



ASIAN COLLEGE DUMAGUETE
The Faculty Research Journal

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FOREWORD

Welcome to our maiden issue of “**The Bridge**,” the official research journal of the Asian College of Science and Technology-Dumaguete!

You are about to witness the relentless pursuit of quality research and the mastery of our ever-dynamic faculty members. As we continuously strive to develop the culture of research in Asian College, we will strongly support our researchers’ endeavors to put our institution on the map. We salute our faculty researchers who untiringly conduct unending investigations to establish facts and arrive at new, different, and exciting conclusions.

Being a transformative educational institution, Asian College considers research an enormously significant contributor to its curriculum development. As we invest heavily in research studies, our researchers clutch and immerse themselves as contributors to this body of knowledge. Having this direction, the Asian College would take the chance to conquer the international landscape by collaborating with international researchers and eventually becoming members of prestigious international research organizations.

To date, the Research Department of Asian College has produced several studies that aroused the interest of many educators. We are pleased with this research output and will never cease to pursue our curiosity to discover and engage with endless possibilities that will improve the quality of education.

Enjoy reading!

JAMES CHRISTOPHER K. LAYAG, PHD
Vice President

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THE EATERY BUSINESS IN DUMAGUETE CITY: OPPORTUNITIES AND CHALLENGES

Maria Josette B. Cuevas, DBA

Program of Business Administration and Accountancy

ABSTRACT

The "Carinderia" is a Filipino term for a local eatery business serving local dishes that reflect the diverse culinary offerings to residents, students, and tourists who faced fortuitous challenges in these unprecedented times. This study aimed to examine the operational status and difficulties experienced by eatery businesses in Dumaguete City. In a quantitative approach, this exploratory research utilized purposive sampling and created fifty-one (51) sole proprietor-participants with eatery businesses established between 2001 and 2010, employing 6 to 10 individuals. The study assessed several aspects of the eatery business, including production, management, marketing, financing, and legal. Results succeeded in the proposed sustainability plan for the eatery businesses.

Results revealed the highest rating was the complimentary water dispensed to diners during production. At the same time, applying the First IN, First OUT method received a slightly agreed lowest score. Thus, customer satisfaction was the most favored aspect in the marketing field, but investing in advertising was rated lowest, which indicated indecisiveness. Furthermore, a firm agreement is seen in the composite mean for the financing aspect. Regarding legal aspects, securing business permits and taxes posited the highest rating, while encouraging and motivating employees through incentives or allowances received a slightly agreed with the lowest rate.

The findings elicited that competition, seasonal influx of tourists, soaring costs, and varying consumer preferences were all associated challenges faced by the eatery businesses in Dumaguete City. Results further showed that the tourist market, locally produced ingredients, embracing cultural diversity, and leveraging social media and online presence were the identified opportunities determined by eatery business owners and workers.

Finally, the study avouched that the eatery businesses can thrive in Dumaguete City's dynamic food landscape by managing these challenges and making the most of opportunities.

Keywords: eatery business, production, management, legal, financing

INTRODUCTION

Like any other city, Dumaguete City's eatery business is vital in providing various dining options to residents, students, and tourists. With its bustling food scene and diverse culinary offerings, Dumaguete City is known as a hub for gastronomic exploration. However, like any industry, eatery businesses in Dumaguete City face their fair share of operational challenges that can impact their success and sustainability.

Understanding the operational status and challenges of eatery businesses in Dumaguete City is crucial for entrepreneurs, investors, and stakeholders in the food service industry. By gaining insights into current affairs, companies can develop strategies to overcome hurdles and ensure long-term viability in this competitive landscape.

In this discussion, we will explore the operational status of the eatery businesses in Dumaguete City and delve into their challenges. While specific detail and real-time data are unavailable, we will draw from the general industry knowledge to provide a comprehensive overview. By understanding these challenges, entrepreneurs can better prepare themselves to navigate the dynamic environment of the eatery business in Dumaguete City. An eatery is a local food business that sells affordable home-cooked meals for the masses. This kind of enterprise is commonly situated in areas near schools, offices, highways, and even public markets, where its target markets, such as students, private and government employees, and ordinary citizens with limited budgets for meals, create high foot traffic.

In the Philippines, an eatery business is called "Carinderia". A "carinderia" is a Filipino term for a local eatery selling and serving meals, usually with wooden benches. It is also known as a "turo-turo," which means "point-point" in English because customers typically point out their orders (Course Hero, 2020). Pricing strategy for their food menu is usually priced at a fraction of the cost of a full-service restaurant, making it more affordable and able for customers to order more viands every meal.

The Philippines has a vibrant food service sector, with establishments ranging from street stalls and small roadside eateries or carinderia to fine dining restaurants. In 2021, the country's food service industry generated revenues of 8.37 billion U.S. dollars and was projected to increase by 12 percent to 9.36 billion U.S. dollars. The country's foodservice market is valued at USD 10.37 billion in the current year and is expected to witness a compounded annual growth rate (CAGR) of 7.83% in the next five years (Mordor Intelligence, 2023).

Although this industry projects a good record and potential in serving its market, managing a food service business takes time and effort. While many

people perceive it as a profitable business; there are many factors to consider to make it thrive and be successful. The food service industry faced several challenges: (1) Regulations and licensing. Due to the high cost of permits and delays in permit acquisition, (2) Labor. Difficulty obtaining high-quality labor for lower-level jobs; (3) Cost of doing business. High cost of labor and taxes that hurt profitability; and (4) Publicity and Public Image. Lack of government support in giving a better image for food service for local and foreign markets. Food security concerns consumers. Many eatery owners "recycle" leftover foods. While this may be a good idea, sometimes it can put the customers at risk, primarily if they do not oversee the cooking process.

Another problem is the need for more financial management. It is common among business owners to take out loans to capitalize on their business. Eatery business owners most frequently take out loans from private lenders and loan sharks who charge high interest rates, making it hard to keep up with daily payment collection. Moreover, managing daily profit is sometimes a concern. Eatery businesses are not automated, which can easily be prone to fraud or mistakes.

Despite these challenges, it is indisputable that eatery businesses are everywhere and can grow bigger and even more prominent in the food industry. People eat daily, and this kind of business has been serving as a hub for students and workers, especially during lunch meals.

In this study, the researcher intends to utilize exploratory research to explore and describe the challenges encountered by the Eatery Businesses in Dumaguete City and how these affect their operational status. Doing so will help entrepreneurs in this field of commerce understand more of the underlying factors and causes of how and why these situations happen and what possible strategies may be employed to make their eatery business sustainable.

STATEMENT OF THE PROBLEM

The Eatery Business in Dumaguete City seeks sustainable business operations. This study aims to understand the challenges encountered by the Eatery Business in Dumaguete City. Specifically, it seeks to answer the following questions:

1. What is the demographic profile of the owners of the Eatery Business in Dumaguete City based on:
 - 1.1 age;
 - 1.2 sex;
 - 1.3 civil status; and
 - 1.4 educational attainment?

2. What is the business profile of the Eatery Business in Dumaguete City based on:

- 2.1 capitalization;
- 2.2 ownership;
- 2.3 year business established; and
- 2.4 number of personnel?

3. To what extent has the Eatery Business in Dumaguete City been affected by the following:

- 3.1 product/service;
- 3.2 management;
- 3.3 marketing;
- 3.4 financing; and
- 3.5 legal?

4. What challenges and opportunities does the eatery business in Dumaguete City face?

RESEARCH METHODOLOGY

This section provides the research methodology: research design, research environment, research instruments, research respondents, research procedures, and the statistical data treatment. Data for the study was primarily composed of the self-made questionnaire and personal interviews with some selected respondents to check the integrity of the answers and further validate the accuracy and correctness of the results. This method uses available resources to describe the prevailing situation during the study's duration.

RESEARCH DESIGN

Research designs are guides or procedures that researchers follow when collecting, analyzing, interpreting, and reporting data in research studies (Creswell & Plano Clark, 2011). The researcher used the descriptive survey method to achieve the study's purpose, in which survey questionnaires were distributed to respondents. The survey method is deemed appropriate for the study since it is focused on "The Eatery Business in Dumaguete City: Opportunities and Challenges."

This method uses available resources to describe the prevailing situation during the study's duration. The researcher used exploratory research with a self-made survey questionnaire as the main data-gathering instrument to achieve the study's purpose.

RESEARCH ENVIRONMENT

This study was undertaken in Dumaguete City, also known as the City of Gentle People, and is more than just a travel hub to the surrounding tourist attractions and scuba-dive destinations. Dumaguete is the Capital of Negros Oriental. The city has a population of 125,000; however, during the daytime, this number can be doubled, say, tripled. Thousands of students travel daily from the surrounding municipalities to Dumaguete and attend one of the city's top-notch educational facilities.

The high level of English taught and spoken in the schools and universities of Dumaguete for decades is one of the reasons why visitors from all over the world find it easy to get around Dumaguete City and Negros Oriental. Dumaguete is a city on Negros Island in the southern Philippines.

The lush waterfront Rizal Boulevard is backed by bars and restaurants. The Silliman University Anthropology Museum displays prehistoric artifacts from local Indigenous groups. Nearby is the 1900s wooden Silliman Hall. Opposite the leafy Quezon Park is the 19th-century St. Catherine of Alexandria Cathedral and its belfry, the Campanario de Dumaguete.

RESEARCH INSTRUMENT

The main instrument used to gather data for all respondents was a self-made questionnaire supported by an interview.

Part I of the questionnaire contained the respondents' demographic profiles, such as age, gender, educational attainment, and previous work experience.

Part II of the survey questionnaire used the respondents' business profiles, such as capitalization, type of ownership, year the business was established, number of personnel, and location.

Part III is about how the Eatery business affected production, management, marketing, financial, human resource, and legal aspects.

Part IV concerns the challenges and opportunities encountered by the respondents. The researcher's mentors assessed the validity of the questionnaire's content. Comments and suggestions were sought from experienced Eatery business owners operating outside Dumaguete City.

RESEARCH RESPONDENTS

The study's respondents were owners or managers of eatery businesses. The researcher purposely selected eatery establishments in Dumaguete City. The respondents were provided with a self-made questionnaire, which the researcher administered.

The list from the Department of Trade and Industry (DTI) and the confirmation of the Barangay Chieftain will serve as a guide in getting the list of Eatery Business owners. From the list, the researcher identified fifty (51) respondents from the Eatery Business owners with the following criteria:

Criteria for the selection included the following:

Amount of Capitalization: 25,000 to 151,000 pesos

Ownership: Sole or joint ownership

Experience: 3 years and above

Location: within the business center of the Barangay

Number of personnel: 4 to 6 personnel

SAMPLING PROCEDURE

Purposive sampling was adopted in the study. Purposive sampling, or judgmental, selective, or non-subjective sampling, is a form of non-probability sampling in which researchers rely on their judgment when choosing population members to participate in their surveys. Although it is impossible to make statistical inferences from the sample to the population, purposive sampling techniques can provide other types of generalizations from the sample being studied, provided these generalizations are logical, analytical, or theoretical.

Purposive sampling focuses on selecting participants possessing characteristics associated with the research study, as stated in the criteria mentioned in this research. This clearly defines the population from which the sample will be taken, and it will be carefully made since this is where conclusions will be drawn.

RESEARCH PROCEDURE

The researcher followed these steps in the study to gather relevant data and information. The researcher has requested approval to conduct the survey using the approved questionnaire. The list was taken from the Department of Trade and Industry Office and confirmed by the Barangay Office since, during the pandemic, there might have been changes, like the closing of businesses or the assumption of new ones.

Once the list was done, the researcher personally visited the Eatery business owners to establish rapport. The research's purpose was carefully explained, along with the assurance that confidentiality will be observed. Ensuring their cooperation and trust in the data-gathering process is vital. From here, the data gathering will proceed.

The researcher's representative was briefed on conducting and distributing the questionnaires. Representatives were those who would assist in the distribution of the questionnaire. There is one for every barangay. The researcher explained the items that needed further clarification of the questionnaire since the researcher was with them during the distribution of the questionnaire. The respondents were given enough time to answer the questionnaires. The data were retrieved, tallied, and interpreted.

STATISTICAL TREATMENT OF DATA

The profile of the respondents and business, innovations adopted that contribute to the eatery business, and specific challenges encountered by the owners of the eatery food business will be determined by using frequency and percentage distribution.

Frequency and Ranking. Used for the profile of the eatery business owners in Dumaguete City.

$$Wx = \frac{\text{frequency} \times \text{weight}}{\text{Total Frequency}}$$

Percentage. They are used to profile eatery business owners in Dumaguete City. The formula for the percentage is as follows:

$$\text{Percentage} = \text{Part} / \text{whole} \times 100$$

Weighted Mean. This study will use weighted mean to determine how much the eatery business affected production, management, marketing, financing, and legal aspects.

$$Wx = \frac{\text{frequency} \times \text{weight}}{\text{Total frequency}}$$

SCORING PROCEDURE

The questionnaire, which will be administered to the respondents, is based on specific questions about the problem statement.

WEIGHTED	RANGE INTERVAL	VERBAL DESCRIPTIONS
5	4.21 – 5.00	Strongly Agree
4	3.41 – 4.20	Slightly Agree
3	2.61 - 3.40	Indecisive
2	1.81- 2.60	Slightly Disagree
1	1.00 – 1.80	Strongly Disagree

ETHICAL CONSIDERATIONS

The research respondents were not subjected to harm during the study. Respect for their dignity was given priority. Before the questionnaire was distributed, the respondents had to obtain full consent. The privacy of research respondents shall be protected. Accomplishing these steps includes voluntary participation, privacy and confidentiality, an informed consent process, risk identification and mitigation, and potential benefits identification, which will be implemented during the data collection and writing of the study. Other ethical issues are observed, such as plagiarism, fabrication, falsification, conflict of interest, deceit, permission from an organization or location, and authorship during the study.

Voluntary Participation. Secure the exercise of ethical procedures.

This research secures the respondents' willingness to participate in this study. The more willing the respondents are, the more meaningful inputs and information they may contribute.

Privacy and Confidentiality. The respondents guarantee that all information collected in the study is managed with strict privacy and confidentiality, and only combined information will be used in the statistical analysis.

However, the results are available to the participants upon request at any time. Utmost secrecy and confidentiality are respectfully observed, and the names of any respondents should in no way be divulged publicly.

RESULTS

This section provides information about the data gathered from the survey questionnaire. The data are systematically arranged to suit the sequence of the problems. The results are now analyzed and interpreted in tabular form to facilitate better understanding.

Demographic Profile of the Respondents

Table 1.1 Age

Age	Frequency	Percent
Below 20 Years old	1	1.96
21 to 30 years old	2	3.92
31 to 40 years old	1	1.96
41 to 50 years old	14	27.45
51 to 60 years old	12	23.52
61 to 70 years old	11	21.56
71 and above	10	19.60
Total	51	99.97

The table shows that out of fifty-one (51) respondents, fourteen (14) are aged between 41 to 50 years old, which is 27.45 %; twelve (12) respondents are aged between 51 to 60 years old, which is 23.52 %; eleven (11) respondents are aged between 61 to 70 years old, which is 21.56 %; ten (10) respondents are aging between 71 and above which is 19.60 %, two (2) respondents are aging between 21 to 30 years old which is 3.92 % and one (1) respondent for those aging below 20 years old and 31 years old respectively which is 1.96 %. This implies that most respondents are between 41 and 50 years old.

Table 1.2 Sex

Sex	Frequency	Percent
Male	19	37.25
Female	32	62.74
Total	51	99.99

The table shows that out of fifty-one (51) respondents, nineteen (19) are males, which is 37.25 %, and thirty-two (32) respondents are females, which is 62.74%. This implies that there were more female respondents than male respondents.

Table 1.3 Civil Status

Civil Status	Frequency	Percent
Single	7	13.72
Married	42	82.35
Widow/widower	2	1.96
Total	51	99.99

The table shows that out of fifty-one (51) respondents, forty-two (42) are married, which is 82.35 %; seven (7) respondents are Single, which is 13.72 % and Widows/widowers have one (1) respondent. This data implies that most of the respondents were married.

Table 1.4 Educational Attainment

Educational Attainment	Frequency	Percent
High School Graduate	36	70.58
College Graduate	14	27.45
Technical Vocational Course	1	1.96
Total	51	99.99

The table shows that out of fifty-one (51) respondents, thirty-six (36) are High School students, 70.58% of the graduates are high school students. Fourteen (14) respondents are College Graduates, 27.45 %, and one (1) respondent is a Technical Vocational Graduate, 1.96 %. This implies that most of the respondents were High School Graduates.

Business Profile of the Respondents

Table 2.1 Capitalization

Capitalization	Frequency	Percent
Php 25,000 to 50,000	6	11.77
Php 51,000 to 75,000	25	49.01
Php 76,000 to 100,000	20	39.21
Total	51	99.99

The table shows that out of fifty-one (51) respondents, twenty-five (25) have a capitalization of Php 51,000 to 75,000, twenty (20) have a capitalization of Php 76,000 to 100,000, and six (6) respondents have a capitalization of Php 25,000 to 50,000. This implies that most respondents have a capitalization of Php 51,000 to 75,000.

Table 2.2 Ownership

Ownership	Frequency	Percent
Sole Proprietorship	35	68.62
Partnership	13	25.49
Family Owned	3	5.88
Total	51	99.99

The table shows that out of fifteen (51) respondents (35) are sole proprietorships, thirteen (13) are partnerships, and the partners are family-owned. This implies that family-owned business organizations are sole proprietorships.

Table 2.3 Year Established

Year Established	Frequency	Percent
2011-2014	2	3.92
2015-2019	34	66.66
2020-2022	16	29.41
Total	51	99.99

The table shows that out of fifty-one (51) respondents, thirty-four (34) established their business between 2015 and 2019, sixteen (16) established their business between 2020 and 2022, and two (2) established their business between 2011 and 2014. This implies that most eatery businesses were established between 2015 and 2019.

Table 2.4 Number of Personnel

Number of Personnel	Frequency	Percent
1 to 3	17	33.33
4 to 6	22	43.13
7 and above	12	23.52
Total	51	99.98

Table 2.4 shows that out of fifty (51) respondents, twenty-two (22) have 4 to 6 personnel, seventeen (17) have 1 to 3 personnel, and twelve (12) have seven (7) personnel and above. This implies that most eatery businesses have 4 to 6 personnel.

Table 3.1 Production

Production	5	4	3	2	1	WM	Verbal Interpretation
Consider quality and affordable	2.84	1.01	0.52	0	0	4.37	Strongly Agree
Revamp menu on a seasonal basis	2.05	1.09	0.52	0.27	0	3.93	Slightly Agree
Consider scheduling of menu for changes and up dates	2.35	1.09	0.35	0.19	0.03	4.01	Strongly Agree
Offer complimentary water for diners	4.11	0.54	0.07	0	0	4.72	Strongly Agree
Apply FIFO (First In, First Out) method	1.86	1.17	0.52	0.23	0.01	3.79	Slightly Agree
Composites Mean						4.16	Slightly Agree

The table shows that in production, the highest weighted mean is "Offer Complementary Water for diners," which is 4.72 with a verbal interpretation of Strongly Agree, and the lowest weighted mean is "Apply First in, the First out method," which is 3.79 with a verbal interpretation of Slightly Agree. The Composite Mean is 4.16, which is slightly agreed upon.

Table 3.2 Management

Management	5	4	3	2	1	WM	Verbal Interpretation
Proactive management style	2.05	1.25	0.47	0.15	0.03	3.95	Slightly Agree
Ensuring staff to feel valued	2.94	1.09	0.29	0.07	0	4.39	Strongly Agree
Appropriate trained staff	3.33	1.17	0.11	0	0	4.61	Strongly Agree
Committed to quality work	3.43	1.09	0.07	0	0	4.59	Strongly Agree
Apply short-term and long-term goals	1.86	1.09	0.52	0.27	0.03	3.77	Slightly Agree
Composites Mean						4.26	Strongly Agree

The table shows that the highest weighted mean is "Appropriate Trained Staff, " which is 4.61 with a verbal interpretation of Strongly Agree, and the lowest weighted mean is "Apply short-term and long-term goals, " which is 3.77 with a verbal interpretation of Slightly Agree. The Composite Mean is 4.26 with a verbal interpretation of Strongly Agree.

Table 3.3 Marketing

Marketing	5	4	3	2	1	WM	Verbal Interpretation
Experiment fine promotion	2.15	1.17	0.47	0.15	0.03	3.97	Slightly Agree
Improve customer experience	2.74	1.17	0.29	0.11	0	4.31	Strongly Agree
Invest in advertising	1.17	1.09	0.52	0.39	0.11	3.28	Indecisive
Establish and give discounts to loyal customers	1.66	1.17	0.64	0.19	0.05	3.71	Slightly Agree
Exceeding customer satisfaction	3.43	1.09	0.03	0	0	4.55	Strongly Agree
Composites Mean						3.96	Slightly Agree

The table shows that "Exceeding customer satisfaction " has the highest weighted mean of 4.55 with a verbal interpretation of Strongly Agree, and "Invest in Advertising " has the lowest weighted mean of 3.28 with a verbal interpretation of Indecisive. The Composite Mean is 3.96 with a verbal interpretation of slightly Agree.

Table 3.4 Financial

Financial	5	4	3	2	1	WM	Verbal Interpretation
Make tracking sales and inventories	1.96	0.86	0.7	0.23	0.03	3.78	Slightly Agree
Monitor cash flow	4.41	0.47	0	0	0	4.88	Strongly Agree
Invest in advertising	3.33	0.86	0.23	0.07	0	4.49	Strongly Agree
Monitor sales including peak times and seasons	2.94	1.17	0.23	0.03	0	4.37	Strongly Agree
Apply business loans	1.86	1.33	0.52	0.19	0.01	3.91	Slightly Agree
Composites Mean						4.28	Strongly Agree

The table shows that "Monitor Cash Flow " has the highest weighted mean of 4.88 with a verbal interpretation of Strongly Agree, and "Make tracking sales and inventories " has the lowest weighted mean of 3.78 with a verbal interpretation of Slightly Agree. The Composite Mean is 4.28, with a verbal interpretation of Strongly Agree.

Table 3.5 Legal

Legal	5	4	3	2	1	WM	Verbal Interpretation
Apply for business registration, permit, and taxes.	4.5	0.39	0	0	0	4.89	Strongly Agree
Hiring standard application	2.15	1.09	0.47	0.27	0	3.96	Slightly Agree
Encourage and motivate employees through incentives or allowances	1.66	0.94	0.82	0.15	0.07	3.64	Slightly Agree
Recognize employee strength and weakness	3.52	0.94	0.17	0	0	4.63	Strongly Agree
Implement labor laws	3.92	0.70	0.11	0	0	4.73	Strongly Agree
Composites Mean						4.37	Strongly Agree

The table shows that "Apply business registration, permit, and taxes " has the highest weighted mean of 4.89, with a verbal interpretation of Strongly Agree, and "Encourage and motivate employees through incentives or allowances " has the lowest weighted mean of 3.64, with a verbal interpretation of slightly Agree. The Composite Mean is 4.37, with a verbal interpretation of strongly Agree.

DISCUSSIONS

Here are the key findings and their corresponding weighted means and verbal interpretations:

Respondent's Profile

- a) Majority of respondents are aged between 41 to 50 years old
- b) Female respondents outnumber male respondents
- c) Most respondents are married
- d) The majority of respondents are high school graduates

Business Profile

- a) Majority of respondents have a capitalization of 51,000 to 75,000.
- b) Most of the business ownership a sole proprietorship
- c) Most of the eatery businesses were established between 2015-2019
- d) Most of the eatery businesses have 4-6 personnel

Production Aspect

- a) The highest weighted mean is for offering complementary water for diners (4.72), indicating a strong agree response
- b) The lowest weighted mean is for “apply first-in, first-out method” (3.79), indicating a slightly agreed response
- c) The composite mean for the production aspect is 4.16, indicating a slightly agreed response

Management Aspect

- a) The highest weighted mean is for “appropriately trained staff” (4.61), indicating a strongly agreed response
- b) The lowest weighted mean is for “apply short-term and long-term goals” (3.77), indicating a slightly agreed response
- c) The composite mean for the management aspect is 4.26, indicating a solid agreement with the response

Marketing Aspect

- a) The highest weighted mean is for “exceeding customer satisfaction” (4.55), indicating a solid agreement in response
- b) The lowest weighted mean is for “invest in advertising” (3.28), indicating an indecisive response.
- c) The composite mean for the marketing aspect is 3.96, indicating a slight agreement with the response.

Financial Aspect

- a) The highest weighted mean is for “monitor cash flow” (4.88), indicating a strongly agreed response
- b) The lowest weighted mean is for “make tracking sales and inventories.” (3.78), indicating a slightly agreed response
- c) The composite mean for the financing aspect is 4.28, indicating a I strongly agree with the response.

Legal Aspect

- a) The highest weighted mean is for applying for business registration, permit, and taxes (4.89), indicating a strongly agreed response
- b) The lowest weighted mean is for “encourage and motivate employees through incentives or allowances” (3.64), indicating a slightly agreed response
- c) The composite mean for the legal aspect is 4.37, indicating a strongly agreed response

The study revealed that most fifty-one (51) respondents are between 41 and 50 years old. The female respondents are more numerous than the male respondents. It likewise revealed that most respondents were married, and the most considerable number were high school graduates.

Furthermore, most respondents have a capitalization between Php 51,000 to 75,000. Most business organizations were sole proprietorships, and most eatery businesses were established between 2001 and 2010. Most of these eateries have 6 to 10 personnel.

In the production aspect, the highest weighted mean is "Offer Complementary water for diners," which is 4.72 with a verbal interpretation of strongly agree. The lowest weighted mean is "Apply First-in, First-out method," which is 3.79 with a verbal interpretation of slightly agree. The composite mean is 4.16, which slightly agrees.

Production includes how menu design elements such as layout, typography, and food descriptions influence customers' perceptions and behavior in restaurants. It provides insights into effective menu design strategies for enhancing the dining experience and increasing customer satisfaction.

Al-Khatib, I. A., & Al-Mazroo, L. R. (2017) study examines food handlers' knowledge, attitudes, and practices regarding food safety and hygiene in food service operations. It highlights the importance of proper food handling practices and the need for training programs to ensure food safety in eatery businesses.

For the management aspect, the highest weighted mean is "Appropriate Trained Staff," which is 4.61 with a verbal interpretation of strongly agree. The lowest weighted mean is "Apply short-term and long-term goals," which is 3.77 with a verbal interpretation of slightly agree. The Composite Mean is 4.26 with a verbal interpretation of strongly agree.

Training and development programs, including those in the eatery business, impact employee performance in the hospitality sector. This paper emphasizes the importance of investing in staff training to enhance employee skills, knowledge, and job satisfaction.

The marketing aspect showed that "Exceeding customer satisfaction" has the highest weighted mean of 4.55 with a verbal interpretation of Strongly Agree and "Invest in Advertising" has the lowest weighted mean of 3.28 with a verbal interpretation of Indecisive. The Composite Mean is 3.96 with a verbal interpretation of Slightly Agree.

The relationship between service quality, customer satisfaction, and customer loyalty in the restaurant industry. It highlights the importance of delivering high-quality service to enhance customer satisfaction and foster loyalty in eatery businesses. Factors influencing restaurant selection and consumer behavior in Pune City investigate food quality, price, ambiance, and service, shedding light on the key factors that impact customers' dining choices in eatery businesses.

In the Financing aspect, it revealed that "Monitor Cash Flow" has the highest weighted mean of 4.88 with a verbal interpretation of Strongly Agree and "Make tracking sales and inventories" has the lowest weighted mean of 3.78 with a verbal interpretation of Slightly Agree. The Composite Mean is 4.28 with a verbal interpretation of Strongly Agree.

The financing options and sources available to small restaurant businesses. It explores factors influencing funding decisions, such as personal savings, bank loans, venture capital, and crowdfunding, providing insights into the financing landscape for eatery businesses. Financial performance analysis of a specific restaurant, evaluating vital economic indicators such as profit margins, return on investment, liquidity ratios, and efficiency ratios. It demonstrates how financial analysis can provide insights into eatery businesses' financial health and performance.

In the Legal aspect, it showed that "Apply business registration, permit, and taxes" has the highest weighted mean of 4.89 with a verbal interpretation of Strongly Agree and "Encourage and motivate employees through incentives or allowances" has the lowest weighted mean of 3.64 with a verbal interpretation of Slightly Agree. The Composite Mean is 4.37, with a verbal interpretation of Strongly Agree.

Food safety compliance in small and medium-sized enterprises (SMEs), including the eatery business. It highlights the importance of adhering to food safety regulations, identifies common challenges SMEs face, and provides insights into strategies for ensuring compliance. Tannenbaum (2019) offers comprehensive information on licensing and permits required for restaurant start-ups.

It covers various licenses, such as food service permits, alcohol licenses, health permits, and zoning permits, offering insights into the legal requirements and processes involved.

Based on the additional information provided, here are some challenges and opportunities that are identified:

A. Challenges:

1. **Competition:** Dumaguete City has a vibrant food scene with numerous eateries, cafes, and restaurants. The high level of competition can make it challenging for new or existing eateries to differentiate themselves and attract customers.
2. **Seasonal Tourism:** Dumaguete City is a popular tourist destination, and the demand for eateries can fluctuate with the tourist season. Managing the seasonal nature of the business and ensuring consistent customer ownership throughout the year can be challenging.
3. **Rising Costs:** Like any business, eatery owners in Dumaguete City may face challenges related to increasing costs of ingredients, utilities, rent, and labor. Balancing cost management while maintaining quality and customer satisfaction can be a constant challenge.
4. **Changing Consumer Preferences:** As consumer preferences evolve, eateries must adapt to meet the changing demands for healthier options, dietary restrictions, and diverse cuisines. Keeping up with these trends and offering a menu that appeals to a wide range of preferences can take time and effort.

B. Opportunities:

1. **Tourist Market:** Dumaguete City's popularity as a tourist destination presents opportunities for eateries to cater to residents and visitors. Developing marketing strategies and unique offerings that appeal to tourists can help attract a steady stream of customers.
2. **Local Ingredients:** Dumaguete City is surrounded by agricultural areas, which allow eateries to source fresh, local ingredients. Emphasizing locally sourced products can attract customers who value sustainability and support for the local community.
3. **Cultural Diversity:** Dumaguete City is known for its multicultural atmosphere, with a diverse mix of residents and tourists. Eateries can capitalize on this diversity by offering a variety of cuisines and flavors, creating a unique dining experience.
4. **Social Media and Online Presence:** Leveraging social media platforms and maintaining a solid online presence can help eateries reach a larger audience and engage with customers. Sharing visually appealing food photos, receiving feedback, and promoting special offers can attract new customers and build brand loyalty.

In summary, while the eatery business in Dumaguete City faces challenges such as competition, seasonal tourism, rising costs, and changing consumer preferences, there are opportunities to tap into the tourist market, utilize local ingredients, embrace cultural diversity, and leverage social media and online platforms. Eatery businesses can thrive in Dumaguete City's dynamic food landscape by addressing these challenges and capitalizing on the opportunities.

RECOMMENDATIONS

Based on the findings, some possible recommendations for supporting eatery business could include:

- Develop new products
- Conduct market research
- Create a social media presence
- Offering training and mentorship programs for financial management
- Involve customers in the development of new products or services that are relevant to consumer needs

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LEVEL OF STRESS AND PERFORMANCE OF FACULTY MEMBERS OF PRIVATE TERTIARY IN DUMAGUETE CITY

*Kathleen A. Academia, LPT, Nexon P. Castillo, LPT, Evelyn A. Tuting
General Education*

ABSTRACT

This research attempts to determine the degree of stress teachers in private tertiary institutions experience and how it impacts their performance. The study emphasizes teachers' considerable influence on the educational environment and the potential adverse effects of stress on their professional abilities. The research question guiding this study is: Is there a significant relationship between the level of stress experienced by the private tertiary faculty members and their performance based on self-assessment on Teaching Effectiveness Assessment?

To answer this question, a quantitative approach and analysis were incorporated. This involves administering validated self-made test questionnaires pretested to Asian College faculty members through random selection. The survey measures stress levels, identifies stressors, and assesses the perceived impact of stress on their performance. Fifty faculty members from four private tertiary institutions were asked to answer the questionnaire.

Appropriate statistical tools, such as the Regression Correlation Matrix, Pearson Correlation, Spearman rho, and Chi-Square Test, were used. The researchers found no significant relationship between the demographic profile of the private tertiary faculty members and their performance based on the self-assessment on the Teaching Effectiveness Assessment. Additionally, the findings of this study indicated that the stress experienced by the respondents did not affect their capacity to carry out their professional responsibilities successfully.

Lastly, the study will examine possible interventions and programs organizations might use to reduce stress and enhance instructors' effectiveness.

Keywords: Stress, Teachers Performance, Private Tertiary Institutions

INTRODUCTION

In industrial-organizational psychology, work stress is considered a reaction to stimuli in a job that leads to negative consequences for the people exposed to them (Muchinsky, 2007). Much of the research on work stress has focused on the teaching profession in a university. Gmelch, Wilke, and Lovrich (1986) defined faculty stress as the faculty member's anticipation of their inability to respond sufficiently to a perceived demand, accompanied by the expectancy of negative consequence/s due to the insufficient response to work demand/s. Stress is a common phenomenon for all university faculty across all disciplines (Gmelch et al., 1986). Teachers play an essential role in education, and teaching has traditionally been regarded as one of the most crucial jobs in the country.

However, according to Adams (2001), it is also the most stressful occupation due to the enormous amount of personal, social, and professional responsibility in which teachers are expected to carry out a variety of different tasks every single day. Stress is currently a phenomenon that must be recognized and addressed in many professions, including teaching. Much has changed with how teachers adapt to the new learning styles suitable for learners. Things have become so different ever since the pandemic had sprouted.

According to the World Health Organization (WHO), the current COVID-19 pandemic will cause a significant increase in stress-related conditions and mental health problems (Kaufman et al., 2020). Prospective studies that include multivariate adjustments for established risk factors (particularly age, blood pressure, serum cholesterol, and smoking status) have yielded the most convincing "stress" predictors. It was noted above that for MI, a particular cluster of symptoms and complaints (poor sleep, exhaustion, inability to relax) appears as a confirmed risk factor (Kasl, 1984).

Work-related stress (WRS) is known to cause ill health and decreased productivity. Work in the education sector is thought to be particularly stressful. Few studies have considered risk factors for WRS and health in head teachers. The prevalence of self-reported WRS, 43%, was more than double that found in workers in the Health & Safety Executive Bristol study. The two main stressors were workload and work-life imbalance (Phillips et al., 2008). Previous studies have documented poor mental health in primary head teachers (Cooper & Kelly, 1993).

In the last two years, educators have experienced many challenges, especially a quick transition from face-to-face learning to a modular/online learning modality. STRESS describes external demands (physical or mental) on an individual's physical and psychological well-being, leading to a deleterious effect on academic performance. The roots of this occupational stress may originate in the educational

process, as dental students experience high-stress levels during training. The research indicates several factors that affect the stress levels of private tertiary faculties. According to Robinson (1989), several stress-related factors affect teachers' performance. These factors include personal, health, professional, and economic.

Personal stress was typically prompted by exhaustion at the end of the day, and it was occasionally publicly exhibited through emotional outbursts (Alson, 2019). These include work overload, work-life imbalance, decreased job satisfaction, increased number of students to teach, lack of university funding, resources and recognition, and lack of administrative and colleague support. Other demographic and education-related factors such as gender, academic rank, age, and years of teaching experience also contribute to their stress levels.

Some studies investigated the stress levels of university faculty members in the Philippines. De Cadiz and Sonon (2012) noted the stress levels of 30 Eastern Visayas State University- Carigara Campus faculty members. Their conclusions included no significant differences in all interested variables, including age, sex, academic rank, length of service, and field of specialization, due to their normal levels of stress, high levels of confidence, and high levels of stress tolerance. However, they also concluded that mastery of their fields of specialization was the best predictor for assessing their stress levels.

Antonio (2015) reported moderate stress levels related to economic and school policies and management practices but low-stress levels for work, peer-related, and family-related stress among La Salle University faculty members in Ozamiz City, Misamis Occidental. Examining data collected among faculty members from 12 Colleges of Pharmacy in Metro Manila, Loquias and Sana (2013) found that stress had a significant negative correlation with job satisfaction and was one of the two variables that significantly explained 33.7% of the variation in job satisfaction using stepwise regression. How well they deal with obstacles might enhance one's life because it is motivating and refreshing.

However, when a person responds poorly to difficulties, a state of stress emerges that may be risky to his performance and well-being. As we all know, stress is a problem commonly experienced by teachers and faculty members, especially in the Philippine setting. Much has changed with how teachers adapt to the new learning styles suitable for learners. Things have become so different ever since the pandemic had sprouted.

Furthermore, this study focuses on the stress levels experienced by most private faculties within Dumaguete City. With the rise of the COVID-19 outbreak, Filipinos have encountered great stress, and according to the last SWS survey in July 2020, 51 percent of the respondents said that stress had become a trigger for their emotional well-being. (CNN Philippines, 2020) A study conducted by the Philippine Institute for Development stated that giving public school teachers administrative tasks and other duties may distract them from their core function of effective teaching. (Philstar Global, 2019) The effects of teacher stress have been widely recognized.

Research studies show that stress has very adverse effects in the form of low morale, absenteeism, poor teaching quality, less student satisfaction, and turnover in the overall performance of teachers. (Akhlaq et. al, 2010). In the same way, other factors like individual personality traits also intervene, slowing stress' effect on performance. Researchers in the past showed that these factors act as moderators in the process of the effects of stress on performance. (Bakker & Bal, 2010)

Many educators believed that their pay needed to reflect their skills. Instructors were suggested to receive teacher training, the respect they deserve, and compensation commensurate with their education and experience. Sixteen percent of teachers thought that teachers should be given incentives according to abilities, and 50% of teachers stated that they should be rewarded for showing promising results and acknowledged for their efforts (Alam, 2011).

With these, the researchers wish to conduct this study to determine if these stressors contributed to the level of stress they encountered within their working environment. They want to pinpoint the causes of both high and low teacher motivation, examine the impacts of exam stress, assess socioeconomic status, measure classroom anxiety, and discover the relationship between peer pressure and exam stress.

This study intends to evaluate the stress level of faculty members in Dumaguete City's Private Tertiary institutions. Specifically, the study aimed to answer the following:

1. What is the demographic profile of the private tertiary faculty members in terms of:
 - 1.1. age;
 - 1.2. gender; and
 - 1.3. tenure?
2. What is the level of stress experienced by the private tertiary faculty members in terms of:
 - 2.1. personal factors;
 - 2.2. health factors;
 - 2.3. professional factors, and
 - 2.4. economic factors?
3. What is the private tertiary teachers' performance based on self-assessment on Teaching Effectiveness Assessment in terms of:
 - 3.1 teacher's personal qualities;
 - 3.2 presentation of the subject matter;
 - 3.3 teaching skills and class management;
 - 3.4 personal traits;
 - 3.5 assessment techniques; and
 - 3.6 other factors?

4. Is there a significant relationship between the demographic profile of the private tertiary faculty members and their performance based on the self-assessment of the Teaching Effectiveness Assessment?

5. Is there a significant relationship between the level of stress experienced by the private tertiary faculty members and their performance based on self-assessment on the Teaching Effectiveness Assessment?

METHOD AND DESIGN

This study was conducted at different private tertiary institutions in Dumaguete City, namely, Asian College of Science and Technology, Inc., Metro Dumaguete College, Colegio de Santa Catalina de Alejandria, and Presbyterian Theological College. In terms of data gathering, a quantitative method was implemented through survey questionnaires. The respondents of this study were determined through a simple random sampling technique, where the number of teachers in each institution was randomly selected from the whole population. To ensure the instrument's validity, it was reviewed by experts from the Asian College of Science and Technology and distributed for the survey process among ten college instructors. The survey questionnaire includes the demographic profile, stress factors, and Teaching Effectiveness Assessment.

To test the instrument's reliability, the researchers employed a pretest and Ten instructors from the Asian College of Science and Technology were selected to answer the survey questionnaires. The researchers computed the reliability testing for the questionnaire using Cronbach's Alpha. The questionnaire has two parts. The first part has four categories with 22 items, and the second part, based on the Asian College of Science and Technology's Teaching Effectiveness Assessment, has six categories with 27 items. The researchers used a 5-point.

Likert scale for every item. Based on alpha, the instrument's reliability of 22 items was 0.94, while the 27 items were 0.97, inferring excellent internal consistency. Therefore, the questionnaire the researchers made was reliable. The Regression Correlation Matrix, Pearson Correlation, Spearman rho, and Chi-Square test are used to test the significant relationship between two variables. All data will be analyzed using Jamovi and SPSS software.

Table 1.1 Reliability of the instrument

Part 1	Cronbach's Alpha	No. of Items	Internal Consistency
Personal Factors	0.89	6	Good
Health Factors	0.74	4	Acceptable
Professional Factors	0.91	8	Excellent
Economic Factors	0.84	4	Good
Research Instrument	0.94	22	Excellent

Table 1.2 Reliability of the instrument

Part 2	Cronbach's Alpha	No. of Items	Internal Consistency
Teacher Personal Qualities	0.82	5	Good
Presentation of the Subjects Matter	0.86	3	Good
Teaching Skills and Class Management	0.93	5	Excellent
Personal Traits	0.91	3	Excellent
Assessment Techniques	0.87	3	Good
Other Factors	0.96	8	Excellent
Research Instrument	0.97	27	Excellent

RESULTS

This part presents the analysis and interpretation of all the data gathered in this study. It investigated the stress factors affecting teachers' performance and identified the types of training they needed. Likewise, it explored the relationship between faculty members' stress levels and performance.

Table 2.1 Private Tertiary Faculty Members' Age

Age (in Years)	Frequency Count	Proportion
20 - 35	35	70%
36 - 49	8	16%
50 and above	5	10%
Rather not say	2	4%
Total	50	100%

The table presents the frequency count and the proportion of the participants' age: 70% are 20 to 35 years old, 16% are 36 to 49 years old, 10% are 50 and above, and 4% chose not to say their age. Therefore, most study participants are 20 -35 years old.

Table 2.2 Private Tertiary Faculty Members' Sex

Sex	Frequency Count	Proportion
Male	21	42%
Female	24	48%
Rather not say	5	10%
Total	50	100%

The table illustrates the frequency count and the proportion of the participants' sex: 42% of the participants' sex is male, 48% of the participants' sex is female, and 10% of the participants chose instead not to say their sex. The data shows that the number of male and female participants is almost equal.

Table 2.3 Private Tertiary Faculty Members' Tenure

Tenure (in Years)	Frequency Count	Proportion
5 and below	38	76%
6 - 15	10	20%
16 and above	1	2%
Rather not say	1	2%
Total	50	100%

The table summarizes the data through the frequency count and the proportion of the participants' tenure: 76% of the participants' tenure is five years and below, 20% of the participants' tenure is 6-15 years, 2% of the participants' tenure is 16 years and above, and 2% of the participants chose instead not to say their tenure. The result shows that most participants' tenure five years and below.

Table 3 Private Tertiary Faculty Members' Level of Stress

3.1 Personal Factors	Standard Deviation	Frequency Count	Verbal Description
Family members have huge arguments	1.07	1.52	Moderate Stress
Coming from a broken family	1.38	0.96	Mild Stress
Marital issues (sex life, concubine issues	1.21	0.94	Mild Stress
Having depression and other psychological problems	1.36	1.28	Mild Stress
Being breadwinner of the family	1.05	1.52	Moderate Stress
Mean	1.19	1.22	Mild Stress
3.2 Health Factors			
Over fatigue	1.27	1.68	High Stress
Genetic and Autoimmune Illnesses such as asthma, allergic rhinitis, diabetes and arthritis	1.29	1.26	Moderate Stress
Chronic Diseases such as cancer, kidney problems etc.	1.59	1.04	Mild Stress
COVID- related symptoms	1.5	1	Mild Stress
Mean	1.41	1.25	Mild Stress
3.3 Professional Factors			
Working in a stressful and toxic environment	1.44	1.58	Moderate Stress
Transportation and Traffic concerns when going to school	1.14	1.38	Mild Stress
Pressured with the requirements to be promoted	1.2	1.3	Mild Stress
Overloaded with paperwork and admin tasks	1.06	1.82	Moderate Stress
Student-Teacher Conflicts	1.24	1.32	Mild Stress
Monitoring students' poor performance	0.89	1.94	Moderate Stress

Students' absenteeism rate	1.02	1.98	Moderate Stress
Use of technological applications for teaching	1.04	1.1	Mild Stress
	1.13	1.55	Moderate Stress

Mean

3.4 Economic Factors

Insufficient wages	1.2	2	Moderate Stress
Being Underpaid	1.41	1.72	Moderate Stress
Not getting paid for OTs	1.53	1.86	Moderate Stress
Global Crisis and Inflation	1.4	2.3	Moderate Stress
Mean	1.39	1.97	Moderate Stress
Overall	1.28	1.50	Moderate Stress

The results presented in Table 3 show that the overall standard deviation is 1.28, which denotes a low standard deviation that tends to be close to the data set's mean. The overall weighted mean is 1.50, with a verbal description of Moderate Stress. Thus, the results provide sufficient evidence that the private tertiary teachers' level of stress is generally "moderate."

4.1 Teacher Personal Qualities	Standard Deviation	Weighted Mean	Verbal Description
I observe proper grooming and hygiene and wearing appropriate attire.	0.95	4.44	Fairly Important
I genuinely love to be with my students.	0.97	4.14	Fairly Important
I consider individual differences among my students.	0.90	4.24	Fairly Important
I demonstrate fairness to everyone.	0.75	4.62	Very Important
I believe I have the credibility that results in influencing learners (“teachers as a model”)	0.79	4.48	Fairly Important
Mean	0.87	4.384	Fairly Important
4.2 Presentation of the Subject Matter			
I follow the program objectives /syllabi of every course that I handle.	0.85	4.34	Fairly Important
I believe I can explain the subject matter clearly.	0.75	4.38	Fairly Important
I answer students' questions clearly and thoroughly.	0.74	4.52	Very Important
Mean	0.78	4.41	Fairly Important
4.3 Teaching Skills and Class Management			
I incorporate course materials/activities to promote listening, speaking, writing, and critical thinking skills in students.	0.79	4.48	Fairly Important
I see to it that I encourage students to participate in class discussions and activities.	0.76	4.56	Very Important
I always maintain class discipline in the classroom/online classes.	0.76	4.54	Very Important
I provide timely feedback after submission of activities.	0.88	4.38	Fairly Important
I talk fluently and have a good command of the language of instruction	0.78	4.40	Fairly Important
.			
Mean	0.79	4.47	Fairly Important

4.4 Personal Traits

I maintain students' interest and attention.
Very Important

0

4

I treat students with respect, give encouraging questions and demonstrate flexibility in dealing with students.

0

4

Very

I provide meaningful and substantive help to students; respond to emails, discussion postings, and phone messages within established time standards; and encourage students to seek assistance when needed.

0

4

Fairly

Mean

0.71**4.52****Very Important**

4.5 Assessment Techniques

I give an assessment at the end of the lesson.

0.70

4.42

Fairly Important

I give an assessment whenever I feel students lack focus or feel sleepy during my discussion.

0.96

4.06

Fairly Important

I often give assessments whenever the class starts to exhibit unnecessary behaviors or becomes noisy.

1.15

3.98

Fairly Important

Mean

0.94**4.15****Fairly Important**

4.6 Others

I exemplify the mission, vision, and core values of my institution. I follow rules and regulations, and policies of the school.

0.70

4.58

Very Important

I show support in curricular and co-curricular activities.

0.72

4.64

Very Important

I show responsibility in performing assigned functions and put extra time and effort into completing tasks.

0.69

4.64

Very Important

I have initiative, resourcefulness, and enthusiasm for every assigned activity.

0.70

4.60

Very Important

I maintain a harmonious relationship with students, colleagues, and the institution I am working in.

0.69

4.66

Very Important

I submit grades, reports, and requirements promptly.

0.76

4.48

Fairly Important

I attend meetings, school activities, and other relevant training/seminars.

0.76

4.60

Very Important

Mean

0.70**4.62****Very Important**

Overall

0.79

4.44

Fairly Important

Table 4 Private Tertiary Faculty Members’ Performance (based on Self-Assessment on Teaching Effectiveness Assessment)

The results illustrated in Table 4 present that the overall standard deviation is 0.79, which signifies a very low standard deviation that is said to be close to the mean of the data set. Moreover, the overall weighted mean is 4.44, with the verbal description being Fairly Important. Hence, there is sufficient evidence that the private tertiary teachers’ performance based on self-assessment of Teaching Effectiveness Assessment is average "fairly important."

Table 5 Private Tertiary Faculty Members’ Demographic Profile and Their Performance (based on the Self-Assessment on Teaching Effectiveness Assessment)

Teachers’ Demographic Profile and	Performance	Interpretation
Pearson r	0.020	Positive Weak Correlation
Spearman rho	0.033	Positive Weak Correlation
Degrees of Freedom	48	48 Independent Values
p-value	0.602	Accept Ho; Reject Ha

The values given by Pearson r and Spearman rho imply a positive weak correlation exists between the teachers’ demographic profile and their performance. The data also presents 48 dependent values from the responses given by the degrees of freedom. Additionally, the p-value is 0.602, more significant than the 0.05 significance level. This implies that the alternative hypothesis must be rejected in favor of the null hypothesis. Thus, there is no significant relationship between the teachers’ demographic profile and their performance, which means - the teachers’ demographic profile does not significantly affect their performance based on self-assessment on Teaching Effectiveness Assessment (TEA) but only for the study’s scope.

Table 6 Private Tertiary Faculty Members’ Level of Stress and Their Performance (Based on the Self-Assessment on Teaching Effectiveness Assessment)

Teachers’ Level of Stress and	Performance	Interpretation
Pearson r	-0.055	Negative Weak Correlation
Spearman rho	-0.097	Negative Weak Correlation
Degrees of Freedom	47.82	48 Independent Values
p-value	0.500	Accept Ho; Reject Ha

Given the values of Pearson r and Spearman ρ , the results support the existence of a weak negative correlation between the teachers' stress level and their performance. The data also illustrates 48 independent values from the responses. On the other hand, the obtained p -value is 0.5, more significant than the 0.05 significance level. This leads to the conclusion that the alternative hypothesis must be rejected in favor of the null hypothesis. Moreover, sufficient evidence supports that there is no significant relationship between the teachers' stress level and their performance. That means the teachers' stress level does not highly impact their performance based on self-assessment on Teaching Effectiveness Assessment (TEA) but only applies to the study's scope.

DISCUSSION

It was found that among fifty respondents, the majority are twenty to thirty-five years old, while fifty and above have the fewest participants. The number of female participants is more significant than the number of male participants. The majority of them have five years or less of teaching experience. It was also found that most of the participants indicated that they experienced "high stress" because of over-fatigue. This result is supported by the study of Kocalevent, Hinz, Brähler, and Klapp (2011), which stated that "fatigue is highest associated with perceived stress and self-perceived health status." Generally, the overall result signifies that the private tertiary faculty members' stress level is "moderate stress."

On the other hand, it was identified and determined that the private tertiary faculty members needed training about personal traits and other training. Since most of the participants indicated those aspects as "very important." Furthermore, the demographic profile of private tertiary faculty members and their performance based on the Teaching Effectiveness Assessment have no significant relationship. This means that no matter what the teachers' age, gender, and tenure are, it does not mean that it could affect their school performance.

Hence, the Human Resources department must consider this information, especially when hiring faculty members. Moreover, the stress level of private tertiary faculty members has no significant relationship with their performance, as based on the Teaching Effectiveness Assessment. This means that they can still be an effective teacher despite the stress they are facing. (de Cadiz & Sonon, 2012). It implied that no matter what problems the participants encountered, it did not affect their performance as teachers since their passion for honing their students was visible in their hearts and minds.

The teaching career can be demanding. Most teachers concur that daily in interactions with students, parents, and co-workers, as well as the constant demands of teaching, result in unreasonable expectations and challenges, which can harm job performance.

Everyone has their own way of handling stress, whether male or female. Moreover, it does not matter what their ages are. However, there are situations where teachers can feel stress with their work. The study findings show that most

Participants indicated they feel stressed in teaching because of fatigue. This should not be neglected since it could cause some teachers to lose their passion for teaching.

Based on the results, the participants identified that they needed training on personal traits and other training that they indicated as "very important" to demonstrate their performance in teaching further. Furthermore, the management should implement an Employee Interactive Program. It is suitable for employees to have a break from work even once a month and have fun and interactive activities with co-workers. Interacting with co-workers can improve personal and social well-being.

Additionally, appreciation and recognition can also have a positive impact on teachers. It can motivate teachers to be effective in their profession. Management should inculcate appreciation and recognition through incentives, bonuses, merits, and awards. Another action that the private institutions should take is to establish a service center to offer psycho-social support and raise awareness of mental health issues. It is essential to extend assistance not only to students but also for teachers.

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GEARING TOWARDS EMPLOYABILITY: EXTENT OF STUDENTS' COMPETENCIES AND PERCEPTION OF THE HOTEL AND RESTAURANT MANAGEMENT PROGRAM

*Chona C. Sorensen, LPT and Ann Adeil T. Pacudan
Program of Tourism and Hospitality Management*

ABSTRACT

The research study intended to determine the extent of students' competencies and their perception toward the Hotel and Restaurant Management Program of Asian College Dumaguete in relation to employability. The study focused on identifying the key competencies that students acquire through their academic training and practical experiences, as well as examining how these competencies align with the demands of the industry. The research utilized a descriptive method approach, including surveys, to gather data from graduating Hospitality Management students. The findings provided insights into the strengths and weaknesses of the program in preparing students for the workforce, as well as the perceived value of the program by stakeholders in the industry.

Results revealed that the Hotel and Restaurant Management Program of Asian College Dumaguete received a high rating for the following areas: curriculum, faculty and instruction, and facility. Both the technical competencies and soft skills of students were high results. Hence, there was a need for the institution to enhance the quality of education and training in the field of Hotel and Restaurant Management, invest in facilities and faculty, and regularly update the curriculum to fit the demands of the changing landscape of the hospitality organization with the ultimate goal of improving students' employability and success in the industry. It concluded that education helps shape students' skills and knowledge due to various learning methodologies and tools.

Keywords: Soft skills, technical skills, hospitality industry, employability

INTRODUCTION

The hospitality and tourism business has grown dramatically over the last decades, with the United States alone accounting for about 20% of total revenue in 2019 (**SOEG JOBS, 2022**). The United Kingdom has emphasized the importance of hospitality firms in the country's ongoing economic recovery. COVID-19's devastation aided the UK economy's 4.8 percent growth in the second quarter of 2021 and Food and beverage services were the main contributor to the growth of 10.1% percent (**McAllister, J. 2021**). In the Philippines landscape, the tourism industry has grown to a PHP 2.2 trillion national business that contributes 12.7 percent of the country's GDP and employs about 5.4 million people in passenger transportation, lodging, and food and beverage, among other industries (**Rocamora, J. A 2019**). The secretary of the Department of Tourism (DOT), Bernadette Romulo-Puyat, praised the hotel industry's contribution to the Philippine tourism industry and the economy's consistent growth.

The rising demands in the hospitality industry mean more people are needed to fit the available positions. The jobs required different levels of education and training (**Kelchner, 2008**). Loveless (**2002**) noted that earning a college degree is such as an essential step in life it includes career opportunities like better paying and higher-skilled jobs. Education is a vehicle for social and economic transformation (**Sarkodie, 2015**). Well-educated, well-trained, and skilled students continue to be a highly desirable source of talent in today's hospitality and tourism job market (**Canny, 2002; Ng & Burke, 2006**). In addition, the importance of examining students' attitudes toward the industry lies in the fact that having a skilled, enthusiastic, and committed workforce is vital to the success of firms in the hospitality industry (**Kuslvan & Kuslvan, 2000; Richards, 2010; Penny & Frances, 2011**).

A study by Walo (**2001**) identified 'soft human relation skills, including oral and written communication and interpersonal communication,' as essential for graduates and trainees to possess. Building careers in the hospitality industry requires education and essential skills such as soft skills, hard or technical skills, and interpersonal skills. These skills serve as your passport to obtaining employment. Students' attitudes and behavior also play a significant role in the trade. The factors mentioned in the study are similarly addressed to Thorndike's Law of Effect. The Law of Effect states that "responses that receive positive outcomes in a given situation will be repeated in that situation, while responses that lead to negative outcomes in a given situation will not be repeated in that situation" (**Vinney, C. 2020**). This study then assessed the Hotel and Restaurant management education and the students' soft and technical skills.

The study was undertaken during the pandemic period within the Academic Year 2021-2022, wherein the hospitality management students faced a range of challenges involving perturbation to their internships, actual laboratory and skills training opportunities, change to online learning, uncertainty about the emerging of the industry, and trouble in connectivity and finding possibility of employment in order to be a work-ready graduate.

RELATED LITERATURE AND STUDIES

One of the most critical aspects of the hotel and restaurant sector is hospitality. Graduates of hotel management face an increasingly competitive and uncertain job market in the twenty-first century. Therefore, it is vital that they are equipped with skills that allow them to reach their full potential. The researchers submit the following material, which is the outcome of a thorough literature study, to establish a link between past studies published in prestigious peer-reviewed publications by renowned researchers. Graduates must be made aware of the needs and expectations of the worldwide job market by HEIs. These findings have the potential to generate opportunities for graduates and training providers to remain competitive in the work market, graduates must develop and apply a variety of skills.

Thorndike's Law of Effect emphasizes that learning is strengthened when accompanied by a pleasant or satisfying feeling but, weakened when associated with an unpleasant feeling; thus, it takes place properly when it results in satisfaction, and the learner derives pleasure from it. Based on the law of effect formulated by Thorndike, the most carefully followed behavioral responses were those that resulted in a satisfactory outcome. Meaning, that if a college or university possesses a good curriculum, faculty, and facilities, the students will develop a good set of skills and land a job after graduation or like employees who are motivated by the prospect of advancement or promotion to a higher position are more likely to work well (**Ymin et al., 2020**).

Standardizing the Core Curriculum and Diversifying Professional Courses is needed as hospitality and tourism education becomes more diverse (**Hsu, 2006**). The British Council for Hospitality Management Education suggested coordinating and standardizing the basic curriculum while expanding professional courses based on their resource availability and distinctive development is highly recommended. Schools can also build their curricula geared to certain market niches. (**Finch et al., 2013**) University programs and courses should also focus on learning outcomes related to the development of soft skills in order to boost the employability of new graduates. Furthermore, university graduates should emphasize their soft skills and problem-solving abilities when seeking jobs.

According to the Hotel, Restaurant, and Resort Association of Cebu (**HRRAC**) Employers recruiting graduates placed an unusually high value on Human Resource Skills (i.e., leadership skills, communication skills, cooperative team building, negotiating skills, harmonious guest relations, handling difficult people, employee relations, and public relations skills), In addition, new work-place skills such as People skills, which include critical thinking ability skills, problem-solving, and interdisciplinary skills, were also highly valued thus should be shared with faculty as a technique of improving future graduates' abilities. This shows that the possibility of skill development during their university studies is a critical issue that must be addressed. (**Espellita et al., 2019**).

Furthermore, higher education institutions should collaborate closely with industry partners to engage employers in work-integrated learning (WIL - hands-on experience with the skills they need for a specific job) programs and, as a result, it will produce a better prepared young graduates for employment (**Ng et al., 2021**). Lastly, soft skills or Employability Skills for the hospitality sector revealed useful insights from employers acquired during their degree program. The importance of internships in improving soft skills was stressed (**Singh et al., 2019**).

METHODS AND DESIGN

The study employed a descriptive research design to gather statistically easy data to analyze. Initially, a descriptive approach was used to calculate, describe, and summarize collected research data logically, meaningfully, and efficiently. The thirty (30) graduating Hospitality Management students were the respondents excluding the graduates and industry professionals as the scope and limitation of the study. It was conducted at Asian College Dumaguete Campus, Dumaguete City, the capital of the province of Negros Oriental, is dubbed a university town and Asian College is one of the eleven colleges and universities in the city. A self-made questionnaire was pretested on fifteen students as a pilot test prior to the study. The Cronbach's alpha coefficient was **4.05**, suggesting a relatively high internal consistency. The researchers identified seventeen graduating students as respondents through purposive sampling. The questionnaire was divided into three parts.

The first part contained the profile of the students, including their age and gender, followed by the perception of the students towards the Hotel and Restaurant Management (HRM) program of Asian College Dumaguete. The last part contained the self-assessment of the students' soft skills and technical competencies.

The 5-point Likert scaling of 4.21-5.00 (excellent), 3.41-4.20 (high), 2.61-3.40 (fair), 1.81-2.60 (low), 1.00- 1.80 (very low) were utilized to interpret the quality of the program and the levels of skills and competencies of the students.

RESULT

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This part of the study will provide information about the data gathered from the survey questionnaire. The gathered data have been analyzed and interpreted to facilitate better understanding; the results are hereby shown in tabular form.

1. The profile of the respondents

Table 1: Age profile of the Respondents

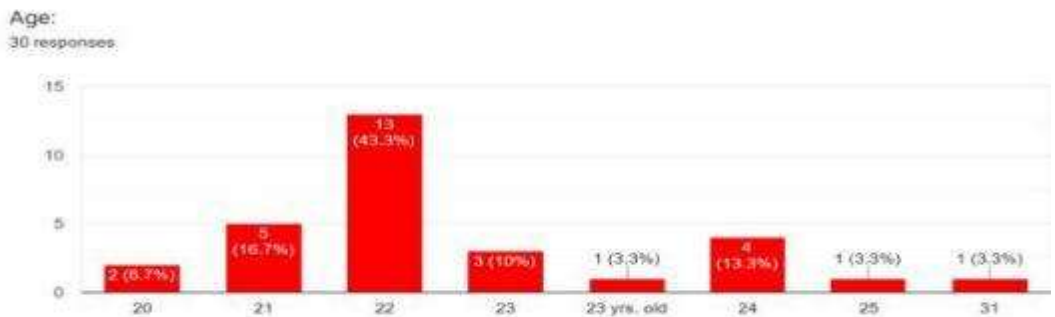


Table 2: Gender of the Respondents



Table 3: Students Perspective for Curriculum

Curriculum	wx	SD	Verbal Description
The curriculum brings together the major elements of tourism, travel, hospitality, and food services.	4.30	0.65	Excellent
The subjects allow students to gain an understanding of the different fields related to the hospitality management industry.	4.23	0.73	Excellent
The curriculum engages opportunities for students to explore the competencies and skills that the industry may require.	4.33	0.92	Excellent
The curriculum allows students to select from several alternatives of studies that may lead to a specific focus.	4.20	0.76	Excellent
Competencies are matched with the competency standards required by the industry based on the job positions that the graduates will eventually occupy upon graduation.	4.27	0.87	Excellent
The curriculum leaves room for innovation and enhancement and addresses the changing hospitality management landscape.	4.07	0.94	High

The practicum component provides the experience of the industry standards that bridge the gap between lecture and industry practice.	4.03	0.76	High
Learning activities and assessment tasks are constructively aligned to attain what the students are expected to know and be able to do at the end of the course.	4.27	0.78	Excellent

Table 3 shows the effectiveness level of the curriculum towards the HRM Department Curriculum of Asian College- Dumaguete. Based on the Cronbach's Alpha statistical test findings, the general assessment ranges to 4.33 (Excellent). The data interpretation revealed that the HRM Program of Asian College- Dumaguete had excellent program implementation over the academic years. However, the practicum component provides the experience of the industry standards that bridge the gap between lecture and industry practice.

Table 4: Students Perspective for Faculty

Faculty and Instruction	wx	SD	Verbal Description
Qualified faculty members (i.e., full-time faculty members are Master's Degree Holder or with relevant industry experience)	4.00	0.83	High
Faculty members are assigned to the subjects that align to their expertise and qualifications	4.07	0.75	High
Explain the subject matter clearly & emphasize the essential points of the lesson.	4.00	0.91	High
Come to class prepared and seldom read his lectures, notes, and books in class	4.07	0.87	High
Give explanations and examples in addition to those found in the book, and assign challenging tasks.	4.10	0.76	High

Motivate students to arouse their interest in the subject matter and encourage students to react, discuss, seek clarifications and ask questions.	4.07	0.83	High
Maintains classroom discipline and discourages cheating.	4.20	0.81	Excellent
Talks fluently and has a good command of the language of instruction.	4.13	0.78	High
Apply various instructional delivery methods. (e.g., lectures, demos, group discussions, role-play, simulations, case studies, field visits, group presentations, practice sessions, and research).	4.13	0.78	High
Administer varied assessment methods. (e.g., oral recitations, practical demos, projects, essays, etc.)	4.20	0.81	Excellent
Commends good work and gives encouraging suggestions for better student performance.	4.10	0.88	High

Table 4 shows the teaching performance level of the Asian College faculty members and their teaching classroom strategies. Based on the Cronbach's Alpha statistical result findings, the general assessment ranges to 4.20 (High). The result revealed that the teaching performance level of the Asian College faculty members, both full-time and part-time Instructors of the Hotel and Restaurant Management Department, had been highly passed according to the said qualifications and teaching standards of the said field.

Table 5: Students Perspective for Facility and Laboratories

Facility and Laboratories	wx	SD	Verbal Description
Adequate physical facilities and laboratories.	3.97	0.76	High

Front office lab for lobby reception simulation	3.70	0.88	High
Housekeeping lab is equipped with necessary supplies like linen, adhesives, chemicals, and tools necessary for accommodation training and practical demonstrations.	3.67	0.96	High
Model guest room in which students can gain experiential learning on operation management.	3.73	0.83	High
Training kitchen for culinary and baking training.	4.23	0.73	Excellent
Basic Training Restaurant lab for Food and Beverages services.	4.13	0.78	Excellent
Soft skill and communication lab for public speaking, corporate etiquette, and interpersonal skills training	3.97	0.89	High
Computer lab with up-to-date software and hardware	4.03	0.85	High

Table 5 shows the students' concept level of the Asian College-Dumaguete Campus, proper ventilation, and preparedness of the Hotel and Restaurant Management Department learning facilities and laboratories. The general assessment ranges to 4.23 (High) based on Cronbach's alpha statistical results. Based on the survey results show that the students have less satisfactory experience with the course materials being used. To resolve the problem, the hotel and restaurant management department facilities and laboratories need to be improved, and the school must undergo pre-evaluation activity of the utmost course materials or equipment by the school's authority and management before the school year starts.

2. The Extent of Students Competencies on the Hotel and Restaurant Management Program

This part of the study attributes the extent of students' competencies in the hospitality and restaurant management programs toward employability on the basic skills, thinking, personal qualities, interpersonal, and technical skills.

Table 6: Extent of Students Competencies for Soft Skills

Basic Skill	wx	SD	Verbal Description
Locates, understands, and interprets written information in prose and documents such as manuals, graphs, and schedules	4.07	0.74	High
Communicates thoughts, ideas, information, and messages in writing; and creates documents such as letters, directions, manuals, reports, graphs, and flow charts	4.03	0.72	High
Performs basic computations and approaches practical problems by choosing appropriately from a variety of mathematical techniques	3.93	0.75	High
Receives, attends to, interprets, and responds to verbal messages and other cues	3.97	0.81	High
Organizes ideas and communicates orally	3.97	0.78	High

Table 6 shows the students' self-assessment or impression level of Asian College-Dumaguete Campus students' basic skills (soft and technical skills) towards their course/field. The general assessment ranges to 4.07 (High) based on Cronbach's alpha statistical results. The survey results show that the students had a less satisfactory experience with the course materials. The study reveals that the Hotel and Restaurant Management of Asian College-Dumaguete students have less satisfaction with their abilities or skills. With this, researchers find out the Hotel and Restaurant Management Faculty members have a vital role in helping and assessing learners' needs and interests to create good learning outcomes.

Table 7: Extent of Students Competencies for Thinking Skills

Thinking Skills	Wx	SD	Verbal Description
Ability to generate new ideas	3.97	0.76	High
Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative	4.13	0.73	High
Recognizes problems and devices and implements plan of action	3.97	0.76	High
Uses efficient learning techniques to acquire and apply new knowledge and skills	4.03	0.85	High
Discovers a rule or principle underlying the relationship between two or objects and applies it when solving a problem	3.97	0.72	High

*Table 7 shows the Hotel and Restaurant Management of Asian College-Dumaguete students' perception level of their critical thinking skills. Based on the Cronbach's Alpha statistical result findings, the general assessment ranges to **4.13** (High). Based on the survey result, all (30) Thirty (HRM) Hotel and Restaurant Management students have an excellent thinking capacity and have a high (IQ) Intelligent quotient rate.*

Table 8: Extent of Students Competencies for Personal Qualities

Personal Qualities	wx	SD	Verbal Description
Exerts a high level of effort and perseveres towards goal attainment	4.00	0.69	High
Believes in own self-worth and maintains a positive view of self	4.00	0.79	High
Demonstrates understanding, friendliness, adaptability, empathy	4.07	0.83	High
Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control	4.13	0.78	High

*Table 8 shows Hotel and Restaurant Management of Asian College-Dumaguete students exerts a higher rate in assessing their individual progress and learning growth. Based on the findings using Cronbach's Alpha statistical result, the general assessment ranges to **4.13** (High). Based on the survey result, all (30) seventeen (HRM) Hotel and Restaurant Management students have truly manifested and invested time and exerted effort in improving one's interpersonal skill or ability.*

Table 9: Extent of Students Competencies for Interpersonal Skills

Interpersonal Skills	Wx	SD	Verbal Description
Contributes to group effort and teaches Others New Skills	4.03	0.76	High
Works to satisfy or exceed customers' expectations	4.13	0.68	High

Communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies	3.97	0.89	High
Works toward agreements involving the exchange of resources resolve divergent interests	3.97	0.87	High
Works well with men and women from diverse backgrounds	4.07	0.94	High

*Table 9 shows the Hotel and Restaurant Management of Asian College-Dumaguete students responsibly work towards social life. Based on the findings using Cronbach's Alpha statistical result, the general assessment ranges to **4.13 (High)**. Based on the survey result, all (30) Thirty (HRM) Hotel and Restaurant Management students have truly worked well together with their peers, teachers, and stakeholders. Studies have shown that Asian College- Dumaguete strictly adheres to social values integration and leveled - up learners' motivation to study.*

Table 10: Extent of Students Competencies for Technical Skills

Technical Skills	wx	SD	Verbal Description
Bread and pastry production	4.13	0.86	High
Food and Beverages Services	4.10	0.82	High

Hotel and restaurant marketing, sales and promotions	4.00	0.83	High
Events Management including catering and banquet functions	4.07	0.78	High
Bar tending	3.97	0.93	High
Housekeeping	3.97	0.81	High
Lodging and food services revenue management and reservation systems	3.93	0.74	High
Culinary skills that include sanitation, food fabrication, nutrition, and service quality	4.07	0.78	High
Front office services	4.10	0.76	High

*Table 10 shows the hotel and restaurant management of Asian College-Dumaguete students adopting technical life skills. Based on Cronbach's alpha statistical results, the general assessment ranges to **4.04** (High). Based on the survey result, all (30) Thirty (HRM) Hotel and Restaurant Management students have efficient knowledge upon learning technical skills (Bread and Pastry Production, Food and Beverages Services, Hotel and Restaurant marketing, sales and promotions, etc.)/any other specialized course in said field.*

The homogeneity of their assessments is exemplified in their respective section means (0.62 and 0.97), which are both lower than the cut-off set by Cohen and Berry (2001). According to both authors, for general purposes, if the standard deviation is equal to or lesser than 3.00 the set of data is homogeneous. If the standard deviation is more significant than 3.00, the set of data will be heterogeneous.

DISCUSSION, CONCLUSION AND RECOMMENDATION

The primary objective of this study is to determine whether there is a significant relationship between the HRM program of Asian College – Dumaguete and the extent of students' competencies. The study interpreted results administered by the researchers themselves to determine the overall HRM program performance and its eight (8) areas mentioned above.

We, the researchers, determine that there is a significant relationship between the student's competencies and students' perspective on the Hotel and Restaurant Management Program in getting employed. Their basic skills, thinking skills, personal qualities, interpersonal skills, and technical skills are mostly developed during their college years. One major factor of this is the Institution's curriculum, faculty & instructions, facility, and laboratories.

The researchers want to recommend a renovation of lecture facilities/laboratories, provision of an additional number of tools and equipment in the mock bar per industry requirement, student field visits, practice sessions, research, and training, specifically Flair and Bar-tending, based on analyzing the data collected.

One recommendation for future research is to explore the impact of students' competencies on the industry and the institution. With the rapid advancement of facilities, there is a need to understand how it is shaping our world and what implications it may have for the future. This could involve studying the effects of HRM program performance and its eight (8) mentioned areas on various aspects of the hospitality industry, such as employment, education, and curriculum improvement.

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CUSTOMERS' LEVEL OF SATISFACTION TOWARDS HOTEL SERVICES IN DUMAGUETE CITY

*Chona C. Sorensen, LPT and Karl Marx S. Pascobello
College of Tourism and Hospitality Management*

ABSTRACT

In most nations, hotels play a significant role by offering spaces for meetings, conventions, business travel, and leisure activities. Researchers concede that every customer's goal when purchasing a hotel's product and services is to achieve satisfaction. Providing service quality to meet the demands of every guest is a vital part of the hotel sector. Hoteliers ensure that the guests leave the establishment with a memorable experience and are satisfied with service.

The study focuses on customers' level of satisfaction with hotel service at 14 Hotels in Dumaguete City: Bethel Guest House, C&L, Coco Grande, Rovira Suites, Hotel Essencia, Hotel Nicanor, Hotel Palwa, Plaza Maria Luisa Suites Inn, Sierra Hotel, Southview, The Bricks, Flying Fish, The Henry Resort, and UNWIND Hotel.

The primary objective of this study is to assess the impact of service quality, as measured by the SERVQUAL model, on customer satisfaction with hotel services in Dumaguete City. The SERVQUAL model, a measurement technique developed by academic researchers, assesses the customer's perception and expectation across five service dimensions: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. In this study, the researchers have chosen to adopt the SERVQUAL method of Steward Robinson, which includes additional areas of service quality such as Competence, Access, Courtesy, Communication, Credibility, Security, Understanding, Food, amenities, and entertainment.

The 107 respondents in this study were randomly selected by emailing a survey questionnaire. The study used Spearman Rho to measure the relationship between the demographic variables, which include age, gender income, and customer satisfaction. The results reveal no significant relationship between the customer's demographic profile and their level of satisfaction towards hotel services in Dumaguete City. The study also showed that customers were delighted with Tangible services, stating that the hotel has comfortable beds, furniture, fittings, and a well-dressed staff.

The findings of this study will provide valuable insights into the state of hotel services in Dumaguete City. These results will not only serve as guidelines for improving and enhancing hotel establishments but also highlight potential service quality gaps in the hospitality industry. The researchers anticipate that the study will shed light on the disparity between the training provided by hospitality institutions and the actual service quality expected by hotel enterprises.

Keywords: Service quality, customer satisfaction, hotel services

INTRODUCTION

In most nations, hotels play a significant role by offering spaces for meetings, conventions, business travel, and leisure activities (Medlik et al., 2000). It is a convenient housing option when traveling and away from home. The vital aspect of the hotel sector is the provision of quality service. The services and amenities hotels provide are based on the standards of individual establishments and the National Accommodation Standards established by the Department of Tourism. The DOT explained five levels of accommodation standards, ranging from 1-star to 5-star hotels, resorts, and apartment hotels. To earn stars, the establishment should consistently improve its levels of services, facility quality, facility maintenance, business practices, and environmental management.

Every business needs its customers to establish a solid reputation and generate revenue (Elnaga & Imran, 2013). Consequently, to please customers and keep their loyalty, hotels should provide a competitive and quality service (Abdulla et al., 2017). Service quality is based on product and customer satisfaction (Ghotbabadi, 2015). Thus, a customer's primary goal when purchasing a good or service is to achieve satisfaction, and each visitor has specific requirements when selecting the hotel they wish to stay at, ideally ones that will satisfy their demands and needs.

According to Kotler and Keller (2012), customer satisfaction refers to a person's enjoyment, dissatisfaction, and anticipation of a product or result. Customer satisfaction is the performance indicator and the result of excellent customer service and factors relating to the discrepancy between what customers expect and receive (Ban et al., 2019). In addition, Dominici and Guzzo (2010) stated that satisfied customers may generate positive word-of-mouth advertising (WOM) for the company and a possible repeat business.

Due to the high demand and competition in the hotel industry, one must govern different areas to excel in quality service and customer satisfaction, ranging from accommodation, amenities, facilities, and personal services. There are varying factors that determine customer satisfaction. Some hotels use customer reviews as one of the most essential factors in boosting the success of the hotel sector. Hotels have utilized the information to adjust staffing levels, enhance training, and add or remove amenities (Torres et al., 2015).

Many studies have explored the influences of the demographic profile of The respondents were satisfied when purchasing products and services. Consumer demographics are crucial in-service marketing as they influence decision-making and choices (Chauhan et al., 2016; Kamboj & Singh, 2018; Olasina, 2015). According to Yol, Sert, Serenko, A., & Turel, O. (2006), age is the first crucial personal characteristic within the category of demographic variables. The study by Mahzad and Erfan (2015) reveals no relationships exist between variables such as gender, history of services, jobs, education, and customer satisfaction.

However, there is a relationship between the customer's age and a significant level of customer satisfaction at Ansar Bank. The most significant breakthrough in measuring service quality came when Parasuraman et al. (1988) defined the parameters on which service quality assessment can be based, such as tangibility, reliability, responsibility, responsiveness, assurance, and empathy. Each of these parameters has been defined as:

- Tangibles: Include the physical facilities, equipment, and the appearance of the personnel.
- Reliability: The ability of a service provider to provide the given service dependably and accurately.
- Responsiveness: It is the will and the promptness with which a service provider provides the service.
- Assurance: The ability of the employees to command trust and confidence from the customers based on their knowledge of the area in which the service is being provided.
- Empathy: the caring and loving attitude of the workers toward the client (Zeithaml et al., 1990).

The researchers use the SERVQUAL model to gauge customer satisfaction with hotel services in Dumaguete City. They also wish to include the demographic profile of the respondent's age, gender, and income in relation to the customer's level of satisfaction.

The objectives of this study are to determine whether the service quality service impacted the customers' satisfaction, Identify the challenges faced by the hotel sector in Dumaguete City, understand the expectations and requirements of every customer in purchasing hotel services, and recognize the customer's feedback, complaints and suggestions to improve hotel service.

STATEMENT OF THE PROBLEM

The study aims to determine the customers' level of satisfaction with the hotel services in Dumaguete City. Specifically, the study aims to answer the following questions;

1. What is the demographic profile of the private tertiary faculty members in terms of:

- 1.1 age;
- 1.2 gender; and
- 1.3 occupation?

2. What is the customer's level of satisfaction with hotel services in Dumaguete City in terms of:

2. 1 Reliability;
- 2.2 Responsiveness;
- 2.3 assurance;
- 2.4 Empathy
- 2.5 Tangibility
- 2.6 Competencies;
- 2.7 Access;
- 2.8 Courtesy;
- 2.9 Communication modes;
2. 10 Credibility;
2. 11 Security;
2. 12 Understanding/Knowing the Customer; and
2. 13 Food. Amenities and Entertainment?

3. Is there a significant relationship between the customers' demographic profile and their level of satisfaction with hotel services in Dumaguete City?

RESEARCH METHOD AND DESIGN

A research methodology is a method for gathering facts and figures to aid in decision-making. This study utilized a quantitative research design using a service quality method, SERVQUAL, adopted by Steward Robinson. The respondents were randomly selected by emailing a survey questionnaire. One hundred seven hotel customers responded to the survey, divided into two sections.

The first section is the respondents' demographic profile, which includes the age, gender, and income of the 14 hotels in Dumaguete listed in the survey. The second part of the survey is the dimensions of services: Reliability, Responsiveness, Assurance, Empathy and Tangibility, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding, Food, amenities, and entertainment.

The research environment is the 14 Hotels in Dumaguete: Bethel Guest House, C&L, Coco Grande, Rovira Suites, Hotel Essencia, Hotel Nicanor, Hotel Palwa, Plaza Maria Luisa Suites Inn, Sierra Hotel, Southview, The Bricks, Flying Fish, The Henry Resort, and UNWIND Boutique Hotel.

In collecting the data, Spearman Rho was used to measure the relationship between the demographic variables, which include age, gender income, and customer satisfaction. In obtaining the results of customers' level of satisfaction, a statistical tool of weighted means was employed with the Likert scales, ranging from Somewhat unsatisfied = 1.81-2.60 to Extremely Satisfied = 4.21-5. 00, the weighted mean results can be interpreted to show satisfied or unsatisfied customers towards hotel services.

The Customers' Rating Towards the Hotels

Hotel	Rating
(1) <u>The Henry Resort</u>	★★★★★
(2) <u>Rovira Suites</u>	★★★★★
(3) <u>Hotel Palwa</u>	★★★★★
Plaza Maria Luisa Suites Inn	★★★★★
The Bncks	★★★★★
Flying Fish	★★★★★
<u>Bethel Guest House</u>	★★★★★
UNWND Boutique Hotel	★★★★★
<u>Southview</u>	★★★★☆
Hotel <u>Essencia</u>	★★★★☆
Sierra Hotel	★★★★☆
Hotel <u>Nicanor</u>	★★★★☆
<u>Coco Grande</u>	★★★★☆
C&L	★★★★☆

The Customers' Demographic Profile

Table 1.1 The Customers' Age

Age (years)	Frequency Count	Proportion
16-25	83	77.57
26-35	19	17.76
36-45	2	1.87
46-55	2	1.87
56-65	1	0.93

Total	107	100
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From the results obtained, the table presents the frequency count and proportion for each age range: 83 of the respondents aged 16-25 years old, 19 of the respondents age is 26-35 years old, only 2 of the respondents' age is 36-45 years old, only 2 of the respondents' age is 46-55 years old, and 1 of the respondents' age is 56-65 years old. Therefore, most of the respondents' age range is from 16 to 25 years old.

Table 1.2 The Customers' Sex

Sex	Frequency Count	Proportion
Female	69	64.5
Male	38	35.5
Total	107	100

The table provides values on the frequency counts and proportions for the respondents' sex: 69 of the respondents are females, while 38 are males. This implies that there are more female respondents than male respondents.

Table 1.3 The Customers' Occupation

Occupation	Frequency Count	Proportion
Not Employed	59	55.14
Self-Employed	2	1.87
Employed	28	26.17
Rather Not Say	18	16.82
Total	107	100

The table presents the results on the respondents' occupation, showing the frequency count and proportion for each category: 59 of the respondents are not employed, and most of them are students, 2 of the respondents are self-employed, 28 of the respondents claim to be used, and 18 of the respondents chose instead not to say or make this information private. This leads to the conclusion that most of the respondents are not employed.

Table 2. The Customers' Level of Satisfaction Towards Hotel Services in Dumaguete City

2.1 Reliability	Standard Deviation	Mean	Verbal Description
Ability to deliver the promised service	0.836	4.00	Very Satisfied
Hotel equipment is always functioning	0.829	3.95	Very Satisfied
<i>Average</i>	<i>0.833</i>	<i>3.98</i>	<i>Very Satisfied</i>
2.2 Responsiveness	Standard Deviation	Mean	Verbal Description
Hotel staff are always willing to help guest	0.852	3.97	Very Satisfied
Promptness of room service	0.861	3.93	Very Satisfied
<i>Average</i>	<i>0.857</i>	<i>3.95</i>	<i>Very Satisfied</i>
2.3 Assurance	Standard Deviation	Mean	Verbal Description
Guests feel safe and secure while staying in the hotel	0.855	4.07	Very Satisfied
Hotel staff are knowledgeable to answer guests	0.857	3.96	Very Satisfied

Guests feel that the hotel services are provided at a competitive and affordable price	0.915	3.89	Very Satisfied
Hotel staff have the proper skills to perform requested services	0.899	4.06	Very Satisfied
<i>Average</i>	<i>0.882</i>	<i>4.00</i>	<i>Very Satisfied</i>
2.4 Empathy	Standard Deviation	Mean	Verbal Description
Hotel staff pay attention to guests' specific needs	0.805	4.11	Very Satisfied
Hotel staff take guests' best interest at heart	0.810	4.15	Very Satisfied
<i>Average</i>	<i>0.808</i>	<i>4.13</i>	<i>Very Satisfied</i>
2.5 Tangibles	Standard Deviation	Mean	Verbal Description
The hotel has good looking furniture, soft furnishings and fittings	0.891	4.13	Very Satisfied
Hotel has comfortable beds, furniture and fittings	0.891	4.23	Extremely Satisfied
Hotel's equipment and facilities appear clean and shiny	0.856	4.19	Very Satisfied
Everything in the room works and is easy to use	0.754	4.16	Very Satisfied
Hotel has a well-dressed staff	0.816	4.22	Extremely Satisfied

Hotel ambiance is attractive and has variety	0.867	4.18	Very Satisfied
Average	0.846	4.19	Very Satisfied
2.6 Competence	Standard Deviation	Mean	Verbal Description
Employees knowledge about local place of interest	0.890	4.00	Very Satisfied
Average	0.890	4.00	Very Satisfied
2.7 Access	Standard Deviation	Mean	Verbal Description
Accessibility of the service provider	0.904	4.07	Very Satisfied
Average	0.904	4.07	Very Satisfied
2.8 Courtesy	Standard Deviation	Mean	Verbal Description
Politeness and respect of the staff to customer	0.741	4.19	Very Satisfied
Average	0.741	4.19	Very Satisfied
2.9 Communication	Standard Deviation	Mean	Verbal Description
Phone (long-distance and international line)	0.926	3.83	Very Satisfied
Quality of communication (voice clarity)	0.861	3.93	Very Satisfied

Availability of Wi-Fi in hotel room	1.01	3.91	Very Satisfied
Scanner and printer availability	1.07	3.55	Very Satisfied
Average	.0967	3.81	Very Satisfied
2.10 Credibility	Standard Deviation	Mean	Verbal Description
Trustworthiness of service provider	0.884	4.03	Very Satisfied
Honesty of the service provider	0.931	4.02	Very Satisfied
Average	0.908	4.03	Very Satisfied
2.11 Security	Standard Deviation	Mean	Verbal Description
Alarm provided for danger	0.835	4.10	Very Satisfied
Fire proof arrangement	0.901	4.02	Very Satisfied
Accidental facility	0.863	3.99	Very Satisfied
General safety	0.846	4.10	Very Satisfied
Average	0.861	4.05	Very Satisfied
2.12 Understanding	Standard Deviation	Mean	Verbal Description
Efforts by the service provider to know the customer	0.868	4.10	Very Satisfied

Average	0.868	4.1	Very Satisfied
2.13 Food, Amenities, & Entertainment	Standard Deviation	Mean	Verbal Description
Quality of food	0.816	4.07	Very Satisfied
Choice of food	0.848	4.08	Very Satisfied
Restaurant amenities	0.861	4.07	Very Satisfied
Entertainment facility like T.V. & DVD	0.835	4.04	Very Satisfied
Average	0.840	4.07	Very Satisfied
OVERALL	0.862	4.04	VERY SATISFIED

The standard deviation and mean, along with the verbal description for each indicator, are presented on the customers' satisfaction level with hotel services. The obtained overall standard deviation is 0.862, which gives a low value of standard deviation. On the other hand, the overall mean is 4.04, which is between 3.41 and 4.20 and means 'Very Satisfied'. The results from the data suggest that the customers are delighted with the hotel services of the distinguished hotels around Dumaguete City.

Table 3. The Customers' Demographic Profile and Their Level of Satisfaction Towards Hotel Services in Dumaguete City

Demographic Profile and Level of Satisfaction	Age	Sex	Occupation	Overall	Interpretation
Spearman rho	0.050	0.147	-0.043	0.052	Weak Correlation
Degrees of Freedom	105	105	105	105.000	Independent Values

p-value	0.609	0.176	0.610	0.465	Accept Ho; Reject Ha
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0 > r < 0.3 Weak Correlation

0.3 > r < 0.5 Moderate Correlation

r > 0.5 Strong Correlation

The table presents the correlation (r) measured through Spearman Rho, the degrees of freedom, and the p-value obtained through the data analysis. The overall Spearman Rho correlation value is 0.052, which indicates a weak correlation between the variables. While the degree of freedom is 105, that means there are 105 independent values from the sample. Lastly, the p-value is 0.465, which suggests rejecting the alternative hypothesis in favor of the null hypothesis at a 0.05 level of significance. Thus, there is sufficient evidence that there is no significant relationship between the customers' demographic profile and their level of satisfaction with hotel services in Dumaguete City. The result conveys that the demographic profile of the respondents does not show a great impact on their level of satisfaction, but only for the customers used as the sample of the study.

FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

FINDINGS

1. Most respondents (77.57%) are between 16 and 25 years old, followed by those between 26 and 35 (17.76%). A small proportion of respondents are in the older age groups.
2. Female respondents constitute a more significant proportion (64.5%) than male respondents (35.5%).
3. Most respondents (55.14%) are not employed, and a significant portion choose to keep their occupations private.
4. Overall, the customer's level of satisfaction with hotel services in Dumaguete City is very high, with an average mean score of 4.04, indicating "Very Satisfied."

CONCLUSIONS

1. The research findings indicate that the majority of customers who participated in the study were young, with a significant proportion in the 16-25 age range.
2. Hotels in Dumaguete City should cater to the preferences and needs of this younger demographic.
3. Female customers are more represented than male customers. This information can be useful for hotels in tailoring their services and marketing strategies to attract and satisfy female customers.

4. The fact that a significant portion of respondents must be employed highlights the importance of targeting different customer segments, including students or individuals not part of the workforce.
5. The customers in Dumaguete City are delighted with the hotel services overall, as indicated by the consistently high mean scores across various service dimensions. This reflects positively on the quality of hotel services in the city.

RECOMMENDATIONS

Target marketing efforts towards the younger demographic: Given that most respondents are in the 16-25 age range, hotels should consider offering amenities, services, and entertainment options that appeal to this age group. This could include incorporating modern technology, social spaces, and activities that align with their preferences.

Enhance customer engagement and personalization: Since customer satisfaction is high, hotels can focus on strengthening customer engagement and personalization. This can be achieved by training staff to pay attention to individual needs, providing tailored recommendations, and creating a welcoming and friendly atmosphere. Monitor and maintain equipment and facilities: Customers highly value reliable and functioning hotel equipment, so it is crucial for hotels to establish regular maintenance schedules to ensure everything is in proper working order. Any issues should be promptly addressed to prevent any inconvenience for guests. Provide competitive pricing and value: While customers perceive hotel services as competitively priced and affordable, hotels must continue offering value for money. Regularly assess pricing strategies, compare with competitors, and ensure that customers receive a fair and worthwhile experience for the price paid. Continuously improve communication and technological amenities: Although customers are generally satisfied with communication-related amenities, such as phone services and Wi-Fi availability, hotels should consistently update and improve these services to meet changing customer expectations. Ensure that communication tools and technological amenities are current and maintain a high-quality standard.

These recommendations aim to maintain and enhance high customer satisfaction, attract diverse customer segments, and create a positive and memorable experience for guests visiting hotels in Dumaguete City. No significant difference in the demographic profile was observed among the respondents regarding age and gender distribution. The age distribution showed a higher representation of younger individuals, primarily in the 16-25 age range, with many female respondents. Additionally, many respondents needed to disclose their occupations, making it challenging to draw conclusions based on employment status alone.

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EXTENT OF TECHNOLOGY USED TO DECONGEST TRAFFIC IN STREETS AROUND ASIAN COLLEGE

*Engr. Shebert M. Pactol, PCpE, Fredwil Jucom, and Lee Vivas
College of Computer Studies and Engineering*

ABSTRACT

Traffic congestion is one of the significant factors that cause Asian College constituents to struggle to arrive at the school premises on time. This research's primary objective is to investigate the acceptability of using technology to decongest traffic in streets around Asian College. The acceptance level from the Asian College constituents gives the researchers a clear perception of the use of technology-based solutions to mitigate traffic situations. It could provide insights to policymakers and urban planners on the possible enhancements of the traffic management system. Significant data are obtained through surveys and actual observations on traffic situations on identified common routes in going to and from Asian College.

The results show that the respondents agreed with the recommendation to utilize technology-based solutions to alleviate the hassles caused by traffic congestion in the streets going to and from Asian College.

Keywords: traffic congestion, school premises, urban planner, technology-based solution

INTRODUCTION

Being present is better, but being punctual is way much better. It is a phrase that is music to the ears yet a struggle for those whose destinations were located in urban areas or metropolitan cities. Areas to which traffic mobility is very diverse due to its immense importance in economic sustainability, accomplishing personal gains, and completing tasks on time.

Traffic congestion is one of the significant factors that cause Asian College constituents to struggle to arrive at the school premises on time. Traffic congestion has been a worldwide issue that wastes time and energy, and causes environmental pollution (IRJET, 2020). Traffic congestion is not an unusual phenomenon associated with transportation in urban areas, wherein transport is slowed, and more vehicles are queuing on a given road, such as on thoroughfares going to and from Asian College. Conversely, Congestion is further defined in an article in philkotse.com by Cesar G.B. Miguel in 2020, "is perceived as the number of vehicles passing through a road in each window of time, or simply a stream. Moreover, that stream will have speed, density, and flow properties. If it worsens, it will become something conversationally known as a traffic jam."

Though traffic congestion is a possibility regardless of what mode of transport is being used, it is still a dilemma that needs to be addressed. 69% of commuters use available public transportation like jeepneys, buses, pedicabs, and the like. A significantly lesser portion contributes to the traffic than private vehicles, which occupy 78% of road space with fewer passengers. With this data, the government's traffic management will be challenged and scrutinized to perform well for the welfare of the people. A more significant challenge to Dumaguete City is that the Traffic Management Office needs to meet the standards of performing well in managing traffic congestion in business areas with heavy traffic convergence.

With the observed scenarios regarding the heavy traffic in Dumaguete City and with the current capability of the Dumaguete City Traffic Management Office, an Intelligent Traffic Management System (ITMS) is likely to be employed to mitigate the situation specifically, on the streets going to and from Asian College as it is the focal point in this research study to be able to be of help to its constituents to lessen the hassles in commuting to and from the school. Also, the increasing challenges associated with traffic congestion attracted the attention of academicians and researchers, who have proposed numerous techniques for managing traffic and solving the traffic congestion issue. Such solutions range from the latest data-collecting equipment with wireless sensor networks and protocols to route schemes and traffic forecasting methods (Ravish, Swamy, 2021). Also, Liang and Wakahara (2013) proposed city traffic prediction models using varied modeling methods, one based on the network traffic flow propagation and the other based on the time-varying spare flow volume on the related road link.

All these solutions could be embedded and intertwined in an Intelligent Traffic Management System. Utilizing and merging into one system is the latest technology trend used to ease traffic congestion. Sładkowski and Pamuła (2016) indicated that roads could be safer, greener, and more efficient by applying emerging Intelligent Traffic Management System technologies.

With this, the research on the extent of technology used to decongest traffic in streets around Asian College is timely and relevant to solicit feedback based on respondents' perception of various technology-based solutions to address traffic congestion. Though this research is delimited in Barangay Taclobo, Dumaguete City, and on common routes going to and from the proximity of Asian College, this may provide valuable and viable insights for policymakers and urban planners on the effectiveness of the use of technology-based solutions to ease up traffic congestion and could be used as bases for further researches to enhance the traffic management system of Dumaguete City Traffic Management Office. Assessing the impact of traffic delays, mainly due to the ongoing rise in traffic, on the economy in monetary terms is the priority for any policy-making process to deal with the worsening situation. If no measures are taken to control it, individual transport costs will rise, and the entire transportation system will become paralyzed, limiting sustainable urban development.

METHODS

This descriptive type of research utilizes a standardized survey questionnaire adapted from the extended Technology Acceptance Model to solicit the acceptability level of the respondents' responses on perceived usefulness, perceived ease of use, attitude towards technology use, behavioral intention, and perceived barriers. The Technology Acceptance Model is employed in this research as it is easy to comprehend and demonstrates high predictiveness in many contexts (Davis, 1989). Davis also found that the Technology Acceptance Model and the theory of Reasoned Action (TRA) significantly predicted behavior when the TRA included behavioral intent based on social and internally imposed norms.

Furthermore, the Technology Acceptance Model is one of the most influential research models in studies of the determinants of the use of technology. In TAM, perceived usefulness, and ease of use are hypothesized and empirically supported as fundamental determinants of user acceptance (P. Chau, 1996). A spatiotemporal point pattern analysis and model are employed to observe the traffic concentration around the common routes going to and from Asian College. A spatiotemporal point process is a stochastic process governing the location and time of the presence of points, or so-called events, where the number of such events is also random (Gabriel, 2017). The method helps analysts capture the overall picture and regional variation of event patterns and detect significant local patterns (Sadahiro, 2018).

An excerpt from a research article by Haoyi Xiong, Xun Zhou, and David A. Bennett, published in the *International Journal of Geographical Information Science* on February 22, 2023, stated that "traffic congestion on a road segment typically begins as a small-scale spatiotemporal event that can then propagate throughout a road network and produce large-scale disruptions to a transportation system. In current techniques for analyzing network flow, data is often aggregated to relatively large (e.g., 5 min) discrete time steps that obscure the small-scale spatiotemporal interactions that drive larger-scale dynamics. Propagation patterns of traffic congestion are represented as spatiotemporally connected events. Each event is captured as a time series at the temporal resolution of the available trajectory data and the spatial resolution of the network edge."

Purposive sampling is utilized to identify the respondents who will participate in the survey due to the time constraint of gathering them. It is an arduous task for the researchers due to the profound nature of our respondents, who should come from varied demographic locations. We need a diverse sample of respondents to ensure the credibility of the survey results and justify the notion that these respondents are having hassles commuting to and from Asian College.

This makes it empirically evident that the methods employed in this research paper for data gathering and observations was systematically, logically, and scientifically done and is appropriate and credible.

RESULTS

Table 1. Tabulated Survey Result on the Perceived Usefulness

Survey questionnaires were administered to 60 randomly selected respondents, and responses were tabulated and statistically treated. Table 1 depicts the respondents' responses on the perceived usefulness of using technology to decongest traffic in streets around Asian College. 50% of the respondents agreed and believed that using technology-based solutions could be helpful to ease traffic congestion in streets going to and from Asian College. In comparison, 38.33% strongly agreed, 10% were undecided, and 1.67% disagreed. When the respondents were asked if using technology-based solutions to ease traffic congestion helped reduce traffic congestion in going to and from Asian College, 48.33% agreed it could reduce traffic congestion. 31.67% of the respondents strongly agreed, 16.67% were undecided, and 3.33% disagreed. Thus, having an aggregate weighted mean of 4.17 is interpreted as agreed.

Table 2. Tabulated Survey Result on the Perceived Ease of Use

Data presented in Table 2 indicate that most participants, 53.33%, agreed that it is easy to use technology-based solutions to manage traffic congestion in the streets leading to and from Asian College. On the other hand, a significant percentage of 33.33% strongly agreed with the statement, suggesting a positive perception of the ease of use of technology-based solutions to ease traffic congestion. However, a small portion of the participants, 13.33%, still needed to decide about the ease of using technology-based solutions for traffic management in the area. The findings also reveal that most participants, 58.33%, agreed that using technology-based solutions to address traffic congestion in streets around the Asian College would require some degree of learning. A significant portion, 35.00%, strongly agreed with this statement, indicating a strong belief in the need for learning.

On the other hand, a small proportion of 6.67% of the participants remain -ed undecided about the learning requirement. In addition to assessing the perceived ease of use and the requirement of learning, participants' comfort level with using technology-based solutions to mitigate traffic congestion is a vital aspect to consider. The results show that the majority of the participants, 48.3 3%, agreed that they feel comfortable with the idea of using technology-based solutions to mitigate traffic congestion in streets going to and from Asian College. A significant 40.00% strongly agreed with this statement, indicating high comfort. A smaller proportion, 10.00%, remained undecided about their comfort level, while only a minority of 1.67% disagreed with the idea. With this, the investigation of the perceived ease of use has an aggregate weighted mean of 4.25, interpreted as agreed.

Table 3. Tabulated Survey Result on Perceived Attitude Towards Technology Use

Table 3 presents the survey results on the participants' perceived attitude towards technology in managing traffic congestion in streets going to and from Asian College. The table includes three questions assessing different aspects of the participants' agreement, inclination, and belief regarding using technology-based solutions for traffic management. The results indicate that the majority of participants, 51.67%, agreed, and a significant proportion, 35%, strongly agreed to use available technology-based solutions to manage traffic congestion.

However, a small percentage, 1.67%, disagreed, and 11.67% remained undecided about their agreement. Regarding the inclination to use technology-based solutions to resolve traffic problems, survey results revealed that the majority of participants which is 40%, strongly agreed, and a significant percentage, 36.67%, agreed with the idea. However, 3.33% disagreed, and 20% remained undecided. The survey results reveal a positive belief among participants regarding the potential impact of technology-based solutions in reducing traffic congestion.

A majority, 46.67%, strongly agreed, and a significant percentage, 43.33%, agreed that using technology-based solutions has the potential to make a significant impact. A small percentage, 1.67%, disagreed, and 8.33% remained undecided. Thus, a computed aggregate weighted mean of 4.23 is interpreted as agreement.

Table 4. Tabulated Survey Results on the Perceived Behavioral Intention

Table 4 presents the survey results on the participants' perceived behavioral intention regarding using technology-based solutions to help decongest traffic on Asian College streets. The table includes three questions assessing the participants' willingness and inclination toward utilizing technology for traffic congestion mitigation. The results indicate that many participants were positive about using technology-based solutions to help decongest traffic on Asian College streets. A majority, 46.67%, agreed, and a substantial proportion, 35%, strongly agreed to be amenable to using such solutions.

However, a noteworthy percentage, 18.33%, remained undecided about their willingness. The survey results indicate a similar trend regarding the willingness to adapt and utilize available technology to mitigate traffic congestion. A majority of participants, 51.67%, agreed, and a significant percentage, 36.67%, strongly agreed to be willing to adapt and utilize technology for traffic congestion mitigation. A smaller proportion, 11.67%, remained undecided. The survey results reveal a similar pattern in participants' inclination towards incorporating technology-based solutions to alleviate traffic congestion when commuting to and from Asian College. A majority, 51.67%, agreed, and a significant percentage, 33.33%, strongly agreed, while 15% remained undecided.

Table 5. Tabulated Survey Results on Perceived Barriers

Table 5 presents the survey results on the participants' perceived barriers to adopting and utilizing technology-based solutions for decongesting traffic in Asian College streets. The table includes three questions that assess the participants' beliefs, concerns, and anticipated influences that might hinder their acceptance and utilization of technology-based solutions.

The results indicate that most participants, 51.67%, agreed, and a significant proportion (33.33%) strongly agreed that potential challenges or barriers may arise in adopting and using technology-based solutions for traffic decongestion. A smaller percentage, 15%, still needed to decide about these challenges or barriers. Regarding concerns about the reliability of technology-based solutions impacting participants' willingness to embrace them as solutions for traffic problems, the survey results indicate a similar trend.

A majority, 51.67%, agreed, and a significant proportion, 33.33%, strongly agreed with this concern. A smaller percentage, 13.33%, remained undecided,

Only 1.67% disagreed with the concern. The survey results reveal that a significant proportion of participants, 48.33%, agreed, and a notable percentage, 33.33%, strongly agreed that influences might hinder their acceptance and utilization of technology for addressing traffic congestion. A smaller percentage, 15%, remained undecided, while only 3.33% disagreed.

ANALYSIS

After gathering the necessary data to determine the respondents' perceptions and acceptability of using technology-based solutions to decongest traffic on streets going to and from Asian College, the data clearly show that the respondents agreed to all the criteria under investigation, as depicted in Table 5.

DISCUSSION

The growth of the computer and information technology industries has been increasing daily, and the growth rate has significantly changed since 2002. Technologies allow human resources to work less and produce more by utilizing time. Also, new technologies can automate things that produce less effort for employees where repetitive tasks are present (P. Mandal, 2022).

ACCEPTABILITY OF MOBILE APPLICATION USAGE IN THE ENROLMENT PROCESSES OF ASIAN COLLEGE – DUMAGUETE

*Marte M. Dagpin, Engr. Shebert M. Pactol, PCpE and Fredwil Jucom
College of Computer Studies and Engineering*

ABSTRACT

This research paper analyzed the acceptability of mobile application usage for the enrollment process at Asian College - Dumaguete. The research method used in the study was a descriptive type that utilized a standardized technology acceptance survey questionnaire. The Technology Acceptance Model (TAM) was also employed in this research due to its positive factors. The investigation on the technology acceptance level from the Asian College constituents provided a clear perception of the development, deployment, and implementation requirements of a mobile application that caters to the needs of the enrollment procedures and queries of every individual who wishes to enroll in Asian College.

Our results showed that significant data were obtained through surveys and actual demonstrations of the beta version of the developed mobile application. The result also revealed that its usefulness and ease of use are highly acceptable; perceived effectiveness, consistency of information, adaptability, and perception of external control are very satisfactory. The implication of this study could be used to promote this mobile application to improve enrollment processes.

***Keywords: Application, Technology Acceptance Model, Beta Version,
Adaptability***

INTRODUCTION

Embracing technology benefits all teachers, students, and other relevant school administrative personnel in the academic environment. One of the benefits of educational technology is the optimized process, wherein the technology can automate and digitize the enrolment process, making it more efficient and faster.

The significance of technology in academic institutions is undoubtedly the ability to attain further students productively. After all, technology is all around us and continues to expand in its many uses, such as mobile technology. Advances in mobile technology have brought excessive changes to individuals' daily lifestyles. Mobile devices are prevalent in all aspects of human life. One of the benefits of technology in education is that mobile devices, as being utilitarian, user-friendly, and accessible, have become the most popular and indispensable expedient for human essentials in the past few years (Malavolta et al., 2015).

This technological trend motivates researchers and developers to impart change that could benefit not only themselves but also the community. With technology, the chances of errors in enrollment data are expected to be reduced, leading to more accurate records and less administrative work to correct mistakes. Nonetheless, the school is experiencing logging and slow connectivity that caters the student to take the enrollment process in more than five (5) minutes with a ratio of 1:5 in everyday routine. It affects other school management systems, such as student information systems and financial aid platforms, creating difficulty in integrating all stakeholders' experiences. The identified technical issue can sometimes be unreliable and preeminently go into system failures, shutdowns, and glitches that can disrupt enrollment.

The existing enrollment program only applies to regular students. In contrast, irregular student cases such as returning students, cross-enrolled students, international students, and transferees require separate modules to enhance the program. As regards this, additional expenses will be needed for the mobile application module. One of these is a chatbot system, where software or a computer program affects human converter "chatter" through text or voice interaction. This could alleviate the submission of enrollment applications to ameliorate the occurrence into the conventional design, primarily done electronically based on the result recommendation (Galko et al., 2018).

The study shows that the interdependence of electronic learning (e-learning) and the university has caused the growing importance of mobile learning (m-learning). The statistical population included students from the Technical Faculty of Tehran University, and 300 students were selected randomly as their data collection method. The results show that m-learning positively impacts student satisfaction, and strengthening m-learning within the university increases student satisfaction (Hamidi et al., 2019).

A mobile application developed solely for enrollment is the first venture in Asian College. This could allow the school to be involved in the revolutionary transformation of the education sector by using the latest technologies. Paralleled with the internet, the expansion of information has now become far-reaching. It aims to reach individuals who aim for information that is beneficial for them and will give them less hassle in the enrollment process procedures. This may sound great, but the big question is, are the Asian College constituents ready for this change? Is this developed mobile application acceptable for them to use? Will they find this mobile application beneficial? The researchers need to ascertain these things, which could be answered through the conduct of this study.

This study seeks out information regarding the extent of acceptability of the mobile application on the enrolment processes of Asian College in terms of its perceived ease of use, usefulness, perceived effectiveness, perception of external control, consistency of information, and adaptability. It gears towards knowing the reasons if there is a need for a mobile application for the enrolment processes of Asian College - Dumaguete Campus through a technology acceptance survey and demonstration of the developed mobile application.

On the other hand, this study is constrained only to the features and functions of the mobile application, such as the *Enrolment Guide*, *Scholarship Guide*, and *Academic Guide*.

METHODS

The research method utilized in this study is a descriptive type of research, employing a standardized technology acceptance survey questionnaire. The initial survey questionnaires were distributed to a few participants as a pilot study before the proper research study. The frequency of ninety (90) mixed respondents of Asian College students was a good representation of the Asian College population. Using a standardized questionnaire helps ensure consistency and comparability of data among participants. Additionally, the Technology Acceptance Model (TAM) is employed in this research due to its suitability and demonstrated predictive power in various contexts (Davis, 1989).

In another study, Szajna (1994) examined the "*predictive validity*" of the measurement of TAM. The author derived reasonably good predictive validity for perceived usefulness and ease of use by performing a discriminant analysis of behaviors in selecting database management systems (DBMSs) by 47 students following an MBA. Furthermore, the TAM is a widely recognized and influential research model in studies of the determinants of acceptance of information systems/information technology (IS/IT). It posits that perceived usefulness and ease of use are fundamental determinants of user acceptance of a particular information system or technology (Chau, 1996).

By incorporating the TAM framework, the research aims to assess the acceptance of the developed mobile application for enrollment processes at Asian College. Following an extended TAM Format, the survey questionnaire focuses on the user's perception of the mobile application. Each criterion in the questionnaire aligns with the aspects that users need to evaluate when utilizing the mobile application.

Thus, some ethical considerations were followed to protect the rights and privacy of the respondents/participants as crucial principles of confidentiality. Researchers ensure that the participants are fully informed about the study, including its purpose, potential risks, benefits, and their rights as participants. Researchers anonymize data and ensure that identifying information is accessible to authorized personnel. Researchers were also transparent about how data will be used and stored and take steps to minimize the risk of data breaches on authorized access.

Using a standardized questionnaire and integrating the TAM framework provides several advantages. Firstly, it enables researchers to collect data consistently and systematically, facilitating comparison and analysis. Secondly, TAM's established theoretical foundation and extensive use in prior studies enhance the credibility and reliability of the research. The study aims to gain insights into users' attitudes and intentions toward the mobile application by assessing perceived usefulness and ease of use.

The survey questionnaire used to gather data is an extended TAM format focused solely on the perception of the user's acceptance of using the developed mobile application for Asian College enrollment processes. Each criterion aligned with what every user needs to evaluate while using the mobile application.

RESULTS

Table 1 presents the respondents' responses on the perceived usefulness of the developed mobile application for Asian College's enrolment processes.

CRITERIA	PERCEIVED USEFULNESS										WEIGHTED MEAN	INTERPRETATION
	5		4		3		2		1			
	F	%	F	%	F	%	F	%	F	%		
1. Using the app improves my performance in my task.	43	47.78	35	38.89	11	12.22	1	1.11	0	0	4.33	Highly Acceptable
2. Using the app for my task increases my productivity	45	50.00	30	33.33	13	14.44	2	2.22	0	0	4.31	Highly Acceptable
3. Using the app enhances my effectiveness in my task.	42	46.67	29	32.22	18	20	1	1.11	0	0	4.24	Very Acceptable
4. I find the app to be useful in my task.	49	54.44	30	33.33	10	11.11	1	1.11	0	0	4.41	Highly Acceptable
AGGREGATE WEIGHTED MEAN											4.33	Highly Acceptable

4.41, the weighted mean of the respondents, conveyed that the mobile application is highly acceptable and helpful for its intended task. 4.24 found that using the mobile application enhances its effectiveness regarding the enrolment processes of Asian College. The aggregate weighted mean of 4.33 was highly acceptable on the perceived usefulness of the developed mobile application for the enrollment processes of Asian College.

Table 2 shows the tabulated data gathered to investigate the perceived ease of use of the developed mobile application.

PERCEIVED EASE OF USE												
CRITERIA	5		4		3		2		1		WEIGHTED MEAN	INTERPRETATION
	F	%	F	%	F	%	F	%	F	%		
1. My interaction with the system is clear and understandable.	43	47.78	33	36.67	13	14.44	0	0.00	1	1.11	4.30	Very Acceptable
2. Interacting with the system does not require a lot of my mental effort.	39	43.33	34	37.78	15	16.67	1	1.11	1	1.11	4.21	Very Acceptable
3. I find the system to be easy to use.	49	54.44	29	32.22	11	12.22	0	0.00	1	1.11	4.39	Highly Acceptable
4. I find it easy to get the system to do what I want it to do.	46	51.11	29	32.22	14	15.56	1	1.11	0	0.00	4.33	Highly Acceptable
AGGREGATE WEIGHTED MEAN											4.31	Highly Acceptable

The study indicated that the 4.39 weighted mean was highly acceptable, as the respondents found the developed mobile application easy to use. 4.21 of the respondents also revealed that interacting with the developed mobile application does not require much mental effort and is very acceptable to them. The aggregate weighted mean of 4.31 was highly acceptable in pertains to the perceived use of the developed mobile application.

Table 3 depicts the data gathered when the developed mobile application was evaluated for its perceived effectiveness.

PERCEIVED EFFECTIVENESS												
CRITERIA	5		4		3		2		1		WEIGHTED MEAN	INTERPRETATION
	F	%	F	%	F	%	F	%	F	%		
1. Tasks can be performed in a straight-forward manner	41	45.56	37	41.11	11	12.22	1	1.11	0	0.00	4.31	Highly Acceptable
2. I can effectively complete my task using this app.	44	48.89	32	35.56	13	14.44	0	0.00	1	1.11	4.31	Highly Acceptable
3. The app's capabilities meet my requirements.	46	51.11	26	28.89	16	17.78	1	1.11	1	1.11	4.28	Very Acceptable
AGGREGATE WEIGHTED MEAN											4.30	Very Acceptable

4.31, as per the weighted mean shown, they can effectively complete their task using this mobile application and found that the intended tasks can be performed straightforwardly. 4.28 the weighted mean responded that the mobile application's capabilities meet their requirements. With these figures, the developed mobile application is practical regarding the enrolment processes of Asian College. As a result, the aggregate weighted mean of 4.30 is very acceptable.

Another aspect of investigating the acceptability level of the developed Mobile application for Asian College's enrolment processes is the perception of external control when using the said mobile application. The data shown in Table 4 describes how the respondents found that external control for using this mobile application about its intended tasks is very acceptable.

PERCEPTION OF EXTERNAL CONTROL												
CRITERIA	5		4		3		2		1		WEIGHTED MEAN	INTERPRETATION
	F	%	F	%	F	%	F	%	F	%		
1. I have control over using the app	38	42.22	35	38.89	15	16.67	0	0.00	2	2.22	4.19	Very Acceptable
2. I have the resources necessary to use the app.	38	42.22	33	36.67	17	18.89	2	2.22	0	0.00	4.19	Very Acceptable
3. Given the resources, opportunities and knowledge it takes to use the app, it would be easy for me to use the app.	45	50.00	29	32.22	16	17.78	0	0.00	0	0.00	4.32	Highly Acceptable
4. The app is not compatible with other systems I use.	24	26.67	29	32.22	25	27.78	8	8.89	4	4.44	3.68	Very Acceptable
AGGREGATE WEIGHTED MEAN											4.09	Very Acceptable

Data shows that 4.32 of the respondents found using the mobile application easy when given the resources, opportunities, and knowledge to do so. 3.68 weighted means the app is not compatible with other systems they use. In aggregate, a weighted mean of 4.09 was very acceptable on the perception of external control for using mobile applications.

Table 5 presents the data gathered for the survey on the consistency of information in the mobile application for the enrolment processes of Asian College, which was part of the investigation on the acceptance level of the said mobile application.

CONSISTENCY OF INFORMATION												
CRITERIA	5		4		3		2		1		WEIGHTED MEAN	INTERPRETATION
	F	%	F	%	F	%	F	%	F	%		
1. The display format of the app is consistent	36	40.00	41	45.56	10	11.11	3	3.33	0	0.00	4.22	Very Acceptable
2. It is easy to find the information I needed	44	48.89	32	35.56	11	12.22	3	3.33	0	0.00	4.30	Very Acceptable
3. The organization of information on the app's screens is clear.	44	48.89	34	37.78	10	11.11	2	2.22	0	0.00	4.33	Highly Acceptable
4. I can understand and act on the information provided by this app.	44	48.89	35	38.89	8	8.89	2	2.22	1	1.11	4.32	Highly Acceptable
AGGREGATE WEIGHTED MEAN											4.29	Very Acceptable

4.33 of the weighted mean conveyed that it is easy for them to find the needed information since the organization of information on the mobile application's screen is clear, giving them complete understanding to act on the information provided by the application. This vivid presentation of information from this developed mobile application to its intended users was carefully crafted by the application developers by providing a consistent format throughout the application's graphical user interface. With that, 4.22 of the respondents found it very acceptable.

With much emphasis on the consistency of information and its graphical user interface, Table 6 shows the survey data on the adaptability of this developed mobile application. These data gathered form an integral part of the investigation of the extent of acceptability of this developed mobile application for the enrolment processes of Asian College.

The data presented in Table 6 show that the respondents found it very acceptable to adapt to using this mobile application.

ADAPTABILITY												
CRITERIA	5		4		3		2		1		WEIGHTED MEAN	INTERPRETATION
	F	%	F	%	F	%	F	%	F	%		
1. It requires the fewest steps possible to accomplish what I want to do with it.	39	43.33	37	41.11	14	15.56	0	0.00	0	0.00	4.28	Very Acceptable
2. Experienced and inexperienced users' needs are taken into consideration	40	44.44	33	36.67	17	18.89	0	0.00	0	0.00	4.26	Very Acceptable
3. The results of using the app are apparent to me.	39	43.33	37	41.11	14	15.56	0	0.00	0	0.00	4.28	Very Acceptable
AGGREGATE WEIGHTED MEAN											4.27	Very Acceptable

4.28, as a weighted mean, agreed that it requires the fewest steps possible to accomplish the tasks they wanted to do regarding the enrollment processes of Asian College. Using the mobile application is likely achievable, so it is also very acceptable. 4.26 shows that the mobile application developers have considered the needs of experienced and inexperienced users by simplifying the complexities of this application; therefore, it is very acceptable to them. 4.27 aggregate weighted mean found very acceptable to adapt to using this mobile application.

ANALYSIS

After gathering the necessary data to determine the acceptability of using a mobile application in the enrolment processes of Asian College, the presented data clearly shows how the development, deployment, and implementation requirements should be materialized to provide the intended output that is acceptable enough for the users to utilize for their benefit. This kind of data caters to the needs of the enrollment procedures and queries for everyone who wishes to enroll in Asian College.

Using the developed application eases up much of the time for queries on the enrolment procedures of Asian College, as backed by the facts obtained from the acceptability level investigation of the said developed mobile application. A person does not have to be physically present on Asian College premises to obtain the needed information on the enrollment process. However, that person will be more equipped with knowledge when undergoing the actual enrolment procedures.

Furthermore, this also gives users the comfort of doing the enrolment task whenever and wherever they want to, maximizing their time. It is empirical enough to quantify from the respondents' responses that this developed a mobile application that provides users with the needed information about the enrolment processes of Asian College. Additionally, it is deemed beneficial and acceptable to be implemented and used for its intended purpose. Thus, it is implied that technology use nowadays has an edge, but only when a user wholeheartedly accepts the use of technology within their grasp.

DISCUSSION

Undoubtedly, enrolment tasks done in an old-fashioned way with paper have been proven effective throughout history. That was a time when computing and information technology were not within the grasp and not the trend like this present era. Technology is growing by leaps and bounds despite concerns about independence, but the proper use of technology holds a bright future for everyone.

The growth of the computer and information technology industries has been on the verge of increasing daily, and there has been a significant change in the growth rate since 2002. These technologies allow human resources to work less and produce more by utilizing time. Also, new technologies have the capability to automate things that produce less effort for employees where repetitive tasks are present (Prosenjit Mandal, 2022).

One cannot or inevitably deny the digital revolution's effects, as it is growing by the minute. It will undoubtedly influence a person's daily tasks, which cannot be avoided. Thus, it should be embraced. It is high time for the Asian College community to embrace technology for a change and project an image of an institution that is geared towards innovation and the use of technology to cope with today's global demands.

The development and implementation of this mobile application are intended to facilitate the enrollment processes of Asian College. This serves as a fresh start, an eye opener for the Asian College community to the enumerable benefits of utilizing technology that is within our grasp. Data shown in this study indicates that using technology is beneficial in acquiring accurate information, improves how a task is done, and is less hassle to the end users. So, with careful consideration, understanding, and acceptance, the researchers suggest implementing this mobile application for the enrolment processes of Asian College.

Based on the research conducted and the identified need for this mobile application, we recommend developing the proposed app. The features and functionality outlined in the proposal align with current trends and user preferences, making it a potentially successful product in the mobile app market.

