

RELATIONSHIP BETWEEN WASTE MANAGEMENT IMPLEMENTATION AND VISITOR SATISFACTION AT QUEZON CITY MEMORIAL CIRCLE

ABSTRACT

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On June 4, 2024, the management of Quezon Memorial Circle installed waste-segregation bins to encourage visitors to dispose of their waste properly. Despite these efforts, the park continues to experience waste-management concerns, including overflowing bins during peak hours and visitor confusion regarding proper waste segregation. This study examined the relationship between the perceived effectiveness of waste-management practices and visitor satisfaction, as well as differences in assessments across visitor groups. The study used a descriptive-comparative, quantitative, and correlational research design. Respondents were selected through convenience and quota sampling, with demographic representation based on sex and frequency of visits. Data were collected through a survey questionnaire. Statistical procedures were applied to address the study objectives. Both the implementation of waste-management practices and visitor satisfaction were rated positively. Waste management obtained an overall weighted mean of 3.41, while visitor satisfaction obtained an overall weighted mean of 3.40, both were interpreted within the "Very Satisfied" range of the Likert scale. Significant differences in assessments were reported according to frequency of visits, particularly for policy and regulation and overall cleanliness. A strong positive relationship was also reported between effective waste management and visitor satisfaction (Spearman's $\rho = 0.8956$). Based on the findings, an improved waste-management plan was proposed to enhance visitor satisfaction. The proposed measures included a "Plastic-Recycling for Rewards Machine" to encourage recycling, a multibin segregation system with a separate bin for glass bottles, revised park signs indicating fines to strengthen policy enforcement, and tables equipped with "clean as you go" signs and tissue boxes to encourage visitors to clean after eating. These measures were intended to support a well-maintained park environment and improve visitor experience.

RECOMMENDED CITATION

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