



AASGBCPJMRA
VOL. 8, NO. 3
MAY 2026
ISSN 2661-4472

ASCENDENS ASIA SINGAPORE

**BESTLINK COLLEGE OF THE PHILIPPINES
JOURNAL OF MULTIDISCIPLINARY
RESEARCH ABSTRACTS**

Funded by
**Joint Multidisciplinary Research Conferences
Joint Multidisciplinary Research Conferences Plus
Multidisciplinary Research Festivals**

Available at
<https://ascendens.asia/AASGBCPJMRA/8/3>

Published by
Ascendens Asia Publishing Pte. Ltd.

Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts

Volume 8

Number 3

May 2026

10th SIMP-AAIRI-BCP Multidisciplinary Research Festival



SINGAPORE INSTITUTE OF
MULTIDISCIPLINARY
PROFESSIONS



ASCENDENS ASIA
— PUBLISHING —

ISSN Number: 2661-4472

Recommended Citation

10th SIMP-AAIRI-BCP multidisciplinary research festival abstracts. (2026). *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3). <https://ascendens.asia/AASGBCPJMRA/8/3>

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ACCOUNTING AND FINANCE

RELATIONSHIP BETWEEN ACCOUNTING INTEGRATION AND SALES MONITORING ACCURACY AMONG SMALL-SCALE CAFE ENTERPRISES IN QUEZON CITY

ABSTRACT

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Accounting and Finance

KEYWORDS

accounting integration

Small-scale café enterprises play a vital role in the local economy of Quezon City. As competition increases, accurate sales monitoring becomes essential for effective financial management and informed decision-making. This study aimed to determine the relationship between accounting integration and sales monitoring accuracy among small-scale café enterprises in Quezon City. Specifically, it assessed the level of accounting integration in terms of software usage, system connectivity, timeliness, reliability, and ease of use, as well as the level of sales monitoring accuracy in daily recording, completeness, timeliness of reports, occurrence of errors, and reliability for decision-making. The study employed a quantitative approach using a correlational research design. Fifty (50) respondents, including café owners, managers, cashiers, and bookkeeping staff, were selected through purposive sampling. Data were collected using a structured survey questionnaire based on a 4-point Likert scale and analyzed using Frequency and Percentage Distribution, Weighted Mean, and Pearson Product-Moment Correlation to determine the relationship between variables. Findings revealed that cafés generally demonstrated a high level of accounting integration and sales monitoring accuracy. Although minor challenges such as technical issues, data synchronization concerns, and limited staff training were identified, statistical analysis showed a significant relationship between accounting integration and sales monitoring accuracy. The results suggest that stronger integration is associated with greater financial reliability, fewer recording errors, stronger internal control, and more favorable assessments of managerial decision-making and long-term business sustainability among small-scale café enterprises.

RECOMMENDED CITATION

Arcenal, C. D., Bandy, A. D., Ocampo, J., Ocampo, M., & Ramirez, A. (2026). Relationship Between Accounting Integration and Sales Monitoring Accuracy among Small-Scale Cafe Enterprises in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 2.

EVALUATING RECORD-KEEPING AND DATA MANAGEMENT PRACTICES IN AN ACCOUNTING FIRM AND THEIR IMPACT ON ADMINISTRATIVE EFFICIENCY

ABSTRACT

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KEYWORDS

record-keeping practices,
data management,
administrative efficiency,
accounting firm, digital tools,
data security and
confidentiality,
organizational efficiency

This study examined the record-keeping and data management practices of Nileve Accounting Services and their effect on administrative efficiency. Effective management of records and data ensures accuracy, security, accessibility, and regulatory compliance. However, small and medium-sized accounting firms often face challenges adopting digital systems due to limited resources, heavy workloads, and reliance on paper-based methods. These issues may reduce efficiency, emphasizing the need to assess current practices and identify improvements. A descriptive-quantitative research design was employed to gather measurable data on administrative functions. A structured and validated survey served as the primary instrument. Twenty (20) employees of Nileve Accounting Services, directly involved in record-keeping, data handling, and administrative tasks, were purposively sampled to ensure relevant experience. Collected data were analyzed using frequency distribution, percentages, weighted mean, standard deviation, and regression to identify patterns, trends, and relationships. Findings showed that Nileve Accounting Services maintained effective record-keeping, with records that were accurate, timely, and easily accessible. Respondents agreed that records were well-organized and simple to retrieve. The use of digital tools, strong security measures, and interdepartmental coordination were rated positively. However, challenges such as time constraints, heavy workloads, and partial reliance on manual systems persisted, indicating areas for further improvement. Results showed a significant relationship between record-keeping, data management, and administrative efficiency. Effective practices enhanced workflow, reduced errors, and supported timely decisions. Identified challenges emphasize the need for improved digital integration, staff training, and standardized procedures to further strengthen administrative efficiency and overall organizational performance.

RECOMMENDED CITATION

Dino, L. D., Estival, M. I., Orosco, C., Pacheco, R., & Rodrigo, K. (2026). Evaluating Record-Keeping and Data Management Practices in an Accounting Firm and Their Impact on Administrative Efficiency. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 3.

CASH HANDLING PRACTICES AND PERCEIVED BUSINESS PERFORMANCE OF SARI-SARI STORE OWNERS IN BARANGAY HOLY SPIRIT, QUEZON CITY

ABSTRACT

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KEYWORDS

cash handling practices,
business performance, sari-
sari store

Sari-sari stores are among the most common microenterprises in the Philippines, operating primarily through daily cash transactions and limited capital. Because these small retail businesses rely heavily on cash, proper cash handling practices play a vital role in maintaining financial stability and sustainability. This study examined the relationship between cash handling practices and perceived business performance of sari-sari store owners in Barangay Holy Spirit, Quezon City. The study used a quantitative, descriptive-correlational design. Data were collected from 30 purposively selected sari-sari store owners through a structured Likert-scale questionnaire. Statistical tools such as frequency, percentage, weighted mean, and Pearson's Product-Moment Correlation Coefficient were used to analyze the data and determine the relationship between variables. Findings revealed that respondents generally agreed that they practice proper cash handling in terms of recording, monitoring, and safekeeping. In terms of business performance, respondents perceived moderate profitability, stable sales, and consistent customer retention. The overall weighted mean scores imply that basic financial management practices have been adopted into the day-to-day operations of respondents consistently. The majority of store owners indicated that they monitor their cash transactions to prevent shortages and maintain enough working capital. The data also indicate that structured logging and tracking of cash assist store owners in compliance with inventory restocking and daily spending more appropriately. This indicates that although sari-sari stores use capital for their business, proper cash management practices are associated with operational stability and perceived business performance. Findings revealed that respondents generally agreed that they practice proper cash handling in terms of recording, monitoring, and safekeeping. In terms of business performance, respondents perceived moderate profitability, stable sales, and consistent customer retention. The results showed a positive and statistically significant relationship between cash handling practices and perceived business performance. The study concludes that strengthening financial discipline and improving cash management practices may support the sustainability and overall performance of sari-sari stores.

RECOMMENDED CITATION

Aldave, W., Castillo, C., Gamba, M. A., Lopaz, V., & Rivera, M. B. (2026). Cash Handling Practices and Perceived Business Performance of Sari-Sari Store Owners in Barangay Holy Spirit, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 4.

RELATIONSHIP BETWEEN BASIC KNOWLEDGE OF ACCOUNTING INFORMATION SYSTEMS AND THE TRAINING PERFORMANCE OF STUDENT INTERNS AT THE BUREAU OF INTERNAL REVENUE

ABSTRACT

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KEYWORDS

accounting information systems, ais knowledge, training performance, student interns, bir

Basic knowledge in Accounting Information Systems (AIS) prepares accounting students for technology-driven workplaces, particularly in government agencies such as the Bureau of Internal Revenue (BIR). Interns assigned to the BIR perform computerized accounting and taxation tasks that require accuracy, efficiency, and compliance with procedures. Although prior research highlights the value of AIS in academic performance, limited studies examine its relationship with internship performance in government settings. This study investigated the relationship between basic AIS knowledge and the training performance of BIR student interns. A quantitative, descriptive-correlational design was employed. Data were collected using validated questionnaires and performance evaluation forms. AIS knowledge was measured in five areas: system concepts, data entry and processing, report generation, internal controls, and data security awareness. Training performance was assessed based on efficiency, accuracy, task completion, adaptability, and professionalism. Descriptive statistics determined knowledge and performance levels, while Pearson correlation and regression analyses examined relationships and predictive associations. Findings revealed a significant positive relationship between AIS knowledge and training performance. Interns with stronger AIS foundations showed greater efficiency, higher accuracy, faster task completion, and better adaptability to system procedures. Regression results confirmed that AIS knowledge significantly predicted performance outcomes. The results suggest that stronger AIS knowledge is associated with greater internship readiness and effectiveness in government accounting environments. Further studies involving multiple institutions are recommended to validate these findings.

RECOMMENDED CITATION

Alvarado, J., Lopet, J., Mabanta, R. M., Rupac, M. Z., & Yurag, N. J. (2026). Relationship Between Basic Knowledge of Accounting Information Systems and the Training Performance of Student Interns at the Bureau of Internal Revenue. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 5.

AN ASSESSMENT OF THE ON-THE-JOB TRAINING PERFORMANCE OF ACCOUNTING INFORMATION SYSTEM STUDENTS FROM BESTLINK COLLEGE OF THE PHILIPPINES ASSIGNED TO THE COMMISSION ON AUDIT

ABSTRACT

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Accounting And Finance

KEYWORDS

on-the-job training (ojt),
accounting information
system, trainee performance,
government auditing,
experiential learning,
technical accounting skills,
professionalism, commission
on audit

On-the-job training (OJT) is an essential component of accounting education, particularly for Accounting Information System students assigned to the Commission on Audit (COA), where exposure to public-sector auditing and financial accountability is critical. Internship programs aim to enhance technical competence and professional readiness; however, limited research has evaluated the actual performance of accounting student trainees in government audit institutions. Although OJT programs are structured and evidence-based, variations in trainee performance and learning experiences may influence their overall effectiveness. This study examined the level of OJT performance among Accounting Information System students at COA and identified challenges affecting the training program's success. A descriptive-quantitative design was used. A structured questionnaire with a four-point Likert scale was given to thirty-five COA supervisors who directly monitored student trainees. The instrument measured five performance areas: technical accounting skills, work attitude and professionalism, communication skills, time management and work efficiency, and compliance with policies and ethical standards. Data were analyzed using frequency, percentage, and weighted mean to determine performance levels and common challenges. Supervisors rated trainees highly across most performance dimensions. Technical accounting skills, professionalism, time management, and compliance with ethical standards received "Strongly Agree" ratings, showing strong competence and responsible conduct. Communication skills were rated "Agree," reflecting satisfactory but lower performance. The most frequent challenges were limited opportunities for hands-on accounting tasks (68.60%) and restricted access to data and resources (54.30%). Technical issues and workload pressures were also noted but less often. Sites where trainees received clearer guidance and more practical exposure reported higher perceived effectiveness of the OJT experience. The findings show that the OJT program at COA effectively develops technical and ethical competencies, but practical exposure and access to resources greatly influence training outcomes. Strengthening supervised task engagement, improving communication skills, and enhancing institutional collaboration may increase internship effectiveness. Future research could compare OJT performance across government agencies to validate and expand these findings.

RECOMMENDED CITATION

Antonio, J.-I., De Guzman, R. J., Mag-Usara, R. R., Salazar, J. M. P., & Sallentes, J. M. (2026). An Assessment of the On-the-Job Training Performance of Accounting Information System Students from Bestlink College of the Philippines Assigned to the Commission on Audit. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 6.

ACCOUNTING AND TAXATION

EVALUATING THE OPERATIONAL EFFECTIVENESS AND EFFICIENCY OF THE GRABFOOD MCDONALD'S INTEGRATION SYSTEM IN SELECTED VALENZUELA CITY BRANCHES

ABSTRACT

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KEYWORDS

grabfood, mcdonald's,
operational effectiveness,
operational efficiency

The rapid growth of food delivery platforms has significantly transformed the operational processes of quick-service restaurants. Accordingly, this study examines the operational effectiveness and operational efficiency as perceived by McDonald's employees and GrabFood riders. While Asia accounts for over half of the global market, the expansion of these platforms has increased demand for delivery riders and introduced operational challenges, including order inaccuracies, delayed deliveries, and system inefficiencies, which can reduce reliability and customer satisfaction. The McDonald's–GrabFood partnership demonstrates strategic digital integration, enhancing convenience, menu accessibility, promotions, and customer engagement. This study focused on operational difficulties in Valenzuela City, particularly order flow, system synchronization, and staff–rider communication, aiming to recommend improvements that enhance efficiency, consistency, and overall service performance. A descriptive quantitative research design was employed. The study included thirty (30) frontline McDonald's personnel and thirty (30) GrabFood riders. Purposive sampling was used to select respondents directly involved in the integration system. The study was limited to selected McDonald's branches in Valenzuela City. Data were analyzed using frequency and percentage distributions, weighted mean, standard deviation, and t-test to identify differences in perceptions and operational performance. The demographic profile revealed that most McDonald's employees were aged 20–24, while most GrabFood riders were aged 25–29. Employees perceived operational effectiveness and efficiency as high, whereas riders reported moderate satisfaction, citing occasional delays, minor system issues, and peak-hour coordination challenges. A significant difference in perceptions between employees and riders was observed. Employees evaluate the system from an internal operational perspective, while riders assess it based on delivery execution and customer-facing experiences. Despite generally positive results, employees reported challenges such as system outages, miscommunication, and order backlogs during peak hours. The study recommends strengthening the GrabFood–McDonald's integration system by improving technical reliability, real-time synchronization, connectivity, and standardized procedures.

RECOMMENDED CITATION

Alegre, K., Contillo, S., Costa, L., Losica, F. C., & Rabino, J. (2026). Evaluating the Operational Effectiveness and Efficiency of the GrabFood McDonald's Integration System in Selected Valenzuela City Branches. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 8.

EVALUATING FINANCIAL MANAGEMENT PRACTICES OF FACEBOOK-BASED HANDICRAFT MICROENTERPRISE OWNERS IN QUEZON CITY

ABSTRACT

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KEYWORDS

financial management

This study evaluated the financial management practices of Facebook-based handicraft microenterprises in Quezon City, focusing on budgeting, cash flow management, record-keeping, pricing and cost control, and financial planning and decision-making. Guided by Financial Management Theory and benchmarking against selected International Financial Reporting Standards (IFRS) principles, the research aimed to examine the respondents' demographic profile, assess their financial practices, identify challenges encountered, and propose financial guidelines. Using a descriptive quantitative research design, data were collected from thirty (30) Facebook-based microentrepreneurs through a structured survey questionnaire utilizing a four-point Likert scale. Purposive sampling was employed to select respondents actively involved in managing their business finances. Statistical tools including frequency, percentage distribution, weighted mean, and standard deviation were used to analyze the data. Findings revealed that most respondents were young adults aged 20–29, operated their businesses for 1–3 years, and generated monthly sales below PHP 20,000. The overall level of financial management practices was rated high, indicating that respondents generally practiced budgeting, monitored cash flow, maintained records, applied pricing strategies, and engaged in basic financial planning. However, challenges were identified, particularly in sales tracking, reconciliation of multiple payment methods, awareness of platform fees, and separation of personal and business finances. Benchmarking results showed strengths in day-to-day financial control but weaknesses in structured financial reporting and long-term planning. The study concludes that while Facebook-based microenterprises demonstrate acceptable financial management practices, gaps remain in formal financial systems and financial literacy. It recommends targeted financial education, simplified record-keeping tools, and practical guidelines aligned with IFRS principles to improve financial transparency, decision-making, and sustainability among online microentrepreneurs.

RECOMMENDED CITATION

Aligway, M. E., Belano, M. A., Dela Cruz, E., Nahil, C., & Teves, R. (2026). Evaluating Financial Management Practices of Facebook-Based Handicraft Microenterprise Owners in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 9.

ROLE OF DIGITAL PAYMENT SYSTEMS IN FINANCIAL REPORTING QUALITY AMONG MSEs: BASIS FOR AN IMPROVEMENT PLAN TO STRENGTHEN INFORMAL CONTROLS THROUGH DIGITAL FOOTPRINTS

ABSTRACT

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KEYWORDS

digital payments, financial
reporting, micro and small
enterprises, bookkeeping,
audit trail

The way local businesses handle money is shifting quickly as digital payments become essential. Still, many small enterprises rely on manual bookkeeping, which often leads to inaccurate and delayed financial reports. Existing research mostly focuses on large corporations, leaving a massive gap in understanding how local businesses with limited resources actually integrate digital transactions into their accounting. This research provides a timely solution by exploring how digital platforms directly impact the accuracy, reliability, and timeliness of financial reporting for these smaller enterprises. A quantitative descriptive correlational design was utilized to examine the relationship between digital tools and financial reporting quality. Data were gathered through survey questionnaires from twenty seven micro and small enterprises located in Novaliches, Quezon City. The participants were selected using convenience and purposive sampling techniques to ensure they had firsthand experience with digital transactions. Finally, the collected data were analyzed using statistical tools including weighted mean, frequency, percentage, and Analysis of Variance. The findings revealed that most of the sampled enterprises are micro businesses in the retail and service sectors operating for less than five years. The results demonstrated that while these businesses operate with minimal digital maturity and mostly manual processes, they perceive digital systems as highly secure and easy to learn. Adopting these systems was found to significantly improve the timeliness and availability of financial reports. Furthermore, demographic factors like industry sector and workforce size played a significant role in how business owners perceived the utility of these tools. These outcomes indicate that younger businesses are adopting digital tools much quicker to keep up with consumer demand. While micro enterprises find digital platforms easy to use, they still struggle to fully integrate them into formal accounting. These findings align with earlier research suggesting market expectations drive digital adoption among newer businesses. Since this study is limited to a small sample in one city, future research should explore broader regions to confirm these trends. Finally, this study recommends a structured plan to help owners establish clear audit trails and strengthen internal controls using digital footprints.

RECOMMENDED CITATION

Milano, R. A., Santos, M. C., Torio, B. J., Turtal, R., & Vilando, K. (2026). Role of Digital Payment Systems in Financial Reporting Quality among MSEs: Basis for an Improvement Plan to Strengthen Informal Controls through Digital Footprints. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 10.

ASSESSMENT OF THE EFFECTIVENESS OF MANUAL SALES RECORDING IN THE INTERNAL CONTROL OF SELECTED CANTEEN CONCESSIONAIRES AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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KEYWORDS

manual sales recording,
operational challenges,
internal control practices

This study assessed the manual sales recording and operational practices of selected canteen concessionaires at Bestlink College of the Philippines. Accurate financial tracking is vital for small businesses, yet many still rely on manual logs that are prone to human error. This research was necessary to identify the gaps in these manual systems that lead to money losses. While management was found to be active, a gap existed between supervision and the physical difficulty of writing records during busy hours. This study provided a timely solution through a structured enhancement plan to improve accuracy. A descriptive research design was used to evaluate the current state of sales recording. Data were collected from canteen managers and staff using a validated questionnaire. Participants were chosen through purposive sampling to ensure they had direct experience with the manual system. The study measured the effectiveness of controls and the frequency of daily challenges. Statistical tools, including the weighted mean and percentage distribution, were applied to analyze the data. All parts of the study were conducted according to academic and ethical standards. The findings showed that manual recording errors were the most critical problem, with a frequency of 25 (31%). This was followed by time constraints during peak hours at 19 (23%) and cash shortages at 15 (19%). Although supervision was rated as very effective, the "human element" in handwriting transactions was the main cause of failure. It was found that as customer traffic increased, the quality of documentation decreased. This created a "pressure-error" cycle where speed was put ahead of accuracy, leading directly to financial discrepancies. The study concluded that strong supervision alone cannot overcome the physical limitations of a manual system during busy hours. These findings connect to existing business theories which suggest that internal checks must be supported by standardized tools to be successful. A limitation of this study was its focus only on selected concessionaires within one campus, suggesting that future research should include a wider range of food outlets. The main implication of this research is the necessity of adopting the Proposed Enhancement Plan, which recommends the use of pre-printed forms and specific staff roles to break the error cycle and ensure long-term financial integrity.

RECOMMENDED CITATION

Dotillos, M., Gaspar, G., Lañas, D., Olayvar, R., & Tizon, P. (2026). Assessment of the Effectiveness of Manual Sales Recording in the Internal Control of Selected Canteen Concessionaires at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 11.

EVALUATING THE PERCEPTION OF MANAGERIAL DECISION-MAKING AND ACCOUNTING INFORMATION SYSTEM SUPPORT IN SMALL- AND MEDIUM-SIZED ENTERPRISES ALONG COMMONWEALTH AVENUE, QUEZON CITY

ABSTRACT

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Accounting And Taxation

KEYWORDS

accounting information
system

Small and Medium Enterprises (SMEs) play a significant role in national and global economic development particularly in urban areas such as Quezon City. They create jobs, offer essential services, foster innovation, and support the growth of gross domestic product (World Bank; IFC, 2024). Thus, the study aims to evaluate the perception of managerial decision-making and determine how Accounting Information System (AIS) support small-and medium-sized enterprises (SMEs) located along Commonwealth Avenue, Quezon City. The study employed a descriptive quantitative research design using a structured survey questionnaire administered to SME owners and managers selected through purposive sampling. Statistical tools such as frequency distribution, percentage, weighted mean, and standard deviation were used to analyze and interpret the collected data. The findings indicate that Accounting Information System provides substantial support to managerial decision-making by improving the reliability of financial information, strengthening planning and control processes, and enabling more timely and data-driven strategic actions. However, the results also reveal that limitations in system utilization, technical knowledge, and organizational resources continue to affect the full realization of Accounting Information System benefits in SMEs. The study concludes that enhancing Accounting Information System training, strengthening system integration, and promoting data-driven managerial practices can significantly improve decision-making perceptions and organizational performance. The results of this research may serve as a useful reference for SME managers, academic institutions, and future researchers seeking to improve Accounting Information System adoption and managerial practices in small business environments.

RECOMMENDED CITATION

Cortel, C., Cortez, D., Guelas, A., Lugatcho, E., Soriano, A., & Tumaming, K. M. (2026). Evaluating the Perception of Managerial Decision-Making and Accounting Information System Support in Small- and Medium-Sized Enterprises along Commonwealth Avenue, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 12.

LEVEL OF SATISFACTION IN USING GCASH AS A MODE OF PAYMENT FOR TIKTOK SHOP TRANSACTIONS AMONG BACHELOR OF SCIENCE IN ACCOUNTING INFORMATION SYSTEM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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KEYWORDS

financial technology, digital
wallet, gcash, tiktok shop,
social commerce, student
satisfaction, mobile payment
systems, e-commerce,
accounting information
system students

The rapid advancement of financial technology has transformed payment systems in the Philippines, particularly through the growing use of digital wallets in e-commerce and social commerce platforms. GCash has become a widely used mobile payment application, while TikTok Shop has emerged as a major social commerce platform integrating online shopping and digital entertainment. Despite this development, limited studies have examined students' satisfaction with digital wallets in social commerce settings. This study assessed the level of satisfaction of Bachelor of Science in Accounting Information System students in using GCash for TikTok Shop transactions at Bestlink College of the Philippines, addressing an existing research gap and providing insights into user experiences in digital marketplaces. A descriptive quantitative research design was employed in the study. Data were gathered from 30 Accounting Information System students who had prior experience using GCash for TikTok Shop transactions through a structured survey questionnaire. Purposive sampling was utilized to ensure that only qualified respondents were included. The questionnaire measured satisfaction across five dimensions: ease of use, payment reliability, security and privacy, convenience and speed, and fees and cost transparency. A four-point Likert scale was used, and data were analyzed using frequency and percentage distribution, weighted mean, and standard deviation. The results revealed that students were generally strongly satisfied with using GCash for TikTok Shop transactions. Among the satisfaction dimensions, ease of use obtained the highest rating, followed by fees and cost transparency, payment reliability, security and privacy, and convenience and speed. Although overall satisfaction was high, respondents reported several challenges, with refund or dispute resolution delays emerging as the most common issue, followed by security concerns and occasional payment or confirmation problems. The findings indicate that GCash is an effective and user-friendly payment method for TikTok Shop transactions among students. However, improvements in post-transaction services, particularly in refund processing and issue resolution, are recommended. While the study is limited to a small sample size and a single institution, it contributes valuable insights to digital payment literature and provides a basis for future research involving broader populations and comparative platforms.

RECOMMENDED CITATION

Adille, J. E., Castilla, J., Dimamay, S. F., Lorenzo, W., Orobia, R., & Prelijera, J. (2026). Level of Satisfaction in Using GCash as a Mode of Payment for TikTok Shop Transactions among Bachelor of Science in Accounting Information System Students at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 13.

ACCOUNTING SOFTWARE TRAINING AND FINANCIAL REPORTING ACCURACY AT UPTURN BUSINESS SOLUTIONS IN MAYSAN, VALENZUELA CITY

ABSTRACT

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Accounting And Taxation

KEYWORDS

respondents' demographic
characteristics

This study examined the relationship between accounting software training and financial reporting accuracy at Upturn Business Solutions in Maysan, Valenzuela City. Anchored on Human Capital Theory and the Technology Acceptance Model (TAM), the research aimed to assess the level of accounting software training in terms of relevance, frequency, content and materials, delivery and methods, and trainer competence, as well as the level of financial reporting accuracy in terms of correctness, compliance, timeliness, completeness, and error detection. A quantitative descriptive–correlational research design was employed, involving thirty (30) purposively selected employees engaged in financial reporting functions. Data were collected using a validated survey questionnaire and analyzed through frequency, percentage, weighted mean, standard deviation, ranking, and Pearson correlation. Findings revealed that accounting software training was generally perceived as effective, particularly in relevance and trainer competence. Financial reporting accuracy was rated satisfactory, with high confidence in data correctness and compliance with accounting standards. However, completeness of supporting documentation and structured error-detection procedures were identified as areas needing improvement. The Pearson r analysis indicated a statistically significant but very weak positive relationship ($r = 0.045$, $p = 0.05$) between accounting software training and financial reporting accuracy. The study concludes that accounting software training has a statistically significant but very weak positive association with financial reporting accuracy, while operational challenges such as human data-entry errors and documentation gaps remain. Strengthening role-specific, hands-on training programs and implementing structured validation procedures are recommended to enhance reporting reliability and organizational performance.

RECOMMENDED CITATION

Asperga, A., Bulan, H., Gubala, N., Oliver, R., & Orozco, M. (2026). Accounting Software Training and Financial Reporting Accuracy at Upturn Business Solutions in Maysan, Valenzuela City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 14.

RELATIONSHIP BETWEEN DIGITAL PAYMENT PLATFORM USAGE AND FINANCIAL MANAGEMENT PRACTICES OF SELECTED MICROENTERPRISES: BASIS FOR A PROPOSED DIGITAL-FIRST LEDGER PROCESS

ABSTRACT

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KEYWORDS

digital payment platforms,
financial management
practices, micro enterprises,
revenue tracking, digital
transactions, cashless
payments, financial record-
keeping, digital financial
management

The rapid growth of digital financial technologies has transformed the way businesses conduct transactions and manage financial information. Digital payment platforms have become increasingly important for micro enterprises, particularly in improving transaction efficiency and financial documentation. This study aimed to assess the relationship between digital payment platform usage and the financial management practices of selected micro enterprises in Novaliches, Quezon City, and to provide a basis for the development of a proposed Digital-First Ledger Process. The study employed a quantitative descriptive-correlational research design. Participants were selected through purposive sampling to ensure that they met specific criteria relevant to the objectives of the study. Data were collected using a structured survey questionnaire designed to gather information on the firmographic profile of the respondents, use of digital payment platforms, financial management practices, and challenges encountered in digital payment adoption. The collected data were analyzed using appropriate descriptive and inferential statistical tools. The results of these statistical analysis served as the empirical basis for identifying financial management gaps and for developing the proposed Digital-First Ledger Process for micro enterprises. The results show that 60% of the respondents operate their businesses as sole proprietorships, while the rest belong to other business types. Many respondents reported that they use digital payment platforms in their daily transactions. Most of them agreed that these platforms make payments faster and help them track their income and business transactions more easily. The findings also show that small business owners practice basic financial management activities. The correlation analysis revealed a significant positive relationship between digital payment platform usage and financial management practices. This suggests that businesses that frequently use digital payment platforms tend to have better financial management practices. The study concludes that digital payment platform usage is significantly associated with stronger financial management practices among micro enterprises. The results support the development of a Digital-First Ledger Process that integrates digital payment records into business financial documentation. Implementing such a system may enhance revenue tracking, financial transparency, and operational efficiency among micro businesses.

RECOMMENDED CITATION

Benito, S. R., Jalel, N., Lopez, J., Ragundiaz, K., & Santiago, J. (2026). Relationship Between Digital Payment Platform Usage and Financial Management Practices of Selected Microenterprises: Basis for a Proposed Digital-First Ledger Process. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 15.

ASSESSMENT OF NATIONAL HOUSING AUTHORITY AWARDEES' SATISFACTION WITH PAYMENT TRANSACTION SERVICES USING A MANUAL ACCOUNTING SYSTEM

ABSTRACT

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Accounting And Taxation

KEYWORDS

manual accounting system,
awardee satisfaction,
payment transaction services

Manual accounting systems remain widely used in community-based housing projects. Although they are practical and cost-effective, they may present challenges that affect service delivery. In National Housing Authority Phase 1, Barangay 176, Caloocan City, payment transactions are processed through handwritten ledgers and manually issued receipts. While this system supports basic record-keeping, concerns may arise regarding accuracy, timeliness, completeness, transparency, and ease of tracking balances. This study assessed the level of satisfaction of awardees with payment transaction services under the manual accounting system. A Quantitative-descriptive survey design was used. 50 NHA Phase 1 awardees were purposively selected based on their direct involvement in payment transactions. Data were collected using a structured questionnaire divided into three sections: demographic profile, assessment of satisfaction across five dimensions (accuracy, timeliness, completeness, transparency, and ease of tracking balances), and a checklist of operational challenges. Satisfaction was measured using a 4-point Likert scale. Data were analyzed using frequencies, percentages, weighted mean, and rankings. Most respondents were middle-aged and predominantly female, with the majority making monthly payments and residing in the community for several years. Overall satisfaction was high across all dimensions. Accuracy of payment records received the highest weighted mean (3.84), followed by timeliness of payment recording (3.76), completeness of transaction documentation (3.66), transparency of payment information (3.56), and ease of tracking balances (3.20–3.82). Only twenty responses indicated operational challenges, including long queues, delayed updates, ledger errors, difficulty tracing previous payments, and absence of system backups. The majority reported no difficulties with the system. The findings indicate that awardees are generally satisfied with the manual accounting system, particularly in terms of accuracy and timeliness. Minor operational concerns were identified but did not substantially affect overall satisfaction. These results suggest that while the current system is functional and reliable, consistent monitoring and documentation practices remain essential. Strengthening verification procedures, ensuring timely updates, and maintaining organized records may further enhance efficiency and sustain awardees' confidence in the payment process.

RECOMMENDED CITATION

Calabon, K. C., Largo, R., Pasatiempo, P. J., Pascual, S. M., & Valdezco, A. (2026). Assessment of National Housing Authority Awardees' Satisfaction with Payment Transaction Services Using a Manual Accounting System. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 16.

ROLE OF ENTERPRISE RESOURCE PLANNING PRACTICES IN ENHANCING DECISION-MAKING PROCESSES: BASIS FOR A PROPOSED INTERVENTION PLAN

ABSTRACT

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Accounting And Taxation

KEYWORDS

enterprise resource planning
(erp), erp practices, decision-
making process, inventory
planning, real-time data
accessibility, reporting and
analytics, user adoption,
organizational efficiency

The research investigated how Enterprise Resource Planning (ERP) practices affect decision-making processes at Don C Lechon Manok Corporation. Organizations in the current data-driven business environment use integrated information systems to achieve accurate and timely and efficient managerial decision-making. The study examined how organizations implement ERP practices through their capacity to establish complete collaboration and provide real-time data access and generate reports and analytics and their success in achieving user adoption which enabled organizations to make better decisions. The researchers used quantitative correlational research design to study ERP users who worked in various organizational departments through purposive sampling method. The researchers collected data through a structured survey questionnaire which received validation and they used statistical methods including frequency analysis and percentage analysis and weighted mean calculation and ranking and Pearson correlation. The study found that organizations used ERP practices at an Agree level which showed that organizations applied all their operational functions through ERP systems but the user adoption function received the lowest application level of 2.88. Decision-making research established that decision timeliness received the highest composite weighted mean score of 3.08 because real-time information access enabled executives to respond more quickly to operational demands. The organization achieved better operational coordination and reliable data by reaching a value of 2.94 in both data quality and decision efficiency. The primary challenge which hinders organizations from using ERP systems results from high expenses required to maintain their systems. The research results demonstrate that ERP inventory planning methods between organizations through their capacity to share information and manage operations and maintain data accuracy. The study demonstrates that organizations can use ERP systems as their strategic resources to enable their managers to make better decisions.

RECOMMENDED CITATION

Boncay, M., Cinconiegue, A. M., Juniosa, D. C., Malipot, C., & Valero, D. M. (2026). Role of Enterprise Resource Planning Practices in Enhancing Decision-Making Processes: Basis for a Proposed Intervention Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 17.

ASSESSMENT OF LOYVERSE POS APP UTILIZATION AMONG 30 SARI-SARI STORE OWNERS IN BARANGAY GULOD, NOVALICHES, QUEZON CITY, TOWARD A MORE ORGANIZED BUSINESS SYSTEM

ABSTRACT

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KEYWORDS

loyverse pos, sari-sari stores,
digital pos system, sales
tracking, inventory
management, report
generation, usability, small
businesses, business
organization

Sari-sari stores play an important role in local communities, but many still rely on manual recording of sales and inventory. This often leads to errors, disorganized records, and difficulty in monitoring business performance. With the availability of digital tools, point-of-sale (POS) applications can help improve small business operations. One example is Loyverse POS, a free POS application designed for small retail stores. This study aimed to assess the utilization of the Loyverse POS app among 30 sari-sari stores in Barangay Gulod, Novaliches, Quezon City, toward achieving a more organized business system. The study used a quantitative descriptive research design. Thirty (30) sari-sari store owners who were using or had experience using the Loyverse POS app were selected through purposive sampling. Data were collected using a validated survey questionnaire. Frequency, percentage, weighted mean, and ranking were used to analyze the data. The findings showed that the Loyverse POS app is very effective in sales tracking and recording, helping store owners review daily sales, reduce errors, and save time. It is effective in inventory management by accurately tracking stock levels and preventing shortages or overstocking. The report generation feature also helped store owners monitor business performance and make better decisions. In terms of usability, respondents strongly agreed that the app is easy to install, easy to learn, and user-friendly. The interface is simple and suitable even for first-time users. The app was also rated as reliable and stable during daily operations. The most common problem encountered was internet connectivity, although many respondents reported no major difficulties. The study concludes that the Loyverse POS application helps sari-sari store owners become more organized and efficient in managing their businesses. By improving sales recording, inventory monitoring, and report generation, the app supports better decision-making and business control. Despite minor challenges such as internet issues, the overall experience of users is positive. The study recommends encouraging more sari-sari store owners to adopt digital POS systems and providing basic training to enhance utilization.

RECOMMENDED CITATION

Asiatico, M., Basilisco, J. B., Espiel, T. M. G., Remigio, Z., & Rivera, S. F. (2026). Assessment of Loyverse POS App Utilization among 30 Sari-Sari Store Owners in Barangay Gulod, Novaliches, Quezon City, toward a More Organized Business System. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 18.

BUSINESS

CAREER SHIFTING AMONG BSOA GRADUATES: EVALUATING THE ALIGNMENT BETWEEN ACADEMIC PREPARATION AND EMPLOYMENT

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

career shifting, graduate
employability, job mismatch,
skill alignment, industry
linkages

Career shifting among college graduates has become increasingly common due to changes in labor market demands and skill requirements. The aim of this study is to establish the factors that affect career shifting among Bachelor of Science in Office Administration degree holders from Bestlink College Philippines and to assess how well they align their course with their work. Using a descriptive research design with a quantitative approach, data were collected through a Google survey form from 50 graduates selected using snowball sampling. The study found that a significant number of BSOA graduates switched careers primarily because other occupations, such as the BPO sector, provide better benefits and higher compensation. Due to the lack of office jobs in their area, most of the graduates also made other career decisions. Most respondents indicated that their current work is only moderately aligned or not aligned at all with their academic credentials. The graduates believed that they needed more modern tech training for higher office roles, even though they believed that their college course taught them how to communicate effectively with others. These factors have led to the majority of graduates working in fields unrelated to their academic background. The researcher recommended the improvement of the BSOA curriculum by incorporating industry-responsive digital and office administration competencies, providing stronger career guidance and employment facilitation, and creating greater collaboration with public and private organizations. In addition, it is also advisable to continuously improve laboratory facilities, computer software, and practical training to ensure that students are ready for the modern office environment and to bring about better alignment between academic preparation and employment outcomes, thus minimizing the occurrence of career shifting among BSOA graduates.

RECOMMENDED CITATION

Baesa, C., Leonor, J., Osal, A., Pormocille, M., & Regalado, A. (2026). Career Shifting among BSOA Graduates: Evaluating the Alignment Between Academic Preparation and Employment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 20.

ASSESSMENT OF ONLINE AND WALK-IN REGISTRATION PROCESSES AT THE PHILHEALTH FAIRVIEW BRANCH AND MEMBERSHIP SATISFACTION

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

philhealth member
registration form, walk-in
registration, online
registration

The National Health Insurance Act of 1995 (RA 7875) established PhilHealth to provide accessible and affordable health insurance to all Filipinos. PhilHealth offers two registration methods: online and walk-in. However, government workflows are often affected by administrative delays, technical concerns, and procedural inefficiencies, which may influence membership satisfaction. This study assessed the online and walk-in registration processes at the PhilHealth Office–Fairview Branch and determined whether there is a significant difference in satisfaction between the two methods. The study used a quantitative descriptive research design. Thirty (30) respondents were selected through purposive sampling: fifteen (15) online registrants and fifteen (15) walk-in registrants. Data were gathered using a validated 4-point Likert scale questionnaire. Statistical tools included frequency and percentage distribution, weighted mean, standard deviation, and t-test to determine significant differences in satisfaction levels. Findings showed that most respondents were young adults and female, with high school or undergraduate educational attainment. Online registrants generally agreed that document submission was clear and manageable, although minor concerns were noted in time completion and technical aspects. Walk-in registrants expressed satisfaction with number of steps and availability of forms. The composite mean indicated that both registration methods were satisfactory. The t-test result revealed no significant difference in membership satisfaction between online and walk-in registrants. The findings showed both registration methods are effective and acceptable to members. Although minor improvements in system stability and process efficiency are recommended, neither method is superior. Strengthening staff training and continuous process monitoring may further enhance service quality and membership satisfaction.

RECOMMENDED CITATION

David, A. J., De Asis, K., Gatchalian, M. A., Mortel, A., & Suarez, F. S. (2026). Assessment of Online and Walk-In Registration Processes at the PhilHealth Fairview Branch and Membership Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 21.

OPERATIONAL CHALLENGES OF FOOD STALLS OF SMALL FILIPINO FAMILY BUSINESSES IN SARANAY ROAD, CALOOCAN CITY: BASIS FOR ADAPTIVE STRATEGIES

ABSTRACT

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Business

KEYWORDS

operational challenges,
adaptive strategies, operating
hours, production,
procedures, product costing,
transactional process

This Study investigates the operational challenges among small family businesses in Saranay Road, Caloocan City, guided by Teece's et. al (1997) Dynamic Capabilities Theory, which posits that businesses must possess higher-order dynamic capabilities, such as sensing opportunities and threats, seizing opportunities, and reconfiguring resources. Utilizing a descriptive-quantitative research design, the study surveyed 40 respondents composed of 10 business owners and 30 employees selected through purposive sampling. A validated questionnaire was employed to gather data on the difficulties faced by these enterprises in managing operations. The results revealed that most of the food stalls were relatively young enterprises, operated with a small number of employees, generated low to moderate monthly income, and were predominantly family-owned. In terms of operational challenges, operating hours, production, and product costing were rated as very challenging, while procedures and transactional processes were assessed as challenging. Product costing emerged as the most critical concern, particularly due to difficulties in calculating profits, rising raw material costs, and lack of cost monitoring practices. Production challenges such as limited supply of raw materials, manpower shortages, and high production costs also significantly affected business operations. The study concluded that small family-owned food stalls experience substantial operational difficulties primarily due to limited resources, informal systems, and weak financial and operational management practices. Guided by the Dynamic Capabilities Theory, the findings highlight the importance of adopting adaptive strategies that enhance cost control, improve production efficiency, standardize procedures, and strengthen transactional systems. The proposed adaptive strategies aim to help small family businesses become more resilient, efficient, and competitive, thereby supporting their long-term sustainability and contribution to local economic development.

RECOMMENDED CITATION

Cestina, S., Dionaldo, Q. A. L., Golpo, A., Idias, J. M., & Nuñez, A. (2026). Operational Challenges of Food Stalls of Small Filipino Family Businesses in Saranay Road, Caloocan City: Basis for Adaptive Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 22.

FACTORS INFLUENCING JOB SATISFACTION AMONG BPO AGENTS IN A HYBRID WORK SETUP

ABSTRACT

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Business

KEYWORDS

hybrid work, job satisfaction,
bpo employees, work-life
balance, employee
engagement

This study examined the factors influencing job satisfaction among thirty (30) BPO agents of Tonik Digital Bank operating within a hybrid work environment. As hybrid arrangements become increasingly prevalent in the digital banking and outsourcing sectors, understanding employee satisfaction is essential for maintaining productivity and engagement. The study used a quantitative descriptive-survey research design to examine the factors influencing job satisfaction among 30 BPO agents working in a hybrid setup. A researcher-made questionnaire using a 4-point Likert scale was distributed to all respondents, and the instrument underwent validation through expert review and pilot testing to ensure reliability and clarity. Data were analyzed using frequency, percentage, weighted mean, standard deviation, and ANOVA to determine the level of job satisfaction and identify any significant differences based on demographic profile. Survey results show that agents are generally satisfied with the hybrid setup, mainly due to flexibility and autonomy that improve work-life balance and reduce commuting stress. However, key issues were identified, particularly schedule rigidity and IT support latency, with 61% reporting internet failures as a major challenge. The ANOVA test found no significant differences in satisfaction across demographic groups, indicating a shared work experience among employees. The researchers proposed a Hybrid Work Enhancement Plan (HWEPP) to address key gaps by setting core hours to improve time management, offering internet subsidies to ease connectivity issues, and creating structured virtual activities to reduce isolation. While hybrid work increases satisfaction through flexibility and autonomy, targeted improvements are needed to support long-term sustainability and employee well-being.

RECOMMENDED CITATION

Dumanais, J. R., Morales, P. A., Narcio, A., Palima, P. J., & Torres, A. R. (2026). Factors Influencing Job Satisfaction among BPO Agents in a Hybrid Work Setup. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 23.

STUDENT MANAGEMENT SYSTEM SERVICES IN STUDENT ADMINISTRATION: AN EVALUATION OF USAGE, SATISFACTION, AND POTENTIAL FOR IMPROVEMENT

ABSTRACT

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Business

KEYWORDS

student management system, usage satisfaction, technology acceptance model, system usability, perceived ease of use, perceived usefulness, system performance, higher education institutions

In a fast-paced digital environment, institutions rely on technologies and software applications to manage student data and streamline academic operations. This study evaluated the usage satisfaction and potential for improvements of the Student Management System (SMS) at Bestlink College of the Philippines. It aimed to determine how effectively the SMS supports students in managing academic functions and to provide insights for enhancing system efficiency, accuracy and user experience. The study employed a quantitative-descriptive-evaluative research design and purposive sampling technique. Data were collected through a survey questionnaire validated by the research adviser, statistician, grammarian and pre-tested on a small group of students. Data were analyzed using descriptive statistics, correlations, and thematic analysis. Results indicated that respondents were predominantly female, aged 21–22, and regularly enrolled across all year levels. Students strongly agreed that the Student Management System (SMS) is user-friendly, easy to navigate, and efficient for data entry, reporting, and information access. Evaluation based on the Technology Acceptance Model (TAM) showed positive perceptions of ease of use, usefulness, attitude toward use, behavioral intention, and actual system usage. Despite this, students reported challenges such as slow system response, data entry or retrieval errors, limited technical support, and minor mobile accessibility issues. Correlation analysis revealed a significant relationship between TAM variables and student satisfaction, with perceived usefulness and ease of use as key predictors. Recommended improvements include enhancing system performance, data accuracy, interface design, technical support, search functionality, and integrating advanced features such as real-time notifications and secure login. The study underscores the evaluation of the Student Management System services, through evaluation, it not only revealed the strengths and weaknesses of the system but also provided meaningful insights for administrators in enhancing efficiency, accuracy, and friendly user experiences. The results revealed that students find the Student Management System (SMS) easy to use, helpful, and generally satisfactory, but issues like slow performance, data errors, limited support, and mobile access need improvement to make the system more reliable and effective.

RECOMMENDED CITATION

Dapunan, E., Estrella, J., Fenis, J. M., Lictaoa, L., & Quidangen, C. (2026). Student Management System Services in Student Administration: An Evaluation of Usage, Satisfaction, and Potential for Improvement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 24.

BUSINESS OPERATIONS AND LIVELIHOOD STRUGGLES OF STREET VENDORS IN NOVALICHES BAYAN, QUEZON CITY: BASIS FOR SUSTAINABLE LIVELIHOOD DEVELOPMENT PROGRAMS

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

business operations, income
stability, informal economy,
livelihood sustainability,
regulatory challenges, street
vending, sustainable
development programs

Street vending in Novaliches Bayan, Quezon City plays a vital role in the local economy by providing affordable goods and essential services to the community while serving as a primary source of income for many households. For numerous individuals who face limited access to formal employment, street vending offers an accessible means of livelihood that requires relatively low capital and minimal formal qualifications. Despite its importance, street vending remains characterized by unstable income, limited resources, and vulnerability to various socio-economic and regulatory challenges. These conditions highlight the need for a deeper understanding of vendors' business practices and livelihood sustainability as a foundation for formulating sustainable development programs and policy interventions. The study used a descriptive research design and survey questionnaires to examine the situation of street vendors in Novaliches Bayan, Quezon City. Data were analyzed using frequency distribution, weighted mean, and Pearson correlation to assess vendors' business profiles, operational practices, and livelihood sustainability. The research focused on three key areas: business profile (type of goods, years of operation, capital source, income), business operations (pricing, inventory, customer relations, regulatory compliance), and livelihood struggles (income stability, financial access, health and safety, and regulatory issues). The findings show that although most street vendors can meet their basic daily needs, their income is unstable and varies with weather, competition, and government enforcement. They also face serious health and safety risks due to pollution, lack of protection, and limited healthcare access. Additionally, regulatory issues such as harassment, inconsistent policy enforcement, and the lack of designated vending spaces are associated with greater vulnerability. A development plan was created to support livelihood sustainability and overall well-being of street vendors. The strategies include strengthening financial literacy, improving access to affordable capital, providing skills training, promoting health and social protection, and implementing fair and inclusive regulations. These initiatives aim to economically and socially empower street vendors and support inclusive urban growth in Novaliches Bayan, Quezon City.

RECOMMENDED CITATION

Calbaza, C. E., Castillo, J. P., Diaz, H. A., Geronimo, C. K., & Sierra, J. (2026). Business Operations and Livelihood Struggles of Street Vendors in Novaliches Bayan, Quezon City: Basis for Sustainable Livelihood Development Programs. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 25.

HUMAN TOUCH VERSUS AI EFFICIENCY: ASSESSING CUSTOMER SATISFACTION IN CHATBOT- AND HUMAN-DRIVEN OFFICE COMMUNICATION

ABSTRACT

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Business

KEYWORDS

human-driven, chatbots,
customer satisfaction

The global shift toward digital transformation has redefined corporate client relations. In telecommunications, AI integration is now a standard for efficiency; however, balancing automated speed with human empathy remains a critical challenge. While literature explores AI broadly, a gap exists regarding its comparative effectiveness versus human interaction in local markets. This research uses PLDT as a case study to explore the relationship between human interaction and AI efficiency. A descriptive-comparative design evaluated chatbot and human-driven channels. Researchers used purposive sampling to gather data from fifty (50) PLDT customers in Camarin, Caloocan City, ensuring participants had direct experience with both platforms. Age and gender were considered for a representative view. Data were analyzed using weighted mean to assess response time, clarity, and accuracy. A One-Way ANOVA was executed to determine if differences were statistically significant. Analysis reveals that while clients are satisfied with both models, distinct strengths exist. Human agents achieved a higher weighted mean of 3.20, excelling in clarity and accuracy. Conversely, the chatbot model was favored for response time with a mean of 3.14 but received a lower rating of 2.98 for accuracy. Statistical results from the ANOVA confirmed a significant difference in how customers perceive these channels. Data indicates that while chatbots excel in handling high-frequency, simple tasks with speed, they lack the precision required for specialized support. Ultimately, human reliability still outperforms AI in complex problem-solving and emotional engagement. Findings highlight the necessity for a hybrid approach in the service industry. While automated systems offer rapid response times, the human element remains indispensable for complex issues. Organizations must adopt integrated frameworks that leverage speed without sacrificing quality to ensure loyalty.

RECOMMENDED CITATION

Capoquian, A., Estrope, L., Fanugao, D. J., Pacheco, S., & Reponte, R. N. (2026). Human Touch versus AI Efficiency: Assessing Customer Satisfaction in Chatbot- and Human-Driven Office Communication. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 26.

EFFECTIVENESS OF TRANSFORMATIONAL LEADERSHIP AMONG BPO TEAM LEADERS: BASIS FOR ENHANCED LEADERSHIP PRACTICES

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

idealized influence,
intellectual stimulation,
individualized consideration,
inspirational motivation,
decision-making process,
quality of work performance,
consistency of productivity

This study assessed the effectiveness of transformational leadership practices among team leaders specifically idealized influence, intellectual stimulation, individualized consideration, and inspirational motivation and their relationship to employee productivity in decision-making processes, quality of work performance, consistency of productivity, and motivation, as well as their influence on employee performance, satisfaction, and retention. Employing a descriptive research design, the study surveyed 80 customer service representatives selected via simple random sampling. Survey questionnaires served as the primary data collection tool. Results revealed that individualized consideration emerged as the strongest transformational leadership quality, emphasizing personalized support and recognition, while idealized influence scored lowest as the weakest area. Employees rated themselves highly productive, particularly in quality of work performance and consistency of productivity. Analysis showed a significant relationship between transformational leadership and employee productivity. In conclusion, transformational leadership proves critical for enhancing employee performance, satisfaction, and retention in the BPO industry, especially in high-pressure healthcare insurance accounts. The proposed Leadership Coaching and Feedback Framework featuring structured coaching, training, and continuous feedback can bolster team leader's behaviors, fostering trust, engagement, and supervisory relationships for sustained productivity and organizational success.

RECOMMENDED CITATION

Balolot, M. G., Dagangon, A., Lebantino, R., Recella, M., & Rivera, M. (2026). Effectiveness of Transformational Leadership among BPO Team Leaders: Basis for Enhanced Leadership Practices. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 27.

STUDENTS' PERCEPTIONS AND EXPERIENCES WITH A HYBRID LEARNING MODEL: BASIS FOR IMPROVEMENT

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

hybrid, engagement,
improvement

Bestlink College has adopted a hybrid learning model to manage its growing student population. While offering flexibility, this shift presents challenges that require analysis to ensure educational resilience. This study identifies these obstacles and proposes improvements based on student perceptions. By focusing on learner capacity, the research supports administrative decisions for hybrid development, providing a framework for balancing physical and digital environments in a post-pandemic landscape. A quantitative-descriptive case study design evaluated student experiences. Researchers gathered data from one hundred (100) BS Office Administration students through stratified sampling for representation across year levels. A checklist survey assessed learning outcomes, engagement, workload, and technical support. Data were analyzed using weighted mean and One-Way Analysis of Variance (ANOVA) to determine if satisfaction levels differed significantly based on demographic profiles. Respondents expressed satisfaction, with "learning new ideas" receiving the highest mean (3.03). However, a "Less Satisfied" rating (2.90) for deep comprehension suggests a gap in instructional clarity. While social belonging was high (3.04), technical issues hindered 73% of participants. For face-to-face sessions, commuting (58%) and costs (53%) were primary challenges. ANOVA results confirmed significant differences in satisfaction across age and year level, indicating the hybrid experience is not uniform. These findings show that while the model works for participation, technical and logistical barriers remain significant. Findings show hybrid models promote flexibility, but technical barriers must be addressed to maintain confidence. The study recommends "grouped" class schedules to reduce costs and enhanced campus Wi-Fi. Future strategies should focus on interactive tools to bridge the gap in student comprehension.

RECOMMENDED CITATION

Almacin, M. J., Angeles, J. A., Dacera, M., Fermis, D., & Tobias, H. (2026). Students' Perceptions and Experiences with a Hybrid Learning Model: Basis for Improvement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 28.

EVALUATION OF RECORD MANAGEMENT PRACTICES IN THE ADMISSION OFFICE OF A DISTRICT HOSPITAL: BASIS FOR SYSTEM ENHANCEMENT

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

record management,
admission office, hospital
administration, health
information management,
electronic records, data
accuracy, records
accessibility, data security,
workflow efficiency

This study evaluated the record management practices in the Admission Office of a Novaliches District Hospital to serve as a basis for system enhancement. It examined how patient records are created, stored, retrieved, and protected to ensure accuracy, organization, and security, while identifying areas for improvement to enhance operational efficiency. The study used a descriptive-quantitative research design. A structured survey questionnaire was given to twenty (20) admission office staff who were directly involved in handling patient records. Purposive sampling was used to select the respondents. Data were analyzed using frequency, percentage, mean, and other statistical tools to describe the current record management practices, system efficiency, and challenges encountered by the staff. The results indicated that respondents strongly agreed that current record management practices are accurate, organized, timely, compliant, and efficient in processing, integration, digital utilization, and data security. However, challenges such as limited staff training, incomplete patient information, system downtime, and weak internet connectivity were identified, and a significant relationship was found between record management practices and system efficiency. The study shows that effective record management practices improve the efficiency of hospital admission operations by ensuring accurate, accessible, and secure patient records. Although current practices are generally effective, continuous staff training, system upgrades, and digital improvements are necessary to sustain and further enhance performance.

RECOMMENDED CITATION

Manubay, J. A. M., Molit, J. C., Rios, A. J., Trespecio, D., & Urbanan, J. (2026). Evaluation of Record Management Practices in the Admission Office of a District Hospital: Basis for System Enhancement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 29.

EXPLORING TEACHERS' PERCEPTIONS OF DIGITAL TOOLS IN RECRUITMENT AND SELECTION: A STUDY OF QR CODES, SOCIAL MEDIA, AND VIDEO INTERVIEWING

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

digital recruitment, qr codes,
teachers' perceptions

The adoption of digital technologies has transformed recruitment and selection practices in educational institutions. Bestlink College of the Philippines uses QR codes, social media job postings, and video interviewing to enhance efficiency and accessibility in teacher hiring. This study examined newly hired teachers' perceptions of these digital recruitment tools and the challenges encountered in their use. This study used a quantitative descriptive research design involving thirty (30) newly hired teachers who experienced digital recruitment and selection processes. Data were collected through a structured questionnaire and analyzed using weighted mean, percentage distribution, and Pearson correlation. The results showed differences in the perceived effectiveness of digital recruitment tools. QR codes obtained the highest weighted mean (3.42), followed by social media job postings (3.27) and video interviewing (2.92). The most common challenge was data privacy and security concerns (80%), followed by technical issues (47%) and concerns on fairness and objectivity (37%). A significant relationship was found between teachers' level of awareness and experience and their perceptions of digital recruitment tools, indicating that greater familiarity was associated with more positive evaluations. Digital recruitment tools were generally perceived as effective, particularly QR codes due to their convenience and ease of use. The significant relationship between awareness, experience, and perception underscores the role of familiarity in accepting digital hiring practices. However, concerns on data security, technical issues, and fairness highlight the need for improved safeguards and clearer recruitment procedures to enhance trust in digital recruitment systems.

RECOMMENDED CITATION

Becera, L. M., Belista, J., Mendoza, P., Pajares, B., Satioquia, J., & Zarcilla, M. R. (2026). Exploring Teachers' Perceptions of Digital Tools in Recruitment and Selection: A Study of QR Codes, Social Media, and Video Interviewing. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 30.

EVALUATING THE ROLE OF GCASH IN TRANSACTION EFFICIENCY AT MASTER'S SHAWARMA STATION IN NOVALICHES, QUEZON CITY

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

gcash, e-wallets, online
payment, transaction
efficiency

The fast growth and adoption of GCash have reshaped how businesses operate, especially those in the small food service sector like Master's Shawarma Station in Novaliches, Quezon City. This mobile wallet and financial super app offer quicker, more convenient and safer alternatives to traditional cash transactions, which can improve both efficiency and customer satisfaction. This study evaluated how this mobile wallet influences transaction efficiency and looks for ways to help address the challenges the customers encounter and improve efficiency. This study applied descriptive research design, with structured survey questionnaires as the primary tool for data collection. These questionnaires were distributed to 30 respondents using purposive sampling to ensure that only those customers who have prior experience in using GCash and have used it during their transaction. The data gathered were carefully arranged, analyzed, and summarized using statistical tools such as frequency and percentage, weighted mean and ranking to assess the role of GCash in transaction efficiency. Based on the findings, the majority of the customers of Master's Shawarma Station are young adults, aged 18-24 years old, with mostly females. In general, customers think GCash is useful in terms of convenience, speed, and user-friendliness. They also agreed that Gcash is effective in improving efficiency, reducing waiting time, and simplifying the payment process. However, some of the most identified problems are unavailable systems, limited payment options, and slow internet connection. Despite this, results showed that GCash had a positive impact on transaction efficiency and were widely accepted by customers. The study concludes that a positive view of customers reflects the growing acceptance and reliance on online payment in daily transactions. Several strategies are recommended to further enhance the transaction efficiency at Master's Shawarma Station, such as improving internet connectivity and ensuring the reliability of digital payment platforms to reduce transaction delays, providing formal training for staff to improve their technical competency and ability to assist customers. Overall, GCash is effective in improving transaction efficiency and ensuring continuous improvements are needed to maximize the benefit of using digital payment systems.

RECOMMENDED CITATION

Alvarez, M. E., Andor, M., Constantino, S. M., Gammad, I. J., Lecciones, L., & Mancio, J. (2026). Evaluating the Role of GCash in Transaction Efficiency at Master's Shawarma Station in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 31.

RELATIONSHIP BETWEEN LEADERSHIP STYLES AND EMPLOYEE ENGAGEMENT AMONG HEALTHCARE EMPLOYEES

ABSTRACT

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DISCIPLINE

Business

KEYWORDS

leadership styles, employee
engagement,
transformational leadership

Leadership style is significantly associated with employee engagement in healthcare organizations, with supportive leadership practices linked to motivation, satisfaction, commitment, and performance. Healthcare employees work in demanding environments in which leadership support is associated with morale, productivity, and quality patient care. Effective leadership practices are associated with trust, collaboration, and efficient performance, whereas ineffective leadership is associated with disengagement, low motivation, reduced effectiveness, and higher turnover. Understanding this relationship is essential for sustaining a productive work environment. This study assessed the relationship between leadership styles and employee engagement among healthcare employees at Novaliches District Hospital. A quantitative descriptive-correlational design was used. Data were collected from 50 healthcare employees through purposive sampling using a validated questionnaire. Descriptive statistics and Pearson product-moment correlation were applied. Results showed transformational leadership was most positively perceived, followed by democratic and transactional styles, while autocratic and laissez-faire were least favored. Employees showed moderate to high engagement, with strong commitment and motivation but moderate satisfaction and involvement. A strong significant positive relationship was found ($r = 0.812$, $p = 0.009$). The findings indicate that transformational leadership is positively associated with employee engagement. A Leadership and Engagement Enhancement Program was proposed to help leaders strengthen practices and support employee motivation and organizational outcomes. These results provide practical guidance for hospital administrators in developing leadership strategies that foster supportive supervision, strengthen employee commitment, and improve overall workforce stability, service quality, and long-term organizational effectiveness.

RECOMMENDED CITATION

Agayan, P. R., Delariarte, E., Lumbocan, E., Montealegre, E., & Taruma, V. I. (2026). Relationship Between Leadership Styles and Employee Engagement among Healthcare Employees. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 32.

RIDER EXPERIENCES AND OPERATIONAL CONCERNS ON THE LALAMOVE APPLICATION: BASIS FOR OPERATIONAL REFORMS

ABSTRACT

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DISCIPLINE

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KEYWORDS

gig economy rider
experience operational
concerns

The rapid expansion of app-based delivery platforms such as Lalamove has transformed urban gig work, providing flexible income opportunities while raising concerns about rider welfare, operational efficiency, and management transparency. Although prior studies discuss algorithmic management and gig economy performance, limited local research examines how riders' experiences relate to operational concerns in the Philippine context. This gap is significant because rider satisfaction influences service reliability, safety, and platform sustainability. Thus, this study investigated the relationship between riders' experiences and operational concerns to inform operational reform. A descriptive–correlational design was employed. Fifty (50) purposively selected riders in Quezon City participated. Data were collected using a validated survey questionnaire covering application usability, management support, work efficiency, benefits and insurance, delivery assignment, navigation, technical issues, dispatcher communication, and safety. Frequency, weighted mean, and Pearson product–moment correlation were used for analysis. Results indicated that most respondents were young male motorcycle riders with one to three years of service. Riders generally agreed that the application is user-friendly and improves efficiency. However, benefits and insurance were rated lower, reflecting dissatisfaction and limited awareness. Operational concerns were most evident in navigation accuracy, dispatcher communication, and safety measures. A significant moderate positive relationship ($r = 0.5598$, $p < 0.05$) was found between rider experiences and operational concerns, suggesting that improved experiences correspond to fewer operational issues. Overall, while strengths were noted in usability and task organization, gaps remain in welfare support, communication, and safety systems. The study was limited to a small sample in Quezon City; future research should expand scope and include comparative platform analysis to strengthen policy and practice recommendations.

RECOMMENDED CITATION

Caputol, K., Lagas, J., Ocate, A., Salmorin, J., & Velasco, P. (2026). Rider Experiences and Operational Concerns on the Lalamove Application: Basis for Operational Reforms. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 33.

EXPLORING THE MARKET POTENTIAL OF MUNGGO NUGGETS: A SUSTAINABLE, PLANT-BASED ALTERNATIVE TO TRADITIONAL MEAT PRODUCTS

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Business

KEYWORDS

market potential, plant-based
alternative, munggo nuggets,
consumer acceptance,
sustainability

Growing concerns about nutrition, environmental impact, rising food costs, and limited access to healthy food have increased interest in plant-based alternatives. However, many products still face challenges in taste, texture, and consumer acceptance, particularly in communities strongly reliant on meat. Despite growing demand, limited local research examines munggo-based products as affordable meat substitutes. Thus, this study aimed to determine the market potential and consumer acceptance of munggo nuggets as a nutritious and cost-effective alternative to traditional meat products. This study employed a descriptive research design. A structured survey questionnaire was administered to 100 parents from Barangay San Agustin, Novaliches, Quezon City, selected through convenience sampling. The instrument gathered data on demographic profile (age and monthly income), purchasing behavior factors, and product evaluation of munggo nuggets and traditional meat nuggets based on taste, texture, nutritional value, affordability, and appearance. Data were analyzed using frequency, percentage ranking, and weighted mean. A four-point Likert scale measured agreement levels, and a z-test was used to determine significant differences between products. Findings revealed that most respondents were aged 45 years and above (45%) and earned PHP 20,001–PHP 30,000 monthly (35%). Taste, texture, and nutritional value were the strongest factors influencing purchasing decision. Respondents rated munggo nuggets highly palatability, ease of chewing, health benefits, affordability, and visual appeal. Statistical analysis showed a significant difference between munggo nuggets and traditional meat nuggets, favoring munggo nuggets (mean = 3.58 vs. 3.04; $z = 11.68$, $p < 0.05$). These results indicate strong consumer acceptance and competitive market potential. The findings indicate that munggo nuggets are a sustainable and affordable alternative to traditional meat products. Positive evaluations reflect competitive potential, possibly influenced by health awareness and rising meat prices. However, the use of convenience sampling in one community limits broader application. Future studies may include wider market testing. Overall, munggo nuggets show promise in supporting food security and local business opportunities.

RECOMMENDED CITATION

Asunan, J. R., Basanes, W., Bitoon, M. K., De Guzman, R., & Luna, J. A. (2026). Exploring the Market Potential of Munggo Nuggets: A Sustainable, Plant-Based Alternative to Traditional Meat Products. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 34.

BUSINESS ADMINISTRATION

RELATIONSHIP BETWEEN OFFICE PROCEDURAL OPTIMIZATION AND DOCUMENTATION ACCURACY: A CASE STUDY OF PAG-ASA MULTIPARTS AUTO SUPPLY

ABSTRACT

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Business Administration

KEYWORDS

office procedural
optimization, documentation
accuracy, workflow clarity,
record-keeping systems,
office technology

In the current fast-paced business environment, efficient office procedures play a vital role in ensuring productivity and accuracy. Many small and medium-sized enterprises experience challenges in documentation due to inconsistent processes, poor record-keeping, and limited use of technology. This study focused on evaluating office procedural optimization and its impact on documentation accuracy at Pag-asa Multiparts Auto Supply. It aims to determine how workflow clarity, filing systems, and office technology contribute to accurate record management and overall administrative efficiency. The study used a descriptive research design with a survey questionnaire as the primary data collection tool. A total of 20 employees participated, as they are directly involved in administrative and clerical tasks. The questionnaire measured workflow clarity, filing and record-keeping systems, use of office technology, and documentation accuracy in terms of inventory, financial records, and data encoding. The instrument underwent validation by experts to ensure reliability. Data were analyzed using frequency, percentage, weighted mean, standard deviation, and Pearson correlation. Findings revealed that employees generally have a clear understanding of their roles, contributing to effective workflow. Filing and record-keeping systems were moderately effective, while office technology use showed a need for improvement. Documentation accuracy was high in financial records and data encoding but low in inventory records. Statistical analysis showed a significant relationship between office procedural optimization and documentation accuracy, with a p-value of 0.005, indicating that improved procedures lead to better documentation outcomes. The results highlight that optimizing office procedures enhances documentation accuracy and efficiency. While strengths were observed in workflow clarity and financial documentation, weaknesses in inventory systems and technology support need attention. Improving automation and strengthening record systems can further enhance performance. Overall, the study confirms that effective office procedures are essential for reliable documentation and improved organizational operations.

RECOMMENDED CITATION

Apao, D. N., Balugo, C., De Fiesta Jr., M., Janoplo, J., & Rile, A. J. (2026). Relationship Between Office Procedural Optimization and Documentation Accuracy: A Case Study of Pag-asa Multiparts Auto Supply. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 36.

EFFECTS OF INCLEMENT WEATHER ON THE SALES PERFORMANCE OF RELAXANTE SPA

ABSTRACT

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KEYWORDS

inclement weather, sales
performance, customer
behavior, service preference,
visit frequency, wellness
needs, spa industry,
promotional strategies, brand
loyalty, digital marketing,
quezon city

Weather significantly affects customer attendance and sales at Relaxante Spa's Regalado, Talipapa, and Commonwealth branches in Quezon City. In good weather, weekly revenues range from PHP 30,000 to PHP 50,000. During the rainy and typhoon seasons, earnings drop to PHP 15,000–PHP 25,000 due to flooding, transport issues, and safety concerns, leading to fewer walk-ins and more cancellations. While cooler weather may increase interest in relaxation services, severe conditions restrict mobility, resulting in fluctuating revenue, unstable demand, and underutilized staff since the spa relies heavily on in-person visits. This study used a descriptive-correlational design to examine how inclement weather affects sales performance at Relaxante Spa's three branches. The descriptive aspect identified changes in clients' service preferences, visit frequency, and wellness needs, while the correlational aspect analyzed the relationship between weather conditions and sales factors such as promotions, brand loyalty, and digital advertising. A purposive sample of 60 regular clients (20 per branch) who experienced both favorable and adverse weather conditions participated. Data were gathered through a validated and pilot-tested Likert-scale survey via Google Forms, and analyzed using weighted mean and Pearson's r . Findings revealed that inclement weather strongly influences client behavior and wellness needs. Clients showed a higher preference for stress-relieving services such as massage and aromatherapy during cold or rainy days ($WM = 3.46$). Visit frequency was moderately affected ($WM = 3.17$), mainly due to travel challenges. Both physical ($WM = 3.34$) and mental wellness needs ($WM = 3.37$) increased as clients viewed spa treatments as ways to alleviate discomfort, fatigue, and stress. Sales performance benefited significantly from push strategies like in-store promotions ($WM = 3.60$) and digital advertising ($WM = 3.50$), as well as pull strategies including brand loyalty ($WM = 3.65$) and word of mouth ($WM = 3.60$). Pearson correlation indicated a strong, positive, and statistically significant relationship between inclement weather and sales performance ($r = 0.74$, $p = 0.0001$). The study concludes that inclement weather is a critical factor influencing client behavior and revenue at Relaxante Spa. To maintain operations, it recommends adaptive strategies such as weather-based promotions, flexible booking policies, enhanced digital engagement, and home-service offerings.

RECOMMENDED CITATION

Bugtong, N. A., Dagodog, D. R., Macandog, A. F., Planos, I., & Villarante, R. (2026). Effects of Inclement Weather on the Sales Performance of Relaxante Spa. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 37.

ASSESSMENT OF THE PAYOUT PROCESS OF DSWD AMONG VULNERABLE GROUPS: BASIS FOR ENHANCEMENT

ABSTRACT

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KEYWORDS

dswd, vulnerable groups,
enhancement

The Department of Social Welfare and Development (DSWD) is a key provider of financial assistance to beneficiaries such as senior citizens, persons with disabilities, indigent families, and pregnant women. However, congestion, delays, accessibility issues, and beneficiary dissatisfaction continue to occur during payout transactions. This study examined the DSWD payout process for vulnerable groups as a basis for improving the activity. A quantitative research design was used, with data collected through a modified questionnaire using a 4-point Likert scale. The sample comprised thirty (30) respondents identified as members of vulnerable sectors. Data were analyzed using frequency and percentage distributions and standard deviation. The results indicated that a substantial proportion of respondents were senior citizens aged 51–60 years. Recipients generally agreed that the payout process was accessible, timely, and satisfactory. However, overcrowding, long queues, limited accessibility, and payout delays were identified as the primary challenges during payout operations. The findings may serve as a reference for improving DSWD payout processes and for future studies on public service delivery and social welfare programs. Although respondents were satisfied with personnel assistance and venue facilities, crowd management, planning, and information dissemination still required improvement. The study concluded that enhanced employee training, stronger coordination with local government units, and improved payout venue management may increase efficiency and beneficiary satisfaction.

RECOMMENDED CITATION

Abendan, S. M., Julio, R., Mandantes, J. A., Menor, R. E., & Ubay, R. (2026). Assessment of the Payout Process of DSWD among Vulnerable Groups: Basis for Enhancement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 38.

ASSESSING THE OPERATIONAL EFFICIENCY OF BESTLINK COLLEGE OF THE PHILIPPINES: BASIS FOR IMPROVEMENT PLAN

ABSTRACT

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Business Administration

KEYWORDS

operational efficiency,
financial management,
transaction processing,
process optimization, service
delivery, system automation,
workflow improvement

Operational efficiency at Bestlink College of the Philippines is essential to ensure transparency, accountability, and sustainability in higher education institutions. This study assessed the level of operational efficiency of Bestlink College of the Philippines, focusing on process optimization to improve service delivery and institutional performance. Specifically, the study examined the efficiency of financial operations in terms of transaction processing. The study utilized a quantitative descriptive research design. Data were gathered through a structured questionnaire distributed to selected personnel involved in the financial management operations of the institution. The respondents were chosen using an appropriate sampling technique. The collected data were analyzed using frequency, percentage, weighted mean, and ranking to determine the level of operational efficiency and identify existing challenges in financial processes. Findings revealed that the financial management operations of Bestlink College of the Philippines were efficient, particularly in budgeting practices and internal control systems. However, challenges were noted in areas such as processing time, documentation procedures, and the utilization of technology in financial transactions. The results indicate that process optimization strategies, including system automation, streamlined workflows, and continuous staff training, can further enhance operational efficiency. The study concludes that improving financial management processes is vital in supporting effective institutional operations. It recommends the adoption of modern financial systems, regular evaluation of financial procedures, and capacity-building initiatives to strengthen operational efficiency and ensure sustainable financial management at Bestlink College of the Philippines.

RECOMMENDED CITATION

Belizon, A., Escala, R. M., Hachac, L. A., Metas, R. J., & Villas, J. (2026). Assessing the Operational Efficiency of Bestlink College of the Philippines: Basis for Improvement Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 39.

B2B AGREEMENTS OF IDAOC'S FIBERGLASS WORKS AND SERVICES AND RETAILER SATISFACTION

ABSTRACT

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DISCIPLINE

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KEYWORDS

fiberglass, retailer
satisfaction, b2b agreement,
partnership, reliability,
assurance, responsiveness

In the current highly competitive retail environment, strong business-to-business (B2B) partnerships are essential for sustaining long-term organizational success. These partnerships are governed by formal agreements that define responsibilities, establish operational standards, and foster trust between suppliers and retailers. This study examined the impact of IDAOC's Fiberglass Works and Services' B2B agreement on retailer satisfaction within the fiberglass manufacturing and distribution sector, focusing on the service quality dimensions of reliability, responsiveness, and assurance. A quantitative descriptive-correlational design was employed to determine the relationship between the agreement and retailer satisfaction. Data were collected from fifteen (15) authorized partner retailers through purposive sampling using a structured ranking-scale questionnaire distributed electronically. Statistical analyses included frequency and percentage distribution, weighted mean, and Pearson's correlation coefficient at a 0.05 level of significance. Findings revealed that 53.33% of retailers were moderately established businesses operating for four to six years, while 66.67% had formed partnerships within the past two years. The B2B agreement obtained a high composite weighted mean of 3.93, indicating clarity, fairness, and mutual benefit. Retailer satisfaction was rated very high across reliability ($M = 4.00$), assurance ($M = 4.00$), and responsiveness ($M = 3.92$). Correlation analysis showed a very strong positive and statistically significant relationship between the B2B agreement and retailer satisfaction ($r = 0.91$, $p = 0.0001$). The study concludes that IDAOC's well-structured B2B agreement significantly enhances retailer satisfaction, trust, and partnership stability. It recommends continuous evaluation and improvement of the agreement's implementation, enhancing responsiveness through structured communication, inquiry tracking, and clear financial protocols. Additionally, the proposed Retailer Support System is suggested to streamline ordering processes, strengthen communication, and incorporate retailer feedback, ensuring sustained collaboration and long-term relationship stability between IDAOC and its authorized retailers.

RECOMMENDED CITATION

Alberto, R., Amoguis, M. K., Apolinario, C., Balonga, S. M., & Caliso, C. (2026). B2B Agreements of IDAOC's Fiberglass Works and Services and Retailer Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 40.

ASSESSMENT OF SERVICE QUALITY AND CUSTOMER SATISFACTION IN A LOGISTICS COMPANY IN QUEZON CITY

ABSTRACT

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KEYWORDS

service quality, customer
satisfaction, servqual

Service quality is closely associated with customer satisfaction, particularly in logistics, where efficiency and interaction are crucial. This study evaluated a logistics company using SERVQUAL dimensions—reliability, responsiveness, assurance, empathy, and tangibles. Customer satisfaction was measured through order accuracy, delivery timeliness, tracking, and package handling, examining the relationship between service quality and satisfaction. The study used a quantitative descriptive-correlational design. Data were gathered through a structured survey questionnaire administered to customers with prior experience using the logistics company's services. Weighted mean were computed to evaluate service quality and customer satisfaction indicators. Pearson's correlation coefficient was applied to examine the strength and significance of the relationship between service quality and customer satisfaction. Findings revealed high customer satisfaction, with most indicators rated "Strongly Agree." Key strengths included technological integration, staff professionalism, transparent policies, and operational efficiency. Customer satisfaction aspects—order accuracy, delivery timeliness, tracking communication, and package handling—were positively rated. Correlation analysis showed a strong, statistically significant positive relationship between service quality and overall customer satisfaction. The results show that both technology-related and human-centered service factors are strongly associated with customer perceptions. High ratings for tracking communication and responsiveness highlight the importance of timely information and efficient service recovery, while staff professionalism and empathy were positively associated with the customer experience. The strong link between service quality and satisfaction emphasizes the value of continuous improvement, which may support customer satisfaction and organizational competitiveness in logistics operations.

RECOMMENDED CITATION

Berino, L., Huerte, S. L., Jarcia, K. C., Mangubat Jr., J., & Villarte, M. (2026). Assessment of Service Quality and Customer Satisfaction in a Logistics Company in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 41.

RELATIONSHIP BETWEEN VLOGGER ENDORSEMENTS AND CONSUMER PERCEPTIONS OF AYOS' SIOMAI BUSINESS

ABSTRACT

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Business Administration

KEYWORDS

vlogger endorsements,
consumer perception,
influencer marketing

Ayos' Siomai, a family-owned business located at 7 Narig, Project 7, Quezon City, Kalakhang Maynila, is known for its special homemade siomai. They began selling siomai in 2005, but it gained widespread popularity in 2022 when food vloggers "Kath and Gene" featured their product, earning 112.4k views. This exposure spread rapidly across social media platforms such as Facebook, TikTok, and YouTube, sparking interest from other vloggers. Reviews from PinoyHowTo (71k views), Tikim TV (449k views), and Ewic Mukbang (461k views) coincided with greater visibility. The business also appeared on television morning shows. This surge in media attention coincided with an increase in sales, from 60–80 kls of meat per day (approximately 350 pieces of siomai) to 220–240 kls (around 1,050 pieces per day), as well as new resellers and inquiries from consumers interested in trying the siomai featured by their favorite vloggers. This study utilized a quantitative descriptive correlational research design to examine the relationship between vlogger endorsements and consumer perceptions of Ayos' Siomai Business. The research aimed to determine how customers perceive the effectiveness of social media vloggers' promotions and how these endorsements relate to their purchasing intentions. The results of the study present the findings regarding the relationship between vlogger endorsements and consumer perceptions of Ayos' Siomai Business. Data were collected from 100 respondents who are consumers and social media followers. Based on the demographic profile, the majority of respondents belonged to the 26–33 age group (40%), followed by those aged 34–41 (30%), 42 and above (16%), and 18–25 (14%), indicating that young adults composed the largest portion of the participants. In terms of gender, 52% of the respondents were female, 40% were male, and 8%. In terms of social media platforms, Facebook was identified as the dominant platform used by respondents, accounting for 84%, followed by TikTok (10%) and YouTube (6%). The study found that vlogger endorsements were associated with greater consumer awareness and interest in Ayos' Siomai, especially among young adults aged 26–33 on Facebook, with strong responses from female consumers and those earning PHP 10,001–PHP 20,000 due to the product's affordability. While vlogger endorsements were associated with positive perceptions and purchasing intentions, factors such as price and personal preferences also remained relevant to actual buying decisions.

RECOMMENDED CITATION

Alvarez, J., De Leon, C., Olarte, J., Palaña, M. M., & Tancinco, N. (2026). Relationship Between Vlogger Endorsements and Consumer Perceptions of Ayos' Siomai Business. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 42.

CORRELATION BETWEEN CALL MONITORING FREQUENCY AND QUALITY ASSURANCE PERFORMANCE AMONG CUSTOMER SERVICE AGENTS: A CASE STUDY OF TTEC HOLDINGS INC.

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

call monitoring frequency,
quality assurance
performance, customer
service agents

This study examined the relationship between call monitoring frequency and quality assurance performance among customer service agents, focusing on how monitoring practices influence accuracy, compliance, communication, and problem-solving. By analyzing agents' perceptions and performance indicators, the research aims to provide evidence-based insights that can guide organizations in optimizing monitoring strategies to enhance service quality and operational effectiveness. A quantitative-descriptive research design was employed. The respondents consisted of 50 customer service representatives selected through purposive sampling, all of whom had at least three months of experience and were actively receiving quality assurance evaluations. Data were gathered using a validated survey questionnaire. Statistical tools used for analysis included frequency and percentage distribution, weighted mean, standard deviation, ranking, and Pearson product moment correlation coefficient to determine the relationship between monitoring frequency and quality assurance performance. The findings indicate a significant positive relationship between call monitoring frequency and quality assurance performance. Respondents reported strong agreement that consistent monitoring enhances accuracy, compliance, communication effectiveness, and problem-solving skills. Statistical analysis suggests that structured monitoring contributes to improved performance outcomes, supporting its role as a critical mechanism for maintaining service quality and operational consistency across teams. The study concluded that structured and consistent call monitoring positively influences agents' performance when implemented fairly and transparently. It is recommended that the company maintain a balanced and systematic monitoring schedule that promotes constructive feedback and sustains employee motivation while ensuring high standards of customer service quality.

RECOMMENDED CITATION

Barba, C., Cupas, J. K., Del Rosario, A., Miguel, K., & Reyes, A. (2026). Correlation Between Call Monitoring Frequency and Quality Assurance Performance among Customer Service Agents: A Case Study of TTEC Holdings Inc.. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 43.

RELATIONSHIP BETWEEN PROMOTIONAL STRATEGIES AND CLIENT REACH AT THE HUNGRY PAWS

ABSTRACT

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Business Administration

KEYWORDS

promotional strategies, client
reach mechanism, service
incentives, online marketing,
customer loyalty

This study examined the relationship between promotional strategies and client reach in The Hungry Paws, a pet grooming service located in North Olympus, Quezon City. The business utilizes advertising, service incentives, service personalization, and online/social media marketing to attract and retain clients. The study aimed to determine how these strategies relate to customer awareness, interest, desire, and action based on the AIDA model. A descriptive-correlational research design was employed. Data were collected from 30 walk-in clients using a structured questionnaire. Statistical tools such as frequency distribution, weighted mean, and Pearson product-moment correlation coefficient were used to analyze the data and determine the relationship between promotional strategies and client reach mechanism. Findings revealed that service incentives and advertising received the highest effectiveness ratings in relation to client reach. Respondents positively evaluated the business's promotional efforts. Statistical analysis showed a strong positive correlation ($r = 0.880$, $p < 0.0001$), indicating that stronger promotional strategies were significantly associated with greater awareness, engagement, and service use among clients. The results indicate that structured promotional strategies are associated with customer attraction and retention. Service personalization was associated with satisfaction and loyalty, while online marketing was associated with visibility and accessibility. Although effective, the business may further improve through consistent digital content updates and increased community engagement. Strengthening promotional planning and expanding digital presence can help sustain growth and competitive advantage.

RECOMMENDED CITATION

Abrillo, D. P., Briones, P. J., Cabico, D., Calampiano, H., & Mohamad, H. (2026). Relationship Between Promotional Strategies and Client Reach at The Hungry Paws. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 44.

FRINGE BENEFITS AND JOB SATISFACTION AMONG EMPLOYEES OF A MICROFINANCE COMPANY IN NOVALICHES, QUEZON CITY

ABSTRACT

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Business Administration

KEYWORDS

fringe benefits, job
satisfaction, microfinance,
employee retention,
recognition, responsibility,
employee satisfaction

The microfinance sector plays a vital role in promoting financial inclusion in the Philippines. However, increasing employee turnover and evolving workforce expectations have encouraged organizations to reassess the effectiveness of their compensation and fringe benefit programs. While numerous studies have explored fringe benefits in large industries, limited research has been conducted within small to medium-sized microfinance institutions. This study focused on Akap Punla Microfinance in Novaliches, Quezon City, to determine the relationship between fringe benefits and job satisfaction among employees and to identify challenges associated with benefit effectiveness. A quantitative descriptive-correlational research design was employed to examine the relationship between fringe benefits and job satisfaction without manipulating variables. Sixty-two (62) employees were selected through consensus sampling. Data were collected using a structured and validated survey questionnaire. Statistical tools utilized included frequency and percentage, weighted mean, Pearson correlation, and ranking. Findings revealed that employees strongly agreed on the effectiveness of fringe benefits (Overall WM = 3.31), particularly the Birthday Token Cake (WM = 3.45) and Anniversary Bonus (WM = 3.31), which were associated with a stronger sense of recognition and belonging. HMO (WM = 3.23) and Load Allowance (WM = 3.24) were also positively perceived, though with slightly lower emotional impact. Employees reported a very high level of job satisfaction (Overall WM = 3.33), with Responsibility (WM = 3.45) and Achievement (WM = 3.31) receiving the highest ratings, while Recognition (WM = 3.23) indicated an area for improvement. Correlation analysis confirmed a moderate positive and statistically significant relationship between fringe benefits and job satisfaction ($r = 0.52$, $p = 0.001$), suggesting that improved fringe benefits are associated with higher employee satisfaction. Key challenges identified include limited awareness, inequitable access to benefits, and misalignment between benefits and employee needs. In conclusion, fringe benefits are significantly associated with job satisfaction among employees in the microfinance company. Recognition-based and morale-enhancing benefits were strongly associated with employee motivation and retention. Strengthening communication, ensuring equitable access, and aligning benefits with employee needs may further enhance job satisfaction and organizational stability.

RECOMMENDED CITATION

Abot, N., Bustamante, A., Ferrer, F., Nogueras, J. N., & Peñaranda, N. (2026). Fringe Benefits and Job Satisfaction among Employees of a Microfinance Company in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 45.

INVENTORY PRACTICES AND CUSTOMER SATISFACTION AT SITIOMART EVERYDAY STORE: BASIS FOR A PROPOSED ECONOMIC ORDER QUANTITY MODEL

ABSTRACT

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Business Administration

KEYWORDS

inventory management,
economic order quantity,
customer satisfaction, small-
scale retail, operational
efficiency

Effective inventory management is vital for operational efficiency and customer satisfaction in small retail stores. This study examined SitioMart Everyday Store in Quezon City, focusing on struggles with overstocking and stockouts associated with unsystematic ordering. The research evaluates the Economic Order Quantity (EOQ) model to balance holding costs with product availability. By analyzing current practices, the study aims to propose a data-driven framework that minimizes waste and ensures service reliability for the local community. The study used a descriptive-correlational research design to assess SitioMart Everyday Store's inventory practices and examine their relationship with customer satisfaction. Data were collected from 30 respondents, including the owner and staff from two branches, through purposive sampling. A validated structured questionnaire was used, and the data were analyzed using frequency, percentage, weighted mean, ranking, and correlation test. The findings show that the store has weaknesses in manual inventory recording, stock handling, and ordering procedures, particularly due to inconsistent record updates and inefficient tracking systems. Limited storage space, along with frequent stockouts and overstocking, was associated with reduced product availability. Although staff maintain good supplier relationships and focus on product quality, these operational issues were associated with lower customer satisfaction, trust, and loyalty. The study concludes that SitioMart's manual inventory system was associated with stockouts, overstocking, disorganized storage, and lower customer satisfaction. While staff value product availability, the absence of a systematic tracking system prevents consistency. It recommends adopting a technology-based solution, specifically a spreadsheet-based EOQ system with standardized inventory training, to optimize stock levels, reduce costs, maintain product freshness, and improve overall customer experience.

RECOMMENDED CITATION

Cezar, J., Galvan, M., Mamitag, J., Marco, J. J., & Ternida, C. M. (2026). Inventory Practices and Customer Satisfaction at SitioMart Everyday Store: Basis for a Proposed Economic Order Quantity Model. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 46.

ASSESSMENT OF THE UTILIZATION OF E-WALLET PAYMENT AMONG BESTLINK COLLEGE STUDENTS

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

e-wallet, perceived ease of
use, perceived usefulness,
instant transactions

An electronic wallet (e-wallet) is a digital payment system that enables users to conduct financial transactions conveniently through mobile devices. With the rapid development of financial technology, e-wallets have become increasingly popular, particularly among college students who value convenience, speed, and accessibility. This study investigated the utilization of e-wallet payment systems among fourth-year Bachelor of Science in Business Administration students at Bestlink College of the Philippines. The study used a quantitative descriptive research design and a survey questionnaire. The respondents were two hundred fifty-four (254) college students at Bestlink College of the Philippines. The design involved systematic observation without manipulating variables and used survey data and available statistics. The source Methods section also cited Alawi et al. (2021) regarding the convenience of cashless transactions; this background statement requires relocation. The study results described the respondents' age and gender profiles using frequency and percentage distributions. All 254 respondents were aged 18–34; no respondents were aged 34–54 or 55 years and above. Of the 254 respondents, 97 were male (38.19%) and 157 were female, indicating greater female participation by 55 respondents. The study identified key patterns in e-wallet adoption, perceived benefits, and barriers among Bestlink College students. The findings indicated strong positive perceptions of e-wallet usefulness and ease of use.

RECOMMENDED CITATION

Escobido, R., Fabroa, R. A., Gallego, R. J., Sandulan, N. J., & Villagorda, S. (2026). Assessment of the Utilization of E-Wallet Payment among Bestlink College Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 47.

TECHNOLOGICAL CHALLENGES FACED BY ONLINE LIVE SELLERS OF WOMEN'S WEAR IN QUEZON CITY

ABSTRACT

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KEYWORDS

online live selling,
technological challenges,
women's wear, quezon city,
technology acceptance model
(tam)

This study examined the technological challenges faced by online live sellers of women's wear in Quezon City and analyzed how these challenges relate to live selling activities. Using a descriptive–correlational research design, the study involved twenty (20) online live sellers selected through purposive sampling. Data were collected using a validated survey questionnaire and analyzed through frequency and percentage distribution, weighted mean, and inferential statistical tools such as the Kruskal–Wallis H-test and Mann–Whitney U test. Results indicated that respondents frequently encountered technological challenges related to unstable internet connectivity, platform limitations (such as app crashes and lagging), limited technical skills, and insufficient access to high-quality digital tools like microphones and cameras. Statistical analysis revealed no significant difference in the level of technological challenges experienced by respondents when grouped according to their demographic profiles, such as age, gender, or educational attainment. Further analysis revealed a strong positive and statistically significant relationship ($r = 0.7312$, $p = 0.0162$) between technological challenges and live selling activities. The study concludes that technical stability is a critical factor for the success and sustainability of online live selling. Based on these findings, the researchers developed a proposed output titled "Live Seller's Digital Toolkit: A Guide for Technical Readiness," which provides actionable strategies and checklists to help sellers address technical hurdles and support business performance.

RECOMMENDED CITATION

Alcesto, M. A., Borlagdatan, J. P., Gayatgay, A. J., Macorol, N., & Ricohermoso, M. (2026). Technological Challenges Faced by Online Live Sellers of Women's Wear in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 48.

SERVICE INNOVATION AND JOB QUALITY ON A VIRTUAL ASSISTANCE PLATFORM: BASIS FOR A SKILLS DEVELOPMENT PROGRAM FOR VIRTUAL ASSISTANTS IN QUEZON CITY

ABSTRACT

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KEYWORDS

service innovation, job
quality, skills development
program

This study examined the relationship between service innovation and job quality among virtual assistants (VAs) in Quezon City as the basis for a targeted skills development program. As platform-based work expands in the Philippines, virtual assistance has become a key source of flexible employment. However, limited local research explores the relationship between innovation practices and job quality. Anchored on Ben Ramdani's (2019) Business Model Innovation framework and Hackman and Oldham's (1975) Job Characteristics Model, the study investigates how innovation behaviors relate to job quality and how demographic and work-related factors are associated with these variables. A descriptive-correlational design was used, involving 30 active VAs selected through purposive and snowball sampling. Data were collected through a structured survey questionnaire measuring demographics, service innovation practices, and job quality perceptions using a four-point Likert scale. Statistical tools included frequency and percentage distributions, weighted mean, Pearson correlation coefficient, and Kruskal–Wallis H-test at a 0.05 significance level. Results show that most respondents were aged 25–34, predominantly female, working full-time, and using Upwork or direct client platforms. VAs strongly sustained service innovation across value proposition (3.86), operational value (3.88), financial value (3.60), and human capital (3.70). Job quality was also strongly perceived across autonomy, skill variety, task identity, task significance, and feedback (3.38–3.82), though concerns emerged in financial planning, scheduling flexibility, and recognition. No significant relationship was found between service innovation and job quality ($r = -0.2777$, $p > 0.05$). Significant differences appeared based on age, work arrangement, and platform type, while gender and experience showed minimal differences. Findings indicate that innovation does not automatically improve job quality in platform-based work. A demographic-sensitive skills development program focusing on financial literacy, mentorship, platform-specific training, time management, and structured feedback is recommended to support sustainable professional growth among VAs in Quezon City.

RECOMMENDED CITATION

Alawi, J., Becong, J. M., Fuentes, P. E., Mañago, J., & Sales, J. (2026). Service Innovation and Job Quality on a Virtual Assistance Platform: Basis for a Skills Development Program for Virtual Assistants in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 49.

INFLUENCE OF PIZZA PRODUCT QUALITY ON THE BUSINESS PERFORMANCE OF RESELLERS

ABSTRACT

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KEYWORDS

product quality, pizza
product, quantitative
methods

Sizzle and Slice is a pizza company based in Lipa City, Batangas, that supplies pizza products across CALABARZON and plays an important role in the performance of its resellers. Variations in product quality, including taste, ingredients, and preparation, may influence reseller satisfaction, consumer perceptions, and sales performance. Guided by Product Quality Theory, which emphasizes consistently meeting or exceeding customer expectations for performance, durability, reliability, and overall satisfaction, this study analyzed the influence of pizza product quality on reseller businesses. The researchers used a quantitative research design and selected Sizzle and Slice pizza resellers through a probability sampling technique. Data were gathered using a structured survey questionnaire and analyzed through frequency, percentage, weighted mean, and ranking to assess the influence of pizza product quality on reseller businesses. The source Methods section also included recommendations for future research and discussion of supplier–reseller relationships, which require author review for proper section placement. The study results showed that pizza reselling in the area was primarily undertaken by small, newly established businesses with limited staff and modest income. Most respondents agreed that the pizza products performed well across all quality dimensions. Performance, reliability, durability, conformance, aesthetics, and perceived quality received positive ratings, indicating generally favorable evaluations. The results were positive regarding product quality; however, low profit margins were the most common problem encountered by resellers. Continuous improvement in product quality was identified as important for long-term business success.

RECOMMENDED CITATION

Celis, J., Gonzales, M. S., Pantoja, J. P., Sarino, J., & Talamor, D. (2026). Influence of Pizza Product Quality on the Business Performance of Resellers. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 50.

ANALYZING CONSUMER PURCHASE BEHAVIOR THROUGH DIGITAL PLATFORMS USED BY GERNALE UPHOLSTERY SHOP

ABSTRACT

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KEYWORDS

digital advertising, purchase
intention, technology
acceptance, gernal
upholstery shop, consumer
behavior, upholstery services

This study examined the acceptance and effectiveness of digital advertising on the consumer purchase intention of clients at Gernale Upholstery Shop. As small businesses navigate the digital marketplace, this research explores how dimensions of the Theory of Planned Behavior—specifically attitude, social norms, and perceived behavioral control—and the Technology Acceptance Model influence the decision-making process. Utilizing a descriptive-correlational research design, data were gathered from respondents via a structured survey questionnaire. Statistical tools such as weighted mean and Pearson correlation coefficient were employed to analyze the relationship between digital engagement and purchasing behavior. A quantitative descriptive-comparative research design was employed to examine the purchase plans of customers at Gernale Upholstery Shop without manipulating variables. Through purposive sampling, 30 respondents who had inquired about or purchased upholstery services online were deliberately selected for the study. Data were collected using a validated, self-constructed survey questionnaire to compare consumer purchase plans across various demographic and behavioral traits. The results were analyzed to identify patterns in buying methods, purchase frequency, and digital advertisement exposure, providing a clear overview of current consumer behavior. Findings show that digital advertising is "Highly Influential" in shaping consumer attitudes and ease of use, with weighted mean of 3.35 and 3.27. A significant moderate positive correlation ($r = 0.395$, $p = 0.018$) exists between technology acceptance and purchase behavior, suggesting that user-friendly platforms drive higher engagement. However, a conversion gap remains, as 74% of customers still prefer Cash on Delivery for security and 50% engage only occasionally. The study recommends a structured Action Plan focusing on strengthening online visibility through consistent content rollouts, improving response consistency, and leveraging social proof via authentic customer reviews to bridge the trust gap. Furthermore, implementing user-friendly ordering guides and transparent payment postings is essential to convert occasional browsers into active clients. These results provide actionable insights for Gernale Upholstery Shop and similar local businesses to optimize their digital presence and build stronger, technology-enabled customer relationships.

RECOMMENDED CITATION

Arenas, D., Carreon, J. R., Gamboa, A., Gernale, C., & Verano, M. (2026). Analyzing Consumer Purchase Behavior through Digital Platforms Used by Gernale Upholstery Shop. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 51.

TEAM-BUILDING PRACTICES AND ORGANIZATIONAL EFFECTIVENESS IN A SIGNAGE AND ADVERTISING COMPANY IN CALOOCAN CITY

ABSTRACT

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KEYWORDS

team-building, organizational
effectiveness, culture and
values alignment, training
needs identification,
employee engagement,
collaboration

This study examined how team-building serves as a catalyst for organizational effectiveness in a signage and advertising company in Caloocan City. It investigated the relationship between team-building activities and organizational effectiveness, particularly in terms of culture and values alignment and the identifying employees' training needs. Guided by Kurt Lewin's Field Theory and Change Model, team-building was examined in relation to communication, collaboration, and employee engagement. A descriptive-correlational quantitative design was used involving 23 employees. Data were gathered using a validated survey questionnaire and analyzed through frequency, percentage, weighted mean, and Pearson's correlation coefficient to assess team-building practices and determine their relationship with organizational effectiveness. Results revealed that employees generally perceived team-building activities as effective. Frequency (CWM = 3.31), Type (CWM = 3.47), and Quality (CWM = 3.33) were rated Strongly Agree. Key indicators included improved collaboration (WM = 3.52), strengthened trust and camaraderie (WM = 3.57), and meaningful interactions fostering unity (WM = 3.48). Challenges identified were lack of time or heavy workload ($f = 14$), inconsistent planning ($f = 9$), and limited budget ($f = 8$). Correlation analysis revealed a significant moderate positive relationship between team-building and organizational effectiveness ($r = 0.61$, $p = 0.0001$, $p < .05$), resulting in the rejection of the null hypothesis. The findings indicate that structured and well-aligned team-building initiatives are associated with stronger collaboration, reinforcement of organizational values, and employee development. However, effectiveness depends on consistent planning, adequate resources, and manageable workloads. A practical program structure was proposed to address barriers and strengthen implementation, offering insights for small and medium-sized enterprises aiming to improve internal cohesion and performance.

RECOMMENDED CITATION

Antipuesto, R., Arcilla, M., Hit, N., Manahan, J. F., & Saquillo, J. R. (2026). Team-Building Practices and Organizational Effectiveness in a Signage and Advertising Company in Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 52.

RELATIONSHIP BETWEEN THE OPERATIONAL PROCEDURES OF THE SAFETY AND SECURITY OFFICE OF BESTLINK COLLEGE OF THE PHILIPPINES AND STUDENT SATISFACTION

ABSTRACT

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KEYWORDS

campus security, access
control, student satisfaction

Campus security is essential for safe learning environments that support student focus and development. At Bestlink College of the Philippines, Quezon City, security operations—such as access control, event security, confidentiality protocols, and patrols—are associated with students' daily experiences. Guided by national policies, the journal examines the relationship between these procedures and student satisfaction across safety, responsiveness, professionalism, and visibility, and identifies differences across demographic groups. Findings provide insights to strengthen campus security and support Sustainable Development Goal 16 on building safe, accountable institutions. The study uses a quantitative descriptive-comparative-correlational design with a cross-sectional approach to assess Safety and Security Office procedures and student satisfaction. Data were collected from 80 students across four year levels at Bestlink College of the Philippines using a validated questionnaire, and results will be analyzed to describe, compare, and determine relationships between variables. Students were moderately satisfied with the Safety and Security Office's procedures, with females reporting higher satisfaction than males. Perceptions did not vary by year or course, and better procedures were linked to higher satisfaction. Key improvements include incident reporting, access control, event security, professionalism, response time, and visibility. Students are generally satisfied with the Safety and Security Office's procedures, though professionalism and event security need improvement. Female students report higher satisfaction than males, and better procedures are moderately associated with increased satisfaction. Recommendations include improving event coordination, staff professionalism, addressing gender-specific concerns, and enhancing collaboration among administration, security personnel, faculty, and students.

RECOMMENDED CITATION

Abellana, J., Cayman, J., Celzo, J., Gultiano, H., & Sapitin, R. (2026). Relationship Between the Operational Procedures of the Safety and Security Office of Bestlink College of the Philippines and Student Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 53.

EMPLOYEE WELL-BEING AND STRESS IN A PRIVATE HOSPITAL IN SAN JOSE DEL MONTE, BULACAN

ABSTRACT

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KEYWORDS

employee well-being, stress,
physical well-being,
emotional well-being, work-
life balance, perceived
helplessness, perceived self-
efficacy, overall perceived
stress

The Philippine healthcare sector continues to face increasing workplace pressures, requiring hospitals to strengthen employee wellness and stress management initiatives. Despite this need, many private hospitals still depend on traditional support systems that may not adequately address the complex demands faced by healthcare workers. This study examined employee well-being, perceived stress, and the relationship between these variables among employees of a private hospital in San Jose del Monte, Bulacan. It aimed to address gaps in localized research by focusing on physical well-being, emotional well-being, and work-life balance to support evidence-based wellness programs and workforce sustainability. A quantitative descriptive-correlational research design was employed to determine the relationship between employee well-being and stress without manipulating variables. Using stratified random sampling, 142 employees from the Administrative, Clinical, Allied Health & Patient Support, and Technical & Operational Departments participated in the study. Data were gathered through a validated self-constructed questionnaire and analyzed using frequency, percentage, weighted mean, ranking, and Pearson's r correlation. Results revealed that employees generally reported positive well-being (WM = 2.98), including physical well-being (WM = 3.02), emotional well-being (WM = 2.95), and work-life balance (WM = 2.98). Respondents also agreed that they experience stress-related factors, including perceived helplessness (WM = 2.81), perceived self-efficacy (WM = 2.88), and overall perceived stress (WM = 2.87). Correlation analysis showed a moderate, statistically significant positive relationship between well-being and stress ($r = 0.52$, $p = 0.001$), leading to the rejection of the null hypothesis and indicating that changes in well-being correspond to changes in perceived stress among employees. The study concludes that strengthening wellness programs, improving workload management, enhancing emotional support systems, and refining scheduling policies are essential to sustain employee well-being and productivity. Targeted organizational interventions are recommended to reduce stress and promote a healthier work environment.

RECOMMENDED CITATION

Anitohin, A., Badeo, D., Mahinay, C., Minimo, S., & Pelayo, C. A. (2026). Employee Well-Being and Stress in a Private Hospital in San Jose Del Monte, Bulacan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 54.

ASSESSING THE OPERATIONS OF NATIONAL COOPERATIVE MARKETING FEDERATION

ABSTRACT

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KEYWORDS

delivery operations,
inventory management,
documentation processing,
vehicle and transport
availability, operational
efficiency, delivery delays

Timely delivery of farm products is vital to maintain product quality, ensure customer satisfaction, and protect farmers' income. The National Cooperative Marketing Federation assists farmers in marketing and distributing agricultural products to buyers. However, delivery delays still occur, affecting product freshness, increasing costs, and reducing operational efficiency. These challenges highlight the need to identify the main causes of delays and improve delivery performance. This study used a quantitative descriptive research design to evaluate the Federation's delivery operations. Twenty employees from the logistics, operations, finance, and administrative departments were purposively selected due to their direct involvement in delivery activities. Data were gathered through survey questionnaires and personal interviews. The information collected was analyzed using frequency, percentage, weighted mean, and ranking to determine the major operational problems affecting delivery performance. The findings revealed that vehicle and transport availability is the most significant factor causing delays, including limited vehicles, breakdowns, insufficient drivers, and lack of backup units. Inventory management issues, such as poor tracking, inaccurate stock records, and weak planning systems, also delayed order preparation. Documentation processing and external factors like traffic, weather, supplier delays, and manpower shortages further contributed to delivery disruptions. The study concludes that improving vehicle management, inventory control, documentation procedures, and interdepartmental coordination can reduce delays and enhance overall operational efficiency.

RECOMMENDED CITATION

Dela Cruz, J., Joven, S., Quinto, J. J., Senorio, K. K., & Simplicio, C. (2026). Assessing the Operations of National Cooperative Marketing Federation. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 55.

SERVICE QUALITY DIMENSIONS AND CUSTOMER SATISFACTION AT CITYWASH MAH COIN LAUNDRY SERVICE

ABSTRACT

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KEYWORDS

service quality, customer
satisfaction, servqual model,
laundry industry, operational
efficiency, citywash laundry
service

Service quality has become a vital trend in the laundry industry as it directly impacts customer loyalty and overall business profitability. Citywash Laundry Service, a pioneer in the Philippines since 2001, modernized its operations with computerized systems in 2018. Despite this technological advancements, the business faces operational problems including machine malfunctions, utility interruptions, and lack of storage. These issues threaten revenue and brand reputation, to address these challenges, the researchers proposed an Action Plan focused on enhancing business operations. This study utilized a quantitative descriptive design to evaluate the relationship between service quality and customer satisfaction. Adopting the SERVQUAL model, the researchers measured five key dimensions: reliability, responsiveness, tangibles, assurance, and empathy. Through purposive sampling, 30 loyal customers from the King Henry Street branch provided data. Statistical tools—including frequency distribution, weighted mean, Mann-Whitney U, Kruskal–Wallis, and Pearson r — were employed to analyze demographic profiles and test variables. The demographic analysis showed that 60% of respondents are aged 32 and above, are employed, and visit weekly. Among the service dimensions, “Assurance” scored the highest (mean = 3.84), reflecting strong confidence in staff professionalism. Customers expressed high satisfaction with handling of clothes (mean = 3.83) and general cleanliness. Most notably, the Pearson correlation (0.82, $p = 0.0001$) confirmed a significant positive relationship between service quality and satisfaction. This led to the rejection of the null hypothesis, proving that superior service dimensions directly elevate customer satisfaction. The study concludes that Citywash provides excellent service that consistently meets expectations across all demographic segments to maintain this competitive advantage, the researchers proposed an Action Plan focused on Infrastructure: Implementing regular maintenance schedules and dedicated storage for unclaimed laundry. Technology: Expanding digital payment options to move beyond cash-only limitations and adopting digital label printing. Training: Providing staff with continuous empathy and assurance training to maintain customer trust. By optimizing physical storage and operational efficiency, Citywash can address ongoing challenges and strengthen its position in the market.

RECOMMENDED CITATION

Arap, R., Billen, E. F., Blancia, J., Cardiente, R., & Jimenez, J. (2026). Service Quality Dimensions and Customer Satisfaction at CityWash Mah Coin Laundry Service. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 56.

JOB SATISFACTION AND RETENTION AMONG EMPLOYEES OF ELI CONSOLIDATED RESOURCES CORPORATION IN MEYCAUAYAN, BULACAN

ABSTRACT

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DISCIPLINE

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KEYWORDS

career development
opportunities, compensation
and benefits, job satisfaction,
manpower agency,
organizational commitment,
recognition and rewards,
retention

In the evolving landscape of the Philippine labor market, manpower agencies played a critical role in bridging the gap between job seekers and employers. Employees of manpower agencies often faced unique circumstances such as varying work assignments, limited direct supervision from their parent company, and differences in workplace culture and conditions across client organizations. These factors were associated with their overall job satisfaction and retention. This study focused on ELI Consolidated Resources Corporation which is a manpower placement and outsourcing agency that provides staffing solutions on a contractual and per-project basis. By examining the relationship between job satisfaction and retention in a manpower agency setting, the study may inform efforts to create more stable employment opportunities and strengthen labor-management relations. A descriptive-correlational quantitative design was used to determine the relationship between job satisfaction and employee retention. It allowed the researcher to described the current conditions and perceptions of employees without manipulating any variables. Seventy-five employees were selected through stratified random sampling technique to ensure proportional representation of respondents across the company's various demographic segments. Data were collected using a structured questionnaire. Statistical tools included frequency and percentage, weighted mean, and Pearson r to analyze and interpret results. Results showed strong high level of job satisfaction in terms of compensation and benefits ($WM=3.29$) and work environment ($WM= 3.26$) the overall weighted mean of 3.26, interpreted as Strongly Satisfied, reflects a generally positive assessment of job satisfaction among employee. Employees also reported highly agree in terms of organizational commitment ($WM=3.25$) and work-life balance ($WM=3.30$), the overall weighted mean of 3.23, with a verbal interpretation of Agree, indicates that employees are generally inclined to remain with ELI Consolidated Resources Corporation. Correlation analysis revealed a strong positive relationship ($r = 0.74, p <.05$), indicating that employees who reported higher levels of job satisfaction also tended to exhibit higher levels of retention. In conclusion, this result implies that job satisfaction is significantly associated with employee retention, suggesting that more favorable job satisfaction factors are associated with stronger employee retention within the organization.

RECOMMENDED CITATION

Abarra, C., Bosa, C., Candidato, R. J., Millendez, A., & Ocañada, A. (2026). Job Satisfaction and Retention among Employees of Eli Consolidated Resources Corporation in Meycauayan, Bulacan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 57.

CLIENT REACH THROUGH PROMOTIONAL STRATEGIES IN A BULACAN-BASED CONSTRUCTION FIRM

ABSTRACT

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KEYWORDS

promotional strategies, client
reach, aida model,
construction firm, bulacan,
project conversion

In Bulacan's competitive construction sector, marked by rapid urbanization and surging equipment rental demand, effective promotional strategies are commonly associated with client reach and firm sustainability. This study examined the relationship between AIDA Model-guided promotional strategies (Awareness, Interest, Desire, Action) and client reach at DDM Construction Equipment Rental—a Bulacan-based firm specializing in equipment rentals and construction services—focusing on inquiries, client interest, and project conversions. A quantitative descriptive-correlational design assessed this relationship. Data were collected from eleven (11) purposively selected clients using structured Likert-scale questionnaires administered on-site. Statistical analyses comprised weighted mean for assessments, Pearson correlation coefficient (0.05 significance level), and ranking for challenges. Promotional strategies received strong endorsement, with composite means of 3.31 (Awareness, Interest, Action) and 3.33 (Desire), all interpreted as "Strongly Agree." Client reach demonstrated robustness: inquiries ($M = 3.38$), client interest ($M = 3.44$), project conversion ($M = 3.58$). Direct staff communication excelled across stages ($M = 3.45$ awareness/interest; $M = 3.55$ inquiries), while promotions built competitive preference ($M = 3.55$) and prompted contact ($M = 3.64$). Pearson correlation revealed a strong positive, significant relationship ($r = 0.81$, $p = 0.0001$). Primary challenges included limited online/social media presence (frequency = 9), digital marketing expertise gaps (8), and technology adoption barriers (6), highlighting traditional method reliance amid Bulacan's growth (4,754 building permits, 2021). The study concluded that AIDA-aligned promotions were associated with clients' progression from awareness to action and with broader client reach. A PHP 6,139 annual promotional plan was proposed, integrating Facebook/website development, targeted ads (PHP 1,440), and Canva Pro to support digital visibility alongside established tactics like signage and word-of-mouth. Continuous evaluation and responsiveness improvements were recommended to sustain partnerships and profitability.

RECOMMENDED CITATION

Belmonte, M. E., Cosme, B. J., Espaldon, J., Gotladera, R. G., & Orbillo, M. L. (2026). Client Reach through Promotional Strategies in a Bulacan-Based Construction Firm. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 58.

ASSESSMENT OF FRINGE BENEFITS OF MAD AUTO CARE SERVICES: BASIS FOR POLICY IMPROVEMENT

ABSTRACT

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Business Administration

KEYWORDS

communication, employee
motivation, employee
satisfaction, equity theory,
fringe benefits, health and
welfare, leave benefits,
organizational commitment,
policy improvement, team
building

This study assessed the fringe benefits of MAD Auto Care Services as a basis for policy improvement. Fringe benefits play an important role in improving employee satisfaction, motivation, and retention in service-oriented organizations. Guided by Equity Theory, which emphasizes fairness between employees' contributions and organizational rewards, the study examined how employees perceive the fringe benefits provided by the company. Specifically, it aimed to determine the respondents' demographic profile in terms of salary, employment status, and work assignment; assess employees' evaluation of fringe benefits in terms of health and welfare, team building, and leave benefits; identify challenges encountered in the implementation of these benefits; and determine whether significant differences exist in the assessment of fringe benefits when grouped according to profile variables. The study employed a quantitative descriptive research design. A total of 60 employees of MAD Auto Care Services served as respondents and were selected through purposive sampling. Data were collected using a structured and validated survey questionnaire. Statistical tools such as frequency, percentage, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test were used to analyze the data. The findings revealed that employees generally agreed that the company provides adequate fringe benefits, with a composite weighted mean of 3.21. Among the dimensions, leave benefits received the highest rating, followed by health and welfare benefits, while team-building activities received the lowest rating. Statistical analysis showed no significant differences in employees' assessment of fringe benefits when grouped according to salary, employment status, or work assignment. Despite the generally positive evaluation, employees identified several challenges, including inconsistent interpretation of benefit policies, limited motivational impact of certain benefits, and insufficient communication channels for feedback. These findings suggest the need to strengthen policy guidelines, improve communication strategies, and enhance benefit programs to better support employee satisfaction, retention, and organizational performance.

RECOMMENDED CITATION

Delcano, C., Dumamba, S., Garay, G., Madulin, J. L., & Roce, A. (2026). Assessment of Fringe Benefits of Mad Auto Care Services: Basis for Policy Improvement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 59.

RELATIONSHIP BETWEEN LIMITED-TIME OFFERS AND GEN Z PURCHASING DECISIONS ON TIKTOK SHOP: BASIS FOR OPTIMIZING PROMOTIONAL TACTICS

ABSTRACT

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KEYWORDS

limited-time offers,
promotion, gen z, purchasing
decisions, tiktok shop

This study assessed the relationship between limited-time offers and Generation Z purchasing decisions on TikTok Shop. It used the Fear of Missing Out Theory by Przybylski et al., 2013 as its framework. The study focused on urgency and scarcity, discount stackability, trendiness and relevance, and vouchers as key promotional factors. It aimed to determine whether these factors relate to purchase intention, buying behavior, brand preference, purchase frequency, and loyalty. The research applied a descriptive quantitative design. It involved 150 Gen Z TikTok Shop users in the Philippines selected through snowball sampling. Data came from a validated questionnaire and were analyzed using frequency, percentage, weighted mean, ranking, and correlation tests. The null hypothesis stated that no significant relationship exists between limited time offers and purchasing decisions, both overall and when grouped by demographic profile. Results showed clear trends in respondent profiles and shopping behavior. Most participants were students with low to mid monthly funds and used smartphones for shopping. Among the six limited time offer factors, relevance and discount stackability ranked highest. These factors received the highest ratings in relation to how Gen Z evaluated promotions. Urgency, trendiness, and vouchers showed moderate associations with purchasing decisions, while scarcity ranked lowest. The discussions examined how limited-time offers relate to Generation Z purchasing decisions on TikTok Shop. The findings showed consistent positive associations with purchase intention, buying behavior, brand preference, purchase frequency, and customer loyalty. Gen Z respondents showed higher readiness to plan purchases, switch brands, buy more frequently, and remain loyal when offers provided clear value and matched personal needs. Age, gender, education level, income amount, and device used were associated with differences in how strongly users responded to limited-time offers, while source of income showed no significant association. Overall, the discussion highlighted that value-driven and relevant promotions, supported by urgency cues, were most strongly associated with short-term sales and repeat engagement among Gen Z consumers on TikTok Shop.

RECOMMENDED CITATION

Bunagan, J., Cabatac, A. F., Cabuquit, J. L., Gonzales, K. M., & Oca, M. (2026). Relationship Between Limited-Time Offers and Gen Z Purchasing Decisions on TikTok Shop: Basis for Optimizing Promotional Tactics. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 60.

INBOUND LOGISTICS AND OPERATIONAL EFFICIENCY OF SELECTED FURNITURE COMPANIES IN QUEZON CITY: BASIS FOR A MANAGEMENT GUIDE

ABSTRACT

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KEYWORDS

inbound logistics, operational
efficiency, supply chain

Inbound logistics plays a vital role in supply chains by managing the flow of materials from suppliers to storage facilities. To remain competitive, businesses must optimize these processes. This study assessed inbound logistics and operational efficiency among selected furniture companies in District V, Quezon City. It examined delays, office-supply shortages, and inadequate staffing as factors associated with operational performance and sought to provide a data-based understanding of operational losses. The researchers used a quantitative research design and random sampling to select 30 respondents. Data were collected through a survey questionnaire. Respondents' demographic profiles and assessments of inbound logistics indicators were analyzed using frequency and weighted mean, while Pearson's r was used to assess the relationship between inbound logistics and operational efficiency. Respondents strongly agreed that their businesses operated effectively, with composite weighted means of 3.37 for operational efficiency and higher throughput, 3.31 for lower cost, and 3.42 for customer satisfaction. Delivery delays, supply shortages, and limited staffing were identified but were considered manageable. Pearson's r yielded a p -value of 0.0228 (<0.05), indicating a significant relationship between inbound logistics and operational efficiency. The findings highlight the need for continuous assessment and improvement of inbound logistics practices to prevent operational disruptions and sustain productivity. The developed guide provides a practical framework that managers and business owners may use to support improvements in logistics and operations management. Future studies should broaden the scope by including more respondents and additional business sectors.

RECOMMENDED CITATION

Altayo, R., Dadiz, C. N., Espiritu, R. J., Imperial, S., & Montero, J. (2026). Inbound Logistics and Operational Efficiency of Selected Furniture Companies in Quezon City: Basis for a Management Guide. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 61.

ASSESSMENT OF OPERATIONAL PERFORMANCE AND CUSTOMER SATISFACTION AT BEAUTY GLOW SALON

ABSTRACT

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KEYWORDS

operational performance,
customer satisfaction, staff
performance

Customer satisfaction plays an important role in the success of service-oriented businesses, especially in the beauty salon industry where service quality and operational performance are closely associated with customer experience. This study aimed to assess the operational performance of Beauty Glow Salon and determine its relationship with customer satisfaction. Specifically, the research examined staff performance, marketing strategies, and operational efficiency, as well as customer satisfaction in terms of service delivery, customer care, and pricing. A quantitative descriptive–correlational research design was utilized in the study. Data were gathered from fifty (50) female customers aged eighteen (18) years old and above using purposive sampling. A structured survey questionnaire was used to measure operational performance and customer satisfaction levels. The collected data were analyzed using descriptive statistics to determine the level of assessment and correlation analysis to identify the relationship between variables. Results showed that the operational performance of Beauty Glow Salon was rated highly satisfactory, with staff performance, marketing strategies, and operational efficiency receiving overall ratings of Strongly Agree, indicating effective salon management. Staff training emerged as the highest-rated indicator, highlighting the importance of competent personnel in delivering quality services. Marketing efforts, including effective communication and social media engagement, were positively perceived in relation to customer attraction and retention. Operational efficiency was reflected through minimal waiting time and organized appointment scheduling. Customer satisfaction results revealed that service delivery ranked highest, followed by customer care and pricing, which were perceived as fair and valuable. The findings revealed a significant relationship between operational performance and customer satisfaction, indicating that stronger staff performance, efficient operations, effective marketing, and fair pricing are associated with higher levels of customer satisfaction. Based on the results, recommendations were proposed to enhance staff responsiveness, maintain service consistency, improve complaint management, and strengthen operational practices to further improve customer experience and sustain customer loyalty in Beauty Glow Salon.

RECOMMENDED CITATION

Badion, A., Racelis, E., Ramos, G., Reyes, J. K., & Tenoso, J. (2026). Assessment of Operational Performance and Customer Satisfaction at Beauty Glow Salon. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 62.

STATISTICAL ANALYSIS OF THE EFFECT OF MATERIAL DEFICITS ON PROJECT COMPLETION AT OIKOS SUSTAINABLE SOLUTIONS INC.

ABSTRACT

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KEYWORDS

material deficits,
procurement performance,
project completion, quality
control, operational
efficiency

This study focused on quantifying the impact of material deficits on project completion at Oikos Sustainable Solutions Inc., a manufacturer of biodegradable bags made from cassava and corn. It highlights how specialized supply chains and unpredictable agricultural cycles create shortages that lead to project delays, budget overruns, and reduced operational efficiency. It aims to determine the delays in systematic challenges by providing a data-driven foundation for understanding the organizational impact of resource scarcity. The study utilized a descriptive research design and purposive sampling to survey 15 employees at Oikos Sustainable Solutions Inc., regarding material deficit. data were collected through a four-part Likert scale questionnaire and analyzed using weighted mean and p-values to determine the statistical relationship between shortages and project completion. The findings specifically highlight that inventory accuracy is high, external logistics issues and late deliveries are the most critical factors driving project delays, budget overruns, and decreased workforce productivity. This study suggests that Oikos must prioritize improving coordination with suppliers and more procurement planning. By developing more resilient supply chain strategies and addressing these external constraints, the organization can better mitigate material deficit and improve overall project delivery performance. These findings underscore the critical need for Oikos Sustainable Solutions Inc. to strengthen its external supplier coordination and procurement planning to mitigate the disruptive impact of supply chain weaknesses on project timelines. By addressing these external logistical constraints and building more resilient resource strategies, the organization can significantly reduce delays and enhance its overall project delivery performance.

RECOMMENDED CITATION

Acuña, R., Binos, S., Ganaden, M., Jamili, R., & Pastor, T. (2026). Statistical Analysis of the Effect of Material Deficits on Project Completion at Oikos Sustainable Solutions Inc.. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 63.

ASSESSMENT OF PROMOTIONAL STRATEGIES AND CONSUMER PREFERENCES AT JMR FURNITURE SHOP IN NOVALICHES, QUEZON CITY

ABSTRACT

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KEYWORDS

promotional strategy,
consumer preferences,
furniture industry,
advertising

In a highly competitive furniture industry, understanding and meeting consumer preferences are crucial for business success, and promotional strategies are among the key elements used to communicate with target consumers and relate to their purchasing decisions. Both traditional and digital promotions are strongly associated with consumer choices. This study employed a descriptive-correlational quantitative research design to identify the relationship between consumer preferences and the promotional strategies of JMR Furniture Shop located at 414-B1 Quirino Highway, Novaliches, Quezon City. Thirty (30) respondents were selected through quota sampling. Data were collected through a survey questionnaire consisting of a likert scale ranging from strongly agree to strongly disagree. Statistical treatments applied included weighted mean, Pearson r, and ranking. The findings revealed that JMR Furniture's promotional strategies were highly effective, with advertising obtaining a composite weighted mean of 3.59, sales promotion 3.69, personal selling 3.80, and public relations 3.69, all interpreted as strongly agree. In terms of consumer preferences, personal factors (3.80), social factors (3.83), cultural factors (3.70), psychological factors (3.80), and economic factors (3.77) were also interpreted as strongly agree. However, the most commonly encountered issue identified by 20 respondents was that the social media page was not regularly updated. The Pearson r test showed a strong and significant relationship between promotional strategies and consumer preferences ($r = 0.86$, $p = 0.001$), which led to the rejection of the null hypothesis. The study concludes that promotional strategies have a strong association with consumer preferences. Well-designed promotions such as discounts, special offers, and loyalty programs were positively associated with consumer choices. Based on the findings, researchers recommend that the owner should improve and enhance promotional strategies, particularly brochures and flyers, marketing team is advised to sustain active and engaging online campaigns, employees are encouraged to provide accurate and complete product and promotional information to ensure consistency in customer service. Customers are also encouraged to actively share their feedback, reviews, testimonials, and suggestions. Researchers proposed a promotional plan to promote the shop's furniture products by highlighting their quality, variety and value to customers.

RECOMMENDED CITATION

Bulacan, B., Danes, C. A., Estuaria, J. J., Habohab, W., & Ocio, R. (2026). Assessment of Promotional Strategies and Consumer Preferences at JMR Furniture Shop in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 64.

RELATIONSHIP BETWEEN THE PUBLIC UTILITY VEHICLE DISCOUNT AND CUSTOMER PURCHASING DECISIONS AT SHELL ROOSEVELT PITIMINI, QUEZON CITY

ABSTRACT

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KEYWORDS

puv discounts

Public Utility Vehicles (PUVs) are vital to daily transport in Quezon City, yet drivers face rising fuel costs, inflation, and income instability under the boundary system. To ease this burden, some stations offer fuel discounts, but their relationship with purchasing decisions remains unclear. This study examined how discount programs relate to station choice, refueling behavior, and brand loyalty, while considering factors such as location, convenience, and urgency. Findings aim to fill research gaps and guide fuel marketing and policy support for PUV drivers. This study used a descriptive-correlational design to examine the relationship between PUV fuel discounts and drivers' purchasing decisions at a gasoline station in Quezon City. Thirty PUV drivers were selected through purposive sampling. Data were gathered using a validated 36-item questionnaire with a 4-point Likert scale. Statistical tools included frequency, percentage, weighted mean, Pearson's *r*, and ranking to analyze profiles, perceptions, and the correlation between discounts, station choice, refueling behavior, and brand loyalty. Most respondents were jeepney (33%) and tricycle drivers (30%) with long experience (16+ years, 40%), traveling 9–12 hours daily (50%) and fueling 2x/day (80%). Majority earned PHP 1,001–PHP 1,500 (33%) and worked under boundary systems (43%). Promos and purchase factors were rated highly, with a strong positive correlation indicating that discounts are associated with PUV drivers' refueling decisions. The study found that most PUV drivers availing fuel discounts are jeepney and tricycle operators with long driving hours, frequent refueling, moderate daily income, and boundary or owner-based arrangements. Respondents rated promo duration, mechanics, and discount percentage very positively. Attitude, peer influence, and perceived control strongly supported discount use. A significant positive correlation indicated that discounts are associated with purchasing decisions. The study recommends sustaining and improving targeted discount programs to enhance loyalty and driver support.

RECOMMENDED CITATION

Calagui Jr., C., Dime, J. C., Lalamonan, D. D., Linas, J., & Lucidos, A. F. (2026). Relationship Between the Public Utility Vehicle Discount and Customer Purchasing Decisions at Shell Roosevelt Pitimini, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 65.

FRAUD AND PHISHING RESPONSE: A QUANTITATIVE STUDY OF EFFECTIVENESS, AWARENESS, AND PERCEIVED CLIENT EXPERIENCE IN SELECTED SECURITY BANK BRANCHES

ABSTRACT

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KEYWORDS

fraud, phishing, employee
awareness, responde
effectiveness, and perceived
client experience

Fraud and phishing continue to pose significant threats within the banking industry, undermining financial security, credibility, and client trust. Customer service employees, as the frontline workforce, play a key role in detecting, preventing, and responding to such incidents. Anchored in Technology Threat Avoidance Theory (TTAT), this study examines employee awareness of fraud and phishing, response effectiveness, and perceived client experience in selected Security Bank branches. It explores how knowledge of fraud schemes, ability to identify phishing attempts, understanding reporting procedures, and organizational support relate to employees' perceptions of response effectiveness and client trust. This quantitative descriptive-correlational study collected data from customer service employees via a structured survey. The instrument assessed fraud and phishing awareness, response effectiveness, and client experience. Weighted mean determined variable levels, and correlation analysis examined relationships between employee awareness and perceived response effectiveness. Findings indicate employees exhibit high awareness of fraud schemes and phishing indicators, particularly in identifying suspicious transactions and following proper reporting procedures. Bank response procedures were perceived as effective in timeliness, clarity of communication, and accessibility of support. Correlation analysis shows that higher employee awareness aligns with stronger confidence in the bank's ability to manage fraud and phishing effectively. The study emphasizes enhancing employee awareness and organizational support to strengthen fraud prevention and response strategies. Continuous training, proactive policies, and dynamic communication may support response effectiveness and client experience, thereby sustaining trust, satisfaction, and overall resilience against evolving cyber threats.

RECOMMENDED CITATION

Alcantara, G., Codiñera, L. A., Regonda, A., Santos, A., & Tarroza, C. J. (2026). Fraud and Phishing Response: A Quantitative Study of Effectiveness, Awareness, and Perceived Client Experience in Selected Security Bank Branches. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 66.

OPERATIONAL PROCESSES AND SERVICE EFFICIENCY OF SELECTED WATER REFILLING STATIONS ALONG BATASAN HILLS, QUEZON CITY

ABSTRACT

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KEYWORDS

operational processes,
service efficiency, water
refilling station, servperf
model

Water refilling stations provide safe, affordable drinking water, with service efficiency impacting satisfaction, productivity, and costs. This study examined pre-, during-, and post-operation processes of five stations in Batasan Hills, Quezon City, identifying strengths and inefficiencies to improve operations and customer service. The study used a quantitative descriptive-correlational method to assess operational processes and service efficiency of five water refilling stations. It identified strengths and challenges, showing how workflow, order management, and customer interaction impact service outcomes. Recommendations target improved operations and customer satisfaction. The findings revealed that the five selected water refilling stations mainly employ young staff aged 18–27, with 40% having four years or more of experience. Roles are evenly distributed among Station Managers, Delivery Personnel, and Attendants. The stations performed highly in pre-operation (3.57), during-operation (3.43), and post-operation (3.43) activities. SERVPERF assessments showed strong efficiency in tangibles (3.67), reliability (3.28), responsiveness (3.44), assurance (3.46), and empathy (3.81). A Pearson's r test indicated a significant positive correlation ($r = 0.7343$, $p = 0.001199$) between operational processes and service efficiency, showing that streamlined operations enhance service performance. The study concludes that operational processes significantly affect service efficiency, most especially for Agua Labamba and Matteo Water Refilling Station. Hence, the researchers suggest that the management should introduce more firm scheduling procedures so that all pre-operational activities are done on time. Also, based on the findings, action plans were developed, including Zone-Based Delivery Prioritization System, Complaint Log, Water Gallon Inspection Guide, Checklist, and QR Code for Checklist Uploading.

RECOMMENDED CITATION

Barrera, G., Besa, P. J., De Ramon, M., Gonzales, M. J., & Ibad, J. C. (2026). Operational Processes and Service Efficiency of Selected Water Refilling Stations along Batasan Hills, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 67.

STRATEGIES FOR MANAGING SEASONAL DEMAND FLUCTUATIONS AT A PHOTOGRAPHY STUDIO IN STA. MESA, MANILA

ABSTRACT

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KEYWORDS

seasonal demand
fluctuations, photography
studio, strategies, bookings,
peak season, lean season

Seasonal changes in customer bookings are strongly associated with variations in the income and daily operations of service businesses. This study examined how a specific studio in Manila handles shifting periods of high and low demand. The research explores business approaches used to maintain steady income and a smooth workflow year-round. The study relies on a standard service marketing framework to evaluate current business practices. The researchers applied a descriptive and correlational research design to understand the situation and measure relationships between variables. Data were collected from fifty participants, including the owner, managers, and employees, using a targeted sampling method. A structured survey questionnaire served as the primary tool. The gathered data were evaluated using frequency counting, percentages, weighted averages, ranking, and a correlation test. Findings reveal that the studio effectively uses strategies related to its services, staff performance, physical workspace, work procedures, location access, and pricing. However, the studio scored poorly in promotional efforts. Busy periods coincide with higher income and substantial operational stress, with overlapping schedules as the top challenge. Slow periods are associated with sharp declines in reservations and unstable cash flow. Statistical tests confirmed a very strong connection between business strategies and how the studio experiences seasonal changes. The studio successfully handles changing demand through good service quality and reliable staff. Yet, it struggles with scheduling during busy months and underused resources during slow months due to a lack of marketing. To keep the business stable, the study suggests improving marketing efforts through active online campaigns and offering discount vouchers. Using an online scheduling system and forming partnerships with local groups are recommended to improve booking efficiency and secure steady work.

RECOMMENDED CITATION

Amarante, J., Bodino, J. D., Felecio, R., Guiambangan, N., Madrid, K. M., & Moreno, R. (2026). Strategies for Managing Seasonal Demand Fluctuations at a Photography Studio in Sta. Mesa, Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 68.

EVALUATION OF FINANCIAL INCENTIVES AND EMPLOYEE MOTIVATION AT TELUS DIGITAL QUEZON CITY

ABSTRACT

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KEYWORDS

financial incentives,
employee motivation,
performance-based bonus
(pbb), vroom's expectancy
theory, zero after-call work
(acw), call center industry,
quezon city bpo

This study explores the relationship between financial incentives, particularly the Performance-Based Bonus (PBB), and employee motivation in TELUS Digital Quezon City. Guided by Vroom's Expectancy Theory, the research examines how operational policies such as Zero After-Call Work (ACW) are associated with the perceived effectiveness of incentive structures in sustaining motivation, job satisfaction, and performance. A quantitative correlational design was employed. Data were collected from 100 call center agents under the Canadian Imperial Bank of Commerce (CIBC) account using a structured survey questionnaire. Perceptions were measured across the three dimensions of Expectancy Theory—expectancy, instrumentality, and valence. Weighted mean was applied for descriptive analysis, while Spearman's rho correlation test determined the strength and significance of relationships between financial incentives and employee motivation. Findings revealed significant positive correlations between Performance-Based Bonus (PBB) and employee motivation dimensions. However, the Zero ACW policy was associated with weaker relationships, as agents reported difficulty linking effort to performance, reduced trust in reward delivery, and diminished perceived value of bonuses. Stress and fatigue were identified as factors associated with lower perceived effectiveness of financial incentives. The findings indicate that while financial incentives can motivate employees, operational constraints are associated with lower perceived effectiveness. Financial incentives alone are insufficient to sustain long-term motivation. Transparent, fair, and attainable incentive structures must be integrated with non-monetary recognition, career development opportunities, and supportive workplace policies to support engagement, satisfaction, and retention.

RECOMMENDED CITATION

Casio, F. M., Luzon, M. G., Obinay, N., Padiz, C. J., Parado, R., & Soriano, H. F. (2026). Evaluation of Financial Incentives and Employee Motivation at TELUS Digital Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 69.

RELATIONSHIP BETWEEN TRADITIONAL SELLING PRACTICES AND THE SALES PERFORMANCE OF PHONE ACCESSORY STORES IN NOVALICHES, QUEZON CITY

ABSTRACT

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Business Administration

KEYWORDS

traditional selling, sales
performance, customer
service, pricing strategy,
product quality, customer
retention rate, product
turnover rate, sales
consistency, phone accessory
stores

This study examined the relationship between traditional selling practices and the sales performance of phone accessory stores in Novaliches, Quezon City. Specifically, it analyzed how traditional selling practices in customer service, pricing, and product quality relate to sales performance indicators such as customer retention, sales consistency, and product turnover. The study employed a descriptive-correlational design and used purposive sampling, with 10 store owners as respondents. Data were gathered through a structured questionnaire and analyzed using frequency and percentage, weighted mean, Pearson's r correlation, and ranking. Findings revealed that traditional selling practices are strongly associated with sales performance, particularly in customer service and product quality, both interpreted as Strongly Agree. Pricing also showed a strong association, highlighting the importance of flexible and customer-oriented strategies. In terms of sales performance, customer retention and product turnover were rated Strongly Agree, while sales consistency was rated Agree, indicating moderate monthly stability. Major challenges identified were strong competition from online sellers, declining walk-in customers, and lack of marketing strategies. Results showed a statistically significant relationship between traditional selling practices and sales performance ($r = 0.67$, $p = 0.03$), indicating a moderate positive correlation and leading to the rejection of the null hypothesis. The study concludes that traditional selling practices are positively associated with sales performance. Strengthening customer service, maintaining product quality, and applying strategic pricing may support business outcomes. It is recommended that store owners integrate online store and marketing action plan strategies to enhance traditional selling effectiveness.

RECOMMENDED CITATION

Agasang, M., Ayangod, D. M., Badando, P., Bantilan, E., Flaviano, J., & Reola, R. J. (2026). Relationship Between Traditional Selling Practices and the Sales Performance of Phone Accessory Stores in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 70.

THE EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMS OF ADMINISTRATIVE STAFF AT HOLY ROSARY COLLEGE FOUNDATION, INCORPORATED IN CALOOCAN CITY

ABSTRACT

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Business Administration

KEYWORDS

training and development
programs, administrative
staff, training effectiveness,
work quality, efficiency and
timeliness, teamwork,
customer service orientation,
educational institution

The Educational sector recognizes that human resources play a vital role in achieving institutional effectiveness and service quality. In private academic institutions such as Holy Rosary College Foundation, Incorporated, Administrative staff serve as the operational backbone that supports academic processes, student services, and internal coordination. Despite the strategic importance of administrative personnel, many studies focus primarily on faculty development, leaving limited empirical evidence on the effectiveness of training and development programs for non-teaching staff in educational settings. This study addresses this gap by examining the effectiveness of training and development programs of administrative staff and how these programs contribute to their work performance. A descriptive quantitative research design was used to determine the effectiveness of training and development programs of the administrative staff. Sixty administrative staff members served as respondents through purposive sampling. Data were gathered using a validated researcher-made survey questionnaire. Statistical tools used included frequency, percentage, weighted mean, standard deviation, t-test, and one-way ANOVA. Results showed strong agreement among respondents regarding the training and development programs, particularly in relevance of training content (WM=3.57), opportunities for application of skills (WM=3.55), trainer competence (WM=3.52), frequency and duration (WM=3.42), and adequacy of training resources (WM=3.35), with relevance of training content ranked highest, emphasizing the importance of well-aligned learning activities. Meanwhile, the effectiveness of training programs was rated Very Effective, with work quality (WM=3.59) ranking highest, followed by customer service orientation (WM=3.57), initiative and problem-solving (WM=3.53), efficiency and timeliness (WM=3.44), and teamwork and cooperation (WM=3.42). Indicating that effective training and development implementation enhances administrative performance and overall service quality. In conclusion, the institution's training and development programs are well-implemented, relevant, and effective in supporting administrative staff performance. The findings highlight the importance of sustained and well-structured training initiatives as strategic tools for workforce development and organizational success.

RECOMMENDED CITATION

Apiag, M. K., Bordomeo, J., Farochilen, C., Sotto, P. A., & Ventilacion, J. (2026). The Effectiveness of Training and Development Programs of Administrative Staff at Holy Rosary College Foundation, Incorporated in Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 71.

ASSESSMENT OF FOOD QUALITY AND CUSTOMER SATISFACTION AT ALRE'S SAMGYUPSAL

ABSTRACT

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KEYWORDS

food quality, customer
satisfaction, samgyupsal,
taste, freshness, portion
sizes, food storage,
presentation, cooking style,
price

This study evaluated how food quality influences customer satisfaction at Alre's Samgyupsal in Quezon City. Despite the popularity of unlimited Korean barbecue, the restaurant struggles with inconsistent meat quality, marination, cooking, and portioning, negatively impacting taste and perceived value. Issues with freshness and limited menu options also deter customers. The research investigates how dimensions like taste, freshness, presentation, and consistency shape the dining experience, satisfaction, and loyalty. Findings offer Alre's Samgyupsal actionable insights to refine its offerings, boost customer retention, and enhance its competitive edge. This study used a descriptive-correlation research design to assess food quality and customer satisfaction at Alre's Samgyupsal in Quezon City. Fifty customers, selected through purposive sampling, completed a survey covering food quality (taste, freshness, portion sizes, food storage), customer satisfaction (food presentation, cooking style, price), and encountered problems. Statistical analysis included weighted mean, ranking, and Pearson's r to provide insights into customer perceptions. The results from 50 customers, indicating strong satisfaction with food quality. Taste and freshness, portion sizes, and food storage all received "Strongly Agree" composite weighted mean (3.64, 3.50, and 3.63 respectively). Customer satisfaction with food presentation, cooking style, and price also registered "Very Satisfied" (3.52, 3.63, and 3.49). However, "inconsistent portion sizes" was the most frequent problem reported (34 mentions), followed by "lack of availability in some dishes" (18) and "inconsistent quality of meat" (17). A significant, high positive correlation ($r = 0.79$, $p < 0.0001$) was found between food quality and customer satisfaction, affirming that superior food quality drives higher customer contentment and loyalty. Alre's Samgyupsal generally achieved high satisfaction in taste, freshness, portion sizes, food storage, presentation, cooking style, and price (all "Strongly Agree" or "Very Satisfied"), specific areas requiring improvement. Customers desire more consistent food temperature and taste adherence to expectations, better consistency in portion sizes, enhanced food safety protocols, and a stronger visual-taste alignment in presentation. "Inconsistent portion sizes" was the most frequent problem. The study concludes that food quality significantly impacts customer satisfaction.

RECOMMENDED CITATION

Besana, M. B. A., Cantoria, E. J., Mayor, K. A., Navales II, E., & Vitto, J. M. (2026). Assessment of Food Quality and Customer Satisfaction at Alre's Samgyupsal. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 72.

RELATIONSHIP BETWEEN INCENTIVE PROGRAMS AND EMPLOYEE MOTIVATION IN SELECTED HOME CREDIT CONSUMER FINANCE PHILIPPINES BRANCHES IN MANILA

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

home credit, sales associate,
consumer finance, financial
services, incentive program,
motivation

The consumer finance industry in the Philippines is growing amid rising competition and changing workforce expectations, pushing organizations to enhance HR strategies to sustain performance. However, many sales-driven institutions face ongoing challenges in maintaining high levels of employee motivation. This study focused on Home Credit Consumer Finance Philippines, specifically the selected branches of SM San Lazaro and SM Manila, to examine the relationship between incentive programs and employee motivation among sales associates. The study highlights how well-structured and transparent incentive systems may be associated with higher motivation, job satisfaction, and organizational performance in a competitive financial services environment. A descriptive-quantitative research design was used to determine the relationship between incentive program and employee motivation. This allowed researchers to examine variables without manipulation. Seventy-one sales associates were selected through consensus sampling technique. Data were collected using a structured questionnaire. Statistical tools included frequency and percentage, weighted mean, Mann Whitey U-test, Kruskal Wallis H-test, Pearson r, and ranking to analyze and interpret results. Results indicated strong employee agreement on the effectiveness of incentive programs, particularly the Quarta Bonus (CWM = 3.34), Referral Bonus (CWM = 3.26), and Sales Associate Bonus (CWM = 3.34), all rated Strongly Agree, indicating favorable perceptions of their relationship with performance and sales achievement. Among non-monetary incentives, Gift Certificates (CWM = 3.38) and Certificates (CWM = 3.32) were highly valued, highlighting the importance of recognition. The EADA Account (CWM = 3.13, Agree) suggests room for improvement. Employees reported high motivation in Job Satisfaction (CWM = 3.29) and Recognition and Achievement (CWM = 3.28), while Work-life Balance (CWM = 3.15, Agree) was generally positive. A strong positive correlation ($r = 0.75$, $p = 0.001$) indicates that effective incentive programs are significantly associated with employee motivation and performance. In conclusion, the study indicates that effective and transparent incentive programs are significantly associated with employee motivation and performance among sales associates at Home Credit Consumer Finance Philippines. Strengthening both monetary and non-monetary rewards may support job satisfaction, engagement, and organizational competitiveness in the financial services sector.

RECOMMENDED CITATION

Bocabo, J. A., Manganaan, J., Pacheco, V., Parungao, A., & Perillo, R. (2026). Relationship Between Incentive Programs and Employee Motivation in Selected Home Credit Consumer Finance Philippines Branches in Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 73.

ASSESSING THE MARKET DEMAND AND CUSTOMER PREFERENCES FOR PET GROOMING SERVICES OF PEPPA PETS IN NOVALICHES, QUEZON CITY

ABSTRACT

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DISCIPLINE

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KEYWORDS

pet service, pet grooming,
market demand, customer
preferences

This study examined the market demand and customer preferences for pet grooming services at Peppa Pets. It explores factors such as price, accessibility, reputation, service quality, staff behavior, and facility cleanliness using survey data from local pet owners. Guided by customer behavior theory, the research aims to determine the relationship between demand and preferences and develop a feedback guide to improve services and customer satisfaction. The research methodology for evaluating market demand and pet owner preferences at Peppa Pets in Novaliches, Quezon City use descriptive-correlational design, purposive sampling targets 30 verified customers via a validated 43-item Likert-scale survey. Analysis employs frequency/percentage, weighted mean, and Pearson correlation. In Novaliches, Quezon City, the pet grooming market is predominantly driven by young adults aged 18 to 24. While many respondents fall within a lower income bracket of PHP 5,000 to PHP 10,000, there is a surprising commitment to high-end care, with 46.6% prioritizing VIP grooming services. This suggests that pet owners view professional grooming as an essential health investment rather than a luxury. Market demand is primarily dictated by price, as customers seek a balance between affordability and superior service quality. Reputation follows closely, with trust and word-of-mouth recommendations serving as vital factors in choosing a provider. The study on Peppa Pets in Novaliches reveals that young adults (18–24) are the primary clients. While most are low-to-middle-income earners who visit monthly, they prioritize quality, with 83.2% choosing VIP or Premium services. Demand is driven by affordable, value-based pricing, strong reputation, and location. High satisfaction stems from professional staff behavior $WM=3.73$ and facility safety. A strong correlation ($r = 0.801$) exists between market demand and customer preferences.

RECOMMENDED CITATION

Cruz, M., Elefan, A., Luna, M., Pelaez, K. A., & Rivera, R. A. (2026). Assessing the Market Demand and Customer Preferences for Pet Grooming Services of Peppa Pets in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 74.

RELATIONSHIP BETWEEN WORK ENVIRONMENT AND EMPLOYEE COMMITMENT IN THE YOUTH DEVELOPMENT OFFICE, QUEZON CITY HALL

ABSTRACT

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DISCIPLINE

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KEYWORDS

work environment, employee
commitment, public service

Public sector institutions in the Philippines are vital to community service, particularly in youth empowerment. The Youth Development Office is mandated to lead youth leadership, scholarship, and community programs. However, local government offices frequently struggle with workplace conditions, limited organizational support, and employee motivation. This study examined the relationship between the work environment and employee commitment at the YDO, addressing the gap in empirical research regarding workplace conditions within local government youth-serving institutions. A descriptive-correlational quantitative research design was used to determine the relationship between work environment and employee commitment. The researchers examine the variable without manipulation. Seventy-three employees were selected from a population of 90 using Slovin's formula. Data were collected using a structured questionnaire. Statistical tools included weighted mean, Mann-Whitney U-Test, Kruskal-Wallis H-Test, and Pearson r to analyze and interpret the results. Results showed strong employee agreement regarding the social work environment (WM=3.74), organizational support (WM=3.62), and physical work environment (WM=3.55), with teamwork and supervisor approachability ranked highest. Employees also reported high commitment, particularly in affective (WM=3.68) and normative (WM=3.51) dimensions, reflecting deep pride and loyalty. While continuance commitment was lower (WM=3.28), major challenges identified were heavy workload ($f=40$) and deadline pressure ($f=28$). Correlation analysis confirmed a significant positive relationship ($r = 0.642, p < 0.05$), indicating that a supportive workplace directly enhances the dedication and retention of YDO personnel. In conclusion, maintaining a supportive work environment is vital for sustaining employee dedication. Strategic improvements in workload management and office layout will modernize operations, prevent burnout, and strengthen long-term retention in the youth development office.

RECOMMENDED CITATION

Abundancia, S. M., Bahana, M., Bitco, V., Candilario, M., & Ocot, S. M. (2026). Relationship Between Work Environment and Employee Commitment in the Youth Development Office, Quezon City Hall. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 75.

RELATIONSHIP BETWEEN OMNICHANNEL STRATEGIES AND CUSTOMER EXPERIENCE IN A HARDWARE STORE IN NORTH FAIRVIEW, QUEZON CITY

ABSTRACT

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KEYWORDS

omnichannel, customer
experience, hardware store,
service quality, product
accessibility, response time,
personalization, ease of
channel switching

Many SMEs hardware stores, still rely on traditional face-to-face transactions, creating a gap between evolving customer expectations and current practices. This study focused on Mhelan Trading, a community-based hardware store in North Fairview, Quezon City, to examine the relationship between adoption of an omnichannel retail strategy and customer experience. By addressing limited research on omnichannel adoption in small hardware stores, the study highlights its value in guiding digital transformation and competitiveness in an increasingly digital retail environment. The study employed a descriptive-correlational quantitative design and used simple random sampling, with 30 customers as respondents. Data were collected using a structured questionnaire and were analyzed and interpreted using weighted mean, Pearson r , and ranking. Results showed strong customer agreement regarding consistency of experience ($WM=3.33$), response time ($WM=3.51$), personalization ($WM=3.25$), and ease of channel switching ($WM=3.43$), with response time ranked highest, emphasizing prompt and attentive service. Customers also reported high satisfaction in product accessibility ($WM=3.47$), service responsiveness ($WM=3.36$), service quality, pricing, product quality, and brand availability. Online platforms such as Facebook were valued for product search and price comparison, though minor gaps included policy inconsistencies, limited online communication and the absence of a fully established digital channel. Correlation analysis confirmed a significant positive relationship ($r = 0.603$, $p = 0.0004$), indicating that stronger omnichannel implementation is associated with a more positive customer experience. Overall, integration of in-store and online channels is associated with better customer experience and engagement. The findings provide practical insights for community-based hardware stores, suggesting that strategic omnichannel adoption may support operational modernization, service quality, and competitiveness in a rapidly digitizing retail environment.

RECOMMENDED CITATION

Abanag, F., Alcaraz, J. S., CO, Q., Mayao, M. I., & Tupaz, R. T. (2026). Relationship Between Omnichannel Strategies and Customer Experience in a Hardware Store in North Fairview, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 76.

PROMOTIONAL STRATEGIES AND CUSTOMER SATISFACTION AT MACHETE'S BARBERS IN NOVALICHES, QUEZON CITY

ABSTRACT

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KEYWORDS

promotional strategies,
customer satisfaction, aida
model, pearson correlation,
barbershop services, quezon
city, service quality,
consumer loyalty

This study aimed to determine the effectiveness of promotional strategies on customer satisfaction at Machete's Barbers in Novaliches, Quezon City. Specifically, it described the demographic profile of respondents, assessed promotional strategies using the AIDA model (awareness, interest, desire, action), evaluated customer satisfaction levels across key dimensions, identified problems in strategy implementation, and tested the significant relationship between these variables. The research employed a descriptive-correlational design, with a survey questionnaire as the primary instrument. Fifty (50) respondents were selected via purposive sampling, targeting regular customers. Data analysis utilized frequency and percentage for profiles, weighted mean and ranking for levels, and Pearson-R correlation coefficient for relationships, at a 0.05 significance level. Results revealed most respondents were aged 18–25 (48%), male (92%), and had monthly incomes below PHP 10,000, indicating high price sensitivity among young, budget-conscious patrons. Promotional strategies earned "Strongly Agree" ratings across AIDA components, with an overall mean of 3.39 (Desire: 3.49 highest). Customer satisfaction similarly rated "Strongly Agree" (overall mean 3.41), with Word-of-Mouth/Recommendation leading at 3.49, followed closely by Value for Money (3.39) and Service Quality (3.38). Pearson correlation analysis confirmed a strong positive relationship ($r = 0.86$, $p = 0.0001 < 0.05$), rejecting the null hypothesis. The findings concluded that effective, value-driven promotions significantly enhanced satisfaction, engagement, loyalty, and advocacy. Challenges included limited promotional variety and visibility, but overall implementation proved successful. Recommendations emphasized continuous improvement, diversification of strategies, and monitoring to maintain competitiveness and long-term customer retention in the local barbershop market.

RECOMMENDED CITATION

Bermejo, K., Ellorin, K. A., Gatdula, A., Navarette, A. J., & Torrejas, A. M. (2026). Promotional Strategies and Customer Satisfaction at Machete's Barbers in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 77.

PROMOTIONAL STRATEGIES OF BIGBREW AT MILLIONAIRES VILLAGE, NOVALICHES, QUEZON CITY

ABSTRACT

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KEYWORDS

promotional strategy, digital
and traditional promotion,
small coffee shop, bigbrew

The coffee shop industry in the Philippines has grown rapidly, particularly among young customers who view coffee shops as social and lifestyle spaces. In this competitive market, small coffee shops such as BigBrew at Millionaires Village, Novaliches, Quezon City, must use effective promotional techniques to attract and retain customers. This study assessed BigBrew's digital and traditional promotional efforts, identified challenges, and proposed improved approaches to strengthen customer engagement and competitiveness. The study used a quantitative descriptive research design. A total of 100 BigBrew customers were selected through purposive sampling. Data were collected using a researcher-developed survey questionnaire validated by experts. Frequency, percentage, weighted mean, and ranking were used to describe demographic profiles, evaluate digital and traditional promotional strategies, and identify promotional challenges. The findings revealed that customers of BigBrew at Millionaires Village, Novaliches, Quezon City, were predominantly female students aged 18–24. Customers considered digital promotional strategies effective, particularly Facebook content, influencer endorsements, and engaging online material that encouraged store visits. Traditional strategies, including in-store promotions, free samples, and discounts, also enhanced shopping experiences and encouraged repeat visits. However, respondents identified limited social media use, a weak online presence, and a lack of personalized and consistent promotional campaigns as challenges. The findings indicate that BigBrew's promotional strategies were associated with customer awareness, engagement, and retention, particularly among young customers. Although traditional promotions remained important, digital marketing was essential for awareness and customer interaction. The study recommended a balanced combination of digital innovation and engaging promotions to strengthen competitiveness and support growth in the local coffee shop market.

RECOMMENDED CITATION

Acibar, J., Ballarbare, J., Generalo, L., Gomez, F., & Tadena, J. (2026). Promotional Strategies of BigBrew at Millionaires Village, Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 78.

ASSESSMENT OF CLERICAL TASK CHALLENGES FACED BY ON-THE-JOB TRAINEES IN A GOVERNMENT AGENCY

ABSTRACT

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KEYWORDS

on-the-job training, clerical
task challenges, government
agency, workload
management, time
management, office
resources, communication
and collaboration,
descriptive-quantitative
research

On-the-Job Training (OJT) serves as an essential component in preparing students for real-world work environments, particularly in government agencies where clerical tasks are essential to daily operations. This study aimed to assess the clerical task challenges faced by on-the-job trainees in a government agency and determine how these challenges affect their performance, efficiency, and professional development. Specifically, it sought to identify the common clerical duties assigned to trainees, and the difficulties they encountered. A descriptive-quantitative research design was employed in this study. Data were gathered from fifty (50) on-the-job trainees through a structured survey questionnaire. The respondents' demographic profile and their level of challenges in terms of task complexity, workload management, availability of office resources, communication and collaboration, and time management were analyzed using frequency, percentage, weighted mean, and ranking. The findings revealed that trainees experienced moderate challenges in most clerical task areas, particularly in manual documentation, workload demands, and limited office resources. Communication and collaboration with supervisors and staff were generally rated as effective, indicating a supportive work environment. However, errors in manual clerical tasks and time management difficulties were among the most frequently encountered problems. This study contributes to the continuous enhancement of on-the-job training initiatives by offering insights into the particular clerical difficulties faced by trainees in public sector organizations. The results could act as a reference for improving current orientation methods, bolstering supportive oversight, maximizing existing resources, and creating focused training programs to better elevate trainees' administrative skills and overall job efficacy.

RECOMMENDED CITATION

Baena, K. S., Belardo, C., Cabagi, C., Estrelloso, M., & Palaganas, M. T. M. (2026). Assessment of Clerical Task Challenges Faced by On-the-Job Trainees in a Government Agency. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 79.

RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER RELATIONSHIP BUILDING AT DWINE SALVILLA ART-MULTIMEDIA SERVICES

ABSTRACT

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KEYWORDS

service quality, servqual
model, customer
relationships, reliability,
responsiveness, tangibles,
empathy, assurance,
customer loyalty, customer
satisfaction, photography
services, multimedia

In the rapidly evolving photography and multimedia services industry in the Philippines, where technological advancements and rising client expectations drive demand for high-quality visual content, superior service quality is commonly associated with enduring customer relationships and business sustainability. This study investigates the relationship between service quality, guided by the SERVQUAL Model dimensions of reliability, responsiveness, tangibles, empathy, and assurance, and customer relationship building at Dwine Salvilla Art-Multimedia Services, a Caloocan City-based firm offering portrait photography, event coverage, commercial shoots, same-day video editing, and bespoke photo albums. Employing a quantitative descriptive-correlational design, data were gathered from 30 purposively sampled clients via structured Likert-scale questionnaires. Statistical tools included weighted mean for level assessments, Pearson's Correlation Coefficient at a 0.05 significance level for relationship testing, and ranking for challenges. Service quality dimensions were positively assessed: empathy ($m=3.44$, strongly agree), assurance ($m=3.36$, strongly agree), reliability ($m=3.10$, agree), responsiveness ($m=3.09$, agree), and tangibles ($m=3.11-3.12$, agree). Client relationships showed similar positivity: satisfaction ($m=3.21$, agree), loyalty ($m=3.12$, agree), consistency ($m=3.08$, agree), and communication ($m=3.07$, agree). Pearson analysis revealed a low positive but highly significant correlation ($r = 0.095$, $p = 0.0001$), leading to rejection of the null hypothesis and indicating a statistically significant association between service quality and customer relationships. Key challenges ranked highest were delays in project delivery (frequency=8), followed by high service costs (4), communication issues and limited resources (3 each), with managing multiple projects and insufficient support least frequent (1 each). Findings affirm that while strengths in empathy and assurance build trust and emotional connections, bolstering reliability (e. g., timeliness) and responsiveness is vital for loyalty. The study proposes a PHP 60,000 Customer Relationship Management (CRM) strategy over 1-5 months, including AI Chatbots/Google Forms for feedback, equipment upgrades (PHP 38,000), tiered pricing menus, and contingencies—with the aim of supporting streamlined operations, fewer delays, improved communication, and sustained profitability amid industry competition.

RECOMMENDED CITATION

Bersabe, D., Dela Serna, A., Gelera, J., Olavere, R., Ramos, M. G., & Vitudio, A. (2026). Relationship Between Service Quality and Customer Relationship Building at Dwine Salvilla Art-Multimedia Services. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 80.

LEAN CONSTRUCTION PRACTICES, LABOR DOWNTIME, WORKFLOW PROFICIENCY, AND PROJECT PERFORMANCE

ABSTRACT

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Business Administration

KEYWORDS

labor efficiency, project
performance

EBO Builders is a construction company specializing in design and construction services, including detailed estimates, bill of materials preparation, and final project costing for clients. However, the EBO Builders Commercial Development Project faces challenges such as budget overruns caused by procurement delays, scheduling conflicts with suppliers, shipment cancellations, and bad weather affecting deliveries outside Metro Manila. Implementing lean construction principles can help address these problems by reducing non-value-adding activities like delays, rework, and material waste, while improving coordination, productivity, workforce efficiency, and overall project performance. The study used a quantitative descriptive research design. Fifty construction personnel were selected through purposive sampling, and data were collected using researcher-developed questionnaires covering demographic profile, labor downtime, workflow proficiency, and project performance. The findings indicate that the workforce is mainly young to middle-aged male laborers, with labor downtime effectively managed despite minor disruptions. Workflow proficiency is high, and project performance is satisfactory in time, safety, and quality, reflecting efficient operations and minimal workforce-related delays. The findings indicate that lean construction practices were associated with reduced labor downtime and improved workflow proficiency, including practical problem-solving, task accuracy, and consistent output. Project performance was also rated positively in terms of time, safety, and quality. However, the reported results do not provide the exact statistical values underlying the claim of significance.

RECOMMENDED CITATION

Argarin, S., Ortillano, E. M., Sabado, L., Selorio, A., & Vargas, J. M. (2026). Lean Construction Practices, Labor Downtime, Workflow Proficiency, and Project Performance. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 81.

CLIENT PERSPECTIVES ON TRANSACTION PROCESSING TIME AND ACCURACY AT THE PAG-IBIG FUND

ABSTRACT

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KEYWORDS

processing time, transaction
accuracy, client satisfaction

This study examined client perspectives on the processing time and accuracy of transactions in the Accounts Management Department of the Pag-IBIG Fund Shaw Boulevard Office. Efficient processing time and accurate transaction handling are essential in maintaining client trust and operational efficiency in government service delivery. Despite efforts to streamline processes through technology, clients continue to experience concerns regarding delayed posting of contributions, billing inaccuracies, and discrepancies in loan records. These persistent issues highlight a service gap that necessitates systematic evaluation to ensure improved public service performance and client satisfaction. The study employed a quantitative-descriptive research design. Seventy-five (75) clients with recent transactional activity were selected as respondents and were surveyed using a structured questionnaire. Statistical tools including frequency distribution, weighted mean, standard deviation, and Pearson correlation were utilized to analyze patterns, perceptions, and the relationship between processing time and transaction accuracy. Findings revealed satisfaction ratings ranging from 2.71 to 2.84 for speed, timeliness, and orderliness of transactions. Accuracy indicators, including transaction receipts, loan records, and contribution tracking, obtained higher average weighted mean ranging from 2.87 to 2.89. Although respondents were generally satisfied, challenges such as long waiting times, occasional slow processing, and minor system-related inaccuracies were identified. Correlation analysis showed a positive relationship between processing time and transaction accuracy, indicating that more favorable assessments of processing efficiency were associated with more favorable assessments of transaction accuracy. Overall, the results suggest that while service delivery is satisfactory, continuous process improvements are necessary. Addressing identified limitations may support operational performance and client satisfaction in public service transactions.

RECOMMENDED CITATION

Caharop, J. C., Gabe, A., Lunzga, I. J., Rioveros, E., & Vecada, R. M. (2026). Client Perspectives on Transaction Processing Time and Accuracy at the Pag-IBIG Fund. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 82.

RELATIONSHIP BETWEEN WORK QUALITY AND TASK COMPLETION RATES AMONG EMPLOYEES IN A REMOTE WORK SETUP AT TTEC QUEZON CITY

ABSTRACT

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Business Administration

KEYWORDS

work quality, completion
rates, remote work setup

This study examined the relationship between work quality and task completion among employees working remotely. As remote work becomes a long-term arrangement, organizations face challenges in monitoring productivity and maintaining consistent performance. The research focuses on a BPO work environment where deadlines and service standards are critical. It aims to determine whether higher work quality is associated with more efficient task completion and to identify factors associated with productivity in remote settings. A descriptive quantitative design examined the relationship between work quality and task completion among 30 remote employees. Data were collected via structured Likert-scale surveys measuring work quality, task completion, communication, technology access, and work environment. Respondents were purposively sampled for relevant remote work experience, and data were analyzed using frequency, percentage, weighted mean, and correlation. Findings showed a significant positive relationship between work quality and task completion. Employees who reported clear communication, stable internet access, structured schedules, and organizational support demonstrated higher efficiency and consistency. In contrast, isolation, distractions, and limited resources were associated with reduced productivity and slower task completion. Respondents with reliable support systems and stable work environments showed more consistent performance. The results indicate that stronger work quality is associated with more timely task completion in remote settings. Organizational support, clear communication, and reliable resources were also associated with sustained employee performance. Addressing common remote work challenges may support productivity and guide effective management strategies. These findings support policy development and highlight the need for monitoring systems that promote accountability and long-term sustainability in remote work environments.

RECOMMENDED CITATION

Adarayan, J., Almine, J., Dela Cruz, J., Leyva, T. M., & Tianio, Y. (2026). Relationship Between Work Quality and Task Completion Rates among Employees in a Remote Work Setup at TTEC Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 83.

CASHLESS TRANSACTIONS AT 7-ELEVEN SUSANO, NOVALICHES, QUEZON CITY, AND CUSTOMER SATISFACTION: BASIS FOR AN INTERVENTION FRAMEWORK

ABSTRACT

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KEYWORDS

performance expectancy,
effort expectancy, social
influence, facilitating
conditions

With the emergence and growth of digital payment transactions, convenience stores such as 7-Eleven have started implementing more cashless transactions to increase efficiency, minimize the use of physical currency, and provide a more enhanced customer experience. This study, “Cashless Transaction of 7-Eleven at Susano Novaliches, Quezon City on Customer Satisfaction: Basis for Intervention Framework,” this study was conducted to determine the demographic profile of the respondents, to assess and measure the level of satisfaction based on performance expectancy, effort expectancy, social influence, and facilitating conditions, and to determine the challenges experienced in using cashless transactions. The research design used was descriptive-quantitative in approach, as it utilized a structured survey questionnaire that was administered through a convenience sampling method of customers of 7-Eleven Susano, Novaliches, Quezon City. The instrument assessed the frequency of usage, satisfaction indicators, and challenges encountered by customers of the store. The study utilized descriptive and inferential statistics such as frequency and percentage for describing profiles of respondents; weighted mean and ranking for assessing satisfaction levels and challenges encountered by customers; and Kruskal–Wallis test for determining significant differences in satisfaction levels of customers based on profile variables. The study showed that the majority of the respondents were young adults who mostly used GCash, with occasional frequency of transactions. Customers were satisfied with cashless payment modes as they were efficient, convenient, and globally accepted, but peer influence was not considered significant. Facilitating conditions, such as staff assistance, were considered important. The major difficulties faced were app/device issues, slow processing, lack of cash, trust issues, and delayed posting of transactions. The researcher concludes that cashless transactions are convenient and satisfying, but technical reliability, guidance, and age-friendly support are essential. These findings emphasize the need for developing digital payment systems according to different age groups and ensuring customer support for addressing any challenges they might encounter. And will be considered as the basis for developing an intervention framework aimed at improving customer trust, inclusiveness, and the digital payment experience at 7-Eleven.

RECOMMENDED CITATION

Almocera, K., Escolano, K., Llandelar, L., Macasasa, J., & Reproto, K. M. (2026). Cashless Transactions at 7-Eleven Susano, Novaliches, Quezon City, and Customer Satisfaction: Basis for an Intervention Framework. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 84.

JOB MOTIVATION AND EMPLOYEE PERFORMANCE IN A GOVERNMENT INSTITUTION ALONG AGHAM ROAD, QUEZON CITY

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

job motivation, employee
performance, government
institution, public service
commitment, career
development

This study examined the relationship between job motivation and employee performance among regular administrative staff of the Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA) along Agham Road, Quezon City. Guided by Herzberg's Two-Factor Theory, the research assessed respondents' demographic profile and levels of job motivation in terms of work-life balance, compensation, public service commitment, and career development. Employee performance was evaluated based on work ethics, quality of work, productivity, and knowledge of the job. The study aimed to determine whether job motivation significantly relates to employee performance in a government institution. A quantitative descriptive-correlational research design was utilized. Data were gathered from 267 regular administrative staff using a validated researcher-made questionnaire. Statistical tools included frequency and percentage distribution, weighted mean, Mann-Whitney U Test, Kruskal-Wallis H Test, and Pearson Product-Moment Correlation Coefficient to determine differences and relationships among variables. Findings revealed that respondents demonstrated high levels of job motivation in terms of public service commitment and career development, moderate levels in work-life balance, and lower levels in compensation. Employee performance was rated from good to excellent across all dimensions, with quality of work obtaining the highest rating. Correlation analysis revealed a significant positive relationship between job motivation and employee performance, indicating that higher levels of motivation are associated with better work performance. The study concludes that job motivation is significantly associated with employee performance in a government institution. Given that compensation and work-life balance obtained relatively lower ratings compared to other indicators, it is recommended that the institution review and enhance existing programs related to employee support, benefits, and workload management. Sustaining initiatives that promote public service commitment and career development is also encouraged to maintain high levels of motivation and performance. The findings provide practical implications for human resource management in the public sector.

RECOMMENDED CITATION

Conde, A. C., Decenilla, C. J., Doniza, J., Hugo, N. N., & Soner, J. (2026). Job Motivation and Employee Performance in a Government Institution along Agham Road, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 85.

RELATIONSHIP BETWEEN MOTORCYCLE STORE LAYOUT AND AMBIANCE, CUSTOMER PURCHASE BEHAVIOR, AND SATISFACTION: BASIS FOR STORE IMPROVEMENT STRATEGIES

ABSTRACT

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KEYWORDS

store layout, purchasing
behavior, customer
satisfaction

In the current competitive retail environment, customer experience is significantly associated with purchasing behavior and satisfaction. Motorcycle stores function not only as retail outlets but as experiential spaces where layout, lighting, product arrangement, and ambiance relate to customer perception and interaction. A well-organized environment may encourage product exploration and support buying confidence. This study examined the relationship between store layout and ambiance, customer purchase behavior, and satisfaction at Probikes Motorcycle Center in Novaliches, Quezon City. A descriptive-correlational research design was used. Twenty customers were selected through purposive sampling to ensure they had actual shopping experience in the store. Data were collected using a validated structured questionnaire measuring layout, ambiance, purchasing behavior, and satisfaction. Frequency and percentage described the demographic profile, weighted mean determined perception levels, and Pearson's r measured relationships among variables. Results showed that 60% of respondents were male and 55% were aged 18–25, indicating strong appeal to young adults. Customers generally rated the store layout and ambiance as satisfactory. Ease of navigation and product display received positive evaluations, showing that items were easy to locate and well arranged. The layout was also associated with purchasing behavior, particularly with attention to higher-priced models. Overall satisfaction was rated satisfied, and intention to recommend was very satisfied. Correlation analysis revealed a weak positive relationship between store layout, purchasing behavior, and satisfaction. The findings suggest that layout and ambiance positively support customer experience but are not the main determinants of purchase decisions. Pricing and service quality may have stronger associations with purchase decisions. Improvements in signage, ventilation, and product placement are recommended to sustain customer engagement and satisfaction.

RECOMMENDED CITATION

Barola, I. P., Casas, M. V., Frac, D. M., Horario, A., & Pagui Jr., J. (2026). Relationship Between Motorcycle Store Layout and Ambiance, Customer Purchase Behavior, and Satisfaction: Basis for Store Improvement Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 86.

JOB-RELATED STRESS AND PRODUCTIVITY OF SELECTED RANK-AND-FILE EMPLOYEES IN THE STEEL MANUFACTURING INDUSTRY IN PASIG CITY

ABSTRACT

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Business Administration

KEYWORDS

job-related stress,
productivity, rank-and-file
employees, steel
manufacturing, workplace
performance

This study examined the relationship between job-related stress and employee productivity among rank-and-file workers at PAGASA Steel Works Inc.. Specifically, it identified the respondents' demographic profile, assessed their level of job-related stress in terms of workload, role ambiguity, work environment, and interpersonal relationships, and determined their level of productivity in terms of task performance and efficiency. The study also tested whether a significant relationship exists between job-related stress and productivity. A quantitative descriptive-correlational research design was utilized. Data were gathered through a structured survey questionnaire administered to selected rank-and-file employees. Statistical tools such as frequency, percentage, weighted mean, and Pearson correlation were used to analyze the data. Findings revealed that employees generally experienced a moderate level of job-related stress. Workload and role-related concerns were among the primary sources of stress, while workplace relationships were rated more positively. In terms of productivity, respondents demonstrated a satisfactory to high level of task performance, indicating that they were able to complete assigned duties accurately and efficiently despite workplace pressures. However, correlation analysis showed a statistically significant moderate negative relationship between job-related stress and productivity ($r = -0.48$, $p < 0.05$). This indicates that as job-related stress increases, employee productivity tends to decrease. The results suggest that while employees are capable of maintaining acceptable performance levels, prolonged or unmanaged stress may negatively affect overall productivity. The study highlights the importance of implementing stress management strategies, workload balancing, and supportive organizational policies to sustain employee performance. These findings may serve as a basis for developing programs aimed at improving employee well-being and organizational effectiveness.

RECOMMENDED CITATION

Omila, J., Pontillo, S. E., Ramos, C. J., Trumata, G. E., & Valente, S. (2026). Job-Related Stress and Productivity of Selected Rank-and-File Employees in the Steel Manufacturing Industry in Pasig City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 87.

RELATIONSHIP BETWEEN TRAINING AND DEVELOPMENT PROGRAMS AND EMPLOYEE MORALE AT MEXICALI RESTAURANT IN QUEZON CITY

ABSTRACT

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KEYWORDS

training and development,
employee morale, casual
dining restaurant, micro-
learning, steep

Employee motivation and satisfaction are vital in the highly competitive and fast-paced restaurant industry, particularly in diverse food hubs like Quezon City where service quality dictates business success. Despite the presence of training initiatives, many casual dining restaurants struggle to ensure these programs effectively translate into high employee morale and engagement. Given the limited empirical research within the local Philippine context, this study assessed the existing training and development programs of Mexicali Restaurant in Quezon City and examined their relationship with the level of employee morale, while identifying key implementation challenges. A descriptive-correlational research design was used, involving all twenty (20) regular employees composed of Store Managers, Kitchen Supervisors, Dining Supervisors, Cashiers, Servers, and Cooks through total enumeration (census) sampling. Data were gathered using a validated questionnaire based on the assessment of training programs (Results, Behavioral Change, Learning, Reaction) and the level of employee morale (Motivation, Job Satisfaction, Engagement). Statistical tools included frequency and percentage distribution, weighted mean, standard deviation, Pearson r , and ranking. The overall assessment of training programs was highly positive, with Behavioral Change receiving the highest rating (mean = 3.46), followed by Results (mean = 3.38) and Learning (mean = 3.30), while Reaction received the lowest rating (mean = 2.99). Employee morale was also rated highly, with Engagement as the strongest factor (mean = 3.49), followed by Job Satisfaction (mean = 3.34) and Motivation (mean = 3.32). A moderate, positive, and statistically significant relationship was found between the training and development programs and employee morale ($r = 0.59$, $p = 0.0001$). Despite generally favorable results and strong staff engagement, challenges included training sessions being too long and tiring, occasional misalignment of content to specific roles, and a lack of interaction during training. The findings underscore the need for modernized approaches to staff development. Consequently, the study recommends the Strategic Training & Employee Engagement Program (STEEP), which introduces role-specific micro-learning, gamification, and hands-on competency testing to address operational fatigue and support continuous improvement in training effectiveness.

RECOMMENDED CITATION

Balisang, M. A., Gipit, K. N., Goyena, K., Megano, T. M., & Tamayo, P. Z. (2026). Relationship Between Training and Development Programs and Employee Morale at Mexicali Restaurant in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 88.

RELATIONSHIP BETWEEN THE TRADITIONAL MANUAL SYSTEM AND EMPLOYEES' WORK PERFORMANCE AT RDB MIGHTY STORE IN KIKO CAMARIN, CALOOCAN CITY

ABSTRACT

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KEYWORDS

traditional system, employee
work performance

This study evaluated the relationship between the Traditional Manual System and employee work performance at RDB Mighty Store located in Kiko Camarin, Caloocan City. Despite the increasing adoption of digital technologies in retail operations, some small businesses continue to rely on handwritten sales logs, paper-based inventory records, and manual documentation procedures. While these practices are cost-effective and familiar to employees, they may be associated with efficiency, accuracy, workload, and overall performance. Anchored on the Input–Process–Output (IPO) Model and supported by the Job Demands–Resources (JD-R) Model, this study examined how the implementation of a traditional manual system relates to employee work outcomes. A quantitative descriptive-correlational research design was employed. Data were collected using a structured questionnaire with a 4-point Likert scale administered to employees of RDB Mighty Store. The study measured the level of implementation of the Traditional Manual System and employee work performance in terms of work efficiency, accuracy of work output, employee workload, task performance, and rework time. Statistical tools such as frequency, percentage, weighted mean, standard deviation, and Pearson's r correlation coefficient were utilized to analyze the data. Findings revealed that the Traditional Manual System was highly implemented in daily store operations. Employees reported moderate levels of work efficiency and task performance, but also indicated increased workload and longer rework time due to manual documentation and error correction. Correlation analysis showed a significant relationship between the Traditional Manual System and employee work performance, particularly workload and rework time. The results suggest that heavy reliance on manual processes is associated with operational inefficiencies and additional task demands. Based on the findings, the study recommends gradual integration of low-cost digital tools, improved documentation procedures, and process streamlining to support employee productivity and reduce time spent on corrective tasks. This research provides practical insights for small retail businesses seeking to improve employee performance while transitioning from traditional to more efficient systems.

RECOMMENDED CITATION

Benitez, J., Cambaya, D., Costado, C. J., Impreso, A., Licardo, C., & Patlunag, J. (2026). Relationship Between the Traditional Manual System and Employees' Work Performance at RDB Mighty Store in Kiko Camarin, Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 89.

FRINGE BENEFITS AND EMPLOYEE RETENTION IN A FOOD SERVICE COMPANY IN CUBAO, QUEZON CITY

ABSTRACT

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KEYWORDS

fringe benefits, retention,
human resource management

The food service company in the Philippines continues to grow rapidly, thus creating a need for organizations to adopt efficient human resource management practices to retain skilled employees. Fringe benefits have become an important component of employee compensation packages and are associated with motivation, job satisfaction, and retention. Nevertheless, some food service organizations are still experiencing difficulties in integrating their benefits programs with the needs of employees, which could be associated with retention rates. This study was conducted to determine the relationship between fringe benefits and employee retention at Michelin Cuisine and Fine Foods, Inc. in Cubao, Quezon City. A descriptive-correlational quantitative research design was used. The study utilized a structured questionnaire to collect data from employees of the company. Frequency distribution, weighted mean, and Pearson correlation were used to analyze the data. Results revealed that employees positively assessed the company's fringe benefits with a composite weighted mean of 3.26 (Strongly Agree). Meanwhile, employee retention obtained a composite weighted mean of 3.22 (Agree), indicating generally positive levels of motivation, commitment, and appreciation among employees. Furthermore, correlation analysis showed a significant moderate positive relationship between fringe benefits and employee retention ($r = 0.56$, $p = 0.0001$), suggesting that stronger fringe benefits are associated with a greater likelihood of employees remaining with the organization. In conclusion, well-managed and comprehensive fringe benefits are significantly associated with employee retention. Aligning benefit programs with employees' needs may support motivation, loyalty, and organizational stability.

RECOMMENDED CITATION

Agoot, K., Lapidez, M., Manacap, J. M., Medina, A. M., & Saga, R. (2026). Fringe Benefits and Employee Retention in a Food Service Company in Cubao, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 90.

RELATIONSHIP BETWEEN PRODUCT MIMICRY AND CONSUMER BUYING PREFERENCES IN A CONVENIENCE STORE IN NOVALICHES, QUEZON CITY

ABSTRACT

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KEYWORDS

product mimicry, consumer
buying preferences,
convenience store, logo,
price, promotions, purchase
frequency, product choice,
average spend

Retail businesses use various strategies associated with consumer purchasing behavior, including product mimicry, where products imitate the packaging and design of well-known brands. DALI Everyday Grocery Store adopts this strategy to offer affordable alternatives. This study examined the relationship between product mimicry and consumer buying preferences in DALI Everyday Grocery Store located in Novaliches, Quezon City. Specifically, it assessed how product mimicry in terms of logo, price, and promotions relates to consumer buying preferences in terms of purchase frequency, product choice, and average spend. The study also identified challenges encountered by consumers regarding product mimicry. A descriptive-correlational research design was utilized, and data were gathered through face-to-face survey questionnaires administered to 180 purposively selected respondents. Statistical tools used included frequency and percentage, weighted mean, Pearson's r correlation coefficient, and ranking. Findings revealed that respondents strongly agreed that product mimicry is strongly associated with their buying decisions. Among the three components, price was identified as the most influential factor, as consumers' preferred mimicked products due to affordability and perceived value for money. Logo mimicry also gained strong agreement, particularly in terms of color and style which made products more noticeable. Promotions were likewise effective, with respondents agreeing that clear and visible discounts encouraged them to buy more and try products they would not normally purchase. In terms of consumer buying preferences, purchase frequency, product choice, and average spend were all rated strongly agree, indicating that mimic products are associated with repeat purchases and increased spending despite budget planning. Moreover, results showed that the most common challenges encountered were confusion due to similar packaging color schemes and branding, as well as mistaking mimicked products for original brands. Pearson's r correlation analysis confirmed a statistically significant relationship between product mimicry and consumer buying preferences, with an r -value of 0.541 and p -value of 0.00005, indicating a moderate positive correlation and rejection of the null hypothesis. The study concludes that product mimicry is significantly associated with consumer behavior, and recommends stronger packaging differentiation and clearer product identification to improve trust and reduce consumer confusion.

RECOMMENDED CITATION

Balanquit, A., Baldemor, L., De Luna, F. Y., De Vera, K. E., & Epino, L. K. (2026). Relationship Between Product Mimicry and Consumer Buying Preferences in a Convenience Store in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 91.

EVALUATING THE EFFECTIVENESS OF ONLINE HIRING PROCESSES AND APPLICANTS' EXPERIENCE AT DEMPSEY RESOURCE MANAGEMENT

ABSTRACT

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KEYWORDS

online hiring process,
recruitment effectiveness,
digital recruitment

In the contemporary world of digital transformation, technology has played an important role in transforming the recruitment process by affecting how organizations recruit and evaluate potential employees. The introduction of the online hiring process has offered firms a more effective and quicker method to oversee talent delivery, especially in response to the increased demand for distant working and virtual cooperation. This is anchored on the Technology Acceptance Model. It aimed to determine applicants' demographic profile, assess the effectiveness of the online hiring system, identify challenges encountered, and propose improvements to enhance recruitment practices. The study utilized a descriptive quantitative research design. Data were collected from 30 applicants who underwent the company's online hiring process in 2025 using purposive sampling. A structured and validated survey questionnaire served as the primary data-gathering instrument. Statistical tools such as frequency, percentage distribution, and weighted mean were employed to analyze the data and measure the effectiveness of each recruitment dimension. Findings revealed that the online hiring process was generally effective. Convenience received a very effective rating, while efficiency, fairness and transparency, communication and feedback, satisfaction, and trust were rated effective. Despite the favorable assessment, applicants reported several challenges including technical issues, delayed employer responses, and concerns regarding job authenticity during the online recruitment process. The study concludes that online hiring systems play a vital role in modern recruitment by improving accessibility in application procedures. It is recommended that organizations strengthen communication, ensure transparency, and optimize digital hiring platforms to achieve a more efficient and applicant-centered recruitment experience.

RECOMMENDED CITATION

Bandas, M. M., Dela Cruz, D., Gadian, E. M., Maranga, M. J., & Perez, E. (2026). Evaluating the Effectiveness of Online Hiring Processes and Applicants' Experience at Dempsey Resource Management. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 92.

THE RELATIONSHIP BETWEEN JOB SATISFACTION AND EMPLOYEE ENGAGEMENT AT J&T EXPRESS, VALENZUELA CITY

ABSTRACT

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KEYWORDS

job satisfaction, employee
engagement, logistic
industry, compensation and
benefits, career development

This study examined the relationship between job satisfaction and employee engagement among sorter employees of J&T Express in Valenzuela City, Philippines, in the context of the rapidly growing logistics industry. Guided by Herzberg's Two-Factor Theory and Kahn's Employee Engagement Theory, the research assessed demographics, levels of job satisfaction (compensation and benefits, working conditions, career development, interpersonal relationships), employee engagement (work drive, job commitment, organizational loyalty, institutional involvement), and tested their relationship to inform an intervention program. A quantitative descriptive-correlational design was employed. Data were collected from 171 sorter employees using a validated researcher-made questionnaire. Statistical tools included frequency and percentage distribution, weighted mean, Mann–Whitney U Test, Kruskal–Wallis H Test, and Pearson Product–Moment Correlation Coefficient. Findings revealed that most respondents were young, single, contractual employees with low income and short tenure. Overall job satisfaction was low, particularly in compensation and benefits, working conditions, and career development, although interpersonal relationships were rated higher. Despite this, employees showed moderate to high engagement across all dimensions, indicating resilience and commitment. Correlation analysis revealed a significant positive relationship between job satisfaction and employee engagement. The study concludes that higher job satisfaction is significantly associated with stronger employee engagement. An integrated intervention program is proposed, focusing on equitable compensation, improved workplace safety, structured career development, and strengthened supervisory support. The findings provide practical implications for human resource management in the logistics sector and contribute to local literature on frontline workforce engagement.

RECOMMENDED CITATION

Cervantes, R., Orang, N., Pineda, J., Romapa, J., & Victoriano, N. J. (2026). The Relationship Between Job Satisfaction and Employee Engagement at J&T Express, Valenzuela City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 93.

CONTENT STRATEGIES AND CUSTOMER ENGAGEMENT: SOCIAL MEDIA USE BY A BEAUTY SALON TO INFLUENCE CUSTOMER PREFERENCES

ABSTRACT

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KEYWORDS

social media engagement,
content strategies, customer
preference, beauty salon
marketing, uses and
gratifications theory, digital
marketing

This study examined the relationship between social media content strategies and customer engagement in influencing customer preference toward selected beauty salons, namely Ms. White Beauty Salon & Spa, Legi8 Hair Care Salon, and Glamouroza Salon. In today's digital environment, social media platforms such as Facebook, Instagram, and TikTok serve as essential marketing tools for beauty salons to promote services, build brand awareness, and engage customers. Guided by the Uses and Gratifications Theory, this research focused on how content strategies-modality, agency, interactivity, and navigability-affect customers cognitive, affective, and integrative needs, ultimately shaping their salon preference. The study utilized a quantitative descriptive research design. A structured survey questionnaire was distributed manually to forty-five (45) selected respondents using purposive sampling. The instrument was validated by experts and analyzed using statistical tools such as frequency and ranking, weighted mean to determine the level of agreement and the significant relationship between variables. The findings revealed that the majority of respondents were aged 18-25, predominantly female, and either employed or students. Results showed that modality and navigability received the highest ratings among content strategies, indicating that visually appealing and user-friendly social media pages strongly influence engagement. Cognitive and affective needs were highly satisfied, while integrative needs received relatively lower ratings, suggesting limited community-building engagement. Pearson correlation analysis confirmed a strong and significant relationship between social media content strategies and customer preference. However, challenges such as slow responses to inquiries negatively affected engagement. The researchers concluded that well-designed, informative, and visually engaging social media content significantly influences the customer perception and preference toward beauty salons. Strengthening responsiveness, improving interactive features, and enhancing community engagement are recommended to increase customer loyalty and sustained engagement.

RECOMMENDED CITATION

Gecomo, J., Nicor, E., Presentacion, R., Santos, D. M., & Suga, M. (2026). Content Strategies and Customer Engagement: Social Media Use by a Beauty Salon to Influence Customer Preferences. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 94.

GEN Z CUSTOMER SATISFACTION WITH MCDONALD'S ONLINE SERVICE: BASIS FOR ONLINE SERVICE IMPROVEMENT

ABSTRACT

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KEYWORDS

generation z, customer
satisfaction, online food
delivery, technology
acceptance model, service
quality, application usability

As digital transformation reshapes the quick-service restaurant industry, understanding the expectations of tech-savvy Generation Z consumers is essential for maintaining a competitive advantage. While McDonald's has integrated digital platforms, there remains a gap in understanding how specific usability factors relate to the satisfaction of this demographic in local contexts. This research is necessary to identify service gaps that hinder long-term loyalty. By evaluating the alignment between digital offerings and user expectations, this study provides a timely solution for enhancing online service strategies in an increasingly mobile-first economy. Utilizing a descriptive-quantitative research design, data were gathered from 50 purposively selected Gen Z (ages 19–27) in Paso de Blas, Valenzuela. A validated survey questionnaire, anchored on the Technology Acceptance Model (TAM), was used to measure Perceived Usefulness and Perceived Ease of Use. The instrument further assessed satisfaction across five dimensions: Service Quality, Application Usability, Promotional Activities, Product Quality, and Reliability. Statistical analysis was performed using weighted mean to describe satisfaction levels and Pearson product-moment correlation coefficient to determine the relationship between TAM variables and customer satisfaction. The findings showed that respondents positively assessed online service usefulness ($WM = 3.41$) and ease of use ($WM = 3.46$). Overall satisfaction was high, with a grand weighted mean of 3.46. Notably, Application Usability received the highest rating ($WM = 3.59$), whereas Product Quality received the lowest ($WM = 3.39$), specifically regarding food temperature and packaging. A Pearson r -value of 0.7717 indicated a significant, high positive correlation between service usage assessment and satisfaction, leading to the rejection of the null hypothesis. However, critical challenges were identified: a preference for dining in (19%), high delivery fees (15%), and payment security concerns (15%), followed by late deliveries and technical glitches. The study concludes that these findings align with current trends suggesting that Ease of Use alone cannot compensate for Product Quality issues in delivery. To improve practice, McDonald's should implement delivery fee incentives, strengthen security protocols, and innovate packaging to ensure temperature retention, ensuring the digital experience matches the physical product quality.

RECOMMENDED CITATION

Cabatingan, W. J., Chua, P., Dionisio, K., Estañol, D. R., & Gaum, J. (2026). Gen Z Customer Satisfaction with McDonald's Online Service: Basis for Online Service Improvement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 95.

FACTORS AFFECTING PERCEIVED MEMBERSHIP VALUE AT SUPERSTORE FAIRVIEW

ABSTRACT

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KEYWORDS

landers superstore,
membership value
perception, retail
membership program, theory
of consumption values

Membership programs in retail are meant to strengthen customer loyalty, but many retail brands set membership programs up without clearly defining their value to customers and have duplicate benefits within multiple membership programs. In the Philippines, there is limited research identifying the membership value dimension that had the most significant impact on how customers viewed their membership experience. Due to such gaps, this research paper aims to identify, analyze, and describe the membership value perception of members in Landers Superstore Fairview (2025-2026) using Theory of Consumption Values (1991) in terms of functional, emotional, conditional, social, and epistemic values. By examining these factors, the study seeks to identify which factors are most meaningful to members addressing the problems of unclear value drivers and overlapping program benefits. This research was based on a quantitative descriptive-comparative type of study where ten active members took part in a quantitative research study through a validated questionnaire that was administered through a 4-point Likert scale. The value perception scale was evaluated through the application of weighted mean and differences among the four demographic groups of age, gender and frequency of visit were evaluated using the Mann Whitney U and Kruskal Wallis H statistic at a significant level of .05. The emotional and epistemic values were on the first place (WM = 3.32), then functional (WM = 3.26), conditional (WM = 3.22), and social value (WM = 3.14) and the overall positive evaluation (GWM = 3.25, Agree). The members appreciate fun, exclusivity and the discovery of products more than the saving economies. Its major areas of concern are the challenge in redeeming benefits and limited partner brands. There were no significant differences in relation to demographics ($p > 0.05$), which means that groups perceive the same. The findings indicate that experiential and novelty-based benefits are important motivators of the value of membership, which aligns with the Theory of Consumption Values. The research, however, was conducted on a small sample and on one branch, which limits generalization. Larger samples and more branches should be used in future studies. Practically, the management can improve the management of engagement, service quality and increase the benefits of partners that will help to retain members in the long run.

RECOMMENDED CITATION

Falcon, K. N., Mejos, A., Pascua, J., Ubalde, M. J., & Zamora, S. (2026). Factors Affecting Perceived Membership Value at Superstore Fairview. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 96.

ASSESSMENT OF BLAKE AND BLADE BARBERSHOP'S FACEBOOK PAGE PROMOTION: INPUTS FOR IMPROVING BRAND RECOGNITION

ABSTRACT

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KEYWORDS

facebook promotion, brand
recognition, barbershop, s-o-
r framework

This study assessed the Facebook page promotion of Blake and Blade Barbershop to provide inputs for improving brand recognition. Despite offering quality services, the barbershop struggles with low digital visibility, minimal online engagement, and stagnant business growth. Guided by the Stimulus-Organism-Response framework, this study employed a quantitative descriptive research design. Data were gathered from 50 purposely selected respondents who were customers and followers of the Blake and Blade Barbershop Facebook page, representing diverse profiles in age, gender, and visit frequency. The researchers developed a survey questionnaire based on the statement of the problem, reviewed by the research adviser and validated by a research expert and a grammarian. Following validation, the instrument underwent pilot testing with 10 respondents to assess clarity, resulting in minor revisions. The final instrument assessed Facebook page promotion across four dimensions: Intrinsic Quality, Contextual Quality, Representational Quality, and Social Quality. Data were analyzed using frequency and percentage distribution, weighted mean, Kruskal–Wallis test, and ranking. Findings revealed all four dimensions were rated Strongly Agree. Representational Quality obtained the highest composite mean (3.69), demonstrating the page excels in accurately representing the brand through authentic before-and-after photos and consistent visual identity. Intrinsic Quality followed (3.64), reflecting strong perceptions of informativeness, accuracy, and originality. Social Quality (3.54) and Contextual Quality (3.51) also received Strongly Agree ratings. A significant difference was found in assessments when respondents were grouped according to visit frequency. The most common challenges identified were low interactive engagement (32%) and difficulty standing out from competitors (27%). The study concluded the barbershop's Facebook promotion is highly effective across all dimensions, particularly in accurately representing the brand. However, enhancing interactive features and social engagement is recommended to foster stronger customer community. A targeted social media strategy is proposed, including creating more video content, improving post timing, developing storytelling elements, and implementing polls and contests. These recommendations aim to address identified gaps and improve brand recognition for Blake and Blade Barbershop.

RECOMMENDED CITATION

Fernandez, E., Gobrin, J. J., Malugao, J. R., Ople, S. E., & Ramirez, M. J. (2026). Assessment of Blake and Blade Barbershop's Facebook Page Promotion: Inputs for Improving Brand Recognition. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 97.

ASSESSMENT OF CEBUANA LHUILLIER'S CUSTOMER SERVICE COMPLAINT PROCESS

ABSTRACT

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KEYWORDS

customer service, complaint
handling process, customer
relationship management

Companies such as Cebuana Lhuillier, a leading micro-financial institution in the Philippines, face increasing pressure to deliver efficient and reliable service, especially in handling customer complaints. While Cebuana Lhuillier has established systems to address customer issues, there is limited research-based assessment on how effective these processes are from the customers' perspective. This gap creates the need to examine whether the company's current complaint management strategies align with customer expectations and industry's best practices. The main objective of this study is to assess the customer service complaint process of Cebuana Lhuillier by identifying its strengths, weaknesses, and areas for improvement based on customer feedback. This study utilized a descriptive research design. The respondents consisted of customers who have experienced filing a complaint in Cebuana Lhuillier. Data were collected through structured survey questionnaires and selected interviews within the duration of the research period. The data gathered were tabulated, organized, and analyzed using descriptive statistical tools. Findings revealed that Cebuana Lhuillier's complaint process meets the basic expectations of customers. The branch personnel demonstrate adequate knowledge, professionalism, and efficiency in addressing customer inquiries and complaints, contributing to overall customer satisfaction. The results indicate that Cebuana Lhuillier's has established a reliable system for handling concerns. Branch personnel positively influences customer experiences. Their ability to respond appropriately and resolve issues in a timely manner contributes to overall customer satisfaction. While the results reflect effective service delivery at a fundamental level, continuous improvement may further enhance the quality of customer service and strengthen long-term customer trust.

RECOMMENDED CITATION

Altarejos, J. A., Avila, R. L., Canceran, C. M., Esponilla, A., & Santos, R. (2026). Assessment of Cebuana Lhuillier's Customer Service Complaint Process. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 98.

WORKING CONDITIONS AND PRODUCTIVITY OF DELIVERY PERSONNEL IN A LOGISTICS COMPANY

ABSTRACT

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KEYWORDS

working conditions,
employee productivity,
delivery personnel, logistics
industry, benefits and
protection, workload
management, job demands–
resources (jd-r) framework,
work efficiency

This study assessed the relationship between working conditions and productivity among delivery personnel of Flash Express in Sauyo, Quezon City. The research was anchored on the Job Demands–Resources (JD-R) framework, which describes relationships among job demands, organizational resources, employee well-being, and performance outcomes. Specifically, the study examined working conditions in terms of benefits, protection, and workload, and measured productivity based on work efficiency, professionalism, and speed of deliveries. The primary objective was to determine whether a significant relationship exists between working conditions and employee productivity within a logistics company. A descriptive-quantitative research design was employed to systematically analyze the variables of the study. One hundred (100) delivery personnel were selected from a total population of 162 through purposive sampling. data were gathered using a validated researcher-made questionnaire composed of structured items addressing working conditions and productivity indicators. Statistical tools used in the analysis included weighted mean to determine the level of assessment and Pearson Product–Moment Correlation Coefficient to test the relationship between variables. Findings revealed that respondents were generally very satisfied with their working conditions in terms of benefits, safety protection, and workload management. Similarly, productivity indicators, including work efficiency, professionalism, and delivery speed, were rated at a very satisfactory level. The results further indicated a highly positive and statistically significant relationship between working conditions and productivity ($r = 0.657$, $p < .05$), leading to the rejection of the null hypothesis. This demonstrates that improvements in working conditions are strongly associated with increased employee productivity. The study concludes that supportive organizational practices, including fair benefits, strengthened safety measures, and manageable workloads, are significantly associated with higher delivery performance. Addressing operational challenges such as traffic delays, workload distribution, and communication gaps may further improve efficiency and service quality. Overall, maintaining favorable working conditions is essential in promoting employee motivation, sustaining productivity, and ensuring long-term operational effectiveness within logistics organizations.

RECOMMENDED CITATION

Chua, C. L., Garcia, H., Paler, A., Sinfuego, R. J. D., & Tenero, C. A. (2026). Working Conditions and Productivity of Delivery Personnel in a Logistics Company. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 99.

IMPACT OF FACEBOOK PRESENCE ON CLIENT AWARENESS OF NAILS AND HAMMER BEAUTY SALON AT BAGONG PAG-ASA, QUEZON CITY

ABSTRACT

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DISCIPLINE

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KEYWORDS

facebook presence, client
awareness, beauty salon,
facebook marketing strategy

Traditionally, small and local beauty salons relied on word-of-mouth, flyers, and tarpaulins to promote their services; however, with the advancement of digital technology, many salons have shifted to social media platforms such as Facebook to improve visibility, engagement, and client awareness. This study used a descriptive-comparative, quantitative, non-experimental design to examine the influence of Facebook presence on client awareness of Nails and Hammer Beauty Salon in Quezon City. 20 respondents who engaged and availed services via Facebook were selected through purposive sampling. Data were collected via a Google Forms questionnaire and analyzed using frequency, percentage, weighted mean, ranking, four-point scale, Mann-Whitney U, and Kruskal–Wallis tests. Results showed most respondents were female, aged 21–25, spending 3–4 hours daily on Facebook, indicating young, active users are the main audience for salon content. Facebook presence strongly influenced reviews and ratings 3.53, user-generated content 3.50, shares 3.42, and credibility 3.39, all interpreted as strongly agree, highlighting the value of feedback and shared experiences in building trust. Respondents also showed high awareness through visual quality 3.61, engagement 3.53, and clear calls to action 3.31, interpreted as highly aware, emphasizing the impact of appealing and interactive posts. No significant differences were found when grouped by age, gender, or usage frequency ($p > 0.05$), indicating a consistent influence across profiles. In conclusion, the study confirms that a strategic, credible Facebook presence enhances client awareness, trust, and decision-making for salon services. It recommends a structured content schedule, engagement strategies like polls, participation in relevant Facebook groups, and exclusive Facebook promotions as practical measures to strengthen the marketing strategy of Nails and Hammer Beauty Salon.

RECOMMENDED CITATION

Bernaldo, J. K., Coligado, J., Longasa, M. G., Manuel, J., & Monica, A. (2026). Impact of Facebook Presence on Client Awareness of Nails and Hammer Beauty Salon at Bagong Pag-Asa, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 100.

MOBILE ORDERING AND KIOSK INTEGRATION AND CUSTOMER SATISFACTION AT MCDONALD'S NOVALICHES, QUEZON CITY

ABSTRACT

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DISCIPLINE

Business Administration

KEYWORDS

mobile ordering, self-service
kiosks, customer satisfaction

This study examined the relationship between mobile ordering and self-service kiosk integration and customer satisfaction at McDonald's Novaliches, Quezon City, in response to the growing adoption of digital technologies in the fast-food industry. Data were collected through a structured survey questionnaire administered to customers who had used mobile ordering applications, self-service kiosks, or both at the selected branch. The study used a quantitative-correlational research design to determine the relationship between mobile ordering and kiosk integration and customer satisfaction at McDonald's Novaliches, Quezon City. Respondents comprised one hundred (100) customers who had used mobile ordering, self-service kiosks, or both. The study involved one hundred (100) customers of McDonald's Novaliches, Quezon City, who had used mobile ordering, self-service kiosks, or both. Most respondents were aged 18–24, suggesting greater use of digital ordering systems among younger customers, although other age groups were also represented. Mobile ordering and self-service kiosks allow customers to place and customize orders independently and may reduce waiting time and errors. However, the source Results and Discussion sections do not report the assessed level of customer satisfaction or the correlation between the study variables.

RECOMMENDED CITATION

Calpe, M., De Guzman, R. M., Fillalan, R., Lining, A., & Norio, K. M. (2026). Mobile Ordering and Kiosk Integration and Customer Satisfaction at McDonald's Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 101.

EMPLOYEE WELL-BEING PROGRAMS AND JOB PERFORMANCE IN A MANPOWER SERVICES COMPANY IN QUEZON CITY

ABSTRACT

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KEYWORDS

employee well-being, job
performance, emotional well-
being, career development,
productivity, workplace
culture, manpower services

SILVERGREEN Manpower Services Corporation, established in 1995 and based in Novaliches, Quezon City, provides staffing solutions and mandatory employee benefits to various clients. This study examined the effectiveness of employee well-being programs and their relationship to job performance within the company. It focuses on employees' perceptions of emotional, career, and financial well-being and how these relate to quality of work, productivity, and workplace culture. A descriptive correlational quantitative research design was used to determine the relationship between employee well-being dimensions and job performance. This design allowed the researchers to examine existing conditions without manipulating variables. Fifty employees were selected using census sampling to ensure full representation of the organization. Data were collected through a structured questionnaire divided into three parts: assessment of well-being dimensions, level of job performance, and challenges encountered. Statistical tools included frequency, percentage, weighted mean, ranking, and Pearson correlation to analyze and interpret the results. Results showed strong employee agreement in emotional well-being (WM = 3.43) and financial well-being (WM = 3.42), while career well-being received a slightly lower rating (WM = 3/21) indicating room for improvement in professional growth opportunities. Employees demonstrated outstanding job performance in quality of work ($W * 11 = 3.37$), productivity (WM = 3.32) and workplace culture (WM = 3.51) with workplace culture ranked highest, reflecting a respectful and collaborative environment. However, major challenges identified included difficulty balancing work and personal life ($t = 34$) and high stress levels from demanding workloads ($f = 31$) emphasizing operational pressure as a significant concern. Correlation analysis revealed a significant relationship between employee well-being and job performance ($r 0.57, p = 0.0001$) confirming that employee welfare and performance outcomes are interconnected. The study concludes that well-being programs are significantly associated with employee performance in manpower services. Strengthening career development initiatives and addressing workload concerns may further improve both employee well-being and organizational effectiveness. Recommendations were proposed to help the company develop a more holistic and responsive employee wellness strategy.

RECOMMENDED CITATION

Adanza, A. M., Cayabyab, R., Esparcia, R.-A., Nuylan, P., & Zaldivar, M. (2026). Employee Well-Being Programs and Job Performance in a Manpower Services Company in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 102.

FINANCIAL ANALYSIS

COST-BENEFIT ANALYSIS OF THE ROLE OF GCASH FEATURES IN FINANCIAL MANAGEMENT: TOWARD A GUIDE FROM "CASH-OUT" TO "DIRECT PAY"

ABSTRACT

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Financial Analysis

KEYWORDS

gcash features, financial
management, guide, cash out
to direct pay, role of gcash
features

This study examined the relationship between the features of GCash and the financial management practices of college students. Specifically, it assessed respondents' demographic profiles, their evaluation of GCash features (payment, money management, investment, credit, and insurance), and their level of financial management in terms of budgeting and planning, spending discipline, savings behavior, and financial decision-making. A quantitative research design was employed using a structured survey questionnaire administered to selected college students. Descriptive statistics, weighted mean, and Pearson product-moment correlation were used to analyze the data. The findings revealed that respondents generally agreed that GCash features are useful and supportive of financial activities. Similarly, students rated their financial management practices positively across all measured dimensions. However, correlation analysis showed a weak negative relationship between the assessment of GCash features and financial management. This indicates that favorable perceptions of digital wallet features do not necessarily translate into improved financial management behaviors. The study concludes that while GCash provides convenient and accessible financial tools, effective financial management among students depends largely on personal financial literacy, discipline, and responsible decision-making. The findings serve as a basis for proposing a guide that encourages the transition from cash-out transactions to direct pay usage to support financial monitoring and accountability among college students.

RECOMMENDED CITATION

Absin, A., Buban, A., Cruz, J. J., Dela Peña, J., & Fuentes, J. (2026). Cost-Benefit Analysis of the Role of GCash Features in Financial Management: Toward a Guide from "Cash-out" to "Direct Pay". *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 104.

MANAGEMENT & GENERAL MANAGEMENT

EVALUATION OF RECORDS MANAGEMENT SERVICE PROCESSES IN THE REGISTRAR'S OFFICE OF BESTLINK COLLEGE OF THE PHILIPPINES: BASIS FOR A RECORDS MANAGEMENT IMPROVEMENT GUIDE

ABSTRACT

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Management & General
Management

KEYWORDS

records management,
registrar services, service
quality, student satisfaction,
higher education, service
process evaluation, records
management improvement
guide

This study, entitled “An Evaluation of Records Management Service Processes in the Registrar’s Office of Bestlink College of the Philippines: Basis for Records Management Improvement Guide”, aimed to assess the efficiency, effectiveness, accessibility, responsiveness, and satisfaction of registrar services, as well as the challenges encountered by students in availing these services. Using a descriptive–evaluative design, data were gathered from sixty (60) Bachelor of Science in Office Administration students through survey questionnaires and interviews with Registrar’s Office staff. Frequency, percentage, weighted mean, and thematic analysis were employed to interpret the results. Findings revealed that while the Registrar’s Office demonstrates professionalism, competence, and reliability in maintaining student records, students expressed concerns regarding timeliness, communication, and online accessibility. Efficiency and effectiveness were generally rated positively, with strong trust in confidentiality and staff competence, but responsiveness and accessibility were rated lower due to delays, lack of updates, and limited digital systems. The most common challenges included long waiting times, unclear instructions, multiple visits, poor communication, and technical issues with online requests. To address these issues, the study recommends streamlining procedures and establishing service-level agreements to clarify timelines, implementing a digital tracking system for real-time monitoring of requests, integrating payment and submission processes into an online platform, and strengthening communication through automated notifications and clear procedural guidelines.

RECOMMENDED CITATION

Aborita, J., Albarico, P. M., Dealagdon, C., & Gonzales, J. (2026). Evaluation of Records Management Service Processes in the Registrar's Office of Bestlink College of the Philippines: Basis for a Records Management Improvement Guide. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 106.

MARKETING

SOCIAL MEDIA PROMOTION AND CUSTOMER RETENTION AT MARIKINA BAKERY

ABSTRACT

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Marketing

KEYWORDS

social media promotion,
customer retention, brand
awareness, customer
engagement, digital
marketing

This study examined the impact of social media promotion on customer retention of Marikina Bakery and served as the basis for a proposed digital promotional plan. With the increasing reliance on digital platforms for marketing, the research aimed to determine how social media strategies influence customer retention and identify challenges encountered in online promotion. The study focused on social media promotion in terms of enhancement, reversal, retrieval, and obsolescence, based on McLuhan's Media Theory. Customer retention was measured through brand awareness, positive social media engagement, promotional offers, and customer engagement. A quantitative descriptive-correlational design was utilized. Thirty (30) customers and social media followers of Marikina Bakery in San Roque, Marikina City were selected using purposive sampling. Data were gathered through a structured survey questionnaire and analyzed using frequency and percentage distribution, weighted mean, ranking, and Pearson's r correlation. Findings revealed that most respondents were aged 18–22 and predominantly female, indicating a digitally active market. Results showed that respondents strongly agreed that social media promotion enhances brand value, increases awareness, and improves engagement. Customers perceived the Marikina Bakery's social media content as effective in strengthening brand visibility and interaction. However, despite these positive perceptions, the Pearson's r test indicated no statistically significant relationship between social media promotion and customer retention. The study concludes that while social media promotion positively influences brand awareness and engagement, it does not directly guarantee customer retention. Therefore, a customer-focused digital engagement plan is recommended, emphasizing consistent posting, creative content development, personalized interaction, and storytelling strategy to strengthen long-term customer relationships.

RECOMMENDED CITATION

Callejo, S. Y., De Guzman, M. G., Malayao, K. A., Olarte, H., & Original, R. A. (2026). Social Media Promotion and Customer Retention at Marikina Bakery. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 108.

SATIRICAL MARKETING APPROACHES AND CONSUMER BEHAVIOR PATTERNS: BASIS FOR DEVELOPING AN EMOTION PURCHASE RESONANCE MODEL

ABSTRACT

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Marketing

KEYWORDS

satirical marketing,
marketing, advertisement

This research examines the influence of satirical marketing approaches on consumer behavior patterns. Utilizing humor, irony, and exaggeration, satirical marketing aims to connect emotionally with consumers to shape their attitudes and purchase intentions. The study is grounded in Weinberger and Gulas' Comedy Theory in Advertising, which posits that humor enhances message recall and creates favorable feelings toward a brand. The primary objective was to evaluate how these satirical strategies impact various dimensions of consumer behavior to serve as a basis for developing an "Emotion-Purchase Resonance Model". The study employed a descriptive-correlation research design to analyze the relationship between satirical marketing and consumer behavior. Data were gathered from 50 purposively selected consumers at the "On the Way" Novaliches Branch in Quezon City. The researchers utilized a validated survey questionnaire and statistical analysis was performed using weighted mean, Likert scales, Pearson's r correlation and Ranking to determine the strength and significance of the relationship between the study's variables. Findings revealed that the majority of respondents were males (60%) aged 18 to 28 (94%) who frequently engage with the brand on Facebook. Results showed that satirical marketing significantly enhances brand awareness, cognition, and memories, with the highest effectiveness seen in capturing consumer attention (mean = 3.38). A significant moderate positive relationship ($r = 0.3081$) was established between satirical marketing and consumer behavior, leading to the rejection of the null hypothesis. The study proposed the Emotion-Purchase Resonance Model, which outlines four phases of consumer engagement: emotion trigger, evaluation, internalization, and behavioral resonance. Recommendations include refining content to avoid misinterpretation and expanding future research to include larger sample sizes and qualitative methods.

RECOMMENDED CITATION

Bolado, C., Buenaflor, J. C., Cayao, J., Laurente, L., Matiga, I. J., & Villas, R. J. (2026). Satirical Marketing Approaches and Consumer Behavior Patterns: Basis for Developing an Emotion Purchase Resonance Model. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 109.

EFFECTS OF SOCIAL MEDIA ON CUSTOMER BEHAVIOR OF SELECTED TRENDING FOOD VENDORS IN QUIAPO, MANILA: BASIS FOR START-UP DEVELOPMENT PLAN

ABSTRACT

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Marketing

KEYWORDS

social media exposure,
customer behavior, trending
food vendors, start-up
development plan, digital
marketing

This study examined the influence of social media exposure on customer behavior toward trending food vendors in Quiapo, Manila. With the increasing use of digital platforms, especially among young consumers, food vendors rely on social media to promote their products and attract customers. The study focused on how social media affects customer decisions in terms of compliance, identification, and internalization, while also considering demographic factors such as age, gender, food expenditure, social media usage, and preferred platforms. The study aimed to determine how social media contributes not only to initial customer attraction but also to long-term loyalty and sustained support beyond online popularity. The study employed a descriptive-quantitative research design using a survey method to gather data from customers of selected trending food vendors in Quiapo, Manila. Respondents were selected through purposive sampling to ensure that participants were active social media users and familiar with trending food vendors. Descriptive statistics and weighted mean were applied to measure the level of social media influence, while inferential analysis was used to determine the significant effects of demographic variables on customer behavior. Findings showed that most respondents were aged 18–24, budget-conscious, and highly active on social media. Facebook and TikTok were the most preferred platforms for food discovery. Social media exposure strongly influenced customer behavior, particularly internalization, indicating trust, emotional connection, and loyalty toward vendors promoted online. However, issues such as high food prices, inconsistent quality, limited accessibility, and declining service experience affected continuous customer support. The study concludes that while social media is highly effective in attracting customers, sustaining loyalty depends on factors beyond digital promotion. It is recommended that food vendors adopt strategic and consistent social media marketing, strengthen authenticity through storytelling and customer engagement, and align online branding with offline service delivery. The proposed start-up development plan emphasizes data-driven marketing, platform optimization, and customer-centered strategies to help vendors achieve sustainable growth and competitive advantage in the digital marketplace.

RECOMMENDED CITATION

Bisnar, C., Fuentes, K. M., Garduque, J., Pastro, J. P., & Sobremisana, T. V. (2026). Effects of Social Media on Customer Behavior of Selected Trending Food Vendors in Quiapo, Manila: Basis for Start-up Development Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 110.

EFFECTIVENESS OF CELEBRITY ENDORSEMENTS IN INFLUENCING CONSUMER BUYING DECISIONS FOR BEAUTY PRODUCTS

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

celebrity endorsement,
beauty products, social
media marketing, consumer
buying decision

This study explores the effectiveness of celebrity endorsements on consumer buying decision in the beauty and cosmetics industry, a field characterized by intense competition and the need for brand loyalty. A study conducted by Jun et al. (2023) addressed that celebrity endorsement marketing has been on the rise globally, and numerous firms devote multi-million budgets to celebrity endorsement annually to leverage brand association by collaborating with celebrities who are well-known or possess a desirable positive image. Beauty companies frequently rely on celebrity endorsements as a marketing strategy to influence purchasing behavior, based on the perception that celebrities embody credibility, attractiveness, and influence. Despite this, questions remain regarding the authenticity of such endorsements and whether they genuinely build consumer trust, especially amid concerns about misleading promotions, unsustainable ingredients, and pro-driven advertising practices. To address this issue, the research employed a descriptive-correlational design to investigate the relationship between celebrity endorsements and consumer purchasing decisions. Data were collected through a structured survey distributed to 84 BSBA Marketing Management students, selected via simple random sampling. To address this issue, the research employed a descriptive-correlational design to investigate the relationship between celebrity endorsements and consumer purchasing decisions. Data were collected through a structured survey distributed to 84 BSBA Marketing Management students, selected via simple random sampling. To address this issue, the research employed a descriptive-correlational design to investigate the relationship between celebrity endorsements and consumer purchasing decisions. Data were collected through a structured survey distributed to 84 BSBA Marketing Management students, selected via simple random sampling.

RECOMMENDED CITATION

Estodillo, V., Herminigildo, A., Nofies, B., Resuello, J., & Salazar, C. (2026). Effectiveness of Celebrity Endorsements in Influencing Consumer Buying Decisions for Beauty Products. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 111.

ASSESSMENT OF MJ LAND RESORT'S FACEBOOK PAGE PERFORMANCE: BASIS FOR PROMOTIONAL STRATEGIES

ABSTRACT

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Marketing

KEYWORDS

aida marketing model,
facebook page performance,
customer engagement
behavior, social media
marketing, booking
intention, hospitality
promotion

This study assessed the Facebook page performance of MJ Land Resort as a basis for developing effective promotional strategies to enhance customer engagement and increase daily bookings. Grounded in the AIDA Marketing Model (Awareness, Interest, Desire, and Action), the research examined how the resort's Facebook content influences customer perceptions, engagement behavior, and booking intentions. The study addressed the demographic profile of respondents, the services and activities promoted through the Facebook page, the level of page performance across the AIDA dimensions, the significant differences in assessment when grouped according to demographic variables, and the challenges encountered by customers in engaging with the page. A descriptive quantitative research design was employed. Using purposive sampling, fifty (50) customers aged 18 years and above who had visited the resort and interacted with its official Facebook page were selected as respondents. Data were collected through a validated survey questionnaire and analyzed using frequency and percentage distribution, weighted mean, Kruskal–Wallis's test, and ranking. Findings revealed that most respondents were young adults aged 18–24 and predominantly female, primarily following the page for service-related information. The Facebook page received very high ratings across all AIDA stages, indicating strong effectiveness in generating awareness, interest, desire, and action. Significant differences were found in interest and desire across age groups, while awareness and action showed no significant differences. The results confirm that Facebook is an effective marketing platform for MJ Land Resort, particularly in attracting and engaging younger audiences. However, variations across age groups suggest the need for more tailored promotional strategies. Strengthening interactive content, responsiveness, exclusive offers, and call-to-action features is recommended to convert engagement into consistent bookings and support sustainable growth.

RECOMMENDED CITATION

Adan, M., Barretto, J., Gayongala, A. N., Maglahus, A. R., & Tolosa, J. (2026). Assessment of MJ Land Resort's Facebook Page Performance: Basis for Promotional Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 112.

BRAND AWARENESS AND CONSUMER SATISFACTION OF COCOPAN IN NOVALICHES, QUEZON CITY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

brand awareness, consumer
satisfaction, philippine
bakery market, brand
recognition, customer
experience, marketing
strategies

The study investigates the relationship between brand awareness and consumer satisfaction within the context of COCOPAN, a Filipino bakery chain established in 2022. Operating in the highly competitive market of Novaliches, Quezon City, Cocopan positions itself as a modern community bakery that offers affordable, high-quality bread and coffee near transportation hubs. The researchers sought to understand how the brand's identity, meaning, and response translate into customer loyalty. The primary problem addressed by the study is the challenge of maintaining brand visibility and consistent satisfaction levels amidst a saturated market. Utilizing a descriptive-correlational research design, the study assessed 92 purposively selected customers during the 2025-2026 academic year using a structured survey questionnaire. The research aimed to identify key determinants of consumer satisfaction and evaluate the relationship between brand recognition and customer experience. Findings indicate that COCOPAN maintains a favorable level of brand awareness composite weighted mean = 3.00, driven primarily by strong trust in product quality and freshness. Respondents showed high agreement with the brand's visual identity and the effectiveness of its slogan "Comfort Around the Corner". In terms of satisfaction, customers reported being very satisfied with product freshness, pricing, and staff service. Statistical analysis using the Pearson's r correlation revealed a high positive and significant relationship $r = 0.74$, $p = 0.0001$ between brand awareness and consumer satisfaction, indicating that greater brand familiarity is associated with higher satisfaction levels. Despite these strengths, the study identified significant operational challenges, including limited store visibility from main roads, hygiene concerns, and inconsistent product quality. To address this issue, the study proposes an Action Plan that includes installing pole signage to boost visibility and establishing a loyalty program to reward repeat customers. Ultimately, these findings provide actionable insights for COCOPAN to refine its marketing strategies and enhance its competitive position in the local market.

RECOMMENDED CITATION

Libuna, L. R., Padasas, E., Pan, J., Pedregosa, M. L., Reli, L. A., & Sabordo, R. (2026). Brand Awareness and Consumer Satisfaction of Cocopan in Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 113.

RELATIONSHIP BETWEEN THE BRING YOUR OWN BAG POLICY AND THE BRAND IMAGE OF A RETAIL STORE IN BARANGAY SAUYO, NOVALICHES, QUEZON CITY

ABSTRACT

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Marketing

KEYWORDS

bring your own bag (byob),
green marketing, brand
image, consumer behavior

This study examined the relationship between the Bring Your Own Bag (BYOB) policy and the brand image of retail stores in Barangay Sauyo, Novaliches, and Quezon City. Increasing environmental awareness is associated with greater consumer support for businesses practicing sustainability. Retail stores have adopted green marketing strategies, including BYOB, to reduce plastic waste and promote responsible consumption. The study aimed to determine the relationship between BYOB policy implementation and brand image, including consumer awareness, response, and challenges. A descriptive-correlational research design was used. A total of 382 retail consumers were selected through simple random sampling. Data were collected using a 40-item structured questionnaire measuring awareness, interest, desire, and action based on the AIDA model. Statistical tools included frequency and percentage for demographics, weighted mean and ranking for consumer perception, and Spearman rho correlation to determine the relationship between BYOB policy and brand image. Most respondents were women aged 21-30, active in retail and sustainability. They showed high BYOB policy awareness, primarily associated with social factors, followed by government and store policies. Consumers strongly agreed with AIDA indicators (interest, desire, action), consistently used reusable bags, and supported eco-friendly stores. Challenges included forgetting bags, inconvenience, high cost, and limited availability. A Spearman test indicated a moderate positive link between BYOB policy and brand image ($r = 0.57$, $p < 0.001$). The findings indicate that the BYOB policy is a positively perceived green marketing strategy associated with environmental responsibility and brand perception. Younger consumers appear more receptive to sustainability initiatives. Strong awareness suggests the importance of social influence, government support, and store promotion. However, challenges remain and may be addressed through improved promotional campaigns, affordable reusable.

RECOMMENDED CITATION

Bedia, C. J., Perocho, J. L., Quilo, J. C., Quisay, J. M., & Saraza, J. H. (2026). Relationship Between the Bring Your Own Bag Policy and the Brand Image of a Retail Store in Barangay Sauyo, Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 114.

UTILIZATION OF DIGITAL MARKETING FOR BRAND AWARENESS OF RTP DECALS PRINTING SERVICES

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

digital marketing, brand
awareness, aida model,
content marketing,
engagement, personalization

In the modern digital landscape, small-scale enterprises like RTP Decals Printing Services face significant challenges in building brand recognition despite the availability of social media. The problem lies in low customer engagement and brand recall within a competitive vehicle customization market. This study addresses these issues by evaluating the effectiveness of digital marketing strategies—specifically content marketing, engagement, and personalization—as solutions to enhance visibility and business growth through the AIDA (Attention, Interest, Desire, and Action) framework. The researchers employed a descriptive-correlational quantitative research design. The respondents consisted of fifty (50) new and repeat customers selected through purposive sampling. Data were collected using a validated physical survey questionnaire. The statistical treatment included weighted mean to assess perceptions of digital marketing and brand awareness, while Pearson's r was utilized to determine the significant relationship between the variables. The findings revealed a primary market of males (72%) aged 26 and above, belonging to the middle-to-upper income bracket. Respondents "Strongly Agreed" that RTP Decals is active online, with content marketing (3.83 mean) and personalization (3.73 mean) receiving high ratings. Digital marketing had a "Very High" effect on brand awareness, particularly in capturing attention (3.77 mean). Statistical analysis confirmed a significant relationship, proving that strategic online content directly correlates with higher customer recognition and interest. The study concludes that digital marketing is a vital driver of brand awareness for RTP Decals. While the business successfully captures attention, there is a need to move beyond passive viewing toward active engagement. It is recommended that the business implement an "Enhanced Digital Marketing Strategy" focusing on high-quality video content and direct calls-to-action to convert interest into sales. The proposed output is a strategic social media plan designed to target female vehicle owners and emphasize the long-term value of premium printing services to ensure sustainable market expansion.

RECOMMENDED CITATION

Boribor, Y. R., Macacunug, M., Olid, J., Sanchez, J. C., & Torzar, M. (2026). Utilization of Digital Marketing for Brand Awareness of RTP Decals Printing Services. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 115.

ASSESSMENT OF LEANN'S TEA HOUSE MARKETING STRATEGIES AND CONSUMER RETENTION

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

marketing strategies,
customer retention factors,
customer retention program

Korean-themed restaurants in Quezon City have become more competitive, making customer retention important. While many studies focus on attracting customers, limited research examines how marketing strategies influence retention in small and medium-sized restaurants. This study addressed the gap by analyzing localized restaurant practices and proposing retention programs to improve loyalty and promotions. The study used a quantitative descriptive-correlational design. Data were collected from 100 customers of Leann's Tea House through survey questionnaires. Statistical tools such as frequency, percentage, weighted mean, ranking, and Pearson's r correlation were applied to analyze respondents' profiles, marketing strategies, and customer retention factors. Findings showed most respondents were young adults who frequently dine out. Marketing strategies were rated highly effective, especially in people, product, price, and place, while promotion was lower. Service quality and staff interaction strongly influenced retention. A significant positive relationship existed between marketing strategies and customer loyalty. The study concluded that retention depends on service quality, product consistency, and customer experience. Promotion and loyalty programs need improvement. A Customer Retention Program Toolkit was proposed, and future research may include variables like brand image and online engagement to strengthen retention strategies.

RECOMMENDED CITATION

Balbino, J. S., Caron, D., Dela Piedra, S., Pelagio, J., & Ybanez, J. (2026). Assessment of Leann's Tea House Marketing Strategies and Consumer Retention. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 116.

ROLE OF EMPLOYEE TRAINING IN BUILDING CUSTOMER LOYALTY

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

employee training, customer
loyalty, service quality,
hospitality industry, restobar
operations

The competitive hospitality industry today considers customer loyalty as vital for business sustainability, especially in bar and lounge operations wherein service quality is a key factor for customer loyalty. Despite existing studies on service quality and customer satisfaction in the hospitality industry, some hospitality businesses still experience difficulties in employee development due to high employee turnover rates and irregular implementation of employee training. There is a scarcity of localized studies on employee training and its contribution to customer loyalty in Restobars in Quezon City. This is a key factor for this study on whether employee training is significantly effective in improving service quality and customer loyalty. A descriptive research design was used to study the role that employee training plays in developing customer loyalty. Fifteen respondents from Hooley's Bar and Restaurant and After Session Level Up Bar and Lounge were selected using the purposive sampling technique. Data collection methods included the administration of a structured questionnaire with a four-point Likert scale to measure demographic profile and service dimensions such as accuracy, promptness, customer service, professionalism, adaptability and flexibility, skills development, and service quality. The study established that the majority of the respondents were young employees with less than one year of experience, thus the need to train the employees. The computed weighted mean showed that there was a high level of agreement that training the employees enhances accuracy, promptness, customer service, professionalism, adaptability, skills development, and service quality. The statistical analysis established that there is a significant correlation between training the employees and customer loyalty in both establishments, thus the null hypothesis is rejected. The study has reaffirmed that employee training is an important strategic element in developing customer loyalty, which aligns with the Service-Profit Chain Model that associates employee competencies with service quality and customer loyalty. The study, however, only focused on two establishments with a small sample size, which could be improved in the future study. The study has shown that training programs must be prioritized by the manager to achieve service excellence and maintain competitive advantage.

RECOMMENDED CITATION

Erato, L. A., Malinao, A., Mangalindan, K., Perodes, C., & Riego, M. J. (2026). Role of Employee Training in Building Customer Loyalty. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 117.

INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE DECISIONS TOWARD DBTK: BASIS FOR A STRATEGIC MARKETING INITIATIVE

ABSTRACT

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DISCIPLINE

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KEYWORDS

social media influencers,
consumer purchasing
decision, brand awareness,
customer engagement,
product trust, product
credibility, strategic
marketing initiative, dbtk
(don't blame the kids)

The rapid growth of social media has transformed how consumers interact with brands, with influencers increasingly shaping awareness, perceptions, and purchasing decisions. For emerging local brands such as Don't Blame the Kids (DBTK), influencer marketing serves as a strategic tool to enhance visibility and credibility in competitive retail environments. However, challenges such as content saturation, authenticity concerns, and influencer-brand alignment create uncertainty regarding its effectiveness. Anchored on Keller's Customer-Based Brand Equity (CBBE) Theory, this study examined how influencer attributes affect consumer purchasing decisions toward DBTK and provided a basis for a strategic marketing initiative. The research focused on consumers at SM City North EDSA, addressing gaps in understanding how influencer-driven factors contribute to brand awareness, engagement, trust, credibility, and purchase decision-making. This descriptive-quantitative study involved 40 purposively selected DBTK consumers who answered a validated survey covering demographics, influencer attributes (credibility, trustworthiness, attractiveness, relatability), and purchase decision indicators. Data were collected and analyzed using frequency and percentage distributions, weighted mean, Mann-Whitney U-test, and ranking methods to determine influence levels and identify marketing challenges. Respondents were mainly young adults (18–24), mostly male, with low income and active on Facebook and TikTok. Influencers strongly influenced product credibility (CWM=3.42), product trust (CWM=3.33), and purchase decisions (CWM=3.27), all interpreted as strongly agree. Brand awareness (CWM=3.20) and customer engagement (CWM=3.13) were rated agree, indicating moderate but positive effects. Influencers effectively shape consumer confidence and buying behavior, though engagement consistency and promotional participation need improvement. Influencer marketing significantly shapes consumer perceptions and purchase decisions for DBTK, supporting CBBE theory in digital marketing. Influencers enhance brand familiarity and trust, translating into purchasing intentions. Limitations include small sample size and single-location scope. Future research may explore broader geographic coverage and comparative brand analysis. Practically, findings highlight the need for consistent influencer partnerships, authentic content, and platform-focused strategies to strengthen marketing effectiveness.

RECOMMENDED CITATION

Cuizon, R. J., GO, C., Nova, C., Pueyo, I. K., & Vedeja, I. M. (2026). Influence of Social Media Influencers on Consumer Purchase Decisions toward DBTK: Basis for a Strategic Marketing Initiative. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 118.

RELATIONSHIP BETWEEN SOCIAL MEDIA STRATEGY AND BRAND RECOGNITION AT NOAH'S ADVERTISING COMPANY

ABSTRACT

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KEYWORDS

brand awareness, social
media strategy, call-to-
action, brand loyalty, user
interaction, brand
recognition, content quality,
perceived quality, advertising
company

Social media has evolved from a communication tool into a strategic marketing platform associated with consumer engagement and loyalty. For service-oriented businesses like Noah's Advertising Company, maintaining an online presence is essential to sustain visibility and competitiveness. Despite its well-regarded quality services, the company struggled in maintaining consistent social media activity and building a distinctive online identity. The purpose of this study is to help Noah's Advertising Company enhance its brand recognition by assessing the effectiveness of its current social media strategies and identifying specific areas for improvement. The researchers employed a descriptive-correlational research design to examine the relationship between social media strategies and brand recognition. Thirty (30) respondents, consisting of existing and potential clients of Noah's Advertising Company, participated in the study. The researchers utilized a purposive sampling technique to ensure that participants had knowledge of the company. Data were collected using a validated survey questionnaire where respondents rated statements through a Likert scale. Data were analyzed using various statistical tools such as weighted mean and Pearson correlation coefficient. The findings revealed that Noah's Advertising Company's social media strategy is generally perceived as effective. Content quality has a mean of 2.98, which is considered satisfactory. While visual appeal and relevance were rated at 3.03, creativity was the lowest with 2.80, suggesting a lack of uniqueness. Brand association was the highest at 3.17, while brand loyalty had a lower mean of 2.83, indicating low attachment despite the brand's perceived reliability. The Pearson correlation coefficient was 0.82 with a p-value of 0.0001, confirming that the relationship is not due to chance. Hence, the study rejects the null hypothesis and concludes that a significant relationship exists between social media strategy and brand recognition. In conclusion, an engagement-driven social media strategy is associated with greater visibility and a stronger professional image of Noah's Advertising Company. While the company performs well, it lacks a cohesive brand voice that fosters emotional attachment. The current strategy is enough for maintaining awareness but may be inadequate for long-term loyalty and differentiation. To address these gaps, the researchers recommend the implementation of a comprehensive strategic action plan.

RECOMMENDED CITATION

Caylao, C., Geraldo, R. A., Martinez, M., Santelices, F., & Tañada, A. J. (2026). Relationship Between Social Media Strategy and Brand Recognition at Noah's Advertising Company. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 119.

ANALYSIS OF AQ88 MOTORCYCLE PARTS AND ACCESSORIES LOGISTICS AS A BASIS FOR STRENGTHENING CUSTOMER LOYALTY

ABSTRACT

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KEYWORDS

customer loyalty, motorcycle
parts and accessories

Businesses must operate their logistics systems effectively under current market conditions to provide better service and maintain customer loyalty. This study examined the logistics operations of AQ88 Motorcycle Parts and Accessories and their relationship with customer loyalty. Logistics performance was measured through product availability, order accuracy, delivery speed, and customer service, while customer loyalty was assessed through cognitive, affective, and conative dimensions. The study used a descriptive-correlational research design. Through purposive sampling, the researchers selected 30 loyal customers who had purchased from AQ88 Motorcycle Parts and Accessories for at least three months. Data were collected using a structured survey questionnaire covering demographic information, logistics practices, and customer loyalty. Statistical tools included frequency and percentage distributions, weighted mean, the Mann–Whitney U test, the Kruskal–Wallis H test, and correlation analysis. Most respondents were male, aged 26–33, and made purchases monthly. Customers rated the logistics system highly, with product availability, order accuracy, delivery speed, and customer service all receiving “Strongly Agree” evaluations. The findings indicate that effective logistics practices are associated with stronger customer loyalty. Dependable inventory management, accurate order fulfillment, prompt delivery, and responsive customer support may build trust and encourage continued patronage. AQ88 Motorcycle Parts and Accessories should continuously improve its logistics operations to strengthen operational efficiency and customer relationships.

RECOMMENDED CITATION

Bolima, B. H., Casilla, J., Lazo, J. V., Perez, J., Pontilla, M. L., & Refuerzo, M. A. (2026). Analysis of AQ88 Motorcycle Parts and Accessories Logistics as a Basis for Strengthening Customer Loyalty. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 120.

PERCEPTION OF TRADITIONAL RETAIL STORES ON ONLINE SELLING IN SAN NICOLAS DIVISORIA: BASIS FOR ADAPTIVE ONLINE SELLING STRATEGIES

ABSTRACT

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KEYWORDS

online selling, strategies

San Nicolas, Divisoria is one of Manila's most iconic commercial districts, historically known for its vibrant retail scene, affordable prices, and wide variety of products catering to both individual shoppers and bulk buyers. For decades, traditional retail stores in the area thrived through strong customer foot traffic and face-to-face transactions. This study employs a descriptive-correlational research design to assess the perception of online selling among traditional retail stores in San Nicolas, Divisoria, as a basis for proposing adaptive online selling strategies. This design is appropriate for the study as it involves collecting data from store owners to describe their demographic and business profiles and to determine how they perceive online selling in terms of digital marketing strategy, investment in digital tools, customer engagement, and digital transformation. The figure present the proposed Adaptive Online Selling Plan presents a structured and practical approach to addressing the key challenges faced by traditional retail stores in San Nicolas, Divisoria in adapting to online selling. Anchored on the major variables of Digital Marketing, Investment in Digital, Customer Engagement, and Digital Transformation, the plan systematically identifies existing challenges and aligns them with clear objectives, appropriate strategies, specific strategic actions, responsible persons, time frames, and sustainability measures. The recommended actions such as conducting social media training, developing targeted online advertisements, allocating resources for digital tools and internet access, improving online customer communication, and gradually adopting digital systems for transactions, inventory, and monitoring reflect a realistic and phased approach that is suitable for small and traditional retail businesses. Discussion. The study on traditional retail stores in San Nicolas, Divisoria reveals that the perception and adoption of online selling are significantly influenced by factors such as digital marketing strategy, investment in digital tools, customer engagement, and digital transformation. Findings show that most respondents operate small-scale businesses, with the majority earning PHP 10,001–PHP 30,000 per month and employing only 1–2 workers, indicating that most stores are micro-enterprises with limited operational capacity.

RECOMMENDED CITATION

Avelino, N., Cabañes, M., Capangpangan, M., Orehuela, M., & Plaza, M. (2026). Perception of Traditional Retail Stores on Online Selling in San Nicolas Divisoria: Basis for Adaptive Online Selling Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 121.

CUSTOMER BASE LIMITATIONS AND LOCATION CONSTRAINTS ON MOBILE COFFEE SHOPS: BASIS FOR PROPOSED MARKETING PLAN

ABSTRACT

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KEYWORDS

mobile coffee shops,
customer base limitations,
location constraints,
descriptive-correlational
study, marketing strategy

Mobile coffee shops in Don Antonio, Barangay Holy Spirit offer flexibility but face customer base limitations and location constraints. Customer factors include brand awareness, loyalty, preference, and product variety, while location issues involve accessibility, visibility, competition, environment, and weather. Operating in open roadside areas exposes them to heat, rain, and pollution, conditions associated with customer comfort and buying behavior. The study used a descriptive-correlational design. A total of 150 customers (50 per shop) were selected through convenience sampling. A validated questionnaire measured customer base limitations and location constraints using a 4-point Likert scale. Data were analyzed through weighted mean, ranking, and Pearson correlation to determine assessments and test relationships between variables. Customer base limitations were not major constraints (WM=3.38). Customer preference ranked highest, followed by product variety, loyalty, and brand awareness. Location constraints were associated with buying behavior (WM=3.30), particularly accessibility and visibility. Correlation results showed no significant relationship between customer and location factors. Key challenges included weather, competition, parking, and limited variety. Findings show that product quality, taste, and service were more strongly associated with perceived sustainability than physical location. Although accessibility was associated with visit frequency, strong customer loyalty was reported despite environmental challenges. To remain competitive, mobile coffee shops should enhance digital marketing, maintain hygiene, improve visibility, and introduce loyalty programs to strengthen customer engagement and long-term growth.

RECOMMENDED CITATION

Batalla, J. L., Belmonte, A. E., Duco, J. L., Rajal, A. M., & Semacio, N. (2026). Customer Base Limitations and Location Constraints on Mobile Coffee Shops: Basis for Proposed Marketing Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 122.

RELATIONSHIP BETWEEN LOYALTY CARD PROGRAMS AND CUSTOMER RETENTION IN A CONVENIENCE STORE IN DEPARO, CALOOCAN CITY

ABSTRACT

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KEYWORDS

loyalty card, customer
retention, customer
satisfaction, perceived
usefulness, perceived
ease of use, convenience
store

The 7-Eleven, a convenience store, aims to maintain customer loyalty by offering rewards through two programs: the Everyday Reward Card and the CliQQ Rewards App. Customers earn points by scanning their card or QR code at purchase, redeemable for snacks, discounts, and promos. The study used a descriptive-correlational design to examine the relationship between loyalty programs and customer retention. Fifty customers were selected via purposive sampling. Data were collected using a validated thirty-item questionnaire with a four-point Likert scale measuring satisfaction, usefulness, and ease of use. Weighted mean assessed agreement, Pearson correlation analyzed relationships, and ranking identified key factors influencing retention. Customers perceive loyalty programs positively, feeling valued, satisfied, and motivated to shop again. Both the Everyday Reward Card and CliQQ App were positively perceived in relation to engagement, particularly for their convenience, usefulness, and ease of use. Rewards were associated with purchasing decisions and store preference, while simpler systems were associated with participation. Overall, the programs were associated with satisfaction and retention, as reflected in the composite mean results. Correlation analysis indicates a strong positive relationship between loyalty cards and retention. Challenges include limited awareness, low usage, and insufficient promotion, emphasizing the need for improved communication and program implementation. The findings show that the programs are associated with customer satisfaction and retention. Feeling valued (3.50) fosters emotional loyalty, while the CliQQ App (3.40) offers convenience and user-friendliness, supporting the Technology Acceptance Model. Rewards are useful 3.15, appealing to value-seeking customers. Despite positive perceptions, lower regular usage 2.94 indicates engagement barriers.

RECOMMENDED CITATION

Bautista, R., Lomangaya, K. J., Madea, T., Moron, M. R., & Regalado, L. M. (2026). Relationship Between Loyalty Card Programs and Customer Retention in a Convenience Store in Deparo, Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 123.

A COMPARATIVE ANALYSIS BETWEEN TRADITIONAL AND DIGITAL ADVERTISING ON SUBSCRIBER ENGAGEMENT IN THE STREAMING INDUSTRY: BASIS FOR A STRATEGIC FRAMEWORK

ABSTRACT

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KEYWORDS

netflix, quantitative research,
subscriber engagement,
traditional advertising, digital
advertising, ai
personalization, kruskal-
wallis h-test, strategic
framework

Streaming habits have shifted from traditional television to on-demand services, with Netflix emerging as the global leader. Despite its dominance, there is limited literature comparing the impact of traditional versus digital advertising on subscriber engagement within the Philippine context. This study assessed these two strategies regarding awareness, satisfaction, and loyalty to develop a strategic framework for improving engagement. Guided by Experiential Marketing Theory, the research examines how sensory and interactive experiences foster emotional bonds between brands and consumers. The research used a descriptive-correlational quantitative method of study in which 100 active Netflix subscribers, selected through purposive sampling, were chosen from the Millennial and Generation Z cohorts in Barangay 178, Caloocan City. Data were collected using a validated four-part structured questionnaire that was administered in both printed and Internet forms. To analyze the data, frequency and percentage were used to develop demographic profiles of the sample, weighted mean were used to assess the level of agreement with each of the statements in the questionnaire, and the Kruskal–Wallis H test was run to determine any statistically significant differences between groups. The dominance of the sample is Generation Z with 65%, with the majority (42%) on Premium Plans and 45% of smartphone use. Both traditional advertising (Overall WM=3.02) and digital advertising (Overall WM=3.10) rated as "Agree" and AI personalized advertising rated the highest (WM=3.16). The Kruskal–Wallis test results showed that there are highly significant relationships between all the ages and advertising assessments. The highest ranked challenge is the Limited Interactivity of Ads (WM=3.40). Traditional media such as television and billboards can build authority at the top of the funnel to attract potential customers, but they do not meet the expectations of digital natives for interactivity. Digital methods create connections, but exhibit a "personalization paradox" due to the use of irrelevant algorithms and repeated ads. To close the "participation gap," this study presents an Active-Hybrid Engagement Model. This model brings together strategies that are "phygital", such as using QR codes on billboards to create an immediate, interactive experience for mobile users, and implementing a Creative Rotation Protocol to change digital content every 7 - 10 days to reduce ad fatigue.

RECOMMENDED CITATION

Alejandro, J. D., Dagsa, R., Hazmines, F. N., Operiano, D., & Vito, A. (2026). A Comparative Analysis Between Traditional and Digital Advertising on Subscriber Engagement in the Streaming Industry: Basis for a Strategic Framework. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 124.

MARKETING STRATEGY AND SALES PERFORMANCE OF THE HUNGRY BAR IN MALIGAYA, QUEZON CITY

ABSTRACT

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KEYWORDS

marketing strategy, sales
performance

Marketing strategies plays a vital role in the sustainability and growth of small food businesses in competitive environments. In areas such as Maligaya, Quezon City, the increasing number of food establishments has intensified competition, requiring businesses to develop effective strategies to attract and retain customers. The 4Ps of marketing serve as essential tools in influencing customer perception, satisfaction, purchase behavior, and long-term loyalty. This study aimed to evaluate the effectiveness of the marketing strategies implemented by The Hungry Bar in Maligaya, Quezon City. This study employed a quantitative descriptive-correlational research design. Data were collected using a survey questionnaire. Frequency, percentage, and weighted mean were used to summarize respondents' assessments, Pearson correlation coefficient was applied to determine the significant relationship between marketing strategies and sales performance. The findings of the study reveal that respondents generally hold a positive assessment of The Hungry Bar's marketing strategies and sales performance. The profile of respondents indicates that most customers belong to the younger adult age group, with females comprising the majority, and many visiting the establishment regularly, suggesting sustained customer engagement. On the management side, respondents were mostly young adults with relatively short lengths of service, reflecting a dynamic and operationally involved management structure. The results of the study indicate that marketing strategies play a significant role in influencing the sales performance of The Hungry Bar. The positive and strong relationship between marketing strategy and sales performance suggests that effective implementation of the 4Ps product, price, place, and promotion contributes directly to improved brand perception, customer satisfaction, purchase frequency, and customer loyalty.

RECOMMENDED CITATION

Dela Cruz, M. J., Legaspi, H. J. N., Maliwat, L. R., Marcos, K. C., & Pacheco, R. (2026). Marketing Strategy and Sales Performance of the Hungry Bar in Maligaya, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 125.

EFFECTIVENESS OF MARKETING STRATEGIES FOR CUSTOMER REACH AT PONCIANA'S KITCHEN

ABSTRACT

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KEYWORDS

aida model, ims, traditional
marketing, digital marketing

Small and family-owned restaurants tend to use traditional marketing approaches, which can be a limitation in terms of competitiveness in a technology-driven market. The research study was conducted to evaluate the marketing strategies of Ponciana's Kitchen based on the AIDA Model (Attention, Interest, Desire, and Action) and the Integrated Marketing Strategy (IMS) framework. The research study was conducted to determine the effectiveness of the marketing practices adopted by the restaurant and areas that require improvement. This research work employed a quantitative descriptive type of research design. Data were collected using a structured survey questionnaire with variables based on AIDA. The respondents were customers of Ponciana's Kitchen, and the sampling technique used was simple random sampling. The instrument used measured the four aspects of AIDA, and the results were analyzed using frequency, percentage, mean, and ranking to establish the level of effectiveness of the variables. The results showed that among the variables of AIDA, Action has the highest mean score of 3.52, which indicates that customers are ready to buy and come back to the restaurant. On the other hand, the lowest mean score of 3.47 was received by Attention, which indicates that there is a lack of visibility and exposure to marketing. The results indicate that despite customer satisfaction with the products and services of the restaurant, the marketing approach of the restaurant is mostly traditional and lacks digital interaction. Based on the results, this study concludes that Ponciana's Kitchen has high customer loyalty but low promotional visibility. The recommendation for Ponciana's Kitchen is to adopt better digital marketing approaches that fit IMS, such as reviving social media accounts, incorporating QR codes for customer feedback, and increasing online visibility to improve attention and interest. The proposed digital marketing strategies is the result of this research work, providing practical solutions to enhance awareness, engagement, and overall business development.

RECOMMENDED CITATION

Mendoza, V., Saladaga, G., Sarmiento, J., Sendrijas, C. A., & Victa, A. (2026). Effectiveness of Marketing Strategies for Customer Reach at Ponciana's Kitchen. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 126.

ASSESSMENT OF FACEBOOK PAGE UTILIZATION BY BIGBREW SAMPAGUITA, CALOOCAN BRANCH: INPUTS FOR A FACEBOOK MARKETING STRATEGY

ABSTRACT

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Marketing

KEYWORDS

facebook marketing, social
media engagement, aida
model, customer behavior,
digital marketing strategy,
brand awareness, customer
engagement

In the current digital era, social media has become one of the most powerful tools for businesses to connect with customers and promote their products. This study focused on assessing the Facebook Page utilization of BigBrew Sampaguita, Caloocan Branch, to provide practical inputs for improving its Facebook marketing strategy. Guided by the AIDA Model (Attention, Interest, Desire, and Action). The researchers used a quantitative comparative research design to gather and analyze data. Forty active Facebook followers and customers of BigBrew Sampaguita were selected through purposive sampling. A structured and validated survey questionnaire was used to collect information about the respondents' demographic profile, their assessment of the Facebook page based on the AIDA model, and the challenges experienced in page management. Data were analyzed using frequency, percentage, weighted mean, Kruskal–Wallis test, and ranking to ensure accurate interpretation of the results. The results showed that most respondents were aged 16–20 years old and were predominantly female, indicating that the Facebook page mainly attracts younger audiences. The majority of users interacted with the page by reacting to posts through likes and hearts, which shows strong visibility but mostly passive engagement. Overall, respondents gave a positive assessment of the page, with a Grand Weighted Mean of 3.30 (Strongly Agree), suggesting that it is generally effective as a marketing platform. Among the AIDA components, Attention received the highest rating, followed closely by Desire and Interest, while Action received the lowest score. This means that while the page successfully captures attention and builds interest and desire, fewer customers actively participate by sharing, commenting, or engaging in promotions. A significant difference was found only in Interest when grouped according to age and type of Facebook interaction. The findings suggest that BigBrew Sampaguita's Facebook page is effective in creating awareness and building customer interest, especially among younger users. However, turning that interest into actual engagement and measurable actions remains a challenge. Although customers appreciate the content and promotions, they are less likely to actively participate or interact beyond basic reactions. This highlights the need for more engaging and interactive strategies, such as contests, polls, customer testimonials, and faster response times to inquiries.

RECOMMENDED CITATION

Albaran, K. M., Atao, R., De Leon, S. M., Morillos, C. M., & Nicolas, R. J. (2026). Assessment of Facebook Page Utilization by BigBrew Sampaguita, Caloocan Branch: Inputs for a Facebook Marketing Strategy. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 127.

EFFECTIVENESS OF SOCIAL MEDIA MARKETING AND SALES PERFORMANCE AT THE ROOF CAFE PH

ABSTRACT

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KEYWORDS

social media marketing,
effectiveness, sales
performance

In the current digital marketing landscape, social media marketing has become an essential strategy for enhancing brand visibility, customer engagement, and sales performance. With the rise of short-form video content popularized by platforms such as Facebook, Instagram, and TikTok, businesses are able to communicate their brand messages more creatively and connect with audiences on a personal and emotional level. One such business is The Roof Café PH, particularly its branch located in Bagong Silang, North Caloocan, which serves as the focal point of this study. A descriptive quantitative survey design was employed using purposive sampling to select 30 customers with direct experience of the café's social media marketing. Data were collected through structured questionnaires and analyzed using frequency distribution, percentage, weighted mean, and Likert scale (1.00-4.00). Respondents were predominantly young (90% under 25 years old), female (63.7%), and students (90%). Social media marketing effectiveness achieved overall "Effective" ratings for reach (3.23), engagement (3.17), and audience interaction (3.06). Sales performance impact was rated "Very Effective" for sales volume (3.37) and "Effective" for sales revenue (3.15) and profitability (3.23). The primary challenge identified was difficulty determining promotion validity (36.7% of respondents), followed by limited post visibility (26.7%). While social media marketing positively influences The Roof Café PH's sales performance, strategic improvements in promotional clarity, content visibility, response time, and information accessibility are recommended to maximize effectiveness and strengthen sales outcomes.

RECOMMENDED CITATION

Derit, D. R., Llana, K., Mabuti, B., Moraca, H., & Painagan, M. A. (2026). Effectiveness of Social Media Marketing and Sales Performance at The Roof Cafe PH. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 128.

SOCIAL MEDIA MARKETING STRATEGIES ON SALES PERFORMANCE OF COFFEE DAILY IN BATASAN, QUEZON CITY

ABSTRACT

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KEYWORDS

social media marketing, sales
performance, customer
engagement, content quality,
platform usage, coffee shop
business, digital promotion

This study examined the influence of social media marketing strategies on the sales performance of Coffee Daily, a small café in Batasan, Quezon City. With growing competition in the coffee industry, small businesses often struggle to attract and retain customers through traditional marketing. Social media platforms like Facebook, Instagram, and TikTok offer affordable promotional tools, but many local cafés are unsure which strategies effectively boost sales. This research aimed to determine whether content quality, customer engagement, and platform usage significantly affect business performance, providing practical insights for small entrepreneurs relying on digital marketing. A quantitative correlational design was employed. Data were collected via structured surveys from 50 customers, 5 employees, and 1 manager/owner. Purposive sampling was used for staff, while convenience sampling targeted customers who engaged with the café's social media. Data analysis involved frequency distribution, weighted mean, and correlation analysis to assess the relationship between marketing strategies and sales performance. Social media marketing positively affected sales. Content quality, including clear photos, short videos, and creative captions, attracted attention and increased purchase interest. Customer engagement, such as responding to comments, running promotions, and interactive posts, was linked to loyalty and repeat purchases. Facebook was most effective for announcements, Instagram for branding, and TikTok for attracting younger audiences. Social media serves as both a promotional and relationship-building tool. Despite the limited sample, the study highlights the importance of consistent, creative, and responsive digital marketing. Future research could expand to more businesses and longer periods to further validate these findings.

RECOMMENDED CITATION

Francisco, J., Garcia, E. J., Rendon, J., Salmorin, L., & Villanueva, K. (2026). Social Media Marketing Strategies on Sales Performance of Coffee Daily in Batasan, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 129.

UTILIZATION OF SOCIAL MEDIA ADVERTISING FOR CONSUMER ENGAGEMENT: BASIS FOR A PURPOSE-DRIVEN MARKETING PLAN

ABSTRACT

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DISCIPLINE

Marketing

KEYWORDS

social media advertising,
purchase intention, mixue kai
mall

This study examined the gap between Mixue's visually appealing social media ads and the lack of clear, informative content needed to build trust and loyalty, especially among Generation Z consumers who value authenticity and credibility. The study used a quantitative descriptive-correlational design to examine the relationship between social media advertising and purchase intention. It was conducted at the Kai Mall branch of Mixue, with respondents selected through purposive sampling. Participants were active social media users and recent customers exposed to the brand's online advertisements. The findings showed that Mixue's main audience in Kai Mall consists of socially active individuals. Visual appeal and creativity received the highest ratings, indicating that the ads are attractive, while informativeness was also rated positively, though product details could still be improved. The results further revealed high purchase intention, meaning social media ads encourage store visits. The findings highlight that strong visual appeal is essential for gaining attention, but credibility and transparency are the key factors that convert viewers into actual customers. While Mixue successfully maintains digital visibility, the study shows a need to strengthen two-way engagement and brand humanization.

RECOMMENDED CITATION

Cafranca, E., Garcias, S. M., Obenza, M., Ramos, M. J., & Valdez, M. J. (2026). Utilization of Social Media Advertising for Consumer Engagement: Basis for a Purpose-Driven Marketing Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 130.

IMPACT OF DALI STORE EXPANSION ON THE REVENUE GENERATION OF MICRO-RETAILERS IN CALOOCAN CITY: BASIS FOR AN ACTION AND BUSINESS PLAN

ABSTRACT

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Marketing

KEYWORDS

dali store expansion, micro-retailers, sari-sari stores, revenue generation, retail competition, adaptive strategies

The expansion of discount retail chains has intensified competition among small community businesses. In North Caloocan City, the presence of DALI Stores presents challenges for micro-retailers, particularly sari-sari store owners with limited resources and localized markets. This study examined the impact of DALI Store expansion on micro-retailers' revenue generation, focusing on customer service, product differentiation, sales revenue growth, product variety, and customer basket size. The study aimed to provide insights into how micro-retailers adapt to competitive retail environments. A descriptive quantitative research design was employed. Data were collected through structured survey questionnaires administered to purposively selected sari-sari store owners operating near DALI Stores. The instrument captured business profile, sales trends, and perceived competitive effects. Weighted mean and Kruskal–Wallis H-test were used to analyze revenue-related indicators and determine significant differences across respondent groups. Most respondents reported monthly revenues between PHP 10,001 and PHP 30,000. The composite weighted mean indicated that micro-retailers generally perceived DALI Store expansion as having a moderate impact on revenue generation. Customer service, product variety, and customer basket size were identified as key sustaining factors. Significant differences were observed across business types and revenue levels, while years of operation showed no significant variation. Common challenges included price competition, reduced customer loyalty, and supplier limitations. Findings suggest that DALI Store expansion creates competitive pressure but also encourages adaptive strategies among micro-retailers. Many respondents strengthened customer relationships, offered localized products, and applied flexible selling practices to sustain revenue. Economic capacity influenced resilience, whereas business longevity alone did not ensure stability. The study highlights the importance of service quality, strategic adaptation, and product relevance in supporting micro-retailers within evolving retail markets.

RECOMMENDED CITATION

Berara, R., Federis, Z. M., Tagala, D. M., & Yator, J. C. (2026). Impact of DALI Store Expansion on the Revenue Generation of Micro-Retailers in Caloocan City: Basis for an Action and Business Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 131.

SOCIOECONOMIC STATUS AND PURCHASING BEHAVIOR ON ONLINE SHOPPING PLATFORMS

ABSTRACT

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KEYWORDS

socio-economic status, online
purchasing behavior,
consumer behavior, income
level, lifestyle, psychological
factors, marketing strategy

Online shopping has transformed consumer purchasing, making it important for businesses to understand changing consumer preferences. Purchasing behavior is influenced by factors such as price, product features, brand image, and socio-economic status, which affect affordability, digital skills, and trust in online platforms. This study examined how socio-economic status influences online purchasing behavior to help retailers improve strategies, usability, and customer satisfaction. This study used a descriptive-comparative design to examine differences in online purchasing behavior between working and non-working students based on socio-economic status. Purposively selected students who used platforms such as TikTok Shop, Shopee, and Lazada answered a validated 25-item questionnaire administered face-to-face. Data were analyzed using descriptive statistics and non-parametric tests, including Mann–Whitney U and Kruskal–Wallis. The results show that personal (3.37) and psychological (3.34) factors have the strongest influence on consumer behavior, as respondents strongly agree that internal and individual drivers play a major role. Cultural (3.18) and social (2.81) factors are still viewed positively, though their influence is perceived as less intense compared to internal factors. Overall, the weighted mean of 3.18 (Agree) indicates that all socio-economic variables contribute to consumer behavior, with personal and psychological factors being the most dominant. There is no significant relationship in purchasing behavior when profile is considered. The study found that socio-economic status strongly affects online purchasing, with personal and psychological factors having the greatest influence. Income, lifestyle, motivation, perceived value, and past experiences also shape decisions. Online businesses should tailor marketing strategies to different socio-economic groups to boost customer satisfaction.

RECOMMENDED CITATION

Butlay, C., Coral, J., Dumali, L., Gonzales, M. J., & Mangandi, M. B. (2026). Socioeconomic Status and Purchasing Behavior on Online Shopping Platforms. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 132.

ASSESSMENT OF THE EFFECTIVENESS OF THE SHAKEY'S SUPERCARD IN ENHANCING CUSTOMER RETENTION: BASIS FOR STRENGTHENING LOYALTY PROGRAM STRATEGIES

ABSTRACT

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KEYWORDS

customer loyalty, customer
retention, loyalty programs,
technology acceptance
model, customer engagement

This study evaluated the effectiveness of the Shakey's SuperCard in enhancing customer retention and loyalty in the casual dining industry. Guided by the Technology Acceptance Model (TAM), it examines perceived usefulness and ease of use as factors influencing customer engagement. The research focuses on five dimensions: value for money, benefits and rewards, ease of use and redemption, visit frequency, and spending behavior to understand how the program shapes customer perceptions and dining decisions. A quantitative correlational design was employed to analyze relationships between customer demographics and SuperCard engagement. Data were collected from 75 SuperCard holders at the Shakey's Don Antonio branch in Quezon City using convenience sampling. Most respondents were aged 25–42 with nearly equal gender distribution. About 40% maintained memberships for seven months to one year, while engagement declined among longer-term members. Frequency distribution, weighted mean, and Spearman's correlation were used for analysis. Findings indicate that the SuperCard is generally effective, with value for money obtaining a mean score of 3.35 and ease of use and redemption achieving the highest mean of 3.37, reflecting strong customer satisfaction. The program encourages social dining and increased spending behavior; however, its influence on visit frequency was moderate, as 53% of respondents dined only two to three times per month. Despite its strengths, challenges such as limited promotional awareness and occasional technical issues may affect effectiveness. Recommended improvements include anniversary rewards, stronger digital communication through SMS or app notifications, improved in-store promotions, and enhanced system reliability to strengthen customer loyalty, encourage repeat patronage, and support long-term business growth.

RECOMMENDED CITATION

Catapang, J., Gaspar, J., Maneja, L., & Yutatco, R. P. (2026). Assessment of the Effectiveness of the Shakey's Supercard in Enhancing Customer Retention: Basis for Strengthening Loyalty Program Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 133.

EFFECTIVENESS OF AI-INTEGRATED MARKETING STRATEGIES FOR EMERGING MICRO-SIZED ENTERPRISES IN NOVALICHES, QUEZON CITY: BASIS FOR IMPROVING AI-POWERED MARKETING TECHNIQUES

ABSTRACT

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Marketing

KEYWORDS

marketing strategies,
technology acceptance model
(tam), micro-sized
enterprises (mses), artificial
intelligence adoption

This study investigates the effectiveness of AI-Integrated marketing strategies for emerging micro-sized enterprises in Novaliches Bayan, Novaliches, Quezon City, using Davis' (1989) Technology Acceptance Model as a framework, the research examines how factors such as Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Use (ATU), Behavioral Intention to Use (BI), and Actual Use (AU) influence the adoption of Artificial Intelligence in marketing practices. Using a descriptive-quantitative research design, the study surveyed 20 micro-sized enterprises (MSE) owners or employees through purposive sampling. A validated questionnaire was employed to assess the perceived effectiveness of AI-integrated marketing strategies. This study finds that newly established food and beverage businesses are already adopting AI-enhanced marketing to boost efficiency and outreach. However, while the perceived usefulness of AI is high, its actual effectiveness is hindered by low "ease of use" and a lack of technical preparedness among owners. Statistical analysis highlights that a firm's industry type and direct exposure to specific AI tools are more critical to success than general digital literacy. To overcome primary barriers—namely high implementation costs, limited technical knowledge, and insufficient training—the research proposes a three-stage strategy focused on capacity enhancement, easy integration, and continuous optimization to help MSEs successfully navigate AI adoption within their resource constraints. The paper thus identifies that while micro-sized enterprises understand the value of AI-enabled marketing tools, factors such as ease of implementation and costs act as limiting constraints to the effective usage of AI marketing tools. In the light of the proposed research, MSEs can make the most of the potential benefits of AI marketing tools by properly identifying the perceived ease of use and perceived usefulness factors of the Technology Adoption Model and implementing interventions in the form of AI literacy and ease of access to affordable tools and adoption strategies of AI marketing tools.

RECOMMENDED CITATION

Calumpiano, C. Y., Claveria, D. E., Gutierrez, C. C., Lopez, J. O., & Pauig, L. (2026). Effectiveness of AI-Integrated Marketing Strategies for Emerging Micro-Sized Enterprises in Novaliches, Quezon City: Basis for Improving AI-Powered Marketing Techniques. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 134.

CUSTOMER PERCEPTIONS OF THE MARKETING STYLE OF B2D TAKOYAKI IN MAPULANG LUPA, VALENZUELA CITY

ABSTRACT

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KEYWORDS

customer perception,
marketing style, takoyaki
business, aida model,
consumer behavior, street
food business

Marketing strategies are associated with customer perception and purchasing behavior, especially for small food businesses operating in competitive local markets. This study examined the customer perception of the marketing style of B2D Takoyaki. It focuses on identifying how customers evaluate the business in terms of awareness, interest, desire, and action based on the AIDA marketing model. This study also explores how factors such as product quality, service quality, price or value for money, and promotional activities relate to overall customer perception and purchasing decisions. The study employed a descriptive–correlational research design to analyze the relationship between the marketing style of B2D Takoyaki and the perception of its customers. Data were gathered from fifty (50) respondents consisting of customers and residents of Mapulang Lupa. The primary instrument used for data collection was a structured survey questionnaire designed to measure both marketing style and customer perception. The data gathered were analyzed using frequency counting, percentage, weighted mean, and Pearson Product–Moment Correlation Coefficient was used to determine the relationship between the marketing style and customer perception. The findings show that most respondents belong to the younger age group, indicating that young consumers are the primary customers of B2D Takoyaki. The marketing style of the business received generally positive evaluations across the AIDA dimensions. Customers expressed favorable perceptions regarding product quality, service quality, and affordability of the products. However, promotional activities and online engagement were rated lower compared to other marketing aspects. Statistical analysis revealed a significant relationship between marketing style and customer perception. The results indicate that effective marketing strategies are associated with positive customer perceptions and purchasing behavior. B2D Takoyaki benefits from strong product quality, reasonable pricing, and satisfactory customer service. However, limited promotional efforts and online marketing activities remain challenges for the business. Strengthening digital marketing strategies and maintaining consistent promotional campaigns could improve brand awareness and customer reach. Implementing these improvements may help the business increase customer loyalty and enhance its competitiveness in the local street food market.

RECOMMENDED CITATION

Du, E. K., Gellangarin, A., Gonzaga, K., Lobas, F. K., & Pernito, M. (2026). Customer Perceptions of the Marketing Style of B2D Takoyaki in Mapulang Lupa, Valenzuela City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 135.

ASSESSMENT OF THE JOLLIBEE METROPLAZA BRANCH SELF-SERVICE KIOSK AND CUSTOMERS' PURCHASING BEHAVIOR

ABSTRACT

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Marketing

KEYWORDS

self-service kiosk,
purchasing behavior,
customer satisfaction,
technology acceptance
model, quick-service
restaurant

This study assessed the self-service kiosks of Jollibee Metroplaza Branch in relation to customers' purchasing behavior. Self-service kiosks are becoming more common in quick-service restaurants due to its rapid digital development, yet understanding how customers perceive and adopt this technology remains essential for improving service delivery and customers' satisfaction. Data were gathered from 50 customers of Jollibee Metroplaza Branch through a validated researcher-made survey questionnaire using a descriptive-correlational research design. The Technology Acceptance Model (TAM) served as the theoretical framework, focusing on perceived ease of use, perceived usefulness, attitude, behavioral intention, and actual usage. Statistical tools used include frequency count, percentage, weighted mean, and Kruskal–Wallis H test. The findings revealed that most respondents were aged 30-39 (54%), female (66%), and occasional visitors (44%). Customers positively perceived the kiosks across all dimensions: perceived ease of use (2.94), perceived usefulness (3.10), attitude (3.04), behavioral intention (2.92), and actual usage (2.92). Age and gender showed no significant relationship with purchasing behavior ($p > 0.05$), while frequency of visit indicated significant relationships with all variables ($p < 0.05$). Major challenges included screen freezing (17%), touchscreen sensitivity (15%), and accessibility concerns (14%). The study concluded that while customers generally accept and understand self-service kiosks, technical reliability issues and accessibility barriers persist, particularly for elderly and first-time users. Frequency of visit was significantly associated with positive purchasing behaviors. Recommendations include regular system maintenance, touchscreen calibration, accessibility enhancements for elderly and PWD customers, staff assistance for first-timer users, and implementation of a quality assurance monitoring system. A kiosk enhancement action plan was proposed to address identified challenges and support improvements in the overall customer experience.

RECOMMENDED CITATION

Bazan, K., Belleza, K., Cuarteros, A., Israel, M. J., & Pidlaoan, T. (2026). Assessment of the Jollibee Metroplaza Branch Self-Service Kiosk and Customers' Purchasing Behavior. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 136.

RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER RETENTION AT AD'S PRO ADVERTISING: BASIS FOR RECOMMENDATIONS

ABSTRACT

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Marketing

KEYWORDS

service quality, customer
retention, advertising
industry, servqual,
descriptive-correlational
design

This study aimed to determine the relationship between service quality and customer retention at Ad's Pro Advertising as the basis for formulating recommendations to improve client loyalty. Specifically, to examine the relationship between service quality dimensions such as tangibility, reliability, responsiveness, assurance, and empathy and customer retention, particularly in service-oriented industries like advertising, where maintaining long-term client relationships is vital for growth and competitiveness. This research utilized a quantitative descriptive-correlational design. Data were gathered through a structured survey questionnaire distributed to clients with prior experience using the company's services using convenience sampling, focusing on dimensions of service quality such as tangibility, reliability, responsiveness, assurance, and empathy. Statistical analysis, including frequency distribution, mean, and correlation analysis, were applied to analyze the data and identify significant relationships between the variables. The results showed that clients perceive Ad's Pro Advertising as delivering high service quality in most dimensions, particularly valuing timely project completion and prompt communication. Strengths included reliability and responsiveness, alongside assurance and empathy, which highlighted the importance of personalized experience. A significant positive correlation was found between service quality and customer retentions; satisfied clients were more likely to remain loyal and recommend the business. Thus, consistent service standards were viewed as important in relation to customer loyalty. The study demonstrates that service quality is one of the main factors impacting customer retention at Ad's Pro Advertising. By putting customer demand first, enhancing communication, and ensuring consistent service delivery, the business may strengthen long-term ties and its competitive position. To maintain high satisfaction levels, it is advised to invest in employee training, implement customer-focused tactics, and regularly assess service performance. Additionally, future research may explore additional factors such as pricing, brand reputation, and technological advancement to provide more thorough understanding of customer loyalty. Overall, the results highlight that companies that prioritize providing excellent customer service are better positioned to retain clients and achieve long-term business success.

RECOMMENDED CITATION

Diloy, J. K., Gray, J. M., Matias, N. S., Pastor, M. A., & Peralta, L. M. (2026). Relationship Between Service Quality and Customer Retention at Ad's Pro Advertising: Basis for Recommendations. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 137.

EXPLORING THE EFFECTIVENESS OF MARKETING STRATEGIES IN PROMOTING DREAM ISLAND RESORT IN DRT, BULACAN

ABSTRACT

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Marketing

KEYWORDS

marketing strategies, tourism
development, dream island
resort

This research investigates the effectiveness of the marketing strategies adopted at Dream Island Resort based on the 7 P's within the framework of Marketing Mix: product, price, place, promotion, people, process, and physical evidence. In evaluating the tourists' perspective, this research will determine which marketing aspects related to the resort are implemented most successfully and what aspects need further enhancement. Its results will be very useful not only for the management of Dream Island Resort but also for other tourism businesses willing to enhance their marketing activities and contribute to sustainable tourism development in the area. The research focused on understanding how the resort's marketing practices attract visitors and influence their overall experience. Utilizing a descriptive-quantitative research design, the study involved 75 tourists who served as respondents through survey questionnaires. The study analyzed the demographic profile of visitors, assessed the resort's marketing strategies using the 7 P's of Marketing (Product, Price, Place, Promotion, People, Process, and Physical Evidence), and identified the challenges encountered by tourists during their visit. The results showed that most visitors were young adults aged 21-23, mostly female and local tourists. Most were first-time visitors, influenced mainly by word-of-mouth and online advertisements. In terms of marketing, respondents rated the resort's products, services, staff, and promotions as effective. The "Place" aspect received the highest mean rating of 3.35 due to its peaceful and relaxing environment. However, accessibility was a concern, with 41.61% reporting difficulties reaching the resort because of limited transportation and unclear directions. Despite this, the resort was considered affordable, enjoyable, and able to meet visitor expectations. The discussion highlights that Dream Island Resort appeals strongly to the local youth market, but improvements are needed in transportation access, advertising accuracy, and activity offerings to remain competitive. Recommendations include enhancing access routes, maintaining affordable pricing with value-added packages, upgrading facilities, strengthening digital marketing efforts, and conducting regular staff training. Implementing these strategies is expected to enhance guest satisfaction, strengthen market presence, and support tourism sustainability in the DRT, Bulacan area.

RECOMMENDED CITATION

Capua, C., Constantino, F., Llego, S., Urquia, M. J., & Venturina, A. (2026). Exploring the Effectiveness of Marketing Strategies in Promoting Dream Island Resort in DRT, Bulacan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 138.

MARKETING STRATEGIES OF A RETAIL STORE IN LLANO, CALOOCAN CITY

ABSTRACT

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Marketing

KEYWORDS

marketing strategies, retail
store, customer profile,
product, price, place,
promotion, competitive
advantage, marketing plan

This study analyzed the marketing strategies of a retail store in Llano, Caloocan City, focusing on product, price, place, and promotion, along with customer profiles and the problems they encountered. A descriptive research design was employed, and data were gathered from 30 respondents through a structured questionnaire. The profile of the respondents showed that most of the store's customers were young adults, mostly women, and regulars who came in and bought products every day. These results show that customers depend on the store a lot for their daily needs. The results showed that the store did very well with both the products and the location. People who answered the survey were very happy with the variety of products, their quality, the availability of small-pack items, and the convenience-oriented options. Also, the store's cleanliness, easy access, and well-organized layout made the shopping experience better. These things make customers come back often and help keep them happy and loyal. The results showed that customers generally thought that prices were fair, reasonable, and competitive with those of nearby stores. People also thought the store was a good deal and had flexible ways to pay. But respondents said that discounts and special price offers were few and far between, which means that there is room for improvement in pricing-related incentives. Promotion turned out to be the weakest part of the marketing mix. People said they didn't use flyers, signs, social media, loyalty programs, referral incentives, or community activities very much. This means that customers aren't seeing enough of the store's advertising, which could make it harder for the store to get new customers and keep good relationships with current ones. Customers said that the biggest problems were strong price competition from nearby sari-sari stores and supermarkets, delivery or service limitations that made things less convenient, and unclear price tags on some items. These problems show where the store can make things run more smoothly and talk to customers better. In general, the results show that the store does a good job of meeting customers' needs with a wide range of products and a good location. However, to make customers even happier, the store needs to improve its marketing, pricing, and service. This will help the store stay competitive and last a long time.

RECOMMENDED CITATION

Baylen, S. D., Cepillo, B. O. K., Lacerna, K., Leona, R., & Ruben, J. R. (2026). Marketing Strategies of a Retail Store in Llano, Caloocan City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 139.

AREA VISIBILITY AND CUSTOMER LOYALTY OF FOOD CART BUSINESSES IN NOVALICHES, QUEZON CITY: BASIS FOR ENHANCING BUSINESS PERFORMANCE

ABSTRACT

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Marketing

KEYWORDS

area visibility, customer
loyalty, food cart businesses
and enhancing business
performance

The study examined how area visibility influences customer loyalty among food cart businesses in Novaliches, Quezon City. It highlights the historical growth of food carts in the Philippines and their role in providing affordable and diverse food options. Despite their popularity, many food carts face challenges such as poor location, inadequate signage, and low brand recognition, which affect customer retention and income stability. The research aimed to analyze how factors like location, signage, and proximity to busy areas impact repeat patronage and referrals. Ultimately, the study seeks to provide practical strategies to help food cart owners improve visibility, strengthen customer loyalty, and enhance overall business performance. The study employed a descriptive-correlational design to examine the relationship between area visibility and customer loyalty among food cart businesses in Novaliches, Quezon City. Data were collected from 10 food cart owners and 20 customers using a validated survey questionnaire, and results were analyzed through frequency, percentage, weighted mean, and Pearson correlation to determine trends and relationships between the variables. Most food cart businesses in Novaliches are independently owned, operating for one to three years, and mainly offer affordable snack-based products to students, families, and nearby workers in a competitive, price-sensitive market. The study found that high-foot-traffic locations, clear signage, and strategic placement strongly contribute to business success, with area visibility showing a very strong positive correlation with customer loyalty. While customers are satisfied with food quality, price, and service, emotional attachment to brands remains moderate. Owners also face challenges such as weak online presence, limited marketing budgets, and lack of strong branding, which affect long-term growth and customer retention. The study found a very strong positive relationship between area visibility and customer loyalty among food cart businesses in Novaliches, Quezon City, showing that strategic, high-traffic locations increase repeat customers. Although customers are satisfied with value and service, brand loyalty remains weak due to limited branding and marketing efforts. The study recommends improving visibility, strengthening brand identity, and enhancing product quality and service to achieve long-term success.

RECOMMENDED CITATION

Cagampang, A. M., Lagman, J. C., Nedia, M. E., Pinlac, I. L., & Yonson, M. A. N. (2026). Area Visibility and Customer Loyalty of Food Cart Businesses in Novaliches, Quezon City: Basis for Enhancing Business Performance. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 140.

ECO-FRIENDLY MARKETING PRACTICES OF MCDONALD'S FAST-FOOD CHAIN IN QUEZON CITY

ABSTRACT

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Marketing

KEYWORDS

eco-friendly marketing,
sustainable packaging, waste
reduction management,
customer engagement, fast-
food industry

The fast-food industry is one of the largest contributors to environmental waste due to its heavy reliance on single-use packaging, plastic materials, and energy-intensive operations. This study examined the eco-friendly marketing practices of McDonald's at Robinsons Novaliches, Quezon City, focusing on customer perceptions, implementation levels, and challenges encountered. Using a descriptive survey research design, data were collected from 100 customers through a validated questionnaire. The study assessed eco-friendly practices in terms of sustainable packaging, plastic reduction, environmental signage, compliance awareness, waste reduction management, and customer engagement. Descriptive statistics such as frequency, percentage, weighted mean, and ranking were used to analyze the data. Findings revealed that eco-friendly marketing practices were generally implemented, with an overall weighted mean of 3.04. Sustainable packaging and environmental signage received the highest ratings, while plastic reduction and compliance awareness showed weaker implementation. Customers demonstrated positive perceptions of waste reduction management and customer engagement. However, major challenges included lack of consumer motivation, high costs of eco-friendly options, limited accessibility, unclear marketing messages, and concerns about greenwashing. The findings indicate that McDonald's has achieved notable progress in implementing eco-friendly marketing practices, particularly in sustainable packaging and environmental communication, which positively influence customer trust and brand perception. However, the overall mean scores suggest that these initiatives remain at a basic level rather than fully transformative. This supports previous research emphasizing that awareness alone does not ensure sustainable consumer behavior, as cost and convenience continue to limit participation, especially among younger consumers.

RECOMMENDED CITATION

Bacelonia, K., Buenafe, R., Espiritu, J. D., Muncay, E., Rellon, D., & Salvacion, A. K. (2026). Eco-Friendly Marketing Practices of McDonald's Fast-Food Chain in Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 141.

RELATIONSHIP BETWEEN MARKETING STRATEGIES AND SALES PERFORMANCE AT R. SANTIAGO TILE TRADING

ABSTRACT

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Marketing

KEYWORDS

marketing strategies, sales
performance, marketing mix
(4ps), sales uplift, sme's,
strategic marketing plan, tile
trading industry

In a competitive market, SMEs must strengthen marketing strategies to support sales performance. The marketing mix (4Ps) is commonly associated with business growth, yet many firms struggle with effective execution and report unstable outcomes. R. Santiago Tile Trading in Rizal, has faced fluctuating sales despite having diverse products and promotions. Weak application of 4Ps hindered sales growth (Cuesta-Vali-o et al., 2023), revealing a gap in understanding which elements of the 4Ps are most strongly associated with measurable sales outcomes. This study used a descriptive-correlational and comparative design to examine the relationship between marketing strategies and sales performance. 30 respondents were selected through purposive and convenience sampling, consisting of 15 customers and 15 employees. Data were collected using two sets of survey questionnaires that measures perception of 4Ps and sales performance, analyzed using frequency and percentage, weighted mean, and pearson-r. The findings revealed that marketing strategies are significantly associated with the sales performance of the business. Customers rated product 3.32 (Strongly Agree) and price 3.31 (Strongly Agree) as highest, followed by place 3.01 (Agree), while promotion 2.95 (Agree) was lowest. Employees consistently gave higher ratings, with product 3.71 (Strongly Agree), price 3.61 (Strongly Agree), place 3.72 (Strongly Agree), and promotion 3.29 (Strongly Agree). Despite these favorable internal assessments, sales uplift averaged only 2.00 (Disagree), showing no consistent improvement from January to June, through correlational analysis confirmed a significant relationship between marketing strategies and sales performance. The study concluded that product, price, and place were the strongest drivers of sales success, while promotion was the weakest and linked to sales fluctuations. To address this, a strategic marketing plan was developed. It is recommended to strengthen promotions and leverage product, pricing and distribution for sustained growth.

RECOMMENDED CITATION

Antojado, D., Elpedes, C., Lagrosa, A., Negrete, K. S., Santiago, R., & Yunson, H. (2026). Relationship Between Marketing Strategies and Sales Performance at R. Santiago Tile Trading. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 142.

EVALUATING THE EFFECTIVENESS OF MARKETING STRATEGIES IN RIZAL PARK TOWARD TOURIST SATISFACTION: BASIS FOR ENHANCEMENT PLAN

ABSTRACT

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Marketing

KEYWORDS

marketing strategies, visit
frequency, rizal park

Rizal Park is a historical park located in Manila, Philippines, dedicated to the national hero. A leading reformist and nationalist, Dr. José Rizal, was shot by a firing squad in Bagumbayan on December 30, 1896. His execution aroused indignation and came to serve as a rallying point for the Philippine Revolution against Spanish colonization. In honor of this individual, the park was later designed as a memorial park. The researchers seek to determine successful marketing practices that appeal to various audiences and increase tourist interaction. The research analyzes the current marketing strategies implemented at Rizal Park, determining their success in highlighting the park's cultural and historical significance and finding ways to improve to increase tourist and enhance their overall experience. The design used in this study is descriptive research. Descriptive research design involves observing and collecting data on a given topic without attempting to infer cause-and-effect relationships. The goal of descriptive research is to provide a comprehensive and accurate picture of the population or phenomenon being studied and to describe the relationships, patterns, and trends that exist within the data. To get data, the study will employ a quantitative method to Evaluating the Effectiveness of Marketing Strategies in Rizal Park. Rizal Park serves as a favored destination for history, families, and individuals seeking cultural experiences, walking trails, fountains, and numerous gardens, and has been officially designated as both a national monument and a national cultural treasure. The enhancement plan addresses several critical areas, including the improvement of restroom, the enhancement of visit frequency through strategic marketing initiatives utilizing social media and local advertisements, the improvement of souvenir offerings by locally made and historically inspired items, the review of parking fees and installation of signage concerns, the implementation of QR codes for navigation and the updating of the park's official website. Study examines tourist demographics, marketing strategies, and satisfaction levels at Rizal Park, revealing that young adults are the primary visitors with equal gender representation. There are recommendations such as enhancing social media, promoting historical relevance through school programs, organizing interim recreational events, and implementing QR code help desks and improved safety measures.

RECOMMENDED CITATION

Cenas, K. J., Gerero, G., Oclares, J. M., Olivar, C. J., & Sumaya, C. J. (2026). Evaluating the Effectiveness of Marketing Strategies in Rizal Park toward Tourist Satisfaction: Basis for Enhancement Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 143.

RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND BRAND VISIBILITY OF A START-UP COFFEE SHOP IN FAIRVIEW, QUEZON CITY: BASIS FOR A STRATEGIC IMPROVEMENT PLAN

ABSTRACT

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Marketing

KEYWORDS

social media marketing,
brand visibility, start-up
enterprises

This study investigates the relationship between social media marketing and brand visibility for start-up coffee shop in Fairview, Quezon City, guided by Social commerce theory Wang, C., Zhang, P., & Li, Y. (2021). Using a descriptive-correlational design, the research surveyed respondents (15 Customers) via purposive sampling employing validated questionnaires to determine their demographic profile of customers, assess social media marketing, the relationship between social media marketing and brand visibility and challenges of start-up enterprises. Results revealed that most customers were young adult females with low monthly income who visit coffee shops on a weekly basis, with Facebook identified as the most preferred social media platforms. Social media marketing was rated as highly influential in product purchase decisions, online purchasing behavior, and customer feedback. In terms of brand visibility, content variety and customer engagement were found to be highly effective, while brand recognition was assessed at a moderate level. However, correlation analysis showed no significant relationship between social media marketing and brand visibility, indicating that social media presence alone does not guarantee increased visibility without strategic implementation. The study identified key challenges, including inconsistent posting schedules, delayed responses to inquiries, low-quality visual content, limited promotional activities, and unclear brand identity. Based on these findings, the study concluded that social media marketing was associated with customer behavior, but no significant relationship with brand visibility was established; content quality, consistency, and engagement strategies remain important considerations. A strategic plan was proposed focusing on consistent content posting, improved visual quality, prompt customer interaction, clear branding, and interactive activities to strengthen brand visibility, customer satisfaction, and long-term business sustainability.

RECOMMENDED CITATION

Abejo, C. A., Alcala, A., Mediaro, A. P., Nicolas, A. G., & Obusa, S. (2026). Relationship Between Social Media Marketing and Brand Visibility of a Start-Up Coffee Shop in Fairview, Quezon City: Basis for a Strategic Improvement Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 144.

SELF-SERVICE KIOSKS AND MARKETING OUTCOMES AT JOLLIBEE NOVALICHES, QUEZON CITY

ABSTRACT

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Marketing

KEYWORDS

order accuracy, order
customization, order speed,
convenience, customer
engagement, customer
satisfaction, brand loyalty

The study explores how self-service kiosks influence marketing strategies in fast-food restaurants by affecting customer engagement, satisfaction, and brand loyalty through order accuracy, customization, speed, and convenience. Guided by Dynamic Capabilities Theory and focused on Jollibee–Novaliches, Quezon City, it examines how kiosk innovations support competitive marketing outcomes in a digitalized fast-food setting. The study employed a descriptive–correlational research design. Data were collected using a structured survey questionnaire administered to 100 customers who had experience using self-service kiosks at the Novaliches, Quezon City. The questionnaire measured perceptions of kiosk performance and marketing outcomes using a Likert scale. Statistical tools included frequency and percentage distribution, weighted mean, ranking, and Pearson correlation to determine the relationship between self-service kiosks and marketing strategy variables. Respondents viewed self-service kiosks positively, with high ratings for order accuracy, customization, and convenience, while order speed was slightly lower during peak hours. Customer satisfaction ranked highest among marketing outcomes, followed by engagement and brand loyalty. A strong Pearson correlation indicated an association between better kiosk performance and stronger marketing results. The results showed that the respondents generally viewed self-service kiosks positively, with high ratings for order accuracy, customization, and convenience, while order speed scored slightly lower during peak hours. Customer satisfaction ranked highest in marketing outcomes, followed by engagement and brand loyalty. A strong Pearson correlation showed that better kiosk performance is linked to stronger marketing results.

RECOMMENDED CITATION

Cadayona, S. M., Duarte, K. J., Guzman, B. J., Herrera, J. P., Yap, M., & Yoren, J. A. (2026). Self-Service Kiosks and Marketing Outcomes at Jollibee Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(3), 145.



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