



**Philippine Electronics & Communication
Institute of Technology**

RESEARCH AND COMMUNITY EXTENSION OFFICE

BOOK OF ABSTRACTS



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AIM AND SCOPE

The PECIT Book of Abstracts aims to publish original research abstracts from faculty/students and external experts dealing on various disciplines in higher education such as but not limited to Teacher Education, Business Administration, Information System, Tourism and Hospitality Industry.



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ORGANIZATIONAL CULTURE AND ENGAGEMENT AMONG EMPLOYEES

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This study investigated the relationship between organizational culture and employee engagement at the Philippine Electronics and Communication Institute of Technology, Inc. (PECIT, Inc.). The researchers used a descriptive-correlational research design to describe the organizational culture and engagement and determine the relationship between the study variables. The study's respondents were regular employees at PECIT, Inc., and thirty (30) respondents participated. They chose them because they experienced firsthand knowledge of the company's culture. This study employed mean scores and Pearson correlation to examine employees' perceptions of organizational culture and engagement levels. The study showed that PECIT, Inc. employees boast a positive corporate culture and strongly agree on empowerment, collaboration, growth opportunities, and aligned values. However, dedication received the lowest engagement score, though still optimistic overall. This highlights the importance of fostering dedication alongside other engagement aspects for maximized productivity and performance.

Keywords: Organizational Culture, Engagement, Effectiveness, Descriptive-Correlation Design, Mean Score, Pearson Correlation, Regular Employees



LIVED EXPERIENCES OF SELECTED SMALL BUSINESS OWNERS TOWARD CASHLESS TRANSACTION

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Cashless transactions, the medium in which transactions happen wherein they do not involve actual cash, have become a widespread form of transaction not just at the domestic level but also at the international level. Its continuous progress alters not just the Philippine economy but also the people's behavior. This study used a descriptive-phenomenological research design to describe the lived experiences of the ten (10) selected small business owners toward cashless transactions. The researchers developed an interview guide as an instrument to determine the participants' lived experiences, and thematic analysis was used to interpret the data. Thematic data disclosed that adapting cashless transactions resulted in both positive and negative aspects, namely versatility and adaptability, balance discrepancies, and intermittent access. Hence, participants experienced a worthwhile and unpleasant experience upon embracing cashless transactions.

Keywords- *Lived experiences, cashless transaction, descriptive-phenomenological design, Philippines*



PRACTICES ON GREEN MARKETING IMPLEMENTATION AMONG VENDORS

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This study examined the practices of vendors on green marketing implementation in Langihan Public Market Butuan City, Philippines. The researchers employed a descriptive-correlation research design among 50 vendors of Langihan Public Market, and purposive sampling was used in the study. The study used a survey questionnaire with two distinct parts. The first part provided information about the respondents' profiles, while the second part, the survey proper, posed questions to investigate the topic of interest. Frequency/percentage, Mean, and Pearson-r were the statistical tools used in treating the problem. The study found a significant correlation between the practices and the extent of green marketing implementation. In addition, the findings highlighted that the vendors need more knowledge and skills about green marketing and its implementation. However, they have the attitude to implementing green marketing by providing proper knowledge and teaching some skills. The study suggests that the LGU provides training for vendors and strict implementation, the BLGU assesses awareness and explores strategies, vendors enhance their skills, and academic institutions support green marketing.

Keywords: green marketing implementation, practices, environmental quality, compliance, awareness



ATTRIBUTES IN SELECTION OF BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION PROGRAM OF THE COLLEGE FIRST-YEAR STUDENTS

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The study investigated the extent of attributes in selecting the Bachelor of Science in Business Administration program for first-year college students. The study employed a mixed-method, descriptive-correlational design, combining quantitative and qualitative approaches. The study used a survey questionnaire with two distinct parts. The first part gathered information about the respondents' profiles, while the second part, the survey proper, posed questions to investigate the topic of interest. The questionnaire concluded with a sentence completion task. One hundred first-year BSBA students participated in the study, chosen due to their program's high enrollment. Convenient sampling involved readily available students completing the questionnaire. The researchers used a scoring procedure and descriptive-correlational to measure the two variables. Findings revealed a diverse student body driven by individual motivations and backgrounds rather than demographics. Young students (17-19 years old) from lower-middle-income families seeking business careers were most attracted to BSBA. Despite varied personal goals, including entrepreneurship and leadership aspirations, these students shared a strong work ethic and sought the program's tools to navigate the business world. This diversity underscores BSBA's potential to cultivate future leaders and entrepreneurs across varied demographics. Based on their findings, the researchers recommend focusing BSBA recruitment efforts on young women from lower-middle-income families. Highlighting the importance of family support and career/interest alignment is critical in attracting these students.

Keywords: academic interest, career goals, aptitude, abilities, personality, family influence, peer influence



SERVICE QUALITY OF NON-LIFE INSURANCE COMPANY

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Providing excellent service in non-life insurance is crucial. It makes customers happy, keeps them returning, and sets companies apart. This study determined the service quality of non-life insurance companies in Butuan City, Philippines. A pure descriptive research design was used for this study. The researchers surveyed insured (30) and prospect clients (30) to gather diverse perspectives aligned to the five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. Frequency and Percentage were used to determine the Percentage from the profile of the insured and prospective clients; the Mean was also used to determine the average measured in the study variables. The study showed that assurance was rated the highest among the five service quality dimensions. At the same time, reliability and responsiveness offered straightforward ways for the insurance companies to improve for insured and prospective clients. Non-life insurance companies can strengthen customer loyalty and satisfaction by speeding up claims processing and being more responsive.

Keywords: Service Quality, Non-Life Insurance, Reliability, Responsiveness, Assurance, Empathy, Tangibles, Descriptive Design, Philippines



LIVED EXPERIENCES OF ONLINE SELLERS: A QUALITATIVE STUDY

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This study aimed to determine the experiences of online sellers. This study used a qualitative research design, employing a phenomenological approach. The study involved ten online sellers in Butuan City who served as participants. The researchers used an interview guide as the research instrument to gather data. Thematic analysis was used in the interpretation of the data. The data revealed that online selling brings benefits like higher sales, flexible schedules, and social connections, but sellers face challenges such as customer issues, financial constraints, and tech difficulties. These findings show the complexity of online selling and the importance of adaptability and proactivity. In conclusion, Online sellers enjoy income, flexibility, and social benefits but face challenges like customer issues, scams, finances, and tech problems that impact business and emotions. To thrive, resilience and adaptability are critical, and successful sellers use strategies like visual appeal, tagging, scheduled posts, and customer satisfaction incentives to stand out in a competitive marketplace.

Keywords – lived experiences of online sellers, coding, thematic, descriptive-, Philippines



DETERMINANTS OF CUSTOMER SATISFACTION OF THE SELECTED TEA SHOPS

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This study aimed to determine the relationship between the determinants and customer satisfaction of the selected tea shops. The study used a descriptive-correlation research design and was conducted in three selected tea shops: JB Bubbly Tea House, SweeTea House of MilkTea, and Burp's Koi SnackHouse. The study's respondents were the (90) customers who were the selected Tea Shops' guests. The researchers used a questionnaire to determine the determinants and customer satisfaction level. Mean and Pearson-r were used to treat the problem. The study's findings showed that the relationships between various determinants and customer satisfaction reveal food quality, reliability, and price. These factors exhibit a significant relationship with customer satisfaction, highlighting their importance in driving positive customer experiences. Accessibility shows a substantial relationship with customer satisfaction in terms of food quality. This implies that ease of access influences customers' perception of the food experience. Social media marketing strategies showcase a significant relationship with all other measured determinants (food quality, service quality, reliability, and price) except for ambiance. This implies that effective social media strategies can boost customer satisfaction across various aspects of the tea shop experience.

Keywords: Tea Shops, Determinants, Customer Satisfaction, Food Quality, Accessibility, Social Media Marketing Strategies, Service Quality, Ambiance, Reliability, Price, Descriptive-correlation, Philippines



STATEHOOD AND ALIGNMENT OF BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: A TRACER STUDY

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This study investigated the employment status and job alignment of Bachelor of Science in Business Administration (BSBA) graduates from the Philippine Electronics and Communication *Institute of Technology (PECIT) between 2016 and 2021. This study used a descriptive follow-up research design. Purposive sampling was used to identify respondents who participated in the study. A survey questionnaire was used in the study, sent through the respondents' social media accounts. Frequency and percentage were applied to analyze the data. Most respondents were aged 25-30, predominantly female cohort, mostly graduated in 2019, and are single. Data reveals that most respondents had prior employment in the private sector, though career details were not always disclosed. Income primarily fell within the 11,001-20,000 bracket, and job alignment perceptions varied among respondents. The study provides valuable insights into the profile and professional background of PECIT's BSBA graduates.*

Keywords: *Statehood, Alignment, BSBA, Descriptive Follow-up, Philippines*



CHALLENGES EXPERIENCED IN WRITING RESEARCH AMONG COLLEGE STUDENTS

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This study aimed to determine the challenges experienced in writing research among college students. This study used a pure descriptive research design. This study was conducted at the Philippine Electronics and Communication Institute of Technology (PECIT). The study's respondents were college students with a Bachelor of Science in Business Administration, Bachelor of Elementary Education, and Bachelor of Science in Hospitality Management. There were 150 students participated in the study. The study used a survey questionnaire to gather data. The researchers used statistical tools to treat the problems. Mean, rank, and linear regression were used in the study. This study found that editing research papers emerges as the most significant hurdle for college students, significantly exceeding the perceived difficulty of other research steps. While selecting topics, finding resources, and other aspects are moderately challenging; Editing presents a unique need for targeted support due to its perceived difficulty gap. The researchers proposed a seminar-workshop to choose a research topic and to enhance editing skills. The provided seems well-structured and addresses the needs of various stakeholders at PECIT. This is a strong foundation for a comprehensive research skills improvement plan at the Philippine Electronics and Communication Institute of Technology (PECIT).

Keywords: Challenges, Pure Descriptive, Philippines



REMUNERATION AND JOB SATISFACTION AMONG DELIVERY RIDERS

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Delivery riders are the front-line workers who interacted directly with customers and deliver their orders. These riders do not enjoy the benefits that they should get as regular workers of the food delivery apps that, for all intents and purposes, employed them—no assurances of income, no accident insurance, no social security, and no protection from termination. This quantitative and descriptive-correlational research investigated the relationship between remuneration and job satisfaction among fifty (50) delivery riders in Butuan City, Philippines. The researchers made use of likert scale survey questionnaire to determine the range of remuneration and the factors that affects job satisfaction. The data gathered were analyzed, correlate, and interpret. The analyzed data revealed an average level of commitment, moderate level of work environment, and low level of incentives and benefits. Moreover, there is no significant relationship between the remuneration and the level of job satisfaction among delivery riders. The findings concluded that delivery riders in Butuan City did not have a significant relationship between the delivery riders' remuneration and overall job satisfaction. This means that within the range observed in the study, variations in income do not notably impact how satisfied riders feel about their work. It was suggested that other factors played a more significant role in delivery rider satisfaction in Butuan City, such as the work environment, incentives, benefits, or commitment.

Keywords: remuneration, job satisfaction, work environment, incentives, benefits, commitment, frequency, mean, pearson-r, descriptive-correlational, Philippines



MANAGERIAL PRACTICES AND EMPLOYEE SATISFACTION AMONG DRIVE-IN HOTELS

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This study investigated the relationship between managerial practices and employee satisfaction. This study used a descriptive-correlation research design. The study utilized a survey questionnaire to capture the respondents' profiles, measure organizational practices, and assess various facets of employee satisfaction. Statistical tools such as frequency/percentage, mean, and Pearson-r were used to analyze the data. This study reveals that the correlation between managerial practices and employee satisfaction in drive-in hotels has significant relationships ($P < 0.05$). The findings suggested that effective planning, organizing, staffing, leading, and controlling practices contributed to positive employee satisfaction in various dimensions, but the impact may have varied across specific areas. The results highlighted the importance of considering different managerial practices to enhance employee satisfaction in drive-in hotels.

Keywords: managerial practices, employee satisfaction, drive-in hotels, Philippines



CHALLENGES ENCOUNTERED ON ONLINE LEARNING AMONG COLLEGE LEARNERS

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The study determined the challenges encountered on online learning among college learners. Specific sub-problem includes a profile of the respondents in terms of age, location, economic status/ income of parents/guardians, challenges encountered and strategies or techniques on online learning and policy could be recommended. It selected twenty (20) First year college learners of Philippine Electronics and Communications Institute of Technology (PECIT). It utilized qualitative research to investigate the challenges encountered by college learners specifically the first year BEED. Based on the findings of the study, the most common challenges encountered by the respondents were slow internet connectivity, difficulties in adopting in the new learning modality and their location. To overcome the said challenges, the respondents found alternative solutions such as using mobile data, finding places with internet access, and seeking help from teachers and classmates. These techniques helped the students cope with their activities in the Learning Management System (LMS) and by attending the virtual class attentively. Based on the result, the recommendations were discussed at the end of the study.

Keywords: Slow Internet Connectivity, Challenges, Encountered, Online Teaching



STUDENTS' PERCEPTION ON ONLINE CLASS TOWARDS ACADEMIC ACHIEVEMENT

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This study determined the Students' Perception on Online Class towards Academic Achievement based on their experiences. To know if online class is effective to the students' academic achievement, or if it only gave them a hard time leading them to acquire low grades. The specific sub-problems included, were the profile of the respondents in terms of age, sex, their perception on attending online class, and also their academic achievement. This research was conducted by survey method through online with use of Google Forms and distributed to the 30 second year Bachelor of Elementary Education students in the first semester of School Year 2021-2022 in Philippine Electronics and Communication Institute of Technology. It utilized quantitative research method, in order to know the different perceptions of the students in attending online class towards their academic achievement. Based on the findings of the study, it was found out that most perceptions of the second year Bachelor of Elementary Education students in online class was they submitted their tasks on time, and performed good in the Online Class. This was because most of their responses in the survey questionnaires are Agree. Based on the result, the Philippine Electronics and Communication Institute of Technology (PECIT) administration should have an internet hub or a room, on where the students can connect to internet for educational purposes. The teachers should be innovative and help the students improve their technological skills and monitor their academic performance. The students should be self-reliant and at the same time be collaborative, and have self-disciplined on using technologies, no matter what modality is offered, the students should focus on how to meet the demands on their studies. The project on putting an internet hub has been done to cater students' needs in internet connectivity.

Keywords: Perception, Online Class, Academic Achievement



ACQUIRING A PET DOG: THE DECISION MAKING OF PROSPECTIVE DOG OWNERS IN BUTUAN CITY

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Pets have been part of our lives since ancient times. In recent days, they have become an integral part of our families. In fact, we tend not to differentiate between pets and human family members. This study focuses on acquiring a pet dog: Affecting the decision making of a prospective dog owner as perceived by selected dog lovers. The Study has selected twenty respondents dog lover in Butuan City. Majority of the respondents are female. These are the indicators; physical appearance has the highest weighted mean at 3.4 (Very High Preference); followed by assurance at 3.3 (Very High Preference) and the last is Behavior at 3.2 (High Preference). Test of significant difference in preference using gender as the differentiating variable. Therefore, acquiring a Pet Dog decision making of Prospective Dog Owners perceived that they highly preferred to know the pet dog in terms of physical appearance, behavior and assurance. Gender is not a differentiating variable in terms of preference. This study recommended that the basis in acquiring dogs and any pet are based on the perception mentioned, and PECIT administrator can use the results of this study as basis in making a school program activities to the marketing management students related to effective marketing strategy in engaging pet business.

Keywords- *Acquire, decision making, dog owners & perceived*



EXTENT OF IMPLEMENTATION ON DISASTER RISK REDUCTION MANAGEMENT POLICIES: BASIS FOR A PROPOSED ACTION PLAN

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This study determined the extent of implementation of the disaster risk reduction management (DRRM) policies for typhoons and floods in Barangay Buhangin, Butuan City. As a community prone to these hazards, it is essential for the barangay to have effective policies and strategies in place to mitigate the impact of disasters. This is a quantitative correlational research where frequency counts, percentages, mean, and Pearson r correlation was employed to assess whether there is a significant relationship between the DRRM policies and the profiles of the 75 respondents from Barangay Buhangin, Butuan City. Samples were selected through purposive sampling, which relies on data collected from respondents who were eligible to participate in the study. This study revealed that the implementation of DRRM policies in Barangay Buhangin was moderately implemented, which means that the citizens were aware of the DRRM efforts of the barangay. While it can be regarded as that, results showed that there were policies from different thematic areas that need to be pushed through or are lacking in implementation. Therefore, some policies need to be revisited to enhance and be given emphasis in order to be highly effective. Hence, the researchers devised an action plan to suggest programs and activities per DRRM thematic area in hope to intensify the implementation.

Keywords— Action Plan, Disaster Prevention and Mitigation, Disaster Preparedness, Disaster Response, Disaster Recovery, disaster risk reduction management, quantitative correlational Butuan City, Philippines



CHALLENGES OF WORKING STUDENTS TOWARDS ACADEMIC PERFORMANCE

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This study endeavors to investigate the challenges encountered by working students and their subsequent influence on academic performance. In the face of escalating educational costs and a growing aspiration for financial autonomy, many students find themselves compelled to navigate the dual demands of work and academics. Employing a quantitative research methodology, this study delves into the difference between the challenges faced by working students and their academic performance, spanning from the first year to the fourth year at the Philippine Electronics and Communication Institute of Technology. The researchers utilized Challenges of the Respondents' Scale to gauge these variables, employing statistical techniques, including T Statistic and standard deviation. The study's findings reveal that a majority of the respondents are female, with a smaller representation of males. Furthermore, it is observed that most working students successfully manage their work commitments alongside their academic responsibilities, suggesting that working while studying may not be a substantial impediment to fulfilling their educational tasks. However, these challenges may have implications for their future careers, given their early exposure to the workforce. In light of these findings, the study concludes with recommendations to address the challenges identified, offering potential strategies to enhance the academic and professional trajectories of working students.

Keywords- Education (discipline of the study), challenges encountered by working students, (concept/s being studied) quantitative research methodology, Statistical techniques, including T Statistic and standard deviation (method/process), Philippines



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