

ASSESSING ELECTRONIC BUSINESS PERMIT ON SARI-SARI STORE OWNERS IN QUEZON CITY

ABSTRACT

AUTHORS

Mary Grace Adarayan
Zyra Jhamila Esclamado
Cynthia Jay Gaña
Crislyn Joyce Gatchalian
Engel Kris Palero

RESEARCH ADVISER

Reynold Bangalisan, LPT

AFFILIATION

Bestlink College of the
Philippines

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This study investigated the Electronic Business Permit Platform (EBPP) as experienced by sari-sari store owners in Quezon City, focusing on its design, usability, and the challenges faced during its use. Developed under the Philippine government's digital transformation efforts led by the Anti-Red Tape Authority (ARTA), the EBPP aims to simplify and expedite the business permit application process by replacing traditional paper-based procedures with an online system. This study employed a mixed-method research approach involving 25 purposively selected sari-sari store owners. It examined their demographic profiles, perceptions of the EBPP's usefulness and ease of use, and their intention to adopt the platform. Quantitative data were analyzed using weighted mean and ranking, while qualitative insights were gathered through interviews to enrich the findings with personal experiences and contextual understanding. Findings showed that the majority of respondents were female, married, and had been running their businesses for 1–4 years. Most users found the EBPP efficient and user-friendly, with many indicating a strong intention to continue using it. However, technical issues—such as system errors and service disruptions—emerged as key challenges that may hinder user experience and reduce confidence in the platform. The study recommends strengthening public awareness campaigns, improving system reliability, and integrating offline or hybrid support options to ensure the EBPP is accessible to users with limited digital literacy or unstable internet connectivity. The findings suggest that, while the EBPP is recognized as a valuable tool for supporting local micro-enterprises, its long-term success depends on strategic improvements in system performance, user accessibility, and active community engagement.

RECOMMENDED CITATION

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