 Grade 12 HUMSS students as respondents. The questionnaire, validated by experts, collected information on the evaluation of school-based interventions, students' challenges, and the effectiveness of these programs. Data were analyzed using frequency and percentage distributions, ranking, and mean scores. The findings indicate that students view school-based programs as highly effective in developing critical thinking and practical skills. However, difficulties with time management and class attendance posed challenges for some participants. Overall, the interventions were considered both relevant and satisfactory. The discussion provides a summary of the findings regarding the perceived effectiveness of school-based programs at Bestlink College of the Philippines among Grade 12 Humanities and Social Sciences students. It examines the impact of these programs on students' learning outcomes and the challenges they faced. The section also includes the researchers' conclusions and recommendations aimed at enhancing the effectiveness of these interventions.

RECOMMENDED CITATION

Bermudez, J. C., Duarte, B., Estrella, K. L., Llorca, R., & Manolid, O. (2025). Level of Efficiency of School-Based Program on Learning Outcomes of Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 16.

EXPLORING THE SERVICE-LEARNING EXPERIENCES IN FOSTERING CIVIC ENGAGEMENT: BASIS FOR BCP ADOPTED COMMUNITY OUTREACH

ABSTRACT

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Education

KEYWORDS

*civic engagement; community
service; civic literacy; service
learning; lifelong learning;
volunteerism*

ARTICLE ID

AASGBCPJMRA-B12560

This study explores the importance of service-learning experiences in fostering civic engagement among students. Service learning plays a vital role in shaping responsible, community-oriented individuals by encouraging awareness of civic responsibilities and promoting active participation in community development. A lack of civic engagement can lead to negative societal outcomes due to diminished accountability and public involvement. The study addresses real-life situations that highlight the need for improved civic behavior and personal responsibility. By understanding the impact of service-learning, this research aims to support the development of meaningful outreach programs for the College of Teacher Education. The study adopts a descriptive research design to analyze the relationship between service-learning and civic engagement. Stratified random sampling was used to select participants, ensuring representation across key subgroups. A structured survey served as the primary research instrument. Statistical tools such as Slovin's Formula, weighted mean, frequency, percentage, and the Likert scale were utilized to interpret the collected data and ensure the validity and reliability of results. Findings showed that service-learning experiences significantly contribute to students' personal and academic growth by enhancing their communication and leadership skills, self-discipline, and sense of responsibility. These experiences also foster a deeper understanding of community issues and the value of civic participation. The study highlighted the potential of service-learning to prepare students to become active, competitive, and productive members of society. Based on the findings, the researchers proposed a community outreach program that promotes volunteerism, citizenship, and sustained civic involvement. The study confirms that service-learning experiences contribute to personal development, particularly in communication, leadership, and relationship-building. Respondents recognized service learning as a valuable platform for sharing knowledge, valuing diversity, and forming meaningful connections. Furthermore, service-learning activities encouraged civic engagement by promoting volunteerism, community service, civic literacy, and lifelong learning. These outcomes emphasize the importance of integrating service learning into educational programs to develop socially responsible and civically engaged individuals.

RECOMMENDED CITATION

Abreu, A., Ampuan, J., Ilisan, R. M., Lañada, C. S., & Mores, D. R. (2025). Exploring the Service-Learning Experiences in Fostering Civic Engagement: Basis for BCP Adopted Community Outreach. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 17.

THE EFFECTIVENESS OF DRP IN ENHANCING THE HIP-HOP DANCE SKILLS OF 1ST YEAR BPED STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*hip-hop dance; bped students;
dance revolution program;
dance pedagogy; physical
education; interactive learning*

ARTICLE ID

AASGBCPJMR-B14109

Hip-hop dance, as part of popular culture, continues to evolve as a dynamic form of physical expression. This study aims to assess the effectiveness of the Dance Revolution Program (DRP) in enhancing the hip-hop dance skills of first-year Bachelor of Physical Education (BPED) students at Bestlink College of the Philippines. The research explores how interactive gaming platforms, such as DRP, can serve as supplemental tools to traditional dance instruction methods. Physical education contributes holistically to student development by promoting physical fitness, mental health, social interaction, and emotional well-being. Hip-hop dance, in particular, improves balance, tones muscles, burns calories, and stimulates cognitive function, making it both an engaging and effective form of physical activity. A quasi-experimental research design was employed in this study. The participants included 50 purposively selected first-year BPED students. The study utilized pre-test and post-test evaluations to measure the effectiveness of DRP in enhancing students' hip-hop dance performance, focusing on physical, mental, and emotional skill development. The findings showed a significant improvement in the respondents' hip-hop dance skills following the intervention. Comparative analysis of pre-test and post-test scores revealed marked increases in performance, indicating that the DRP positively influenced students' knowledge and execution of hip-hop dance techniques. The results demonstrated that the DRP effectively enhanced the physical, mental, and emotional capabilities of students in performing hip-hop dance. These outcomes suggest that integrating technology-based tools like DRP into dance education can enrich teaching strategies and support skill development. The findings provide valuable insights for educators and practitioners in designing engaging and effective instructional methods for hip-hop and other movement-based disciplines.

RECOMMENDED CITATION

Escaros, A., Macayan, E., Per, M. A., Salem, M., & Singson, J. (2025). The Effectiveness of DRP in Enhancing the Hip-Hop Dance Skills of 1st Year BPED Students in Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 18.

EFFECTIVENESS OF PHILTRIPS FACEBOOK REELS IN DEVELOPING GEOGRAPHIC SKILLS IN ARLING PANLIPUNAN OF SELECTED GRADE 6 PUPILS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*facebook reels; geographic
skills; araling panlipunan;
grade 6 pupils; philtrips;
short-form videos*

ARTICLE ID

AASGBCPJMRA-B14368

Geographic literacy is a vital component of education, helping students better understand and appreciate the world around them. However, traditional teaching methods may not sufficiently engage the current generation of learners. Short-form internet videos, such as Facebook Reels, have emerged as effective tools for enhancing student engagement and promoting deeper understanding of subject matter. According to John Sweller, effective learning requires instructional materials to be simple, well-structured, and presented in a way that prioritizes essential information. This study investigates the effectiveness of PhilTrips Facebook Reels in developing the geographic skills of selected Grade 6 pupils in San Bartolome Elementary School, with the aim of improving instructional approaches in Araling Panlipunan. This study employs a quasi-experimental research design involving purposively selected Grade 6 pupils from San Bartolome Elementary School in Quezon City. Data collection tools include a 25-item pre-test and post-test, as well as a perception survey. All test items were reviewed by the research adviser to ensure validity. The data were analyzed using frequency and percentage to determine changes in performance and student perceptions of the intervention. Results show a significant improvement in post-test scores compared to pre-test scores among the 48 participating pupils, indicating the effectiveness of PhilTrips Facebook Reels in enhancing geographic skills. Survey responses also support these findings, with students rating the reels as highly effective in improving language proficiency, cultural awareness, and topographic understanding. Despite these positive outcomes, respondents cited challenges such as limited internet connectivity, misinterpretation of content, and occasional distractions during viewing. The findings suggest that short-form educational videos like PhilTrips Facebook Reels are effective tools for developing geographic competencies among elementary learners. The visual and interactive format of the reels contributed to improved understanding of landforms, cultural diversity, and subject-related vocabulary. Nonetheless, limitations such as unstable internet access, unclear content structure, and reduced student focus were identified. To address these issues, it is recommended that schools provide offline access to materials, ensure clarity in video content, and implement guided classroom activities to enhance engagement and learning outcomes.

RECOMMENDED CITATION

Bautista, L. J., Domingo, N. J., Eraya, K., Gupalao, A., & Romero, A. C. (2025). Effectiveness of Philtrips Facebook Reels in Developing Geographic Skills in Araling Panlipunan of Selected Grade 6 Pupils. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 19.

THE IMPACT OF INTERACTIVE POWERPOINT IN TEACHING SPEAKING SKILLS TO SOPHOMORE ENGLISH MAJORS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*interactive powerpoint;
speaking skills; english
majors; language instruction;
student engagement;
multimedia learning*

ARTICLE ID

AASGBCPJMRA-B16346

The integration of technology in language instruction has transformed traditional teaching methods and introduced innovative ways to enhance students' speaking skills. Interactive PowerPoint, known for its multimedia and engaging features, has emerged as a valuable instructional tool. This study investigates the impact of using interactive PowerPoint in teaching speaking skills to sophomore English majors at Bestlink College of the Philippines, focusing on its effectiveness in improving student engagement, comprehension, and performance. This study employs a quasi-experimental research design to examine the effect of interactive PowerPoint on speaking skill development. The design is appropriate for evaluating instructional interventions in real-world classroom settings. A purposive sampling technique was used to select a specific class section of sophomore English majors who met the criteria for participation. Data collection involved pre- and post-tests and structured observations to assess student performance and classroom engagement before and after the intervention. The findings showed that interactive PowerPoint significantly improved student engagement, with 84% actively participating in discussions and 98% reporting a more dynamic learning environment. Retention also improved, as 94% of students were able to link new concepts to prior knowledge, and 96% demonstrated enhanced comprehension and learning efficiency. Additionally, 96% of participants reported applying learned concepts in real-life contexts, while 94% agreed that the tool supported achievement of learning objectives. Test scores increased from a mean of 18.84 to 24.24, with a decrease in standard deviation from 3.4485 to 2.4872, suggesting not only improved academic performance but also greater consistency among learners. The study highlights the effectiveness of interactive PowerPoint as a teaching aid that fosters an engaging and inclusive learning environment. It enhances participation, promotes deeper understanding, and facilitates the practical application of knowledge, which are critical in developing speaking skills. The notable improvement in test scores and learner engagement underscores the potential of interactive tools to improve both individual performance and overall classroom outcomes. These findings support the adoption of technology-driven strategies in language education to foster active learning and communicative competence.

RECOMMENDED CITATION

Astoriano, J., Bacolbas, S., Conde, C., Enciso, L., & Jumamil, O. (2025). The Impact of Interactive PowerPoint in Teaching Speaking Skills to Sophomore English Majors at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 20.

UTILIZATION OF DEMONSTRATION EQUIPMENT: BASIS FOR DEVELOPMENT OF SKILLBOOK TO ENHANCE LEARNING AMONG BTLED STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*btled students; hands-on
learning; learning retention;
technology and livelihood
education; independent
learning; lifelong learning*

ARTICLE ID

AASGBCPJMRA-B16614

The purpose of this study is to assess the effective utilization of demonstration equipment as a foundation for developing a skill book designed to enhance learning among Bachelor of Technology and Livelihood Education (BTLED) students at Bestlink College of the Philippines. Specifically, the research explores how hands-on learning using demonstration equipment influences students' comprehension and skill development in practical and technical subjects. The study employed stratified sampling techniques and a descriptive research method to analyze and present the data. A total of 80 BTLED students from the first and second years at Bestlink College of the Philippines participated in the study. A survey questionnaire served as the primary instrument for data collection. The demographic profile of the respondents indicates that the majority are female and fall within the age range of 18 to 20 years old. In terms of the impact of demonstration equipment on learning development, respondents strongly agreed that it significantly enhances their understanding, learning styles, academic performance, and overall effectiveness, contributing to long-term knowledge retention. In response to these findings, a skill book was developed to enhance students' practical abilities and serve as a supplementary learning resource aligned with the existing curriculum. To address the specific needs of BTLED students, the skill book includes well-structured exercises, step-by-step demonstration instructions, and appropriate evaluation tools. The researchers developed a skill book to enhance the learning experience of BTLED students by providing a structured and practical guide for acquiring and refining essential competencies. Unlike traditional textbooks, the skill book emphasizes hands-on applications through step-by-step instructions, targeted exercises, and assessment tools. This approach supports independent learning, encourages experimentation, and enables immediate feedback—critical components in fostering active engagement. In technology and livelihood education, where outcomes are rooted in practical execution, the skill book proves indispensable. It aids students in internalizing concepts through direct application, thereby improving both retention and comprehension. Beyond equipping students with technical skills, the skill book also prepares them for the evolving demands of the workforce, nurturing adaptability and a mindset for lifelong learning. Ultimately, this learner-centered resource demonstrates the transformative power of education that is aligned with real-world needs.

RECOMMENDED CITATION

Aggabao, E., Austria, E. I., Calvadores, J. R., Penas, M. J., & Rodriguez, G. G. (2025). Utilization of Demonstration Equipment: Basis for Development of Skillbook to Enhance Learning Among BTLED Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 21.

INFLUENCE OF READ AND DASH MATERIAL IN DIGRAPH LESSON IN ENGLISH GRADE 3 AT SAN AGUSTIN ELEMENTARY SCHOOL

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*read and dash; student
engagement; word
recognition; reading; fun;
pronunciation*

ARTICLE ID

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This study examines the influence of Read and Dash, an interactive and gamified instructional tool, on enhancing reading skills and engagement among Grade 3 students. The research focuses on its influence on key areas such as fun, student engagement, word recognition, and pronunciation. The study evaluates the performance of students utilizing Read and Dash compared to those taught through traditional methods. This study used a quasi-experimental design that resembled experimental designs. The chosen respondents were Grade 3 students in San Agustin Elementary School, with a total of one hundred twenty-eight (128) participants. The researcher administered a pre-test and post-test to measure the influence of Read and Dash in the Digraph Lesson for Grade 3, and the researcher-made survey questionnaire was viewed as the most common data-collecting instrument in this study. Data were collected and analyzed through statistical treatments, including frequency, percentage ranking, weighted mean, and z-test, which also tested the null hypothesis to determine the material's effect on learning outcomes. The results revealed significant improvements in reading performance. In the pre-test, the Home Group demonstrated high proficiency, with mean scores of 9.53 in word recognition and 9.20 in pronunciation, while the Experimental Group was rated low proficient, with mean scores of 5.50 in word recognition and 4.41 in pronunciation. In the post-test, both groups achieved high proficiency, with the Home Group averaging 9.12 in word recognition and 9.16 in pronunciation, and the Experimental Group achieving 9.28 in word recognition and 9.68 in pronunciation. A significant relationship was found between the pre-test and post-test results, consistent with the theory of Duke, N. K., et al., Active View of Reading. The study recommends continued integration of Read and Dash materials in classrooms to enhance reading skills. In conclusion, this research emphasizes the positive influence of utilizing the Read and Dash gamification strategy for enhancing reading performance in third grade students. The findings indicate that incorporating Read and Dash into reading activities allows educators to foster more engaging and effective learning experiences that aid in students' literacy growth. This approach improves essential reading skills, including word recognition and pronunciation, by providing a fun and participatory environment.

RECOMMENDED CITATION

Aggabao Jr., R., Besana, R., Laurito, M. J., Unabia, J. A., & Zipagan, D. (2025). Influence of Read and Dash Material in Digraph Lesson in English Grade 3 at San Agustin Elementary School. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 22.

EFFECTS OF COMPLEX VOCABULARY WORDS BY GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS TO THEIR ACADEMIC PERFORMANCE

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*humanities and social
sciences; complex vocabulary;
academic performance;
vocabulary development;
comprehension;
communication*

ARTICLE ID

AASGBCPJMRA-B19658

This study investigates the challenges posed by complex English vocabulary on the academic performance of Grade 11 Humanities and Social Sciences (HUMSS) students. As English vocabulary continues to expand in academic and everyday contexts, many students struggle with comprehension, communication, and retention of advanced terms. Several studies emphasize the significant role of vocabulary knowledge in academic success. This research aims to explore the specific difficulties faced by HUMSS students at Bestlink College of the Philippines and to analyze how these affect their academic performance. The study also reviews related literature focused on the influence of vocabulary on comprehension, communication skills, and academic learning. This research utilizes a descriptive-exploratory design. The study involved 132 Grade 11 HUMSS students selected through simple random sampling using the fishbowl method to ensure an unbiased selection process. Data collection was conducted through a validated survey questionnaire, which was administered face-to-face in the classroom. Responses were immediately retrieved after completion to ensure accuracy and minimize data loss. The instrument aimed to assess the effects of complex vocabulary on comprehension, communication, confidence, and other academic performance indicators. Findings revealed that the majority of respondents strongly agreed that complex vocabulary significantly impacts their comprehension, communication, and overall vocabulary use. The weighted mean scores were as follows: comprehension (3.49), communication (3.42), and vocabulary (3.46), all interpreted as "strongly agree." Regarding the academic impact, confidence had a mean of 3.42, academic performance 3.46, and critical thinking skills 3.43—all similarly marked as "strongly agree." The study also identified the common challenges students face in using complex vocabulary, including misunderstanding of context and difficulty in expressing ideas. An action plan was developed based on these findings to support students in improving vocabulary usage and academic performance. The discussion highlights how complex vocabulary can hinder students' comprehension, communication, and critical thinking. The study emphasizes the need for effective vocabulary instruction to help students overcome language barriers in academic settings. It also outlines how vocabulary difficulties influence the students' ability to understand lessons, participate in discussions, and perform in written assessments. Finally, the study presents suggestions and strategies aimed at enhancing vocabulary acquisition and effective language use among HUMSS students.

RECOMMENDED CITATION

Artista, C., Balatico, J. C., Oliquiano, C., Peña, M. R., Peñaloga, M. G. C., & Samaco, D. M. (2025). Effects of Complex Vocabulary Words by Grade 11 Humanities and Social Sciences Students to Their Academic Performance. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 23.

INFLUENCE OF MUSIC ON ACADEMIC PERFORMANCE OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*cognitive performance;
classical music; music in
education; audio quality;
learning enhancement;
popular genres*

ARTICLE ID

AASGBCPJMRA-B20099

This study examines the impact of music on the academic performance of Grade 12 Humanities and Social Sciences (HUMSS) students. Music, whether from songs or ambient sounds, has been shown to influence students' learning experiences. Depending on an individual's cognitive capacity, music can either enhance or hinder brain function and focus. The research is grounded in the Mozart Effect, a theory proposed by Dr. Francis Rauscher in 1993, which suggests that listening to music while studying can improve concentration and soothingly reduce stress. This study specifically investigates how music affects students' concentration, productivity, and ability to memorize information. This study utilized an exploratory research design, with 200 Grade 12 Humanities and Social Sciences (HUMSS) students serving as respondents. A cluster sampling technique was employed to ensure representative data collection. The primary research instrument was a structured survey questionnaire. To analyze the data, the study used various statistical tools, including frequency and percentage distribution, ranking, Likert scale analysis, and weighted mean. The findings reveal that classical music significantly influences students' cognitive performance. Respondents rated its impact as Highly Influential in terms of productivity (weighted mean = 3.38), concentration (3.37), and memorization (3.29), resulting in an overall weighted mean of 3.36. These results underscore the strong positive effect of classical music on academic-related tasks. However, a notable challenge identified by 25% of the respondents was poor audio quality when listening to classical music. Additionally, the study found that pop music is the most commonly preferred genre among Grade 12 Humanities and Social Sciences students. Overall, respondents widely agreed that music enhances their focus, productivity, and ability to retain information. The study offers practical solutions to address the identified challenges, particularly poor audio quality. It recommends promoting the use of music in focused study environments to enhance students' cognitive performance. Collaborating with composers or audio engineers to improve sound quality is also encouraged. To support engagement, schools are advised to incorporate popular music genres into student-centered activities. Furthermore, it is recommended that institutions invest in high-quality sound systems and provide access to high-fidelity recordings to create an optimal auditory experience that supports focus, productivity, and effective learning.

RECOMMENDED CITATION

Belmi, T. N., Gloria, M. L., Jaime, C. J., Piedad, J. D., & Suarez Jr., D. (2025). Influence of Music on Academic Performance of Grade 12 Humanities and Social Sciences. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 24.

CHALLENGES ENCOUNTERED IN USING LABORATORY AMONG SHS STUDENTS: BASIS IN CRAFTING MANUAL AND VIDEO PRESENTATION

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

laboratory challenges; senior high school; time constraints; safety concerns; instructional strategies; video tutorials

ARTICLE ID

AASGBCPJMRA-B20213

Laboratory sessions are integral to scientific education, enhancing theoretical understanding and fostering critical thinking. However, these sessions present challenges such as intricate procedures, time constraints, limited resources, safety concerns, and group-work dynamics. These factors can impede students' grasp of scientific concepts, execution of experiments, and confidence in laboratory skills. This study investigates these challenges among senior high school students and identifies targeted interventions—such as improved instructional strategies, upgraded facilities, and enriched learning environments—to support effective laboratory learning. This study employs a descriptive research design involving 80 Grade 12 students in the Home Economics strand at Bestlink College of the Philippines. Participants were selected through purposive random sampling. Data were collected using a structured survey questionnaire that probed the nature and extent of challenges encountered during laboratory sessions. Responses were analyzed using mean scores to determine the relative impact of each challenge on student learning. Findings indicated that time constraints (mean = 3.10) significantly limited students' ability to complete tasks, while complex procedures (mean = 2.95) tended to overwhelm participants. Limited resources (mean = 3.27) restricted experimentation, and safety concerns (mean = 2.96) due to inadequate precautions increased risk and reduced participation. A lack of practical experience (mean = 3.16) hindered the connection between theory and practice, and insufficient equipment (mean = 3.13) compromised experimental accuracy. Additionally, low engagement and motivation (mean = 3.13) correlated with reduced participation and lower academic performance. The study demonstrated that female students aged 18 and above comprised the majority of participants. Students emphasized that effective laboratory operations depended on well-maintained equipment, cleanliness, and strict adherence to safety protocols. The results highlighted the need for enhanced resource allocation, reinforced safety measures, refined instructional methods, and engaging activities. The development of comprehensive laboratory manuals and video tutorials was found to be a promising approach to standardize best practices and foster continuous improvement, thereby creating a safer and more effective learning environment.

RECOMMENDED CITATION

Andres, S., Centura, L., Tercio, M. J., Tungala, D., & Villar, N. (2025). Challenges Encountered in Using Laboratory Among SHS Students: Basis in Crafting Manual and Video Presentation. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 25.

LEVEL OF EFFICIENCY OF DIGITAL INSTRUMENTS FOR EDUCATIONAL USE AMONG GRADE 11 HUMANITIES AND SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*grade 11 humanities and
social sciences; digital tools;
digital distractions; digital
literacy; educational
technology; visual learning*

ARTICLE ID

AASGBCPJMRA-B21856

This study investigates the efficiency of digital tools in the education of Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. It centers on key factors including visual learning, interactive engagement, skill development, accessibility, flexibility, and overall effectiveness. This study utilized an evaluative-descriptive qualitative research design to assess the effectiveness of digital tools in education among 128 Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. The sample size was calculated using Slovin's Formula. Data were gathered through a survey questionnaire addressing visual learning, interactive learning, skill development, accessibility, flexibility, and overall effectiveness. Cluster sampling was employed to select the participants, and the collected data were analyzed using statistical techniques such as frequency, percentage, and mean. This study examines the efficiency of digital tools in education, focusing on visual learning, interactive learning, skill development, accessibility, flexibility, and overall effectiveness. Data collected via surveys were analyzed using weighted mean scores. Results indicate that all these factors—visual learning (3.45), interactive learning (3.50), skill development (3.50), accessibility (3.47), flexibility (3.44), and effectiveness (3.38)—are essential to successful digital learning. However, challenges such as distractions (83.59%), over-reliance on technology (81.25%), and limited access (71.88%) were also reported. The study highlights the need for digital literacy training and promoting responsible technology use to enhance academic outcomes. This study explores the use and effectiveness of digital tools in education, focusing on visual and interactive learning as well as skill development. Participants strongly affirmed the role of these tools in improving accessibility, flexibility, and overall learning outcomes. However, distractions and overuse of technology were noted as major challenges. The study recommends implementing real-time feedback, providing training for students and teachers, and establishing clear policies on digital use. An action plan is proposed to enhance digital tool integration in Grade 11 Humanities and Social Sciences, aiming to boost engagement, minimize distractions, and improve learning efficiency.

RECOMMENDED CITATION

Alparita, J., Balbastro, M. T., Dantes, J. M., Gutierrez, J. A., & Pecate, J. C. (2025). Level of Efficiency of Digital Instruments for Educational Use Among Grade 11 Humanities and Social Sciences at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 26.

INFLUENCE OF EDUCATIONAL YOUTUBE VIDEOS ON IMPROVING PROFICIENCY IN SCIENCE SUBJECTS OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*youtube educational videos;
multimedia learning; content
quality; learning outcomes;
digital learning tools; student
engagement*

ARTICLE ID

AASGBCPJMR-B23452

YouTube has become a leading platform for educational videos, providing students with accessible and engaging learning materials. This study is anchored in Richard Mayer's Multimedia Learning Theory (1997), which posits that students learn more effectively through a combination of visual and auditory input rather than through text alone. The purpose of this study is to examine the effectiveness and impact of educational YouTube videos on students' learning experiences. The researchers utilized an evaluative research method combined with quota sampling to assess the effectiveness of YouTube as a learning tool. Data were collected through a survey questionnaire administered to 113 Humanities and Social Sciences students at Bestlink College of the Philippines. The responses were analyzed using statistical tools to quantify student feedback and evaluate the overall impact of educational YouTube videos on their learning. The findings reveal that students perceive YouTube educational videos as highly efficient, particularly in terms of accessibility (weighted mean = 3.29), content quality (3.36), and presentation style (3.33), all of which were rated as "Highly Efficient." In terms of influence, the students also expressed strong agreement regarding the videos' reliability (3.30), engagement level (3.29), and impact on learning outcomes (3.26), each classified as "Highly Influential." The most frequently reported challenge faced by students was slow internet connectivity, which affected their access to the content. YouTube educational videos were found to be highly efficient in terms of accessibility, content quality, and presentation style, and highly influential based on their reliability, impact on learning outcomes, and engagement level. In light of these results, it is recommended that students incorporate educational YouTube videos into their study routines, while teachers integrate them into classroom instruction to enhance learning experiences. Additionally, the school is encouraged to develop programs that promote the responsible and effective use of digital learning resources, including YouTube videos, to support academic success.

RECOMMENDED CITATION

Almanzor, R., Brita, J. A., Lacsamana, J., Pepito, J. R., & Tamayo, M. B. (2025). Influence of Educational YouTube Videos on Improving Proficiency in Science Subjects of Grade 11 Humanities and Social Sciences Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 27.

EFFECTIVENESS OF DIGITAL STORYBOOKS IN ENHANCING THE READING COMPREHENSION OF GRADE 3 PUPILS IN SAN BARTOLOME ELEMENTARY SCHOOL

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*digital storybooks; reading
comprehension; grade 3
pupils; interactive reading;
multimedia learning; student
engagement*

ARTICLE ID

AASGBCPJMR-B23869

This study aimed to evaluate the effectiveness of digital storybooks in enhancing the reading comprehension skills of Grade 3 pupils. By incorporating multimedia elements such as audio narration, animations, and interactive features, digital storybooks provide a dynamic and engaging learning environment. The research focused on determining whether these technology-enhanced tools significantly improve students' comprehension abilities compared to traditional print-based reading materials. This study employed a quasi-experimental research design with a quantitative approach to evaluate the effectiveness of digital storybooks in enhancing reading comprehension among Grade 3 pupils at San Bartolome Elementary School. A total of 210 pupils were purposively selected based on predetermined criteria aligned with the study's objectives. To assess changes in reading comprehension, researcher-developed pre-tests and post-tests were administered before and after the intervention. These assessment tools were specifically designed to measure pupils' comprehension abilities and to evaluate the impact of digital storybook-based instruction. The findings revealed that the majority of respondents were between 8 and 9 years old, with females comprising a slight majority (50.48%). The integration of digital storybooks was found to be effective in enhancing the reading comprehension skills of Grade 3 pupils, particularly in applying background knowledge to understand narrative structures, as reflected in a grand mean score of 3.43. Students reported high levels of engagement and enthusiasm, largely attributed to interactive multimedia features such as vivid illustrations, sound effects, narration, animated transitions, and synchronized read-along capabilities. These features not only enriched the reading experience but also facilitated character identification and deeper text comprehension, resulting in a grand weighted mean of 3.50. Moreover, improvements in learning retention were observed. Pupils demonstrated the ability to recall key story elements—including main ideas, characters, and plot points—supported by a grand weighted mean of 3.45. Visual aids, especially illustrations, played a critical role in reinforcing comprehension and memory. This was further evidenced by students' active participation in retelling stories, explaining plot developments, and engaging in group discussions. Despite these positive outcomes, 15.43% of pupils reported difficulties navigating complex user interfaces, indicating the need for more age-appropriate and user-friendly digital platforms. Quantitative results from the administered pre-tests and post-tests confirmed the impact of the intervention. The mean pre-test score of 9.20 significantly increased to a post-test mean of 13.26. Statistical analysis yielded a z-value of 9.764, exceeding the critical value of 1.960, thus rejecting the null hypothesis. This indicates that the improvement in reading comprehension was statistically significant. Overall, the results affirm that digital storybooks substantially enhance the reading comprehension and learning outcomes of Grade 3 pupils. The findings of the study strongly affirm the effectiveness of digital storybooks as instructional tools in enhancing the reading comprehension skills of Grade 3 pupils. The significant improvements in students' comprehension, engagement, and retention underscore the value of integrating multimedia-rich, interactive storybooks into primary literacy instruction. These tools not only support the development of essential reading skills but also foster a more engaging and meaningful connection with texts, demonstrating their potential to transform traditional reading practices in early education.

RECOMMENDED CITATION

Ambay, M. R., Obina, M., Reyes, V. M., Salvacion, E. J., & Yap, C. J. (2025). Effectiveness of Digital Storybooks in Enhancing the Reading Comprehension of Grade 3 Pupils in San Bartolome Elementary School. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 28.

BENEFITS OF MEDIA AND INFORMATION LITERACY AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCE STRAND

ABSTRACT

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KEYWORDS

*media and information
literacy; digital literacy; grade
12 humss; bestlink college of
the philippines;
communication skills;
personal growth*

ARTICLE ID

AASGBCPJMRA-B23971

The study of Media and Information Literacy (MIL) plays a crucial role in empowering individuals to take control of their interactions with information and media. It provides learners with the skills to critically evaluate, create, and responsibly engage with various forms of content. MIL fosters informed decision-making by helping individuals analyze the reliability, accuracy, and intent behind the information they consume daily. This research aims to assess the perceived benefits of MIL among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, emphasizing its role in promoting critical thinking, digital responsibility, and active citizenship in a media-saturated environment. To obtain comprehensive data, the researchers conducted a survey involving 200 Grade 12 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines. This study adopted a descriptive-quantitative research design to explore students' perspectives on media and information literacy. A cluster sampling technique was employed to ensure fair representation across the target population. The collected data were analyzed using appropriate statistical tools, including frequency and percentage distribution, ranking, weighted mean, and a 4-point Likert scale, to interpret patterns, assess the level of understanding, and evaluate the perceived benefits of media and information literacy among the participants. To collect the necessary data, the researchers administered structured survey questionnaires to the respondents. The results show a strong consensus among students regarding the positive impact of media and information literacy, particularly in improving communication skills and supporting personal growth. In response to these findings, the proposed action plan highlights the importance of integrating media and information literacy into the curriculum to strengthen critical thinking, enhance fact-checking abilities, and promote holistic personal development among learners. The discussion highlights that respondents' media and information literacy was evaluated in relation to their communication skills and personal growth. The results show that the most pressing concern among students is the widespread issue of fake news and misinformation. To address this, the recommended course of action focuses on enhancing digital literacy, strengthening critical thinking, and improving the ability to assess the credibility of information sources. Ultimately, the study emphasizes the critical role of media and information literacy in empowering students to become responsible, discerning, and informed consumers of media content.

RECOMMENDED CITATION

Ambrocio, J., Banila, A., Cabe, A., Diolata, L., Macatane, A. R., & Ricafranca, C. M. (2025). Benefits of Media and Information Literacy as Perceived by Grade 12 Humanities and Social Science Strand. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 29.

THE INFLUENCE OF USING MOBILE DEVICES TO THE ACADEMIC PERFORMANCE IN GENERAL |ACADEMIC STRAND STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*mobile devices; academic
performance; influence; time
management; social
interaction; influence mobile*

ARTICLE ID

AASGBCPJMRA-B24715

This study investigates how mobile devices impact the academic performance of Bestlink College students during the 2024–2025 school year, using the Technology Acceptance Model (TAM). It examines student demographics, types of devices used, challenges faced, and the effects on critical thinking, time management, and social interaction. The findings aim to provide recommendations for improved integration of mobile technology, benefiting students, teachers, and school administration, while also informing future research. This study employs a descriptive quantitative research design to examine perceptions of academic improvement among senior high school students. A survey questionnaire serves as the primary data collection tool and has been validated by a research adviser, statistician, and grammarian. The questionnaire is divided into four sections: demographic profile, mobile device usage, its impact on academic performance, and challenges faced by students. This structured approach ensures the effective collection of reliable and valid data. Based on the findings the respondents illustrate how mobile devices influence them in terms of critical thinking skills, time management, and social interaction. It was identified the convenience of mobile devices and the issues of mobile devices. Findings show that mobile devices have a great impact; it depends on how the students use their mobile devices. This wraps up the summary of findings, conclusions, and recommendations. The majority of respondents are 15 to 16 years old, male, and in Grade 12, with smartphones being the go-to device. While mobile devices can boost critical thinking, time management, and social interaction, they also bring along some challenges like distraction and addiction. The study recommends setting limits on usage, improving digital literacy, and encouraging responsible device use with support from schools and parents.

RECOMMENDED CITATION

Asuncion, M., Dullesco, C. D., Llana, E. M., Natividad, D., & Tañon, J. (2025). The Influence of Using Mobile Devices to the Academic Performance in General Academic Strand Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 30.

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BLENDLED LEARNING SYSTEM AND ITS EFFECTIVENESS AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*blended learning system;
improvement; consistency;
development; blended learning*

ARTICLE ID

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This study examines the effectiveness of the blended learning system from the perspective of the students. The introduction presents the background of the study. Students must understand the importance of learning modalities. Learning modality systems are helpful for students to gain knowledge that they can use for their convenience. The Review of Related Literature and Studies presents works that other academics have conducted on the topic. This section introduces and explores concepts that support the research. The theoretical framework contributes to the underlying ideas of the study and establishes the correlation between the study's variables. Conceptually, this study covers the effects of utilizing a blended learning modality system on student engagement among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, specifically discussing the independent variable of the system. It also includes the statement of the problem, scope and delimitation of the study, significance of the study, and definition of terms. Chapter 2, or the Methods section, includes the research design, which utilizes an exploratory descriptive quantitative design. The respondents of the study and the sampling technique are also described. The researchers used a cluster sampling method to divide the population into smaller groups. This chapter also presents the instrument used, its construction, validation, administration, and the retrieval of the instrument, as well as the statistical treatment of data. The research tool used was a survey questionnaire, and all Grade 12 Humanities and Social Sciences students were surveyed. The survey data revealed that students generally have a positive perception of the blended learning system, particularly regarding technology access. There are areas for improvement, especially in the consistency of internet connection and the development of digital skills. The research findings highlight the need to address challenges related to internet reliability, enhance digital skills, and further strengthen teacher support. This study examined the blended learning system at Bestlink College, revealing challenges in technology access, teacher support, feedback mechanisms, and student well-being. Recommendations include improving internet connectivity, providing devices, enhancing teacher professional development, improving communication, and implementing structured feedback systems using multiple platforms. Addressing these issues will optimize the blended learning system and improve student outcomes.

RECOMMENDED CITATION

Espinosa, J., Hernandez, R. M., Magracia, J. H., Papina, K. J., Sultan, M., & Tamayo, M. (2025). Blended Learning System and Its Effectiveness as Perceived by Grade 12 Humanities and Social Sciences Student at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 32.

EFFECTS OF PEER TEACHING IN ARLING PANLIPUNAN AMONG STUDENTS OF MALIGAYA HIGH SCHOOL

ABSTRACT

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DISCIPLINE

Education

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*maligaya high school; peer
teaching; araling panlipunan;
student achievement;
collaborative learning; skills
development*

ARTICLE ID

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This study aims to examine the effects of peer teaching in Araling Panlipunan among students at Maligaya High School. It focuses on how peer teaching influences various academic aspects such as student achievement, skills development, academic performance, group discussions, cooperative projects, and peer-led tutoring. The study is grounded in the belief that peer teaching strategies can foster deeper engagement and enhance the learning experience within the Araling Panlipunan curriculum. The research utilized a descriptive quantitative design. A total of 191 students were selected through stratified sampling to ensure diverse representation. The primary instrument used for data collection was a structured survey questionnaire, which assessed the perceived effectiveness of peer teaching in multiple learning areas. The results demonstrated significant positive effects of peer teaching on student outcomes. Respondents rated the impact of peer teaching on student achievement, skills development, and academic performance with an overall mean of 3.13, interpreted as "Agree." Likewise, specific peer teaching techniques such as group discussions, cooperative projects, and peer-led tutoring received a similar mean score of 3.12. These findings highlight the value of peer-assisted learning in improving student engagement and academic outcomes in Araling Panlipunan. The study concludes that peer teaching is an effective strategy for enhancing student performance and skill development in Araling Panlipunan. The findings support the use of collaborative and student-centered approaches in classroom instruction. By providing empirical evidence on the benefits of peer-led activities, this research underscores the importance of integrating peer teaching into educational practices. It also offers insights for educators and policymakers aiming to create more interactive and supportive learning environments.

RECOMMENDED CITATION

Arsua, M. C., Bañaga, J. L., Culdora, A., Mingote, J. D., & Orjalo, M. K. (2025). Effects of Peer Teaching in Araling Panlipunan Among Students of Maligaya High School. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 33.

QUIZLET AND ITS EFFECTIVENESS TO FACILITATING COLLABORATIVE LEARNING AS PERCEIVED BY SELECTED HUMANITIES AND SOCIAL SCIENCE TEACHERS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*humanities and social
sciences; collaborative
learning; online learning;
quizlet; interactive tools;
vocabulary acquisition*

ARTICLE ID

AASGBCPJMRA-B25825

Chapter 1 presents a study that explores the effectiveness of Quizlet as a tool for promoting collaborative learning, as perceived by selected Humanities and Social Sciences (HUMSS) teachers at Bestlink College of the Philippines. The study utilizes a descriptive-exploratory research design and applies a purposive sampling technique to gather relevant data. Information was collected through survey questionnaires to assess Quizlet's impact in key areas such as interactive features, practice tools, vocabulary development, learning outcomes, student engagement, and collaborative learning strategies. This research aims to determine how the use of Quizlet can effectively enhance collaborative teaching and learning experiences among HUMSS teachers in the institution. Chapter 2 discusses the research methodology used in this study, which applied a descriptive-exploratory quantitative approach to investigate the effectiveness of Quizlet in promoting collaborative learning among selected Humanities and Social Sciences (HUMSS) teachers at Bestlink College of the Philippines. A total of ten participants were selected using the purposive sampling technique to ensure that only those familiar with Quizlet were included. The research instrument was a survey questionnaire composed of three sections: (1) the role of Quizlet in collaborative learning, (2) the effectiveness of Quizlet, and (3) the problems encountered while using the platform. The questionnaire was validated through content validation, reliability testing, and a review for language clarity and accuracy. Data collection was conducted face-to-face, with the questionnaires distributed and immediately retrieved from different classrooms to ensure a high response rate. The collected data were analyzed using frequency, percentage, ranking, and mean to convert qualitative perceptions into quantifiable results. Ethical considerations included obtaining informed consent from all participants and ensuring confidentiality of their responses. The overall goal of this chapter is to provide a systematic approach to understanding the perceived effectiveness of Quizlet in enhancing collaborative learning among HUMSS teachers. Chapter 3 presents the analysis and interpretation of data on the effectiveness of Quizlet as a collaborative learning application for teachers. The results showed that participants strongly agreed on the positive impact of Quizlet in facilitating collaborative learning. Among the evaluated components, vocabulary acquisition ranked the highest with a weighted mean of 3.58, highlighting its strong influence on the learning process. In response to the findings, the researchers proposed an action plan aimed at enhancing the use of Quizlet and maximizing its effectiveness in promoting collaborative learning among Humanities and Social Sciences teachers. The study examined the effectiveness of Quizlet in supporting collaborative learning, particularly in areas such as interactive tools, practice activities, and vocabulary development. Findings revealed a high level of agreement among participants regarding Quizlet's positive impact on collaborative learning. Despite these positive results, certain challenges were identified. To address issues such as poor internet connectivity, cheating, and distractions during app usage, the researchers proposed a targeted action plan aimed at improving the overall effectiveness of Quizlet in educational settings.

RECOMMENDED CITATION

Abrio, C. G., Azores, J., Ballester, J. L., Berja, S. J., Jove, J., & Virtudez, A. (2025). Quizlet and Its Effectiveness to Facilitating Collaborative Learning as Perceived by Selected Humanities and Social Science Teachers at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 34.

THE UTILIZATION OF AUDIO-VISUAL MATERIALS IN ENHANCING THE READING COMPREHENSION OF SOPHOMORE ENGLISH MAJORS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*reading comprehension;
audiovisual materials; reading
fluency; memory retention;
macro skills; vocabulary*

ARTICLE ID

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The purpose of this study is to determine the effectiveness of utilizing audiovisual materials in enhancing the reading comprehension of sophomore English majors at Bestlink College of the Philippines. Audiovisual materials refer to learning aids that combine auditory and visual elements to convey information, such as videos, presentations, and animations. The use of audiovisual materials in schools has significantly enhanced learning outcomes, particularly in improving reading comprehension. This study utilizes audiovisual tools to establish a multisensory learning environment, promoting greater student engagement with challenging written texts. This study utilized a quasi-experimental research design in order to assess the effectiveness of audiovisual materials in enhancing the students' reading comprehension skills. The respondents of this study were 50 sophomore English majors in sections 2102-E and 2104-E at BCP. The researchers used the pre-test and post-test approach through a combination of Likert scale and multiple-choice questionnaires. This research approach measures the participants' responses before and after an intervention, which is useful in determining whether the treatment has led to significant improvements or changes in the measured outcomes. Based on the findings in terms of demographic profile, the majority of the respondents were aged 18 to 20 years old, female, and evenly divided between the two sections. In relation to the skills that were enhanced by utilizing audiovisual materials in terms of reading comprehension, reading fluency, vocabulary, and memory retention, students' responses were "Strongly Agree." Some of the respondents encountered challenges, including unfamiliar words and technical issues, while watching the animated story. There was a significant difference between pre-test and post-test results. It indicates that the intervention had a significant impact on participants' reading comprehension skills, leading to the decision to reject the null hypothesis (Ho). In light of the evidence presented, the students' reading comprehension, reading fluency, vocabulary, and memory retention were enhanced by the use of audiovisual materials. Educators should focus on strategies to utilize these materials in classroom settings, such as aligning the materials with specific objectives, ensuring technical preparedness, engaging students in diverse interactive formats, and facilitating feedback.

RECOMMENDED CITATION

Alcoreza, Q. M., Bereber, J. K., Dela Cruz, E., Manfoste, S. G. R., & Soliman, N. K. (2025). The Utilization of Audio-Visual Materials in Enhancing the Reading Comprehension of Sophomore English Majors at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 35.

UTILIZATION OF DIGITAL TOOLS IN ENHANCING STUDENT'S ENGAGEMENT OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

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*bestlink college of the
philippines; digital learning
tools; student engagement;
digital literacy; learning
outcomes; interactive learning*

ARTICLE ID

AASGBCPJMRA-B27977

Digital tools have revolutionized the learning process by enhancing both educational outcomes and student engagement. Within the Grade 12 Humanities and Social Sciences (HUMSS) strand at Bestlink College of the Philippines, there is a growing need to integrate these tools to foster interactive and dynamic learning experiences. However, the effectiveness of such tools in this specific context remains unclear. This study aims to evaluate the impact of digital learning tools on academic achievement and student participation, to provide insights and recommendations for improving teaching methodologies. To identify the role of students and the impact on learning outcomes, this study employed a descriptive quantitative research approach integrated with evaluative research. Cluster sampling was used to select respondents from the Grade 12 HUMSS strand. A structured survey was administered to gather data on students' experiences with and perceptions of digital technologies. The collected data were systematically assessed to evaluate the effectiveness of these tools in supporting academic performance and engagement. This study explores the role of digital tools in enhancing student engagement and learning outcomes among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Findings indicate that the Learning Management System (LMS) is the most widely used digital tool, with students strongly agreeing (mean = 3.38) that it facilitates access to learning materials, supports organization, and encourages participation in discussions. E-learning tools also play a vital role, with a composite mean of 3.37, aiding students in tracking academic progress, accessing diverse learning resources, and engaging in interactive lessons. Similarly, video conferencing tools received a mean score of 3.37, proving effective in helping students catch up on missed lessons and receive real-time feedback from instructors. Despite these benefits, challenges such as digital illiteracy and time management issues remain prevalent, affecting approximately 110 students (17%) in both areas. Digital learning tools play a pivotal role in promoting student engagement and academic achievement by providing accessible learning materials, interactive platforms, and opportunities for real-time collaboration. The results highlight the critical importance of integrating technology into education to strengthen students' digital literacy, problem-solving abilities, and collaborative skills. However, the effectiveness of these tools depends heavily on factors such as accessibility, teacher training, and the quality of implementation. To fully harness the benefits of digital learning, it is essential to address technical challenges, improve digital literacy, and support students in developing effective time management skills.

RECOMMENDED CITATION

Dinopol, A. A. F., Mancio, G., Quiñones, J., Sabado, S. E., & Viernes, C. (2025). Utilization of Digital Tools in Enhancing Student's Engagement of Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 36.

LEVEL OF ACCESSIBILITY OF LEARNING MANAGEMENT SYSTEM AS PERCEIVED BY SELECTED GRADE 12 WORKING STUDENTS IN HUMSS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*learning management system
(lms); working students; time
management; flexible
learning; accessibility;
progress tracking*

ARTICLE ID

AASGBCPJMRA-B30902

This research investigates how selected Grade 12 working students in the Humanities and Social Sciences (HUMSS) strand at Bestlink College of the Philippines perceive the accessibility of Learning Management Systems (LMS). The study examines the system's influence on various aspects of learning, including ease of access, progress monitoring, interactive features, time management, opportunities for advanced learning, and the development of academic and technical skills. This study utilized a descriptive qualitative research design with a survey questionnaire as the primary data collection method. Findings revealed that Learning Management Systems (LMS) offer significant advantages to students, including easier access to learning materials, effective progress tracking, and enhanced interaction. However, technical difficulties emerged as a major concern in LMS usage. The study highlights the need to improve system accessibility and provide stronger technical support. An action plan is proposed to optimize LMS usability, aiming to create a more flexible and efficient learning environment for working students. This study evaluates the effectiveness of Learning Management Systems (LMS) as perceived by Grade 12 working students, focusing on areas such as accessibility, progress tracking, interactivity, time management, advanced learning, and skill development. Results revealed that LMS positively impacts student learning, with skill development rated highest (3.54), followed by progress tracking (3.52), time management (3.51), interactivity (3.50), and both accessibility and advanced learning (3.49). These findings highlight LMS as an essential tool for balancing academic and work responsibilities, enhancing engagement, and encouraging independent learning. This study evaluates the accessibility of Learning Management Systems (LMS) as perceived by selected Grade 12 working students. It focuses on several key areas: accessibility, progress tracking, interactivity, time management, advanced learning, and skill development. Findings indicate that students strongly agreed on the effectiveness of LMS across all aspects, with progress tracking receiving the highest rating. However, technical issues emerged as the most significant barrier to optimal LMS use. To address these challenges, action plans were proposed to improve system accessibility, enhance technical support, and foster collaboration among administrators, students, and families. Additional recommendations include incorporating features that promote flexible learning, optimize time management, and strengthen student engagement and skill development.

RECOMMENDED CITATION

Dacillo, K., Garcia, R., Garsula, R., Pacalna, H., & Serrano, G. R. (2025). Level of Accessibility of Learning Management System as Perceived by Selected Grade 12 Working Students in HUMSS at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 37.

INFLUENCE OF AUDIOBOOK ADVENTURE STORY IN READING COMPREHENSION SKILLS OF GRADE 1 LEARNERS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

reading comprehension; grade 1 students; punongbayan elementary school; instructional strategies; early education; audiobooks

ARTICLE ID

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This study examines the effect of audiobooks on reading comprehension in Grade 1 students at Raymundo Punong Bayan Elementary School. As audiobooks become increasingly popular in educational settings, this research aims to evaluate their role in improving vocabulary, text understanding, and narrative skills, thereby fostering literacy development and academic success, consistent with findings from previous studies (Callaghan, 2021). The study involved 38 Grade 1 students randomly selected from a total of 181 students at Punongbayan Elementary School through simple random sampling. Data were gathered using standardized pre- and post-tests, each containing 30 items, to measure reading comprehension before and after a week-long intervention involving daily audiobook sessions. Survey questionnaires were also used to collect additional data. The impact of the audiobook intervention was analyzed using statistical methods such as percentage, weighted mean, composite mean, ranking, and the z-test. The results demonstrated strong support for instructional methods designed to enhance reading comprehension. However, statistical analysis showed no significant relationship between the use of audiobooks and the reading comprehension skills of Grade 1 students, as indicated by a p-value greater than 0.05 and a low correlation coefficient. Consequently, the null hypotheses were accepted: there was no significant effect of audiobooks on reading comprehension (Ho1), nor a significant association between the challenges faced by students and their comprehension abilities (Ho2). These findings suggest that the difficulties encountered by Grade 1 learners impact their ability to understand and interpret reading materials. It is recommended that future research explore alternative instructional strategies, possibly combining audiobooks with other effective reading interventions to better support early literacy development. The findings underscore important implications for instructional strategies, particularly the potential of audiobooks to engage students and facilitate learning. This aligns with Constructivist theory, as articulated by Tamsen (2021), which posits that learners actively build their understanding by interacting with educational content. The study suggests that integrating audiobooks into literacy programs may effectively improve reading comprehension. Future research should investigate the long-term effects of audiobooks and their applicability across various demographic settings.

RECOMMENDED CITATION

Calderon, M. N., Habla, J., Itchon, E., Puso, M. J., & Rodriguez, B. (2025). Influence of Audiobook Adventure Story in Reading Comprehension Skills of Grade 1 Learners. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 38.

THE EFFECTIVENESS OF USING BOARD GAMES IN TEACHING MODALS AT GRADE 12 SHS HUMSS STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*board games; humss students;
modals; grammar instruction;
language acquisition;
strategic learning*

ARTICLE ID

AASGBCPJMRA-B31228

This quantitative research investigates the effectiveness of using board games as a teaching strategy to enhance the understanding and usage of modal verbs among Grade 12 Humanities and Social Sciences (HUMSS) students. The study aims to assess how the use of board games influences students' academic performance, engagement, and retention of grammatical concepts, particularly modals. By incorporating play-based learning into grammar instruction, the research highlights an alternative method to support language acquisition in a more interactive and engaging manner. The study employed a quantitative experimental design. A sample group of Grade 12 HUMSS students participated in the intervention. Pre-tests and post-tests were administered to evaluate students' knowledge of modals before and after the use of board games as instructional tools. In addition, engagement surveys were used to measure students' involvement and interest during the learning process. Data collected were analyzed using descriptive statistics and inferential analysis to determine the effectiveness of the teaching method. Findings showed a strong positive response from students regarding the use of board games in grammar instruction. In terms of academic performance, board games received the highest composite weighted mean of 3.46, suggesting that they enhanced critical thinking by encouraging strategic planning and decision-making. Social skills also received a mean of 3.46, indicating that the games fostered peer interaction and relationship-building. Lastly, a weighted mean of 3.40 reflected strong agreement on the overall effectiveness of board games in improving students' understanding and application of modal verbs. The study concludes that board games are effective instructional tools for teaching modals, as they promote both language development and social interaction. Their use led to improved academic performance and student engagement, making them a valuable addition to grammar instruction in senior high school classrooms. The results support integrating interactive learning strategies into English language teaching to enhance student comprehension and participation.

RECOMMENDED CITATION

Dagohoy, J., Lauriano, H., Lejesta, M. Z., Rosit, R., & Viernes, G. (2025). The Effectiveness of Using Board Games in Teaching Modals at Grade 12 SHS HUMSS Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 39.

ASSESSMENT OF LEARNING PLATFORM IN ENHANCING STUDENT ENGAGEMENT IN HUMANITIES AND SOCIAL SCIENCE AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*student engagement; learning
platforms; digital literacy;
knowledge retention;
technology access; learning
platform*

ARTICLE ID

AASGBCPJMRA-B31838

This study examines how the expansion of learning platforms for Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines is transforming education. These platforms deliver personalized content, interactive activities, and immediate feedback, thereby enhancing academic performance and fostering critical thinking, creativity, and collaboration skills. However, challenges such as digital inequalities, limited resources for platform development, and potential impacts on student well-being are also evident. To optimize platform implementation, digital literacy instruction, educator professional development, and robust data privacy measures are essential. An evaluative quantitative research design is employed to assess the impact of learning platforms on student engagement. A cluster sampling technique is used to select 200 Grade 12 Humanities and Social Sciences students. Data are collected through a structured survey questionnaire designed to measure engagement indicators such as participation, knowledge retention, and technology accessibility. Statistical analysis of weighted means and frequencies is conducted to interpret the results. Findings revealed that the learning platform improved knowledge retention and encouraged active participation in academic tasks. However, many students experienced technical difficulties and uneven access to devices, which hindered their ability to engage fully. A lack of contextually relevant content was also reported, contributing to occasional declines in academic performance. The study highlighted critical gaps in existing platform content and digital access. As a result, content audits were undertaken to correct inaccuracies and update materials, and efforts were made to integrate more contextually relevant resources. Additionally, targeted interventions addressed the digital divide by improving device availability and offering time-management workshops to enhance student productivity. These measures collectively increased critical evaluation skills and engagement levels, demonstrating the importance of continuous platform refinement and support structures in digital education.

RECOMMENDED CITATION

Delrosario, P. J. K., Garrido, R., Goyala, N., Mallari, A. C., Medoramente, J. L., & Tablada, L. J. (2025). Assessment of Learning Platform in Enhancing Student Engagement in Humanities and Social Science at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 40.

IMPACT OF COOKING SKILLS ENHANCEMENT ON BTVTED LEARNERS' PRACTICAL COMPETENCIES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*cooking skills; practical
competencies; skill
enhancement; btvted; food
safety; technical-vocational
education*

ARTICLE ID

AASGBCPJMRA-B35795

Cooking plays a vital role in the BTVTED curriculum, serving as a key avenue for developing essential skills such as creativity, accuracy, and time management. At Bestlink College of the Philippines, students exhibited differing levels of success in mastering these cooking skills. Although cooking is deeply rooted in practical application and academic relevance, not all students showed equal progress. This study aims to identify the factors that affect skill development and to explore how proficiency in cooking contributes to shaping competent and effective technical-vocational educators. This study employed a descriptive research design and targeted 20 third-year BTVTED students from Bestlink College of the Philippines – Bulacan Campus during the academic year 2024–2025. Participants were selected through purposive sampling, specifically chosen for their enrollment in a cooking skills enhancement course. Data collection was carried out using a structured survey questionnaire, aimed at assessing students' experiences and progress in developing their cooking competencies. The respondents, primarily aged between 18 and 25, consisted of 80% females and 20% males. Findings revealed notable improvement in the use of kitchen tools, with a mean score of 3.06. Moderate progress was also recorded in areas such as food presentation (2.92), food safety practices (2.96), and overall cooking abilities (2.83). Significant advancement was seen in basic cooking techniques (3.05), although respondents indicated that knife handling and multitasking remained areas for further improvement. The majority acknowledged that the program contributed positively to the enhancement of their culinary competencies. Common challenges faced included inadequate equipment (20 responses), difficulties in group coordination (17), time management issues (18), and a lack of necessary tools (16). Teaching strategies were also identified as a concern by 10 respondents. Notably, no incidents or accidents were reported, indicating adherence to proper kitchen safety measures. The results revealed that the cooking skills enhancement program effectively improved the practical abilities of the respondents. Most participants, particularly those within the 18–25 age group, reported notable progress in areas such as proper use of kitchen tools, application of fundamental cooking techniques, and compliance with food safety standards. Overall, the data suggests a positive impact, with participants gaining increased confidence and competence in culinary tasks. However, recurring challenges—including limited equipment, time management issues, and group coordination difficulties—highlight areas where the program could be refined. Despite these limitations, the study confirms the program's overall success while identifying key aspects that warrant enhancement to optimize future implementation.

RECOMMENDED CITATION

Ayop, N. M., Divina, D., Joson, S. M., Secretario, M. A. V., Taborere, A. J., & Tulipas, M. (2025). Impact of Cooking Skills Enhancement on BTVTED Learners' Practical Competencies at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 41.

THE EFFECTIVENESS OF BOB IN DIFFERENT SPORTS PARTICIPATION OF BPED 2ND YEAR STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*bestlink college of the
philippines; sports
participation; bped students;
planned behavior theory; book
of behavior; physical
education*

ARTICLE ID

AASGBCPJMR-B36343

This study aims to determine the effectiveness of the Book of Behavior (BOB) in enhancing sports participation among second-year Bachelor of Physical Education (BPED) students at Bestlink College of the Philippines. The research is grounded in Icek Ajzen's (1991) Theory of Planned Behavior, which provides a framework for understanding how behavioral intentions influence actual behavior. The study investigates whether the use of BOB improves student engagement and participation in various sports activities. A quasi-experimental research design with a quantitative approach was used. Through purposive sampling, 50 second-year BPED students were selected as participants. The study assessed barriers to active sports participation and the challenges students faced in engaging in different sports. Data were analyzed using frequency, percentage, and weighted mean, and the Wilcoxon signed-rank test was applied to compare pre-test and post-test results to determine the effectiveness of the intervention. The analysis revealed a statistically significant improvement in sports participation following the BOB intervention. The results provided strong evidence to reject the null hypothesis, indicating that BOB had a positive impact on student understanding and behavior. Most participants demonstrated increased engagement in sports activities after the intervention, supporting the conclusion that BOB was effective in promoting sports participation. Based on the findings, the researchers proposed guidelines to improve teaching strategies and promote active student participation in sports. Recommendations were also made to assist teachers in managing classrooms and maximizing engagement during sports activities. Despite its effectiveness, the study noted limitations such as poor lighting conditions, page quality of the material, and environmental factors that may affect the usability and impact of BOB. Addressing these concerns may further enhance its application in educational settings.

RECOMMENDED CITATION

Ablay, R., Adoptante, R. D., Cabatic, J. G., Malunas, L., & Pontillano, J. (2025). The Effectiveness of BOB in Different Sports Participation of BPED 2nd Year Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 42.

HOUSEHOLD RESOURCE MANAGEMENT SUBJECT: ENHANCING THE FINANCIAL LITERACY AMONG 2ND YEAR BTLED STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*household resource
management; financial
literacy; debt management;
btled; budgeting; saving*

ARTICLE ID

AASGBCPJMRA-B37636

This study aims to evaluate the extent to which the Household Resource Management course has enhanced the financial literacy of second-year Bachelor of Technology and Livelihood Education (BTLED) students. Important aspects of financial literacy, including borrowing, debt management, budgeting, saving, investing, and spending, are the focus of the study. It looks at how students' financial habits and general well-being are influenced by the Household Resource Management curriculum across a range of areas. Purposive sampling was used to choose 59 second-year BTLED students for the study, which used a descriptive research approach. A four-point Likert scale was used to rate the respondents' answers. Weighted mean, ranking, and percentage analysis of the data were used to determine the respondents' levels of financial literacy. Based on the findings, the majority of respondents were second year students aged 15 to 20, with 76.27 percent being female and 23.72 percent male. They were highly aware of investing risks and rewards, analyzing market patterns, and borrowing only when necessary. However, they sometimes lacked a budget, spent for convenience, and engaged in impulsive buying. The Household Resource Management subject helped them understand their needs and wants, set savings objectives, and track earnings and allowances. They plan to repay debts and return borrowed funds on time but need further help in incorporating debt management into their financial planning. Overall, the study highlights the need for improvement in financial literacy and budgeting skills among students. The study concludes that the Household Resource Management course significantly enhances the financial literacy of BTLED students. To help students become even more financially proficient, the researchers recommend developing a financial management output. This study provides the groundwork for future research on the subject of financial literacy development in educational settings and contributes to the growing body of knowledge on financial education in technical education.

RECOMMENDED CITATION

Adigue, A., Agatea, P. C., Burzon, M., Lagarde, J. A., & Ramos, S. Y. (2025). Household Resource Management Subject: Enhancing the Financial Literacy Among 2nd Year BTLED Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 43.

STRONG IMPLICATIONS OF COMPUTERIZED LEARNING SYSTEM AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*computerized learning system;
bestlink college; flexible
learning; digital education;
student engagement; digital
proficiency*

ARTICLE ID

AASGBCPJMRA-B39905

This study explores the implications of computerized learning systems as perceived by Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. With the continuous digital transformation in education, the integration of computerized tools has significantly reshaped traditional instructional methods by introducing innovative ways to engage, teach, and evaluate students. This research aims to determine the perceived effectiveness, flexibility, and user satisfaction of computerized learning systems while assessing their role in enhancing student self-efficacy, engagement, and adaptability. The study employed a descriptive quantitative research design. A total of 210 Grade 12 HUMSS students were surveyed using a structured and validated questionnaire. The data gathered were analyzed through statistical tools, including frequency distribution, weighted mean, and ranking, to interpret student perceptions and experiences. Findings indicated that students generally agreed on the positive impact of computerized learning systems. These were seen as effective for academic development (mean = 3.28), improvement of computer literacy (mean = 3.27), and assessment preparation (mean = 3.36). Additionally, computerized systems were viewed as flexible, particularly for accessing course materials anytime (mean = 3.22). However, there remained a notable preference for traditional classroom instruction (mean = 2.90), suggesting that students still value face-to-face learning. The systems also contributed to increased digital confidence and problem-solving skills, enhancing students' self-efficacy. Despite these benefits, technical barriers were identified, such as unstable internet connection (11.35%), platform compatibility issues (11.27%), lack of immediate technical support (10.35%), and limited digital proficiency (9.43%). The results reveal the presence of a digital divide that may limit equitable access to effective digital learning. Nevertheless, computerized learning systems show strong potential in supporting academic success when blended with traditional methods and when technical challenges are addressed. The study recommends a structured action plan to enhance students' digital proficiency. This includes the provision of regular training sessions, upgrading of technological infrastructure, and the integration of adaptive learning tools tailored to student needs. These initiatives aim to optimize the digital learning environment and ensure inclusive and effective technology-supported education.

RECOMMENDED CITATION

Almodiel, S., Dela Cruz, F. M., Haquihaca, A., Letrodo, C., Manlapaz, M. D., & Sultan, M. G. (2025). Strong Implications of Computerized Learning System as Perceived by Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 44.

STRATEGIES AND SELF-MOTIVATION ON SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*bestlink college; student
strategies; self-motivation;
time management; goal
setting; discipline*

ARTICLE ID

AASGBCPJMRA-B41019

Self-motivation plays a critical role in student learning by sustaining engagement and encouraging academic persistence. Related literature emphasizes the importance of time management, discipline, and consistency in cultivating self-driven behavior. This study is anchored on the Self-Determination Theory (1985) by Edward Deci and Richard Ryan, which highlights autonomy, competence, and relatedness as key motivational factors. A schematic diagram illustrating the Input–Process–Output (IPO) model was used to guide the research framework. The primary objective of this study is to explore the strategies and self-motivation levels among selected Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The study adopted an exploratory-descriptive quantitative research design. A total of 212 Grade 12 HUMSS students were selected through cluster sampling to ensure representative data. Data were collected using a validated survey questionnaire designed to assess the students' self-motivation strategies. Statistical tools such as frequency and percentage, ranking, mean, and Likert scale analysis were utilized for data treatment and interpretation. Findings revealed that the most commonly practiced self-motivation strategy was goal setting, reported by 160 students (23.53%). Time management was rated with a mean of 3.33, discipline with 3.42, and consistency with 3.38, all indicating strong agreement regarding their role in fostering motivation. Personal goals emerged as the strongest influence on student motivation, as cited by 154 students (21.10%). Based on these findings, an action plan was proposed to support and enhance self-motivation and learning strategies among Grade 12 HUMSS students. The results underscored the significance of self-motivation and strategic behavior in enhancing student academic performance. Strategies such as setting goals, celebrating small achievements, practicing affirmations, prioritizing tasks, and fostering positive peer influence were perceived as effective. Additionally, consistent application of time management, discipline, and personal consistency contributed to improved learning outcomes. The study emphasizes the need for academic programs to support the development of these self-motivation strategies among senior high school students.

RECOMMENDED CITATION

Bonghanoy, J., Domo, S. D., Marasigan, J., Ragas, D. C., Regencia, A. L., & Salvador, C. (2025). Strategies and Self-Motivation on Selected Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 45.

EFFICACY OF A SAFE LEARNING SPACE ON THE ACADEMIC PERFORMANCE OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*safe learning space; safe
learning environment;
academic performance;
inclusive education; student
engagement; efficacy safe*

ARTICLE ID

AASGBCPJMR-B42718

Bullying and related issues are among the key hindrances that cause students to feel unsafe and insecure within the school environment. In response, the Department of Education issued Regional Memorandum No. 210, S. 2024, which outlines the implementation of the Safe Spaces Act in Basic Education. This directive promotes learners' well-being, inclusive education, and a positive learning environment. A key approach is fostering respect for individual differences among students. Guided by Abraham Maslow's Hierarchy of Needs, this study examines how fulfilling students' basic needs within a safe space contributes to their academic development. The researchers formulated statements and questions to identify gaps related to safe learning environments and their effect on students' academic performance. This study utilizes an exploratory-quantitative research design to gain insights into the impact of a safe learning space. The respondents consist of Grade 11 Humanities and Social Sciences students. A quota sampling technique was employed to ensure balanced representation and minimize sampling bias. Data were collected through survey questionnaires and analyzed using various statistical tools to determine trends and identify significant factors affecting students' academic experience. The study revealed that the primary hindrances to establishing a safe learning environment were noise (28.6%), judgment (21.8%), peer pressure (21.1%), bullying (15.3%), and indifference (13.1%). These factors significantly influenced students' comfort and ability to focus in class. In response, the researchers formulated an action plan aimed at fostering a safer and more inclusive classroom environment. This plan is intended to help students feel secure and supported, thus encouraging greater academic engagement and participation. The findings demonstrated that the presence or absence of a safe learning environment directly affects student academic performance. The variables identified—noise, judgment, peer pressure, bullying, and indifference—serve as obstacles to student engagement and success. The proposed action plan outlines measures to improve classroom safety and support systems. The researchers recommend that both teachers and students actively participate in promoting a safe and inclusive environment to enhance academic outcomes. Ultimately, the study underscores the importance of cultivating a safe learning space as a foundation for meaningful student involvement in academic activities.

RECOMMENDED CITATION

Cabalza, E. M., Castañeda, P. J., Gabuya, A., Marang, I. J., & Patricio, R. (2025). Efficacy of a Safe Learning Space on the Academic Performance of Grade 11 Humanities and Social Sciences Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 46.

EFFICACY OF GRAFOSOFOS BY DEVELOPING WRITING SKILLS IN CAMPUS JOURNALISM AMONG THIRD-YEAR ENGLISH MAJOR AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*writing skills; campus
journalism; english majors;
grafosofos; digital tools;
instructional material*

ARTICLE ID

AASGBCPJMRA-B45470

This study aims to determine the efficacy of GrafoSofos in developing writing skills in campus journalism among third-year English majors at Bestlink College of the Philippines. It focuses on respondents' profiles in terms of age, sex, experience with digital tools, and prior experience in journalism. The utilization of GrafoSofos, an instructional material designed to improve students' writing proficiency, is examined to assess its effectiveness in enhancing journalistic writing skills. The study utilizes a quasi-experimental design. A total of 50 third-year English major students, composed of 10 males and 40 females, were selected as participants. Pre-tests and post-tests were administered to assess the development of writing skills before and after the use of GrafoSofos. The evaluation concentrated on journalistic style, grammar, punctuation, and vocabulary, with scoring based on a structured rubric. The instructional material served as the main intervention between the assessments. Findings revealed a significant improvement in writing performance after the use of GrafoSofos. The post-test results showed a marked increase in scores, with an overall mean of 4.42, which was verbally interpreted as excellent. These results indicate that the instructional tool effectively enhanced the writing skills of third-year English majors, particularly in terms of journalistic clarity, structure, and language usage. The study concludes that effective written communication is essential for academic and professional success. The integration of GrafoSofos demonstrated positive outcomes in improving coherence, creativity, and clarity in student writing. Its interactive features, immediate feedback mechanisms, and content-focused activities contributed to measurable skill development. Based on the findings, the study recommends incorporating GrafoSofos more broadly into the English curriculum to support writing instruction in campus journalism and enhance digital literacy in academic writing contexts.

RECOMMENDED CITATION

Canlas, J. I., Navales, F. D., Tolidanes, K. J., Ventocilla, K., & Vistal, A. J. (2025). Efficacy of Grafosofos by Developing Writing Skills in Campus Journalism Among Third-Year English Major at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 47.

PERCEPTION OF ENVIRONMENTAL AWARENESS BY GRADE-12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*bestlink college of the
philippines; environmental
awareness; environmental
education; tree-planting
program; curriculum
integration; grade 12 humss*

ARTICLE ID

AASGBCPJMRA-B46397

Environmental awareness is crucial in shaping a healthier and more sustainable world. Trees play a key role in this effort by purifying the air, providing essential materials such as paper and wood, filtering rainwater, and acting as natural buffers against flash floods. This study investigates the benefits of tree-planting activities for Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. It aims to underscore the impact of such initiatives on enhancing students' environmental consciousness while addressing a gap in current research on youth participation in ecological sustainability. This study utilized an evaluative research method to assess students' perceptions of tree-planting programs. Data were gathered through cluster sampling, using a survey questionnaire and statistical tools to measure the effectiveness of the initiatives. Students' awareness levels were classified into four categories: Highly Aware, Aware, Least Aware, and Not Aware. The research also examined key strategies for promoting environmental awareness, including curriculum integration, awareness campaigns, and tree-adoption programs. The results indicated that promotional strategies for environmental awareness were highly effective, with a rating of 99.99%, particularly through educational campaigns, digital media, posters, hands-on activities, and recognition programs. The overall effectiveness of environmental awareness efforts received a high weighted mean of 3.54, especially in curriculum integration, awareness campaigns, and tree-adoption programs. Among these, the tree-adoption program was considered the most impactful. Respondents identified the top benefits of environmental awareness as improved air quality, stronger advocacy efforts, and a more supportive learning environment. The overall perception of environmental awareness benefits was rated at 100.01%. Environmental awareness is not merely an extracurricular activity but a powerful educational approach that encourages students to actively contribute to sustainability. Establishing formal tree-planting programs within schools can significantly enhance environmental consciousness and foster responsible conservation practices. To sustain these efforts, an action plan is recommended to promote continuous student involvement and ensure long-term impact that reaches beyond the school community. By cultivating environmental awareness, learners can help create a cleaner, greener, and more sustainable future for the generations to come.

RECOMMENDED CITATION

Abanto, G., Calderon, S., Laboguen, R. M., Sanjose, J., & Vasquez, D. (2025). Perception of Environmental Awareness by GRADE-12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 48.

PROFESSIONAL DEVELOPMENT AND EMPLOYEE ENGAGEMENT OF THE TEACHING PERSONNEL IN A HIGHER EDUCATION INSTITUTION IN QUEZON CITY

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*employee engagement;
teaching personnel;
engagement strategies;
professional development;
institutional support; training
guidelines*

ARTICLE ID

AASGBCPJMRA-B47240

Professional development plays a crucial role in strengthening the skills, knowledge, and expertise of teaching personnel. This study aims to evaluate the relationship between professional development—specifically in the areas of continuous learning, classroom management, relationship building, technological proficiency, and career goal setting—and employee engagement, which is assessed through cognitive, emotional, and physical aspects. Additionally, the study seeks to identify the barriers that prevent teaching staff from fully participating in professional development initiatives. This study adopted a descriptive-correlational research design to explore the relationships among the key variables. The participants consisted of 104 teaching personnel from the College of Hospitality, Tourism, Business, Accountancy, and Management (CHTBAM). Cluster sampling was utilized to determine the sample group, and data collection was conducted through a researcher-developed survey questionnaire. For data analysis, the study employed statistical techniques including weighted mean, Pearson *r* correlation, and ranking procedures. The study found that teaching personnel strongly value professional development in all key areas, emphasizing the need for institutional support to encourage continuous learning and professional growth. Respondents also demonstrated high levels of cognitive, emotional, and physical engagement, indicating a strong commitment to their roles. A moderate positive correlation was observed between professional development and employee engagement, implying that while professional development plays a significant role, other personal and organizational factors also influence engagement levels. Financial constraints were identified as the primary barrier to participation, followed by time limitations and heavy workloads. Despite recognizing the benefits of professional development, these obstacles continue to limit full participation among teaching staff. The study underscores the critical role of institutional support in promoting professional development tailored to the needs of teaching personnel as a strategy to enhance employee engagement. Drawing from the study's findings, a set of recommended guidelines for professional development was formulated to strengthen and sustain engagement among educators.

RECOMMENDED CITATION

Arellano, B. H., Balce, M., Cortes, C., Entendez, C., & Poliquit Jr., E. (2025). Professional Development and Employee Engagement of the Teaching Personnel in a Higher Education Institution in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 49.

EFFECTIVENESS OF TEACHING LITERATURE USING AUDIO-VISUAL AID TO SENIOR HIGH SCHOOL STUDENTS UNDER HUMANITIES AND SOCIAL SCIENCE STRAND (HUMSS)

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*senior high school; literature
teaching; humss students;
audio-visual aids; learning
engagement; technology
integration*

ARTICLE ID

AASGBCPJMR-B48743

Teachers continuously explore varied instructional strategies to improve student engagement and comprehension, particularly in literature. In today's digital age, students are highly exposed to technology, prompting educators to integrate tech-based tools such as audio-visual aids into classroom instruction. While these tools often receive positive feedback for enhancing learning outcomes, they may also pose challenges when not properly implemented. This study investigates the effectiveness of using audio-visual materials in teaching literature—specifically poetry—to senior high school students under the Humanities and Social Sciences (HUMSS) strand. A quasi-experimental research design is employed to assess the effectiveness of audio-visual aids. The study involves a selected group of HUMSS students, with data gathered through pre-tests, post-tests, and surveys. Statistical tools such as frequency, percentage, weighted mean, standard deviation, and t-test are used to interpret the results and measure the impact of the intervention. The demographic profile shows that the majority of respondents are aged 18 to 20, with a slight majority being female (52%). Findings reveal that students responded positively to the use of audio-visual aids in learning poetry, with a composite weighted mean of 4.11. These materials enhanced comprehension by facilitating quicker information processing and simplifying complex ideas. However, a neutral mean score of 3.36 regarding limitations indicates that students still value physical and collaborative learning experiences. A notable improvement is observed from pre-test ($M = 4.12$) to post-test ($M = 6.18$), supported by a t-statistic of 2.01 and a p-value of 7.90, affirming the significant impact of audio-visual materials on learning outcomes. Despite minor challenges such as technical difficulties and occasional visual comprehension issues, the study concludes that audio-visual aids substantially improve student engagement and understanding of poetry. These materials make abstract literary concepts more tangible and enjoyable for students. The findings suggest the importance of enhancing the design and delivery of audio-visual content to accommodate diverse learning preferences and further enrich the literature learning experience.

RECOMMENDED CITATION

Cinco, H. J., Del Mundo, M., Manuel, R. J., & Riego, A. (2025). Effectiveness of Teaching Literature Using Audio-Visual Aid to Senior High School Students Under Humanities and Social Science Strand (HUMSS). *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 50.

STUDENTS PERCEPTION OF SAFETY AND SECURITY CONCERNS OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES STRAND AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*security concerns; bestlink
college; safety perception;
student safety; campus
security; school environment*

ARTICLE ID

AASGBCPJMRA-B49539

This study examines the perceptions of Grade 11 Humanities and Social Sciences (HUMSS) students regarding safety and security at Bestlink College of the Philippines. It assesses existing security concerns and evaluates the effectiveness of safety protocols within the school environment. By identifying issues related to the school area, student safety, and academic performance, the study aims to provide relevant data to inform administrators and support the enhancement of security policies and practices. A descriptive-evaluative quantitative research design was employed to assess the perceptions of 133 Grade 11 HUMSS students. Using quota sampling, data were collected through validated survey questionnaires reviewed by subject matter experts for content accuracy and clarity. Surveys were administered and retrieved in person to ensure the reliability and integrity of the collected data. Analysis of the data revealed that concerns related to the school area (25.75%) and student safety (28.17%) were the most pressing issues, as identified by the respondents. Among the measured factors, academic performance received the highest weighted mean rating (3.33), indicating that students perceive a strong connection between safety and their academic focus. Based on the findings, a proposed action plan includes enhancements in surveillance, the implementation of stricter security protocols, and more visible security presence on campus. The study emphasizes that student safety and the physical school environment are key concerns for Grade 11 HUMSS students. Their perceptions underscore the need for improved safety measures and consistent security operations. All evaluated areas—school surroundings, safety concerns, and academic performance—received strong agreement ratings, confirming students' shared sentiments about campus security. The proposed recommendations aim to improve surveillance accuracy, strengthen security personnel reliability, and promote a more secure and supportive academic atmosphere.

RECOMMENDED CITATION

Bucog, G., Dalida, C., Galauran, X. C., Mendoza Jr., O., & Santos, S. A. (2025). Students Perception of Safety and Security Concerns of Grade 11 Humanities and Social Sciences Strand at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 51.

ASSESSMENT OF HOUSEKEEPING PRACTICES TOWARDS THE EFFECTIVENESS OF OJT PROGRAM OF HOSPITALITY MANAGEMENT STUDENTS OF BCP

ABSTRACT

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Education

KEYWORDS

housekeeping practices;
hospitality education;
on-the-job training;
experiential learning;
operational efficiency

ARTICLE ID

AASGBCPJMRA-B51171

The hospitality industry relies on effective housekeeping to deliver high-quality service, maintain safety standards, and optimize operational efficiency. In Hospitality Management education, on-the-job training (OJT) programs integrate practical experiences that bridge theory and industry practice. A dedicated housekeeping laboratory exercise can reinforce learning by allowing students to develop hands-on skills, understand housekeeping responsibilities, and build the confidence required for professional performance. This study assesses how housekeeping practices support the effectiveness of the OJT program for fourth-year Hospitality Management students at Bestlink College of the Philippines. A descriptive quantitative design was employed to evaluate the impact of practical housekeeping exercises on student preparedness. Fifty fourth-year Hospitality Management students participated in the study, selected through purposive sampling to ensure relevance to the research objectives. Data were collected via a structured questionnaire that measured students' perceptions of skill development, operational efficiency, and readiness for industry standards. The instrument was developed through a literature review of housekeeping training methods and validated for clarity and content. Hands-on training in housekeeping was found to significantly enhance students' technical skills, time management, and overall confidence in performing industry tasks. Participants rated their ability to execute cleaning procedures, manage supplies, and comply with safety protocols as markedly improved following laboratory exercises. The data indicated that practical exposure increased alignment with professional benchmarks and contributed to higher self-reported preparedness for OJT placements. Experiential learning was identified as the most influential factor in boosting employability skills and fostering teamwork. The findings demonstrated that integrating practical housekeeping exercises into the curriculum strengthened the OJT program's outcomes. As a result, it was recommended that the program emphasize core competencies—such as bed making, surface sanitation, and inventory control—through simulation and guided practice. Additional suggestions included investing in updated laboratory equipment, incorporating continuous performance assessments, and promoting strategies for stress management and professional communication. By addressing identified gaps and providing structured support, the OJT program can better equip students for the demands of the hospitality workforce and contribute to sustained professional development.

RECOMMENDED CITATION

Macabani, A., Macasa, J. R., Maraggun, A., Pati, A. J., & Severo, J. (2025). Assessment of Housekeeping Practices Towards the Effectiveness of OJT Program of Hospitality Management Students of BCP. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 52.

EFFECTIVENESS OF PARASOL IN TEACHING SINGULAR AND PLURAL NOUNS

ABSTRACT

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Education

KEYWORDS

*singular nouns; plural nouns;
parasol strategy; sentence
construction; second-grade
pupils; language learning*

ARTICLE ID

AASGBCPJMRA-B51670

This study investigates the effectiveness of the Parasol strategy in teaching singular and plural nouns to second-grade pupils at San Bartolome Elementary School. A total of 45 pupils participated, with 20 from Section Saging and 25 from Section Mangga. The researchers utilize pre-tests and post-tests to assess vocabulary acquisition and sentence construction skills. The primary aim is to evaluate how effectively the Parasol method supports the learning of singular and plural nouns while enhancing students' vocabulary and grammatical usage. This study seeks to provide insight into the pedagogical impact of using Parasol as a teaching tool for improving foundational grammar skills among young learners. This study adopts a causal-comparative research design. Forty-five students from San Bartolome Elementary School are selected through random sampling. To collect the necessary data, the researchers administer both a pre-test and a post-test focused on vocabulary and sentence construction. Data are analyzed using statistical tools, including percentage, weighted mean, and Z-test, to determine the effectiveness of the Parasol teaching strategy. The results indicate that 53% of the respondents were aged 9 to 10 years, and 58% were female. Among the vocabulary items, Vocabulary No. 2 obtained the highest weighted mean of 3.8 during both the pre-test and post-test, while Vocabulary No. 3 had the lowest at 3.6. In sentence construction, Vocabulary No. 1 achieved the highest mean at 3.53, while again, Vocabulary No. 3 showed the lowest at 3.6. These findings highlight that integrating vocabulary and sentence construction activities proved beneficial for student understanding. The significant improvement in post-test scores suggests that the use of engaging and structured instructional materials such as the Parasol strategy effectively supports academic achievement in language learning. In conclusion, the use of the Parasol teaching strategy has been found effective in improving the vocabulary and sentence construction abilities of second-grade learners. This method promotes not only stronger reading and grammar skills but also cultivates a foundation for lifelong learning and intellectual development. Addressing individual learning difficulties through this strategy supports more meaningful learning experiences and better retention of concepts related to grammar and vocabulary.

RECOMMENDED CITATION

Concepcion, A. M., Lopez, G., Manset, K. A., Medenilla, G. A. J., & Villanueva, C. (2025). Effectiveness of Parasol in Teaching Singular and Plural Nouns. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 53.

INFLUENCE OF MEDIA ON SEXUAL HEALTH PERCEPTIONS OF SELECTED 4TH YEAR COLLEGE STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*sexual health education;
media content; student health;
informed decision-making;
evidence-based information;
awareness campaigns*

ARTICLE ID

AASGBCPJMRA-B54700

This study investigates the influence of social media on the sexual health perceptions of fourth-year college students. As digital platforms become increasingly prominent sources of information, it is important to assess how exposure to online content shapes students' knowledge, attitudes, and decision-making regarding sexual health. The research examines key factors such as demographic profiles, patterns of social media usage, and the nature of sexual health content encountered online. Through this analysis, the study aims to determine the extent to which social media contributes to shaping young adults' understanding and perspectives on sexual health. This study utilized a quantitative correlational research design to examine the relationship between social media exposure and sexual health perceptions among college students. A stratified random sampling technique was employed to select 342 fourth-year students from three academic programs at Bestlink College of the Philippines. Data were collected through a standardized, in-person survey questionnaire that measured levels of media exposure and perceptions related to sexual health. Statistical analysis was conducted to determine the presence and strength of any significant correlations between media consumption and students' sexual health perceptions. The results reveal no statistically significant relationship between media exposure and students' perceptions of sexual health. Nevertheless, the study emphasizes that the media continues to serve as a key source of sexual health information, offering accessible educational resources and enhancing general awareness. While media exposure may not directly influence perceptions, it plays an important role in disseminating knowledge and supporting students in making informed decisions about their sexual health. In light of the findings, the study recommends enhancing sexual health education by incorporating accurate, evidence-based media content—such as news articles, educational videos, and interactive learning tools—to provide students with comprehensive and accessible information. It also suggests that universities implement targeted awareness campaigns to address misconceptions and fill gaps in students' understanding of sexual health. Additionally, the integration of comprehensive sex education into the academic curriculum is strongly encouraged to ensure students are equipped with reliable, science-based knowledge that supports informed decision-making and responsible behavior. .

RECOMMENDED CITATION

Abiera, M. A., Bengala, M. A., Bombita, M., Cañete, J., & Erismas, Z. R. (2025). Influence of Media on Sexual Health Perceptions of Selected 4th Year College Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 54.

TECHNOLOGY INTEGRATION IN TEACHING HOME ECONOMIC SUBJECT: BASIS IN DEVELOPING VIDEO LESSON AMONG GRADE 12 STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*technology integration;
bestlink college; home
economics education; video
lessons; student engagement;
digital literacy*

ARTICLE ID

AASGBCPJMRA-B55029

The integration of technology in teaching Home Economics significantly influences both teaching practices and student learning outcomes. Although many educators have access to digital tools and hold positive attitudes toward technology, its application in Home Economics classrooms remains limited. Previous studies, such as those conducted in Hong Kong, revealed that teachers with limited formal training perceived the subject as less complex, underscoring the need for specialized expertise in effective instruction. This study aims to assess the impact of technology integration in Home Economics education and serve as a foundation for developing instructional video lessons for Grade 12 students at Bestlink College of the Philippines. A descriptive research design using a quantitative approach was employed. The study focused on Grade 12 students under the Home Economics strand. A total of 50 participants were selected through cluster sampling. Data were gathered using a structured survey questionnaire designed to measure the effectiveness of technology integration in terms of academic performance, skills development, and access to learning resources. The findings indicated that the integration of technology had a significant positive effect on students' academic performance, skill acquisition, and access to information. The majority of respondents strongly agreed that technology improved their ability to understand complex concepts and enhanced their overall learning experience. These outcomes support the assertion that digital tools facilitate deeper engagement and more effective instruction. The study concludes that the use of technology in teaching Home Economics not only enhances students' educational experience but also strengthens their digital literacy. This includes improved communication, navigation of online platforms, and the use of educational software. Technology has made learning more interactive and accessible, encouraging greater student participation and motivation. It also equips students with essential tools for completing tasks efficiently and collaborating with instructors and peers. These findings support the development of video-based instructional materials as a strategic approach to enhance teaching and learning in Home Economics.

RECOMMENDED CITATION

Batan, J. M., De Vera, L. R., Josue, M. J., & Valenzuela, H. A. (2025). Technology Integration in Teaching Home Economic Subject: Basis in Developing Video Lesson Among Grade 12 Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 55.

EVALUATION OF STUDENT ENGAGEMENT IN DIGITAL PLATFORMS AND THE LEARNING EXPERIENCE OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*digital platforms; student
engagement; learning
experience; social awareness;
educational technology; humss*

ARTICLE ID

AASGBCPJMRA-B55770

This study explores the engagement of Grade 12 Humanities and Social Sciences (HUMSS) students with digital platforms such as visual storytelling, online marketplaces, and crowdsourcing. It aims to evaluate how these platforms influence learning experiences by examining behavioral risks and educational outcomes. Notable challenges include the prevalence of misinformation, mental health concerns, and issues related to financial literacy. The study underscores the need to balance digital participation with responsible online behavior, equipping educators with insights to better support students and prepare them for the demands of a digital society. The study adopts a descriptive quantitative design using cluster sampling to select participants from Bestlink College of the Philippines. A structured survey questionnaire served as the primary research instrument to assess student engagement across various digital platforms. The tool measured aspects of learning management, assessment practices, accessibility, and student interaction. The study particularly focused on the significance of creativity-based evaluation systems in enhancing student participation and educational outcomes. The analysis revealed that digital platforms significantly contributed to the students' academic development and access to educational resources. A weighted mean of 3.31 indicated strong agreement among respondents regarding the effectiveness of digital tools in providing accessible learning materials and timely updates. While learning management systems were deemed beneficial, some students experienced confusion in navigating these tools. The study also identified difficulties related to authentic assessment planning, highlighting three theoretical perspectives that influence students' understanding of assessment authenticity. The findings emphasize the value of digital platforms in modern education while acknowledging the persistent challenge of misinformation. An action plan is proposed to promote critical thinking, social awareness, and reflective learning practices to counteract misleading content online. Enhancing student confidence and digital literacy is also recommended to maximize the benefits of digital tools. These strategies aim to foster responsible engagement and improve the overall learning experience for HUMSS students in digital environments.

RECOMMENDED CITATION

Adarayan, D. K., De Chavez, M., Latina, N. A., Makiling, R., Manatad, I., & Marcellana, A. L. (2025). Evaluation of Student Engagement in Digital Platforms and the Learning Experience of Grade 12 Humanities and Social Sciences Student at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 56.

EQUIPPING HOSPITALITY MANAGEMENT STUDENTS WITH THE NECESSARY SKILLS AND KNOWLEDGE TO THRIVE IN AN AI DRIVEN HOSPITALITY INDUSTRY

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Education

KEYWORDS

*hospitality management;
hospitality education;
technology in hospitality;
smart hospitality; hospitality
tr; artificial intelligence*

ARTICLE ID

AASGBCPJMRA-B58420

This study examines how well Hospitality Management students are being prepared to meet the growing demands of artificial intelligence (AI) integration within the hospitality industry. As AI increasingly shapes guest experiences, streamlines property management, and enhances operational efficiency, students must develop relevant technical and practical competencies. The research focuses on evaluating the extent to which the current Hospitality Management curriculum equips students with AI-related skills. Specifically, it investigates gaps in educator expertise, access to modern technological resources, curriculum alignment with industry needs, institutional adaptability to change, and the availability of seminars and training opportunities aimed at AI literacy. This study adopted a quantitative research design, employing a structured survey to assess the preparedness of Hospitality Management students in relation to AI integration in the industry. A total of 200 respondents from all four academic year levels at Bestlink College of the Philippines participated in the study. Stratified sampling was utilized to ensure proportional representation across year levels, while convenience sampling facilitated the selection of available and willing participants. The survey instrument measured students' perceived preparedness, access to AI-related tools, and the challenges encountered in learning AI concepts. Data were analyzed using descriptive statistical methods, with findings presented through frequency and percentage distributions to highlight key trends and insights. The findings indicate that most respondents were between 19 and 23 years old, with a majority enrolled as first-year students. Gender distribution was nearly balanced. While students acknowledged that their instructors possessed foundational knowledge of artificial intelligence, they emphasized the need for deeper and more structured integration of AI-related topics within the Hospitality Management curriculum. Although AI tools and resources were reportedly available, students noted limitations in accessibility and a lack of opportunities for practical, hands-on application. Respondents expressed a greater interest in acquiring foundational AI competencies and guest-facing technological skills, while showing less priority for AI applications in marketing or event management. Major challenges identified included outdated instructional materials and minimal exposure to real-world AI implementations, both of which hindered their preparedness for the industry's technological demands. The study concludes that the existing Hospitality Management curriculum lacks the depth and practical focus needed to equip students with the competencies required in an increasingly AI-driven hospitality industry. To address this gap, the research recommends comprehensive curriculum reform that emphasizes the integration of real-world AI tools, experiential learning opportunities, and industry-relevant training modules. Strengthening these areas will better align academic preparation with the technological advancements and evolving skill demands of the modern hospitality sector.

RECOMMENDED CITATION

Badiana, J. J., Balbin, A., Basario, C., Chavez, R., & Planas, I. (2025). Equipping Hospitality Management Students with the Necessary Skills and Knowledge to Thrive in an AI Driven Hospitality Industry. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 57.

EVALUATING THE EFFECTIVENESS OF VISUAL AIDS IN TEACHING AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*visual aids; teaching
strategies; content clarity;
instructional materials;
student comprehension;
technical checks*

ARTICLE ID

AASGBCPJMRA-B60664

This study explores the effectiveness of visual aids as an instructional medium for Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It specifically examines how visual aids contribute to the teaching-learning process in terms of informational clarity and accuracy, relevance to lesson objectives, simplicity and visual design, and their overall ability to engage students and enhance comprehension. The study adopted an exploratory research design and implemented a cluster sampling method to identify participants. A systematically designed questionnaire was distributed to 200 selected Grade 12 students to collect data on their experiences with visual aids, focusing on both their frequency of use and the challenges faced during instruction. The results indicate that PowerPoint presentations were the most effective visual aids for Grade 12 HUMSS students, followed by infographics/posters and graphs/charts. Insights gathered from 200 respondents underscored the value of visual aids in enhancing clarity, engagement, and information retention. Students highlighted the effectiveness of legible text, accurate content, and the use of relevant, relatable examples in facilitating understanding. While many favored clean, minimalist designs with thoughtful color schemes, several concerns were also raised, such as overly small text, low-resolution images, excessive information, and occasional technical difficulties. Despite these challenges, visual aids were broadly recognized as instrumental in improving comprehension, sustaining attention, and promoting active participation. The findings further suggest the importance of tailoring visual materials to learner preferences to foster more meaningful and effective educational experiences. The study affirms that visual aids play a vital role in enhancing students' learning experiences and deepening their understanding of lesson content. To address existing challenges in their implementation, a comprehensive action plan has been proposed. This plan includes seminars on effective content selection, targeted training sessions for improving visual clarity, pre-instructional content validation, and routine technical inspections. It emphasizes a collaborative approach involving teachers, resource speakers, and school administrators to ensure that visual aids are pedagogically sound, visually accessible, and technologically functional. By fostering cooperation and capacity-building among key stakeholders, the proposed plan aims to elevate the overall quality of instruction and enrich the teaching-learning environment through the strategic use of visual materials.

RECOMMENDED CITATION

Armada, J. K., Doinog, J. J., Mondia, F. I., Osing, J., & Tolentino, J. F. (2025). Evaluating the Effectiveness of Visual Aids in Teaching as Perceived by Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 58.

INFLUENCE OF ASTRID IN VOCABULARY DEVELOPMENT OF GRADE 2 PUPILS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*grade 2 students; astrid
program; vocabulary
development; animated
storytelling; early literacy;
digital learning*

ARTICLE ID

AASGBCPJMRA-B62087

Melencio M. Castelo Elementary School in Quezon City conducted a study on the effectiveness of Animated Storytelling Through Digital (ASTRID) in enhancing the vocabulary skills of fifty Grade 2 students. Prompted by UNICEF's warning of a global education crisis—where a significant number of 10-year-olds struggle with reading comprehension—the study aimed to strengthen early literacy by integrating engaging digital storytelling techniques into classroom instruction. This study utilized a quantitative approach with a causal-comparative design and purposive sampling, grounded in Reader Response Theory, which emphasizes the reader's active engagement in interpreting text. By incorporating animation and digital storytelling, the researchers aimed to create a more dynamic and immersive reading experience. This approach was intended to enhance students' vocabulary acquisition, phonemic awareness, and listening comprehension. The results indicated a significant improvement in vocabulary development among students who participated in the ASTRID program. Pre-test and post-test comparisons showed an increase in mean scores from 6.40 to 8.72. Statistical analysis revealed a z-value of -3.7735 and a p-value of 0.000161, confirming a statistically significant difference between the two sets of scores. These findings provide strong evidence that the ASTRID program effectively enhances vocabulary acquisition. Moreover, this study provides valuable insights for educators and future research. Its findings can inform the creation of effective digital learning materials and teaching strategies tailored for Grade 2 classrooms. The success of ASTRID highlights the powerful role of storytelling and technology in enhancing vocabulary and reading skills. This research advocates for the wider implementation of similar programs to help address the global education crisis. Future studies could examine the long-term impacts of ASTRID and its applicability across various age groups and educational settings.

RECOMMENDED CITATION

Durin, L., Godinez, S., Gonzaga, D. J., Morales, G., & Serrano, R. A. (2025). Influence of Astrid in Vocabulary Development of Grade 2 Pupils. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 59.

EFFECTIVENESS OF SML IN IMPROVING KNOWLEDGE IN BASKETBALL SKILLS AMONG 1ST YEAR FEMALE BPED STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*basketball skills; bped
students; scan me and learn;
physical education; interactive
learning; visual learning*

ARTICLE ID

AASGBCPJMRA-B64498

Scan Me and Learn (SML) is an innovative instructional material that utilizes QR codes and interactive technologies to enhance the learning experience. This study explores the effectiveness of the SML approach in improving basketball knowledge and skills among first-year female BPED students at Bestlink College of the Philippines. By comparing the performance of an experimental group using SML with a control group exposed to traditional teaching methods, the study aims to determine the impact of technology-enhanced learning in physical education, particularly in developing foundational basketball competencies. A quasi-experimental research design is employed, involving thirty first-year female BPED students. Participants are divided into control and experimental groups. The study uses pretest and post-test measures to evaluate knowledge and performance in basketball, focusing on skills such as dribbling, passing, and understanding of game rules. Data are gathered using structured tools and analyzed through statistical measures, including mean scores, standard deviation, and Z-test values, to assess significant differences in learning outcomes. The majority of respondents are aged 18 to 19, with 70% reporting no prior experience in basketball. Among the SML components, Arcademics posting received the highest effectiveness rating ($\bar{x} = 2.57$), while facilities scored the lowest ($\bar{x} = 1.63$). The most improved area was understanding game rules ($\bar{x} = 3.30$), with dribbling showing the least improvement ($\bar{x} = 2.63$). Pretest analysis yielded a p-value of 0.046, indicating significant deviation, while the post-test p-value of 0.075 approached a normal distribution. Mean scores increased notably from pretest ($M = 12.50$, $SD = 3.90$) to post-test ($M = 17.63$, $SD = 5.32$), with a significant performance difference ($Z = -4.80$, $p = 0.00$). However, 36% of students reported misunderstandings while using SML, highlighting areas for refinement in the implementation process. The study concludes that the SML strategy is an effective tool in enhancing basketball knowledge and skills among first-year female BPED students. Significant post-test improvements in dribbling, passing, and rule comprehension affirm the instructional value of SML. Despite challenges such as technological barriers and occasional learner confusion, the findings underscore the importance of integrating creative, technology-based methods into physical education. The success of SML suggests promising potential for broader application across various sports and instructional settings, contributing to more engaging and effective learning experiences.

RECOMMENDED CITATION

Dian, B. J., Morales, R. A., Pilpa, K., Taglay, E. E., & Vicente, E. (2025). Effectiveness of SML in Improving Knowledge in Basketball Skills Among 1st Year Female BPED Students in Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 60.

EFFECTS OF THE WRITE WHEEL ON WRITING SKILLS OF GRADE 5 STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*writing skills; enhanced
writing performance; creative
learning tools; sensory
engagement; cognitive
processing; motor
coordination*

ARTICLE ID

AASGBCPJMRA-B64635

This study aims to examine the effects of the "Write Wheel" on the writing skills of Grade 5 students during classroom discussions. Writing is a foundational academic skill that supports the development of grammar, vocabulary, spelling, sentence construction, and persuasiveness. According to Pawliczak et al. (2021), creative writing activities are among the most effective strategies for enhancing writing proficiency. This study focuses on how the "Write Wheel," a tactile and interactive learning tool, contributes to improvements in key areas of writing performance. A quantitative approach using a correlational research design was employed. The respondents consisted of 40 Grade 5 students from Urduja Elementary School, selected through purposive sampling. A survey questionnaire served as the main instrument for data collection. The collected data were analyzed using statistical tools, including percentage, ranking, weighted mean, Likert scale, and z-test, to measure the effectiveness of the "Write Wheel" on the targeted writing components. The findings indicated that the "Write Wheel" significantly enhanced writing performance in the areas of grammar, vocabulary, spelling, sentence construction, and persuasiveness. Statistical analysis showed a notable improvement between the pre-test and post-test scores, with a p-value of < 0.00001 , demonstrating a statistically significant impact. These results confirm the effectiveness of the "Write Wheel" in improving students' overall writing abilities. This study supports the Sensory Stimulation Theory, which suggests that learning is more effective when multiple senses are engaged. The "Write Wheel" engages the sense of touch, thereby improving concentration, motor coordination, and cognitive processing during writing tasks (Kwakye et al., 2021). Both teachers and students benefit from using this tool, as it makes writing more engaging, interactive, and effective. The study recommends integrating the "Write Wheel" into regular classroom instruction, extending its application to other grade levels, and conducting further research to examine its long-term effects on writing proficiency. By adopting innovative tools like the "Write Wheel," educators can foster more dynamic learning environments and contribute to students' academic growth.

RECOMMENDED CITATION

Bandiola, M. G., Daguplo, A., Fermino, J., Ulbata, N. R., & Vargas, J. (2025). Effects of the Write Wheel on Writing Skills of Grade 5 Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 61.

LEVEL OF AWARENESS ON SOCIAL MEDIA ETIQUETTES AMONG SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*bestlink college of the
philippines; social media
etiquette; responsible social
media use; grade 12 humss
students; online behavior;
online communication*

ARTICLE ID

AASGBCPJMR-B66242

This study aims to investigate the level of awareness of social media etiquette among selected Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Emphasizing respect, honesty, and responsible digital behavior, the research seeks to evaluate students' understanding of appropriate online conduct while acknowledging the transformative influence of social media. Guided by Brooks' (2019) theory, which outlines three stages of proper netiquette focused on respectful and considerate online communication, the study explores key aspects of etiquette related to respect, authenticity, and personal growth. It further examines students' self-assessment of their awareness in areas such as social interaction, attentiveness, and time management, identifies social media platforms that require specific etiquette, and offers recommendations to improve awareness and practice of responsible social media use among HUMSS students. This study utilized a quantitative descriptive research design and involved 200 selected Grade 12 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines, selected through cluster sampling. A structured survey questionnaire was administered to assess students' awareness of key aspects of social media etiquette. Data were analyzed using statistical tools such as frequency, percentage, ranking, mean, and the Likert scale. The study primarily focused on three core areas: online respect, authenticity in digital interactions, and responsible use of social media. The findings revealed that although students demonstrated a general understanding of social media etiquette, maintaining consistent and appropriate online behavior remained a significant challenge. The study underscored the importance of ongoing education and reinforcement in areas such as respectful digital interaction, evaluating the credibility of online information, managing screen time effectively, and protecting digital privacy. Furthermore, the excessive use of social media was found to harm students' academic performance and overall well-being. The study identified attentiveness as a key factor influencing students' level of awareness regarding social media etiquette. The findings prompted the development of practical strategies to enhance digital literacy and promote responsible social media use among students. Recommendations include integrating social media etiquette into the academic curriculum through workshops, seminars, and digital wellness initiatives, supported by parental supervision and institutional policies that encourage responsible online behavior. Additionally, incorporating digital citizenship education can help students cultivate ethical, respectful, and mindful online practices.

RECOMMENDED CITATION

Baguio, J. V., Dulay, E., Dupay, J. R., Pitinis, G. A., Vallesan, M. G., & Victolero, R. (2025). Level of Awareness on Social Media Etiquettes Among Selected Grade 12 Humanities and Social Sciences at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 62.

OPTIMIZING STUDY HABITS: THE ROLE OF ARTIFICIAL INTELLIGENCE IN BOOSTING STUDENTS PRODUCTIVITY AMONG GRADE 11 AND 12 GAS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*artificial intelligence; student
productivity; general
academic strand; academic
performance; time
management; learning
engagement*

ARTICLE ID

AASGBCPJMRA-B68944

Artificial intelligence (AI) tools are systems that use machine learning to perform tasks traditionally dependent on human input. In the academic context, these tools aim to improve student performance by generating smart content and enhancing productivity. Many students currently face challenges such as grammatical errors, lack of ideas, and frequent misinterpretations. AI tools provide support in addressing these issues. This study explores the role of AI tools in boosting the productivity of Grade 11 and 12 General Academic Strand (GAS) students at Bestlink College of the Philippines. This study employs a quantitative research design and utilizes purposive quota sampling to gather data from 77 Grade 11 and 12 GAS students. A structured questionnaire was used as the primary data collection tool to assess the perceived impact of AI tools on student productivity. Findings revealed that students agreed on the helpfulness of AI tools such as ChatGPT (2.92), Perplexity AI (2.92), and Grammarly (3.19) in addressing Sub-Problem 1, which focuses on tool usage. For Sub-Problem 2, students also agreed that AI tools contributed positively to time management (3.11), overall tool usage (2.92), and learning engagement (3.05). These tools were perceived as beneficial in accomplishing academic tasks, enhancing grammar, and reducing errors. Furthermore, the use of AI tools helped students identify learning gaps and improved access to educational support. The study highlights the contributions of AI tools in enhancing student productivity, as perceived by Grade 11 and 12 GAS students at Bestlink College of the Philippines. AI tools were found to provide academic advantages such as improving grammar, managing study time, and increasing engagement. Based on the findings, the study recommends the continued use and integration of AI tools in academic settings to support learners in overcoming common academic challenges and improving overall performance.

RECOMMENDED CITATION

Betome, J., Contawe, M. A., Garcia, J. D., Pon, C. M., & Riñon, V. (2025). Optimizing Study Habits: The Role of Artificial Intelligence in Boosting Students Productivity Among Grade 11 and 12 GAS Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 63.

CRITICAL THINKING AND DECISION MAKING OF SELECTED FACULTY MEMBERS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

critical thinking; decision making; reflective thinking; faculty development; cognitive overload; systematic analysis

ARTICLE ID

AASGBCPJMRA-B69386

This study examines how critical thinking skills relate to decision-making among selected faculty members of Bestlink College of the Philippines and identifies the challenges they face. A correlational research design is used to determine the strength and direction of the relationship between critical thinking and decision-making competencies. This study uses a stratified sampling technique to select eighty-one respondents from a total population of 271 full-time faculty members. The sample size is determined using Slovin's formula with a 9.33 percent margin of error and a 91.67 percent confidence level. A structured questionnaire—validated by subject-matter experts—measures critical thinking dimensions (fairness, relevance, accuracy, clarity, logic) and decision-making components (choices, alternatives, evaluation). Collected data are analyzed using descriptive statistics and Pearson's correlation coefficient. Results showed a very strong positive correlation between critical thinking and decision-making ($r = 0.89$, $p < 0.01$). Faculty members scored moderately high on critical thinking (mean = 3.42) and decision making (mean = 3.51). High subscale scores were recorded for fairness, relevance, and accuracy in critical thinking, while clarity and logic scored lower. Decision-making data revealed strengths in systematic analysis for some faculty and heavy reliance on intuition for others. The choices subscale indicated insufficient caution in risk assessment, the alternatives showed preference for intuition over analytical options, and the evaluation highlighted a need to improve source appraisal. These patterns aligned with reported challenges such as intuition overriding analysis, emotional interference, and cognitive overload. The findings highlighted gaps in clarity, logical reasoning, and risk evaluation despite strong overall competencies. As a result, targeted interventions—such as critical thinking workshops, decision-making seminars, and training on source evaluation—were recommended to strengthen these skills. Enhancing these competencies was expected to improve faculty effectiveness, instructional quality, and institutional decision outcomes.

RECOMMENDED CITATION

Almine, A. K. M., Corporal, M. O., Marabulas, J., Mercado, C. M., & Pastoral, E. (2025). Critical Thinking and Decision Making of Selected Faculty Members of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 64.

ASSESSMENT OF DISASTER PREPAREDNESS AMONG GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

disaster preparedness; grade 12 students; learning skills; emergency planning; resource challenges

ARTICLE ID

AASGBCPJMRA-B70987

This study assesses disaster preparedness among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, drawing on Ajzen's Theory of Planned Behavior to understand how attitudes, subjective norms, and perceived control influence readiness. It examines essential preparedness components—learning skills, planning, and securing belongings—and considers how these translate into effective responses during emergencies. The findings aim to inform educators, parents, and policymakers by mapping the flow from inputs (student knowledge and resources) through processes (training and planning) to outputs (actual preparedness behavior). An exploratory descriptive quantitative design is employed to evaluate disaster preparedness in a sample of 200 Grade 12 students selected via cluster sampling to ensure representativeness. A three-part survey questionnaire—covering preparedness strategies, anticipated challenges, and overall assessment—was developed and validated by the research adviser. Data collection involved administration and retrieval of the instrument under standardized conditions, and responses were analyzed using descriptive statistics to derive weighted means and identify prominent challenges. Students reported strong agreement on preparedness strategies, with mean scores of 3.46 for learning skills, 3.42 for planning, and 3.40 for securing belongings. Overall preparedness behavior achieved a composite mean of 3.43, indicating high self-reported readiness. In preparation for imminent disasters, respondents also strongly endorsed measures related to temporary shelter (3.49), communication (3.39), and emergency kit assembly (3.45), yielding an overall composite mean of 3.44 for anticipatory actions. The most frequently cited obstacle was lack of resources (23.23%), prompting the formulation of a targeted action plan. The findings demonstrated that Grade 12 students perceived themselves as well prepared in key domains but were constrained by resource shortages. As a result, an action plan was proposed to strengthen resource allocation and training opportunities. Recommendations include integrating regular disaster drills into the curriculum, ensuring access to essential supplies, and conducting further research to refine evidence-based policies. These measures are expected to enhance students' capacity for effective disaster response and resilience.

RECOMMENDED CITATION

Carillo, M. A., Galonia, S. C., Ramos, J., Segui, J., & Valenzuela, M. J. (2025). Assessment of Disaster Preparedness Among Grade 12 Humanities and Social Sciences Students in Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 65.

DIGITAL LITERACY AND IT'S INFLUENCE ON ACADEMIC SUCCESS OF GRADE 12 HUMMANITIES AND SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*humanities and social
sciences; digital literacy;
academic success; information
literacy; constructivist
learning; time management*

ARTICLE ID

AASGBCPJMRA-B74601

This study investigates the relationship between digital literacy and academic success among 212 Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It focuses on key components of digital literacy, including access to information, information literacy, time management, critical thinking, and communication skills. The study also explores the advantages and challenges associated with digital learning. Anchored on the constructivist learning framework, this research holds relevance for students, educators, and future researchers aiming to enhance academic performance through digital competence. The researchers adopted a descriptive research design and employed convenience sampling to select participants. Data were collected using a standardized survey instrument divided into four sections: digital literacy, academic success, core competencies (time management, critical thinking, and communication), and strategies for enhancement. A four-point Likert scale was used to evaluate responses. The gathered data were analyzed using statistical tools such as frequency, percentage, ranking, and mean. To ensure validity and reliability, the questionnaire was reviewed by a research adviser and a grammarian. The results revealed a significant correlation between digital literacy and academic success. Online education received a weighted mean of 3.53, access to digital tools scored 3.50, and information literacy garnered 3.51, resulting in a composite mean of 3.51, which corresponds to "strongly agree." Similarly, time management scored 3.54, communication 3.50, and critical thinking 3.46, leading to an overall composite mean of 3.50, also interpreted as "strongly agree." Based on the findings, the researchers proposed an action plan aimed at enhancing digital literacy and its influence on academic success among Grade 12 HUMSS students. The discussion highlights the strong connection between digital literacy and academic performance, particularly in relation to time management, communication, and critical thinking. Challenges such as excessive use of social media, technological distractions, and sleep disruption were also noted. The study concludes that improved digital literacy contributes positively to student performance and recommends targeted interventions to address existing barriers.

RECOMMENDED CITATION

Anangilan, K. K., Bigayan, S. J., Colaljo, A., Lanting, S. M., & Melorin, M. (2025). Digital Literacy and It's Influence on Academic Success of Grade 12 Hummanities and Social Sciences at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 66.

PERKS OF MEDIA AND INFORMATION LITERACY EDUCATION ON CRITICAL THINKING OF GRADE 12 HUMANITIES AND SOCIAL SCIENCE STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*media and information
literacy; critical thinking
skills; education benefits;
digital literacy;
communication skills;
decision-making*

ARTICLE ID

AASGBCPJMRA-B75990

This research explores the benefits of Media and Information Literacy (MIL) education in enhancing students' critical thinking skills. It aims to assess whether studying MIL positively contributes to the development of analytical and evaluative thinking among learners. The study specifically focuses on Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, examining how MIL influences their ability to think critically and make informed decisions. The study adopted an evaluative-quantitative research design to examine the advantages of Media and Information Literacy (MIL) education in enhancing students' critical thinking skills. A total of 200 Grade 12 Humanities and Social Sciences (HUMSS) students were chosen as respondents through cluster sampling. Data collection was carried out using a structured survey questionnaire, which served as the main tool for gathering and analyzing information. The study's findings indicate that Media and Information Literacy (MIL) education provides significant advantages for students, particularly in strengthening their critical thinking abilities. MIL helps students enhance their capacity to evaluate and communicate information effectively, participate in thoughtful discussions, make well-informed decisions, and base their conclusions on evidence rather than hearsay. Despite these benefits, students also face challenges in learning MIL. These challenges include limited awareness of the importance of media literacy for critical thinking, difficulties in judging the trustworthiness of different information sources, and the impact of social media, which often encourages shallow rather than deep analytical thinking. The findings indicate that Media and Information Literacy (MIL) provides valuable advantages for students, notably in the areas of communication, decision-making, and digital literacy. Moreover, MIL education contributes to the development of students' critical thinking skills by enhancing their proficiency, problem-solving abilities, and literacy.

RECOMMENDED CITATION

Lucban, M. J., Mape, P. J. M., Nazareno, M. J., Pamesa, M. R., & Tagolino, D. (2025). Perks of Media and Information Literacy Education on Critical Thinking of Grade 12 Humanities and Social Science Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 67.

THE EFFECTIVENESS OF STUDENT-MADE VIDEO LESSON IN TEACHING SUBJECT-VERB AGREEMENT IN GRADE 7 STUDENTS AT DEPARO HIGH SCHOOL

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

deparo high school; student-made video; subject-verb agreement; grade 7; educational technology; active learning

ARTICLE ID

AASGBCPJMRA-B77283

In an increasingly digital world, technology plays a crucial role in shaping educational experiences. Digital tools now enhance how students engage with and absorb academic content. This study examines the effectiveness of student-made video lessons in teaching subject-verb agreement among Grade 7 students at Deparo High School. It aims to explore how integrating student-created multimedia materials into instruction can improve understanding, engagement, and performance in grammar-focused topics. An experimental research design was used to evaluate the impact of student-made video lessons on learners' comprehension of subject-verb agreement. The study involved administering a pre-test and a post-test to measure knowledge acquisition before and after the intervention. Controlled variables were applied to establish cause-and-effect relationships between video-based instruction and learning outcomes. The intervention group was exposed to the video lessons, while learning progress was monitored through quantitative data analysis. The findings showed that video lessons served as effective instructional materials by combining visual and auditory elements that increased accessibility and comprehension. When paired with active learning strategies such as discussions, interactive exercises, and problem-solving tasks, the video lessons promoted deeper engagement and critical thinking. A significant improvement from pre-test to post-test scores indicated that the student-made videos enhanced students' understanding and academic performance in subject-verb agreement. The use of student-made video lessons proved effective in boosting student engagement, making lesson content more relevant, and supporting both learning and assessment. Despite the positive outcomes, students identified a lack of interaction as a primary challenge, which limited their ability to engage dynamically with the content. This emphasizes the importance of incorporating interactive elements in video-based learning. As educational technology continues to evolve, educators are encouraged to align instructional materials with student interests and learning preferences to foster a more participatory and meaningful classroom experience.

RECOMMENDED CITATION

Mitra, W. R., Papina, J. A., Radin, R., Saavedra, H. D., & Vecina, T. F. (2025). The Effectiveness of Student-Made Video Lesson in Teaching Subject-Verb Agreement in Grade 7 Students at Deparo High School. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 68.

EFFECTS OF WORK BURNOUT ON ACADEMIC PERFORMANCE AMONG WORKING STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*work burnout; academic
performance; working
students; emotional
exhaustion; learning
engagement; cynicism*

ARTICLE ID

AASGBCPJMRA-B78947

Work burnout has emerged as a growing concern among students who simultaneously manage employment and academic responsibilities. This study examines the effects of work burnout on the academic performance of working students at Bestlink College of the Philippines. Specifically, it investigates burnout in terms of emotional exhaustion, cynicism, and reduced personal accomplishment, and how these factors affect students' class attendance, exam performance, and engagement with the Learning Management System (LMS). The study utilized a descriptive research design, with data collected through a structured survey administered to 50 working students selected via simple random sampling. The instrument assessed the levels of burnout and its corresponding influence on academic-related activities. Responses were analyzed to determine how burnout symptoms correlate with students' academic engagement and performance. The results revealed that a majority of respondents experienced moderate to high levels of emotional exhaustion, largely attributed to the demands of managing work alongside school commitments. Cynicism and disengagement from academic tasks were also observed, although many students still maintained acceptable attendance and exam performance. However, challenges were noted in meeting submission deadlines and maintaining focus, particularly when interacting with the LMS. Burnout was found to have a slight but noticeable impact on academic performance. Additionally, work-related factors—such as long hours and low income—were identified as key contributors to burnout and academic difficulty. The study emphasizes the importance of institutional and employer support for working students. To alleviate burnout and enhance academic outcomes, strategies such as flexible work schedules, academic counseling, and access to mental health services are recommended. An action plan promoting better work-study balance is proposed to improve both well-being and performance. Furthermore, the findings underscore the need for continued research into effective interventions that address the unique challenges faced by working students. Creating a supportive environment through coordinated efforts from educational institutions and employers can help mitigate the negative effects of burnout.

RECOMMENDED CITATION

Belen, M. B., Cruz, J., Dolloso, N., Herman, Q. M., & Vergara, J. (2025). Effects of Work Burnout on Academic Performance Among Working Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 69.

ARCADEMICS E-MATERIALS IN MULTIPLICATION OF WHOLE NUMBERS OF GRADE 4 LEARNERS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

multiplication skills; mci e-learning theory; grade 4 students; arcademics; interactive learning; student motivation

ARTICLE ID

AASGBCPJMRA-B79117

This study examines the effectiveness of Arcademics E-materials in teaching multiplication to elementary students. As technology becomes increasingly integrated into education, digital platforms like Arcademics offer interactive and engaging tools that can improve students' understanding of mathematical concepts. This research highlights how such e-materials support self-paced learning, provide immediate feedback, and supplement traditional teaching methods with a wide range of digital resources, particularly benefiting students who face challenges in learning multiplication. This research adopted a true experimental design using cluster sampling, involving 80 Grade 4 students divided into two groups: the Arcademics group and the Non-Arcademics group. To gather data, the researchers administered pre-tests and post-tests to measure academic performance, along with a survey questionnaire to assess student engagement, motivation, and interactivity. The collected data were analyzed using statistical tools such as frequency and percentage distribution, weighted mean, and z-tests to determine the effectiveness of Arcademics e-materials in teaching multiplication. The results showed that Arcademics had a significant positive impact on student motivation, conceptual understanding, and engagement. Students expressed strong agreement that the use of Arcademics enhanced their learning experience. Initially, both the Arcademics and Non-Arcademics groups demonstrated similar proficiency in multiplication during the pre-test. However, post-test outcomes revealed a substantial increase in performance among the Arcademics group, which recorded a mean score of 17.90, compared to 8.78 in the Non-Arcademics group. Statistical analysis confirmed a significant difference between the two groups ($p < 0.00001$), supporting the effectiveness of Arcademics in improving multiplication skills. These findings align with the MCI E-learning Theory proposed by Jeong Yong Ahn (2023). Despite the success, limited access to devices posed challenges to student participation and engagement. The researchers proposed a set of guidelines to effectively incorporate Arcademics into the curriculum. These guidelines emphasize the importance of providing clear instructions, using follow-up activities that relate multiplication concepts to real-life situations, and applying strategies that promote active student participation. The study underscores the potential of digital learning tools like Arcademics to enhance multiplication skills. It also highlights the critical roles of teacher proficiency, reliable access to devices, and the careful integration of educational technology to achieve optimal learning outcomes. \

RECOMMENDED CITATION

Gallardo, R., Galo, R., Kabigting, J., Nepomuceno, K. M., & Sinangote, A. (2025). Arcademics E-Materials in Multiplication of Whole Numbers of Grade 4 Learners. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 70.

EFFECTIVENESS OF ADJECTIVE WHEEL IN TEACHING DESCRIBING WORDS IN ENGLISH AMONG GRADE 2 PUPILS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*adjective wheel; grade 2
pupils; describing words;
english language learning;
english proficiency; teaching
strategies*

ARTICLE ID

AASGBCPJMRA-B79507

The Department of Education (DepEd) released a directive in 2020 regarding the use of the Adjective Wheel in instructional activities. This directive aims to ensure both the appropriateness and safety of using these tools in various learning environments. The use of the wheel can significantly enhance student engagement and learning outcomes. The purpose of this study is to evaluate the effectiveness of these tools in improving Grade 2 pupils' ability to recognize, understand, and apply descriptive words in English, thereby contributing to their academic performance. The students were selected using purposive sampling. A total of thirty (30) students were chosen from the enrolled students at the Academy of Saint Andrew Caloocan Inc. The researcher developed a pre-test and a post-test, consisting of 20 modified standardized items, to assess the English performance of the grade 2 pupils. The researcher sought assistance from the research adviser to ensure the appropriateness and coherence of the test questions. The data obtained from the survey were analyzed and evaluated using various statistical treatments, including frequency and percentage, weighted mean, ranking, and t-test. The results highlight key findings regarding participants' experiences. In terms of Curiosity, the average weighted mean is 3.67, which is considered Highly Significant. For Critical Thinking, the average mean is 3.57, also classified as Highly Significant. Lastly, Collaboration received an average weighted mean of 3.93, deemed Highly Significant as well. Furthermore, there is a significant relationship between the Pre-test and Post-test scores of the respondents, with a t-value of -72.218 and a P-value of less than 00001. This led to the rejection of the null hypothesis and indicates significant results. The formulated guidelines provide instructions on how to effectively utilize the Adjective Wheel in the classroom. Recommendations suggest necessary improvements for better integrating the Adjective Wheel to help students construct sentences. In conclusion, the proposed solution can be developed by addressing the study's weakest point: students' limited vocabulary, which presents challenges in their learning. However, the Adjective Wheel has the potential to enhance both learning effectiveness and student engagement. Its effectiveness can help improve students' retention of new vocabulary during class discussions.

RECOMMENDED CITATION

Alangilan, R. M., Alejo, M. G., Cortes, R., Laoc, B. I., Pine, A. C., & Ricablanca, R. C. (2025). Effectiveness of Adjective Wheel in Teaching Describing Words in English Among Grade 2 Pupils. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 71.

LEVEL OF VERBAL COMMUNICATION SKILLS IN THE ACADEMIC PERFORMANCE ON GENERAL ACADEMIC STRAND STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*verbal communication skills;
general academic strand;
academic performance;
language proficiency; senior
high school; listening and
comprehension*

ARTICLE ID

AASGBCPJMR-B81006

This study investigates the correlation between verbal communication skills and academic performance among Grade 11 and 12 students under the General Academic Strand at Bestlink College of the Philippines. It aims to determine the extent to which effective verbal communication contributes to students' academic success. The findings of this research seek to provide valuable insights that may assist educators in enhancing verbal communication development within the academic environment. A quantitative research design is employed using a survey questionnaire administered to 80 randomly selected respondents. The study focuses on components such as listening and comprehension, language proficiency, and pronunciation. Data are collected through surveys and interviews, assessing the students' ability to effectively convey and interpret information. The findings revealed a statistically significant positive correlation between verbal communication skills and academic performance among Grade 11 and 12 students. Those who demonstrated higher proficiency in verbal communication tended to achieve better academic outcomes. This indicates that strong verbal communication skills are closely associated with improved academic performance. This study highlights the importance of integrating verbal communication skills development into the curriculum of the General Academic Strand at Bestlink College of the Philippines. The positive relationship between communication skills and academic success suggests that educators should implement strategies and activities aimed at improving students' communication abilities. Such efforts may enhance students' overall academic achievement and address verbal communication challenges effectively.

RECOMMENDED CITATION

Anecio, J., Delmonte, M. R., Lavado, A. K., Melendres, L., & Sumadchat, T. M. (2025). Level of Verbal Communication Skills in the Academic Performance on General Academic Strand Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 72.

EFFICIENCY OF USING ARTIFICIAL INTELLIGENCE TO ACADEMIC PERFORMANCE OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*artificial intelligence;
personalized learning;
education technology; student
safety; educational programs;
problem-solving*

ARTICLE ID

AASGBCPJMRA-B83271

Gathering relevant and accurate information on a specific topic remains one of the most complex aspects of the learning process. In this context, Artificial Intelligence (AI) has emerged as a transformative tool in the education sector, offering a wide range of benefits and applications. Firuz Komalov's theory on the Multifaceted Impact of Artificial Intelligence in Education emphasizes AI's significant role in enhancing personalized learning, developing intelligent tutoring systems, automating assessments, and fostering teacher-student collaboration. These aspects illustrate the vast potential of AI to elevate the quality and efficiency of education. This study aims to assess the effectiveness of Artificial Intelligence in terms of problem-solving, decision-making, and overall productivity within educational settings. The researchers adopted a quota sampling technique alongside an evaluative-quantitative research design. A validated questionnaire was used as the primary data-gathering tool to collect responses from 133 Grade 11 Humanities and Social Sciences (HUMSS) students. The data were analyzed using various statistical treatments, including frequency and percentage distribution, ranking, and the computation of weighted means. The findings indicate that ChatGPT was the most commonly used AI application among students, with 25.44% (n=99) of respondents reporting its frequent use. The respondents strongly agreed on the effectiveness of Artificial Intelligence in enhancing key academic areas, as reflected in the weighted means: problem-solving (3.32), decision-making (3.34), and productivity (3.23). Despite these positive outcomes, students reported several challenges, including concerns related to safety and security, limited accessibility, and the inconsistent quality of information. To address these issues, the researchers developed a targeted action plan aimed at maximizing the efficiency of Artificial Intelligence by improving safety protocols, expanding access, and ensuring the delivery of high-quality, reliable information. The study concludes that Artificial Intelligence (AI) is highly effective and influential in enhancing students' problem-solving abilities, decision-making processes, and overall productivity. Despite these significant benefits, challenges such as data privacy, security risks, and accessibility issues were also highlighted. To mitigate these concerns, the researchers recommend that students practice responsible digital behavior, particularly in safeguarding their personal information. Furthermore, educational institutions should implement comprehensive programs aimed at promoting the ethical and secure use of AI tools, equipping students with the knowledge and skills necessary for safe and productive engagement with AI technologies.

RECOMMENDED CITATION

Babol, J. R., Esban, S., Lobrigo, A., Portuito, Z., & Walojan, S. (2025). Efficiency of Using Artificial Intelligence to Academic Performance of Grade 11 Humanities and Social Sciences Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 73.

ASSESSMENT ON THE VISUAL AND SPATIAL FEATURES AS PERCEIVED BY GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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reasoning; cognitive skills*

ARTICLE ID

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This study explores the challenges faced by Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines in assessing visual and spatial features, which play a crucial role in their academic performance. Visual and spatial processing are vital cognitive skills that enhance learning across various disciplines. The research specifically examines components such as visual description, spatial perspective, and visual perception. Grounded in Howard Gardner's Theory of Multiple Intelligences, the study highlights the significance of visual-spatial intelligence in supporting students' academic success and overall cognitive development. This study utilized a descriptive-quantitative research design to evaluate the ability of Grade 11 Humanities and Social Sciences (HUMSS) students to assess visual and spatial features. A simple random sampling method was employed to ensure that every student had an equal opportunity to be selected, allowing for an unbiased representation of the population. To analyze the data, frequency and percentage distributions were used to interpret student responses effectively, supported by the appropriate statistical formulas for accurate results. This study explores the key features of visual and spatial understanding among Grade 11 students, with data presented in ranked tables. Results indicate that spatial perspective scored the highest with a mean of 3.19, followed by visual description at 3.12, and visual perception at 3.10. These findings suggest a relative strength in spatial orientation among students. In response, the proposed action plan aims to strengthen visual-spatial skills through early detection of learning difficulties and the implementation of strategies to help students effectively navigate visually complex environments. This study examines the visual and spatial features relevant to Grade 11 Humanities and Social Sciences students, evaluating their level of understanding and the challenges they encounter. Results indicate that students generally acknowledge the influence of these features on their academic performance. One major challenge identified is the boundary problem, which hampers students' ability to accurately interpret proportions and spatial relationships. Based on these findings, the study recommends the implementation of targeted interventions aimed at strengthening students' visual processing and spatial reasoning skills to enhance learning outcomes.

RECOMMENDED CITATION

Borca, G., Cataytay, B., Gane, J., Lozada, C. K., & Pantila, J. P. (2025). Assessment on the Visual and Spatial Features as Perceived by Grade 11 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 74.

THE IMPACT OF TEACHING STYLES ON FIRST YEAR PSYCHOLOGY STUDENT'S ACADEMIC PERFORMANCE

ABSTRACT

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DISCIPLINE

Education

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*teaching styles; academic
performance; effective
teaching practices; academic
growth*

ARTICLE ID

AASGBCPJMRA-B86180

This study examined students' perceptions of their professors' teaching styles—focusing on communication skills, instructional methods, and classroom management—and how these factors relate to academic performance. While previous literature suggests that teaching style impacts learning outcomes, this study specifically investigates whether this relationship holds true within the context of psychology education. A descriptive-correlational research design was employed in this study. The respondents were psychology students, mostly aged 19–22 (54%) and predominantly female (67%). Academic performance was measured using the General Weighted Average (GWA), with the majority of students (56.5%) scoring within the 1.6–2.0 range. Perceptions of teaching style were assessed using a Likert-type scale, and correlations were analyzed with Spearman's rho. Overall, students rated their professors positively across the three teaching style domains. In communication skills, professors received the highest scores for simplifying complex topics (mean = 1.9) and attentiveness to student concerns (mean = 1.95). Instructional methods were also well-rated, particularly for clarity of lesson structure (mean = 1.96) and the use of collaborative activities (mean = 1.99). Classroom management earned its highest score for effectively handling classroom dynamics (mean = 1.93). Despite these favorable evaluations, statistical analysis revealed no significant correlation between teaching styles and academic performance. Communication skills ($p = 0.70$, $\rho = 0.03$), instructional methods ($p = 0.68$, $\rho = -0.03$), and classroom management ($p = 0.34$, $\rho = 0.07$) all yielded p -values above 0.05, indicating no meaningful relationship. The study also identified challenges in adapting to teaching styles: approximately 22–24% of students felt their professors' styles did not support their academic success, and 22% reported low academic self-confidence. Some students cited a lack of varied teaching methods, insufficient encouragement of critical thinking, and limited engagement. Between 12% and 16.5% noted difficulties stemming from unaddressed learning preferences, while 13.5–15% struggled with motivation and reported few opportunities for participation and practical application. Although professors received positive ratings in key areas, academic performance appeared to be more strongly influenced by factors such as student self-efficacy, learning styles, and motivation. Incorporating diverse, student-centered teaching methods may help enhance academic outcomes.

RECOMMENDED CITATION

Corres, A. S., Noble, J., Palencia, M. C., Pant, P., & Yongco, E. M. (2025). The Impact of Teaching Styles on First Year Psychology Student's Academic Performance. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 75.

EFFICIENCY OF THE SCHOOL GYMNASIUM FOR PHYSICAL ACTIVITIES AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*bestlink college of the
philippines; gymnasium
efficiency; physical activity;
humss students; school
facilities; physical health*

ARTICLE ID

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The school gymnasium serves as a fundamental space for promoting physical activity and cultivating a healthy lifestyle among students. More than just a site for physical education classes, it fosters long-term wellness habits, provides a venue for social interaction, and helps alleviate stress. This study explores the perceptions of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines regarding the gymnasium's effectiveness in supporting physical activities. It considers several factors influencing student engagement and attitudes toward physical fitness. The findings emphasize the importance of improving gymnasium facilities and developing inclusive programs that encourage greater student participation. According to McBride and Cleland (1998), critical thinking is well-integrated into physical education, where cognitive engagement complements physical movement, highlighting the potential of gymnasiums as spaces for both physical and intellectual development. The researchers adopted a descriptive-exploratory research design and applied a cluster sampling method to gather responses from 200 Grade 12 Humanities and Social Sciences (HUMSS) students. The study aimed to assess how students perceive the effectiveness of the school gymnasium in facilitating physical activities. To collect relevant data, a survey questionnaire was used as the primary research instrument. Findings highlighted the variety of physical activities and school events held in the gymnasium, offering a clearer understanding of its role in promoting student participation and physical development. The findings further illustrated how respondents perceived the efficiency of the school gymnasium in facilitating student participation in physical activities. The aspect of facilities received a weighted mean of 3.36, equipment scored 3.26, and accessibility was rated at 3.38—all of which were interpreted as "strongly agree." The overall weighted mean was 3.34, indicating that the respondents strongly agreed on the gymnasium's effectiveness in supporting physical activity. Moreover, the results highlighted several challenges and issues encountered by the students regarding the use of the gymnasium and their participation in physical activities, suggesting areas in need of improvement. This study examined the perceived efficiency of the school gymnasium in supporting physical activities among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Based on the results, it is recommended that the school further promote student engagement in gymnasium-based physical activities. Encouraging regular participation can enhance students' physical well-being, contribute to improved academic performance, and support mental clarity. To maximize these benefits, the institution should invest in upgrading gymnasium facilities, ensuring accessibility, and implementing inclusive, well-structured physical activity programs that cater to the diverse needs of all students.

RECOMMENDED CITATION

Caraballe, A., Galante, B., Masayon, J., Palmes, C. J., & Perera, S. N. (2025). Efficiency of the School Gymnasium for Physical Activities as Perceived by Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 76.

UTILIZATION OF ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON ACADEMIC KNOWLEDGE OF GRADE 12 STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*artificial intelligence;
academic excellence;
knowledge retention; safe
learning environment; student
perception; action plan*

ARTICLE ID

AASGBCPJMRA-B88063

This study explores the use of artificial intelligence (AI) in enhancing the learning experience of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It investigates how AI impacts their academic excellence, learning environment, and knowledge retention, while also examining their perceptions of AI's ease of use and usefulness in education. The research addresses common concerns surrounding AI's influence on creativity and critical thinking, emphasizing the need for educators and policymakers to understand AI's evolving role in academic settings. According to Davis (1993), understanding students' perspectives on AI systems is crucial, as their perceptions significantly influence their acceptance and use of such technologies. Integrating AI into educational frameworks may also require re-evaluating traditional teaching methods. Ultimately, the study aims to develop an action plan based on student feedback and research findings to further enhance academic performance through effective and ethical use of AI tools. This research utilizes exploratory methods to generate new insights from 200 Grade 12 students at Bestlink College of the Philippines. The study employs cluster random sampling and gathers data through a survey questionnaire. To analyze the data, the study uses frequency to show how often specific responses occur, percentages to indicate their proportion within the total population, and mean scores to reflect overall performance. A rating scale is applied to interpret the survey responses and assess students' perceptions effectively. The findings of this study indicate that artificial intelligence (AI) positively contributes to academic excellence, the learning environment, and learning retention among Grade 12 students. The results show favorable responses across these areas, with an overall average rating of 3.38, suggesting a generally positive perception of AI's impact on their education. Furthermore, the data reveal that many respondents are knowledgeable about the use of AI and recognize its potential benefits in enhancing their academic experience. The text discusses the influence of artificial intelligence (AI) in creating a safe and conducive learning environment. The study reveals that students support the integration of AI to enhance the learning environment, academic excellence, and knowledge retention. They believe that AI facilitates better access to information and resources, improves the quality of research, and is generally intuitive and user-friendly. To further strengthen AI's positive impact, the researchers recommend monitoring its usage, encouraging practical application, and developing action plans to guide its effective implementation in educational settings.

RECOMMENDED CITATION

Garinga, C. J., Magno, C., Martos, F. M., Mateo, A. C., & Raynera, R. C. (2025). Utilization of Artificial Intelligence and Its Influence on Academic Knowledge of Grade 12 Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 77.

E-LEARNING MATERIALS AS TOOLS IN TEACHING PHYSICAL EDUCATION AMONG GRADE 11 STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*bestlink college of the
philippines; e-learning
materials; physical education;
grade 11 students; digital
learning tools; online teaching
strategies*

ARTICLE ID

AASGBCPJMRA-B88242

The Philippine education system faces persistent problems and challenges, particularly in logistics. These issues include insufficient facilities, instructional materials, and schools, as well as overworked and underpaid teachers. This study aims to develop a comprehensive plan for integrating e-learning tools into Physical Education classes. However, several challenges and factors significantly impact the effectiveness of e-learning systems, especially for Physical Education teachers who may need proper guidance and support. The researchers employed a quasi-experimental design along with a quantitative approach for their study. Participants consisted of seventy (70) Grade 11 students from the Humanities and Social Sciences (HUMSS) track. For data collection, a survey questionnaire was utilized to gather reliable and accurate information, thereby enhancing the validity of the research. The questionnaire included two sections: the first focused on the demographic profiles of the respondents, and the second assessed the teaching methods experienced by the two groups. These methods included lecture-based, technology-based, individual-based, and kinesthetic-based approaches. The data analysis process began with a systematic review of the collected information, followed by the aggregation of responses to quantify the frequency of each occurrence. The evaluated frequencies were then expressed as percentages, providing a clearer representation of data distribution. The E-learning materials highlighted the significant impact of technology on students within the context of physical education instruction. The online cohort achieved a composite mean score of 16.70. Among the participants, 43% scored between 17 and 22, while 17% reached scores in the highest range of 23 to 26. The findings highlight the substantial potential of e-learning materials to improve the teaching methods used in physical education. The E-Connect website is a valuable platform that enables students to gain new skills, knowledge, and certifications at their own convenience, regardless of their location. As a result, the evidence indicates that e-learning can significantly enhance the accessibility and convenience of education.

RECOMMENDED CITATION

Boyles, J. M., Castillo, P. J., Dequiña, M., Lecias, L. A., & Lualhati, M. C. (2025). E-Learning Materials as Tools in Teaching Physical Education Among Grade 11 Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 78.

INFLUENCE OF KIDSCORNER VIDEO MATERIALS ON UNDERSTANDING SHORT STORIES FOR GRADE 3 LEARNERS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*kidscorner; reading
comprehension; third-grade
students; educational videos;
learning engagement; reading
skills*

ARTICLE ID

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The study aimed to assess the impact of KidsCorner video materials on the reading comprehension of Grade 3 students at Maligaya Elementary School. A total of 72 students from the Burgos and Paterno sections served as respondents. To evaluate the effectiveness of the intervention, pre-tests and post-tests were administered to measure students' comprehension levels before and after receiving either traditional instruction or video-based instruction. The assessment focused on three key components: word recognition, reading fluency, and reading comprehension. The study sought to determine the effectiveness of integrating KidsCorner video resources into reading instruction by comparing the performance of students exposed to the videos with those taught through conventional methods. The study utilized a true experimental design involving 72 Grade 3 students from Maligaya Elementary School, selected through purposive sampling. Data were collected through the administration of pre-tests and post-tests to measure students' reading comprehension before and after the intervention. For data analysis, statistical methods such as percentage, weighted mean, and the Z-test were employed to evaluate the effectiveness of the KidsCorner video materials. The findings showed that 64% of the respondents were 8 years old or younger, and 53% were female. In the pre-test, both the Traditional and KidsCorner groups exhibited high proficiency in word recognition, with mean scores of 13 and 14.33, respectively. However, both groups performed poorly in reading fluency, scoring 10 and 9.92, and moderately in reading comprehension, with mean scores of 11 and 13.22. These results underscore the importance of integrating word recognition into reading comprehension to enhance students' understanding of short texts. The significant gains observed in the KidsCorner group's post-test performance align with current research advocating for engaging, multimedia-based instructional strategies to support student learning and academic success. This study demonstrates that KidsCorner video materials significantly contribute to improving the reading comprehension of third-grade students. By making learning more engaging and accessible, these tools help bridge gaps in understanding and promote deeper cognitive processing. More importantly, they encourage students to develop a genuine interest in reading, laying the groundwork for continued academic growth and lifelong learning.

RECOMMENDED CITATION

Cruz, J., Fernandez, K. M., Inventor, R. A., Poncardas, J., & Ramos, A. J. (2025). Influence of Kidscorner Video Materials on Understanding Short Stories for Grade 3 Learners. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 79.

UTILIZATION OF LEARNED LIVE LESSON (3L'S) IN READING SKILLS OF GRADE 3 PUPILS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*learned live lesson (3l's);
reading skills; grade 3 pupils;
technology-based learning;
phonemic awareness;andang
sora elementary school*

ARTICLE ID

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This study explores the use of Learned Live Lessons (3L's) to enhance reading skills among Grade 3 pupils and examines students' perceptions of technology-based learning in primary education. By making learning more interactive and engaging, 3L's aim is to improve comprehension and retention. Citing Niala (2023), the study emphasizes that poor reading comprehension can negatively impact performance across subjects. Guided by a revised theory by Opoku, the findings will serve as a framework for effectively implementing 3L's materials to support reading development. This study utilized a quantitative causal-comparative research design to evaluate the effectiveness of Learned Live Lessons (3L's) on the reading skills of Grade 3 pupils at Tandang Sora Elementary School. Forty students were purposively selected as respondents. Data were collected using validated survey questionnaires, pre-tests, and post-tests, and were analyzed through statistical tools such as frequency, percentage, ranking, weighted mean, Likert scale, and z-test to assess significant differences and perceptions related to the learning intervention. The study found that the Learned Live Lesson (3L's) is highly effective in enhancing the reading skills of Grade 3 students. All evaluated components—comprehension (mean = 3.73), fluency (3.63), phonemic awareness (3.53), phonics (3.70), and vocabulary (3.73)—received a verbal interpretation of "strongly agree," indicating strong student affirmation of improved skills across all domains. The study revealed that Grade 3 students showed marked improvement in reading skills after using the Learned Live Lesson (3L's) platform. Pre-test results without the intervention showed a mean score of 18.43 ("proficient"), while post-test results with the intervention improved significantly to a mean score of 33.53 ("highly proficient"). These findings support the conclusion that 3Ls is an effective tool for enhancing primary learners' reading abilities.

RECOMMENDED CITATION

Alviola, C. A., Lagando, E., Moreno, D. J., Rodriguez, J. M., & Tuibuen, J. R. (2025). Utilization of Learned Live Lesson (3L's) in Reading Skills of Grade 3 Pupils. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 80.

EXPLORING THE RELATIONSHIP BETWEEN CREATIVITY AND ACADEMIC EXCELLENCE AMONG GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

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*academic excellence;
creativity; critical thinking;
innovation skills;
neurocognitive theory; senior
high school education*

ARTICLE ID

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This study explores the relationship between creativity and academic excellence among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Creativity is a key element of cognitive development and is closely linked to problem-solving, critical thinking, and innovation—skills that contribute to academic success across various disciplines. Grounded in Dietrich and Haider’s theory on the neurocognitive aspects of creativity in academic performance, the study aims to assess how different dimensions of creativity—including adaptability, emotional expression, collaboration, active learning, positive academic attitude, and resource utilization—correlate with students’ academic achievements. A correlational research design was employed to examine the relationship between creativity and academic excellence. A total of 200 Grade 12 HUMSS students were selected through simple random sampling to ensure equal representation. A structured survey instrument was used to gather data on creativity and academic performance, and statistical analyses such as frequency, percentage distribution, and correlation were applied to assess patterns and relationships within the data. The findings revealed strong agreement among respondents on the role of creativity in enhancing academic performance. The highest average scores were recorded in specific aspects of creativity (mean = 3.47) and academic excellence (mean = 3.41), indicating a notable positive correlation. Tables summarizing ranked responses supported the quantitative outcomes. An action plan was formulated based on the results, suggesting the use of digital tools and visual aids (e.g., sticky notes), data analysis for identifying learning gaps, and setting SMART goals to foster creativity in academic contexts. The study concluded that creativity plays a significant role in promoting academic excellence among HUMSS students. It emphasized the importance of integrating creative strategies in educational practice. To further support student development, the researchers recommend the implementation of teacher training programs focused on creative teaching techniques to boost engagement, motivation, and academic outcomes. These findings underscore the value of fostering creativity as a core component of effective senior high school education.

RECOMMENDED CITATION

Eneria, J., Garcia, J., Lacambra, K. J., Lugtu, T. M., & Ocbian, Y. A. (2025). Exploring the Relationship Between Creativity and Academic Excellence Among Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 81.

ACADEMIC ENGAGEMENT OF BOARD GAMES ON THE ACADEMIC PERFORMANCE OF SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Education

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*board games; academic
engagement; academic
performance; life skills;
teaching strategies;
instructional tools*

ARTICLE ID

AASGBCPJMRA-B92782

Board games function not only as recreational activities but also as effective tools for enhancing critical thinking, problem-solving, and strategic planning. This study investigates their impact on academic engagement and performance, focusing on six core areas: skills, strategies, interest, time management, motivation, and communication. Anchored in Csikszentmihalyi's Flow Theory and structured using the Input-Process-Output (IPO) model, the research was conducted among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The study aims to provide valuable insights for students, educators, parents, and future researchers on the integration of board games into academic settings. This study utilized a quantitative exploratory-descriptive research design, involving 200 Humanities and Social Sciences (HUMSS) students selected through cluster sampling to ensure unbiased representation. Data were collected through a validated survey questionnaire, with the research process including instrument development, validation, administration, and subsequent statistical analysis. The findings demonstrate that board games have a positive influence on academic engagement. Notably, high mean scores were recorded in the domains of skills (3.28), strategies (3.26), and interest (3.24). Their impact on academic performance was most evident in motivation (3.35), communication (3.34), and time management (3.28). Despite these benefits, the study also highlighted several challenges, particularly limited access to board games and instances of student frustration, which may hinder consistent engagement. When appropriately implemented, board games can significantly enhance students' academic engagement and performance. This study encourages educators to integrate board games into their instructional methods to promote active participation, strengthen motivation, and cultivate vital academic and life skills. To maximize effectiveness, schools should also work to improve accessibility and ensure that the selected games align with students' learning needs and educational goals.

RECOMMENDED CITATION

Baldo, Y., Castillon, J., Gonzales, M. E., Ostan, M. A., Ramos, S. M., & Simpauco, G. A. (2025). Academic Engagement of Board Games on the Academic Performance of Selected Grade 12 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 82.

EXAMINING THE SCHOOL CLIMATE AND TEACHERS' COMMITMENT TO THE TEACHING PROFESSION: BASIS FOR A SUPPLEMENTARY SUPPORT PROGRAM

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

supplementary support program; school climate; teacher commitment; academic support; public school; physical environment

ARTICLE ID

AASGBCPJMRA-B95773

This study examines the extent of effectiveness of school climate and the level of teachers' commitment to the teaching profession. It explores the perception that a more positive school climate may enhance teacher commitment and overall performance. The research aims to determine whether the dimensions of school climate—physical, academic, and psychosocial—have a significant relationship with the level of teachers' professional commitment. The findings serve as the basis for proposing a supplementary support program to further strengthen school climate and teaching dedication. The study employs a descriptive-correlational quantitative research design. The respondents consist of 80 public junior high school teachers from the Division of Quezon City, National Capital Region, Philippines, selected through purposive sampling. Data were gathered using a researcher-made survey questionnaire, which includes items assessing the effectiveness of school climate across three dimensions (physical, academic, and psychosocial) and the level of teachers' commitment. Weighted mean was used to assess both variables, while Spearman rank correlation was applied to determine the relationship between school climate and teacher commitment. The findings indicate that the perceived effectiveness of school climate in all three dimensions was rated as highly effective, and the teachers' level of professional commitment was also rated as highly committed. However, the statistical analysis revealed no significant correlation between school climate and the level of teachers' commitment. These results provided the foundation for the development of a proposed supplementary support program aimed at enhancing school climate and reinforcing teacher commitment. The results suggest that although both school climate and teacher commitment were perceived positively, no direct relationship was found between the two variables. This may imply that other factors aside from school climate contribute to teachers' professional commitment. Therefore, further research is recommended to explore additional influences on teacher commitment. The proposed supplementary support program is intended to improve school conditions and offer targeted interventions to support teacher engagement and performance.

RECOMMENDED CITATION

Jacinto, R. (2025). Examining the School Climate and Teachers' Commitment to the Teaching Profession: Basis for a Supplementary Support Program. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 83.

EFFECTIVENESS OF CREATIVE WRITING PROMPTS IN COMPOSING FICTION STORIES AMONG GRADE 12 HUMSS STUDENTS

ABSTRACT

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DISCIPLINE

Education

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*creative writing prompts;
fiction writing; humss
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writing instruction; grade 12*

ARTICLE ID

AASGBCPJMRA-B95958

Crafting a compelling story is a creative endeavor that can be both rewarding and challenging. While some students naturally excel in storytelling, others often struggle with generating ideas or initiating their narratives. Creative writing prompts are valuable tools that stimulate imagination and provide direction, enabling students to construct engaging fictional works. These prompts not only inspire creativity but also offer structure, helping learners overcome writer's block and cultivate essential writing skills. Integrating creative writing prompts into classroom instruction fosters a dynamic and supportive learning environment that encourages self-expression and literary exploration. This study aims to evaluate the effectiveness of creative writing prompts in enhancing the fiction writing abilities of Grade 12 HUMSS students. This study employed a quasi-experimental research design to evaluate the effectiveness of creative writing prompts in enhancing the fiction writing skills of students. Forty (40) Grade 12 HUMSS students enrolled in the Creative Writing course at Bestlink College of the Philippines for the academic year 2024–2025 were selected through purposive sampling. To measure the impact of the intervention, pre-tests and post-tests were administered to assess students' performance before and after the implementation of creative writing prompts. The research instruments—including assessment tests, instructional materials, and evaluation checklists—were rigorously validated by subject matter experts and educational professionals to ensure content validity, relevance, and reliability. This methodological approach established a structured and credible framework for examining the influence of creative writing prompts on students' narrative development, creativity, and written expression. The results of the study revealed that 75% of the respondents were aged 17–18 years, with 52.5% identifying as female. In terms of writing performance, the pre-test yielded a mean score of 9.82 with a standard deviation of 2.725, indicating the students' initial level of proficiency in fiction writing. After the implementation of creative writing prompts, the post-test results showed a significant improvement, with a higher mean score of 17.12 and a lower standard deviation of 2.322, suggesting both notable progress and increased consistency in performance. A z-test analysis yielded a z-value of 12.86674 and a p-value of 0.00001, which is significantly below the alpha level of 0.05. These findings indicate a statistically significant difference between the pre-test and post-test scores, thereby leading to the rejection of the null hypothesis. Consequently, the study confirms that the integration of creative writing prompts had a significant and positive effect on the fiction writing abilities of Grade 12 HUMSS students. This study provides validated evidence of the effectiveness of creative writing prompts in improving students' fiction writing skills. The findings demonstrated a significant enhancement in writing performance following the use of structured prompts, affirming their value as an instructional tool in creative writing pedagogy. Nevertheless, students continued to encounter challenges in key areas such as content development, organization, writing conventions, characterization, language use, and stylistic expression. In response to these findings, the researchers recommend the continued integration of creative writing prompts into the curriculum, complemented by varied and scaffolded writing activities. These activities should specifically address areas of difficulty, foster deeper engagement, and support the refinement of students' narrative techniques. Through sustained practice and targeted instruction, students can further strengthen their creative writing abilities, building greater confidence and fluency in written expression.

RECOMMENDED CITATION

Alfonso, C., Amado, W. L., Buen, R., Lozano, J., Merueñas, A., & Rosal, V. (2025). Effectiveness of Creative Writing Prompts in Composing Fiction Stories Among Grade 12 HUMSS Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 84.

PROPER USAGE OF YOUTUBE TUTORIALS IN ACADEMIC PERFORMANCE BY GRADE 12 HUMSS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*youtube tutorials; academic
performance; grade 12 humss;
cognitive load theory; learning
engagement; content overload*

ARTICLE ID

AASGBCPJMRA-B96473

This study investigates the proper use of YouTube tutorials and their influence on the academic performance of Grade 12 HUMSS students at Bestlink College of the Philippines. It explores how video tutorials support learning, enhance student engagement, improve accessibility, develop skills, and foster interest and academic abilities. The research also identifies the challenges students face when using YouTube tutorials, applying the framework of Cognitive Load Theory to understand their learning experience. This study utilized a descriptive research design and involved 212 selected Grade 12 Humanities and Social Sciences (HUMSS) students as participants. Cluster sampling was employed to select the respondents for the study. Data was gathered using a survey questionnaire, which served as the primary research instrument. The questionnaire explored the respondents' use of YouTube tutorials in terms of learning, engagement, and accessibility. It also examined how these tutorials impacted their academic performance through skill development, interest, and abilities, as well as the challenges they encountered while using the platform. The findings reveal a strong positive impact of properly using YouTube tutorials on the academic performance of Grade 12 HUMSS students at Bestlink College of the Philippines. In terms of video tutorial usage, respondents rated Learning highest with a weighted mean of 3.54, followed by Engagement and Accessibility with a weighted mean of 3.49. The overall weighted mean for these factors was 3.47, indicating strong agreement. Regarding academic performance, Skill development received a weighted mean of 3.49, Interest was rated 3.47, and Abilities scored 3.45. These results also yielded an overall weighted mean of 3.47, reflecting a strong positive perception of YouTube tutorials' effectiveness. To address challenges such as content overload, the study recommends developing guidelines that help students evaluate the credibility of online educational materials to maximize the benefits of YouTube tutorials. Respondents strongly agree that video tutorials positively contribute to their learning, engagement, and accessibility. They also acknowledge that YouTube tutorials significantly support their academic performance by enhancing their skills, interests, and abilities. The primary challenge identified by respondents is content overload. To mitigate this, a proposed action plan aims to ensure the effective and efficient use of YouTube as a tutoring tool.

RECOMMENDED CITATION

Cielo, A., Daniel, D. M., Moreno, A. M., Serafico III, S., & Taller, L. B. (2025). Proper Usage of YouTube Tutorials in Academic Performance by Grade 12 HUMSS at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 85.

MUSIC PREFERENCES AND ITS BENEFITS TO THE ACADEMIC PERFORMANCE AS PERCEIVED BY SELECTED GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*humanities and social
sciences; music preferences;
academic performance; grade
11 students; educational music
integration; learning outcomes*

ARTICLE ID

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The music industry has significantly evolved in the 21st century due to technological advancements, which have also influenced the field of education. In response, institutions have increasingly supported the integration of music into the K–12 curriculum, as emphasized in Department of Education (DepEd) Order Memorandum No. 287, s. 2021, and DepEd Order No. 108, s. 1998. These policies highlight the positive impact of music on students' learning experiences. Guided by LeBlanc's Interactive Theory of Music Preference and Piaget's Cognitive Stage Theory, this study explores the benefits of music on academic performance as perceived by selected Grade 11 Humanities and Social Sciences (HUMSS) students. It specifically examines how musical preferences—based on personal interest, genre, and environment—support learning outcomes, daily routines, and social skills. The study also identifies common barriers and proposes an action plan for improved engagement. This study employed a correlational-quantitative research design to investigate the relationship between music preferences and academic performance. A total of 133 Grade 11 HUMSS students from Bestlink College of the Philippines were selected through quota sampling. Data were collected using a structured survey questionnaire, alongside pre-tests and post-tests, to assess students' perceptions and outcomes related to their music listening habits. Findings indicated that students strongly agreed that their personal interests, preferred genres, and listening environments significantly influence their music preferences. These preferences were found to positively impact their learning outcomes, daily routines, and social skills. Students reported several challenges related to music, including language barriers, emotional associations with memories, and the overwhelming variety of available music. The data revealed a clear connection between music preferences and academic performance, with language emerging as the most commonly reported obstacle. The study demonstrated that music preferences, when aligned with personal interest, genre, and environment, can enhance academic performance by supporting cognitive focus, emotional regulation, and social interaction. Language differences were identified as a primary barrier. Based on these findings, the action plan recommends exposure to music in various languages, emotional awareness, and the exploration of diverse musical genres. Additional recommendations include aligning music choices with academic tasks and expanding musical knowledge to further support academic success.

RECOMMENDED CITATION

Buenaobra, C. H., Cativo, F., Jorta, J., San Miguel, D., & Villete, A. M. (2025). Music Preferences and Its Benefits to the Academic Performance as Perceived by Selected Grade 11 Humanities and Social Sciences Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 86.

COPING SKILLS OF OVER-AGE STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES BULACAN CAMPUS: BASIS FOR MODIFICATION AND ACCOMMODATION

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*over-age students; self-paced
learning; coping mechanisms;
time management; academic
motivation; learning
accommodations*

ARTICLE ID

AASGBCPJMRA-B99068

Over-age students—those aged 28 and above—face unique challenges in balancing academic work with personal, family, and employment responsibilities. At Bestlink College of the Philippines, Quezon City, many over-age learners demonstrate resilience and determination despite these obstacles. This study explores how overage students cope with age-related barriers, what motivates their persistence, and how educational modifications and accommodations support their success. According to UNESCO, 9.82 percent of Filipino students were classified as overage in 2017. Appropriate instructional adjustments play a crucial role in reducing stress, boosting confidence, and enhancing problem-solving skills, thereby helping over-age students navigate their academic journeys. This study uses a descriptive quantitative design. Thirty overage students were selected via purposive sampling. A validated questionnaire was administered to collect data on demographic profiles, learning challenges, coping strategies, and accommodation needs. Reliability and validity were confirmed through expert review and pilot testing. Collected responses were analyzed using frequency and percentage distributions and weighted mean calculations. Of the thirty respondents, 63.3 percent were female and 83.3 percent were aged 28 to 35. The majority were single (76.6 percent) and unemployed (63 percent). Key challenges in self-paced learning included managing multiple responsibilities, effective communication, and lesson retention. Critical thinking, time management, and communication emerged as the top skills students aimed to improve. Accessibility needs centered on visual aids, flexible deadlines, peer tutoring, and hearing assistance. Although adaptation to online learning was vital, 61 percent of respondents reported low motivation due to academic pressure, workload, and unclear goals. Findings highlighted that over-age students in Bestlink College relied on cognitive and behavioral strategies—such as prioritizing tasks and seeking targeted accommodations—to manage their dual roles. As a result, it was recommended that the institution expand learning support services by providing visual and auditory aids, establishing peer-tutoring programs, and offering flexible scheduling. Strengthening guidance and counseling, clarifying academic expectations, and implementing targeted motivational initiatives were also advised to enhance engagement and academic success among over-age learners.

RECOMMENDED CITATION

Bedio, M., Camas, J., Ednalgan, R. M., Llenaresas, M. F., Peña, R. M., & Quilaton, J. (2025). Coping Skills of Over-Age Students of Bestlink College of the Philippines Bulacan Campus: Basis for Modification and Accommodation. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 87.

TEACHERS SATISFACTION AND RETENTION, KEY INFLUENCING FACTORS: AN ASSESSMENT

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*teacher satisfaction; faculty
retention; institutional
support; higher education;
bestlink college; compensation*

ARTICLE ID

AASGBCPJMRA-B99301

Teacher satisfaction and retention are critical in sustaining educational quality in higher education institutions. This study assesses the key factors influencing teacher satisfaction and retention at Bestlink College of the Philippines (BCP), focusing on compensation, workload, institutional support, work environment, student behavior, and opportunities for professional development. A quantitative-descriptive research design was employed. A total of 30 teaching personnel from the BCP Quezon City branch were selected using purposive sampling. Data were gathered through a structured survey questionnaire that assessed satisfaction levels across the identified factors. Statistical tools such as frequency, percentage, weighted mean, ANOVA, and t-test were used to analyze the responses and determine variations based on demographic variables. The results showed that teachers were generally satisfied with their workload, institutional support, work environment, and student behavior. Moderate satisfaction was observed in areas related to compensation and professional development, indicating potential areas for enhancement. Significant differences in satisfaction were noted based on age, years of service, and educational attainment, whereas gender showed no significant effect. The findings highlighted generational differences in priorities—younger teachers emphasized career advancement and development opportunities, while older faculty valued stability and work-life balance. Positive student behavior and a collaborative work culture emerged as strong factors for teacher retention. The study recommends enhancing compensation packages and providing more robust professional development programs to further improve teacher satisfaction and reduce turnover rates.

RECOMMENDED CITATION

Busico, J. A., Discaya, M. A., Madeja, J. F., Pacatang, A., & Peusca, E. M. (2025). Teachers Satisfaction and Retention, Key Influencing Factors: An Assessment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 88.

THE EFFECTS OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE IN BSIT STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Education

KEYWORDS

*social media; academic
performance; bsit students;
digital literacy; self-reported
gpa; time management*

ARTICLE ID

AASGBCPJMRA-B99738

This study investigates the impact of social media use on the academic performance of BSIT students at Bestlink College of the Philippines. It explores both the benefits—such as academic collaboration and access to learning resources—and the drawbacks, including distraction and procrastination. Given the digital nature of the BSIT program, the research emphasizes the importance of time management and responsible media consumption. The study advocates for the integration of digital literacy initiatives to help students manage their online habits and optimize their academic performance. This study adopts a quantitative, descriptive-correlational research design to examine how various patterns of social media use affect academic outcomes. Using stratified random sampling, the researchers selected BSIT students across all year levels. Data were collected through an online survey that covered demographic details, social media usage (including frequency, purpose, and platform types), and academic performance as measured by self-reported GPA and perceived academic impact. The data were analyzed using descriptive statistics and inferential tools such as Pearson correlation, t-tests, ANOVA, and multiple regression. Ethical procedures, including informed consent and data confidentiality, were strictly observed. The findings revealed a significant negative correlation between the time spent on social media and students' self-reported GPA. While respondents acknowledged the educational benefits of social media, those who spent more time—particularly for entertainment purposes—tended to report lower academic performance. Entertainment-driven social media use emerged as a strong negative predictor of GPA. The results suggest that excessive and non-academic use of social media can negatively affect academic outcomes among BSIT students. However, when used purposefully, social media may serve as a beneficial academic tool. The findings underscore the importance of promoting digital literacy and guiding students toward intentional and educational uses of social media. Future interventions should focus on fostering a balanced approach to media consumption. Further research may investigate long-term academic effects and platform-specific influences within the local context.

RECOMMENDED CITATION

Corporal, M. F., Hayahay, R., Medina, M., & Tangara, R. C. (2025). The Effects of Social Media on Academic Performance in BSIT Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 89.

MEDIA LITERACY: EVALUATION OF INFORMATION DISORDER AS PERCEIVED BY GENERAL ACADEMIC STRAND

ABSTRACT

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Education

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*general academic strand;
media literacy; information
disorder; dual process theory;
verification practices; critical
thinking*

ARTICLE ID

AASGBCPJMRA-B99792

This study explores media literacy and the evaluation of information disorder as perceived by students in the General Academic Strand. Grounded in Bandura's Social Cognitive Theory and Dual Process Theory, the research highlights the urgency of addressing the spread of misinformation, disinformation, and malinformation in digital environments. The study aims to assess how students recognize, respond to, and critically evaluate various types of misleading content, thereby identifying gaps in their media literacy skills. A quantitative descriptive research design was employed. A validated survey questionnaire was administered to 80 purposively selected respondents. The instrument assessed awareness of different types of information disorder, perceived effects, and evaluation skills using Likert-scale and multiple-choice items. Data were analyzed using frequency and percentage distributions, weighted means, and ranking methods. Results indicated that disinformation was the most recognized type of information disorder (37.5%), followed by malinformation (35%) and misinformation (27.5%). Polarization emerged as the most frequently identified consequence (32.5%). Verification practices, such as fact-checking and source confirmation, were moderately applied (WM=3.32), while deeper critical analysis skills showed higher levels of agreement (WM=4.17). Cross-referencing multiple sources was the most recommended strategy for addressing information disorder (37.5%). The findings underscore a discrepancy between surface-level verification practices and the development of deeper critical thinking skills, as reflected in the Dual Process Theory. The study recommends integrating systematic evaluation techniques into the curriculum to enhance students' analytical competencies. These insights support the enhancement of media literacy frameworks and provide guidance for educational institutions seeking to combat the effects of information disorder.

RECOMMENDED CITATION

Bueno, E., Gonzales, D. M., Marentes, M. J., Pama, J., & Tible, D. J. (2025). Media Literacy: Evaluation of Information Disorder as Perceived by General Academic Strand. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 90.

STUDENT INVOLVEMENT IN THE DEVELOPMENT OF SCHOOL-BASED PROJECT: BASIS IN CRAFTING INSTRUCTIONAL MATERIALS IN LEARNING SOCIAL STUDIES.

ABSTRACT

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Education

KEYWORDS

*student involvement;
instructional materials; social
studies; school-based projects;
student-centered learning;
educational development*

ARTICLE ID

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This study explores the significance of student involvement in the development of school-based projects as a foundation for crafting instructional materials in the context of social studies. Recognizing the potential of student participation to enhance learning outcomes, foster critical thinking, and promote a deeper understanding of subject content, this research examines how actively involving students in instructional material creation can support student-centered learning. The study aims to offer meaningful insights for educators seeking to adopt participatory approaches in instructional development. A descriptive quantitative research design was utilized. The study involved 50 Grade 11 HUMSS students selected through purposive sampling. Survey questionnaires served as the primary data collection tool. Demographic results showed that 64% of the respondents were 16 years old, and 72% were male. The participants were distributed across three sections: HUMSS 1101 (46%), HUMSS 1103 (28%), and HUMSS 1102 (26%). The study aimed to assess students' perceptions of their involvement in school-based projects and its impact on educational materials. Findings revealed that school-based projects effectively supported student needs in terms of engagement (mean = 3.404), well-being and health (mean = 3.376), and volunteering (mean = 3.196). Student involvement contributed positively to the project in terms of moral support (mean = 3.412), financial support (mean = 3.172), and academic support (mean = 3.408). Furthermore, students acknowledged their significant roles in the project's process (mean = 3.376), planning (mean = 3.516), and evaluation (mean = 3.400). These results suggest that student participation not only enriches the learning experience but also promotes a sense of ownership and accountability, aligning with the goals of the social studies curriculum. The study underscores the value of student involvement in school-based projects as a strategy for developing relevant and effective instructional materials. By engaging students in the planning, implementation, and evaluation phases, schools can enhance both teaching practices and student learning outcomes. Prioritizing student-driven instructional development supports educational relevance and encourages deeper learner engagement in the social studies classroom.

RECOMMENDED CITATION

Labita, P. N., Maramag, K. A., Rosales, J., Santos, A., & Torillos, R. M. (2025). Student Involvement in the Development of School-Based Project: Basis in Crafting Instructional Materials in Learning Social Studies.. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 91.

ENTREPRENEURSHIP

ROLE OF INNOVATION IN STARTUP SURVIVAL: INSIGHTS FROM EMERGING MARKETS

ABSTRACT

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DISCIPLINE

Entrepreneurship

KEYWORDS

*startup survival; innovation;
market adaptation; online
marketplace; value
proposition; technological
advancement*

ARTICLE ID

AASGBCPJMRA-B26025

Launching a startup in an emerging market can be difficult due to intense competition and limited resources. However, innovation serves as a vital tool for overcoming these challenges, enabling new businesses to adapt, grow, and gain a competitive edge. This study investigates how innovation contributes to the survival and success of startups in emerging markets, highlighting the importance of adopting creative strategies to navigate evolving market demands. The study utilized a quantitative descriptive research design to gather and interpret numerical data, aiming to describe the traits of a specific population or phenomenon. A sample of 20 participants was selected using the t-test formula, consisting of 5 male business owners, 5 female business owners, 5 male customers, and 5 female customers. Data collection was conducted through a survey questionnaire, administered using convenience sampling. The responses were analyzed using statistical methods such as frequency, percentage, ranking, and weighted mean. The majority of respondents were between the ages of 16 and 25, with a slightly smaller group aged 26 to 35. Gender representation was balanced, with equal numbers of male and female participants among both business owners and customers. In terms of income, most respondents reported earning between ₱10, 000 and ₱20, 000, while a smaller percentage fell within the ₱21, 000 to ₱30, 000 range. Respondents strongly agreed that innovation plays a vital role in the survival and success of startups. Both business owners and customers emphasized the importance of transitioning to online marketplaces, adopting new technologies, and adjusting their value propositions to meet customer needs and market demands. Aligning business models with current conditions, coupled with investments in capital, technological advancements, process improvements, and customer feedback, were identified as key drivers of growth. To ensure sustainability, participants highlighted the need to explore venture capital opportunities, form strategic partnerships, and deliver unique value offerings. Challenges such as gaining customer trust, building brand loyalty, and encouraging product adoption—especially among older clients—were effectively addressed through influencer marketing, testimonials, and transparent communication. The study recommends that startups foster a culture of innovation, invest in research and development, collaborate with industry professionals, listen to consumer feedback, and stay agile in adopting new technologies. By doing so, startups can establish a strong foundation for long-term growth and market competitiveness.

RECOMMENDED CITATION

De Guzman, F. I., Josol, S. J., Lopez, A., Ramos, C., & Unsi, J. (2025). Role of Innovation in Startup Survival: Insights from Emerging Markets. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 93.

ENTREPRENEURIAL SUSTAINABILITY OF SAMPLED MICRO ENTERPRISES IN QUEZON CITY: A BASIS FOR DEVELOPING STRATEGIC ENTREPRENEURIAL MODEL

ABSTRACT

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DISCIPLINE

Entrepreneurship

KEYWORDS

*micro food enterprises;
entrepreneurial sustainability;
quezon city; small business
challenges; business growth
strategies; marketing
performance*

ARTICLE ID

AASGBCPJMRA-B45922

This study explores the entrepreneurial sustainability of micro food enterprises in Novaliches, Quezon City, by examining their performance in marketing, management and personnel, financial, and operational domains. These enterprises, deeply embedded in Filipino culinary traditions and known for offering affordable, home-cooked meals, are integral to the local urban economy through job creation and accessible dining options. However, despite their crucial role, they encounter significant challenges such as limited capital, escalating operational expenses, and inadequate formal business management skills. These obstacles pose serious threats to their long-term viability and growth prospects. Grounded in the Business Feasibility theories of Proboningrum (2020) and Artanti (2023), this study utilized a descriptive-quantitative research design. Structured questionnaires were administered to owners and employees across ten micro food enterprises in Novaliches, Quezon City. The gathered data were analyzed through frequency distribution, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test to identify patterns, measure central tendencies, and examine significant differences among groups. The findings indicate that most micro food enterprises have been in operation for 2 to 3 years, starting with an initial capital below ₱15, 000, employing up to three workers, and earning between ₱15, 001 and ₱20, 000 monthly. Their overall sustainability was rated as “Sustainable,” with key strengths identified in affordable pricing, advantageous location, friendly customer service, and streamlined operations. However, weaknesses were noted in financial planning, equitable employee compensation, and equipment maintenance. Statistical tests showed no significant differences in sustainability based on business duration or initial capital, highlighting the potential influence of external factors and strategic management. Owners also cited challenges including managing customer complaints, inventory control, adapting to food trends, unclear business direction, and resistance to innovation. To overcome these challenges, the study recommends a strategic framework focused on enhancing the growth and resilience of micro food enterprises. This framework emphasizes sound management practices, targeted marketing strategies, effective financial oversight, and streamlined operations. It also advocates for improved access to capital, ongoing business training, strengthened employee motivation, utilization of digital marketing tools, and robust customer feedback systems. By reinforcing these key areas, small businesses can boost their competitiveness, achieve sustainable growth, and make a stronger contribution to the local economy. The study ultimately highlights the necessity of comprehensive and strategic support to equip micro enterprises for the evolving demands of today’s business landscape.

RECOMMENDED CITATION

Bruzon, A., Macandog, A., Mae, G. P., & Villamayor, V. (2025). Entrepreneurial Sustainability of Sampled Micro Enterprises in Quezon City: A Basis for Developing Strategic Entrepreneurial Model. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 94.

FOOD SCIENCE AND ENGINEERING

LEVEL OF SATISFACTION OF USING POTATO WITH MEAT AS FILLING IN CORNDOGS AMONG GRADE 11 HOME ECONOMIC STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Food Science & Engineering

KEYWORDS

*potato with meat; student
satisfaction; alternative snack;
corndog; presentation; taste*

ARTICLE ID

AASGBCPJMR-B09624

The corndog, also known as "wiener on a stick, " is a popular street food originating from the United States, typically enjoyed for its crispy coating and savory filling. This study introduces a variation that features a crunchy exterior and a filling made of potato and ground meat, combining traditional flavor with added nutritional value. Potatoes, in particular, are rich in essential nutrients and offer several health benefits, making them an ideal component for a healthier snack alternative. The main objective of this study is to assess the level of consumer satisfaction with using potato and meat as a corndog filling and to explore its potential as a nutritious snack option. Additionally, the study aims to promote the use of affordable and accessible ingredients—specifically ground pork and potatoes—to provide a healthier, budget-friendly alternative for consumers. The study was conducted among Grade 11 Home Economics students at Bestlink College of the Philippines, utilizing a descriptive research design. Quota sampling was employed to ensure adequate representation of the target population. Data collection was carried out through a structured survey questionnaire aimed at evaluating the students' level of satisfaction with the product. This study examined the level of satisfaction with corn dogs filled with potato and meat, focusing on key attributes such as presentation, taste, texture, and aroma. Most respondents found the product visually appealing, with its presentation being positively received by others as well. The combination of meat and potatoes was praised for its well-balanced saltiness. In terms of texture, the crispy outer layer was particularly appreciated. Overall, the majority of respondents rated the taste, texture, and presentation of the corndog as highly satisfactory. The corndog with potato and meat filling was rated positively in terms of presentation, taste, texture, and aroma. Weighted mean scores revealed that respondents found the presentation (2.98), taste (3.03), and texture (2.92) to be acceptable. Overall, the majority of participants agreed that the product was satisfying and enjoyable. Its balanced flavor, pleasant aroma, and smooth yet crunchy texture contributed to a favorable sensory experience, making it a well-received snack alternative.

RECOMMENDED CITATION

Corsiga, R. N., Gonzales, A., Lajara, L. A., Urias, J. D., & Villarma, K. (2025). Level of Satisfaction of Using Potato with Meat as Filling in Corndogs Among Grade 11 Home Economic Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 96.

INNOVATION MALUNGgay COOKIES WITH CHIA SEED AND RAISIN AMONG RESIDENTS OF BARANGAY STA. MONICA NOVALICHES QUEZON CITY

ABSTRACT

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DISCIPLINE

Food Science & Engineering

KEYWORDS

*malunggay cookies; chia
seeds; food innovation;
product evaluation; taste;
texture*

ARTICLE ID

AASGBCPJMR-B22883

Cookies, typically enjoyed as a baked snack or dessert, have been creatively reinvented this year, showcasing unique flavors, textures, aromas, and appearances. Researchers have introduced healthier alternatives by replacing traditional ingredients, such as swapping chocolate chips with malunggay, chia seeds, and raisins. This modification aims to cater to children and individuals with dietary restrictions, offering a more nutritious take on the classic cookie. This study utilized a quantitative research design to determine how the researcher's method of planning, organizing, and conducting the study can influence the results. This approach is essential in evaluating the development of malunggay cookies with chia seeds and raisins. A total of fifty (50) respondents from Brgy. Sta. Monica was selected using simple random sampling to ensure a representative sample of the population. Most of the respondents were aged 34 years and above, with 28 individuals—or 56%—being female. The majority of participants were residents of Brgy. Sta. Monica, Novaliches, Quezon City. In terms of taste, respondents agreed that the product had noticeable levels of sweetness, bitterness, and saltiness. Regarding texture, they strongly agreed that the cookies exhibited desirable softness, crunchiness, and chewiness. For appearance, the respondents also strongly agreed on the product's freshness, uniqueness, and roundness. Based on their suggestions and recommendations, the researchers noted the following improvements: (1) increase the crunchiness, (2) add more malunggay while reducing hardness, (3) adjust the saltiness, and (4) enhance the sweetness. The results revealed that respondents strongly agreed with the overall quality of the product. In terms of taste, they agreed that the cookies exhibited appropriate levels of sweetness, bitterness, and saltiness. For texture, the respondents strongly agreed that the product was soft, crunchy, and chewy. In terms of appearance, they also strongly agreed on its freshness, uniqueness, and roundness. Based on their suggestions and recommendations, the researchers proposed the following improvements: (1) increase the crunchiness, (2) add more malunggay while reducing hardness, and (3) adjust the saltiness to better suit consumer preference.

RECOMMENDED CITATION

Faustino, M. A., Fernandez, C., Hilvano, S. R., Sarcol, C. J., Ymana, C. M., & Yu, J. D. (2025). Innovation Malunggay Cookies with Chia Seed and Raisin Among Residents of Barangay Sta. Monica Novaliches Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 97.

DEVELOPING NUTRITIOUS ALTERNATIVE FLOUR IN BREAD MAKING USING WATER SPINACH

ABSTRACT

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DISCIPLINE

Food Science & Engineering

KEYWORDS

*water spinach; alternative
flour; bread making;
nutritional bread; high-fiber
bread; vitamins and minerals*

ARTICLE ID

AASGBCPJMRA-B51816

This study explores the use of water spinach (*Ipomoea aquatica*) as a nutritious alternative flour in breadmaking. Given its rich content of vitamins A, C, and K, as well as essential minerals such as calcium and iron, water spinach presents a cost-effective and health-promoting ingredient for bread products. The research aims to assess the nutritional benefits, practicality, and acceptability of water spinach flour as a substitute for conventional flour, with a focus on promoting healthier food options. The study employed purposive sampling to align the participant profile with the research objectives, following the methodology outlined by Campbell et al. (2021). Data collection focused on the evaluation of water spinach's characteristics in bread production, particularly its nutritional profile, sensory attributes, and processing challenges. The respondents provided feedback through structured surveys based on their experience with the product. The findings revealed that 65% of respondents were aged 18–21, 20% were aged 22–25, and 15% were 26 years old and above. In terms of gender, 60% were female and 40% were male. Respondents rated the water spinach bread as “excellent” in terms of vitamin and mineral content, health benefits, and affordability. Challenges in production, including consistency of texture, flavor balance, and shelf life, were also rated as “excellent,” indicating their manageable nature. The production method and processing techniques for water spinach flour received positive feedback, highlighting their feasibility. The study supports the development of a guide intervention plan to promote the use of water spinach flour in bread making. The study concluded that water spinach is a viable alternative flour for bread production due to its nutritional value, high fiber content, and antioxidant properties. Despite benefits, challenges such as inconsistent ingredient quality, temperature sensitivity during mixing, and dough handling must be addressed. Recommendations include using fresh water spinach leaves, selecting moisture-tolerant yeast, and supervising students during preparation for safety. A step-by-step baking procedure was also developed to ensure replicability and instructional use. These findings offer practical insights for educators, food innovators, and health-conscious consumers seeking affordable and functional bread alternatives.

RECOMMENDED CITATION

Alabarta, M., Aludino, B., Lumbao, R., Mostero, E., & Navales, N. (2025). Developing Nutritious Alternative Flour in Bread Making Using Water Spinach. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 98.

EVALUATING THE LEVEL OF ACCEPTABILITY OF MILKFISH-BASED SIOMAI AMONG RESIDENTS AT BARANGAY SAN AGUSTIN, NOVALICHES, QUEZON CITY

ABSTRACT

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Food Science & Engineering

KEYWORDS

*barangay san agustin;
milkfish-based siomai; quezon
city; product acceptability;
novaliches; affordable food
alternatives*

ARTICLE ID

AASGBCPJMR-B61089

Siomai, a traditional Chinese dumpling commonly served as dim sum, has been widely adopted in Filipino cuisine. In the Philippines, siomai is typically made from ground pork, beef, or chicken, often mixed with extenders such as garlic and carrots and wrapped in wonton wrappers. However, frequent consumption of pork-based siomai may lead to elevated cholesterol levels and increased risk of cardiovascular diseases. Furthermore, overpriced siomai with insufficient meat portions has been observed in several communities. To address these concerns, this study aims to evaluate the level of acceptability of milkfish-based siomai as a healthier and more affordable alternative among residents of Barangay San Agustin, Novaliches, Quezon City. A descriptive research design was used to provide data through observation and participant feedback. Quota sampling was employed to ensure cost efficiency and accurate representation while maintaining an appropriate sample size. One hundred (100) residents were selected from the total population of 25,355 in Barangay San Agustin. Data were collected through survey questionnaires, which served as the primary research instrument for gathering reliable information on the respondents' evaluation of the milkfish-based siomai. The results showed that the milkfish-based siomai was rated as "Much Acceptable" in terms of appearance, with a weighted mean of 3.39. In terms of texture, the product received a weighted mean of 3.09, also interpreted as "Much Acceptable." However, the taste was rated lower, with a weighted mean of 2.30, and verbally interpreted as "Acceptable." Among the 100 respondents, 36% were aged 16 to 20 years old, and 56% were female. The majority identified as Catholic. Based on 82 recommendations and suggestions, the most common feedback (28%) was to add more vegetables to enhance the product's overall quality. The study concludes that the milkfish-based siomai is generally acceptable in terms of appearance and texture, with moderate acceptability in taste. These findings indicate that the product has potential as a healthier siomai variant, although improvements in flavor are necessary. Adjusting ingredient proportions, particularly through the inclusion of more vegetables, may further enhance the product's appeal. This study contributes to the development of nutritious and cost-effective food alternatives suitable for local communities.

RECOMMENDED CITATION

Alit, J. M., Belgado, J., Galleto, E. M., Quisel, J. L., Rioflorido, L., Santos, P., & Tatad, K. (2025). Evaluating the Level of Acceptability of Milkfish-Based Siomai Among Residents at Barangay San Agustin, Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 99.

INFORMATION SYSTEMS

ADOPTABILITY PERFORMANCE OF E-COMMERCE TOOLS AMONG SMALL-SIZED ENTERPRISES ALONG STO. NIÑO, MEYCAUAYAN, BULACAN: BASIS FOR PROPOSED STRATEGIC PLAN

ABSTRACT

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Information Systems

KEYWORDS

*strategic plan; small-sized
enterprises; business
performance; technology
acceptance model;
e-commerce adoption;
adoptability performance*

ARTICLE ID

AASGBCPJMRA-B59442

This study investigates the impact of e-commerce tools on business performance among small-sized enterprises in Sto. Niño, Meycauayan, Bulacan, using Davis's (1989) Technology Acceptance Model as a framework. The model proposes that perceived usefulness and perceived ease of use drive technology adoption. By examining these factors, the study aims to understand how e-commerce tool adoption translates into operational and financial outcomes. A descriptive correlational design is employed to assess tool adoption, perceived usefulness, perceived ease of use, and business performance linkages. Forty-five respondents—comprising fifteen SSE owners and thirty employees—are selected through purposive-quota sampling. Validated questionnaires gather data on e-commerce tool usage, associated challenges, and performance indicators. Descriptive statistics and Pearson's correlation are used to analyze relationships among variables. Respondents had universally adopted GCash and widely used Facebook (80 percent), while logistics tools such as Lalamove lagged at 33 percent adoption. Mean scores indicated moderate perceived usefulness (3.24) and perceived ease of use (3.22), reflecting recognition of e-commerce benefits for operational efficiency but limited impact on revenue growth and customer retention. Pearson's correlation revealed no significant relationship between tool adoption and business performance ($p > 0.05$, $r \approx 0$), supporting the null hypothesis. Major challenges included distrust of digital payments, data privacy concerns, limited technical skills, and logistical barriers such as shipping delays. Based on these insights, a strategic plan was proposed emphasizing hands-on digital training, streamlined onboarding processes, automated customer service solutions, and revenue-focused e-commerce strategies. The study concluded that although small-sized enterprises acknowledge the potential of e-commerce, systemic barriers—trust deficits, skill gaps, and tool complexity—have prevented measurable performance gains. Aligning Technology Acceptance Model dimensions with targeted interventions such as enhanced technical support and customer engagement programs was identified as critical for optimizing tool utility. These findings contribute to understanding digital adoption in resource-constrained contexts and advocate for holistic support systems to bridge the gap between technology access and sustainable business growth in emerging markets.

RECOMMENDED CITATION

Baniqued, L., Bendanillo, K. R. P., Cabading, M. M., Operio, L. O., & Umpacan, J. S. (2025). Adoptability Performance of E-Commerce Tools Among Small-Sized Enterprises Along Sto. Niño, Meycauayan, Bulacan: Basis for Proposed Strategic Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 101.

PERCEIVE USEFULNESS OF G- CASH PAYMENT IN SMALL RETAIL BUSINESS

ABSTRACT

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Information Systems

KEYWORDS

*small retail businesses; gcash
payment; digital payments;
customer preferences;
shopping experience; impulse
buying*

ARTICLE ID

AASGBCPJMRA-B92905

This study aims to assess the viability and future potential of the perceived usefulness of GCash as a payment method in small retail businesses. The research underscores the effectiveness of GCash in enhancing operational efficiency, improving customer convenience, and strengthening financial management, making it a valuable tool for the growth and sustainability of small enterprises. This study utilized a descriptive-quantitative research design to examine the perceived usefulness of GCash as a payment method among small retail businesses. A total of 50 small retail establishments in Novaliches, Quezon City, were selected through convenience sampling. The sample consisted of 10 sari-sari stores, 10 ukay-ukay stalls, 10 rice retailers, 10 milk tea shops, and 10 beauty product stores. Data were collected through a structured survey questionnaire, designed to assess the impact of GCash on business efficiency, customer transactions, and financial management. The quantitative approach allowed for statistical analysis and interpretation of the gathered data. The results of the study indicate that the respondents, who are directly involved in offering therapeutic products or services, provided varying perceptions of digital payment systems. The weighted mean scores revealed a rating of 2.54 for satisfaction, 3.11 for convenience, and 3.16 for security, with an overall weighted mean of 2.93. These findings suggest a moderate level of approval for the use of digital payments in this context. The researchers recommend that businesses encourage customers to share feedback on their experiences with digital payment methods. By addressing user concerns and making continuous improvements, retailers can enhance the overall customer experience, increase satisfaction, and build customer loyalty. Understanding customer preferences and aligning GCash payment systems with their needs can significantly enhance the overall shopping experience, particularly within the small retail sector. The findings also indicate that consumers who use GCash tend to spend more per transaction on average compared to those who pay with cash. This suggests that digital payments may encourage impulse buying, potentially leading to increased overall sales for small retailers.

RECOMMENDED CITATION

Dumalag, E., Rios, A., Solina, J., & Sotto, R. (2025). Perceive Usefulness of G- Cash Payment in Small Retail Business. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 102.

MANAGEMENT AND GENERAL MANAGEMENT

ASSESSMENT OF THE RETENTION PROGRAM OF AN ACCOUNTING FIRM IN QUEZON CITY: BASIS FOR IMPROVED RETENTION STRATEGIES

ABSTRACT

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Management & General
Management

KEYWORDS

*retention plan; career growth;
mentorship programs;
continuous learning; career
advancement; employee
engagement*

ARTICLE ID

AASGBCPJMRA-B91108

Employee retention has become a critical issue for organizations, given its significant influence on operational stability, overall performance, and cost management. This study seeks to assess the effectiveness of current retention programs by focusing on factors such as employee achievement, recognition, job content, responsibility, career advancement, and growth opportunities. Furthermore, it aims to identify the obstacles employees face within the organization that may hinder retention efforts. The insights gained from this research will provide valuable guidance for designing customized retention strategies that effectively attract and retain skilled talent in a competitive business landscape. This study utilized a descriptive research design to collect relevant data. The sample comprised twenty-two (22) employees from EM Management and Accounting Services in Quezon City, chosen through purposive sampling to ensure alignment with the study's objectives. Data were gathered using a researcher-developed survey questionnaire. The responses were then analyzed using frequency and percentage distributions, weighted mean calculations, and ranking techniques. The findings indicate that most respondents are young professionals (59.09%) and female employees (68.18%), primarily serving as accounting staff (68.18%). A notable portion has been employed for six to ten years (31.82%). Employees exhibit a strong sense of responsibility, with a composite weighted mean of 3.32, and find their work meaningful and challenging. However, opportunities for career growth, development, and strategic involvement are limited. To address these issues, the company should introduce formal mentorship programs, continuous learning opportunities, leadership training, and a rewards system that recognizes innovation and strategic contributions. The study also identified repetitive and monotonous work as a common challenge, which affects employee motivation. The study underscores the importance of tailored institutional support for the professional growth of teaching staff as a key factor in boosting employee engagement. Drawing from these insights, an enhanced retention plan is recommended to facilitate career advancement. By offering mentorship programs and ongoing learning opportunities, the organization can help employees strengthen their skills and achieve meaningful career progression.

RECOMMENDED CITATION

Dedase, J., Fontamillas, L. C., Luchavez, M. J., Montero, S., & Sarza, B. (2025). Assessment of the Retention Program of an Accounting Firm in Quezon City: Basis for Improved Retention Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 104.

MARKETING

LEVEL OF SATISFACTION OF MACARONS INTO MACARROTS AMONG SENIOR HIGH SCHOOL HOME ECONOMICS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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Marketing

KEYWORDS

*customer satisfaction;
perceived service quality;
product preference; consumer
behavior; food appearance;
macarrots*

ARTICLE ID

AASGBCPJMRA-B00181

This research explores the impact of customer satisfaction preferences for macarons, focusing on overall satisfaction, product preference, and perceived service quality. It aims to understand how these factors influence consumer behavior and purchasing decisions related to macarons. A quantitative approach was employed, collecting data through a survey administered to 50 senior high school Home Economics students at Bestlink. Cluster sampling was used to ensure diversity among respondents. The questionnaire consisted of three sections: demographic profile, satisfaction with macarons, and recommendations to improve macaron satisfaction. Data analysis involved calculating frequencies, percentages, and weighted means, with responses evaluated using a Likert scale. The study found that the appearance of the macarons significantly influences consumer preferences. A majority of respondents indicated that the authentic appearance of the macarons builds trust and satisfaction (weighted mean = 2.93), contributes to the perceived texture (weighted mean = 2.93), and affects the perceived flavor (weighted mean = 2.80). Most survey participants were male (27), and over half (54%) had experience in the food industry. These findings suggest that ethical and effective advertising strategies play a crucial role in shaping consumer behavior. The research highlights that transparency and honesty in product presentation enhance consumer satisfaction and loyalty, which strongly influence purchasing decisions. The researcher recommends prioritizing a balanced diet rich in vegetables, such as our product, the Macarrots, to support energy and overall well-being while consistently providing valuable nutritional information. To foster healthy eating habits in children, parents should lead by example, offer a variety of nutritious foods, involve children in meal preparation, and create a positive, relaxed mealtime environment.

RECOMMENDED CITATION

Cuevas, J. L., De Guia, J., Pamfilo, G., Rendaje, M. R., & Zafe, R. R. (2025). Level of Satisfaction of Macarons into Macarrots Among Senior High School Home Economics at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 106.

STABILITY OF MARKETING STRAEGIES OF SELECTED ONLINE LIVE SELLERS BASIS ENHANCING STRATEGIC RESILIENCE

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*online live selling; strategic
resilience; marketing strategy;
small business; rodriguez
rizal; suburban entrepreneurs*

ARTICLE ID

AASGBCPJMRA-B02343

This study investigates the stability of marketing strategies among selected online live sellers in the suburban area of Rodriguez, Rizal, with particular focus on business profiles, strategic practices, and the challenges faced in a competitive digital selling environment. As e-commerce continues to expand, live selling has emerged as a crucial platform for small businesses by enabling real-time customer interaction and immediate product promotion. However, online sellers frequently encounter obstacles such as fluctuating audience engagement, pricing competition, technological limitations, and logistical inefficiencies. This study aims to provide data-driven insights into the resilience and effectiveness of their current marketing strategies. A quantitative descriptive research design was used, with data collected from 15 purposively selected online live sellers through structured survey questionnaires distributed via Google Forms. The survey focused on business profile variables, including years of operation, starting capital, quarterly profits, and time allotted to live selling. It also measured the perceived stability of marketing strategies based on the 4Ps: product, price, promotion, and people (customer engagement). Findings revealed that the majority of respondents were relatively new in the business (1–2 years), operated with low initial capital (₱10, 000 or less), and earned quarterly profits ranging from ₱10, 000 to ₱30, 000. Most sellers conducted live selling as a part-time activity. Respondents expressed strong agreement with the stability of strategies related to product quality and customer engagement, while indicating moderate agreement with pricing and promotional strategies. Key challenges identified included market competition, unreliable internet connectivity, limited digital tools, and unpredictable buyer behavior. The results underscore the need for strategic support mechanisms to enhance the resilience of online live sellers in suburban markets. Business owners, consultants, and policymakers may use these findings to develop training programs and infrastructure improvements aimed at increasing competitiveness and sustainability. Recommendations include upskilling sellers in digital marketing, improving access to stable internet and logistics, and encouraging innovation in promotional strategies to adapt to shifting consumer behavior.

RECOMMENDED CITATION

Apelin, E., Briones, L. S., Lugatiman, R. A., Melorin, L., Muñoz, M., & Trangia, M. K. (2025). Stability of Marketing Straegies of Selected Online Live Sellers Basis Enhancing Strategic Resilience. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 107.

ASSESSING THE IMPACT OF SOCIAL MEDIA INFLUENCER ON COSTUMER LIFETIME VALUE IN SELECTED HOTELS IN METRO MANILA, BRAND AWARENESS AND VISIBILITY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*social media influencer;
customer lifetime value; brand
awareness; hotel visibility;
influencer marketing; social
media*

ARTICLE ID

AASGBCPJMRA-B02592

This study examines the impact of social media influencers on customer lifetime value, brand awareness, and visibility in selected hotels in Metro Manila. By partnering with influencers whose audiences align with hotel target markets, hotels enhance their appeal, reinforce brand image, and attract additional guests. Influencer-generated content and user-generated posts increase hotel visibility and reputation. The evolving role of social media influencers in hospitality supports brand strengthening, customer acquisition, and occupancy growth through direct audience engagement and shared experiences. A quantitative descriptive design is employed to assess influencer impact on hotel metrics. Purposive sampling selects participants—hotel marketing managers and guests—with relevant experience. A structured questionnaire, validated by the research adviser, a content expert, a grammarian, and a statistician, measures perceptions of influencer credibility, content quality, follower reach, and their effects on visibility, trust, bookings, and customer lifetime value. Findings indicated that influencer credibility, sustained industry experience, and sizable followings significantly boosted hotel visibility, customer trust, and bookings. Influencer campaigns outperformed traditional advertising in driving revenue and enhancing consumer perception. Challenges included identifying suitable influencers, ensuring consistent engagement, managing promotional budgets, measuring return on investment, and addressing authenticity concerns. Influencers with established careers produced more compelling content, while those with larger followings extended campaign reach. The study confirmed that social media influencers had a substantive effect on customer lifetime value, brand awareness, and visibility for Metro Manila hotels. Influencer partnerships increased engagement and bookings but required careful selection and performance monitoring. It was recommended that hotels develop clear criteria for influencer alignment, implement performance tracking systems, allocate dedicated budgets, and establish authenticity guidelines to maximize campaign effectiveness and mitigate reputational risks.

RECOMMENDED CITATION

Babon, J., Mostasisa, J. A., Pescante, D., & Roa, D. (2025). Assessing the Impact of Social Media Influencer on Costumer Lifetime Value in Selected Hotels in Metro Manila, Brand Awareness and Visibility. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 108.

BUSINESS STIMULATION: THE PERCEIVED EFFICACY OF HAIR OIL INFUSED WITH ONION PEELS

ABSTRACT

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Marketing

KEYWORDS

*hair oil; perceived efficacy;
business stimulation; onion
peel infusion; consumer
preference; texture*

ARTICLE ID

AASGBCPJMRA-B03663

This study examines the perceived efficacy of a hair oil infused with onion peels in the context of business stimulation. It aims to determine how effective the infused hair oil product is with respect to quality, texture, and consumer preference. This study employs purposive sampling to select respondents who possess specific characteristics, namely dermatologists and fourth-year Bachelor of Science in Entrepreneurship students. A descriptive-experimental design is used to gather the necessary information and to evaluate cause-and-effect relationships. Data are collected via a structured survey questionnaire that assesses respondents' perceptions of the hair oil's efficacy. The results showed that respondents perceived the hair oil as having a non-greasy, fast-absorbing consistency that prevented a heavy or sticky feel on the scalp. Participants also indicated that the product had a mild and pleasant scent. Furthermore, the hair oil was reported to provide long-lasting nourishment, ensuring continuous protection and improvement of hair quality. The findings indicated that there was no significant difference between the two respondent groups in their ratings of the product. Fourth-year entrepreneurship students gave a mean rating of 3.567 with a variance of 0.120, while dermatologists gave a mean rating of 3.307 with a variance of 0.177. Statistical testing of the difference between these means revealed that it was below the threshold for significance. This suggests that both groups held similar opinions regarding the product's quality, texture, and consumer preference.

RECOMMENDED CITATION

Espenida, J., Garcia, R. R., Hongria, A., Olayan, M. C., & Tillo, T. (2025). Business Stimulation: The Perceived Efficacy of Hair Oil Infused with Onion Peels. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 109.

FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS CUSTOMER RETENTION AT TIN'S CAKESHOP BAGONG SILANG CALOOCAN CITY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*customer satisfaction;
customer retention; tin's
cakeshop; bagong silang;
product quality; service
quality*

ARTICLE ID

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Customer satisfaction plays a vital role in establishing long-term customer relationships and promoting retention. It involves consistently fulfilling or exceeding customer expectations through the delivery of high-quality products and services. Businesses must prioritize customer satisfaction to ensure repeat transactions, foster brand loyalty, and cultivate a sustainable customer base. This study aims to identify the factors influencing customer satisfaction and their impact on customer retention at Tin's Cakeshop in Bagong Silang, Caloocan City. The study employs a quantitative research design, with data gathered through a survey administered to 100 respondents. It examines the demographic profile of the respondents and assesses their level of satisfaction in terms of customer service, place, price, promotion, and product quality. The study also addresses problems encountered by the store manager and outlines a proposed action plan. Statistical tools used include frequency and percentage, weighted mean, z-test, and ranking. A two-sample z-test was conducted to compare the satisfaction levels of male and female respondents across the five variables. The findings revealed a significant difference in customer service satisfaction between females ($M = 3.83$) and males ($M = 3.54$), with a z-value of 2.651, exceeding the critical value of ± 1.96 ($p < 0.008$). A similar result was observed in the variable of place, where females ($M = 3.78$) reported higher satisfaction than males ($M = 3.47$), with a z-value of 3.200 ($p < 0.001$). These results led to the rejection of the null hypothesis, indicating a significant difference between sexes in these areas. However, for price, promotion, and product quality, the z-values were below the critical threshold, suggesting no significant difference between male and female respondents in these aspects. The findings demonstrate that customer service and place significantly influence customer satisfaction differently for males and females, while price, promotion, and product quality do not show any notable difference between the two groups. This suggests that gender-based preferences may affect perceptions of service and store environment. Understanding these distinctions can help Tin's Cakeshop tailor its strategies to improve customer experience and enhance retention efforts.

RECOMMENDED CITATION

Babasa, M. D., Lanorias, J. L. G., Llames, R., Mateo, M., & Santos, J. M. (2025). Factors Influencing Customer Satisfaction Towards Customer Retention at Tin's Cakeshop Bagong Silang Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 110.

THE IMPACT OF INFLUENCERS' ENDORSEMENT TO PURCHASE INTENTION OF CONSUMERS IN NOVALICHES, QUEZON CITY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*novaliches quezon city;
purchase intention; skincare
consumers; influencer
marketing; social media;
brand credibility*

ARTICLE ID

AASGBCPJMRA-B06820

This study examines the influence of social media influencers' endorsements on the purchase intentions of skincare consumers in Novaliches, Quezon City, where both digital and traditional forms of marketing shape consumer behavior. Guided by the influencer marketing framework of Khan et al. (2019), the study explores five key variables—perceived quality, product match-up, attractiveness, credibility, and brand loyalty. The objective is to assess how these variables impact consumer decisions and brand perception in the skincare sector. A descriptive-correlational research design was employed. Data were gathered from fifty (50) skincare consumers through a structured survey questionnaire. The responses were analyzed using frequency, percentage, weighted mean, and Pearson-r correlation to determine the strength and nature of the relationship between influencer endorsements and consumer purchase intentions. The findings showed that influencer endorsements significantly impact consumers' purchase intentions, especially when the endorser is perceived as credible, attractive, and aligned with the brand. Respondents strongly agreed with endorsements where influencers were authentic users of the product. Among the variables studied, perceived quality and credibility emerged as the strongest drivers of trust and buying behavior. Pearson-r correlation analysis revealed a high positive relationship between influencer endorsements and purchase intention. The data also indicated that demographic factors such as age, income, and frequency of social media use influenced how consumers responded to influencer marketing. The study concludes that while influencers play a critical role in introducing products to consumers, long-term purchase intention is more closely tied to product quality, brand reputation, and customer satisfaction. It is recommended that businesses collaborate with credible influencers who reflect brand values, while also investing in product development and data-driven marketing strategies. Engagement techniques—such as exclusive promotions and transparent communication—can further strengthen brand loyalty. These findings offer valuable insights for marketers aiming to develop influencer-driven campaigns that effectively connect with local consumers and contribute to sustainable growth in the skincare industry.

RECOMMENDED CITATION

Amper, R., Basmayor, E., Del Barrio, L. J., Nomo, M., & Salinas, S. (2025). The Impact of Influencers' Endorsement to Purchase Intention of Consumers in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 111.

EFFECTIVENESS OF ONLINE AFFILIATE MARKETING IN TIKTOK SHOPS: BASIS FOR MARKETING PROGRAM

ABSTRACT

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Marketing

KEYWORDS

*tiktok shops; affiliate
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theory; influencer
trustworthiness; consumer
behavior; purchase decisions*

ARTICLE ID

AASGBCPJMR-B08555

This study examines the effectiveness of online affiliate marketing on TikTok Shops through the lens of Lou et al.'s (2022) Source Credibility Theory. This theory posits that an influencer's perceived trustworthiness, expertise, and authenticity are critical in shaping consumer engagement and persuasion. By analyzing these dimensions, the research aims to determine how influencer credibility influences user behavior, purchasing decisions, and the overall success of affiliate marketing strategies within the TikTok ecosystem. This study utilized a descriptive quantitative research design, gathering data from 200 TikTok Shop consumers through convenience sampling. Statistical analyses—including weighted mean, Kruskal-Wallis, and Mann-Whitney U tests—were employed to assess demographic characteristics, perceived effectiveness of affiliate marketing, and primary consumer concerns. Findings revealed that most respondents were young adults aged 18 to 29, with a slightly higher proportion of males (55%). Moreover, the majority were budget-conscious, with 65% reporting monthly TikTok Shop expenditures of less than ₱1,000. Participants expressed moderate agreement regarding the effectiveness of core affiliate marketing strategies on TikTok Shops, with mean scores indicating favorable perceptions of targeted content creation ($M = 3.18$), influencer collaborations ($M = 3.07$), call-to-action (CTA) integration ($M = 3.24$), real-time analytics ($M = 3.25$), and overall message authenticity ($M = 3.18$). Non-parametric analyses revealed significant differences in perceived authenticity based on monthly spending levels ($H = 8.36$, $p = 0.039$) and in CTA effectiveness relative to socio-economic status ($H = 4.51$, $p = 0.034$). In contrast, gender, age, and purchase frequency did not exhibit statistically significant effects on consumer perceptions of marketing effectiveness. The findings revealed several key consumer concerns that undermine trust and purchasing decisions on TikTok Shops, with the most common issues being counterfeit or low-quality products (60%), vague product descriptions (57%), and insufficient product information (50%). These concerns highlight the need for greater transparency and reliability in online affiliate marketing. To address these challenges, the study proposes a Five-Pillar Strategic Marketing Program: Content Optimization – Use AI tools to produce emotionally resonant, trend-aligned video content tailored to user behavior and platform algorithms to maximize engagement. Micro-Influencer Collaborations – Partner with niche creators who reflect specific audience demographics to foster relatability and boost authenticity. Dynamic Call-to-Actions (CTAs) – Apply urgency-driven messaging (e.g., “Limited Stock Available” or “Offer Ends Soon”) to encourage immediate responses and improve conversions. Analytics-Driven Adjustments – Leverage TikTok's real-time analytics for data-driven refinements and agile marketing interventions. Transparency Initiatives – Implement verified seller badges, provide detailed product descriptions, and encourage user-generated reviews to build trust and reduce skepticism. These strategies align with Gen Z's preferences for authenticity, affordability, and convenience. The study further recommends integrating AI-powered quality control systems and enhanced seller training programs to address logistical and reputational issues. By adopting these measures, brands can strengthen consumer trust, increase conversion rates, and navigate TikTok's rapidly evolving social commerce landscape. Ultimately, the proposed framework offers actionable insights to maximize affiliate marketing potential while minimizing consumer risk and dissatisfaction.

RECOMMENDED CITATION

Abelgas, P., Bergamo, R. M., Gajo, W., Galvez, J., & Mangalile, C. N. (2025). Effectiveness of Online Affiliate Marketing in TikTok Shops: Basis for Marketing Program. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 112.

SOCIAL MEDIA PLATFORM AND ITS IMPACT ON BUSINESS REPUTATION OF SELECTED SALONS AND SPA IN QUEZON CITY

ABSTRACT

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Marketing

KEYWORDS

*social media marketing;
business reputation; salons
and spas; digital feedback
management; online presence;
customer engagement*

ARTICLE ID

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This study explores the factors and challenges influencing public perception of salons and spas, particularly in Quezon City. The primary goal is to provide valuable insights to business owners and managers in the beauty and wellness industry to help improve service quality, enhance customer satisfaction, and foster stronger client relationships. The study focuses on establishments with varying service speed and customer volume to identify issues affecting business reputation. The research aims to offer practical solutions to strengthen brand image and overcome obstacles that may negatively impact online reputation. A descriptive-correlational research design was employed, using survey questionnaires distributed to 50 staff and customers. The data were statistically analyzed to explore the relationship between common social media challenges and online brand perception among selected salons and spas in Quezon City. The study, completed in March 2025, surveyed 50 customers of David's Salon and Nuat Thai. Results revealed that while both businesses acknowledge the role of social media in brand development, they face ongoing challenges such as negative feedback, fake reviews, and misleading advertisements. Respondents, primarily young adults aged 22–32 and predominantly male, strongly agreed on the importance of maintaining a proactive digital presence. Notable findings include positive ratings for content relevance and marketing value, particularly through consistent posting and informative visuals. The study recommends key strategies such as gathering authentic customer feedback, developing a consistent brand voice, and investing in staff training to improve customer interactions. The findings highlight the need for improved social media marketing strategies and enhanced customer service to maintain and strengthen business reputation. Salons and spas must adopt a comprehensive digital strategy that includes consistent content management, prompt feedback responses, and a customer-centric approach to online engagement. These efforts can significantly enhance brand credibility, build consumer trust, and improve overall performance in a competitive digital marketplace.

RECOMMENDED CITATION

Barrera, M. S., Magtalas, M. R., Rosco, J., Salibio, J. L., & Santos, A. (2025). Social Media Platform and Its Impact on Business Reputation of Selected Salons and Spa in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 113.

EVALUATING MARKETING STRATEGIES OF FIBERNIWAN: BASIS FOR CUSTOMER RETENTION

ABSTRACT

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Marketing

KEYWORDS

*marketing strategies; customer
retention; customer
perception; marketing mix;
fiberniwan; service quality*

ARTICLE ID

AASGBCPJMR-B11212

This study aims to evaluate the marketing strategies of Fiberniwan, an internet service provider established in 2019, with a specific focus on enhancing customer retention in Barangay Commonwealth, Quezon City. As the company primarily relies on traditional marketing methods, the researchers selected this area to assess the effectiveness and relevance of its current approach in a competitive market. The research seeks to identify strategic gaps and propose actionable improvements to strengthen Fiberniwan's marketing efforts, ultimately aiming to increase customer satisfaction, foster brand loyalty, and improve long-term retention. To effectively gather and analyze numerical data, the researchers adopted a quantitative descriptive research design, which aims to describe the characteristics, trends, and patterns within a specific population or phenomenon. The sample size of 38 respondents was determined using Slovin's formula, ensuring a manageable yet representative group. Data collection was conducted through a structured survey questionnaire, administered via convenience sampling, which allowed for efficient access to participants based on availability. These research methods were deliberately chosen to ensure the collection of accurate, relevant, and reliable data essential for achieving the study's objectives. The findings from the evaluation of Fiberniwan's marketing strategies, a survey was conducted to assess the demographic profile and perceptions of its customers. The results revealed that 71% of respondents were male, 76% were between the ages of 21 and 30, and 89.5% had maintained their subscriptions for one to two years or more. While many customers demonstrated brand awareness and interest in Fiberniwan's services, reflected by weighted means of 3.21 and 3.46, respectively, satisfaction levels declined in critical areas. Notably, service quality and responsiveness received a lower weighted mean of 3.05, while perceived promotional value was rated at 3.11. In addition, several issues emerged as key sources of dissatisfaction, including unsecured transactions (37%), limited staff availability (24%), and slow response times (16%). These findings suggest the need for strategic improvements in customer service, communication, and marketing efforts to enhance customer satisfaction and long-term retention. The study concludes that evaluating Fiberniwan's marketing strategies provides a clearer understanding of how customers perceive its offerings in terms of service, pricing, processes, physical setup, distribution, promotion, and personnel. These components collectively shape customer experience and loyalty. In light of declining customer retention, the researchers recommend several innovative solutions. These include the adoption of AI-driven chatbots to enhance responsiveness, strategic digital content planning to increase online engagement, the launch of a customer loyalty rewards program, and the creation of a dedicated mobile app to improve service accessibility and user convenience. These proposed initiatives are intended to reinforce Fiberniwan's competitive edge, improve customer satisfaction, and promote sustained customer relationships.

RECOMMENDED CITATION

Alarios, R., Beceril, R. A., Dela Peña, Z. B., Golez, M. N., & Sabas, J. (2025). Evaluating Marketing Strategies of Fiberniwan: Basis for Customer Retention. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 114.

ANALYZING THE PRODUCT OFFERINGS TOWARDS PURCHASE DECISION OF CUSTOMER IN FRIED RICE STATION

ABSTRACT

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Marketing

KEYWORDS

*fried rice station; product
offerings; customer
preferences; customer
satisfaction; menu expansion;
weak negative correlation*

ARTICLE ID

AASGBCPJMRA-B22606

This study aims to support Fried Rice Station, a local food business in Amparo, Caloocan City, by identifying the key factors that influence customers' dining choices. Despite its growing popularity due to affordable prices, quick service, and customizable meals, the business faces challenges in maintaining consistent food quality, controlling costs, and standing out in a highly competitive market. One major concern is the lack of a clear strategy for product development and customer retention, as current offerings are largely based on the owner's personal preferences. This research seeks to address these gaps by analyzing customer preferences, improving product development, formulating a competitive strategy, and enhancing customer loyalty. Ultimately, the study aims to help Fried Rice Station upgrade its menu and services to achieve long-term success and sustainability. This study utilized a correlational research design to examine the relationship between multiple variables without manipulation. A simple random sampling method was employed to select 80 respondents objectively and without bias. A survey questionnaire served as the main data-gathering tool, allowing the researchers to collect relevant information from the participants effectively. The findings show that the majority of respondents (37.5%) are between the ages of 15 and 21. In terms of gender, 55% are female. When it comes to monthly income, 36.25% earn less than ₱5, 000, indicating that affordability significantly influences their dining choices. For Statement of the Problem #2 (SOP#2), which focused on five variables—Features, Quality, Presentation, Customization Options, and Benefits—the highest mean score was in Benefits (2.96), suggesting that customers feel satisfied with the meals offered, making Fried Rice Station stand out. The lowest mean score was in Customization Options (2.77), indicating that while customers appreciate the ability to personalize their meals, this aspect could still be enhanced. The statistical analysis indicates an r-value of -0.1816, suggesting a weak negative correlation between product offerings and purchasing decisions. Additionally, the p-value of 0.1047 exceeds the 0.05 level of significance, indicating that the relationship is not statistically significant. Therefore, the null hypothesis (Ho) is accepted, confirming that product offerings do not have a significant impact on customer purchasing decisions at Fried Rice Station. However, the results point to limited product variety as a primary concern for customers. In response, it is recommended that the business owner expand the menu by introducing more meal options to better cater to customer preferences and improve customer satisfaction.

RECOMMENDED CITATION

Chavez, D., Pecayo, C., Sotto, C. M., Suarez, M. J., & Trigo, C. J. (2025). Analyzing the Product Offerings Towards Purchase Decision of Customer in Fried Rice Station. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 115.

UTILIZING SOCIAL MEDIA PLATFORMS AS PERCEIVED BY THE CUSTOMERS OF COFFEE SHOPS TOWARDS ENHANCED CUSTOMER ENGAGEMENT

ABSTRACT

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Marketing

KEYWORDS

*social media marketing;
customer engagement; coffee
shops; brand awareness;
digital marketing; consumer
behavior*

ARTICLE ID

AASGBCPJMRA-B23061

In today's era, social media has become an essential tool for businesses to connect with customers, enhance brand awareness, and foster loyalty. This study examines the use of social media platforms by coffee shops, focusing on Ok Café in San Jose Del Monte, Bulacan. It aims to assess customer perceptions of social media strategies in terms of relevance, visual appeal, informative value, and entertainment value, and to analyze how these factors influence customer advocacy, involvement, satisfaction, and trust. A descriptive-correlational research design was employed, involving 100 respondents who participated by completing a structured survey questionnaire. Results indicate that customers place high importance on visually appealing and informative content, which enhances engagement. Statistical analysis revealed a low but significant positive correlation ($r = 0.5564$, $p = 0.0455$) between social media utilization and customer engagement, suggesting that while social media presence contributes to engagement, strategies should be refined to further improve its effectiveness. The findings support a strategic marketing plan aimed at boosting Ok Café's social media relevance, customer trust, and brand interaction. Based on survey responses, the study recommends enhancing content strategies, incorporating personalization, and aligning with current social media trends to strengthen customer relationships. These insights provide practical guidance for coffee shop owners and marketers on leveraging social media to drive business growth and sustain engagement.

RECOMMENDED CITATION

Bate, M. J., Chua, J., Gugulan, H., Orbon, C. A., & Tolentino, L. V. (2025). Utilizing Social Media Platforms as Perceived by the Customers of Coffee Shops Towards Enhanced Customer Engagement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 116.

SUSTAINABILITY STRATEGIES OF BARANGAY MICRO BUSINESS ENTERPRISE FOOD PARK STALLS IN VALENZUELA CITY: A BASIS FOR A PROPOSED DEVELOPMENT PLAN

ABSTRACT

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KEYWORDS

*barangay micro business
enterprise; sustainability
strategies; food park;
valenzuela city; pricing
strategy; production process*

ARTICLE ID

AASGBCPJMR-B24239

This study investigates the sustainability strategies employed by Barangay Micro Business Enterprises (BMBEs) operating food park stalls in Valenzuela City, focusing on marketing styles, promotional benefits, product quality, pricing strategies, and production processes. Anchored on Utami's (2023) Resource-Based Theory, the research underscores the importance of internal resources—such as food quality, innovation, and eco-conscious practices—as drivers of competitive advantage. The findings aim to inform a proposed development plan for enhancing the long-term viability of these microenterprises. A descriptive-quantitative research design was employed. Data were collected from 30 purposively selected respondents—comprising 10 food stall owners and 20 employees—from 10 stalls located at 608 MH Del Pilar Destino Food Park. Statistical tools, including frequency, percentage, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test, were used to analyze the data. Results showed that most vendors were male, single, aged 18–25, with less than one year of business operations and monthly incomes below ₱10, 000. Among the sustainability strategies assessed, the production process received the highest mean rating (3.35), while promotional benefits received the lowest (2.63). Statistical analysis revealed no significant differences in strategy implementation based on business duration, except for pricing strategy, which showed a significant variance ($p = 0.0029$). Key challenges included inadequate parking, high rental fees, and limited storage space. Based on these findings, a development plan was proposed to improve marketing visibility, enhance promotional strategies, optimize pricing models, and raise production standards. The study recommends capacity-building programs focused on financial literacy and marketing skills, enhanced branding through social media engagement, and the introduction of value meals to increase affordability. Additionally, collaboration with barangay officials is encouraged to address logistical concerns such as parking and sanitation. Overall, the study emphasizes the role of strategic and sustainable practices in supporting the growth and resilience of BMBEs in the competitive food service industry and proposes actionable steps to ensure long-term success.

RECOMMENDED CITATION

Abella, D., Bartolome, C., Dumilon, M., Gloria, J. M., Ornopia, E., & Pagsidan, J. (2025). Sustainability Strategies of Barangay Micro Business Enterprise Food Park Stalls in Valenzuela City: A Basis for a Proposed Development Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 117.

WHITENING RESULTS WITH GUAVA LEAF EXTRACT AND PAPAYA POWDER INFUSED WITH PEPPERMINT

ABSTRACT

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Marketing

KEYWORDS

*guava leaf extract; papaya
powder; natural teeth
whitening; oral care
innovation; peppermint;
marketing strategies*

ARTICLE ID

AASGBCPMRA-B26643

This study aims to evaluate the feasibility and future potential of launching an innovative teen-led business specializing in teeth whitening using natural ingredients, including guava leaf extract, papaya powder, and peppermint. The research demonstrates that these natural components effectively enhance oral care, contributing to both the physical health and emotional well-being of users. Purposive sampling was used to select dentists and entrepreneur students for this study. Data were collected through questionnaires within a quantitative experimental research design. The results showed that the natural teeth whitening product, enriched with guava leaf extract, papaya powder, and peppermint, significantly improved users' attitudes toward teeth whitening. Additionally, the respondents' feedback was instrumental in guiding the formulation of targeted marketing strategies for the whitening toothpaste, complemented by the proposed recommendations. This study highlights the critical role of understanding customer perceptions when introducing innovative oral care products, especially in the realm of teenage entrepreneurship. Five dentists and ten entrepreneur students, chosen for their expertise and connection to teeth whitening products, provided valuable feedback. Their input helped assess the effectiveness and market potential of a product combining guava leaf extract, papaya powder, and peppermint—not only improving oral health but also offering a promising business opportunity. Based on these insights, recommendations were formulated to enhance product development and marketing strategies to drive greater business success.

RECOMMENDED CITATION

Guya, J. M., Ignacio, K. G., Maniquis, D. M., Mayote, R. L. M., & Soleta, X. A. (2025). Whitening Results with Guava Leaf Extract and Papaya Powder Infused with Peppermint. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 118.

OMNICHANNEL STRATEGIES AND SATISFACTION OF SELECTED FOOD BUSINESSES: BASIS FOR DEVELOPING CUSTOMER EXPERIENCE MODEL

ABSTRACT

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Marketing

KEYWORDS

*customer experience model;
omnichannel strategies;
customer satisfaction; food
business; mobile ordering;
social media*

ARTICLE ID

AASGBCPJMRA-B27690

This study investigates the relationship between omnichannel strategies and customer satisfaction among selected food businesses in Project 8, Quezon City, with the aim of developing a customer experience model. Grounded in the Omnichannel Customer Experience (OCX) theory by Carlson et al. (2022), the study evaluates whether touchpoints such as mobile applications, social media platforms, and in-store services significantly influence customer satisfaction. The research addresses the growing need for integrated service approaches in the food industry to meet evolving consumer expectations. A descriptive-correlational research design was employed using purposive quota sampling. Data were collected through survey questionnaires distributed to customers from five local food businesses. Statistical tools, including frequency, percentage, weighted mean, Pearson correlation coefficient, and ranking, were used to analyze the data and examine the relationship between the variables. Results revealed that mobile ordering (34%), in-store purchases (31%), and social media (22%) were the most frequently used omnichannel strategies. Respondents reported general satisfaction in terms of delivery accuracy, ease of social media communication, and clarity of return policies, yielding a composite mean of 3.09. However, the Pearson correlation test showed no statistically significant relationship between omnichannel strategies and customer satisfaction ($r = 0.0462$, $p = 0.750037$). This indicates that despite the prevalence of omnichannel strategies, they do not directly translate to increased customer satisfaction. Reported challenges included delayed deliveries, long wait times, and poor customer support. In response to the findings, the study proposes a customer experience model focused on service consistency, operational efficiency, personalized engagement, and enhanced issue resolution across digital and physical channels. The model emphasizes the need for food businesses to go beyond channel integration and prioritize dependable, customer-centric service delivery. Enhancing these aspects is crucial for building customer trust, fostering loyalty, and maintaining competitiveness in the increasingly digital food service landscape.

RECOMMENDED CITATION

Barrera, M. A., Bautista, E., Breis, M., Camanian, L. M., Coral, A., & Zabala, J. (2025). Omnichannel Strategies and Satisfaction of Selected Food Businesses: Basis for Developing Customer Experience Model. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 119.

ELEVATING CUSTOMER LOYALTY AT BUT FIRST, COFFEE QUEZON CITY: BASIS ON IMPROVEMENT PLAN

ABSTRACT

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Marketing

KEYWORDS

*customer loyalty; but first
coffee; quezon city; loyalty
programs; customer retention;
brand value*

ARTICLE ID

AASGBCPJMRA-B29984

In the competitive coffee shop industry, enhancing customer loyalty is essential for sustained success. Loyalty programs are designed to deepen customer engagement, cultivate long-term relationships, and promote repeat patronage. This study focuses on But First, Coffee in Quezon City, aiming to analyze the current state of its loyalty initiatives, uncover key challenges, and develop an improvement plan to strengthen customer retention and satisfaction. This study employs a quantitative research approach to assess the level of customer satisfaction at But First, Coffee in Quezon City. A total of 50 respondents were surveyed, representing a diverse and adequate sample size for reliable analysis. The research further examines customer perceptions of service consistency, offering insights into how consistently the establishment delivers quality service and meets customer expectations. These findings aim to guide strategies for enhancing customer retention and loyalty. The overall mean score of 3.33 suggests that customers generally agree with the factors influencing their continued loyalty to But First, Coffee in Quezon City. Among these, the Loyalty Program received the highest rating (Mean: 3.42, Rank: 1st), indicating that it plays a key role in encouraging repeat visits and sustained engagement. Brand Value followed closely (Mean: 3.38, Rank: 2nd), reflecting the emotional connection and perceived quality that customers associate with the brand. The Unique Experience factor, such as themed promotions and personalization, ranked third (Mean: 3.13), showing a positive but moderate impact on loyalty. Lastly, Consistency in service and product quality received the lowest mean score (Mean: 3.10, Rank: 4th), highlighting an area for improvement to strengthen long-term customer trust and retention. The findings reveal that customers place high importance on loyalty programs, brand value, distinctive experiences, and service consistency in fostering brand loyalty. Among these, loyalty programs emerged as the most influential factor, with the highest mean score, demonstrating their effectiveness in driving repeat patronage through incentives and engagement. Brand value followed closely, underscoring the critical role of emotional attachment, brand trust, and identity in cultivating long-term customer relationships. Unique experiences, such as personalized services and themed promotions, ranked third—indicating their appeal, though slightly less impactful than the first two factors. Interestingly, consistency received the lowest ranking, yet it remains foundational; the result suggests that while it may be underappreciated in scoring, consistent service quality and product reliability are indispensable for sustaining customer satisfaction and loyalty over time.

RECOMMENDED CITATION

Oreas, K. C., Parnaso, C., Perez, M. L., Presto, J. M., & Ramos, L. J. (2025). Elevating Customer Loyalty at but First, Coffee Quezon City: Basis on Improvement Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 120.

AN ANALYSIS OF EXISTING MARKETING STRATEGIES UTILIZED BY FOOD STALL OF UGBO, TONDO MANILA: INSIGHT AND OPPORTUNITIES FOR GROWTH

ABSTRACT

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KEYWORDS

marketing strategies; social media marketing; food stalls; customer engagement; brand awareness; existing marketing

ARTICLE ID

AASGBCPJMR-B31415

Ugbo Street in Tondo, Manila, has become a culinary hotspot, featuring a diverse array of food vendors. Notable among these are Pooh-Bah Seafood, Ribs and Steak, and Tondo Ave Mukbang Seafood, each distinguished by their flavorful menus and innovative promotional tactics. This study examines the marketing strategies employed by these two stalls and evaluates their effectiveness in attracting and retaining customers, building brand awareness, and supporting growth. A causal-comparative design is employed to explore differences in marketing outcomes between the two food stalls. Purposive sampling identifies customers of each stall, who complete a structured survey assessing demographic profiles, marketing exposures, and perceived strategy effectiveness. Data analysis uses descriptive statistics—frequency distributions and weighted means—to compare customer engagement, brand visibility, and sales indicators across the two vendors. The survey revealed that Pooh-Bah Seafood, Ribs, and Steak attracts predominantly female customers aged 21 to 25, while Tondo Ave Mukbang Seafood draws an equal gender mix within the same age group, accounting for 43 percent of visits. Social media marketing and content marketing proved highly effective for both stalls, enhancing brand awareness through media features and increasing customer engagement via responsive service. Consistent customer traffic and profitable social media interactions demonstrated strong sales performance. Space constraints and limited parking were noted as significant operational challenges. Marketing strategies such as word-of-mouth promotion, social media campaigns, print advertisements, and content marketing drove customer attraction and loyalty, helping both Pooh-Bah Seafood and Tondo Ave Mukbang Seafood maintain competitive advantages in a crowded market. These findings suggest that a diversified marketing mix, paired with operational improvements in space management, can further strengthen the growth prospects of small food stalls on Ugbo Street.

RECOMMENDED CITATION

Arivan, J. R. K., Basaca, K., Bunagan, A., Grapeza, M. P., Payumo, M. J., & Vinluan, S. (2025). An Analysis of Existing Marketing Strategies Utilized by Food Stall of Ugbo, Tondo Manila: Insight and Opportunities for Growth. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 121.

EFFECTS OF USER GENERATED CONTENT TO THE CONSUMER BUYING BEHAVIOR OF BRILLIANT SKIN ESSENTIALS

ABSTRACT

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*consumer buying behavior;
brilliant skin essentials; user-
generated content; social
media influence; brand trust;
marketing strategies*

ARTICLE ID

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This study investigates the influence of User-Generated Content (UGC)—including customer reviews, testimonials, and social media posts—on consumer buying behavior in relation to Brilliant Skin Essentials, a well-known beauty brand. UGC has become a powerful marketing tool, significantly impacting consumer decisions by appealing to situational, social, psychological, and personal factors. This research aims to explore how UGC shapes purchase behavior, especially among young adult consumers, and to identify the most influential elements of user-generated content in a digital marketing context. A descriptive research design was employed, involving a survey of 50 participants from Quezon City. Respondents were selected using purposive sampling. Data were gathered through structured questionnaires and analyzed using frequency, percentage, weighted mean, T-test, and ANOVA to determine the relationship between UGC and consumer behavior across various influencing factors. The majority of respondents were young adults aged 18 to 23, predominantly female, and earning ₱10, 000 or less per month. While most participants were familiar with the brand, their purchasing frequency remained low, indicating that UGC alone does not lead to consistent brand loyalty. Nevertheless, UGC was acknowledged as a strong influence on purchasing decisions. Social factors, including peer influence and online recommendations, had the highest impact (mean = 3.37), followed by psychological factors such as brand perception and trust in UGC (mean = 3.32). Situational factors like promotions scored a mean of 3.13, while personal factors such as individual needs scored the lowest (mean = 3.10). Notably, 33 respondents perceived UGC as overly positive, 30 found it difficult to distinguish from paid promotions, and 25 viewed some content as exaggerated. Additionally, 24 participants believed that excessive sponsored posts reduced credibility, while 23 felt that some UGC focused more on sales than genuine experiences. The study concludes that UGC significantly affects consumer buying behavior, although it does not guarantee frequent purchases or long-term loyalty. Variables such as age, gender, and purchase frequency have minimal influence on the impact of UGC. However, concerns regarding content authenticity and excessive commercialism challenge its effectiveness. To maximize the potential of UGC, brands like Brilliant Skin Essentials should adopt transparent marketing practices, promote diverse and relatable testimonials, and avoid overly promotional content. These strategies can help strengthen consumer trust, improve engagement, and drive more meaningful purchasing decisions.

RECOMMENDED CITATION

Barcelona, C., Cabaron, A., Leviste, S., Sildura, R. S., & Sogueco, R. J. (2025). Effects of User Generated Content to the Consumer Buying Behavior of Brilliant Skin Essentials. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 122.

SUSTAINABLE SKINCARE VENTURE: EXPLORING THE PERCEIVED MARKET POTENTIAL OF ORGANIC FACIAL CLEANSER INFUSED WITH DRAGON FRUIT PEEL EXTRACT

ABSTRACT

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Marketing

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*dragon fruit peel; organic
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ARTICLE ID

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This study aims to assess the perceived market potential of an organic facial cleanser infused with dragon fruit peel extract. As consumer demand for sustainable and eco-friendly skincare products continues to grow, natural formulations have become increasingly favored. Dragon fruit peel, often discarded as waste, is rich in antioxidants and nutrients, making it a viable ingredient for skincare applications. The study evaluates the product's effectiveness, acceptability, and consumer preferences, providing insight into its potential as a sustainable skincare innovation. A descriptive-experimental research design was employed, using purposive sampling and product testing. Survey questionnaires were distributed to 120 respondents—comprising 5 skincare experts and 115 fourth-year BS Entrepreneurship students. The study sought to determine if a significant difference existed between the two groups' assessments in terms of effectiveness, acceptability, and consumer preference. A z-test was used to analyze the data at a 0.05 level of significance. The skincare experts yielded a z-critical value of 1.960, a z-computed value of 1.315, variance of 0.18, and an overall mean of 3.67. Meanwhile, the student respondents had the same z-critical and z-computed values, a variance of 0.11, and an overall mean of 3.35. With the z-critical being greater than the z-computed, the hypothesis was accepted, indicating no significant difference between the assessments of skincare experts and BS Entrepreneurship students. Both groups generally rated the product as effective and acceptable. The findings suggest promising market potential for the organic facial cleanser infused with dragon fruit peel extract. The study recommends intensifying marketing efforts by targeting diverse age groups and promoting inclusivity across all genders. It also suggests utilizing unique selling propositions (USPs) to highlight the product's sustainability and distinctiveness in the skincare market. These strategies can help position the product as a competitive and eco-conscious alternative within the skincare industry.

RECOMMENDED CITATION

Curioso, K. R., Gurpido, J.-A., Pollosco, A. D., San Jose, M., & Tuazon, R. M. (2025). Sustainable Skincare Venture: Exploring the Perceived Market Potential of Organic Facial Cleanser Infused with Dragon Fruit Peel Extract. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 123.

ANALYSIS OF THE MARKETING STRATEGY ON CUSTOMER RETENTION: AN EMPIRICAL STUDY OF ARDYS' BEAUTY SALON

ABSTRACT

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ardys beauty salon; customer retention; marketing strategies; customer engagement; customer satisfaction; beauty industry

ARTICLE ID

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Ardys Beauty Salon has been a prominent provider of beauty services for over 35 years, maintaining a strong customer base and solid market position. However, despite its long-standing success, the salon faces ongoing challenges, including extended waiting times, inconsistent service delivery, pricing concerns, and limited effectiveness in promotional communication. This study aims to evaluate the effectiveness of marketing strategies in fostering customer retention at Ardys Beauty Salon, with particular focus on service quality, pricing structure, location accessibility, promotional efforts, and customer engagement. This study adopted a quantitative research approach, using survey questionnaires to collect data from clients of Ardys Beauty Salon. Statistical tools were applied to evaluate the relationship between marketing strategies and customer retention, aiming to determine the strength and significance of their correlation. The results reveal a strong and statistically significant correlation between marketing strategies and customer retention ($r = 0.7312$, $p = 0.0162$), thus rejecting the null hypothesis. This underscores the crucial role of effective marketing in fostering customer loyalty at Ardys Beauty Salon. Although respondents generally viewed the salon's promotional activities positively, several issues emerged, including prolonged waiting times, inconsistent service quality, poor communication of special offers, and pricing concerns. Clients also reported challenges in booking appointments and expressed a desire for a more seamless customer experience. Based on weighted mean scores, service quality received a rating of 3.28 (Very Good), pricing at 3.23 (Good), place at 2.75 (Good), promotions and advertisements at 3.30 (Good), and customer interaction at 3.22 (Agree). These figures reflect both the salon's strengths and the need for targeted improvements. To enhance customer retention, the study recommends optimizing service delivery, simplifying pricing structures, intensifying promotional efforts, and leveraging digital platforms. Furthermore, continuous staff training—particularly in communication and customer service—can contribute to stronger client relationships and sustained business growth. This study affirms the critical importance of continuous enhancement in marketing strategies and service quality to maintain and strengthen customer loyalty. By proactively addressing current issues—such as service inconsistencies, pricing concerns, and communication gaps—and integrating customer insights into strategic planning, Ardys Beauty Salon can significantly elevate client satisfaction and reinforce its competitive advantage. The proposed recommendations serve as actionable pathways for sustainable business growth and long-term customer retention.

RECOMMENDED CITATION

Bermido, A. J., Gapoy, C. J., Poseran, J. M., Rivera, J., Salmorin, A. J., & Seraspe, C. J. (2025). Analysis of the Marketing Strategy on Customer Retention: An Empirical Study of Ardys' Beauty Salon. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 124.

EFFECTIVENESS OF THE MARKETING STRATEGIES ON SALES PERFORMANCE AT POTATO CORNER OUTLETS IN QUEZON CITY

ABSTRACT

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KEYWORDS

marketing strategies; sales performance; potato corner; quezon city; marketing mix; customer satisfaction

ARTICLE ID

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This study investigates the effectiveness of marketing strategies employed by Potato Corner, a globally recognized flavored fries franchise, in enhancing sales performance within a competitive market. The franchise utilizes a range of tactics such as data-driven promotions, social media engagement, loyalty programs, affordable pricing, seasonal discounts, and strategic store placement. Additionally, the brand capitalizes on franchising and food delivery partnerships to fuel rapid expansion. The study focuses on how these marketing strategies contribute to Potato Corner's sustainable growth, customer retention, and brand differentiation in Quezon City. A descriptive quantitative research design is adopted to assess the effectiveness of the marketing strategies. Data are collected from 50 respondents across five Potato Corner branches in Quezon City using a structured survey. The study examines key elements of the marketing mix—product, price, place, and promotion—and their relationship with customer retention and brand awareness. Convenience sampling is employed, targeting young adults, particularly females, to ensure demographic diversity. Data analysis includes frequency and percentage for demographic profiling, weighted mean for evaluating strategy effectiveness, and Pearson r correlation to determine the relationship between marketing strategies and sales performance. Findings indicate that the majority of customers are young adults aged 24 and below, with a female majority. Respondents reported occasional purchases and expressed satisfaction with the brand's affordable pricing, wide flavor selection, engaging promotions, and accessible store locations. Nonetheless, challenges such as limited promotional reach and inadequate visibility at certain branches were identified. Statistical analysis confirms a positive correlation between marketing strategies and sales performance, suggesting that effective marketing significantly enhances both customer loyalty and overall business outcomes. The study concludes that Potato Corner's marketing strategies are effective in boosting customer satisfaction and driving sales. Key components such as pricing, product variety, promotional activities, and strategic placement of outlets play a vital role in attracting and retaining customers. However, areas for improvement remain, particularly in increasing branch visibility and promotional engagement. The study recommends strengthening digital marketing initiatives, expanding targeted promotions, and enhancing store presence to further improve customer reach and ensure continued business growth.

RECOMMENDED CITATION

Briones, M., Coronel, A., Gonzaga, J., Pugoy, C., & Sasaban, A. M. (2025). Effectiveness of the Marketing Strategies on Sales Performance at Potato Corner Outlets in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 125.

THE IMPACT OF PHYSICAL ENVIRONMENT ON CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION AT CHOWKING FAIRVIEW CENTER MALL

ABSTRACT

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KEYWORDS

*customer satisfaction;
customer experience; physical
environment; store layout;
restroom hygiene; fast food
restaurant*

ARTICLE ID

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This study investigates how the physical environment of Chowking Fairview Center Mall affects customer experience and satisfaction. In the highly competitive fast-food industry, factors such as layout, cleanliness, seating availability, ambiance, and safety are critical in shaping consumer behavior and overall satisfaction. The research aims to identify which elements of the physical environment have the most significant impact on customer perception and loyalty. A descriptive quantitative research design was employed in this study. Survey questionnaires were distributed to 100 purposively selected customers of Chowking Fairview Center Mall. The questionnaire assessed customer responses to various physical attributes of the restaurant environment, including store layout, restroom conditions, seating availability, hygiene standards, ambiance, ventilation, and signage. Findings revealed general dissatisfaction among customers, particularly concerning restroom hygiene, ventilation, seating comfort, and the presence of security personnel. Restroom cleanliness (mean = 2.25) and overall hygiene standards (mean = 2.29) received some of the lowest ratings. Conversely, aspects such as store layout (mean = 2.63) and direction signage placement (mean = 2.57) were viewed more positively. Pearson correlation analysis indicated significant relationships between store layout and space utilization, as well as between restroom conditions and hygiene standards, highlighting the direct impact of the physical environment on customer satisfaction. In conclusion, this study underscores the critical role of optimizing a restaurant's physical environment in enhancing customer experience and satisfaction. Based on the findings, key recommendations include improving cleanliness, especially restroom hygiene, enhancing ventilation, and refining overall design elements. These improvements are essential to better meet customer needs and foster repeat visits.

RECOMMENDED CITATION

Cornejo, J. C., Maghanoy, D., Ocampo, G. A., Setarios, K. H., & Vicente, M. (2025). The Impact of Physical Environment on Customer Experience and Customer Satisfaction at Chowking Fairview Center Mall. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 126.

INFLUENCE OF TIKTOK SHOP REVIEWS ON CONSUMER TRUST ANALYZING THE IMPACT OF USER GENERATED CONTENT ON PURCHASING DECISIONS

ABSTRACT

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Marketing

KEYWORDS

*tiktok shop; consumer trust;
purchasing decisions; digital
consumer behavior; user-
generated content; product
reviews*

ARTICLE ID

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This study aims to examine the influence of TikTok Shop reviews on consumer trust, focusing specifically on the impact of user-generated content (UGC) within these reviews. It explores how UGC shapes consumer perceptions and purchasing decisions. By analyzing the role of authentic, peer-shared content in the online shopping experience, this research contributes to the expanding field of social media marketing and consumer behavior. This study utilized a quantitative research approach to examine the impact of TikTok Shop reviews on consumer trust. A total of 30 respondents from Jo's Online Shop, who regularly use TikTok for product information, were selected through purposive sampling based on their relevant experience. Data were collected through a structured survey questionnaire covering respondent demographics, the authenticity and quality of TikTok reviews, and their influence on consumer trust. To ensure validity and reliability, the instrument was reviewed by a research adviser, a content expert, a statistician, and a grammarian. The study reveals that TikTok Shop reviews have a significant influence on consumer trust and purchasing decisions. Both male and female consumers, particularly those aged 18 to 25, tend to rely on reviews that are authentic, credible, and consistently posted. User-generated content, such as everyday user testimonials, product demonstrations, and reviews with high engagement levels, was found to enhance trust. Additionally, factors like product quality and brand awareness also play a crucial role in shaping purchasing behavior. However, the statistical analysis yielded an overall t-value of 0.15, indicating that there is no significant difference between male and female respondents across the eight factors examined. Thus, the null hypothesis is retained. The study suggests that strengthening platform moderation to identify and flag inauthentic content can enhance consumer trust and improve purchasing decisions. Initiatives such as partnering with credible influencers and promoting transparency in product quality were also emphasized. These efforts are intended to foster greater consumer confidence and encourage more reliable purchasing behavior on TikTok Shop.

RECOMMENDED CITATION

Caday, J. C., Cahusay, J. M., Cuizon, M. A., Navarro, A., & Tiongson, F. (2025). Influence of TikTok Shop Reviews on Consumer Trust Analyzing the Impact of User Generated Content on Purchasing Decisions. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 127.

EFFECTS OF SOCIAL MEDIA MARKETING STRATEGIES ON BRAND AWARENESS OF FSR AUTOWORKS: BASIS FOR IMPROVING DIGITAL MARKETING TACTICS

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Marketing

KEYWORDS

*social media marketing
strategies; brand awareness;
digital marketing; influencer
marketing; customer
engagement; automotive
industry*

ARTICLE ID

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This study investigates the effects of social media marketing strategies on the brand awareness of FSR Autoworks and Off-Road Unlimited, an automotive service company based in Commonwealth, Quezon City. Since its establishment in 2013, the company has grown from offering basic car wash and painting services to becoming a full-service auto repair and customization provider, responding to trends such as the increased popularity of 4x4 vehicles. Given the growing importance of digital engagement, this study focuses on social media strategies utilized by the company—including influencer collaborations, live streaming, content marketing, and vlogging—and evaluates their impact on brand awareness, particularly in terms of content quality, accuracy, contact availability, and relevance. A descriptive-correlational research design was used, with data collected from 30 customers who actively engaged with FSR Autoworks' social media platforms. The study utilized statistical tools, including frequency, weighted mean, Pearson correlation coefficient (Pearson-r), and ranking, to evaluate customer responses and determine the relationship between social media marketing strategies and brand awareness. The findings revealed a strong positive correlation between social media marketing strategies and brand awareness ($r = 0.877$, $p < 0.00001$). Influencer partnerships and vlogs emerged as the most effective tools in fostering customer trust and engagement. Live streaming and content marketing were found to support real-time interaction and educational value. However, several challenges were identified, including misalignment with influencer branding, low video production quality, and inconsistent relevance of published content. The study concludes that FSR Autoworks has successfully leveraged social media to increase brand visibility but must refine certain aspects to maximize digital impact. Key recommendations include enhancing content production quality, aligning with influencers whose values reflect the brand, integrating data analytics to personalize content, and maintaining consistent audience engagement through interactive and educational formats. These strategies can serve as a guide for FSR Autoworks and similar automotive businesses in strengthening their digital presence and fostering long-term customer loyalty in a competitive online environment.

RECOMMENDED CITATION

Esteves, J. M., Legaspi, K., Mahilum, P. J. A., Morin, B. A., & Trilles, L. (2025). Effects of Social Media Marketing Strategies on Brand Awareness of FSR Autoworks: Basis for Improving Digital Marketing Tactics. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 128.

MARKETING STRATEGIES UTILIZED BY BEHIND THE BAR TOMAS MORATO, QUEZON CITY, TOWARDS GUEST SATISFACTION: UTILIZATION OF MARKETING STRATEGIES

ABSTRACT

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Marketing

KEYWORDS

*marketing strategies; guest
satisfaction; tomas morato;
hospitality marketing; bar
promotion; staff engagement*

ARTICLE ID

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This study investigates the marketing strategies employed by bars in Tomas Morato, Quezon City, with a focus on their impact on guest satisfaction and loyalty. The research highlights the significance of personalized service, digital marketing, and innovative promotional efforts in maintaining competitiveness in the hospitality industry. The aim is to provide insights that can improve guest experiences and promote repeat patronage. The study utilized a quantitative research design. The respondents included 32 guests from Holic Bar, selected through purposive sampling. A structured survey instrument was employed to collect data, which was then subjected to validation and reliability testing. The researchers administered and retrieved the questionnaires directly, and data were analyzed using appropriate statistical methods to evaluate the influence of marketing strategies on guest satisfaction. Findings revealed that the majority of respondents were young, male, and single. Key determinants of guest satisfaction included product quality, ambiance, promotional activities, and staff engagement. Although promotions were generally appreciated, respondents identified the need for improvements in pricing fairness, comfort, and customer interaction. The results emphasize that young adult males value creative offerings, product quality, and a vibrant ambiance. Staff engagement and personalized service also contributed positively to guest satisfaction. However, areas such as safety, comfort, and pricing require attention. To strengthen guest loyalty, it is recommended that the establishment enhance promotion transparency, invest in ongoing staff training, and refine pricing strategies. A targeted marketing approach focused on improving the overall guest experience can contribute to sustained business success.

RECOMMENDED CITATION

Conel, J., De Vera, J. J., Gier, J., Joseph, S. D., Sanchez, S., & Ursal, J. (2025). Marketing Strategies Utilized by Behind the Bar Tomas Morato, Quezon City, Towards Guest Satisfaction: Utilization of Marketing Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 129.

LEVEL OF SATISFACTION OF THE CUSTOMER AT MOTORSTAR IN NOVALICHES, QUEZON CITY IN RELATION TO CUSTOMER LOYALTY

ABSTRACT

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Marketing

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novaliches; customer
retention; motorcycle retail
industry; service quality*

ARTICLE ID

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Customer satisfaction and loyalty are critical to driving growth and maintaining competitiveness in the motorcycle retail industry, especially in local markets like Motorstar in Novaliches, Quezon City. This study aimed to evaluate customer satisfaction and its effect on loyalty by focusing on five key dimensions: motorcycle performance, service quality, product quality, pricing, and sales and marketing. Operating in a highly competitive landscape, the dealership faces increasing pressure to meet customer expectations. Thus, the study also sought to identify existing service gaps and recommend strategic improvements to enhance the overall customer experience, boost retention rates, and foster long-term brand loyalty. This study adopted a descriptive quantitative research design. Twenty customers were selected using convenience sampling, and data were collected through a structured questionnaire covering demographic information, satisfaction factors, and service-related issues. The responses were analyzed using statistical tools, including frequency, percentage, weighted mean, and independent samples t-test. A Likert scale was used to assess and interpret satisfaction levels. To ensure the instrument's validity and clarity, expert evaluations and a pilot test were conducted before full implementation. The results revealed that customers were generally satisfied with their overall experience at Motorstar. The highest satisfaction scores were recorded in motorcycle performance and pricing, both with a mean rating of 3.46, followed by product quality at 3.38. Service quality (3.37) and sales and marketing (3.27) received slightly lower ratings, indicating areas with room for improvement. A significant difference in product quality ratings was observed between male and female respondents, highlighting gender-based variation in customer perception. Among the most common concerns were the limited number of service locations, unclear warranty procedures, and shortages of spare parts. In response to these issues, Motorstar has implemented measures such as expanding service facilities, improving inventory systems, and conducting staff training to enhance service delivery and customer satisfaction. The study establishes a strong link between customer satisfaction and loyalty at Motorstar Novaliches. To sustain and strengthen customer retention, the company should prioritize continuous improvement in service quality, foster stronger customer relationships, and implement strategic marketing initiatives. The proposed marketing approach centers on affordability, convenience, and reliability—attributes most valued by the dealership's core customers. Enhancing promotional efforts and expanding after-sales service capabilities will further elevate customer satisfaction and loyalty, securing Motorstar's competitive edge in the motorcycle industry.

RECOMMENDED CITATION

Alcoran, K. V., Mengullo, C. R., Pertollano, R., San Pedro Jr., E. J., & Sisno, J. (2025). Level of Satisfaction of the Customer at Motorstar in Novaliches, Quezon City in Relation to Customer Loyalty. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 130.

EVALUATING MARKETING STRATEGY TOWARD CUSTOMER PREFERENCE OF DOING GOOD CLOTHING

ABSTRACT

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Marketing

KEYWORDS

*doing good clothing;
marketing strategy; customer
loyalty; product quality; young
adult consumers; brand image*

ARTICLE ID

AASGBCPJMRA-B44205

This study investigates the marketing strategies employed by Doing Good Clothing, a Caloocan City-based enterprise specializing in personalized apparel. Although the company utilizes a variety of promotional techniques, it continues to face difficulties in effectively connecting with its intended market. The research aims to assess consumer behavior and preferences to develop more targeted and impactful marketing efforts. By enhancing customer interaction, refining promotional approaches, and optimizing advertising channels, the study seeks to strengthen the brand's market presence and appeal to a broader and more diverse customer base. This study examines the influence of marketing strategies on consumer preferences for Doing Good Clothing, a brand committed to sustainability and ethical sourcing. Adopting a descriptive quantitative research approach, the study will utilize a structured survey questionnaire administered to 20 prospective customers. The gathered data will be analyzed through descriptive statistics to summarize consumer responses, while correlation and regression analyses will be employed to assess the strength and significance of relationships between marketing strategies and consumer preferences. The findings aim to provide actionable insights for enhancing the brand's market engagement and aligning its promotional efforts with customer values. The survey findings reveal that a majority of the respondents are young adults, with 70% aged between 18 and 25. Most are male and report making one to three purchases from Doing Good Clothing. Respondents commend the brand for its product quality and design, and they consider the pricing to be fair and competitive. However, significant concerns were raised regarding the company's promotional efforts. In particular, the brand's social media advertisements were perceived as unengaging and ineffective. Furthermore, the store's physical location received low satisfaction ratings, especially in terms of comfort, atmosphere, and accessibility. While customers expressed trust in the brand's transparency and responsiveness to their needs, the overall data indicates substantial opportunities for improvement in marketing communication, promotional reach, and in-store experience. The study indicates that a significant portion of respondents are young adults aged 18 to 25, with 55% identifying as male. While Doing Good Clothing is consistently rated highly for the quality of its products, respondents expressed lower levels of agreement concerning the brand's image, customer loyalty, and overall reputation. These findings suggest that, despite product satisfaction, the company faces challenges in cultivating a strong and trustworthy brand identity. To address this gap, strategic improvements in marketing communication, brand positioning, and trust-building initiatives are recommended.

RECOMMENDED CITATION

Enriquez, A. J., Monterola, J. V., Nicomedes, A., Sobrino, M. J., & Zamora, J. (2025). Evaluating Marketing Strategy Toward Customer Preference of Doing Good Clothing. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 131.

FACTORS AFFECTING THE CONSUMERS ENGAGEMENT IN PROMOTIONAL STRATEGY OF DANTE'S PETROLEUM GAS AND TRADING

ABSTRACT

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Marketing

KEYWORDS

*promotional strategy;
consumer engagement;
business promotion strategies;
aida model; marketing
visibility; customer retention*

ARTICLE ID

AASGBCPJMRA-B45862

This study aims to determine how promotional strategies influence consumer engagement at Dante's Petroleum Gas and Trading. Specifically, it assesses the demographic profile of respondents based on age, sex, purchase frequency, and product size preference. It also examines factors affecting consumer attention in relation to the promotional strategy, using the AIDA model: Attention, Interest, Desire, and Action. The study further evaluates the promotional tools in terms of visibility, accuracy, and consistency and identifies common problems encountered by customers. The results serve as the basis for a proposed plan to enhance the business's promotional efforts. The study employs a quantitative-descriptive research design, involving 100 customers of Dante's Petroleum Gas and Trading who are knowledgeable about the business. Convenience sampling was used to gather data efficiently. Statistical tools such as frequency and percentage, ranking, and weighted mean were applied to analyze the responses. The demographic profile revealed a diverse age range, with the majority (25%) aged 20–25 years. More than half (54%) of the respondents were female. Most customers (50%) purchased products once a month, with the 11kg M-gas being the most preferred size (42%) due to its affordability and longer usage. In terms of the promotional strategy, customers generally disagreed with its effectiveness in attracting attention (mean = 2.12), generating interest (2.31), creating desire (2.42), and prompting action (2.43). While the accuracy (2.66) and consistency (2.78) of promotional materials received moderate ratings, visibility remained a notable issue (2.2). Reported problems included unclear signage, delayed deliveries, stock shortages, and insufficient marketing of the business location. Based on the findings, the researchers proposed strategies to enhance the business's promotional efforts. These include improving signage for better visibility and accessibility, implementing an inventory management system to address stock shortages, and enhancing telemarketing approaches to strengthen customer relationships. Additional suggestions include the use of vehicle advertisements and active promotion through a dedicated Facebook page to improve overall marketing reach.

RECOMMENDED CITATION

Braza, J., Grandia, D. L., Magno, M. H., Mangaba, G., & Tautjo, P. M. (2025). Factors Affecting the Consumers Engagement in Promotional Strategy of Dante's Petroleum GAS and Trading. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 132.

ASSESSING THE ROLE OF COMPLAINT MANAGEMENT IN SELECTED FAST-FOOD CHAIN: ADDRESSING FEEDBACK TO IMPROVE BRAND LOYALTY

ABSTRACT

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DISCIPLINE

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loyalty; fast-food chains;
customer satisfaction; service
recovery; role complaint*

ARTICLE ID

AASGBCPJMRA-B48055

This study assesses the role of complaint management in selected fast-food chains—Jollibee, Mang Inasal, and McDonald's—in improving brand loyalty. Guided by the Complaint Management Model, it examines how customer responsiveness, communication quality, resolution timeliness, and satisfaction vary across demographic groups such as age and gender. The study further explores how these complaint-handling dimensions influence customer perceptions of brand loyalty. A comparative descriptive design is employed with purposive sampling to select 75 employees (25 per chain) from Jollibee, Mang Inasal, and McDonald's. A structured survey questionnaire measures four complaint-management dimensions—responsiveness, communication, resolution timeliness, and customer satisfaction—and five brand-loyalty indicators—customer retention, repeat purchase intention, positive word-of-mouth, emotional attachment, and preference over competitors. Data are analyzed using means for each dimension and Pearson's correlation to test the relationship between complaint management and brand loyalty. Respondents were predominantly aged 18 to 20 (68 percent) and male (68 percent). Mean ratings for complaint management were 3.31 for responsiveness, 3.24 for communication, 3.07 for resolution timeliness, and 3.28 for customer satisfaction. Brand loyalty means there is a 3.13 for customer retention, 3.24 for repeat purchases, 3.04 for positive word-of-mouth, 2.99 for emotional attachment, and 3.13 for preference over competitors. Pearson's correlation analysis revealed no statistically significant relationship between overall complaint-management effectiveness and brand loyalty. The findings indicated that while responsiveness, clear communication, prompt resolutions, and customer satisfaction scored moderately high, these alone did not translate into stronger brand loyalty within the sample. As a result, it was concluded that complaint management must be integrated with broader loyalty strategies—such as personalized rewards, customer engagement programs, and consistent service quality—to have a measurable impact on customer retention and advocacy.

RECOMMENDED CITATION

Abasula, M. A., Alamin, L. J., Canales, J., Mercado, T. M., & Rizaldo, C. (2025). Assessing the Role of Complaint Management in Selected Fast-Food Chain: Addressing Feedback to Improve Brand Loyalty. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 133.

PERCEIVED ACCEPTABILITY OF PERFUME INFUSED WITH GREEN TEA LEAVES AMONG COLLEGE STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*green tea; fragrance potential;
skincare experts; no
significant difference; product
quality; consumer perception*

ARTICLE ID

AASGBCPJMRA-B48529

This study examines the distinctive qualities and potential applications of green tea leaves in perfumery. Although green tea is commonly consumed as a beverage, its unique aroma and beneficial properties have not yet been fully utilized in the fragrance industry. The study employed a quantitative-descriptive approach using product testing and survey questionnaires, with purposive sampling to select respondents. Participants included five skincare experts and ten fourth-year BS Entrepreneurship students, chosen for their relevance to the study. Their feedback provided insights into the perception of offering a perfume product infused with green tea leaves. The results of the study, both skincare experts and fourth-year BS Entrepreneurship students evaluated the potential of green tea-infused perfume in terms of aroma effects, consumer preference, and calming effects. The aromatic profile was found to significantly enhance the product's appeal. Respondents noted that the natural benefits of green tea could influence consumer perceptions and preferences, and that the product has the potential to promote relaxation and calmness. The skincare experts gave an overall weighted mean of 3.39, while the BS Entrepreneurship students gave a mean of 2.83. The t-computed value was 1.378 with 41 degrees of freedom, compared to a t-critical value of 2.020 at a 0.05 significance level. Since the t-computed value is less than the t-critical value, the null hypothesis is accepted, indicating no significant difference between the two groups' assessments across the three variables. The findings revealed positive reviews regarding the product's quality and potential, particularly emphasizing the distinctive aroma of green tea as a valuable component in perfume formulation. The researchers recommend using premium-grade green tea leaves to enhance the fragrance's potency and ensure superior product performance.

RECOMMENDED CITATION

Belicena, M. D., Binaya, S. M., Dela Cruz, J. M., Delos Santos, J., & Tundag, J. C. (2025). Perceived Acceptability of Perfume Infused with Green Tea Leaves Among College Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 134.

ASSESSING THE FUEL INTEGRITY ON CONSUMER DECISION MAKING IN SELECTED GAS STATIONS AT NOVALICHES, QUEZON CITY

ABSTRACT

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Marketing

KEYWORDS

*consumer decision making;
fuel integrity; gas station
satisfaction; customer
perceived value; novaliches;
independent t-test*

ARTICLE ID

AASGBCPJMRA-B48756

This study assesses how fuel integrity influences consumer decision-making at two gas stations in Novaliches, Quezon City—Metro Gas and Power Fill—using Customer Perceived Value theory and the Input-Process-Output model. It investigates drivers' experiences, station preferences, and pricing perceptions to identify factors that strengthen consumer trust and inform station improvement strategies. A descriptive research design is employed, with convenience sampling selecting thirty drivers (fifteen per station) in Novaliches. A validated two-part questionnaire gathers demographic data, vehicle types, and ratings of fuel quality, service experience, and price fairness on a four-point Likert scale. Data are analyzed using frequency distributions, percentages, means, weighted means, and an independent t-test at a 0.05 significance level ($df = 28$) to compare overall satisfaction between stations. Most respondents rode motorcycles and preferred diesel fuel. Both Metro Gas and Power Fill received positive ratings for fuel quality, service experience, and pricing, with mean scores above 3.0. The independent t-test indicated no significant difference in overall satisfaction between the two stations ($t < 2.017$, $p > 0.05$). Top consumer recommendations included offering discounts and loyalty programs, ensuring stable pricing, and maintaining equipment to guarantee consistent fuel integrity. The study found that fuel integrity significantly influenced consumer choice regardless of vehicle type or station. As a result, the study recommended enhancing transparency in fuel sourcing, implementing regular quality checks, and introducing customer loyalty incentives to reinforce trust. Future research was advised to employ randomized sampling and to explore long-term impacts of quality assurance measures on consumer behavior in the fuel retail sector.

RECOMMENDED CITATION

Bulfa, A., De Castro, D. I., Dublin, F. L., Fabillar, R., & Pabustan, A. J. (2025). Assessing the Fuel Integrity on Consumer Decision Making in Selected GAS Stations at Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 135.

ASSESSING THE SWOT ANALYSIS OF ONLINE SELLERS: BASIS FOR ENHANCING STRATEGIC PLATFORM SUPPORT

ABSTRACT

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Marketing

KEYWORDS

*online sellers; strategic
support; swot analysis;
e-commerce; shopee; swot
online*

ARTICLE ID

AASGBCPJMRA-B49813

The rapid expansion of e-commerce platforms such as Shopee is reshaping the retail landscape in Southeast Asia by enabling small and medium-sized enterprises to reach broader markets. Despite these opportunities, online sellers encounter challenges, including logistical inefficiencies, limited product visibility, evolving consumer preferences, and intense competition. This study assesses the strengths, weaknesses, opportunities, and threats (SWOT) faced by Shopee sellers in Novaliches, Quezon City, to inform the development of enhanced strategic support mechanisms based on the SWOT framework proposed by Kumar and Praveena. This study employs a descriptive quantitative design, administering structured questionnaires to 30 purposively selected Shopee sellers in Novaliches. Data analysis includes frequency distributions, percentages, weighted means, Kruskal–Wallis H tests for group comparisons, and ranking of identified SWOT factors to determine their relative importance. Most respondents operated with start-up capital and monthly revenues below ₱50 000 and had one to two years of online selling experience. Sellers reported strong pricing strategies, high customer satisfaction, and positive review management as key strengths. Negative reviews, shipment delays, and deep platform discounts emerged as primary weaknesses. Live selling features, influencer marketing, and round-the-clock customer access were identified as top opportunities. Major threats included unstable internet connections, policy suspensions, and fierce market competition. The Kruskal–Wallis H test found no significant differences in SWOT factor ratings based on capital size, years of operation, or income level. Unstable internet connectivity, high competition, logistics delays, and adverse customer feedback were ranked as the most critical barriers. The findings suggested that targeted strategic enhancements—such as seller loyalty programs, live-stream sales initiatives, influencer collaborations, and platform-led training—could bolster seller competitiveness. Recommendations also included integrating multiple logistics providers and deploying chatbot-based customer support to streamline operations. As a result, Shopee sellers would be better equipped to navigate dynamic market conditions. This study offers practical insights for entrepreneurs and platform developers aiming to strengthen the online retail ecosystem.

RECOMMENDED CITATION

Antonio, A. R., Benitez, Y. A., Duarte, R., Gaton, N., & Ympal, S. M. (2025). Assessing the SWOT Analysis of Online Sellers: Basis for Enhancing Strategic Platform Support. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 136.

INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN BRAND EQUITY OF LOLA NENA'S IN QUEZON CITY: BASIS FOR SUSTAINABILITY PROGRAM

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

corporate social responsibility (csr); brand equity; lola nena's; brand image; brand awareness; sustainability

ARTICLE ID

AASGBCPJMRA-B50263

This study explores the impact of Corporate Social Responsibility (CSR) initiatives on brand equity at Lola Nena's, a Filipino food enterprise known for its commitment to sustainability and community support since 2019. Established in 2012 as a family-run business, Lola Nena's has evolved into a well-loved brand recognized for its traditional snacks and ethical practices, such as sourcing ingredients from local farmers, providing disaster relief, offering medical assistance, and supporting educational initiatives. However, the effectiveness of these CSR efforts is limited by challenges including low consumer awareness, resource constraints (e.g., cassava shortages due to agricultural issues), and occasional misalignment between CSR activities and the brand's core identity. This study employed a descriptive correlational design and gathered responses from 30 customers at Lola Nena's Quezon City branches. Using both convenience and purposive quota sampling methods, the research aimed to explore how the company's Corporate Social Responsibility (CSR) initiatives influence brand awareness, customer loyalty, and overall brand image. Findings indicated moderately favorable perceptions of CSR's impact, with mean ratings of 3.50 for brand image, 3.57 for customer loyalty, and 3.36 for brand awareness. Despite this, statistical analysis revealed a negligible negative correlation between CSR initiatives and overall brand equity ($r = -0.0837$, $p = 0.6628$), leading to the acceptance of the null hypothesis that CSR efforts alone do not significantly influence brand value. Key barriers identified were the lack of effective communication—83% of respondents were unaware of existing CSR programs—along with minimal customer engagement and limited visibility of CSR activities. The study concludes that while Corporate Social Responsibility (CSR) strengthens community engagement and supports ethical branding, its direct impact on brand equity is limited and depends heavily on strategic communication. To enhance effectiveness, the study recommends using social media to highlight CSR efforts, forming partnerships with local organizations, and adopting transparent reporting to improve public awareness. By aligning CSR initiatives with consumer values and ensuring they are scalable and sustainable, Lola Nena can reinforce its reputation as a socially responsible brand. This research contributes to a deeper understanding of CSR's role in small and medium-sized food enterprises, emphasizing the need to integrate ethical practices with long-term business strategies to achieve meaningful and lasting growth.

RECOMMENDED CITATION

Baal, K., Bacarisas, J., De Belen, S. K., Ragos, C., & Tena, A. (2025). Influence of Corporate Social Responsibility (CSR) in Brand Equity of Lola Nena's in Quezon City: Basis for Sustainability Program. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 137.

ASSESSMENT OF SOCIAL MEDIA MARKETING ON RESTAURANT RESERVATION AT RED TOMATO MODERN ITALIAN RESTAURANT IN QUEZON CITY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*social media marketing;
restaurant reservations;
digital engagement; content
authenticity; customer
responsiveness; social media*

ARTICLE ID

AASGBCPJMRA-B50618

This study assesses the impact of social media marketing on reservation rates at Red Tomato Modern Italian Restaurant in Quezon City. It examines the platforms employed, the nature of the content shared, and the level of audience engagement to determine how digital marketing efforts influence booking behavior. The study aims to identify best practices, uncover areas for improvement, and evaluate the correlation between social media activity and reservation success. The findings will inform strategies to boost bookings and enhance customer loyalty in an increasingly visual and review-driven dining landscape. This study employs a descriptive survey design with purposive sampling to select participants who have dined at Red Tomato and engaged with its social media channels. A structured questionnaire gathers data on demographic profiles, platform usage, content preferences, and reservation experiences. Responses are analyzed using frequency distributions and weighted means to assess the efficiency of social media marketing components—such as reviews, visual content, and responsiveness—and to pinpoint challenges in the reservation process. Most respondents were aged 21–25 (44 percent) and female (56 percent). Facebook emerged as the primary platform for discovering the restaurant (84 percent), with Instagram trailing behind. The majority of customers visited the restaurant annually (60 percent) and reported monthly incomes around ₱20, 000 (40 percent). Social media marketing was rated as highly efficient across key dimensions—platform selection, content relevance, and visual appeal—indicating strong engagement. However, significant issues were identified: delayed response times were reported by 56 percent of customers, while 32 percent cited limited reservation options. Content authenticity concerns were also noted, though technical or security issues were not reported. The findings revealed that social media marketing at Red Tomato successfully attracted a young adult audience primarily via Facebook, leveraging reviews and ambiance videos to influence dining decisions. Reservation efficiency was hampered by slow responses and inflexible booking options, underscoring the need for improved customer service protocols and expanded reservation channels. As a result, recommendations include enhancing responsiveness through dedicated social media support, broadening reservation methods to include messaging apps and online booking widgets, and diversifying content on Instagram to encourage more frequent visits.

RECOMMENDED CITATION

Benavente, J., Delatado, K. S., Sialongo, R., & Siasat, J. (2025). Assessment of Social Media Marketing on Restaurant Reservation at Red Tomato Modern Italian Restaurant in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 138.

UNDERSTANDING THE FACTORS INFLUENCING CONSUMERS DECISION IN BODY TATTOO AND PIERCING INDUSTRY

ABSTRACT

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Marketing

KEYWORDS

*consumer decision factors;
tattoo industry; piercing
industry; challenges;
consumer-artist relationship;
hygiene and safety*

ARTICLE ID

AASGBCPJMRA-B52276

This study aims to understand and identify the factors that influence consumer decisions in the body tattoo and piercing industry. It also examines the challenges consumers face within this industry. The purposive sampling technique was employed to select tattoo and piercing consumers as respondents. This study utilized a quantitative research design, collecting data through survey questionnaires. The researchers applied a quantitative approach, using purposive sampling to gather information specifically from consumers who have experience and knowledge about the tattoo and piercing industry. These selected respondents were chosen because they could provide relevant and valuable insights for the study. The study, the challenges faced by respondents in three areas: availability, acceptability, and consumer preference. The total weighted mean scores were 3.32 for availability, 3.5 for acceptability, and 3.48 for consumer preference. Additionally, when assessing how respondents faced these challenges, the weighted means were 3.56 for availability, 3.46 for acceptability, and 3.42 for consumer preference. Statistical analysis showed no significant difference in the responses of the 30 respondents regarding these three factors: availability, acceptability, and consumer preference. This study provides valuable insights for individuals in the tattoo and piercing industry regarding the challenges they may encounter and strategies to address them. Based on the respondents' recommendations, it is important to foster strong relationships between consumers and artists, prioritize hygiene and safety standards, and continuously pursue learning and skills enhancement to maintain expertise in the field.

RECOMMENDED CITATION

Irabon, J., Navarro, E., Ramos, A. K., & Torres, S. J. (2025). Understanding the Factors Influencing Consumers Decision in Body Tattoo and Piercing Industry. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 139.

ASSESSMENT ON LOYALTY MEMBERSHIP PROGRAM OF B HOTEL QUEZON CITY: A PROPOSED GUIDELINES

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*hotel loyalty programs; brand
loyalty; customer retention;
personalized communication;
reward redemption; customer
engagement*

ARTICLE ID

AASGBCPJMRA-B52547

This study explores the influence of hotel loyalty membership programs on retaining customers, focusing on their role in shaping customer behavior and encouraging sustained engagement. It highlights important elements such as reward systems, tailored services, and trust in the brand as critical drivers of loyalty. This study employed a mixed-methods approach, combining qualitative and quantitative research techniques. A structured survey questionnaire was administered to fifty (50) hotel customers in Quezon City to gather data on their participation in loyalty programs, satisfaction with services, and repeat booking behavior. The collected responses were systematically analyzed to assess the effectiveness of loyalty programs in fostering customer retention and satisfaction. Analysis of the questionnaire responses showed that the majority of participants were male, indicating higher engagement of male clients in the hotel's loyalty membership program. While the program provides notable benefits, areas for improvement include clearer policy communication, enhanced digital accessibility, and more efficient reward distribution. Customers place high value on transparent pricing and desire timely, straightforward communication regarding program rules and updates. Well-structured loyalty programs effectively drive customer retention by offering meaningful incentives, exclusive perks, and seamless reward redemption processes. Moreover, personalized services and targeted marketing efforts strengthen customer relationships, boosting satisfaction and long-term loyalty. Nevertheless, challenges such as complex reward mechanisms, insufficient program awareness, and inconsistent service quality continue to impede optimal retention outcomes. The study suggests that hotels should streamline the rewards redemption process, improve personalized communication, and regularly analyze customer feedback using data analytics to enhance their loyalty programs. These improvements can help hotels refine their strategies and gain a competitive advantage. The research provides practical recommendations for hotel managers seeking to boost customer retention and engagement. Future research could focus on assessing the financial outcomes and effectiveness of loyalty programs across different customer segments. Ultimately, loyalty programs serve as essential tools for building customer loyalty, reinforcing brand reputation, and driving sustainable business growth.

RECOMMENDED CITATION

Adling, V. M., De Vera, C. J., Fabella, A., Marquez, R. M., & Salcedo, M. C. J. (2025). Assessment on Loyalty Membership Program of B Hotel Quezon City: A Proposed Guidelines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 140.

IMPACT OF SOCIAL MEDIA INFLUENCERS IN LIFESTYLE CHOICES OF YOUNG ADULTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*social media influencers;
lifestyle choices; young adults;
social comparison; consumer
behavior; body image*

ARTICLE ID

AASGBCPJMRA-B54094

This study investigates the impact of social media influencers on the lifestyle choices of young adults at Bestlink College of the Philippines. With the rapid rise of digital platforms, influencers have become highly influential in shaping consumer behavior, personal values, and lifestyle preferences. The research focuses on how influencer-generated content affects key aspects of students' lives, including financial decision-making, social and recreational activities, body image perception, emerging behavioral trends, and social comparison. The study aims to provide insights into the extent of influencer influence on youth lifestyles in the digital age. This study utilized a correlational research design to examine the relationship between variables, with data collected from 150 students through the use of structured questionnaires. The study's findings reveal that most respondents actively follow social media influencers and demonstrate a moderate to strong alignment with the content and lifestyles these influencers promote. A moderate positive correlation was found between influencer content and changes in lifestyle decisions. Financial spending patterns were notably affected, with many respondents reporting increased impulse purchases influenced by limited-time offers and product endorsements. Social and recreational behaviors were also impacted, as participants indicated a greater likelihood of engaging in events or activities promoted by influencers. Regarding body image, respondents reported both positive and negative effects: while some were inspired by body positivity campaigns, others experienced dissatisfaction with their appearance due to exposure to idealized images. Additionally, the findings suggest that influencer-driven social comparison contributes to self-esteem challenges, as many young adults tend to assess their self-worth based on the curated and often unrealistic portrayals presented by influencers online. In light of the findings, the study highlights the critical need to enhance digital literacy among young adults to support more mindful and responsible engagement with social media. It recommends the establishment of clear guidelines for content creators, focusing on transparency, ethical promotional practices, and the dissemination of empowering and constructive messages. These recommendations serve as a valuable resource for educators, policymakers, and social media practitioners in designing strategies that foster critical thinking and healthier online habits. By exploring the dynamic link between influencers and lifestyle choices, the study adds to the ongoing conversation about the role of digital influence in shaping youth behavior and overall well-being.

RECOMMENDED CITATION

Bravo, R., Dazal, S. M., Diaz, K., Miraballe, C., & Tuan, G. M. (2025). Impact of Social Media Influencers in Lifestyle Choices of Young Adults at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 141.

FACTORS AFFECTING THE SALES PERFORMANCE OF KRISTAL-G RISTORANTE: PROPOSED IMPROVEMENT PLAN

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*sales performance; customer
satisfaction; business
improvement; marketing
strategies; restaurant
management; food industry*

ARTICLE ID

AASGBCPJMR-B57211

This study explores the challenges affecting the sales performance of Kristal-G Ristorante. It aims to identify key factors such as service or product quality, pricing, location, promotion, customer service, competition from new establishments, more affordable alternatives, and the growing popularity of food delivery services. Kristal-G Ristorante was founded by Chef Girlie D. Queddeng in December 2011 in Rodriguez, Rizal, offering Filipino and Italian cuisines. After relocating twice, the restaurant settled at Daang Bakal Balite in 2019. In response to competition and the COVID-19 pandemic, the restaurant expanded its offerings to include pastries and milk teas, improved its online presence through Facebook, and provided delivery options via platforms like Grab and FoodPanda. It also upgraded its interior to enhance customer experience and hosted private events such as birthdays, weddings, and corporate functions. This study utilizes a quantitative-descriptive research design with simple random sampling to gather data from 78 customers in Rodriguez, Rizal. It is anchored on Hilal Cokeli's (2023) theory, which emphasizes the importance of the 5Ps of marketing—product, price, place, promotion, and people—as foundational strategies for improving business sales performance. A researcher-made and validated survey questionnaire was used to assess customer perceptions of these factors. The analysis revealed that customers rated the restaurant's marketing elements favorably. Among the 5Ps, staff and service (people) received the highest overall mean of 3.59, while the lowest observed mean was 3.45. Pricing had a mean score of 3.54, indicating customer satisfaction with value for money. The restaurant's location (place) was rated moderately, with an overall mean of 3.50. Promotional efforts received a highest mean of 3.56, suggesting some effectiveness, although visibility and reach remain areas for enhancement. The study recommends several strategies to improve Kristal-G Ristorante's sales performance. These include developing promotional campaigns targeting middle-aged and female customers, enhancing the ambiance and food quality, offering fair and competitive pricing, improving accessibility and parking, and ensuring a safe, comfortable environment. Staff training should focus on product knowledge and efficient service. Operational improvements such as ingredient preparation and kitchen workflow optimization are advised to reduce wait times. Increasing social media presence and launching limited-time menu offerings are also suggested to attract and retain customers.

RECOMMENDED CITATION

Cabading, P. L., Encinas, J. L. R., Francisco, A. J., Rodulfo, M. C., & Somido, M. A. (2025). Factors Affecting the Sales Performance of Kristal-G Ristorante: Proposed Improvement Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 142.

OPTIMIZING MARKETING STRATEGIES FOR MORE EFFECTIVE TARGETED ADVERTISING CAMPAIGNS

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*targeted advertising;
marketing strategy
optimization; digital
marketing; advertising
effectiveness; customer
engagement; strategic
communication*

ARTICLE ID

AASGBCPJMRA-B59944

This study aims to optimize marketing strategies to improve the effectiveness of targeted advertising campaigns. As digital marketing continues to evolve, businesses increasingly depend on targeted approaches to efficiently reach specific audiences. The focus is on refining strategic efforts to enhance reach, engagement, and return on investment, especially in competitive environments. This research investigates the experiences and perceptions of sellers and business owners in Novaliches, Quezon City, concerning digital advertising and its influence on customer engagement. A descriptive-quantitative research design was employed, with data gathered through an online survey using Google Forms. A purposive sampling technique was used to select 30 participants actively involved in digital marketing. The survey collected demographic information, identified marketing challenges, and gathered insights on potential improvements and recommendations for better-targeted advertising. The findings showed that the current marketing strategies were consistently rated as highly effective, efficient, and credible, each aspect receiving a total weighted mean of 3.7. This uniformity indicates a well-balanced marketing approach that addresses campaign goals while efficiently utilizing resources and maintaining brand trust. The alignment across effectiveness, efficiency, and credibility demonstrates the strategy's robustness in achieving marketing objectives. Overall, the study affirms that the applied marketing strategies have positively impacted the target audience and market reach. The consistency in evaluation results supports the continued application and enhancement of these strategies. The findings underscore the importance of adapting to technological changes and shifting consumer preferences to maintain the success of advertising campaigns in a highly dynamic and competitive digital landscape.

RECOMMENDED CITATION

Anota, E., Flores, G., Guatato, N. A., Jamero, V., & Madera, R. A. G. (2025). Optimizing Marketing Strategies for More Effective Targeted Advertising Campaigns. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 143.

CUSTOMER SATISFACTION IN A COFFEE SHOP AT SUSANO ROAD, NOVALICHES QUEZON CITY: BASIS FOR MARKETING STRATEGY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

customer satisfaction; quezon city; retro coffee house; coffee shop; marketing strategy; gender-based marketing

ARTICLE ID

AASGBCPJMRA-B61289

This study aims to assess the level of customer satisfaction at Retro Coffee House PH, located along Susano Road, Novaliches, Quezon City, as a basis for formulating effective marketing strategies. By understanding the preferences and expectations of customers, the study seeks to provide recommendations that can enhance customer experience and business performance. This research utilizes a quantitative descriptive method, employing survey questionnaires distributed to 50 respondents, consisting of both regular and occasional customers of the coffee shop. The study evaluates customer satisfaction based on factors such as convenience, service quality, and the alignment of service delivery with customer expectations. Findings indicated that most customers appreciated the café's interior aesthetics, cleanliness, and friendly staff, making it a favorable place for social gatherings. However, concerns were raised regarding long waiting times during checkout, pricing transparency, and occasional delays in online deliveries. Statistical analysis using the Kruskal-Wallis H test and Mann-Whitney U test revealed that customer satisfaction was significantly influenced by age and gender, while frequency of purchase did not yield a substantial effect. Young adults valued fast service and ambiance, whereas older customers prioritized product quality and pricing. Based on the findings, the study recommends utilizing social media influencers for promotional campaigns, implementing gender-targeted marketing strategies, and introducing customer loyalty programs. Enhancements such as pre-order features, improved delivery systems, bundled offers, and optimized seating arrangements should be considered to further strengthen brand identity and increase customer retention. The study highlights the importance of tailored marketing strategies in the competitive coffee shop industry, emphasizing that addressing identified issues while maximizing strengths can significantly improve customer satisfaction and business growth.

RECOMMENDED CITATION

Gilber, F., Mahinay, K. R., Paculba, R., Paor, J., & Sison, A. H. (2025). Customer Satisfaction in a Coffee Shop at Susano Road, Novaliches Quezon City: Basis for Marketing Strategy. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 144.

MEMES AS BRAND PROMOTION: IT'S INFLUENCE ON CONSUMER PURCHASING BEHAVIOR IN MI PANDA PHILIPPINES SMDC

ABSTRACT

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Marketing

KEYWORDS

*consumer purchasing
behavior; brand promotion;
mi panda philippines; social
media engagement; meme
marketing; youth marketing*

ARTICLE ID

AASGBCPJMRA-B62543

Memes are humorous digital content widely shared across social media platforms, often used to engage audiences and influence perception. Brand promotion, on the other hand, refers to strategic efforts to increase a brand's visibility, appeal, and customer connection. This study aims to determine the influence of memes as a form of brand promotion on consumer purchasing behavior, with a specific focus on Mi Panda Philippines located in SMDC. The researchers employed a descriptive research design to explore patterns and relationships associated with meme-based brand promotion. A sample of 200 respondents was selected through simple random sampling, calculated using the Z-test formula. Data were collected via Google Forms by scanning QR codes provided at the store location. Statistical tools such as frequency distribution, percentage, ranking, and weighted mean were applied to analyze the responses and derive meaningful insights. Findings showed that Mi Panda Philippines primarily appeals to consumers aged 20 to 30, with a balanced distribution across genders. Buying frequency varied, indicating a mix of regular and occasional shoppers. The use of memes in marketing significantly increased social media engagement, helped build a relatable brand image, and enhanced visibility among younger audiences. This cost-effective promotional strategy fostered higher levels of audience interaction. However, while meme marketing offers substantial benefits, it also presents risks related to misinterpretation or negative audience reaction. Meme-based promotion effectively encourages consumer interaction through likes, shares, and comments, creating a dynamic online presence. This strategy allows Mi Panda Philippines to cultivate a youth-oriented brand identity and develop stronger consumer relationships. The study concludes that memes, when used strategically, can positively influence consumer behavior by increasing brand awareness and driving purchase decisions. Careful management is essential to ensure message clarity and cultural relevance.

RECOMMENDED CITATION

Balcos, Y., Labiste, R. J., Lumada, R., Serafica, L. K., & Siso, E. M. (2025). Memes as Brand Promotion: It's Influence on Consumer Purchasing Behavior in Mi Panda Philippines SMDC. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 145.

FACTORS INFLUENCING PURCHASE INTENTION ON FACEBOOK MARKETPLACE FOR USED CARS

ABSTRACT

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Marketing

KEYWORDS

*purchase intention; facebook
marketplace; used cars;
perceived quality; brand
attitude; perceived risk*

ARTICLE ID

AASGBCPJMR-B62755

This study examines the factors influencing purchase intention for used cars on Facebook Marketplace, with a focus on Cars R Us Auto Trading in Meycauayan, Bulacan. Grounded in Nuzula et al.'s (2022) framework, the research investigates how perceived quality, perceived risk, and brand attitude influence consumer buying behavior on digital platforms, particularly within the context of secondhand vehicle sales. A mixed-methods approach was employed, combining quantitative surveys with statistical analysis to assess customer perceptions. Forty-five (45) respondents participated in the survey. The variables measured included perceived quality, perceived risk, and brand attitude. Data were analyzed using mean scores and correlation tests. Perceived quality (Mean = 2.73) and brand attitude (Mean = 2.63) were found to significantly influence purchase intentions, while perceived risk (Mean = 2.73) showed no statistically significant relationship with purchasing behavior, supporting the hypothesis that risk perception does not significantly affect decision-making in this context. The findings indicate that customer decisions are primarily influenced by the perceived quality of the vehicle and trust in the brand or seller. Transparency in communication and seller credibility further strengthened customer loyalty and engagement. These results provide actionable insights for small and medium enterprises (SMEs) operating on Facebook Marketplace. Recommendations include implementing structured onboarding processes, enhancing real-time buyer-seller interaction, and offering reliable post-sale support to meet the evolving expectations of digital consumers. The study shows that trust and transparency are more important to buyers than price when purchasing used cars on Facebook Marketplace. Customers are more likely to buy when sellers are responsive, profiles appear credible, and test drives are available. These factors help build trust between buyers and sellers. However, challenges were also found, including limited listing options (reported by 20 respondents), outdated listings (18 respondents), and hidden charges (9 respondents), which affect the buying experience. To improve this, the researchers proposed a four-stage customer experience model. First is Inquiry, which focuses on improving listings with quality photos and verified profiles. Second is Apply, which ensures secure payments and clear contracts. Third is Approved, which encourages follow-up and customer feedback after purchase. Lastly, Collaboration promotes partnerships for added services like financing. These strategies can help sellers improve customer satisfaction, increase trust, and encourage repeat buying on the platform.

RECOMMENDED CITATION

Adorna, A., Felicilda, A., Franco, L., Gamelo, R. M., & Paderna, D. (2025). Factors Influencing Purchase Intention on Facebook Marketplace for Used Cars. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 146.

SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF MOTOR VEHICLE RETAILING BUSINESSES IN CALOOCAN

ABSTRACT

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DISCIPLINE

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KEYWORDS

*service quality; customer
satisfaction; motorcycle
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model; 4ps marketing*

ARTICLE ID

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Motorcycles serve as a fast, affordable, and convenient mode of transportation, particularly in Caloocan City, which was declared the “Motorcycle Capital of the Philippines” in 2017. Due to increasing demand, motorcycle retail businesses have rapidly expanded in the area. However, many still face challenges such as service delays, understaffing, and inconsistent service quality, leading to customer dissatisfaction. This study assesses service quality and customer satisfaction in motorcycle retail businesses in Caloocan by utilizing the SERVQUAL model (Reliability, Assurance, Tangibility, Empathy, Responsiveness) alongside the 4Ps of marketing (Product, Price, Place, Promotion). It aims to evaluate customer perceptions, determine the relationship between service quality and customer satisfaction, identify service-related issues, and propose practical recommendations for improvement. This study employs a descriptive-correlational design to examine the relationship between service quality and customer satisfaction in selected motorcycle retail shops in Caloocan, namely Motortrade, Yamaha, Honda, and Transcycle. A total of 80 customers, with 20 respondents per branch, voluntarily participated and assessed their service experience using a validated questionnaire. The purpose of the study was personally explained to each respondent prior to data collection. Findings based on the SERVQUAL model indicated that customers were generally satisfied with all five dimensions of service quality. The highest satisfaction scores were recorded in assurance (mean = 4.31), tangibility (mean = 4.27), and empathy (mean = 4.21). In terms of the 4Ps, high satisfaction was also observed in product (mean = 4.34), price (mean = 4.42), and promotion (mean = 4.35). However, the most common concern was delays in document processing, particularly with the release of official receipts, certificates of registration, and license plates (mean = 2.71). Issues related to service maintenance, such as back jobs, were reported less frequently. Statistical analysis showed a moderate positive correlation ($r = 0.3621$) between service quality and customer satisfaction, confirming the presence of a significant relationship. Although customers expressed overall satisfaction with the services offered, the study identified responsiveness and document processing as areas requiring improvement. To address these concerns, the study recommends the reorganization of branch operations into specialized departments, the hiring of additional staff, enhancement of document management systems, and continuous employee training. These strategies aim to improve service quality, increase customer satisfaction, and foster stronger brand loyalty.

RECOMMENDED CITATION

Sarzata, V. (2025). Service Quality Towards Customer Satisfaction of Motor Vehicle Retailing Businesses in Caloocan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 147.

LOYALTY PROGRAMS AND CUSTOMER SATISFACTION IN CONVENIENCE STORES IN BARANGAY COMMONWEALTH QUEZON CITY

ABSTRACT

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Marketing

KEYWORDS

*customer satisfaction; loyalty
programs; convenience stores;
barangay commonwealth;
customer engagement; reward
structure*

ARTICLE ID

AASGBCPJMRA-B64816

This study examines the relationship between loyalty programs and customer satisfaction in convenience stores located in Barangay Commonwealth, Quezon City. As businesses increasingly utilize loyalty programs to improve customer retention, this research investigates how reward structures, customer engagement, and program consistency influence satisfaction levels. The study also identifies existing gaps in customer interaction and proposes strategies to enhance loyalty programs by improving communication, offering more relevant rewards, and ensuring consistent program execution. Addressing these areas may lead to greater customer loyalty and overall satisfaction. A correlational research design was used to assess the relationship between loyalty program features and customer satisfaction. Data were collected from 50 respondents using a structured questionnaire distributed via Google Forms. The questionnaire measured variables such as reward structure, tier systems, and perceived benefits using a 4-point Likert scale. Descriptive statistics, including the weighted mean, were applied, along with a Pearson correlation analysis and a p-test to determine the statistical significance of the relationships. The results showed an overall weighted mean of 3.42 for customer satisfaction, indicating that respondents generally agreed on the effectiveness of loyalty programs. The highest-rated factor was the perceived value of rewards (3.50), while the lowest was the variety of rewards (3.30). A strong negative correlation ($r = -0.769$) was found between loyalty program quality and customer satisfaction, implying that improvements in program features significantly increased satisfaction levels. The p-test result ($p = 0.001$) confirmed that the correlation was statistically significant at the 0.05 level. The study concludes that enhancing loyalty programs—especially by expanding reward options and refining tiered benefits—can significantly improve customer satisfaction in convenience stores. These findings underscore the importance of strategic loyalty program design in fostering long-term customer engagement and retention.

RECOMMENDED CITATION

Caldoza, E. B., Canoy, J., Pacaanas, D., Peñaverde, G., Reyno, R., & Tamang, M. C. (2025). Loyalty Programs and Customer Satisfaction in Convenience Stores in Barangay Commonwealth Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 148.

TIKTOK PROMOTIONAL VIDEO AND CONSUMER ENGAGEMENT OF G21 SOAP AND COSMETICS PRODUCT

ABSTRACT

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Marketing

KEYWORDS

*g21 soap and cosmetics;
consumer trust; tiktok
marketing; consumer
challenges; product
information; engagement
strategies*

ARTICLE ID

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This study explores the impact of TikTok promotional videos by G21 Soap and Cosmetics, a company founded in 2018, on customer awareness and consumer engagement. Recognizing TikTok's role as a powerful social media platform driven by short-form, algorithm-curated content, the research assesses how effectively G21's videos enhance brand visibility and foster interaction with customers. The study aims to measure the level of customer awareness generated by these promotional efforts and analyze their influence on consumer engagement behaviors. This study employed a correlational research design to examine the relationship between TikTok promotional videos by G21 Soap and Cosmetics and consumer engagement. Data were gathered from 50 respondents using a survey questionnaire. Statistical analyses, including weighted mean, ranking, and Pearson correlation, were utilized to evaluate how TikTok videos influence customer awareness and engagement levels. The research aims to provide insights into the effectiveness of short-form social media content in enhancing brand-customer interactions. The study found that TikTok promotional videos by G21 Soap and Cosmetics scored high in brand appeal, consumer trust, and content alignment, with respondents rating the brand as appealing (3.32), frequently checking reviews before purchase (3.54), and feeling encouraged to buy (3.48). Consumer engagement indicators—awareness of product features (3.56), information-seeking behavior (3.38), and positive brand perception (3.58)—were similarly rated positively. However, hypothesis testing revealed a weak, non-significant negative correlation ($r = -0.1471$, $p = 0.3030$) between TikTok videos and consumer engagement. While the relationship was not statistically significant, the findings emphasize the importance of further exploring how TikTok content influences brand perception and engagement. Users identified several challenges with G21's TikTok marketing, including an overreliance on influencers rather than authentic customer testimonials (23 respondents), incomplete product information (21), and absence of real-time feedback or live demonstrations (19). Additional concerns involved unrealistic filters, inauthentic influencers (18), and unclear explanations of product benefits and ingredients (17). To address these issues, the study recommends that G21 focus on authentic user testimonials, incorporate real-time feedback mechanisms, and produce engaging content like skincare tutorials and behind-the-scenes videos. These strategies aim to build consumer trust and enhance engagement by delivering meaningful and relatable content.

RECOMMENDED CITATION

Joseph, J., Onting, C. J., Postrado, J., Tiglao, M., & Torres, K. J. (2025). TikTok Promotional Video and Consumer Engagement of G21 Soap and Cosmetics Product. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 149.

PROMOTIONAL OFFERS AND CUSTOMER RETENTION OF SPANDA MASSAGE AND SPA IN ROOSEVELT, QUEZON CITY

ABSTRACT

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Marketing

KEYWORDS

*customer retention;
promotional offers; customer
satisfaction; spa marketing;
bundled services; service
quality*

ARTICLE ID

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This study explores the relationship between promotional offers and customer retention at Spanda Massage and Spa. Founded in 2017 as a home-based massage service, the business initially struggled with increasing sales and attracting a stable customer base. In response, Spanda conducted market research and introduced targeted promotional strategies. The study examines specific promotional tools such as discounts, loyalty cards, bundled service packages, and seasonal offers. It also investigates key elements of customer retention, including service quality, customer satisfaction, cost-effectiveness, and overall convenience. This study adopted a quantitative correlational research design, utilizing a survey questionnaire to collect data. Statistical tools such as weighted mean, ranking, and Pearson correlation were used to assess the relationship between promotional offers and customer retention. The researchers employed purposive sampling, a non-probability technique, to select participants who had availed of promotional offers from Spanda Massage and Spa. This ensured that the respondents could provide meaningful insights into their experiences and loyalty toward the business. The results revealed that customers place high value on receiving greater benefits through discounted rates (weighted mean: 3.72), and they appreciate being rewarded for their loyalty through repeat visit incentives (weighted mean: 3.67). Bundled services were also favored for offering convenience in experiencing multiple treatments (weighted mean: 3.62), and many respondents expressed a preference for visiting the spa during promotional periods (weighted mean: 3.66). In terms of customer retention, a clean and calming environment was seen as a key indicator of service quality (weighted mean: 3.78). High levels of customer satisfaction also contributed to strong word-of-mouth recommendations (weighted mean: 3.72). Additionally, competitive pricing without compromising service quality (weighted mean: 3.68) and the availability of bundled packages (weighted mean: 3.70) further supported customer loyalty. Hypothesis testing showed a very strong and positive correlation between promotional offers and customer retention, with an r-value of 0.875 and a p-value of < 0.0001 , indicating a statistically significant relationship at the 0.05 level. The researchers recommend that Spanda Massage and Spa adopt a targeted promotional strategy to improve customer retention. These recommendations focus on maximizing the impact of promotional offers to deliver a more rewarding customer experience, encourage consistent patronage, increase revenue, and cultivate lasting customer loyalty.

RECOMMENDED CITATION

Espina, P. B., Mapeso, P. A., Marin, M., Mercado, C. J., & Ramos, J. H. (2025). Promotional Offers and Customer Retention of Spanda Massage and Spa in Roosevelt, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 150.

THE IMPACT OF INCREASED COMPETITION ON CUSTOMER BEHAVIOR AND PREFERENCE IN PUBLIC MARKET BOOTH NOVALICHES PROPER

ABSTRACT

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KEYWORDS

market competition; public market; novaliches proper; customer behavior; customer service; consumer preference

ARTICLE ID

AASGBCPJMR-B71409

Public markets in urban areas such as Novaliches Proper are experiencing heightened competition from supermarkets, convenience stores, online shopping platforms, and specialty shops. These developments are shifting consumer preferences and shopping behaviors. This study aims to assess how increased market competition affects customer purchasing decisions, brand loyalty, and overall shopping experiences in public market booths. By examining local consumer trends, the study seeks to provide practical recommendations for vendors to enhance competitiveness and sustainability. It addresses a gap in localized market research, focusing on the unique challenges faced by public market vendors. The study adopted a descriptive research design to evaluate the influence of competition on customer behavior. A total of 50 vendors were selected through purposive sampling to ensure relevant and informed responses. Data were gathered using closed-ended survey questionnaires. Statistical tools such as frequency distribution, percentages, and weighted means were used to analyze customer demographics, perceptions, and preferences. The weighted mean was particularly useful in identifying which competitive factors most influenced consumer decision-making. Findings revealed that product quality is the leading factor influencing customer purchases, followed by new booth offerings and discounts. Increased spending was driven by product quality, clean and organized displays, excellent customer service, and price incentives. While price remains important—42% of customers prioritized affordability—consumers consistently chose quality over the lowest-cost options. Familiarity with brands and perceived value also significantly shaped consumer preferences. The results emphasized that customer service, brand recognition, and consistent product quality outweigh short-term price reductions in sustaining customer loyalty. The results suggest that increased competition creates a more discerning and value-conscious consumer base. Although affordability remains a priority, consumers are willing to pay more for high-quality products and a positive shopping experience. This shift compels public market vendors to focus on delivering greater value through improved product offerings, enhanced service, and clean, attractive booth presentation. To remain competitive, vendors should invest in customer relationship management, loyalty programs, and promotional strategies that highlight quality and trust. These findings underscore the importance of balancing competitive pricing with a strong emphasis on product excellence and service reliability.

RECOMMENDED CITATION

Betong, J., Cabulit, E., Demegillo, R., Siena, R., & Tulmo, R. (2025). The Impact of Increased Competition on Customer Behavior and Preference in Public Market Booth Novaliches Proper. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 151.

ONLINE SHOPS UNRELATED REVIEWS AND ITS EFFECTS IN CUSTOMER BUYING BEHAVIOR AROUND CAMARIN, CALOOCAN CITY

ABSTRACT

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KEYWORDS

*customer buying behavior;
online shopping behavior;
online reviews; unrelated
reviews; camarin caloocan;
consumer perception*

ARTICLE ID

AASGBCPJMRA-B72947

This study aims to evaluate the effects of unrelated reviews on online shops and their influence on customer buying behavior in Camarin, Caloocan City. Online product reviews significantly impact purchasing decisions, especially for first-time buyers. However, many reviews focus on aspects unrelated to the product itself—such as delivery delays, packaging, or customer service—which may distort customer perceptions of product quality. This research seeks to examine how these unrelated reviews influence consumer behavior and to explore ways to guide first-time buyers toward informed decision-making. A quantitative descriptive research design was employed to gather data from sixty (60) respondents, equally divided between male and female participants, who have encountered unrelated reviews on online platforms. The study focused on consumers within Camarin, Caloocan City. Data were analyzed using frequency and percentage, weighted mean, and hypothesis testing via a Z-test to determine the statistical significance of the observed effects. The demographic analysis showed an equal gender distribution, with most respondents aged between 18 and 25 years. Although many of them rarely make online purchases, the majority agreed that unrelated reviews had an impact on their buying decisions. This suggests that even occasional online shoppers are influenced by comments that are not directly related to the product, reinforcing the idea that customer perceptions can be shaped by seemingly minor factors. The findings highlight the need for sellers to manage the review sections of their product pages more effectively. Allowing moderation or filtering of unrelated reviews may protect the seller's reputation and product credibility. A well-structured review system, along with targeted marketing strategies, can minimize the negative impact of off-topic reviews and improve product profitability. Ultimately, addressing these factors can lead to better customer experiences and more accurate representations of product value.

RECOMMENDED CITATION

Abrantes, A., Aguillon, E., Balais, M. J., Ojero, M. K., & Rivera, J. (2025). Online Shops Unrelated Reviews and Its Effects in Customer Buying Behavior Around Camarin, Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 152.

MARKETING CHALLENGES AMONG CLOTHING ENTERPRISES IN BAGONG SILANG CALOOCAN CITY: BASIS FOR MARKETING PROGRAM

ABSTRACT

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Marketing

KEYWORDS

marketing challenges; clothing enterprises; 4ps framework; product strategy; pricing strategy; small business

ARTICLE ID

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This study investigates the marketing challenges encountered by small clothing enterprises in Bagong Silang, Caloocan City, and evaluates strategies within the framework of the 4Ps of marketing—Product, Pricing, Place, and Promotion. The objective is to assess how these enterprises respond to common market issues and to provide a foundation for developing an effective marketing program tailored to their needs. The study employs a descriptive correlational research design. Data were gathered through purposive sampling of fifteen business owners using validated questionnaires. Statistical tools such as weighted mean and Pearson's r were applied to assess the extent of marketing challenges and the effectiveness of corresponding strategies. Findings indicate that product-related challenges were the most pressing, particularly due to rapidly shifting fashion trends and the proliferation of counterfeit goods online, as cited by 87% of respondents. Respondents agreed that these challenges were addressed through diversified product offerings and sustainability initiatives (mean = 3.44). Pricing strategies (mean = 3.17) focused on competitive pricing and discount schemes, although their impact on customer retention was limited. Place-related efforts (mean = 2.99) emphasized in-store design over digital integration, while promotion strategies (mean = 3.01) mainly involved social media marketing with limited use of influencer collaborations. The Pearson correlation coefficient ($r = 0.40$, $p = 0.14$) indicated a low positive correlation between marketing challenges and strategies, supporting the null hypothesis and suggesting limited alignment between problems and implemented solutions. Proposed interventions include product line expansion, adaptive pricing models, increased e-commerce utilization, and collaboration with micro-influencers. The study highlights the necessity of a structured marketing program that aligns the 4Ps strategies with the specific challenges faced by local enterprises. Emphasis is placed on digital adaptation, customer engagement, and market responsiveness. These recommendations aim to improve the competitiveness of small clothing businesses in densely populated urban areas by promoting a balance between physical retail presence and digital marketing initiatives.

RECOMMENDED CITATION

Briton, C. J., Bunga, M. G., Dano, V. J., Famero, C. M., & Robles, M. I. (2025). Marketing Challenges Among Clothing Enterprises in Bagong Silang Caloocan City: Basis for Marketing Program. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 153.

FACTORS AFFECTING CUSTOMER SATISFACTION AND ITS RELATION TO CUSTOMER RETENTION

ABSTRACT

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Marketing

KEYWORDS

*customer satisfaction;
customer retention; food
quality; service quality;
restaurant ambiance; pricing*

ARTICLE ID

AASGBCPJMRA-B75919

In the highly competitive food service industry, customer satisfaction serves as a critical indicator of business success and long-term sustainability. This study investigates the key factors influencing customer satisfaction, specifically food quality, service quality, ambiance and environment, and pricing and value for money. It further examines the relationship between these satisfaction factors and customer retention. Understanding these dynamics is essential for restaurants that aim to enhance the guest experience and promote customer loyalty. This study utilizes a quantitative research design with a descriptive method. It was conducted at Cabalen Buffet Restaurant in SM Fairview, Quezon City, with a total of 50 respondents, consisting of 35 customers and 15 employees. Data were collected through a researcher-made questionnaire, which was validated through expert review and pre-testing. Statistical tools, including weighted mean, percentage distribution, and Pearson correlation, were employed to analyze the data. The results revealed high levels of customer satisfaction across all examined areas. Food quality received the highest ratings, particularly in cleanliness and presentation, with a composite mean of 3.71. Service quality was positively evaluated, especially in terms of staff friendliness and responsiveness. Ambiance and environment were appreciated for overall cleanliness and interior design, although seating comfort received slightly lower ratings. Pricing and value for money were also perceived favorably, particularly due to flexible payment options, although the absence of discount offers was noted. However, Pearson correlation analysis indicated no statistically significant relationship between the satisfaction variables and customer retention ($p > 0.05$). Although customers expressed favorable satisfaction with food quality, service, ambiance, and pricing, these factors did not significantly predict retention. This suggests that external factors such as competition, location, or marketing strategies may exert a greater influence on customer loyalty. The study also identified operational issues such as inconsistent food quality, inadequate cleanliness, limited menu variety, and the absence of loyalty programs. Addressing these concerns could help buffet restaurants better align their services with customer expectations and improve long-term retention strategies.

RECOMMENDED CITATION

Megio, V., Mesias, G., Sarong, J., Solsona, R. A., & Valdez, P. (2025). Factors Affecting Customer Satisfaction and Its Relation to Customer Retention. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 154.

SUSTAINABLE MARKETING STRATEGIES OF SMALL ENTERPRISES FOOD AND BEVERAGE BUSINESSES IN NOVA STOP, NOVALICHES QUEZON CITY: A GUIDE FOR MARKETING PLAN

ABSTRACT

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DISCIPLINE

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*food and beverage industry;
sustainable marketing; small
enterprises; digital marketing;
eco-friendly strategies;
novaliches*

ARTICLE ID

AASGBCPJMRA-B79529

This study investigates the sustainable marketing strategies utilized by small food and beverage enterprises in Nova Stop, Novaliches, Quezon City, and proposes a marketing plan to support environmentally responsible business practices. As consumer awareness of sustainability continues to rise, food and beverage businesses face increasing pressure to adopt eco-conscious initiatives while remaining profitable. The research aims to assess current practices, identify gaps, and recommend strategies that align sustainability with long-term business viability. A descriptive-correlational research design was employed. The study focused on four establishments—Sphynx Diner, Chill Bar, 31st Street, and Jairah—using survey questionnaires and documentary analysis. A total of 20 respondents, including 4 owners and 16 employees, were selected through purposive sampling. Statistical tools such as weighted mean, Pearson-r correlation, and ranking were used to evaluate the relationship between years of operation and the implementation of sustainability practices, as well as to identify existing challenges. Findings revealed that the participating businesses showed a degree of commitment to sustainability, particularly through the use of fresh ingredients, fair pricing, and ethical labor practices. However, notable deficiencies were observed in areas such as organic product offerings, sustainability-centered promotions, employee training on eco-practices, and the use of digital technology for green marketing. Most businesses had been operating for 4 to 6 years and employed between 5 and 10 workers, indicating potential for scalable improvements. Barriers to comprehensive sustainable marketing included high operational costs, limited availability of eco-friendly suppliers, and a lack of expertise in sustainability practices. The study recommends practical and cost-effective strategies such as bulk purchasing, collaboration with local suppliers, implementation of sustainability training programs, and enhanced use of digital marketing platforms. The proposed marketing plan integrates environmentally responsible initiatives with profit-oriented objectives, aiming to embed sustainability into daily operations. The study concludes that while a foundational effort exists, a more structured, inclusive, and innovative approach is essential to meet evolving customer expectations and environmental standards.

RECOMMENDED CITATION

Aragon, A. J., Dela Cruz, J., Floria, R. J., Hachaso, M. S., & Lavado, M. (2025). Sustainable Marketing Strategies of Small Enterprises Food and Beverage Businesses in Nova Stop, Novaliches Quezon City: A Guide for Marketing Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 155.

UTILIZATION OF SOCIAL MEDIA MARKETING STRATEGIES IN PROMOTING CLOUD 9, ANTIPOLLO RIZAL

ABSTRACT

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DISCIPLINE

Marketing

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social media marketing;
content promotion strategies;
customer engagement;
targeted advertising;
influencer collaborations;
utilization social

ARTICLE ID

AASGBCPJMRA-B79786

This research examines the use of social media marketing strategies in promoting Cloud 9 Antipolo, a leisure destination in Rizal, Philippines. It highlights the transformative impact of technology and social media on the hospitality and leisure industry, emphasizing how these platforms facilitate effective marketing and strengthen customer engagement. The study employs a descriptive research design, collecting data from 100 respondents through surveys to assess their demographic profiles, identify the social media platforms used by Cloud 9, and evaluate their perceptions of the marketing strategies implemented. Key findings indicate that the majority of respondents are young adults aged 18–23, predominantly female, with most having visited Cloud 9 only once. Vlogs emerged as the most effective promotional medium, followed closely by official Facebook posts and reels. Respondents strongly agreed that targeted advertising, influencer collaborations, and content promotion strategies significantly enhance brand visibility and customer engagement. Challenges identified include accessibility issues, limited amenities, and transportation difficulties, all of which detract from the overall visitor experience. To address these, the study recommends diversifying promotional content, strengthening targeted advertising efforts, and fostering community engagement through interactive posts and collaborations with local influencers. The findings conclude that effectively leveraging social media marketing strategies can significantly boost Cloud 9's visibility and visitor engagement, ultimately supporting its growth and long-term sustainability as a premier tourist destination.

RECOMMENDED CITATION

Agliday, M., Almine, V. C., Francisco, K. J., Lizada, M. C., & Lombo, K. (2025). Utilization of Social Media Marketing Strategies in Promoting Cloud 9, Antipolo Rizal. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 156.

BUYING BEHAVIOR ON THE BUYING PREFERENCE OF THE CONSUMER OF MIXUE ICE CREAM AND TEA SHOP

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*mixue ice cream and tea shop;
consumer behavior; buying
behavior; buying preference;
psychological factors; social
factors*

ARTICLE ID

AASGBCPJMRA-B85410

This study examines consumer purchasing behavior to understand how customers make decisions regarding product choices, which is vital for marketing and business operations. It focuses on Mixue Ice Cream and Tea Shop, a prominent brand recognized for its affordable, high-quality offerings. This study explores factors that influence consumer decisions, including marketing strategies, demographic characteristics, and consumer attitudes, especially in the context of recent food safety concerns that have affected brand trust. The objective is to generate insights that enable Mixue to enhance customer satisfaction, optimize marketing efforts, and refine operational strategies to meet consumer demands more effectively. This study employs purposive sampling to select respondents who have direct experience with Mixue products. Data are collected through a structured survey questionnaire designed to capture customer insights. Statistical analyses—including frequency and percentage distributions, weighted means, and t-tests—are applied to interpret the data and fulfill the study's objectives. Respondents from the employee group reported feeling relaxed and happy each time they visited Mixue, and they expressed a desire to return. They showed a preference for ordering tea or lighter options such as sorbet rather than creamy ice cream. Additionally, they indicated that they often visited Mixue during family outings or celebrations to enjoy a treat together. In contrast, the student group also reported feelings of relaxation and happiness during each visit, citing Mixue's affordability and promotional deals—such as buy-one-get-one-free offers—as primary motivators for patronage. Hypothesis testing revealed a statistically significant difference between the two groups' buying behavior and preferences, with weighted means of 2.45 and 2.37 respectively. A t-test yielded a t-value of 0.2509 and a p-value of 0.8102, indicating that the variance between groups was not statistically significant.

RECOMMENDED CITATION

Cabañero, C. K., Pacis, C. J., Prieto, M. J., Santiago, N., & Verdadero, K. J. (2025). Buying Behavior on the Buying Preference of the Consumer of Mixue Ice Cream and Tea Shop. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 157.

PERCEIVED EFFECTIVENESS OF CONTENT CREATOR ENDORSEMENT IN ADVERTISING SKINCARE PRODUCT: BASIS FOR CRAFTING BUSINESS MODEL

ABSTRACT

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Marketing

KEYWORDS

*business model; content
creators; skincare brands;
influencer marketing;
consumer trust; marketing
strategy*

ARTICLE ID

AASGBCPJMR-B87773

The rapid growth of social media and the rise of content creators have redefined marketing practices within the skincare industry. This study focuses on the perceived effectiveness of influencer endorsements in advertising skincare products, with Dermorepubliq—a Philippine-based brand—serving as the focal case. Guided by Cognitive Dissonance Theory, the research explores how these endorsements impact consumer trust, engagement, and purchase intentions. Insights from the study aim to support the development of a strategic business model for more effective influencer-driven marketing. The study adopted a quantitative descriptive research design and utilized a structured survey to gather data from 50 TikTok users who had engaged with content creator endorsements of the Dermorepubliq brand. Participants were selected through purposive sampling. The survey instrument, which was validated by experts and pilot-tested for reliability, focused on three core areas: user engagement, consumer trust, and purchase intention. Collected data were analyzed using frequency distribution, weighted mean, ranking, and ANOVA to identify statistically significant differences based on demographic profiles. The results indicate that content creator endorsements are highly effective in driving engagement (mean = 3.32), enhancing consumer trust (mean = 3.38), and influencing purchase intentions (mean = 3.34). Moreover, no significant differences were observed across age, gender, or TikTok usage frequency, suggesting a consistent perception of effectiveness across all demographic groups. The results affirm that content creators are valuable assets in modern marketing, especially for skincare brands. Respondents reported high levels of engagement and trust, underscoring the importance of authenticity, relatability, and consistency in influencer partnerships. The absence of significant differences across demographic variables indicates that influencer marketing is broadly effective across age and gender. These findings suggest that skincare brands should prioritize building long-term relationships with credible influencers and focus on delivering transparent, high-quality content. The proposed business model developed from this study offers a strategic framework to guide brands in implementing more effective and consumer-centered influencer marketing approaches.

RECOMMENDED CITATION

Matito, M. L., Moscoso, A., Salazar Jr., R., Taurac, Z., & Waro, M. J. (2025). Perceived Effectiveness of Content Creator Endorsement in Advertising Skincare Product: Basis for Crafting Business Model. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 158.

MARKETING STRATEGIES OF JB'S SALON AND BARBERSHOP: BASIS FOR AN ENHANCED MARKETING PLAN

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*marketing strategies; salon
marketing; service quality;
customer retention; business
growth; visit frequency*

ARTICLE ID

AASGBCPJMRA-B91401

This study aims to determine whether there is a significant relationship between the marketing strategies of JB's Salon and Barbershop and the frequency of customer visits. In a competitive market environment, JB's faces the challenge of retaining clients and attracting new ones. The research evaluates the impact of various marketing strategies—including service quality, pricing, location, and promotions—on customer retention and business growth. A quantitative approach with a descriptive-comparative design was employed. Data were collected from 100 respondents using convenience sampling. The survey instrument assessed perceptions of marketing strategies and visit frequency. Statistical tools such as percentage frequency distribution, weighted mean, Z-test, and frequency ranking were utilized to analyze the data and derive actionable insights. Among the four marketing strategy components, service quality received the highest rating (weighted mean: 3.26), indicating its importance to customers. This was followed by price (2.96) and location (2.68), while promotions received the lowest rating (2.51), highlighting the need for improvement in this area. Most respondents (78%) were young adults aged 18 to 27 from low-income or lower-middle-class groups, and the majority visited the salon less than once per month. A Z-test revealed a significant difference between marketing strategies and customer visit frequency, with a T-value of 4.16013 and a P-value of 0.00059. Overall, marketing strategies were rated higher (mean: 3.11) than visit frequency (mean: 2.60), suggesting a disconnect between strategic efforts and customer behavior. The findings suggest that while the current marketing strategies are generally effective, enhancements are needed to encourage repeat visits. JB's Salon and Barbershop should strengthen its marketing plan by improving customer service, adjusting pricing to suit target demographics, enhancing promotional activities, and maximizing location accessibility. These efforts will support increased visit frequency and sustained business growth.

RECOMMENDED CITATION

Dagohoy, F. J., Dela Cruz, A. J., Hontiveros, R., Malapika, M., & Yamog, J. (2025). Marketing Strategies of Jb's Salon and Barbershop: Basis for an Enhanced Marketing Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 159.

FACTORS INFLUENCING SOCIAL MEDIA-DRIVEN MOBILE PHONE PURCHASE: A BASIS FOR A PROPOSED MARKETING PLAN OF MARIJUN CELLPHONE ACCESSORIES IN VALENZUELA TOWN CENTER

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*mobile phone purchase;
marketing plan; social media;
digital marketing; consumer
behavior; user reviews*

ARTICLE ID

AASGBCPJMRA-B91557

This study investigates the factors that influence mobile phone purchases driven by social media and serves as the foundation for a proposed marketing plan for Marijun Cellphone Accessories located in Valenzuela Town Center. Anchored on the Consumer Purchasing Behavior theory, the study focuses on five primary factors that impact online buying decisions: product selection, pricing, user reviews, shipping options, and return policies. This study employs a quantitative descriptive research design. Through purposive sampling, 50 respondents who recently purchased mobile phones via social media platforms were selected. Data were gathered using Google Forms and analyzed using statistical tools, including frequency, percentage, weighted mean, Kruskal-Wallis H test, and Mann-Whitney U test, to examine the relationship between consumer demographics and purchasing behavior. The findings revealed that the majority of online mobile phone buyers were young millennials aged 23 to 28 (58%), predominantly female (54%), and had an average monthly income between ₱10, 000 and ₱19, 999 (38%). Among the five factors, user reviews emerged as the most influential (weighted mean = 3.64), whereas product selection was the least influential (weighted mean = 3.38). However, statistical analysis showed no significant difference in purchasing behavior when grouped according to age, gender, or income, indicating generally uniform preferences across demographics. Respondents also encountered several issues when buying through social media, including delayed delivery (64%), damaged products (40%), stock shortages (34%), incorrect items received (32%), and lack of adequate product reviews (26%). To respond to the identified issues, a comprehensive social media marketing plan was developed. This plan highlights the importance of providing accurate product descriptions, offering competitive pricing, utilizing user-generated content, enhancing shipping logistics, and establishing transparent return policies. It also outlines digital marketing tactics such as influencer partnerships and promotional campaigns to boost brand visibility and consumer engagement. Through the implementation of these strategies, Marijun Cellphone Accessories is expected to strengthen its online presence, build customer trust, and increase sales. This study contributes essential insights for businesses seeking to refine their social media marketing efforts in response to evolving consumer behaviors.

RECOMMENDED CITATION

Balauro, M. J., Favor, J., Higayon, K. J., Montes, C. B., & Sentilleses, K. M. (2025). Factors Influencing Social Media-Driven Mobile Phone Purchase: A Basis for a Proposed Marketing Plan of Marijun Cellphone Accessories in Valenzuela Town Center. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 160.

THE EFFECTIVENESS OF THE MENU DESIGN ON CONSUMER CHOICES IN FINE DINING RESTAURANTS IN QUEZON CITY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*fine dining; quezon city;
consumer behavior; menu
design; customer satisfaction;
customer engagement*

ARTICLE ID

AASGBCPJMRA-B91740

This study investigates the impact of menu design elements—specifically layout, typography, color, descriptions, and pricing—on consumer choices in fine dining restaurants in Quezon City. Menus are not merely informational tools but strategic marketing instruments that shape the dining experience, influence customer behavior, and contribute to overall satisfaction. Despite their importance, menu design is often overlooked by restaurateurs, resulting in missed opportunities for increased sales and guest engagement. This research aims to demonstrate how effective menu design enhances customer experience and supports business success. A descriptive research design was employed to assess the influence of menu design on consumer decision-making. The study involved 30 randomly selected respondents—15 each from Aristocrat Restaurant and Prime Steakhouse in Quezon City. Data were collected through validated questionnaires containing Likert-scale and open-ended items. The survey focused on five key areas: menu layout, color, typography, pricing, and descriptions. Data were analyzed using frequency, percentage, and weighted mean to evaluate the influence of each element on customer choices and satisfaction. Findings revealed that effective menu design significantly improved the dining experience. Respondents favored organized layouts, legible typography, and detailed, accurate descriptions, which facilitated decision-making and built customer trust. Transparent pricing that aligned with food quality positively influenced satisfaction. While color had a more limited effect, warm and subtle tones were generally preferred. A key concern identified was the lack of allergen and dietary information, which reduced comfort for some guests. Overall, the results supported the use of strategic, customer-focused menu designs to boost satisfaction and loyalty. The study concludes that menu design plays a critical role in enhancing the overall dining experience in fine dining settings. Clear structure, informative descriptions, and transparent pricing empower customers to make confident decisions. Though color had a lesser influence, warm tones contributed to a pleasant ambiance. Restaurants are encouraged to update menus regularly, incorporate allergen and dietary information, and seek customer feedback to maintain engagement and ensure continuous improvement.

RECOMMENDED CITATION

Abig, J., Hebertas, J., Layderos, C., Pillado, R., & Sandiego, J. (2025). The Effectiveness of the Menu Design on Consumer Choices in Fine Dining Restaurants in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 161.

MARKETING STRATEGIES AND SOCIAL MEDIA ENGAGEMENT: A STUDY OF DIGITS TRADING CORPORATION'S SUCCESS

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

*social media engagement;
marketing strategies; digital
marketing; influencer
marketing; customer
perception; facebook*

ARTICLE ID

AASGBCPJMRA-B92737

In the digital marketing era, businesses must strategically utilize social media platforms to enhance brand visibility, customer engagement, and sales performance. This study evaluates the marketing strategies and social media engagement efforts of Digits Trading Corporation, a prominent distributor of gadgets in the Philippines. By analyzing the company's presence on Facebook, TikTok, and Instagram, the study examines the effectiveness of its digital marketing initiatives and identifies areas for improvement. This study employs a descriptive research design. Surveys were administered to 100 respondents, comprising 50 employees and 50 customers of Digits Trading Corporation. The questionnaire focused on perceptions of social media engagement, marketing effectiveness, and overall shopping experience. Statistical tools, including the Z-test, were used to analyze the data and assess differences in perception between employees and customers. The results indicate that Instagram is the most effective platform for brand engagement, while TikTok stands out for its impact on creative content marketing. Facebook continues to be essential for addressing customer inquiries and disseminating product information. Influencing factors in purchasing decisions included promotional strategies, customer service, and competitive pricing. However, challenges were identified, such as limited product availability, vague product descriptions, and inadequate after-sales support. The Z-test revealed no significant difference between employee and customer responses, indicating a shared perspective on the company's marketing and engagement efforts. To reinforce its competitive edge, Digits Trading Corporation should consider implementing real-time inventory updates, refining promotional strategies, and enhancing customer support services. Further investment in influencer collaborations, optimization of the online shopping interface, and improved content marketing could strengthen customer engagement. These findings offer practical insights for businesses aiming to enhance their digital marketing strategies and foster meaningful engagement through social media.

RECOMMENDED CITATION

Batic, A. A., Elizaga, R., Memes, H. B., Quibilan, S., & Valdez, E. (2025). Marketing Strategies and Social Media Engagement: A Study of Digits Trading Corporation's Success. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 162.

FACTORS INFLUENCING CUSTOMER LOYALTY OF LEIGH ARIANA STORE

ABSTRACT

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Marketing

KEYWORDS

*leigh ariana store; customer
loyalty; customer satisfaction;
wet market retail; product
quality; sales promotion*

ARTICLE ID

AASGBCPJMRA-B95425

This study aims to identify the factors influencing customer loyalty at Leigh Ariana Store, a traditional retail outlet located in Maligaya Wet Market, Novaliches, Quezon City. The store operates in a competitive wet market setting and currently faces challenges such as limited sales promotions, difficulty adapting to market trends, and a shortage of personnel. To address these concerns, this study seeks to propose effective marketing strategies aimed at improving promotional efforts, enhancing customer communication, and ensuring consistent product quality to strengthen customer loyalty and foster long-term relationships. The study employs a quantitative descriptive research design to systematically gather and analyze numerical data. A purposive sampling technique was used to select respondents. Data were collected using a structured survey questionnaire to capture customer insights and preferences. Statistical tools such as frequency and percentage, weighted mean, and ranking were applied to analyze the data and fulfill the study's objectives. The findings revealed that the majority of Leigh Ariana Store's customers are aged 19 to 24 years old. Among the identified factors, product quality received the highest rating (Weighted Mean = 3.44), indicating a high level of customer satisfaction in terms of product variety and quality. In contrast, promotion received the lowest score (Weighted Mean = 2.06), suggesting dissatisfaction with the store's current marketing strategies. The overall average weighted mean of 2.93 (Agree) reflects a generally positive perception of the store but also highlights the need for improved promotional efforts and operational efficiency to further enhance customer loyalty. Based on the results, the researchers recommend that Leigh Ariana Store establish a Facebook page to provide regular product updates and promote new offerings. Implementing bundled deals and personalized promotions, such as discounts for frequent buyers, can also boost sales and strengthen customer relationships. These strategies are intended to help the business improve both its marketing effectiveness and long-term customer loyalty.

RECOMMENDED CITATION

Ansing, C. M., Aruelo, J., Mira, D., Sabang, R., & Serunda, D. (2025). Factors Influencing Customer Loyalty of Leigh Ariana Store. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 163.

THE IMPACT OF SOCIAL MEDIA MARKETING ON GUEST SATISFACTION IN THE AMBIANZA APARTELLE

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

social media marketing; guest satisfaction; ambianza apartelle; personalized marketing; service quality; hospitality industry

ARTICLE ID

AASGBCPJMRA-B97120

Social media has transformed marketing strategies within the hospitality industry, playing a key role in shaping guest perceptions and satisfaction. This study explores the impact of social media marketing (SMM) on guest satisfaction at Ambianza Apartelle, examining how demographic factors and various SMM elements—such as service quality, promotions, pricing, and facilities—influence customer preferences and experiences. A descriptive research design was employed to analyze data collected through a researcher-designed questionnaire administered to 30 frequent guests of Ambianza Apartelle who actively engage with its social media platforms. Respondents were selected using purposive sampling. Data analysis involved frequency distribution, weighted mean, and ranking techniques to assess guest perceptions and identify key social media marketing issues. The findings reveal that most respondents were males aged 26–30, with the majority visiting Ambianza Apartelle infrequently. Social media marketing was rated as "very influential" in shaping guest expectations and preferences across service quality (mean = 3.56), promotions (3.61), price (3.52), and facilities (3.61). However, key issues such as misleading visuals, delayed responses to inquiries, and technical problems with the booking system were identified. These challenges contribute to guest dissatisfaction despite effective promotional efforts. The results suggest that although social media marketing (SMM) plays a significant role in guest satisfaction, its effectiveness depends heavily on authenticity, prompt responsiveness, and reliable technical support. To enhance guest experiences and foster loyalty, it is recommended to focus on accurate advertising, timely customer engagement, and personalized marketing strategies. Bridging the gap between online representation and actual service delivery is crucial to maximize the positive impact of SMM within the hospitality industry.

RECOMMENDED CITATION

Bohol, J. M., Pionelo, R. E., Tadeo, J., Topue, J. P., & Villanueva, D. (2025). The Impact of Social Media Marketing on Guest Satisfaction in the Ambianza Apartelle. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 164.

MATERIALS SCIENCE

Snake Plant (Dracena trifasciata) Fibers as an Alternative Thread for Crochet Products

ABSTRACT

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DISCIPLINE

Materials Science

KEYWORDS

snake plant fiber; crochet products; alternative thread; dracaena trifasciata; eco-friendly materials; sustainable crafting

ARTICLE ID

AASGBCPJMRA-B30015

This study explores the viability, effectiveness, and potential of snake plant (*Dracaena trifasciata*) fibers as an alternative thread for crochet products. As interest grows in sustainable and eco-friendly materials, the research aims to assess the practical application of plant-based fibers in craft industries, particularly in crochet, where durability and aesthetic quality are crucial. A quantitative experimental research design was utilized. Data were collected through survey questionnaires distributed to two groups: 10 BS Entrepreneurship students and 10 local craftsmen, selected through purposive sampling. The study focused on evaluating perceptions of the material's durability, texture, and variation as a viable crochet thread. Based on the results of the variables, the BS Entrepreneurship students had an overall mean of 3.073, a variance of 0.448, an alpha of 0.05, a degree of freedom of 76, a t-critical value of 1.992, and a t-computed value of 0.689. The craftsmen had an overall mean of 2.525, a variance of 0.281, an alpha of 0.05, a degree of freedom of 76, a t-critical value of 1.992, and a t-computed value of 0.689. Since the t-critical value is greater than the t-computed value, there is no significant difference between the assessments of the two groups of respondents in terms of durability, variation, and textile. Respondents noted that while snake plant fibers may unravel if not properly secured, this can be addressed through proper crocheting techniques such as tight knotting. Both groups emphasized the importance of eco-conscious branding in marketing such products. Suggestions included using slogans that promote the sustainability and uniqueness of the fiber. The study recommends positioning snake plant fiber crochet products as inclusive in terms of design and usability for all genders and age groups. This approach enhances their potential for market acceptance and aligns with growing demand for innovative and environmentally friendly craft materials.

RECOMMENDED CITATION

Araña, N., Gillego, M. M., Moldez, A., Quirante, K., Ramirez, E. J., & Revillosa, J. M. (2025). Snake Plant (*Dracena Trifasciata*) Fibers as an Alternative Thread for Crochet Products. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 166.

MENTAL HEALTH

IMPACT OF STRESS ON THE ACADEMIC PERFORMANCE OF WORKING FOURTH-YEAR CRIMINOLOGY STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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DISCIPLINE

Mental Health

KEYWORDS

*bestlink college of the
philippines; academic
performance; working
students; criminology
students; stress levels; coping
strategies*

ARTICLE ID

AASGBCPJMRA-B44221

This research explores the relationship between stress and academic performance among fourth-year working students. It aims to determine whether stress significantly influences their academic outcomes. The findings of this study are intended to help working students become more aware of the stress they may be facing, understand its potential effects on their studies, and discover effective coping strategies and mechanisms to manage it more efficiently. This study will utilize a descriptive cross-sectional research design, targeting 100 fourth-year working students from the Criminology Department of Bestlink College of the Philippines. The participants will be selected through purposive sampling, allowing the researchers to specifically identify and include individuals who meet the established criteria relevant to the study's objectives. Data were collected using a self-made survey and a modified standardized test. The analysis showed that the majority of respondents (69%) were male, with a weighted average of 2.00. Most students were employed as freelance or part-time workers (35%), predominantly in the service industry (49%). Cognitive symptoms indicated that students frequently experienced forgetfulness regarding academic responsibilities (mean = 2.67). Emotional symptoms included irritability and short temper (mean = 2.60), while physical symptoms such as sleep disturbances due to academic and work-related stress were also reported (mean = 2.64). Furthermore, students expressed feeling upset by unexpected academic or work-related events within the past month (mean = 3.09). The Perceived Stress Scale revealed that 87% of respondents experienced moderate stress levels in recent months, primarily due to academic demands. Respondents also showed awareness of how attendance (mean = 2.61) and financial concerns (mean = 2.91) affect their academic performance, and how class participation influences preparation and engagement (mean = 2.85). Additionally, students reported dedicating significant time to completing tasks on the Learning Management System (LMS) (mean = 2.83) and frequently using time management strategies to handle their workload (mean = 2.87). Regarding coping mechanisms, 37% of students used exercise, and 59% relied on positive thinking as an emotion-based coping strategy. For problem-focused coping, 19% reported breaking tasks into smaller steps and prioritizing goals. Social coping strategies included seeking support from family members, reported by 40% of respondents. The findings suggest that there is no statistically significant relationship between stress levels and academic performance. However, the survey results indicate that stress still affects students in various ways, influencing their cognitive, emotional, and physical well-being, as well as their coping strategies.

RECOMMENDED CITATION

Manlapig, J. M., Normor, J., Sazon, J. J., & Sta Romana, N. (2025). Impact of Stress on the Academic Performance of Working Fourth-Year Criminology Students of Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 168.

RISK AND SAFETY MANAGEMENT

LEVEL OF EFFECTIVENESS OF THE OPERATIONAL RISK MANAGEMENT AND IMPROVEMENT PLAN IN SELECTED KTV BARS AT QUEZON CITY

ABSTRACT

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DISCIPLINE

Risk & Safety Management

KEYWORDS

*operational risk management;
ktv bars; quezon city; risk
mitigation; staff training; cctv
surveillance*

ARTICLE ID

AASGBCPJMRA-B34536

This study explores the effectiveness of Operational Risk Management (ORM) strategies in selected KTV bars in Quezon City. These establishments face unique challenges related to customer safety, staff management, financial security, and customer retention. Given their vibrant and dynamic atmosphere, KTV bars must proactively manage risks to ensure efficient operations and long-term viability. The study evaluates the role of key ORM measures—including CCTV surveillance, staff training, safety policy enforcement, and access control—in enhancing safety, operational efficiency, and customer satisfaction. This study employed a quantitative descriptive research design involving 50 respondents—20 guests and 30 employees—from two KTV bar establishments. Data were collected using a validated structured questionnaire assessing demographics and perceptions of the effectiveness of existing Operational Risk Management (ORM) strategies. Random sampling was utilized to reduce bias and ensure diverse participation. Statistical tools were applied to compute mean scores and interpret the effectiveness of ORM practices. The findings reveal that Operational Risk Management (ORM) strategies are perceived as “Very Effective” in critical areas, including customer safety, staff coordination, financial management, and customer loyalty. Staff training and CCTV systems were highlighted as the most impactful measures. However, gaps remain in communicating safety policies and raising customer awareness about data privacy. The respondent pool mainly consisted of young adults, with a majority being female. The study found that Operational Risk Management (ORM) strategies in selected KTV bars were generally effective, particularly in staff training and CCTV use. However, lower effectiveness ratings were noted for camera placement, emergency training, and enforcement of safety policies. Differences in perception across demographic groups highlight the need for more inclusive and targeted approaches. Enhancing communication, refining enforcement protocols, and boosting customer engagement can further improve ORM effectiveness in the hospitality sector.

RECOMMENDED CITATION

Agarao, A., Columbers, R., Dela Cruz, J., Guinoo, L., & Orog, J. M. (2025). Level of Effectiveness of the Operational Risk Management and Improvement Plan in Selected KTV Bars at Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 170.

SOCIAL SCIENCES

ROLE OF SOCIAL STRATIFICATION IN DISCRIMINATION EXPERIENCES AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS

ABSTRACT

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Social Sciences

KEYWORDS

*grade 12 humss students;
social stratification; social
class; social mobility;
discrimination; job
opportunities*

ARTICLE ID

AASGBCPJMRA-B52727

Social stratification has long been a central concern in sociological studies and continues to be a significant societal issue throughout history. It contributes to persistent problems such as discrimination, poverty, and unequal treatment experienced by individuals across their lifespans. This study seeks to explore how social stratification contributes to experiences of discrimination as perceived by Grade 12 students, specifically in terms of wealth, power, social class, social mobility, job opportunities, and income level. Anchored in Grusky's (2019) theory—which highlights the dynamics of social class, inequality, mobility, interaction, and cultural values—this research also considers how globalization and social networks shape access to resources and reinforce local patterns of inequality. To explore the role of social stratification, the study utilized an exploratory research design involving 200 Grade 12 Humanities and Social Sciences (HUMSS) students. Data were gathered through survey questionnaires aimed at assessing students' perceptions of discrimination based on factors such as wealth, power, social class, mobility, job opportunities, and income level. The findings of the study reveal that students strongly agreed on the significant role of social stratification in shaping various aspects of their lives. This was reflected in the high mean scores across all indicators: wealth (3.38), power (3.38), social class (3.32), social mobility (3.39), job opportunities (3.43), and income level (3.40). These results suggest that social stratification exerts a considerable influence on students' perceptions of discrimination and access to opportunities. The primary issue identified by students was bias in investigative and evaluative processes. To address this concern, the study proposes the development of an action plan aimed at eliminating discriminatory practices within the school environment. It is recommended that schools enforce policies promoting equality and fairness, ensuring that no student is subjected to discrimination based on their wealth, power, social class, social mobility, job opportunities, or income level.

RECOMMENDED CITATION

Besmonte, M. J., Haberia, A. R., Pelayo, B., Talacay, M. J., & Termil, R. L. (2025). Role of Social Stratification in Discrimination Experiences as Perceived by Grade 12 Humanities and Social Sciences Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 172.



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