



ISSN 2672-3107 (Print) 2704-288X (Online)

PHILIPPINE SOCIAL SCIENCE JOURNAL

Advancing Social Science Research in the Philippines and Beyond

Volume 8 Number 2 Special Issue (April-June 2025)

www.philssj.org

Research Digest

Business and Tourism
Education
Health and Wellness
Social Science
Social Work
Information Technology



All published articles by Philippine Social Science Journal (PSSJ) are licensed under a Creative Commons Attribution-Noncommercial 4.0 International (CC BY-NC 4.0). You are free to share (copy and redistribute the material in any medium or format) and adapt (remix, transform, and build upon the material). Under the following terms, you must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. You may not use the material for commercial purposes.



FROM THE EDITOR

These research digests represent the scholarly contributions presented at the IGEMRC 2025 and 6th GEMRC, showcasing the work of researchers from across the globe, including the Philippines, Indonesia, Vietnam, Cambodia, and the United States of America. This multidisciplinary compendium addresses a wide array of critical issues, spanning financial performance and tourism strategies in Southeast Asia, inclusive education and curriculum reform, and innovative health interventions for mental well-being. Furthermore, the presentations explore social welfare challenges facing vulnerable communities—such as deaf individuals and ethnic minorities—and demonstrate the practical application of information technology to solve administrative inefficiencies in academic and medical institutions. Together, these studies highlight a cross-border commitment to advancing solutions in business, education, health, social science, and technology.

Business and Tourism. These papers highlight the critical role of governance, digital engagement, and strategic marketing in driving performance. In the financial sector, managerial ownership and credit risk were found to significantly impact bank performance in Indonesia, while dividend policies showed no significant effect. In the realm of marketing, studies emphasize the psychological drivers of consumer behavior; for instance, “green satisfaction” and “value congruity” act as essential mediators that translate a brand’s image into customer loyalty and purchasing decisions. In the Philippines, social media influencers significantly shape consumer perception and buying behavior for inland resort products, and state universities have been identified as having high potential for accreditation as farm tourism destinations due to their agricultural resources.

Education Educational studies. These papers emphasize the need for innovative teaching methods and inclusive curricula to address diverse learner needs. Technology integration at the “redefinition” level of the SAMR model was shown to significantly boost student achievement in Asian History, while challenges remain in teaching local sociocultural history due to a lack of instructional resources. Inclusivity research reveals that non-Catholic students in Catholic universities experience positive personal and spiritual growth, though compliance with integrating Indigenous Peoples’ studies into higher education remains moderate. Furthermore, participation in after-school activities was identified as the strongest predictor of physical fitness among US middle schoolers, while Special Education teachers support children with autism through resilience and social collaboration despite significant behavioral and instructional challenges.

Health and Wellness. This section underscores the efficacy of diverse therapeutic interventions and the resilience of caregivers in managing mental and emotional health. Clinical studies demonstrated that Integrated Neuro-Linguistic Programming (NLP) effectively reduced depressive symptoms in female clients, while Integrative Biopsychosocial Therapy proved effective for treating comorbid depression and PTSD. Alternative approaches also showed promise; laughter therapy was found to enhance the well-being and resilience of working mothers, and dog ownership provided “unspoken therapy” that helped solitary individuals rediscover purpose. Additionally, a phenomenological study detailed the transformative journey of mothers raising children with Down Syndrome, characterizing their experience as a shift from initial denial to profound acceptance anchored in faith.

Social Science. The research focuses on organizational dynamics, workforce well-being, and the evaluation of public programs. In Indonesia, high workloads and work stress were found to negatively impact employee performance, whereas strict work discipline significantly enhanced it. In the Philippines, the implementation of Occupational Safety and Health Standards (OSHS) in government offices is generally frequent but notably lower at the national level compared to city and provincial offices. Other studies highlighted that job satisfaction is a primary determinant of turnover intention among nurses in

public hospitals and that jail services in Western Visayas are generally well-implemented, though facilities struggle with ventilation and overcrowding.

Social Work. The social work studies, largely focused on Vietnam, examine systemic barriers for vulnerable populations and the evolving role of civil society. Research on deaf inclusion reveals a fragmented support system where services diminish significantly after elementary school, creating barriers to adult employment and social integration. Another study highlights that ethnic minority communities are often “trapped” in poverty, unable to participate in migration waves due to illiteracy and a lack of labor skills. Furthermore, as Vietnam transitions to middle-income status and international aid declines, the research suggests a critical need to cultivate a domestic culture of philanthropy, which currently lags behind western models of civic contribution.

Information Technology. The technology section showcases the development of automated systems designed to resolve administrative inefficiencies in educational and medical institutions. Projects included a web-based complaint management system that enhanced transparency and reduced resolution times at a state university and an automated grading system with predictive analytics that streamlined performance tracking. In healthcare, a newly developed clinic management system reduced patient waiting times by 35% and improved record-keeping efficiency by 50%. Additionally, innovations included AI-driven tools for teacher evaluation that provide personalized professional development recommendations and asset management systems utilizing QR codes to forecast maintenance needs.

Fostering sustainable development through effective knowledge translation involves converting the diverse empirical findings of the IGEMRC 2025 and 6th GEMRC into actionable, evidence-based strategies that bridge the gap between academic research and real-world societal impact. By operationalizing insights—such as the link between “green satisfaction” and economic loyalty, or the specific efficacy of bio-psychosocial therapies—policymakers and practitioners can design targeted interventions that simultaneously promote economic growth and holistic well-being. The practical application of this multidisciplinary knowledge is evident in the potential to reform educational curricula for inclusivity, optimize public sector efficiency through the demonstrated IT solutions, and dismantle systemic poverty traps facing vulnerable groups like ethnic minorities and the deaf community. Ultimately, translating these cross-border studies into practice moves beyond mere academic dissemination, directly fueling the pillars of sustainability by enhancing institutional governance, fortifying social safety nets, and leveraging technology to create resilient, equitable systems across Southeast Asia and beyond.

TABLE OF CONTENTS

	Page
FROM THE EDITOR	2
TABLE OF CONTENTS	4
A. BUSINESS AND TOURISM	9
Donor Relation and Income Diversification Strategies of a Diocese in the Philippines <i>Christopher M. Villaronte and Joseph G. Guevarra</i>	9
The Dynamic Relationship between Organizational Culture and Employee Performance: A Mediated Approach through Job Satisfaction in Public Administration <i>Ni Putu Ayu Sintya Saraswati and Sapta Rini Widyawati</i>	10
Financial Performance in Indonesian Banks: The Role of Ownership Structure, Dividend Policy, and Credit Risk <i>Ni Luh Nyoman Sherina Devi and I Kadek Bagiana</i>	11
Perceived Impact of Social Media Influencers on Consumer Perception and Buying Behavior on Inland Resort Products and Services: An Explanatory Sequential Mixed Method Study <i>Cristine Mae G. Montenegro and Nenette D. Padilla</i>	12
Potential, Challenges, and Opportunities of a Philippine State University as a Farm Tourism Destination <i>Maria Cristina I. Canson and Merlita V. Caelian</i>	13
Chasing Snowflakes: Tourists' Winter Tales of Wonder, Motivation, and Challenges in Georgia and Armenia <i>Ismael A. Haguisan III</i>	14
Financial Performance of Banking Companies on the Indonesian Stock Exchange <i>Ida Ayu Satwika Dewi and Ni Putu Ayu Mirah Mariati</i>	15
Acceptance, Behavioral Intention, & Usage among Clients of a Government Office on Mobile Payment Services <i>Eriz Jireh B. Lagunday and Carmen C. Menes</i>	16
Patient Satisfaction of Outpatient Services of a Level 1 Private Hospital in Western Visayas, Philippines <i>Sheryl S. Divinagracia, M.D. and Joseph G. Guevarra</i>	17
Socio-Economic Demographics and Health Status of the Residents of a Hinterland Community in Negros Island, Philippines <i>Chris G. Sorongon, M.D.</i>	18
Stock Return and Factors Influencing Study on Consumer Goods Industry Sector Companies Listed in the Indonesia Stock Exchange in 2020-2023 <i>Putu Kepramareni</i>	19
Analyzing the Impact of IOS, Ownership, Sustainability Reporting, Firm Size, and Leverage on Firm Value: Evidence from Indonesian Manufacturing Firms <i>Sagung Oka Pradnyawati</i>	20

Entrepreneurial Competencies and Succession Planning among Family Business Owners in a Second-Class Municipality in Iloilo Province: An Explanatory Sequential Mixed Methods Study <i>Elaine B. Sobrevega and Grace L. Lopena</i>	21
Managerial Ownership, Financial Performance, and Firm Size as Drivers of Company Value: Empirical Evidence from the Indonesian Food and Beverage Industry (2019–2023) <i>Gusti Ayu Kade Ita Maharani and Putu Novia Hapsari Ardianti</i>	22
What Drives the Tax Avoidance in Mining Firms? <i>Ni Wayan Damayanti and Anak Agung Putu Gede Bagus Arie Susandya</i>	23
Analysis of Consumer Intention to Use BPD Bali Bank QRIS Payment Technology Using the Technology Acceptance Model Approach at the Denpasar Festival UMKM Exhibition <i>Ni Made Novi Karina, I Putu Wahyu Dwinata, Ni Putu Siska Pratiwi, and Ni Kadek Ayu Mirah Heni</i>	24
Service Quality and Customer Repurchase Intention of a Local Restaurant in the Central Philippines <i>Maria Thely P. Cordova and Nenette D. Padilla</i>	25
Service Quality, Patient Satisfaction, and Challenges of Multi-Specialty Dental Clinics in Highly Urbanized Cities in Western Visayas <i>Jasmine Joyce G. Mendez and John Clifford Salugsugan</i>	26
Service Quality and Clients Satisfaction of Digital Dental Diagnostics in Highly Urbanized Cities in Western Visayas <i>Paul Brian S. Mendez and John Clifford Salugsugan</i>	27
Does Financial Literacy Contribute to the Increased Utilization of Digital Transactions by MSMEs? <i>Agus Wahyudi Salasa Gama</i>	28
The Role of Value Congruity in Mediating the Influence of Brand Image, and Green Marketing on Purchasing Decisions <i>I Gusti Ayu Imbayani</i>	29
Brand Image and Customer Loyalty of Parents in a Private Sectarian School in Central Negros <i>Analyn F. Romatico and Carmen C. Menes</i>	30
B. EDUCATION	31
Grade 11 Public Schools Students' Knowledge and Challenges in Learning the Sociocultural History of Negros Occidental <i>John Allan A. Galvez and Joel M. Bual</i>	31
Student's Achievement of Learning Competencies and Challenges in Learning World History in Public High Schools <i>Rudylyn P. Delaben and Joel M. Bual</i>	32
The Effectiveness of Technology Integration by Redefinition in Teaching Asian History among Grade 7 Learners in a Catholic School <i>Angelica V. Alison and Dexter Paul D. Dioso</i>	33
Compliance with the Integration of Indigenous Peoples' Studies into Relevant Higher Educational Curricula <i>Jona J. Gabana and Annabee M. Claur</i>	34
Mathematical Skills and General Mathematics Performance of Grade 11 Students in a Public National High School in Southern Negros Occidental, Philippines	35

Cleah Amor S. Parcon and Francis Jose D. Bearneza

Physical Fitness of Middle School Students in Selected American Public Charter Schools 36
Marijoy I. Vestil and Dennis V. Madrigal

Spiritual Well-Being of Senior High School Students in a Non-Sectarian Private High School 37
Ayrton G. Macainan and Joel M. Bual

Exploring the Topics, Teaching Strategies, and Assessments of Junior High School English Teachers: Exploratory Sequential Mixed Methods Inquiry 38
Angelo John C. Palma and Marisa B. Petalla

Fostering Faith and Flourishing: A Phenomenological Inquiry into the Lived Experiences of Non-Catholic Students in a Catholic University 39
Feddy B. Junsay Jr. and Dennis V. Madrigal

Public Special Education Teachers' Challenges, Social Support, and Meaning in Teaching Children on the Autism Spectrum 40
Kristel Anne T. Diaz and Dennis V. Madrigal

The Migrant Spirit: Journeys of Faith Beyond the Catholic Church 41
Genie U. Pedrosa and Dennis V. Madrigal

Assessing Student Satisfaction with Selected Schools Services through the 7Ps Marketing Mix: A Study of a Catholic Higher Education Institution in the Philippines 42
Jesa C. Rosas and Dennis V. Madrigal

Factors Affecting Library Loyalty in Academic Libraries 43
Marline G. Roma and Celbert M. Himang

Job Satisfaction, Mental Well-Being, Motivations, and Challenges of Selected Migrant Filipino Teachers Working in the United States of America 44
Rhey Mark E. Presquito and Dennis V. Madrigal

Quality Education through Standards: Model Primary School Standards (MPSS) and Student Learning Outcomes in Cambodian Primary Schools 45
Theara Tang and Thearom Ret

Scientific and Quantitative Literacy and Its Influence on Academic Achievement in Physical Science 46
Rea Joy S. Estillena and Joji D. Linaugo

C. HEALTH AND WELLNESS 47

Denying to Embracing: A Mother's Path to Acceptance, Love, and Resilience in Raising a Child with Down Syndrome 47
Alyanna V. Zabala and Araceli C. Doromal

Laughter and Well-being: The Transformative Experiences of Working Mothers 48
Jhonna G. Toledo and Araceli C. Doromal

Unspoken Therapy: Dogs' Contribution to Their Owners' Well-being, Coping Mechanism, and Newfound Meaning in Life 49
Daisy T. Kazandjiev and Sharon Rose G. Medez

Emotional Intelligence and Self-Harming Behavior of Junior High School Students with Absentee Parents in a Catholic University <i>Lorence R. Macahilig and Chris Feli Joy P. Tajonera</i>	50
Implementation of Occupational Safety and Health Standards in Government Offices in the Province of Negros Occidental <i>Leslie Rose V. Cagbaleño and Anabelle S. Palic</i>	51
Occupational Stress, Psychological Distress, and Coping Strategies of First-Level Judges in the Philippines: Examining the Influence of Demographics and Caseloads <i>Lunel J. Gabayoyo, Deborah Natalia E. Singson, and Dennis V. Madrigal</i>	52
The Effect of Integrated-Neuro-Linguistic Programming as Supplementary Intervention for Individuals with Depressive Symptoms <i>Charito F. Ybias, Mark T. Ortibano, and Dennis V. Madrigal</i>	53
The Effect of Integrative Biopsychosocial Therapy on Comorbid Major Depressive Disorder and Posttraumatic Stress Disorder <i>Mark T. Ortibano, Deborah Natalia E. Singson, and Dennis V. Madrigal</i>	54
D. SOCIAL SCIENCE	55
How Workload, Discipline, and Work Stress Affect Employee Performance <i>Gde Bayu Surya Parwita, Made Ika Prastyadewi, Ni Putu Putra Intan Cahyani, and Ni Putu Ratih Indira Swari</i>	55
The Power of Green Satisfaction: Driving Loyalty through Environmental Image of Green Brand in Indonesia <i>I Made Surya Prayoga</i>	56
How to make employees love their work? <i>I Nyoman Resa Adhika</i>	57
Implementation, Challenges and Opportunities of the Special Program for Employment of Students (SPES) in a First-Class Philippine Province: An Explanatory Sequential Inquiry <i>Elma B. Bachita and Merlita V. Caelian</i>	58
Implementation and Challenges of Jail Services in District Jails in Western Visayas, Philippines <i>Ermee Joy F. Painaga and Jasmin L. Parreño</i>	59
Implementation and Challenges of Resettlement Program of a Component City in Northern Negros Occidental <i>Krizzia Joy N. Javier, Anabelle S. Palic, and Merlita V. Caelian</i>	60
Job Satisfaction and Turnover Intention of Nurses in Public Hospitals in Northern Negros Occidental <i>Amelyn A. Sentinar and Sheila P. Arnibal</i>	61
Work-Life Balance and Job Performance of State Auditors in Southern Luzon, Philippines <i>Angel L. Baluran and Annabelle S. Palic</i>	62
Perceived Organizational Diagnosis and Employees' Commitment of a Maritime College in Western Visayas <i>Ellisther Nina O. Salabas, Dennis V. Madrigal, Nenette D. Padilla</i>	63
Unveiling The Drivers of Corporate Social Responsibility: The Roles of Profitability, Consumer Proximity, Media Influence, Environmental Awareness, and Tax Aggressiveness <i>Luh Pande Eka Setiawati and Ni Putu Yuria Mendra</i>	64

Understanding Consumer Intention to Purchase Biodegradable Plastic Bags: The Roles of Green Awareness, Subjective Norms, and Green Trust <i>I Nengah Gina Budiarta, Made Pradnyan Permana Usadi, Ni Kadek Asti Tresnasari, and Ni Luh Komang Putri Laksmiani</i>	65
E. SOCIAL WORK	66
Ecological Support for Deaf People in Viet Nam: Analysis of Inclusion and Barriers <i>Dai Phuoc Tran</i>	66
Roles and Contribution of Viet Nam Civil Society and NGO toward Social Welfare: Challenges and Opportunities for Middle-Income Countries <i>MSc. Do Van Trai</i>	67
Minority Communities "Trapped" in Migration Waves in Vietnam. A Comparative Analysis within the Southeast Asian Context <i>Trang Nguyen Thu</i>	68
Mental Health Response Community Training: Analysis of Viet Nam Cultural Values and Behaviors <i>Nguyen Thi Minh Hien</i>	69
Barriers and Opportunities of Implementing Flipped Classroom in Teaching Reading Comprehension of Literature in Vietnamese High Schools <i>Oanh Ngoc Tran Ho</i>	70
F. INFORMATION TECHNOLOGY	71
A Complaint Management System for Enhanced Efficiency at West Visayas State University Himamaylan City Campus <i>Edlin Z. Muzones and Jake R. Pomperada</i>	71
Automated Fixed Asset Management System with Predictive Analytics <i>Neil Vincent D. Alvior and Jake R. Pomperada</i>	72
Outpatient Department Clinic Management System at Adventist Medical Center Bacolod <i>Junic B. Diplomo and Jake R. Pomperada</i>	73
Automated Grading System with Student Performance Analytics <i>Brittaney E. Bato and Jake R. Pomperada</i>	74
Automated Teacher Behavior Inventory Management System with AI-Driven Recommendations <i>Mark Joemine L. Renegado and Jake R. Pomperada</i>	75
Recoletos de Bacolod Graduate School Docuware: E-Document Management System <i>Mariano D. Antenor, Jr. and Jake R. Pomperada</i>	76

A. BUSINESS AND TOURISM

Donor Relation and Income Diversification Strategies of a Diocese in the Philippines

Christopher M. Villaronte¹ and Joseph G. Guevarra²

^{1,2}*University of Negros Occidental-Recoletos, Philippines*

Introduction: To ensure long-term stability, religious organizations must supplement donor contributions with diversified income sources. This study examined the implementation of donor engagement and alternative revenue strategies in a Negros Island Diocese, utilizing feedback from clergy and finance committee members. The results inform a Resource Mobilization Action Plan designed to strengthen financial stewardship and sustainability.

Methodology: This study employed a descriptive-comparative research design to describe and compare the extent of donor relation and income diversification strategies between clergy and PPC members to determine the significant differences between groups. It involved 128 respondents: 65 diocesan clergy (50.8%) and PPC members (49.2%). A researcher-made validated questionnaire assessed donor relation strategies (donor funding policies, donor relationship management, and donors' influence on organizational capacity), and income diversification strategies (income streams and income-generating projects). Due to the non-normal distribution of data, the Mann-Whitney U test was used for the inferential statistics to identify significant differences.

Results: Findings revealed that both clergy and PPC members assessed donor relations and income diversification strategies to a very great extent. However, significant differences were found in perceptions regarding donor funding policies, donor relationship management, donor's influence on organizational capacity, and income diversification strategies. Thus, comparative analysis showed that PPC members perceived a greater extent of both donor relations and income diversification compared to clergy.

Conclusion: This study concludes that while the Diocese is strongly engaged in donor relations and income diversification, significant perceptual differences exist between diocesan clergy and PPC members. These differences highlight the need for greater alignment, communication, and collaboration between clergy and lay leaders to promote a unified financial sustainability approach. Addressing these gaps will strengthen the Diocese's resource mobilization efforts and mitigate the risks associated with over-reliance on limited funding sources, aligning with the study's objective of creating a Resource Mobilization Action Plan.

Practical Value: The study provides actionable insights for religious and nonprofit organizations aiming to enhance financial stability. Strengthening donor relationships while diversifying revenue streams mitigates resource dependency risks. Moreover, it offers a model for similar organizations seeking to develop strategic financial management and sustainable operations.

Direction for Future Research: Future research should explore the longitudinal evolution of donor relations and income diversification strategies, conduct comparative studies across dioceses or non-profits to identify best practices, and investigate the impact of technology on donor engagement. Expanding stakeholder perspectives, assessing training program effectiveness for clergy and lay leaders, examining Resource Dependency Theory in diverse contexts, and employing qualitative approaches to understand the challenges and motivations behind these strategies would further enrich this field.

Keywords: financial management, donor relation, income diversification, descriptive-comparative research design, Catholic parishes, Philippines

CORRESPONDENCE: christophervillaronte@gmail.com

ORCID: <https://orcid.org/0009-0008-9274-6278>¹

The Dynamic Relationship between Organizational Culture and Employee Performance: A Mediated Approach through Job Satisfaction in Public Administration

Ni Putu Ayu Sintya Saraswati,¹ and Sapta Rini Widyawati²

^{1,2}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: Organizational success relies fundamentally on employee performance, which is significantly driven by work culture and job satisfaction. While research generally links positive culture and satisfaction to higher productivity, findings remain mixed and rarely address local government contexts. This study bridges that gap by analyzing how these factors influence performance at the Batuan Village Office, a setting currently facing challenges such as poor staff interaction, insufficient incentives, and general dissatisfaction.

Methodology: This research employed a quantitative descriptive approach at the Batuan Village Office, Sukawati District, Gianyar Regency, Bali. The population comprised all 38 employees, using a saturated sampling technique. Data analysis utilized Partial Least Squares (PLS), selected for its suitability with small sample sizes and complex models involving mediation analysis. PLS enabled a detailed evaluation of both direct and indirect effects among the variables, strengthening the robustness of the findings.

Results: The results demonstrate that organizational culture has a positive and significant impact on employee performance. A strong culture fosters an environment conducive to higher productivity and job effectiveness. Furthermore, organizational culture positively influences job satisfaction, indicating that better cultural practices lead to improved employee morale. In turn, higher job satisfaction significantly enhances employee performance. Importantly, job satisfaction mediates the relationship between organizational culture and performance, suggesting that a positive culture indirectly boosts performance by first increasing employee satisfaction. These findings highlight the necessity of simultaneously fostering organizational culture and job satisfaction to achieve optimal employee outcomes.

Conclusion: This study concludes that organizational culture exerts both a direct and an indirect positive impact—via job satisfaction—on employee performance at the Batuan Village Office. Strengthening organizational culture while boosting job satisfaction is therefore critical for enhancing employee effectiveness and organizational success.

Practical Value: To maximize practical value, the Batuan Village Office must prioritize a strong organizational culture by consistently communicating its mission and values, while simultaneously enhancing job satisfaction through regular surveys, performance-based incentives, and a supportive work environment. Integrating these cultural and satisfaction-focused strategies will foster greater employee loyalty and productivity, ultimately leading to improved service delivery for the community.

Direction for Future Research: Future research could explore additional factors influencing employee performance, such as leadership styles, individual competencies, or organizational reward systems. Comparative studies in other village offices or public institutions are encouraged to verify the generalizability of these findings. Moreover, future research should investigate other mediators or moderators, such as work motivation or organizational commitment, to enrich the theoretical and practical understanding of the relationship between organizational culture, satisfaction, and performance.

Keywords: organization culture, job satisfaction, employee performance, Indonesia

CORRESPONDENCE: sintyasaraswati@unmas.ac.id

ORCID: <https://orcid.org/0000-0003-4097-9420>,¹ <https://orcid.org/0000-0002-8812-2509>²

Financial Performance in Indonesian Banks: The Role of Ownership Structure, Dividend Policy, and Credit Risk

Ni Luh Nyoman Sherina Devi¹ and I Kadek Bagiana²

^{1,2}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: This study examines the financial performance of Indonesian banks listed on the IDX from 2021 to 2023 by analyzing the impact of managerial ownership, dividend payout ratios, and credit risk on Return on Equity (ROE). As a critical metric of capital efficiency under strict regulation, ROE serves as the primary indicator for how well institutions generate profit from shareholder capital. The analysis explores the positive alignment of interests via managerial ownership and the signaling power of dividend policies, while assessing the detrimental effect of credit risk—measured by Non-Performing Loans—on asset quality and profitability.

Methodology: This research adopts an explanatory quantitative approach with a causal design. The study population includes 47 banks listed on the IDX, and a census method is used for sampling, yielding 141 total observations. The variables consist of: (1) Managerial Ownership, measured by the percentage of shares owned by management; (2) Dividend Payout Ratio (DPR), representing the proportion of net income distributed as dividends; and (3) Credit Risk, proxied by the NPL ratio. ROE serves as the dependent variable. Multiple linear regression with a 5% significance level is used to assess both individual and simultaneous effects.

Results: The results reveal that managerial ownership has a positive and significant effect on ROE ($p < 0.05$), affirming that greater ownership incentivizes managers to enhance performance. Credit risk has a negative and significant effect on ROE ($p < 0.01$), emphasizing that higher NPL ratios are detrimental to profitability. Meanwhile, the dividend payout ratio shows no significant impact on ROE ($p > 0.05$). This insignificance may be due to dividend policies being more influenced by prudential regulations or liquidity considerations than by profitability—consistent with the signaling theory, which posits that dividends are not always reflective of firm performance in highly regulated industries like banking.

Conclusion: The study concludes that managerial ownership and credit risk significantly affect bank financial performance, while the dividend payout ratio does not. High managerial ownership fosters accountability and efficiency, whereas high credit risk impairs profitability. Dividend policy, in this context, may not be a reliable performance indicator. The insignificance of DPR suggests that dividends may be driven more by institutional constraints than performance metrics.

Practical Value: The findings have direct implications for banking stakeholders. Banks should promote higher managerial ownership to align incentives and improve performance. Strengthening risk management systems through enhanced loan screening, early warning mechanisms, and improved recovery strategies, can help reduce NPLs and bolster profitability. Investors can use managerial ownership and credit risk as key indicators for evaluating bank performance, while regulators should continue refining oversight frameworks in governance and credit risk.

Direction for Future Research: Future studies should explore other financial indicators such as ROA or Net Interest Margin. Including control variables like bank size or leverage could improve model robustness. A longitudinal or qualitative approach would also help capture deeper dynamics in managerial behavior and risk policy implementation.

Keywords: managerial ownership, dividend payout ratio, credit risk, return on equity, financial performance

CORRESPONDENCE: sherinadevi@unmas.ac.id

ORCID: <https://orcid.org/0009-0005-9662-6140>,¹ <https://orcid.org/0000-0003-3528-005X>²

Perceived Impact of Social Media Influencers on Consumer Perception and Buying Behavior on Inland Resort Products and Services: An Explanatory Sequential Mixed Method Study

Cristine Mae G. Montenegro¹ and Nenette D. Padilla²

^{1,2}*University of Negros Occidental-Recoletos, Philippines*

Introduction: Influencer marketing has transformed the travel and tourism industry by shaping consumer behavior and promoting destinations. Destination marketing organizations (DMOs) leverage influencers to enhance brand visibility and engagement, as seen in Malaysia, New Zealand, and across the Asia-Pacific. In the Philippines, a global social media hub, influencer marketing is a key tourism strategy, with the Department of Tourism promoting destinations like Batangas, El Nido, and Negros Occidental. Negros Occidental actively collaborates with influencers to boost tourism, particularly in Danjungan Island. Research highlights sustainability, disaster preparedness, and marine conservation, emphasizing the need to explore influencers' role in tourism growth.

Methodology: This study used an explanatory sequential mixed-method approach to assess the impact of social media influencers' characteristics on consumer perception and buying behavior across five stages, considering age and sex. The quantitative phase involved 389 respondents using a validated 4-point Likert Scale questionnaire, while the qualitative phase included 12 interviews analyzed through Thematic Analysis. Data were examined using statistical and descriptive methods.

Results: Quantitative results indicate that social media influencers (SMIs) have a very high perceived impact on consumer perception overall and across age groups, while impact by sex is very high for females and high for males. SMIs also have a very high impact on consumer buying behavior across all categories. Qualitative findings support this, highlighting that SMI characteristics—credibility, trustworthiness, expertise, likeability, familiarity, and attractiveness—build trust, boost engagement, and foster emotional connections. SMIs drive awareness, interest, and bookings for inland resorts, influencing purchase decisions and post-purchase satisfaction, with resort attributes and social media communities also playing a role.

Conclusion: Social media influencers (SMIs) significantly shape consumer perception and buying behavior by leveraging credibility, trustworthiness, expertise, likeability, familiarity and attractiveness, while their recommendations, combined with resort attributes and social media community interactions, create a comprehensive ecosystem that influences awareness, interest, decision-making, and post-purchase satisfaction for inland resort guests.

Practical Value: This study explored the impact of social media influencers' characteristics on consumer perception and buying behavior. This might be useful to inland resorts or other tourism and hospitality establishments as this study offers a framework for inland resorts and tourism businesses to enhance digital marketing strategies by selecting the right influencers, fostering partnerships, and aligning promotions with their marketing goals.

Direction for Future Research: Future research can explore the broader impact of social media influencers on consumer behavior, particularly in tourism and hospitality marketing. Comparative studies across tourism sectors, analyses of micro versus macro-influencers, and platform-specific research could refine marketing strategies. This study can serve as a basis for research in other hospitality and tourism establishments. Additionally, future studies should focus on regular guests of inland resorts or similar venues for more accurate and representative insights.

Keywords: hospitality and tourism marketing, social media influencers, explanatory sequential, Philippines

CORRESPONDENCE: montenegro_christinegarzon@yahoo.com

ORCID: <http://orcid.org/0000-0002-1566-0904>¹

Potential, Challenges, and Opportunities of a Philippine State University as a Farm Tourism Destination

Maria Cristina I. Canson¹ and Merlita V. Caelian²

^{1,2}*University of Negros Occidental-Recoletos, Philippines*

Introduction: The growing popularity of campus tourism is prompting educational institutions to study the potential of farm tourism or agritourism to catalyze progress, facilitate learning, and generate income. However, limited studies were conducted on assessing the potential of agritourism in a school setting using the six As of tourism, which are attractions, accessibility, amenities, activities accommodation, and accountability, in an explanatory sequential inquiry. This study assessed the level of potential of a state university as an accredited farm tourism destination as well as its challenges and opportunities.

Methodology: The researcher used an explanatory sequential mixed methods design. The quantitative part involved 331 stakeholders with the internal ones chosen via stratified random sampling for the administration of a researcher-made survey questionnaire. Data analysis was descriptive. The qualitative part involved 8 stakeholders qualified through purposive sampling and inclusion criteria. In-depth, one-on-one semi-structured interview was conducted. Data was then coded and thematized. Trustworthiness was ensured through member checking, providing thick and rich narratives, and conducting an audit trail. Qualitative and quantitative data were integrated through a joint display, and meta inferences were drawn. Respect for persons, beneficence, and justice were observed in the process.

Results: The state university has a high potential to be accredited as a farm tourism destination due to its agriculture program, area, farm attractions and high level of the As. There are internal and external opportunities in operating agritourism on campus. But there are challenges in designing and developing the attractions as well as in addressing the inadequacies of As.

Conclusion: The university has the characteristics and resources to successfully conduct farm tourism. Its agricultural resources are attractive enough to draw people to visit. Tourism on campus offers opportunities that are beneficial to both the academe as well as to the immediate community. It, however, poses unique challenges, signaling a need for the school administration for deliberate tourism planning. The rigorous process of DOT accreditation must therefore be pursued in order that the potential of a destination may be fully realized.

Practical Value: The findings may become the basis for a Farm Tourism Development Plan that could be used to identify priority areas for improvement and development for accreditation purposes. The results of the study also validated that indeed, an agricultural state university may operate as a farm tourism destination and be accredited by the DOT. It may also inspire other academic institutions to consider developing themselves to become a farm tourism destination.

Direction for Future Research: Future researchers may expand the study to include the other campuses of the university so that the whole system may be packaged as one educational, touristic experience. Future research using the same methodology could be done on the potential for agritourism of non- and agricultural and/or non-state universities or colleges to gather more proof that would either negate or validate the findings of this study.

Keywords: tourism, agritourism, farm tourism, As of tourism, campus tourism, explanatory sequential mixed methods, Philippines, Asia

CORRESPONDENCE: teena_canson@yahoo.com

ORCID: <http://orcid.org/0000-0001-6590-6362>¹

Chasing Snowflakes: Tourists' Winter Tales of Wonder, Motivation, and Challenges in Georgia and Armenia

Ismael A. Haguisan III

La Consolacion College Bacolod, Bacolod City, Philippines

Background. Blanketed in snow and steeped in heritage, Georgia and Armenia offer immersive winter journeys where distinct culture and hospitality converge. Beyond simply witnessing the landscape, travelers engage with Georgia's celebrated wines and mountains and Armenia's deep historical roots, savoring authentic cuisine and preserved landmarks. Despite minor logistical challenges, the region's genuine warmth leaves a lasting positive impression. Drawing on these encounters, this study analyzes authentic stories of food, hospitality, and destinations to inform strategies that enhance visitor satisfaction and promote these nations as premier cultural winter tourism hubs.

Methods. This study used a narrative inquiry design to explore the tourism experiences of two Filipino male travelers, aged 32–50, working in Qatar with extensive international travel backgrounds. Data were collected through unstructured interviews, with ethical standards ensured through informed consent and confidentiality. Credibility, transferability, dependability, and confirmability were upheld through triangulation, thick description, coding-recoding, audit trails, and reflexivity. Data analysis followed Braun and Clarke's thematic process, resulting in a rich, accurate portrayal of participants' experiences while protecting their identities using aliases.

Results. Tourists traveling to Georgia and Armenia were primarily drawn by the magic of winter tourism, enchanted by the beauty of snow-covered landscapes, rich cultural heritage, vibrant local cuisine, and the heartfelt hospitality of the people. Although minor challenges such as long layovers, accommodation adjustments, and language differences arose, visitors emphasized that these were small compared to the unforgettable winter experiences, making their journeys deeply rewarding, memorable, and highly recommended for future travelers.

Conclusion. A journey to Georgia and Armenia promises unforgettable moments where snow-kissed landscapes, timeless landmarks, vibrant culture, and heartfelt hospitality come together to create an experience like no other. From strolling under falling snow to savoring authentic local dishes and exploring sacred heritage sites, every step tells a story. Even the minor challenges along the way become part of the adventure, leaving travelers with cherished memories and an irresistible desire to return.

Practical Value of the Paper. This study examines how Georgia and Armenia offer immersive winter journeys characterized by rich cultural heritage, stunning natural landscapes, and exceptional hospitality. Through an analysis of authentic travel experiences, the research highlights the unique appeal of Georgia's snow-covered mountains and vibrant cuisine alongside Armenia's architectural wonders and community warmth. The findings identify key factors driving visitor satisfaction while recommending improvements in logistics and cultural promotion to establish these nations as premier global winter destinations.

Directions for Future Research. Future research should focus on optimizing hospitality and tourism management in Georgia and Armenia to elevate visitor experiences. Investigations into strengthening accommodations, logistics, and language support—alongside expanding culturally immersive and sustainable winter tourism—can drive continued sector growth. By leveraging the region's distinct culture and natural beauty, these strategies will ensure increasingly memorable and meaningful journeys for global travelers.

Keywords: hospitality and tourism management, winter tales, travel motivation, appreciation, challenges, qualitative narrative inquiry, Georgia, Armenia.

CORRESPONDENCE: ihaguisan3@gmail.com

ORCID: <https://orcid.org/0000-0001-6206-8957>

Financial Performance of Banking Companies on the Indonesian Stock Exchange

Ida Ayu Satwika Dewi,¹ Ni Putu Ayu Mirah Mariati,² and I Ketut Sunarwijaya³
^{1,2,3}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: Strong financial performance, often measured by Return on Assets (ROA), is the primary driver of investor confidence and stock returns as it reflects a company's operational efficiency. This performance is significantly influenced by five key factors: institutional ownership, which enhances supervisory control; managerial ownership, which aligns executive and shareholder interests; independent commissioners, who ensure unbiased governance; the board of directors responsible for operational oversight; and company size, which offers greater resource flexibility. Consequently, this study investigates the combined effect of these variables on the financial performance of banking companies listed on the Indonesia Stock Exchange from 2019 to 2022.

Methodology: This study examines the influence of institutional and managerial ownership, board composition, and company size on the financial performance of banking companies listed on the Indonesia Stock Exchange. Utilizing annual reports from 2019 to 2022, the researchers applied purposive sampling to select 35 companies from a total population of 49 banks.

Results: Research on banking companies listed on the Indonesia Stock Exchange (IDX) between 2019 and 2022 indicates that independent boards of commissioners, boards of directors, and company size positively influence financial performance. Independent commissioners enhance value through internal control and supervision, while directors contribute via strategic decision-making and efficiency improvements; consequently, larger board structures correlate with better outcomes. Similarly, larger companies demonstrate superior performance, as increased public visibility prompts more rigorous reporting standards. In contrast, neither institutional nor managerial ownership was found to significantly affect financial performance during this period.

Conclusion: This study analyzes the determinants of financial performance for banking companies listed on the Indonesia Stock Exchange between 2019 and 2022. The results indicate that while institutional and managerial ownership have no significant effect, the independent board of commissioners, the board of directors, and company size all positively influence financial performance.

Practical Value: Analyzing the financial performance of banks listed on the Indonesian Stock Exchange (IDX) yields vital insights for investors, executives, regulators, and academics. Stakeholders utilize metrics like Return on Assets and Capital Adequacy Ratio to assess risk, refine competitive strategies, and strengthen sector resilience. By providing empirical data, this analysis enriches academic literature and supports a stable banking environment that fosters financial inclusion and sustainable economic growth.

Direction for Future Research: Future researchers should investigate additional factors affecting financial performance, such as audit committees, intellectual capital, and leverage. Since this study was limited to Indonesian banking companies from 2019 to 2022, subsequent research should extend the observation period, diversify sample criteria, and examine different industries. Additionally, future models should incorporate variables proven to influence performance in this sector, including company size, the board of directors, and independent commissioners.

Keywords: financial performance, independent board of commissioners, board of directors, company size.

CORRESPONDENCE: dayusatwika7@gmail.com
ORCID: <https://orcid.org/0000-0002-0492-488X>²

Acceptance, Behavioral Intention, and Usage among Clients of a Government Office on Mobile Payment Services

Eriz Jireh B. Lagunday¹ and Carmen C. Menes²
^{1,2}*University of Negros Occidental-Recoletos, Philippines*

Introduction: Mobile payment services (MPS) represent an essential financial innovation yet face adoption barriers in rural communities, particularly among business entities. Government offices in developing regions can serve as catalysts for digital payment transition and financial inclusion. This study examined acceptance, behavioral intention, and usage of MPS among clients of a government office in a rural municipality in Southern Negros. The research aimed to understand the relationship between acceptance, behavioral intention, and usage, and how these differ between individual taxpayers and business entities. Ultimately, it sought to identify strategies for increasing mobile payment adoption within rural government service contexts.

Methodology: This study employed a descriptive-correlational design, utilizing a self-administered questionnaire to gather data on MPS acceptance, behavioral intention, and usage among government office clients. The collected information was analyzed through descriptive and inferential statistical methods to examine relationships between these three key variables in a rural municipality setting.

Results: Results showed very high levels of acceptance and behavioral intention, with variable usage patterns. Notable differences emerged between individual taxpayers and business entities, with individuals scoring consistently higher. Acceptance was positively related to behavioral intention and usage, with correlation coefficients showing strong positive relationships. Performance Expectancy consistently scored highest across all factors, while individual taxpayers demonstrated significantly higher usage than business entities despite similar acceptance levels.

Conclusion: The study revealed strong positive correlations between acceptance, behavioral intention, and usage. The findings confirm that acceptance strongly predicts behavioral intention and usage patterns, with a notable disparity between individual taxpayers and business entities highlighting the need for targeted strategies to improve mobile payment adoption in rural communities.

Practical Value: The practical value of this study lies in its identification of the significant gap between acceptance and actual usage of MPS among business entities in a rural setting. The strong correlations between acceptance, behavioral intention, and usage found among individual taxpayers, contrasted with the weaker adoption among business entities, provide a clear direction for focused strategies. This reveals an opportunity for a government office to develop tailored support systems specifically addressing business client concerns, potentially increasing revenue collection efficiency while promoting digital financial inclusion in underserved rural communities.

Direction for Future Research: Future research should employ qualitative methods to investigate specific barriers preventing business entities from translating positive acceptance into actual usage. Studies examining business-specific needs, integration with existing systems, and enhanced security features would provide valuable insights. Research exploring the differences between individual taxpayers and business entities could inform customized approaches. Longitudinal studies tracking usage changes following targeted interventions would validate strategy effectiveness, while research quantifying economic benefits would strengthen the case for adoption. Comparative studies across rural municipalities could identify region-specific factors contributing to broader financial inclusion initiatives.

Keywords: mobile payment services, rural finance, descriptive-correlational, Philippines

CORRESPONDENCE: erizjirehlagunday@gmail.com
ORCID: <https://orcid.org/0000-0003-4507-3951>¹

Patient Satisfaction of Outpatient Services of a Level 1 Private Hospital in Western Visayas, Philippines

Sheryl S. Divinagracia, M.D.¹ and Joseph G. Guevarra²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Patient satisfaction is an important determinant of health service utilization. It includes aspects of quality care defined by how health professionals traditionally regard them and how they are perceived by the community. This study evaluates patient satisfaction with outpatient department services of a level 1 private hospital. The research aimed to determine the degree of patient satisfaction in terms of doctors, nurses, access, appointments and facilities when grouped according to sex, age, educational attainment, frequency of visit, family monthly income and number of OPD services availed.

Methodology: This study employed a quantitative descriptive-comparative design, utilizing a modified patient satisfaction questionnaire by Grogan et al. (2000). The respondents were 385 OPD patients ages 18 years old and above determined using a combination of quota and convenience sampling. The collected data were subsequently analyzed using descriptive and comparative statistical methods to identify significant differences among respondents.

Results: Results indicated satisfaction with doctors, nurses, access and appointments while facilities showed dissatisfaction. A significant difference was also noted when grouped according to family monthly income while sex, age, educational attainment, frequency of visit and number of OPD services did not.

Conclusion: The findings suggest that patients were generally satisfied with the OPD services but there is dissatisfaction with facilities. Access to services resulted to a very satisfied patients indicating that OPD services is easy to reach and use. Doctors and nurses had moderate satisfaction levels, meaning there is room for improvement in patient care quality and interaction. This study revealed that family monthly income significantly influences patient satisfaction with outpatient services of a level 1 private hospital emphasizing the need for equitable healthcare access. The study highlighted strengths, weaknesses and areas for improvement in healthcare service and delivery. It also provides evidence-based insights for hospital administrators, healthcare policy makers and medical professionals to enhance OPD service quality, improve patient experience and ensure equitable healthcare access.

Practical Value: The practical value of this paper lies in its ability to provide actionable insights for hospital administrators and policy makers to improve outpatient services in a level 1 private hospital setting. This study identifies specific factors that influence patient satisfaction such as family monthly income and specific area such as facilities. The findings reveal that higher income groups have higher patient satisfaction than lower income groups. Specific are such as facilities have the lowest patient satisfaction ratings which means that the findings highlight areas that need improvement. Understanding the significant differences in patient satisfaction among income levels can help design more inclusive services. Lastly, the hospital administrators can use the insights to allocate resources more effectively.

Direction for Future Research: For future researchers, conduct similar studies in multiple hospitals to improve generalizability. Include a broader range of variables which were not included in the study. Utilize a mixed-methods approach, incorporating qualitative data to explore patient experiences in depth and lastly use longitudinal designs to observe changes in patient satisfaction over time.

Keywords: patient satisfaction, outpatient services, hospital administration, private hospital, Philippines

CORRESPONDENCE: divinagraciasheryl40@gmail.com

ORCID: <http://orcid.org/0009-0001-4671-4098>¹

Socio-Economic Demographics and Health Status of the Residents of a Hinterland Community in Negros Island, Philippines

Chris G. Sorongon, M.D.¹ and Dennis V. Madrigal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Background. Philippine hinterland communities face significant development barriers driven by isolation, climate vulnerability, and poverty, resulting in marked health and educational disparities compared to urban centers. To address the data gap regarding these populations, this study profiles the socioeconomic and health status of a specific Negros Island community, establishing a baseline for a proposed Health Plan.

Methods. This quantitative, descriptive-comparative study assessed the relationship between socioeconomic demographics and health status among 163 household heads in a Philippine hinterland community. Utilizing the RAND 36-Item Health Survey, the research employed descriptive analysis to outline participant profiles and comparative statistics, specifically Mann-Whitney U and Kruskal-Wallis tests, to evaluate health differences across groups. Strict ethical standards regarding informed consent and confidentiality were maintained throughout the process.

Results. The study population, consisting primarily of older, unemployed women with low education and limited healthcare access, generally reports good physical and emotional health despite high rates of hypertension and being overweight. While daily limitations are minimal, moderate interference with social functioning persists, and specific health outcomes vary by demographic. Older age correlates with reduced physical functioning and energy, unemployment is linked to lower social functioning, lower family income is associated with poorer emotional well-being, and overweight individuals report greater role limitations due to emotional problems.

Conclusion. While socioeconomic determinants of health significantly shape outcomes, this study reveals their impact is not absolute, as individual resilience and social support can mitigate the effects of disadvantage. Therefore, effective interventions must be multi-faceted—addressing socioeconomic factors while leveraging inherent community strengths. However, these findings are constrained by the study's cross-sectional design, reliance on self-reported data, and regional specificity. Future research should employ larger, diverse samples and objective assessments to overcome these limitations and improve generalizability.

Practical Value of the Paper. The findings offer a roadmap for improving health outcomes in Guihulngan City and similar hinterland communities by targeting interventions toward vulnerable, low-income, and unemployed populations. Effective strategies should prioritize community-based physical and mental health programs, accessible health education, and robust social support systems. Crucially, sustainable progress requires improved access to healthcare professionals and policies that address root socioeconomic drivers such as poverty, unemployment, and educational barriers.

Directions for Future Research. Future research should employ longitudinal and comparative methods to track health trajectories, evaluate program effectiveness, and explore protective factors like resilience. Simultaneously, analyzing policy gaps is essential for driving evidence-based reforms. Collectively, these efforts will clarify health determinants and foster targeted interventions for socioeconomically challenged populations, particularly in regions like Guihulngan City.

Keywords: Social science, health status, health survey, descriptive-comparative, Guihulngan City, Philippines

CORRESPONDENCE: kendallmonique1009@gmail.com
ORCID: <https://orcid.org/0009-0002-2112-0637>¹

Stock Return and Factors Influencing Study on Consumer Goods Industry Sector Companies Listed on the Indonesia Stock Exchange in 2020-2023

Putu Kepramareni,¹ Gde Bagus Brahma Putra,² and Dwi Sandiawati³
^{1,2,3}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: Stocks are popular investment vehicles due to their potential for significant financial gains, but capitalizing on them requires accurately measuring stock returns to gauge performance and inform future decisions. This study focuses on the consumer goods sub-sector of the Indonesia Stock Exchange, which offers promising long-term prospects driven by the region's growing population. As the stable demand for essential household and health products allows companies to maximize output and profits, they are better positioned to increase shareholder dividends, making this sector an attractive option for sustainable investment.

Methodology: This study employed the non-participant observation method, allowing the researcher to function as an independent observer. Data was collected by recording and analyzing descriptions from books, theses, articles, and financial reports accessed via the BEI website.

Result: The study results indicate that Current Ratio (CR), Total Asset Turnover (TATO), Return on Asset (ROA), and Earning Per Share (EPS) positively affect stock returns, while Debt to Equity Ratio (DER) has a negative impact.

Conclusion: For Consumer Goods companies listed on the Indonesia Stock Exchange from 2020 to 2023, the Current Ratio (CR), Total Asset Turnover (TATO), Return On Asset (ROA), and Earnings Per Share (EPS) positively affected stock returns. Conversely, the Debt-To-Equity Ratio (DER) had a negative impact on returns within this sector.

Practical Value: The results of this study are expected to provide additional information that can be used as a reference in stock return research. The results of this study are expected to be useful for companies, especially consumer goods companies listed on the Indonesia Stock Exchange, to increase their shares.

Direction for Future Research: Future research should extend the observation period to five years to better assess long-term company conditions and the financial ratios influencing stock returns. Additionally, while this study relied exclusively on IDX data, subsequent inquiries should also incorporate financial reports obtained directly from company websites.

Keywords: stock return, current ratio (CR), total asset turnover (TATO), return on assets (ROA), earning per share (EPS), debt to equity ratio (DER)

CORRESPONDENCE: pkepramareni@unmas.ac.id
ORCID: <https://orcid.org/0000-0002-0983-5974>

Analyzing the Impact of IOS, Ownership, Sustainability Reporting, Firm Size, and Leverage on Firm Value: Evidence from Indonesian Manufacturing Firms

Sagung Oka Pradnyawati¹ and Putu Kepramareni²

^{1,2}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: Firm value represents a company's economic worth and market perception, serving as a crucial indicator of long-term sustainability. This study empirically analyzes the manufacturing sector to determine how investment opportunities, ownership, sustainability reporting, firm size, and leverage influence this value. The objective is to provide recent evidence regarding the key determinants of this fundamental long-term business goal.

Methodology: The study utilized financial statement data from 64 manufacturing firms spanning chemical, food and beverage, and miscellaneous sectors. Companies were selected based on criteria of continuous listing and availability of complete financial and sustainability data during the observation period of 2021–2023. A purposive sampling technique was applied. Data were analyzed using multiple linear regression to determine causal relationships.

Results: The results indicate that the investment opportunity set and sustainability reporting have significant positive effects on firm value. In contrast, managerial ownership, firm size, and leverage showed no significant impact on firm value. These results suggest that investors prioritize firms' growth potential and environmental, social, and governance (ESG) transparency over traditional financial metrics.

Conclusion: This finding highlights the need for companies to enhance strategic investment initiatives and strengthen transparency in sustainability reporting to positively influence firm value. Future research may consider the role of mediating variables such as profitability or stock price, adopt a longer time frame, or extend analysis to other sectors and international contexts.

Practical Value: This study demonstrates that manufacturing companies should prioritize investment opportunities and sustainability reporting alongside financial profit, as these factors significantly influence firm value. By balancing growth potential with social and environmental responsibilities, firms can enhance their corporate reputation and overall valuation.

Direction for Future Research: Future research should further explore firm value by incorporating intervening variables, such as stock price or profitability, particularly since ownership, firm size, and leverage proved insignificant in this study. Scholars could yield new insights by employing longer, more recent time series and examining alternative sectors like banking, technology, or real estate. Finally, expanding the scope beyond Indonesian manufacturing to other countries would account for diverse regulatory and geographic contexts, allowing for broader generalization.

Keywords: financial accounting, firm value, causal study, Indonesia

CORRESPONDENCE: sagungoka@unmas.ac.id

ORCID: <https://orcid.org/0000-0002-4800-0814>¹

Entrepreneurial Competencies and Succession Planning among Family Business Owners in a Second-Class Municipality in Iloilo Province: An Explanatory Sequential Mixed Methods Study

Elaine B. Sobrevega¹ and Grace L. Lopena²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Family businesses dominate the market, yet their owners require distinct competencies and effective succession planning—areas often treated informally among Filipino enterprises despite their acknowledged importance post-pandemic. This explanatory sequential mixed-method study assesses the levels of entrepreneurial competencies and succession planning among family business owners, analyzing the influence of demographics (age, sex, education, and experience) and the relationship between these two core variables. Furthermore, the study qualitatively explores the deeper insights and influences shaping these entrepreneurial dynamics.

Methodology: This study employed an explanatory sequential mixed methods design utilizing stratified random sampling. The initial quantitative phase assessed entrepreneurial competencies and succession planning via a validated instrument, using descriptive statistics and Spearman's rho coefficient to analyze demographics, variable levels, and relationships. Subsequently, the qualitative phase involved semi-structured interviews with seven family business owners, where transcripts were processed using Lichtman's coding, categorizing, and conceptualizing approach.

Results: This study indicates that family business owners—particularly younger and less experienced individuals—possess high entrepreneurial competencies yet often fail to implement specific succession steps like successor training. Statistical analysis confirms a strong link between these competencies and succession planning, with age and experience significantly influencing both areas. While education enhances entrepreneurial skills, it does not directly drive succession planning, and gender shows no impact. Ultimately, the findings suggest that effective succession requires structured planning rooted in owner experience and supported by robust entrepreneurial capabilities.

Conclusion: Business owners in the selected second-class municipality demonstrate high entrepreneurial competence driven by education, yet succession planning remains inconsistent. While transitions occur, they are often hampered by informal strategies, conflicting heir interests, and the owner's continued involvement. Given that aging makes succession inevitable, adopting formal transition plans is essential regardless of business contingencies. Ultimately, owners must prioritize continuous education to refine the competencies needed for innovative and stable business continuity.

Practical Value: To address the scarcity of formal succession strategies, the researcher developed the “Business Continuity Compass: A Family Business Formal Succession Plan.” This manual outlines the essential requirements for ensuring business continuity and serves as a practical guide for family enterprises. Additionally, the Business Process and Licensing Office can utilize this resource to train and educate the business sector on effective succession planning.

Direction for Future Research: Future researchers should replicate this study across other Iloilo local government units to validate and generalize the findings. Adopting alternative qualitative designs, such as case studies or phenomenology, would allow for a deeper exploration of the constructs. Additionally, the scope could be expanded to investigate succession planning within public entities or entrepreneurial competencies in private businesses.

Keywords: entrepreneurial competencies, succession planning, family business, demographics, explanatory sequential

CORRESPONDENCE: elainesobrevega02@gmail.com

ORCID: <https://orcid.org/0009-0008-0853-8733>¹

Managerial Ownership, Financial Performance, and Firm Size as Drivers of Company Value: Empirical Evidence from the Indonesian Food and Beverage Industry (2019–2023)

Gusti Ayu Kade Ita Maharani¹ and Putu Novia Hapsari Ardianti²

^{1,2}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: As a priority sector for 'Making Indonesia 4.0,' the essential and highly competitive food and beverage (F&B) industry requires consistent performance optimization. Recent declines in Consumer Non-Cyclicals stock prices highlight the critical need to measure company value using Price Book Value (PBV), which assesses how well stock prices reflect a firm's fundamentals and future prospects. This value is primarily driven by five internal factors: managerial ownership, which aligns decision-makers with shareholders; liquidity (Current Ratio), indicating short-term solvency; leverage (Debt to Equity Ratio), reflecting debt dependency; Return on Assets (ROA), measuring profitability; and firm size, where larger total assets often attract greater investment.

Methodology: This research was conducted in F&B sector companies on the Indonesia Stock Exchange for the period 2019-2023 by accessing data on the website www.idx.co.id. The variables used in this study are firm value, managerial ownership, leverage, profitability, and company size. The population of this study were all F&B companies listed on the IDX, totaling 129 companies. Determination of the sample using purposive sampling method, with the criteria that the company is registered consecutively during the observation year, presents the annual financial statements in full and in rupiah currency, and discloses managerial ownership structure information. Based on these criteria, 20 companies were obtained as samples with a total of 100 observations during the five years of observation.

Results: The results indicate that only leverage and Return on Assets (ROA) significantly positively affect firm value, suggesting that optimal external financing and efficient asset profitability are key performance drivers for investors. In contrast, managerial ownership, liquidity, and company size showed no significant impact, implying that neither management's equity stake, high current ratios, nor total asset volume necessarily translate to the operational efficiency or financial performance expected by shareholders.

Conclusion: A study of the F&B sector on the Indonesia Stock Exchange (2019–2023) found that only leverage and return on assets (ROA) positively affect firm value, while managerial ownership, liquidity, and company size have no significant impact.

Practical Value: This study provides practical guidance for the management of food and beverage companies to focus on managing leverage and efficient use of assets, as both proven to be significant in increasing firm value. The findings are also useful for investors as a basis for making investment decisions.

Direction for Future Research: Future research should incorporate external factors such as macroeconomic conditions, interest rates, and inflation to assess their impact on firm value. Additionally, studies should examine diverse industrial sectors, longer timeframes, or panel data from other developing countries to verify the consistency of these findings and offer deeper comparative insights.

Keywords: financial management, firm value, quantitative, Indonesia

CORRESPONDENCE: yuktaa526@gmail.com

ORCID: <https://orcid.org/0000-0001-7943-4300>²

What Drives the Tax Avoidance in Mining Firms?

Ni Wayan Damayanti¹ and Anak Agung Putu Gede Bagus Arie Susandya²

^{1,2}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: Taxes are mandatory state contributions, yet tax avoidance in the mining sector remains a significant economic concern influenced by four primary factors. High Corporate Social Responsibility (CSR) disclosure tends to decrease avoidance as companies strive to maintain social legitimacy. Conversely, higher leverage, profitability (ROA), and company size typically increase the likelihood of tax avoidance, as firms seek to protect profits and capitalize on sophisticated management to minimize obligations.

Methodology: The objective of this study is to empirically examine the impact of Corporate Social Responsibility (CSR), leverage, profitability, and company size on tax avoidance in mining sector companies listed on the Indonesia Stock Exchange. Multiple regression analysis is the chosen technique for data analysis. Classic assumption tests (multicollinearity, heteroscedasticity, and normality) are performed to ensure the validity of the model.

Results: The results demonstrate that Corporate Social Responsibility (CSR), leverage, and profitability all negatively affect tax avoidance. Specifically, high CSR disclosure discourages avoidance as companies seek to preserve their legitimacy, while increased leverage naturally lowers taxable income through higher interest obligations. Similarly, profitable firms tend to manage tax burdens through efficient asset management rather than avoidance strategies. Conversely, company size has no significant effect, indicating that a firm's scale does not determine its tendency to avoid taxes.

Conclusion: This study examines the empirical factors influencing tax avoidance. The findings suggest that companies utilize Corporate Social Responsibility (CSR) to maintain a positive public image while covertly avoiding taxes. Conversely, firms with high debt levels tend to prioritize financial stability over the risks of avoidance. Furthermore, highly profitable companies generally fulfill their tax obligations rather than engaging in avoidance schemes, while company size appears to have no significant impact on these practices.

Practical Value: Companies committed to CSR must recognize that social responsibility necessitates tax transparency. Since high leverage attracts regulatory scrutiny, particularly regarding aggressive tax avoidance, management must balance capital structure with compliance to mitigate audit risks and legal sanctions. While large company size does not guarantee tax avoidance, highly profitable firms should be prioritized for supervision and education to ensure strict compliance.

Direction for Future Research: For future research, it is necessary to add the audit quality variable as a moderating variable. This can provide a more in-depth picture of the relationship mechanism between variables. Changes in tax rates or certain fiscal policies can affect the company's strategy in conducting tax avoidance.

Keywords: corporate social responsibility, leverage, profitability, firm size, tax avoidance

Analysis of Consumer Intention to Use BPD Bali Bank QRIS Payment Technology Using the Technology Acceptance Model Approach at the Denpasar Festival UMKM Exhibition

Ni Made Novi Karina,¹ I Putu Wahyu Dwinata,²
Ni Putu Siska Pratiwi,³ and Ni Kadek Ayu Mirah Heni⁴
^{1,2,3,4}*University Mahasaraswati Denpasar, Indonesia*

Introduction: Technology has revolutionized business operations for MSMEs, expanding usage from digital marketing to payment systems like QRIS to enhance efficiency. Aligning with this digital shift, Bank BPD Bali integrated QRIS capabilities into its mobile platform. This study analyzes the factors influencing consumer adoption of BPD Bali's QRIS, specifically examining the roles of brand trust, perceived usefulness, perceived ease of use, attitude, and behavioral intention.

Methodology: This study used a descriptive survey design, using a self-administered questionnaire to collect data on brand trust, perceived usefulness, perceived ease of use, attitude towards use, and intention to use QRIS payments. The collected data were then analyzed using descriptive and inferential statistical methods to identify patterns, relationships, and significant differences among respondents.

Results: The results of the study show that trust in brands and services, perception of usefulness, ease of use, attitudes towards use, and intentions to use QRIS payments have a positive impact on the use of QRIS Bank BPD Bali Mobile digital payment technology on MSMEs at the Denpasar Festival Exhibition.

Conclusion: This study reveals that brand trust, perceived usefulness, and ease of use significantly influence attitudes toward financial technology. In turn, positive attitudes drive the intention to use the QRIS digital payment tool among MSMEs at the Denpasar Festival. These findings indicate that BPD Bali Bank customers attending the festival view the QRIS product favorably and accept the technology for their transaction needs.

Practical Value: This study demonstrates that regional banks such as Bank BPD Bali can leverage technological advances to compete with national players by providing robust digital payment systems. Analysis of QRIS usage at Denpasar MSMEs highlights a significant relationship between brand trust, perceived usefulness, and ease of use, showing that customers prioritize the convenience and security of BPD Bali's fintech. Consequently, the system offers substantial practical value by streamlining payment activities for consumers.

Direction for Future Research: Future research should investigate the relationship between QRIS adoption and sustainable business practices, specifically regarding environmental impact. Additionally, studies should target Generation Z—currently Indonesia's largest consumer demographic—to analyze their specific intention to use this digital payment technology.

Keywords: Perceived use, perceive ease of use, intention to use, TAM, QRIS, financial technology, SMeS, Bank BPD Bali

CORRESPONDENCE: novikarina04@gmail.com
ORCID: <https://orcid.org/0000-0002-0667-0457>²

Service Quality and Customer Repurchase Intention of a Local Restaurant in the Central Philippines

Maria Thely P. Cordova¹ and Nenette D. Padilla²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: To maintain a competitive edge, this study assessed the service quality and repurchase intentions of customers at a local restaurant in a highly urbanized city in the Central Philippines. It evaluated service dimensions—including responsiveness, assurance, empathy, reliability, tangibility—and repurchase drivers such as satisfaction, trust, commitment, and perceived value across different service types. The findings informed a data-driven service quality plan designed to optimize service delivery, enhance customer loyalty, and ensure the business's long-term sustainability.

Methodology: Employing a descriptive research design, this study surveyed 157 respondents aged 18 and above who had dined at the restaurant, and convenience sampling was utilized. Two research instruments were used: one adopted for Service Quality and a researcher-made instrument for Repurchase Intention, both of which underwent validity and reliability tests. The theoretical support provided by the SERVQUAL model have helped the researchers develop a robust conceptual framework to guide the empirical investigation. Standard deviations and means were calculated as part of the data analysis process, while ethical considerations were upheld by the Philippine Health Research Ethics Board (PHREB) guidelines.

Results: Customer satisfaction was highlighted as a source of motivation for the management and employees of the restaurant. Dine-in customers gave service quality a higher rating than customers of buffets and catering. Features like friendly, competent, and trustworthy employees were crucial to customers' experiences. The ambiance was attributed to a visually appealing menu, clean surroundings, and a comfortable dining area. Consistency of service quality in all service types was highlighted by the high levels of customer satisfaction and repurchase intentions among dine-in customers.

Conclusion: This study reveals that the restaurant excels in dine-in services, where personalized interactions foster strong customer loyalty, trust, and satisfaction. However, buffet and catering operations require improvements in service responsiveness and tangible elements. Addressing these specific gaps will ensure a consistently high-quality experience across all offerings, strengthening the restaurant's competitive edge and driving sustained repurchase intention.

Practical Value: Insights from this study underscore the significance of service quality in driving customer satisfaction and loyalty. Maintaining high service delivery standards for dine-in customers can enhance repurchase intentions and encourage positive recommendations. By emphasizing areas for improvement in buffet and catering services, the restaurant can sustainably optimize overall service delivery and achieve greater success in the competitive food service industry.

Directions for Future Research: Future studies could explore deeper into the experiences of buffet and catering customers, to tailored offerings that meet customer needs. Exploring external factors like location and competition can yield valuable insights into customer satisfaction. Longitudinal research could assess customer perception changes over time, while qualitative methods, like interviews, could offer deeper insights into customer motivations and preferences.

Keywords: restaurant, repurchase intention, quality service, descriptive, Philippines

CORRESPONDENCE: thelycordova@gmail.com

ORCID: <http://orcid.org/0000-0002-4414-3463>¹

Service Quality, Patient Satisfaction, and Challenges of Multi-Specialty Dental Clinics in Highly Urbanized Cities in Western Visayas

Jasmine Joyce G. Mendez¹ and John Clifford Salugsugan²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: This study evaluates service quality and patient satisfaction in multi-specialty dental clinics within highly urbanized cities in Western Visayas. It assesses variations in service quality dimensions based on clinic characteristics—such as specialization, personnel, and patient volume—while analyzing satisfaction across diverse patient demographics. Furthermore, the research correlates overall quality with satisfaction and identifies unique operational challenges, aiming to guide strategic enhancements in both clinical and operational dental practices.

Methodology: Employing a multi-method research design, this study integrated both quantitative and qualitative approaches to assess service quality and client satisfaction in multi-specialty dental clinics. Grounded in the SERVQUAL Framework comprising tangibility, reliability, responsiveness, assurance, and empathy the quantitative component gathered data from 360 respondents, including dental personnel and patients, through standardized instruments. The data were then analyzed using inferential statistical techniques such as the Mann-Whitney U test, Chi-square test, and Spearman's correlation to explore patterns and relationships across the five SERVQUAL dimensions. Complementing this, the qualitative component employed descriptive phenomenology to gain deeper insights into operational challenges and lived experiences. In-depth interviews were analyzed through bracketing, horizontalization, clustering, and textualization, allowing for a richer understanding of how service quality is experienced and perceived within the clinical setting.

Results: Findings revealed uniformly high service quality ratings across all assessed dimensions and consistently high patient satisfaction, irrespective of demographic variables. A significant positive correlation was found between overall service quality and satisfaction. Qualitative analysis identified three core themes: Clinic Operation Management, Quality and Safety Procedures, and Regulatory Compliance, highlighting the importance of efficient scheduling, infection control, interdisciplinary collaboration, and legal adherence

Conclusion: The study concludes that multi-specialty dental clinics in highly urbanized cities in Western Visayas achieve exceptional service quality, which is strongly linked to high patient satisfaction. The integration of operational efficiency, rigorous quality assurance measures, and strict regulatory compliance is essential for sustaining clinical excellence and fostering patient trust.

Practical Value: This research provides actionable insights for clinic administrators, dental professionals, and policymakers. By highlighting the critical roles of efficient workflows, robust quality and safety protocols, and regulatory adherence, the study offers a practical framework for implementing Continuous Improvement Plan and elevating dental service standards across diverse patient populations.

Direction for Future Research: Future research should employ longitudinal designs to monitor evolving service quality and patient satisfaction, while expanding geographic scope to rural and suburban areas to enhance generalizability. Additionally, researchers should apply Heideggerian phenomenology to explore how emerging digital technologies reshape the lived experience of clinical routines. These inquiries would be further enriched by complementary focus group discussions to capture collective insights and operational nuances across diverse settings.

Keywords: multi-specialty dental clinics, service quality, patient satisfaction, multimethod research, Philippines

CORRESPONDENCE: jjgm0708@gmail.com

ORCID: <http://orcid.org/0000-0002-2585-8148>¹

Service Quality and Clients Satisfaction of Digital Dental Diagnostics in Highly Urbanized Cities in Western Visayas

Paul Brian S. Mendez¹ and John Clifford Salugsugan²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: This study aims to assess the level of service quality of digital dental diagnostics in highly urbanized cities in Western Visayas and to determine its relationship with client satisfaction while identifying the operational challenges inherent in its implementation. Specifically, the study examines whether significant differences exist in service quality and client satisfaction when respondents are grouped by age, sex, occupation, educational level, and frequency of utilization, and it investigates the overall relationship between service quality and client's satisfaction.

Methodology: Utilizing a descriptive correlational design, this study engaged 270 randomly selected dentists and clients from Bacolod and Iloilo Cities to evaluate digital dental diagnostic services. A researcher-made questionnaire assessed service quality across reliability, assurance, tangibles, empathy, and responsiveness. Data were analyzed using descriptive statistics and the Kolmogorov-Smirnov test, with strict adherence to Philippine Health Research Ethics Board (PHREB) guidelines.

Results: Dental professionals and clients rated the service quality of digital dental diagnostics as *very high*, with empathy and responsiveness ranking highest. These findings support the SERVQUAL framework, emphasizing the critical role of personalized and prompt care in digital platforms. However, demographic nuances were evident; younger clients prioritized responsiveness, while older clients valued assurance and empathy. Given the strong correlation between service quality and satisfaction, the study recommends continued investment in staff training and digital communication to enhance these key dimensions and elevate the overall patient experience.

Conclusion: Digital dental diagnostic services in Bacolod and Iloilo consistently deliver exceptional service quality, particularly in the areas of empathy and responsiveness, which considerably contribute to high client satisfaction. This affirms the crucial role of client-centered care in modern, technology-enhanced dental practices.

Practical Value: This research provides actionable insights for dental clinics and healthcare providers by emphasizing the need for robust quality assurance protocols, targeted staff training, and effective client communication strategies to maintain high standards in digital diagnostics. The findings serve as a roadmap for enhancing service quality and establishing a competitive advantage in the digital healthcare landscape.

Direction for Future Research: Future research should employ longitudinal designs across diverse populations and utilize structural equation modeling to examine causal relationships between SERVQUAL dimensions and satisfaction. Additionally, refining the assessment framework to include objective performance data will better capture the impact of emerging technologies, such as AI imaging and virtual consultations. This comprehensive approach will yield deeper insights into how digital innovation shapes the dental care experience.

Keywords: digital dental diagnostics, service quality, client satisfaction, SERVQUAL, Philippines

CORRESPONDENCE: dentalhubbcd@yahoo.com

ORCID: <http://orcid.org/0000-0003-1654-9041>¹

Does Financial Literacy Contribute to the Increased Utilization of Digital Transactions by MSMEs?

Agus Wahyudi Salasa Gama,¹ Gregorius Paulus Tahu,² I Nengah Suardhika,³
Putu Intan Liliana Putri,⁴ Desak Nyoman Sri Pratiwi,⁵ and Ni Made Putri Dwita Utami⁶
^{1,2,3,4,5,6}*Universitas Mahasaraswati Denpasar, Indonesia*

Introduction: In the current era, the use of digital transactions is increasingly promoted across various sectors. Therefore, it is important to understand the behavior of Micro, Small, and Medium Enterprises (MSMEs) in utilizing digital transactions to support their business development. Financial knowledge is one of the key factors required by MSME actors in adopting financial technologies, particularly in conducting digital transactions. Sound financial literacy is believed to optimize the use of digital transactions in driving MSME business growth.

Methodology: The objective of this study is to determine whether MSME actors with a high level of financial literacy are more likely to utilize digital transactions compared to those with a low level of financial literacy. This study involved a sample of 100 MSME actors located in Bali. The data analysis technique used to examine the influence of financial literacy on the use of digital transactions is the Mann-Whitney U test.

Results: Based on the analysis results, it can be concluded that MSME actors with high financial literacy levels tend to make greater use of digital transactions compared to those with lower literacy levels.

Conclusion: These findings indicate that MSMEs with higher financial literacy better understand how to use digital transactions and recognize their benefits for business development. They also have a greater awareness of the risks associated with digital transactions, making them more confident in utilizing such technologies.

Practical Value: This research provides practical insights into how financial literacy levels influence the use of financial technology, particularly in digital transactions among MSMEs (Micro, Small, and Medium Enterprises). The findings highlight the need to improve financial literacy as a key step toward encouraging MSMEs to adopt digital transaction methods more effectively and efficiently. By enhancing their understanding of financial concepts and digital tools, MSME owners can make better financial decisions, streamline their operations, and increase their competitiveness in the digital economy.

Direction for Future Research: Future research could expand the sample size and cover a wider geographical area to improve the generalizability of the findings. Additionally, the use of more advanced statistical methods, such as regression analysis or structural equation modeling (SEM), could provide deeper insights into the causal relationships between financial literacy and the use of financial technology. Further studies might also explore additional variables, such as digital infrastructure, user attitudes, or training programs, to better understand the factors influencing digital transaction adoption among MSMEs.

Keywords: financial literacy, digital transactions, financial technology, business growth

CORRESPONDENCE: salasa.gama@unmas.ac.id
ORCID: <https://orcid.org/0000-0002-2473-8726>¹

The Role of Value Congruity in Mediating the Influence of Brand Image, and Green Marketing on Purchasing Decisions

I Gusti Ayu Imbayani,¹ Agus Wahyudi Salasa Gama,² and A.A Surya Jaya Ningrat³
^{1,2,3}*Universitas Mahasarakswati Denpasar, Indonesia*

Introduction: As e-commerce transforms shopping habits, The Body Shop faces declining sales despite its established eco-friendly reputation. This trend challenges assumptions about the effectiveness of brand image and green marketing, prompting an analysis of their impact on purchasing decisions. This study specifically examines **value congruity** as a mediating variable, investigating how aligning consumer and brand values strengthens purchase intent for digitally marketed sustainable products.

Methodology: The study involved active Shopee users who have purchased The Body Shop products, selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results: Brand image, green marketing, and value congruity all significantly influence consumer purchasing decisions. Furthermore, value congruity mediates the impact of the first two variables, demonstrating that alignment between consumer and brand values amplifies the effectiveness of marketing strategies on buying behavior.

Conclusion: This study concludes that brand image and green marketing significantly influence purchasing decisions, both directly and through the mediating role of value congruence. These findings highlight that value alignment between the consumer and the brand strengthens the effectiveness of green strategies, particularly for environmentally focused products like The Body Shop's body mists.

Practical Value: This study offers strategic insights for companies, particularly The Body Shop, to align marketing campaigns with consumers' personal values. Strengthening this value congruence enhances the impact of green marketing and brand image on purchasing decisions. Additionally, digital marketers can leverage these findings to craft content that transcends simple product features, reinforcing a brand identity that resonates deeply with environmentally conscious consumers.

Direction for Future Research: Future research should extend to other beauty brands and eco-friendly categories to enhance generalizability. Incorporating variables such as green consumption values, brand trust, and sustainability intensity would further clarify purchasing determinants. Finally, employing qualitative or mixed methods could yield deeper insights into the psychological processes underlying consumer-brand value alignment.

Keywords: value congruity, brand image, green marketing, purchasing decisions

CORRESPONDENCE: imbayani@unmas.ac.id
ORCID: <https://orcid.org/0000-0002-8080-6279>¹

Brand Image and Customer Loyalty of Parents in a Private Sectarian School in Central Negros

Analyn F. Romatico¹ and Carmen C. Menes²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Brand image and customer loyalty are critical factors influencing school choice and student retention in today's competitive education system. Private sectarian institutions build strong brands and lasting stakeholder ties. This study investigated the brand image and customer loyalty of parents at a private sectarian school in Central Negros Occidental. It aimed to examine the connection between brand image and loyalty. Ultimately, it sought to design marketing strategies that enhance stakeholder engagement and institutional growth.

Methodology: This study employed a quantitative research design, utilizing a researcher-made questionnaire to gather data on brand image and customer loyalty among parents. The collected data were analyzed using descriptive and inferential statistical approaches to identify levels, relationships, and significant differences based on demographic factors.

Results: Results indicated a strong brand image and high customer loyalty for the private sectarian school across various demographics. However, there are opportunities to enhance perceptions of competence and benefits, particularly among lower-income families. In doing so could strengthen the school's competitiveness and maintain parental loyalty.

Conclusion: This study revealed that a strong brand image significantly influences customer loyalty among parents in a private sectarian school in Central Negros Occidental. Positive perceptions across all brand image dimensions were consistently associated with very high loyalty, regardless of demographic differences. The strong correlation between brand image and loyalty highlights the importance of strategic branding in strengthening parental commitment and sustaining school enrollment.

Practical Value: The practical value of this study lies in its demonstration of the vital connection between brand image and customer loyalty within a private educational context. The consistently high levels of loyalty observed across demographics, especially in relation to positive brand perceptions, suggest that focused branding efforts can greatly influence parental commitment. This highlights the potential for private sectarian schools to use strategic marketing and stakeholder engagement as powerful tools to enhance retention and drive institutional growth.

Direction for Future Research. Future research may investigate the long-term sustainability of the relationship between brand image and customer loyalty, focusing on the role of institutional policies and infrastructure. It could evaluate the effectiveness of various educational strategies, such as ICT integration and community engagement, to identify the best practices for fostering enduring customer loyalty. Additionally, an investigation of factors influencing differences among stakeholder groups (students, faculty, alumni) will aid in implementing interventions. Longitudinal studies tracking shifts in customer loyalty after implementing new branding strategies or policies are essential for understanding their real-world impact. Furthermore, measuring the effects of improved brand image practices on customer loyalty will provide empirical evidence of their benefits. Lastly, research could explore the reliability of these strategies across different educational institutions and communities, contributing to broader frameworks for enhancing brand loyalty.

Keywords: business/school management, brand image, customer loyalty, descriptive, comparative, correlational, Philippines

CORRESPONDENCE: romaticoanalyn7@gmail.com
ORCID: <https://orcid.org/0009-0001-4429-4448>¹

B. EDUCATION

Grade 11 Public Schools Students' Knowledge and Challenges in Learning the Sociocultural History of Negros Occidental

John Allan A. Galvez¹ and Joel M. Bual²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Since Understanding Culture, Society, and Politics (UCSP) shapes cultural identity, grasping the socio-cultural history of Negros Occidental is essential for understanding regional dynamics. Therefore, this study assesses students' knowledge of this history and identifies the challenges they encounter in learning it.

Methodology: The study utilized a quantitative design. This was responded by a whole population of 278 Grade 11 UCSP students among public schools in Negros Occidental. In assessing, a researcher-made multiple-choice questionnaire was employed. Instrument was validated by 10 Subject Matter Experts. Content Validity Ratio computed using Lawshe's method. For reliability, responses were statistically analyzed using KR20, and item analysis was conducted. A checklist identified the challenges. Meanwhile, in analyzing the data, mean, standard deviation, frequency count, percentage distribution, and rank were utilized.

Results: Generally, they have a low knowledge of socio-cultural history of Negros Occidental. The knowledge of social history in educational, political, familial, religion, and economics are all low. The knowledge of cultural history in values and beliefs are all low and very low in terms of norms. In challenges, specifically teachers, find it hard to give examples of local history. Mostly, they do their instruction from textbooks. Students struggle with lessons and have a weak social science foundation. In learner environment, the school is deficient in learning materials. Also, the classroom is not conducive for learning. In subject, topics are broad. Additionally, some subject's lessons are unimportant.

Conclusion: The research highlights the importance of integrating lessons on the social and cultural history of Negros Occidental at the local level to aid students in meeting the UCSP objectives. Engaging teachers in curriculum planning and embracing appropriate teaching techniques can lead to a better understanding of the subject. Also, providing teachers with professional development and exposure to diverse teaching practices beyond textbooks can improve their instruction. Periodic curriculum reviews ensure learning activities align with outcomes and maintain student motivation in the UCSP course.

Practical Value: The findings have value to both the locale and scientific communities. These serve as a foundation for designing learning activity sheets to address the gaps in knowledge and skills. These may help schools especially the teachers in incorporating the socio-cultural history of Negros Occidental in the UCSP instruction. Lastly, this will provide further literature to the dearth of knowledge.

Direction for Future Research: This encourages future researchers to conduct similar studies in a larger scale to better understand the integration of local history in social sciences. Additionally, they are encouraged to employ designs for deeper analysis. It is also important in public schools to capture the students' experiences who may face different educational conditions and resource limitations.

Keywords: sociocultural history, knowledge, challenges, descriptive, Negros Occidental

CORRESPONDENCE: galvezjohnallan@gmail.com

ORCID: <http://orcid.org/0009-0003-24-54-888X>¹

Student's Achievement of Learning Competencies and Challenges in Learning World History in Public High Schools

Rudylyn P. Delaben¹ and Joel M. Bual²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: World History is essential among students in understanding the past civilizations that shape the current generations. Thus, this study assessed the students' achievement of learning competencies in World History in geography and early civilization and the world in the classical and transitional period relative to sex, family monthly income, parent's highest educational attainment, and teacher's highest educational attainment. It also identified challenges encountered in World History and investigated achievement differences relative to demographics

Methodology: This utilized the quantitative design and was responded by 269 Grade 8 students among public schools in Northern Negros Occidental during 2023–2024, selected through stratified random sampling. In assessing, a researcher-made multiple-choice questionnaire was used. Instrument was validated by 10 Subject Matter Experts. Content Validity Ratio computed using Lawshe's method. For reliability, responses were statistically analyzed using KR20, and item analysis was conducted. A checklist identified the challenges. In data analysis, mean, standard deviation, frequency count, percentage distribution, Mann Whitney, and Kruskal Wallis were used.

Results: Generally, they have a proficient level of achievement. In challenges, the students lack interest in reading and have difficulty memorizing. Regarding teachers, most fail to connect the lessons to real-life situations and neglect to give student feedback. In learning environment, the school has inadequate instructional resources, library contains outdated materials, and environment at home is not conducive for studying. In subject, topics are complex to understand, and contents are heavy. Lastly, differences exist in their achievement relative to parents' educational attainment and sex.

Conclusion: The findings imply improvement in World History instruction focusing on the challenges identified. Perhaps, a closer look into the teaching strategies and assessments can help elevate the quality of instruction. The proposed output can help in enhancing these aspects. By addressing these areas, the achievement level can be improved into advanced. Moreover, the findings also imply the importance of ensuring students fully achieve all learning competencies through their teachers.

Practical Value: This study has practical implications for academic communities. The findings provide a basis for the proposed Strategic Intervention Material (SIM) to address learning gaps. This enhances student mastery through deeper exploration and skill development. Beyond local applications, these can benefit schools globally, contributing to instructional quality and student outcomes. It also fills gaps in literature, offering insights for future research.

Direction for Future Research: Future researchers are encouraged to conduct similar studies on a larger scale to understand how different contexts affect learning. Expanding the scope and including diverse samples can offer broader insights. Using other methods may improve analysis. This study focused on the first two quarters; future research should cover the remaining topics to develop effective teaching strategies. Exploring teachers' challenges and using standardized questionnaires can further deepen understanding of World History.

Keywords: world history, achievement of learning competencies, challenges, quantitative, public high schools, northern Negros Occidental

CORRESPONDENCE: delabenrudylyn@gmail.com

ORCID: <https://orcid.org/0009-0003-0640-9333>¹

The Effectiveness of Technology Integration by Redefinition in Teaching Asian History among Grade 7 Learners in a Catholic School

Angelica V. Alison¹ and Dexter Paul D. Dioso²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Technology is vital in improving people's quality of life, especially education. Integrating technology helps teachers improve their teaching styles and enhance new learning methods. The "Redefinition" level of the substitution, augmentation, modification, and redefinition (SAMR) model helped Social Studies teachers assess the effectiveness of their technology integration in teaching Asian History, create new teaching methods, and incorporate technology. It also aimed to create interactive material following the substitution, augmentation, modification, and redefinition (SAMR) model by Redefinition in a Catholic School.

Methodology: This quasi-experimental study assessed 160 purposively sampled Grade 7 learners in a Catholic school using a research-made pre-test and post-test questionnaire. Quantitative data underwent descriptive and comparative analysis to interpret the results. Throughout the process, the researcher adhered to Philippine Health Research Ethics Board (PHREB) guidelines to ensure the study's ethical soundness.

Results: The results indicate that well-integrated technology significantly boosted student achievement and performance. The study proves that enhancing strategies and using effective teaching tools, using the "redefinition" level of the SAMR model, can help improve student academic achievement and educational outcomes.

Conclusion: The study's findings underscore the transformative potential of technology integration in enhancing student learning experiences and proficiency in social studies by employing technology at the "redefinition" level within the context of Asian History, that is strongly supported by the technological, pedagogical, and content knowledge (TPACK) framework, where enables creation of novel learning experiences and fundamentally design learning activities as well as fostering a deeper understanding, and improving educational outcomes using technology into teaching methods.

Practical Value: The practical value of this paper lies in the effectiveness of technology integration by redefinition in teaching Asian History. The tangible advantages that can boost student engagement and cultivate critical thinking with the use of interactive activities to learn more about Social Studies. It also promotes digital literacy, which teachers can benefit from, skills necessary to meet 21st-century learners, and the students who can foster intercultural understanding and a global perspective by connecting to other institutions and experts worldwide.

Directions for Future Research: Future research on technology in social studies and Asian history requires larger, grade-diverse sample sizes and strict controls on participants' prior knowledge to ensure reliable, generalizable results. Additionally, investigating interventions across all SAMR levels—rather than focusing solely on redefinition—is crucial for a comprehensive understanding of technology integration and the scaffolding necessary for progression.

Keywords: technology integration, redefinition, Asian history, quasi-experimental, Philippines

CORRESPONDENCE: angelicaalison715@gmail.com

ORCID: <https://orcid.org/0000-0003-4299-1861>¹

Compliance with the Integration of Indigenous Peoples' Studies into Relevant Higher Educational Curricula

Jona J. Gabana¹ and Annabee M. Claur²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: To foster inclusive education, CHED CMO No. 2, s. 2019 mandates the integration of Indigenous Peoples (IP) studies into higher education curricula. This research evaluates the extent of compliance among State Universities and Colleges (SUCs) in Negros Occidental, specifically examining the strategies employed and challenges encountered by these institutions in implementing the mandate.

Methodology: This study employed a multimethod design using purposive sampling. Quantitative data regarding the compliance and challenges of integrating IP studies were gathered from internal (program chairs and faculty) and external (social science experts) assessors, then analyzed using frequency, mean, and standard deviation. To cross-verify these findings, qualitative insights were gathered through focus group discussions with at least six qualified participants across three Negros Occidental SUCs and analyzed using Lichtman's 3Cs.

Results: The quantitative results revealed that the HEIs reached moderate extent of compliance in integrating IP studies into their curricula. Meanwhile, based on qualitative inquiry, six (6) major themes emerged: Utilization of Project-Based learning; Engagement in Experiential Learning Activities; Mobilization of Multi-media; Reference Materials for IP Studies; IP Educators Equipped in Handling the IP Education; Cultural Sensitivity of IP

Conclusion: The presented extent of compliance in integrating IP studies is affirmed by the challenges encountered. It may not be a very good extent of compliance; however, faculty members of HEIs are open to continuous assessment and evaluation of their teaching performance in delivering IP knowledge. Their identified strategies on integrating indigenous education signal the HEI's commitment to fostering respect, understanding, and appreciation of the rich cultural heritage of IPs.

Practical Value: This study provided empirically supported insights that CHED can use to strengthen or adjust guidelines, ensuring that integration efforts are meaningful and not just symbolic. Also, the findings highlight the best strategies for integrating IP studies, which could aid curriculum developers in designing more inclusive, culturally relevant programs that genuinely reflect Indigenous ways of knowing and perspectives.

Directions for Future Research: Future research should investigate the indigenous community involvement in teaching practices and curriculum development. In addition, comparative studies across two categories of schools could provide deeper insights into factors that enhance or hinder effective integration since they are funded and operated differently. Longitudinal research could also track the long-term impacts of Indigenous curriculum integration practices, student outcomes, institutional practices, and community relationships.

Keywords: indigenous education, extent of integration, multimethod, state university, Philippines

CORRESPONDENCE: jjgabana@yahoo.com

ORCID: <http://orcid.org/0000-0003-3460-9562>¹

Mathematical Skills and General Mathematics Performance of Grade 11 Students in a Public National High School in Southern Negros Occidental, Philippines

Cleah Amor S. Parcon¹ and Francis Jose D. Bearneza²

^{1,2}*University of Negros Occidental – Recoletos, Bacolod City, Philippines*

Introduction. Mathematical skills are essential for mastering the core Senior High School subject of General Mathematics, which encompasses Functions, Business Mathematics, and Logic. This study examines the relationship between these verbal and nonverbal skills and student performance, accounting for differences in sex and academic strand. Ultimately, the findings inform the creation of supplementary instructional materials designed to enhance student proficiency and refine the mathematics curriculum.

Methodology. This quantitative study employed descriptive, comparative, and correlational designs to assess the mathematical skills and General Mathematics performance of 278 Grade 11 students in a southern Negros Occidental public high school (SY 2022-2023). Selected via stratified random sampling, participants completed validated researcher-made questionnaires in accordance with PHREB ethical guidelines. Data analysis utilized mean, standard deviation, and non-parametric tests necessitated by non-normal distribution.

Results. Grade 11 students have an approaching proficient level of mathematical skills and a developing level of General Mathematics performance. There is a significant difference in verbal mathematical skills when students were grouped by strand. In non-verbal mathematical skills, there is a significant difference when students are grouped by sex and strands. Lastly, there is a significant relationship between mathematical skills and General Mathematics performance of the Grade 11 students.

Conclusion. The results imply that students have acquired foundational mathematical knowledge but require further assistance and practice to apply this understanding in General Mathematics. The relationship between mathematical skills and General Mathematics performance indicates that a low level of mathematical skills may lead to low performance in general mathematics, while sufficient knowledge of mathematical skills may give high performance in general mathematics. A supplementary instructional material may give students the needed aid and support to improve students' mathematical skills and General Mathematics performance.

Practical Value of the Paper. The findings of the study hold practical significance for the Department of Education's Senior High School Curriculum, providing as a reference for mathematics teachers in identifying areas where instructional focus is needed, based on students' current levels of mathematical skills. The study's output may help enhance both mathematical skills and General Mathematics performance. Additionally, the findings contribute to the body of knowledge by addressing gaps in the literature, particularly in the context of the General Mathematics subject in the Senior High School Curriculum.

Directions for Future Research. The researcher recommends that future researchers explore more about the study, including the existing variables but with a larger scope of respondents to establish the generalizability of the findings of the study. Additionally, the researcher also suggests creating instruments that allow for quicker assessment without compromising content, providing a more efficient method for measuring mathematical skills.

Keywords: mathematics, mathematical skills, general mathematics performance, senior high school students, descriptive-correlational, Philippines

CORRESPONDENCE: cleah8888@gmail.com

ORCID: <http://orcid.org/0000-0002-8525-9307>¹

Physical Fitness of Middle School Students in Selected American Public Charter Schools

Marijoy I. Vestil¹ and Dennis V. Madrigal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Adolescent physical fitness is vital for long-term health and cognitive function, yet a research gap exists regarding the combined influence of gender, sleep, and extracurricular activities within American public charter schools. To address this, this study assesses the BMI, aerobic fitness, and muscular endurance of middle school students. The findings will guide the development of a tailored, collaborative physical education program designed to foster lifelong healthy habits and holistic student success.

Methodology: This quantitative, descriptive-correlational study examines relationships between sex, sleep habits, after-school physical activity, academic performance, and physical fitness among 320 stratifiedly sampled middle school students from American public charter schools. Data collection utilizes a hybrid instrument combining a researcher-designed survey for demographic and lifestyle factors with standardized FitnessGram (Version 10) assessments for cardiovascular endurance, muscular strength, flexibility, and body composition. Following safety screenings by school nurses, physical education teachers will administer the physical tests to ensure standardized procedures. Data will be analyzed using descriptive and correlational statistics, strictly adhering to PHREB ethical guidelines regarding informed consent and data confidentiality.

Results: Despite high rates of abnormal sleep, predominantly male middle school students generally maintained strong academic performance and physical fitness. While a significant minority faced BMI-related risks due to inactivity, after-school participation emerged as the dominant predictor of physical health; this factor demonstrated a large effect size that overshadowed any weak associations with gender, sleep quality, or grades.

Conclusion: Drawing on Social Cognitive and Self-Determination Theories, this study reveals that student physical fitness relies on the interplay of personal, behavioral, and environmental factors. Specifically, structured after-school activities significantly improve fitness by boosting self-efficacy and fulfilling psychological needs like autonomy and competence. While academic performance and sleep have weaker direct links, they indirectly influence engagement by shaping self-belief. Consequently, effective adolescent fitness programs must be holistic, prioritizing self-efficacy and intrinsic motivation to ensure sustained physical activity.

Practical Value: Participation in after-school activities is the strongest predictor of physical fitness in middle schoolers, significantly outweighing factors like gender, sleep, or academic performance. To address the health risks facing inactive students, physical education programs should integrate accessible extracurriculars grounded in Social Cognitive and Self-Determination Theories. Shifting from traditional skill-based instruction to a holistic approach—one that fosters autonomy and self-efficacy while incorporating nutrition and sleep hygiene—will effectively promote sustained engagement and overall well-being.

Direction for Future Research: To improve middle school physical fitness, future research must prioritize longitudinal studies connecting after-school activities to long-term health, while accounting for psychological factors and parental involvement. Concurrently, interventions should target non-participants to address BMI risks through improved sleep hygiene and modernized PE curricula. To ensure equity and efficacy, the scope of study must expand to include socioeconomic and environmental determinants, ultimately identifying the most accessible and beneficial activities for diverse student populations.

Keywords: physical fitness, BMI, aerobic fitness, muscular endurance, middle school, descriptive-correlational

CORRESPONDENCE: marijoyv@yahoo.com
ORCID: <http://orcid.org/0000-0001-9634-1616>¹

Spiritual Well-Being of Senior High School Students in a Non-Sectarian Private High School

Ayrton G. Macainan¹ and Joel M. Bual²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Spiritual well-being is part of the human being which involves one's relationship with God and how one feels satisfied with their lives. Rooted on spiritual well-being theory, this study assessed the spiritual well-being of students in a private non-sectarian school in Northern Negros Occidental during 2024-2025 in terms of religious and existential well-being relative to sex, religious affiliation, family monthly income, family structure, and birth order. Likewise, it compared their spiritual well-being relative to demographics.

Methodology: The paper employed a quantitative design and utilizes the descriptive-comparative approach. This was responded by 75 Humanities and Social Sciences students determined using stratified random sampling. In assessing the study, it used a standardized questionnaire with the scale: high, moderate, and low. In data analysis, it employed mean, standard deviation, Mann Whitney, and Kruskal Wallis. Lastly, it adhered to the Philippine Health Research Ethics Board (PHREB) ethical standards.

Results: The students have a moderate spiritual well-being. Religious well-being was rated high while existential, moderate. In the areas of demographics, specifically in religion, the Catholic students rated higher religious well-being than non-Catholics. Meanwhile, in family monthly income, those from low income are rated higher in religious well-being than those of high income. Furthermore, in birth order, the first and third born and up students rated higher religious well-being than, second born. Meanwhile, among the demographics there was a difference in the spiritual well-being relative to religion. Here, Catholic respondents rated significantly higher than non-Catholics.

Conclusion: Based on the results, it was found that the students in a non-sectarian private school had a high level of religiosity despite having a moderate relationship with God and a sense of purpose in life. Their faith, temperament, meaning, and contentment are guaranteed when these well-matched. A values-based culture can be established by incorporating the school's values into instruction and learning opportunities, encouraging collaboration amongst all disciplines, and making sure the principles are clear. In Introduction to World Religions and Belief Systems (IWRBS), non-sectarian private schools are encouraged to offer a variety of programs to help students understand life's fundamental values as well as appreciating the teachings of world religions regardless of the number of its adherents. Additionally, prioritizing the teachers' competence is essential in values inculcation through instruction, vis-à-vis long-lasting connection between these two dimensions.

Practical Value: The paper is valuable to the locale and scientific community. The findings can help teachers of the (IWRBS) to continuously improve instruction pertaining to students' values development. This output can be incorporated into students' curricular activities to establish better life disposition. Also, this paper can add to the body of knowledge.

Direction for Future Research: Future researchers should conduct studies on spiritual well-being in a larger scale for greater generalizability. They may employ other designs to elicit in-depth analysis. And lastly, they may use other variables not covered to provide varied contexts of spiritual well-being.

Keywords: Social science, spiritual well-being, quantitative, Northern Negros Occidental

CORRESPONDENCE: macainanayrton@gmail.com

ORCID: <https://orcid.org/0009-0002-3440-5148>¹

Exploring the Topics, Teaching Strategies, and Assessments of Junior High School English Teachers: Exploratory Sequential Mixed Methods Inquiry

Angelo John C. Palma¹ and Marisa B. Petalla²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: English Language Teaching (ELT) plays a vital role in education globally, with countries like the Philippines adapting innovative strategies, curricula, and assessment tools to meet global standards. Despite efforts to improve English proficiency through context-based and learner-centered approaches, gaps remain in integrating teaching, learning, and assessment practices. This study aims to address these gaps by exploring topics, strategies, and assessment methods used by junior high school English teachers in the Schools Division of Negros Occidental, ultimately contributing to the development of an enhanced teacher's guide for Junior High School English language instruction.

Methodology: An exploratory mixed-methods inquiry was utilized. The researcher conducted semi-structured interviews with seven Junior High School Master English Teachers from the Schools Division of Negros Occidental on the topics, teaching strategies and assessments they use in English Language Teaching to Junior High School students. Member checking and audit trail by a qualitative research expert were used for data trustworthiness, and Lichtman's 3 Cs were used for data analysis. A survey questionnaire was formulated based on the themes constructed.

Results: The qualitative inquiry revealed three major themes; specific topics emphasized in teaching English to Junior High School Students; teaching strategies in teaching English to Junior High School students; and assessment strategies in teaching English language to Junior High School students. Quantitative data showed that the topics, teaching strategies, and assessments in English Language Teaching to Junior High School students are utilized with very great extent by the English Language teachers in the Schools Division of Negros Occidental.

Conclusion: This study explores English language teaching in Grade 10 classrooms in the Schools Division of Negros Occidental, revealing the diverse topics, strategies, and assessments employed by teachers to address varying educational resources and challenges. Despite differences in local capabilities, teachers strive to meet English competency demands, suggesting enhancements to maintain curriculum relevance and effectiveness. The findings highlight the importance of refining teaching practices to support sustainable and successful English Language education.

Practical Value: Collected data on instructional practices served as the baseline for the proposed Enhanced Teacher's Guide for Junior High School English, which supports teachers with competency-aligned topics, strategies, and assessments. The guide will be submitted to the Schools Division of Negros Occidental's Learning Resource Center to ensure accessibility for public and private secondary schools, ultimately facilitating more effective English language instruction.

Direction for Future Research: Future research should address this study's limitations by investigating the topics, strategies, and assessments used in private schools or other Schools Division Offices. Additionally, examining the time allocation for learning competencies and employing alternative methodologies would enhance the depth of analysis, significantly enriching the field of English Language Teaching.

Keywords: English language teaching, ELT topics, teaching strategies, assessment, exploratory-sequential mixed methods, Philippines

CORRESPONDENCE: angelojohn.palma@gmail.com

ORCID: <http://orcid.org/0000-0002-2267-6816>¹

Fostering Faith and Flourishing: A Phenomenological Inquiry into the Lived Experiences of Non-Catholic Students in a Catholic University

Feddy B. Junsay Jr.¹ and Dennis V. Madrigal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Catholic universities play a vital role in fostering inclusive academic environments where students can freely express their faith. However, because research regarding the spiritual well-being of non-Catholic students in these settings remains mixed, this study examines their lived experiences to amplify their voices and better understand how they navigate a Catholic university setting.

Methodology: Utilizing a descriptive phenomenological approach, this study explored the lived experiences of eight non-Catholic graduating students at a Catholic university. Participants of diverse religious backgrounds were selected via purposive and snowball sampling for unstructured, in-depth interviews. Data were subsequently processed using Lichtman's recursive textual analysis (the three C's) to identify emerging themes.

Results: The study identified four major themes and fourteen subthemes illustrating significant personal, spiritual, and academic growth. Fostered by an inclusive environment, interfaith dialogue, and a strong sense of community, this supportive atmosphere empowered students to embrace service and engagement. Ultimately, these results highlight the transformative potential of inclusive education within a Catholic context.

Conclusion: Integrating non-Catholic students into Catholic schools demonstrates education's power to transcend religious boundaries and foster inclusivity. Through open dialogue and exposure to diverse traditions, these students deepen their understanding of faith while undergoing personal growth. Ultimately, this environment proves that individuals of all backgrounds can flourish academically, spiritually, and personally within a faith-based setting.

Practical Value: The findings serve as a foundation for enhancing inclusivity policies and practices across various university departments. By addressing the specific needs of non-Catholic students, the university can foster a more welcoming and supportive environment that enriches the educational experience for all. The study's practical implications extend to curriculum development, student support services, and campus-wide initiatives where students of all faiths feel valued and empowered to thrive academically, spiritually, and personally.

Direction for Future Research: Future research could explore the lived experiences of Catholic students in non-Catholic or non-sectarian schools, offering a comparative perspective. Additionally, detailed case studies could offer rich, contextualized insights into the unique experiences and coping strategies of these students. Quantitative surveys could measure various dimensions of student development, including spiritual growth, academic achievement, and well-being. Furthermore, longitudinal studies could provide a comprehensive view of the long-term impact of these experiences.

Keywords: inclusive education, non-Catholic students, phenomenological, Philippines

CORRESPONDENCE: fjunsayjr@gmail.com

ORCID: <https://orcid.org/0000-0002-2260-9058>¹

Public Special Education Teachers' Challenges, Social Support, and Meaning in Teaching Children on the Autism Spectrum

Kristel Anne T. Diaz¹ and Dennis V. Madrigal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Special Education Teachers are the primary providers of knowledge for children on the autism spectrum. With the increasing number of autism-diagnosed children, all special education teachers are probably going to need to teach a child with autism. This study explored the public special education teachers' experiences in teaching children on the autism spectrum in Northern Negros Occidental. The research aimed to raise awareness on teaching children on the autism spectrum and to foster greater support for teachers handling them.

Methodology: This research utilized a descriptive phenomenological approach. Ten participants were selected through purposive sampling and participated in unstructured in-depth interviews. Thematic analysis of the transcripts was conducted using the modified van Kaam approach, as advocated by Moustakas (1994). Additionally, to ensure the trustworthiness of the data, the framework introduced by Lincoln and Guba (1985) was employed.

Results: Results indicated that teachers have grappled with numerous challenges in handling children with ASD, specifically behavioral and instructional difficulties, personal obstacles, and institutional barriers. Notwithstanding, a stream of reinforcement arose from social support that helped them survive these difficulties by means of collaboration with parents and co-teachers, and diagnoses from health professionals. The interplay of struggle and support yielded a deep sense of meaning derived from observing children's progress.

Conclusion: This study revealed that teaching children on the autism spectrum means entering each day ready to patiently and gently meet complexity and unpredictability. Teachers' persistence is a deliberate and conscious decision—to show up, to care, and to try again. The work of these special education teachers is an act of loving amidst challenges, of believing in development where progress is slow, and of sustaining compassion in the face of relentless demands. Theirs is a practice of patience and survival for themselves and for their students.

Practical Value: The practical value of this study provides useful teacher-reported, classroom-based data that can be a basis in the provision of better institutional support that teachers need to survive and carry out their role, and to reinforce social support especially between home and school. With the attrition problem for special education teachers nationwide, it is best to address what teachers thought as areas for improvement to help suppress this issue and to ensure they feel valued. Lastly, this may pave the way to identify the factors that contribute to their successful teaching experiences and retention.

Direction for Future Research: Future researchers may come up with conducting the same study utilizing special education teacher participants in private institutions or in different geographical areas. They may also explore the experiences of Special Education teachers of other educational backgrounds and tenure of service. Lastly, a quantitative or mixed method can also be explored or incorporated on the same topic to elaborate and numerically validate these findings.

Keywords: special education, autism spectrum, challenges, social support, meaning, descriptive phenomenological, Philippines

CORRESPONDENCE: kristelannediaz327@gmail.com

ORCID: <https://orcid.org/0009-0004-7077-0462>¹

The Migrant Spirit: Journeys of Faith Beyond the Catholic Church

Genie U. Pedrosa¹ and Dennis V. Madrigal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Among the many challenges confronting the Catholic Church is the migration of her members to other faith denominations. Globally, young adults are increasingly disengaging from Catholicism, with the growth of Christianity driven more by independent churches rather than by the Catholic Church itself. In the Philippines, this trend is evident in young people finding spiritual fulfillment within charismatic and evangelical communities. This study explores the motivations and reasons behind former Catholics' departure from the Church and delving into the joys and difficulties they experienced in transitioning to other faith groups.

Methodology: This study employed the basic qualitative research design, utilizing a semi-structured interview to collect more information on the motivations and experiences of disaffiliated Catholics. The recursive textual analysis guided by Lichtman's 3 Cs was utilized to analyze the data and come up with themes that will describe the experiences of the participants.

Results: The analysis of the collected data led to the identification of four major themes and eight subthemes. These findings reveal that former Catholics were motivated to leave the Church due to several factors: persistent invitations and follow-ups from members of other denominations, limited engagement in Catholic practices, a strong sense of belonging experienced in other faith communities, and dissatisfaction with the quality of homilies. Additionally, the data show that their transition involved challenges such as confusion over doctrinal inconsistencies and the pain of losing friendships within the Catholic Church. Nevertheless, many participants reported a renewed passion for the Sacred Scripture and a profound sense of spiritual fulfillment in their new religious affiliations.

Conclusion: This study examined the motivations, difficulties, and joys experienced by former Catholics who have joined other faith denominations. The insights gathered point to critical areas for pastoral reflection within the Church, such as the need for more intentional spiritual formation for young people, the enhancement of liturgical experiences to ensure deeper engagement, the fostering of dynamic community fellowship, and the implementation of Scripture-based initiatives that promote both individual and communal spiritual development.

Practical Value: The findings of this study offer valuable insights into the factors that led former Catholics to leave the Church and join other faith communities. Understanding their experiences can help the Church respond more effectively to the pastoral needs of young people. These insights may also guide Catholic schools in developing formation programs for the youth that are thoughtfully integrated into the curriculum. Additionally, the Church can use this knowledge to foster initiatives that promote unity and build harmonious relationships, regardless of differing expressions of faith.

Direction for Future Research: This qualitative research may be further developed through a mixed-methods approach, integrating both quantitative and qualitative methodologies to achieve a more comprehensive and nuanced understanding of the subject under study. Expanding the pool of participants to include a broader and more diverse demographic could also enrich the findings by capturing a wider range of perspectives. Future research may also investigate the experiences of former Catholics who, after joining other faith communities, eventually returned to the Catholic Church. Additionally, exploring the journeys of non-Catholics who have converted to Catholicism presents a compelling avenue for further scholarly inquiry.

Keywords: religious studies, religion, disaffiliated Filipino Catholics, qualitative, Philippines

CORRESPONDENCE: gupedrosa.08@gmail.com

ORCID: <https://orcid.org/0000-0002-0796-2400>¹

Assessing Student Satisfaction with Selected Schools Services through the 7Ps Marketing Mix: A Study of a Catholic Higher Education Institution in the Philippines

Jesa C. Rosas¹ and Dennis V. Madrigal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Student satisfaction is a vital indicator of educational quality that extends beyond mere comfort. Utilizing the 7Ps marketing mix framework, this study assessed service satisfaction at a Catholic college, specifically investigating significant differences based on sex, academic program, year level, and family income. By identifying these demographic-specific needs, the research aims to guide the development of a more inclusive and supportive learning environment.

Methodology: This quantitative, descriptive-comparative study assessed college students' satisfaction with school services using a modified questionnaire from Genovate and Madrigal (2021). Data were analyzed using descriptive and comparative inferential statistics to identify significant differences in satisfaction levels.

Results: Results indicate high satisfaction with product, place, promotion, people, and process, contrasted by lower ratings for price and physical evidence. These findings validate Expectancy-Value and Social Exchange Theories: high overall satisfaction reflects met expectations and benefits that outweigh costs, while lower ratings suggest a perceived cost-benefit imbalance in specific areas. Furthermore, significant variations in satisfaction across demographics underscore how individual circumstances shape value perception, highlighting the necessity of tailoring service delivery to meet diverse student needs.

Conclusion: This study analyzes student satisfaction with educational services, revealing that while overall levels are high, significant demographic differences necessitate customized service delivery. Beyond demographics, the research identifies pricing and physical infrastructure as critical drivers of student perception. Ultimately, these findings underscore that satisfaction is a multifaceted metric, requiring institutions to address the diverse needs and expectations of their student body to drive improvement.

Practical Value: The practical value of this study lies in its actionable insights to enhance the student satisfaction at the Catholic school. The marketing team can leverage strengths in product, place, promotion, people, and process, while concerns on price and physical evidence can be addressed by strategic communication. By sharing these findings, the school demonstrates transparency and accountability, fostering trust and collaboration with stakeholders. This data-driven approach can lead to a shared vision for the school's future and continuous improvement in student satisfaction.

Directions for Future Research: Future research on student satisfaction in Catholic Higher Education Institutions should employ mixed-method and comparative approaches to uncover comprehensive profiles and longitudinal trends. Expanding the scope to include stakeholders like alumni and faculty, alongside analyzing satisfaction's impact on academic and career outcomes, will provide a more holistic view. Ultimately, these insights can guide institutions in developing targeted strategies to enhance the educational experience and improve retention.

Keywords: student satisfaction, 7Ps marketing framework, descriptive-comparative, Catholic higher education institution, Philippines

CORRESPONDENCE: rosasjesa@gmail.com

ORCID: <https://orcid.org/0009-0009-0697-0255>¹

Factors Affecting Library Loyalty in Academic Libraries

Marline G. Roma¹ and Celbert M. Himang²

¹*University of San Jose- Recoletos, Cebu City, Philippines*

²*Cebu Technological University- Main Campus, Cebu City, Philippines*

Introduction: Library loyalty—manifested through consistent use, advocacy, and trust—is critical to the success of academic libraries. Grounded in DeLone and McLean’s Information Systems Success Model (ISSM), this study evaluates how System, Information, and Service Quality, alongside User Satisfaction, influence Library Loyalty. Furthermore, the research integrates AI Chatbot Engagement (AICE) as an emerging variable affecting user experience. By assessing these factors among Gen Z students in Cebu City, this study aims to identify the key drivers necessary to ensure the long-term success of academic libraries.

Methodology: This study employed a descriptive-correlational design to examine factors influencing academic library loyalty among 550 Generation Z students (378 females, 172 males). Data collected via a structured questionnaire were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with WarpPLS 8.0, which facilitated the assessment of both measurement and structural models.

Results: Results show that System Quality (SysQL) and Service Quality (ServQL) positively influenced both Intention to Use (IUL) and User Satisfaction (USL). Information Quality (IQL) did not impact Intention to Use (IUL) but had a significant effect on User Satisfaction (USL). Furthermore, User Satisfaction (USL) was found to directly affect Intention to Use (IUL), which in turn influenced Library Loyalty (LL). Additionally, both User Satisfaction (USL) and Intention to Use (IUL) were significant predictors of Library Loyalty (LL). However, the study identified that AI Chatbot Engagement (AICE) did not have a moderating effect on the relationship between Information Quality (IQL) and Service Quality (ServQL) to User Satisfaction (USL).

Conclusion: This study concludes that Gen Z students, even with the advent of technology still support the function of the library. Librarians must not worry about the existence of AI chatbot technology since this does not affect Service Quality (ServQL) and Information Quality (IQL) leading to User Satisfaction (USL). Moreover, libraries need to enhance System Quality (SysQL), Service Quality (ServQL), and Information Quality (IQL), which impact Intention to Use (IUL) and User Satisfaction (USL) that somehow lead to Library Loyalty (LL).

Practical Value: To drive satisfaction, usage, and loyalty, the library must enhance its systems, services, and digital resources. Key strategies for success include balancing AI with human support, leveraging feedback for sustained engagement, and fostering strong student connections.

Direction for Future Research: Future research should investigate how emerging technologies, such as AI and virtual reality, and demographic factors like socioeconomic background influence library loyalty. Longitudinal studies could track the long-term impact of service changes on patronage, while cross-cultural comparisons would provide broader insights into loyalty drivers. Furthermore, examining how AI chatbots actively enhance user experience—beyond basic satisfaction—will offer valuable strategies for their successful integration into academic libraries.

Keywords: library management, library user satisfaction, system quality, information quality, service quality, intention to use the library, descriptive-correlational research, Information Systems Success Model (ISSM), academic libraries, Cebu City

CORRESPONDENCE: marline.roma@usjr.edu.ph

ORCID: <https://orcid.org/0000-0003-0794-4621>,¹ <https://orcid.org/0000-0002-5663-3304>²

Job Satisfaction, Mental Well-Being, Motivations, and Challenges of Selected Migrant Filipino Teachers Working in the United States of America

Rhey Mark E. Presquito¹ and Dennis V. Madrigal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: This study examines the relationship between job satisfaction, mental well-being, and motivating factors among migrant Filipino teachers in the U.S. during the 2024-2025 academic year. By analyzing the complex personal and professional dynamics these educators face, the findings will inform the development of a targeted induction program designed to support their transition.

Methodology: This study employs a multimethod design to investigate the complex interplay of job satisfaction, mental well-being, and demographics among migrant Filipino teachers in the U.S. By integrating qualitative and quantitative techniques, this approach facilitates methodological triangulation, thereby enhancing hypothesis testing, theory development, and the understanding of multilevel influences on teacher well-being.

Results: Quantitative results indicate that while salary drives job satisfaction and general well-being, there is no significant relationship between job satisfaction and the mental well-being of migrant Filipino teachers in the U.S. Qualitatively, these teachers describe a journey defined by resilience and aspiration, primarily motivated by superior compensation, financial stability for their families, and professional growth. However, despite these rewards, they face distinct challenges, including student behavioral differences, adaptation to a new educational system, resource scarcity, and limited parental involvement.

Conclusion: Investigating the experiences of migrant Filipino teachers in the United States reveals a complex dynamic: while they report only moderate job satisfaction, their mental well-being remains high. This discrepancy highlights the need for tailored support systems, offering critical insights for administrators and policymakers. Ultimately, despite the challenges of the cultural exchange program, these teachers demonstrate remarkable resilience, driven by an unwavering commitment to both their profession and their families.

Practical Value: This study provides U.S. school districts with essential baseline data regarding J1 Filipino teachers, offering practical value to multiple stakeholders. It informs administrators and policymakers on creating supportive environments to improve retention while simultaneously giving teachers a platform to voice their experiences. Furthermore, the findings guide training programs in both the Philippines and the U.S. to better prepare educators for cultural transitions, ultimately fostering cross-cultural understanding within the broader education community.

Directions for Future Research: The findings can guide the school district in developing innovative programs tailored to migrant Filipino teachers in the United States. Future research should extend this work by examining stress levels within cultural exchange programs and conducting longitudinal tracking of job satisfaction, mental well-being, and motivation. Additionally, scholars should investigate the efficacy of cultural competence training for administrators, the role of social support networks, and comparative experiences across different regions or nationalities to identify best practices.

Keywords: migrant Filipino teachers, job satisfaction, mental well-being, motivations, United States of America

CORRESPONDENCE: presquitorheymark@gmail.com
ORCID: <https://orcid.org/0000-0002-1004-6147>¹

Quality Education through Standards: Model Primary School Standards (MPSS) and Student Learning Outcomes in Cambodian Primary Schools

Theara Tang¹ and Thearom Ret²

^{1,2}National University of Battambang, Cambodia

Introduction: The continuous enhancement of the quality of primary education continues in Cambodia, one of the central aims of the Education Strategic Plan 2024–2028, which emphasizes inclusive access to knowledge, skills, ethics, health, and lifelong learning. Therefore, the Ministry of Education, Youth, and Sport introduced the Model Primary School Standards (MPSS) in response to inevitable challenges for academic achievement and school leadership and effectiveness. With the aim of highlighting context-specific evidence to inform educational policy and school-level reform, this study examines the relationship between MPSS implementation and student learning outcomes.

Methodology: This study employed a qualitative research design to collect the data through diverse sessions of five focus group discussions and eight in-depth interviews with 52 participants (17 women). Participants comprised school principals, teachers, school management committee members, and parents or guardians from four primary schools in Pailin province, Cambodia. Situated in the western region near the Thai border, Pailin is one of the country's least populous provinces, which is essential for this study.

Results: Thematic content analysis revealed seven core factors contributing to the practicality and smoothness of the success of MPSS implementation. These themes involve mainly student learning outcomes, teaching quality and attitudes, the necessity of parental involvement and community engagement, effective school management and staff development, and innovation in teaching methods and materials. Based on the primary findings, implementing MPSS has been improving student learning outcomes through the enhancement of instructional quality, promoting school-community collaboration, and strengthening school leadership.

Conclusion: This study provides empirical insights into how the MPSS framework can enhance educational quality in Cambodian primary schools. The relationship between MPSS and improved student learning outcomes indicates the importance of a standards-based approach to education reform that is both systematic and locally responsive. Teacher professional development and the integration of contextualized teaching resources further supported these outcomes. Nevertheless, challenges such as resource limitations and varying stakeholder engagement levels remain the concern for the program's success, both at the provincial and national levels.

Practical Value: This study has provided practical recommendations for relevant policymakers and school leaders to strengthen the smoothness and effectiveness of implementing the MPSS framework in Cambodian primary educational improvement. It also discussed the mechanisms through which MPSS supports student learning, indicating the necessity of standards-based and contextualized reforms in achieving equitable and sustainable educational outcomes in Cambodia.

Direction for Future Research: This study's primary results support the finalization of the quantitative phase for the following research, aiming to evaluate some key indicators of the MPSS implementation in Pailin's primary education. Future large-scale studies are needed to complement the comprehensiveness of the findings and continue to effectively examine the long-term sustainability of MPSS-related improvements, assess the scalability of best practices across different provinces in the country, and evaluate the role of school infrastructure and policy alignment in enhancing and sustaining student achievement. Therefore, comparative studies between MPSS and non-MPSS schools could further illuminate critical success factors and inform nationwide reform efforts.

Keywords: educational management, student learning outcomes, Model Primary School Standards (MPSS), quality education, Cambodia

CORRESPONDENCE: tangtheara76@gmail.com

Scientific and Quantitative Literacy and Its Influence on Academic Achievement in Physical Science

Rea Joy S. Estillena¹ and Joji D. Linaugo²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Despite the importance of Physical Science, many students find the subject challenging. This study assessed Grade 12 students' scientific literacy, quantitative literacy, and academic achievement, as well as the relationships among these variables. The findings served as the basis for developing supplementary activity sheets designed to enhance student performance in the subject.

Methodology: Employing a descriptive-correlational design, this study assessed 231 Grade 12 students from ABM, GAS, HUMSS, Cookery, EIM, SMAW, and Tailoring strands in the Negros Island Region during the second semester of 2024–2025. Participants were selected via stratified random sampling to complete researcher-made and adapted questionnaires on Physical Science achievement, scientific literacy, and quantitative literacy. Data were analyzed using descriptive and inferential statistics to identify significant relationships.

Results: Results indicated developing interpretation of scientific literacy and quantitative literacy skills among the students, whereas results in terms of Physical Science academic achievement were interpreted at the approaching proficiency level. Significant positive correlations were found between both scientific and quantitative literacy and academic achievement in Physical Science.

Conclusion: Grounded in Jean Piaget's Constructivist Learning Theory and John Dewey's Theory of Progressive Education, this study demonstrates that scientific and quantitative literacy skills significantly influence academic achievement in Physical Science. The findings confirm a positive correlation between these foundational literacies and improved student performance, validating the importance of active, real-world learning strategies. Ultimately, these results underscore the critical role of educators in fostering cognitive development to ensure academic success in the sciences.

Practical Value: The practical value of this study lies in its potential to suggest to the curriculum design and teaching strategies in Physical Science. By emphasizing the development of scientific and quantitative literacy, educators, institutions, and the Department of Education can implement interventions—such as supplementary activity sheets—to enhance students' literacy. This underscores the potential to enhance academic outcomes and better equip students for future success in science-related fields and careers.

Direction for Future Research: Future research should examine the scalability of instructional interventions for scientific and quantitative literacy, using mixed-method and longitudinal designs to track their sustained impact on academic performance. Specifically, investigating how socio-economic and institutional factors influence achievement in subjects like Physical Science will be critical for developing inclusive educational practices.

Keywords: physical science, scientific literacy, quantitative literacy, academic achievement, descriptive-correlational, Philippines

CORRESPONDENCE: reajoy1105@gmail.com

ORCID: <https://orcid.org/0009-0006-6031-3270>¹

C. HEALTH AND WELLNESS

Denying to Embracing: A Mother's Path to Acceptance, Love, and Resilience in Raising a Child with Down Syndrome

Alyanna V. Zabala¹ and Araceli C. Doromal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Raising a child with Down Syndrome brings deep, personal lessons and challenges. While many mothers share similar struggles, each follows a unique path shaped by their child's specific needs. The research aimed to explore and describe the experiences of mothers raising children with Down Syndrome in Negros Island Region. The findings of the study served as a basis for public awareness among mothers raising children with Down Syndrome.

Methodology: This study used a qualitative research approach grounded in phenomenology to explore the lived experiences of five mothers raising children with Down Syndrome. Open-ended questions and flexible methods were used to gather data directly from the participant in their natural settings. The analysis was inductive, starting with specific details and building toward broader themes, allowing the researcher to interpret the data and uncover its deeper meaning.

Results: This study examined the journeys of mothers raising children with Down Syndrome, uncovering a transformative path from initial denial to acceptance. It revealed their resilience in facing numerous challenges, including as denial with the reality, handling expectations, dealing with misbehaviors, caregiving exhaustion, stretching patience, teaching the child to walk and worrying over the future. Despite these hardships, the mothers showed acceptance, love, and resilience for their child's development. Their faith played a central role, providing strength through prayer and reflection, while they emphasized the importance of teaching life skills to prepare their children for greater independence, particularly in their absence.

Conclusions: Mothers of children with Down Syndrome often begin their journey with denial, gradually learning to accept and cherish their child for who they truly are, shifting their focus from former expectations to more meaningful, realistic goals. Their love is instinctive and profound, expressed through simple gestures and rooted in the deep bond they share with a child who will remain close to them throughout life. Through unwavering devotion and strength, these mothers face challenges with resilience, turning hardships into growth and embracing their journey with love, purpose, and acceptance.

Practical Value of the Paper: This study's findings are essential in increasing public awareness about the experiences of mothers raising children with Down Syndrome. By shedding light on their unique challenges, it encourages stronger community support, guides new mothers, and promotes family involvement to build a reliable support system. Ultimately, this awareness fosters a more inclusive and empowering environment for these mothers as they navigate their journey.

Direction for Future Research: Future studies could improve knowledge by including a more diverse range of participants, such as fathers and siblings, and examining families in different locations. Additionally, employing various research methodologies, including quantitative approaches, can provide a more comprehensive view, ultimately enriching public awareness and support for families dealing with the complexities of raising children with disabilities.

Keywords: Special education, Down syndrome, Mothers, Phenomenology, Philippines

CORRESPONDENCE: alyannazabala1231@gmail.com

ORCID: <https://orcid.org/0009-0003-7148-5041>¹

Laughter and Well-being: The Transformative Experiences of Working Mothers

Jhonna G. Toledo¹ and Araceli C. Doromal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Amid the increasing pressures faced by working mothers, who juggle career demands and family responsibilities, laughter therapy has surfaced as a promising approach for enhancing overall well-being. This paper explored the transformative experiences of working mothers participating in laughter therapy, describing how this practice influences their stress levels, resilience, and overall quality of life. It provides insights into how this practice contributes to their sense of balance and well-being.

Methodology: This study used the descriptive phenomenological research approach, to explore the lived experiences of working mothers engaged in laughter therapy. Unstructured, in-depth individual interviews were conducted with six (6) participants who are active members of Adventist women's ministry and regularly attend the laughter therapy session using a purposive sampling technique. The recursive textual analysis guided by Creswell was employed to analyze the data thematically.

Results: Two major themes emerged from the study: the contagious, beneficial nature of laughter—whether genuine or simulated—and the capacity of laughter therapy to enhance overall well-being. Specifically for working mothers, laughter therapy serves as a holistic intervention that boosts physical health, immune function, and sleep quality while fostering psychological resilience and optimism. It also strengthens interpersonal bonds and cultivates spiritual connection, inner peace, and gratitude. Collectively, these findings underscore the value of laughter therapy as a comprehensive tool for stress management and supporting the physical, emotional, social, and spiritual wellness of working mothers.

Conclusion: This research highlights laughter therapy as a transformative, holistic intervention for working mothers that addresses physical, psychological, social, and spiritual health. By significantly reducing stress and fostering emotional resilience, laughter—whether genuine or simulated—serves as an accessible tool for well-being. Its contagious nature creates a ripple effect that strengthens social bonds within families and communities. Ultimately, laughter therapy empowers working mothers to navigate challenges with optimism, enhancing both their resilience and overall quality of life.

Practical Value of the Paper: This study highlights laughter therapy as a versatile intervention for enhancing the holistic well-being of working mothers across diverse sectors. Its integration into workplaces, community groups, and family dynamics can effectively reduce stress and foster deeper connections, while healthcare providers and spiritual organizations can utilize it to promote emotional health and resilience. Furthermore, incorporating these techniques into educational curricula ensures broader application, underscoring the potential of laughter therapy to empower working mothers through a supportive, multi-contextual approach.

Direction for Future Research: This study suggests expanding laughter therapy research by comparing its efficacy with techniques like mindfulness and exercise. Future investigations should examine its impact on diverse demographics, such as fathers and the elderly, and evaluate its potential as a complementary treatment for chronic or mental health conditions. Finally, cross-cultural studies are essential to understand how cultural nuances influence the therapy's reception, ensuring interventions are effectively tailored to specific communities.

Keywords: laughter therapy, well-being, transformative experiences, working mothers

CORRESPONDENCE: jhonna_toledo@yahoo.com

ORCID: <https://orcid.org/0009-0004-1742-0893>¹

Unspoken Therapy: Dogs' Contribution to Their Owners' Well-being, Coping Mechanism, and Newfound Meaning in Life

Daisy T. Kazandjiev¹ and Sharon Rose G. Medez²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Pet dog ownership offers inspiring stories of love, companionship, and happiness. Dog owners navigating solitary lives are challenged mentally, emotionally, and psychologically, which negatively affects their well-being. Thankfully, a faithful, loving, and spirited companion is present, helping them navigate life with greater ease and resilience while rediscovering life's meaning and purpose. By exploring the lives of empty nesters, unmarried and married couples without children, the researcher, a dog owner and mental health advocate, has gained fresh perspectives, inspirations and a much deeper appreciation for dogs. Motivated by a strong desire to highlight dogs' therapeutic benefits and address mental health concerns, the researcher embarked on this study exploring new ways to promote well-being, develop coping mechanisms, and overcome existential crises. This paper reveals the dynamic struggles of solitary living while unveiling the beauty behind unspoken therapy by a four-legged therapist.

Methodology: This study employed a qualitative phenomenological approach, exploring the lived experiences of dog owners leading solitary lives with their pets. Data were gathered through unstructured interviews using open-ended questions during personal interactions. Using Lichtman's 3Cs data analysis, significant statements were extracted from specific details towards overarching themes, aiming to capture the deeper meaning of their experiences.

Results: This study explored the experiences of dog owners leading solitary lives with their pets, unveiling dogs' therapeutic benefits on their well-being. When facing challenges, their pets help them cope effectively and rediscover the purpose of their existence. This phenomenon highlights the wonderful coexistence between humans and animals, demonstrating God's supernatural wisdom when He created all living creatures.

Conclusion: People leading solitary lives often face mental health challenges that affect their well-being. Thankfully, the presence of dogs serves as a positive coping strategy that helps alleviate mental health conditions. Given the therapeutic benefits of dogs, it is essential to implement therapeutic interventions that incorporate them.

Practical Value: The findings of this study demonstrate dogs' therapeutic benefits for individuals leading isolated lives. By highlighting their experiences, this research proposes effective coping strategies to alleviate mental health conditions by incorporating dog-assisted interventions in various therapeutic settings. This initiative aims to establish dog-assisted therapy programs in academic institutions, hospitals, private organizations, communities, and wellness and rehabilitation centers.

Directions for Future Research: A considerable gap in related studies suggests further investigation into dogs' therapeutic benefits on well-being. This study serves as a foundational step for future investigations, incorporating dog-assisted interventions across various therapeutic settings. Future studies could expand to a broader audience, including university students, patients in healthcare systems, employees in BPO companies, and pet dog owner communities, exploring different areas where dogs' presence could be beneficial. Quantitative studies can provide a more comprehensive understanding of dogs' therapeutic benefits, reinforcing dog-assisted therapy as a reliable intervention in therapies and counselling.

Keywords: well-being, mental health, dogs' therapeutic benefits, coping mechanism, dog-assisted therapy, phenomenological, Philippines

CORRESPONDENCE: daisykazandjiev1989@gmail.com

ORCID: <https://orcid.org/0009-0003-9075-7540>¹

Emotional Intelligence and Self-Harming Behavior of Junior High School Students with Absentee Parents in a Catholic University

Lorence R. Macahilig¹ and Chris Feli Joy P. Tajonera²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Parental context significantly impacts a child's growth, whether physical, social, and emotional. Becoming a holistic being requires the integration of various life facets and emotions as one. Emotional intelligence is an essential psychological quality for individuals, especially to adolescents who face stress and pressure daily. Deficits in emotional regulation have been linked to self-harming behaviors. Self-harm encompasses a wide range of activities, and the intentionality, destructiveness, and conventionality of thoughts and acts of self-harm fall along a broad continuum (Vrouva et al., 2010). Hence, this study aimed to assess the emotional intelligence and self-harming behavior of junior high school students with absentee parents to create a program that promotes emotional resilience and self-harming prevention.

Methodology: This descriptive, comparative, and correlational study utilizes two standardized questionnaires to gather data on emotional intelligence and self-harming behavior of the Junior High School students with Absentee Parents. The collected data were analyzed both using descriptive and inferential statistical methods to describe, compare and identify patterns of relationships among the respondent's emotional intelligence and self-harming behavior. This study and its researcher follow the Philippine Health Research Ethics Board (PHREB) ethical guidelines.

Results: Results indicate that respondents generally possess very low emotional intelligence yet exhibit no risk of self-harming behavior. Comparative analyses revealed no significant differences in emotional intelligence based on sex, family structure, or birth order; however, regarding self-harming behavior, a significant difference was found only in sex. Finally, the study established a significant relationship between emotional intelligence and self-harm.

Conclusion: The findings of this study present a complex interplay between emotional intelligence and self-harm behavior among junior high school students with absentee parents. While the respondents exhibited notably low levels of emotional intelligence, it is surprising that they were classified as no risk for self-harm. It is possible that other protective factors, such as the presence of supportive relationships with extended family, teachers, or peers, may have reduced the risk of self-harm. Respondents may have developed alternative coping strategies, such as academic achievement or extracurricular involvement, and seeking help from their guidance counselors to manage emotional challenges without resorting to self-harm.

Practical Value of the Paper: The findings of the study provided baseline information to school administration and guidance counselors in formulating a holistic program that promotes emotional resilience and self-harming prevention.

Directions for future research: To expand the sample population, it is essential to include a wider range of educational settings and to consider including students from different socio-economic backgrounds. Utilizing a mixed-method research design may improve the analysis of results. Supplementing the self-reported data with objective measures of emotional intelligence and potentially exploring the involvement of parents or caregivers in data collection may be considered.

Keywords: social science, emotional intelligence, self-harming behavior, descriptive-correlational, Philippines

CORRESPONDENCE: lorence2798@gmail.com
ORCID: <https://orcid.org/0009-0006-5356-1196>¹

Implementation of Occupational Safety and Health Standards in Government Offices in the Province of Negros Occidental

Leslie Rose V. Cagbaleño¹ and Anabelle S. Palic²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Occupational Safety and Health Standards (OSHS) are crucial for ensuring the well-being of workers and was underscored by the United Nations 2030 Agenda for Sustainable Development. While previous research has examined OSHS in various settings, studies on the public sector have been rarely explored. Despite the issuance of OSHS guidelines for government, policy and practices needs further investigation and action. This study assessed the extent of OSHS implementation in selected government offices in a highly urbanized city. Ultimately, this sought to develop an action plan for government offices to have an enhanced OSHS implementation.

Methodology: This descriptive-comparative study, utilizing a researcher-made survey questionnaire based on CSC-DOH-DOLE JMC No. 1 s 2020 assessed the implementation of OSHS across three levels of governance (national, provincial and city) within a highly urbanized city. It analyzed how the extent of implementation varies across these levels focusing on the areas of workplace safety, emergency preparedness, occupational safety and health programs, support facilities, working hours, breaks and leave privileges, and working environment. The respondents were the 340 permanent employees who have worked for at least three years and were selected through stratified random sampling. The employee profiles were analyzed using descriptive analysis, while mean, standard deviation, frequency count, and percentage distribution were utilized to analyze the responses and their variability. The implementation differences across the three levels were examined through comparative analysis.

Results: Results indicated that all areas of OSHS are often implemented in all levels of governance. Comparisons revealed that the national government offices differed significantly from both the provincial and the city government offices in all areas of the OSHS, being highest at the city level, followed by the provincial and lowest at the national level.

Conclusion: This study revealed the unexplored face of OSHS in the public sector. While its areas are often implemented in all levels which acknowledges the effort of the government in ensuring the well-being of employees, it should be given emphasis that there is still a need to push for a stronger implementation as all areas are not fully implemented. A significant difference emerged as the national level showed the lowest in their implementation. This confirms that city and provincial governments can quickly respond to policy issues involving employees' working conditions due to their absence of large bureaucratic systems. They can allocate resources quickly and adjust OSHS policies as needed due to their small size and focus.

Practical Value of the Paper: Improving the implementation of OSHS in the public sector lies in interventions that leverage more structured processes. This study encourages a holistic approach to protecting workers in the government. This identifies and delineates the roles of lead agencies, heads of offices, safety committees, and stakeholders, particularly in the implementation.

Directions for future research: Future research should examine the challenges that government offices face when implementing the OSHS. Future subjects as trends of research for OSHS could be rewards in safety incentivization programs; increasing information technology tools; production process automation; implementing proactive measures; integrating quality, environmental management systems and technological tools for employees.

Keywords: public administration, OSHS, descriptive-comparative, Philippines

CORRESPONDENCE: cleirose8@gmail.com
ORCID: <https://orcid.org/0000-0001-7058-1099>¹

Occupational Stress, Psychological Distress, and Coping Strategies of First-Level Judges in the Philippines: Examining the Influence of Demographics and Caseloads

Lunel J. Gabayoyo,¹ Deborah Natalia E. Singson,² and Dennis V. Madrigal³

^{1,2,3}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Judges worldwide face intense pressure from heavy workloads, emotionally charged cases, and limited resources, leading to burnout and decreased public trust in the justice system. While individual coping is important, systemic change is crucial.

Methodology: This study employed a descriptive-correlational design and utilized standardized self-administered questionnaires to assess occupational stress, psychological distress, and coping strategies among 357 first-level judges in the Philippines, selected through stratified random sampling. The instruments used were the Occupational Stress Scale (House et al., 1979), the Kessler Psychological Distress Scale (K10) (Kessler et al., 2003), and the Filipino Coping Strategies Scale (Rilveria, 2018). Data collection was conducted via email and during conferences on non-hearing days, ensuring minimal disruption to court duties. Ethical considerations such as informed consent, confidentiality (RA 10173), and participant wellbeing were strictly observed. A licensed psychometrician and psychologist supervised the process. Data were analyzed using descriptive statistics and non-parametric tests (Spearman rank correlation and rank biserial) due to non-normal variable distribution.

Results: The study found no significant relationship between occupational stress, psychological distress, and coping strategies and the demographic profile of the first-level judges.

Conclusion: The study reveals that occupational and psychological distress among first-level judges in the Philippines is not significantly affected by demographics or workload. Instead, these stressors are inherent to the judicial profession, highlighting the need for systemic support strategies that focus on promoting mental health, stress management, and a supportive judicial culture to build resilience across the judiciary.

Practical Value: The practical value of this study lies in its identification of occupational and psychological distress as inherent aspects of the judicial role among first-level judges in the Philippines. By showing that these stressors are not significantly influenced by demographic factors or caseloads, the study highlights the need for systemic, profession-specific interventions. This underscores the potential for judicial institutions to implement tailored mental health programs, promote supportive work environments, and influence policy reforms that enhance overall judicial wellbeing and resilience.

Direction for Future Research: Future research should explore various avenues to better understand and address stress in the judiciary. These include qualitative studies on individual experiences, longitudinal studies on stress and coping over time, comparative studies across court levels and legal systems, and intervention research on programs like mindfulness training and peer support. It should also examine judicial culture, specific stressors such as trauma exposure, gender differences in stress responses, and the impact of technology on workloads. This approach will support the development of evidence-based strategies for a healthy and resilient judiciary.

Keywords: occupational stress, psychological distress, coping strategies, first level judges, Philippines

CORRESPONDENCE: luneljg@yahoo.com

ORCID: <https://orcid.org/0000-0003-2482-6360>¹

The Effect of Integrated-Neuro-Linguistic Programming as Supplementary Intervention for Individuals with Depressive Symptoms

Charito F. Ybias,¹ Mark T. Ortibano,² and Dennis V. Madrigal³
^{1,2,3}University of Negros Occidental-Recoletos, Bacolod City, Philippines

Introduction: Neuro-Linguistic Programming (NLP), developed by Bandler and Grinder, is a globally recognized therapeutic approach used for emotional healing, though its clinical efficacy in treating depression remains debated. Despite high depression rates among young adults in the Philippines, particularly in Western Visayas, local research on NLP is scarce. Addressing this gap, this study investigates the effectiveness of Integrated-NLP (I-NLP) as a supplementary intervention for depressive symptoms among female clients in a highly urbanized city in Central Philippines, aiming to provide essential baseline data for the local mental health landscape.

Methodology: Utilizing an A-B Single Case–Multiple-Subject Comparative Design, this study examined the impact of an Integrated-NLP intervention on depressive symptoms across baseline, treatment, and post-intervention phases. The participants were three purposively selected, unmedicated females (ages 20–30) with trauma histories: Liza (29), diagnosed with Persistent Depressive Disorder rooted in childhood trauma; Ana (21), suffering from low self-worth due to a toxic home environment; and Fe (27), presenting with Major Depressive Disorder and a history of abuse and self-harm.

Results: The Integrated-NLP intervention effectively reduced depressive symptoms across all seven psychological factors in the three female participants, with notable individual variations underscoring the need for personalized approaches. The greatest improvements were seen in negative self-concept and expectations, while all six negative automatic thought factors decreased by over 50%. These results highlight the impact of cognitive dysfunction in depression and the effectiveness of I-NLP—particularly hypnotherapy and Timeline Therapy®—in addressing negative emotions and limiting beliefs.

Conclusion: This study found that Integrated Neuro-Linguistic Programming (I-NLP) effectively reduced depressive symptoms in three female participants. Improvements were seen in negative thought patterns, self-esteem, and personal maladjustment. I-NLP supported cognitive restructuring, emotional regulation, and empowerment. The consistent results suggest its potential as a viable, client-centered therapy, especially for women. Integrating hypnotherapy and Timeline Therapy® proved helpful in addressing deep-seated emotions and limiting beliefs, highlighting I-NLP's value as a complementary intervention.

Practical Value: This study highlights Integrated-NLP as a promising intervention for depression, showing significant reductions in symptoms, especially in negative self-concept and automatic thoughts. Techniques like hypnotherapy and Timeline Therapy® proved effective in addressing cognitive dysfunction and negative emotions. Individual response differences emphasize the value of combining standardized and personalized approaches, offering useful insights for mental health practitioners aiming to improve depression treatment.

Directions for Future Research: Given the limited Philippine-based research on NLP in clinical settings, this pilot study offers a preliminary exploration of its potential. While not conclusive, it points to future research directions, including longitudinal studies, broader clinical applications, increased awareness within psychology, and exploring NLP for other mental health issues like anxiety and trauma. Refining the Integrated-NLP approach with personalized techniques may further enhance its effectiveness.

Keywords: neuro-linguistic programming; depressive symptoms, supplementary intervention, single case experimental, Philippines

CORRESPONDENCE: charitoybias@gmail.com
ORCID: <http://orcid.org/0000-0003-4396-8620>¹

The Effect of Integrative Biopsychosocial Therapy on Comorbid Major Depressive Disorder and Posttraumatic Stress Disorder

Mark T. Ortibano¹, Deborah Natalia E. Singson,² and Dennis V. Madrigal³
^{1,2,3}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Integrative Biopsychosocial Therapy addresses the complex interplay of biological, psychological, and social factors, offering a robust framework for treating comorbid PTSD and depression. This approach is particularly vital in the Philippines, where socioeconomic disparities, natural disasters, and violence against women exacerbate mental health crises. Addressing a significant research gap, this study assesses the therapy's effectiveness in this context and proposes a practical pocket guide to support professionals in delivering culturally sensitive, comprehensive care.

Methodology: This study employed an experimental ABA single-subject reversal design to evaluate the impact of integrative biopsychosocial therapy on a female participant. Data were interpreted through visual analysis alongside the regular quantitative monitoring of vital signs and specific psychological measures—including anxiety, depression, sleep disturbances, and overall well-being—to track changes in the participant's condition over time.

Results: Throughout the study, the client maintained stable vital signs with no adverse physiological effects. Although initially presenting with depression and PTSD—marked by dysphoria and impaired coping—the client demonstrated significant improvements in mood, anxiety, sleep, and cognitive functioning. While basic self-care remained intact, coping skills remained vulnerable, necessitating continued reliance on support networks. PTSD symptoms decreased significantly but require extended treatment; consequently, a follow-up is necessary to fully assess the intervention's long-term efficacy.

Conclusion: Integrative biopsychosocial therapy, in this study, is an effective therapy for comorbid major depressive disorder and PTSD. The client maintained stable vital signs, indicating no adverse effects from the intervention. Significant improvements were seen in anxiety, depression, sleep disturbances, and well-being, demonstrating the intervention's effectiveness. While PTSD symptoms significantly decreased, indicating a positive response to the intervention, further treatment and follow-up are needed to fully assess the impact.

Practical Value: This research demonstrates the efficacy of integrative biopsychosocial therapy for comorbid major depressive disorder and PTSD, yielding significant improvements in anxiety, depression, sleep, and psychological well-being. Underscoring the need for personalized, continuous support, the study validates a proposed pocket guide to assist practitioners in future implementation. Ultimately, by addressing interconnected health factors, these findings advance holistic strategies and contribute to more effective, comprehensive patient care.

Direction for Future Research: Future research on integrative biopsychosocial therapy for comorbid depression and PTSD should prioritize enhanced methodological rigor and a broader scope. Investigators should employ longer baseline periods, multiple baseline designs, and long-term follow-ups to rigorously evaluate the stability and sustainability of therapeutic outcomes. To establish generalizability, studies must expand sample sizes to include diverse populations across various cultural contexts. Additionally, integrating qualitative analysis with quantitative measures will provide deeper insight into participant experiences, facilitating the data-driven refinement of the therapy to better address the complex interplay of biopsychosocial factors.

Keywords: psychopathology, comorbid depression and PTSD, biopsychosocial therapy, single-subject aba design, Philippines

CORRESPONDENCE: markortibano@gmail.com
ORCID: <https://orcid.org/0009-0003-2786-4589>¹

D. SOCIAL SCIENCE

How Workload, Discipline, and Work Stress Affect Employee Performance?

Gde Bayu Surya Parwita,¹ Made Ika Prastyadewi,²
Ni Putu Putra Intan Cahyani,³ and Ni Putu Ratih Indira Swari⁴
^{1,2,3,4}*University of Mahasarakswati Denpasar, Indonesia*

Introduction: Good human resource management in the company will result in higher performance, so company goals will be easier to achieve, and company productivity can run smoothly. Performance will be a measure of success, and many factors can affect it. Some factors that affect employee performance are workload, work discipline, and work stress. This study analyzes the effect of workload, work discipline, and work stress on employee performance.

Methodology: This research was conducted at PT. (LLC) X Bali, which is located at Pemogan, South Denpasar, Denpasar City. The census method determines the number of samples in this study because the population is less than 100, so all employees are used as research respondents. In this study, the total population of respondents who were used as research samples was 57 employees. Data collection was done through documentation, interviews, and questionnaires. The data analysis technique used in this research is multiple linear regression analysis, which is processed using SPSS version 26 software.

Results: The research at PT. (LLC) X Bali demonstrates that workload and work stress significantly hamper employee performance, whereas work discipline enhances it. Descriptive analysis reveals a high perceived workload involving work volume and difficulty, as well as high work stress related to task and organizational demands. In contrast, respondents reported good work discipline, characterized by strong attendance and ethical compliance. Consequently, while employees adhere to standards, the prevalence of high stress and heavy workloads negatively impacts their overall performance.

Conclusion: The data analysis concludes that at PT. (LLC) X Bali, workload and work stress have a significant negative impact on employee performance, whereas work discipline has a significant positive effect. Consequently, performance declines as workload and stress increase, but improves with higher levels of discipline.

Practical Value: The management of PT. (LLC) X Bali can improve employee performance by optimally managing workload and work stress and strengthening work discipline. The company can prevent a decline in employee productivity by reducing excessive workload and creating a supportive work environment to reduce stress. On the other hand, by instilling a strong culture of discipline through consistent policies, training, and proper supervision, management can drive significant improvements in employee performance. These findings provide a clear basis for strategic decision-making in human resource management at PT. (LLC) X Bali.

Directions for Future Research: The limitation in this study is that the scope of this research is only at PT. (LLC) X Bali has a sample size of 57 respondents, so the research results cannot be generalized. This study only focuses on workload, work discipline, and work stress. In contrast, many other variables affect employee performance, such as work environment, work loyalty, organizational commitment, compensation, job satisfaction, and work-life balance. With this diversity, the results obtained are expected to be generalized to a wider scope. This research was only conducted within a certain period (cross-section). At the same time, the environment can change at any time (dynamic), so this research needs to be conducted again in the future.

Keywords: work discipline, work discipline, work stress, employee performance

CORRESPONDENCE: gdebayusurya@unmas.ac.id

ORCID: <https://orcid.org/0000-0002-6739-8442>,¹ <https://orcid.org/0000-0003-2534-9105>²

The Power of Green Satisfaction: Driving Loyalty through Environmental Image of Green Brand in Indonesia

I Made Surya Prayoga

Universitas Mahasaraswati Denpasar, Indonesia

Introduction: As global concern for environmental sustainability increased, businesses were under pressure to adopt greener practices. Starbucks Coffee, known for its environmental commitments, provided a rich context to explore how consumers perceived and responded to green branding. This study investigated the relationship between green image and green loyalty, with green satisfaction acting as a mediating variable. The research aimed to understand whether a positive environmental image could cultivate consumer loyalty through satisfaction with eco-friendly practices.

Methodology: This study employed a quantitative research design using a structured questionnaire distributed to 240 purposively selected Starbucks customers in Indonesia. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to examine the mediating role of green satisfaction in the relationship between green image and green loyalty.

Results: Findings indicated that green image alone did not significantly influence green loyalty unless mediated by green satisfaction. Green satisfaction emerged as a crucial affective bridge that strengthened the consumer's emotional bond with the brand, ultimately encouraging loyalty. The results also suggested that environmentally conscious branding needed to be supported by meaningful consumer experiences to generate lasting commitment.

Conclusion: The study's findings indicate that a strong green image alone is insufficient to foster customer loyalty; it must be accompanied by tangible satisfaction with the brand's environmental practices. Green satisfaction, which arises from customers' positive emotional responses to a brand's sustainability efforts, mediates the relationship between green image and green loyalty. While a brand's green image can attract customers initially, it is the real, positive experiences related to sustainability—such as ethical sourcing or eco-friendly packaging—that enhance green satisfaction. This emotional satisfaction then plays a key role in translating perceptions of the brand into loyal behavior, increasing the likelihood of repeat purchases and brand advocacy.

Practical Value: This research highlighted that brands must go beyond simply communicating their environmental values and focus on ensuring that customers are genuinely satisfied with the brand's sustainability efforts. Effective green strategies should emphasize not only the authenticity of the brand's environmental commitment but also the tangible, impactful actions that customers can perceive and experience. By doing so, brands can foster stronger emotional connections with their customers, making satisfaction a critical factor in driving loyalty. As consumer expectations for environmental responsibility continue to grow, prioritizing both authenticity and tangible impact in green initiatives becomes essential for long-term loyalty-building.

Direction for Future Research: Future studies could explore how demographic or cultural factors influenced the green satisfaction–loyalty relationship. Longitudinal research was also recommended to assess the stability of this relationship over time, especially as corporate environmental policies evolved. Additionally, comparative studies across different green brands could enrich understanding of consumer expectations in various sectors.

Keywords: green image, green satisfaction, green loyalty, green marketing, Indonesia

CORRESPONDENCE: prayogamade@unmas.ac.id

ORCID: <https://orcid.org/0009-0005-2965-327X>

How to make employees love their work?

I Nyoman Resa Adhika

Universitas Mahasaraswati Denpasar, Indonesia

Introduction: The employee turnover rate in these food catering MSMEs from 2019 to 2023 fluctuated yearly, peaking in 2023 at 24.35%. The results of interviews with several employees at UMKM engaged in food catering, getting the results that these employees have the intention to leave the company because of their own wishes and want to get a better job. Dissatisfaction with salary, benefits, facilities and benefits that are inappropriate / insufficient. This research will provide solutions to these events by linking workload, job stress, and work motivation to turnover intention.

Methodology: This study employed a descriptive survey design, utilizing a self-administered questionnaire to gather data on solid waste workload, job stress, and work motivation to turnover intention. The collected data were subsequently analyzed using both descriptive and inferential statistical methods to identify patterns, relationships, and significant differences among respondents

Results: The results showed that workload has a positive effect on turnover intention. Job stress has a positive effect on turnover intention. Meanwhile, work motivation has no effect on turnover intention.

Conclusion: The increasing workload distributed to employees results in physical fatigue so that work is not maximized and increases Turnover Intention. The higher the level of employee stress, the greater the employee's desire to leave his job. The level of work motivation has no effect on the decision to change jobs in employees.

Practical Value: The division of tasks and responsibilities must be carefully considered. Excessive workloads completed in limited timeframes lead to physical fatigue, reduced work quality, and increased turnover intention. Implement balanced task distribution and realistic timelines to prevent employee burnout. Work stress management is crucial as excessive stress creates tension and discomfort, reducing performance and triggering thoughts of leaving. Develop stress management programs, provide adequate resources, and create supportive work environments to mitigate workplace stressors. Companies must meet both material and non-material needs of employees. When these needs are satisfied, employees remain motivated at work with reduced desire to change jobs. Implement comprehensive compensation packages and create positive workplace cultures that address holistic employee needs.

Direction for Future Research: Suggestions that can be given to future research, namely, in this study only testing 3 independent variables, namely workload, work stress and work motivation, for further research, it is hoped that it will add variables of work experience, job satisfaction or job discomfort. Future research can also add other variables as moderating variables or intervening variables so as to provide added value to further research. The research was only conducted on MSMEs engaged in food catering, for future researchers it is hoped that it will expand the research object.

Keywords: workload, job stress, work motivation, turnover intention, Indonesia

CORRESPONDENCE: resa.adhika@unmas.ac.id

ORCID: <https://orcid.org/0000-0002-8543-8364>

Implementation, Challenges and Opportunities of the Special Program for Employment of Students (SPES) in a First-Class Philippine Province: An Explanatory Sequential Inquiry

Elma B. Bachita¹ and Merlita V. Caelian²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: The role of employment facilitates countries in safeguarding the decent work, productive employment, and inclusive growth agenda in the Sustainable Development Goals. Education is intended to ensure inclusive and equitable quality education and encourage lifelong learning opportunities. Nations are making education better and available to everyone as education is removing the barriers of poverty. This study aimed to understand the implementation, challenges and opportunities of the Special Program for Employment of Students (SPES) as carried out by the Public Employment Service Office (PESO) in a first-class province in Central Philippines.

Methodology. This study utilized the explanatory sequential mixed method research design. Descriptive design for the quantitative phase on the extent of implementation and opportunities of the SPES in LGUs, integrating data collection and analyses through merging, connecting, and embedding the data. The respondent-students were identified using stratified random sampling while for implementers', PESO Managers, support staff, and coordinators who has been in the service for five years was purposive sampling. These were incorporated into mixed method design that includes the timing of the data collection, sequential. The qualitative stage using semi-structured interview protocol. The results of the quantitative phase were presented and analyzed first, followed by the presentation of themes from the qualitative phase. The quantitative data was integrated with the results of the qualitative inquiry. A joint presentation of the integration followed.

Results: Results of the study revealed a very great implementation of the SPES by the PESOs in reducing unemployment thru free education. The experiences of the SPES recipient demonstrated how the PESOs in LGUs executed the program regardless of levels of government, income classification, and number of SPES beneficiaries results was generally very great. Challenges were overcome and great opportunities were recommended to enhance the implementation. The findings of the study serve as baseline information in the preparation of a strategic plan of the PESO.

Conclusion: Integrating the quantitative and qualitative phases reveals that the PESO is crucial to the successful implementation of the SPES. Beneficiaries expressed strong approval of the program, citing significant economic and social benefits. These consistent findings support the study's framework; although implementation challenges exist, the opportunities for future enhancement are promising.

Practical Value of the Paper: The results of the study may provide the DOLE and LGUs reliable information as basis for enhancement, efficient delivery of tasks/functions towards employment generation contributing to the SDGs 1 and 8, demonstrating the critical link between education and employment in reducing poverty.

Direction for Future Research: Future researchers can provide enhancement by integration of other livelihood programs at the local level.

Keywords: public administration, SPES, explanatory sequential, Philippines

CORRESPONDENCE: bachitaelma1023@gmail.com

ORCID: <http://orcid.org/0000-0003-1410-6378>¹

Implementation and Challenges of Jail Services in District Jails in Western Visayas, Philippines

Ermee Joy F. Painaga¹ and Jasmin L. Parreño²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Jail services are globally essential for persons deprived of liberty (PDL), ensuring they receive necessary assistance while preserving their inherent human dignity. This study assessed the implementation of these services—including basic needs, health, livelihood, education, recreation, visitation, paralegal, and religious support—in district jails in Antique, Philippines. Evaluated against factors such as population, location, budget, and personnel, the research also identified additional services offered and the challenges encountered in their delivery.

Methodology: Utilizing a quantitative descriptive-comparative design (Creswell & Creswell, 2023), this study assessed the extent of jail service implementation, associated challenges, and demographic differences in the district jails of Antique, Philippines. The respondents comprised 153 Persons Deprived of Liberty (PDLs) selected via stratified random sampling during the 2023–2024 fiscal year.

Results: Overall, the program achieved a very great extent of implementation, with voting assistance for eligible PDLs rated highest, while insufficient cell ventilation remained the primary challenge. Implementation levels varied significantly according to location, personnel, budget, and population. These findings support Scheirer's (1987) Program and Implementation Theory, confirming that situational factors are critical; specifically, population size dictates budget allocation, directly enabling the funding necessary to provide effective jail services.

Conclusion: The varying implementation of jail services driven by disparate population size, budget, location and number of personnel show that there are still areas that needs to be improved specifically addressing small jails. For jail services to be consistently implemented at full extent, continuous improvement is required perhaps, giving attention to the challenges encountered.

Practical Value: The findings offer actionable recommendations for the Bureau of Jail Management and Penology, urging regional directors and wardens to ensure consistent service implementation. To address funding needs, particularly in district jails, the study advocates for stronger partnerships with non-government organizations. Furthermore, this evidence guides stakeholders and local government units in strategic financial planning, while directing policymakers to prioritize targeted resource allocation and staff development for under-resourced facilities.

Direction for Future Research: Future research can delve deeper into the whys of implementation and challenges in district jails. Qualitative studies, such as interviews and focus groups, can uncover the reasons behind the extent of implementation. Comparative analyses with other provinces in the region can highlight the unique factors influencing the extent of implementation of jail services. Additionally, exploring the impact of the level of implementation of jail services on the reformation and rehabilitation of PDLs can demonstrate the long-range value of investing in PDL reformation programs.

Keywords: jail services, implementation, challenges, persons deprived of liberty, descriptive-comparative, Philippine district jails

CORRESPONDENCE: ejfpainaga@gmail.com

ORCID: <https://orcid.org/0000-0001-8245-1742>¹

Implementation and Challenges of Resettlement Program of a Component City in Northern Negros Occidental

Krizzia Joy N. Javier,¹ Anabelle S. Palic,² and Merlita V. Caelian³

^{1,2,3}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Worldwide, people are displaced for various reasons contributing to their struggle to get out of poverty; in the ASEAN, government committed to implementation of sustainable housing but challenges remain while the Philippines enacted laws to support the sustainability of housing programs but still there is high rate of displacement particularly in cities due to migration. Although local government units in the province are implementing housing programs, yet challenges in implementation turns out a priority. This study investigates the implementation of a housing resettlement program among implementers and beneficiaries. It aims to provide baseline data and address the critical research gap in the local resettlement programs in local government units.

Methodology: This is a descriptive-comparative study using a survey questionnaire to gather primary data to measure the extent of implementation of the housing programs of the city in terms of sustainability indicators and the challenges encountered by the beneficiaries over 350 respondents using a stratified random technique. A comparative research design examines the differences and similarities within and across cases with different contexts using the designation of the respondents and the number of households.

Results: The overall extent of implementation was rated very great in practically all variables with implementers rating very great while beneficiaries as great; there were no significant differences in terms of number of households nor the type of ownership although challenges were encountered in the implementation. Findings suggests the need for enhancement of implementation which are contained in the action plan.

Conclusion: This study found that implementation of resettlement programs can lead to achievement of sustainability and thereby validates the Sustainable Development Theory, which advocates a holistic approach to development, that is, balancing social, economic, and environmental needs to meet the needs of the present without compromising the ability of future generations to meet their own by ensuring a healthy environment, promoting social equity, and fostering sustainable economic growth.

Practical Value: Enhanced implementation through interventions that leverage more structured processes and encourage local government units to be proactive will redound to the benefit of beneficiaries and contributes to their welfare and well-being thereby attaining the objective of sustainability of resettlement programs.

Direction for Future Research: The authors wish to encourage other researchers to conduct studies on the following future subjects such as trends of research: integration of quality and management system in implementation; long-term impacts of housing interventions, housing satisfaction, sustainable post-disaster resettlement housing, and compliance to standards set by the National Building Code. Furthermore, this is to encourage future researchers to conduct qualitative studies to capture actual discussions from the beneficiaries on what they have undergone in avail of housing programs, and by addressing to a greater extent the findings on the challenges from the beneficiaries by exploring a different method of research.

Keywords: resettlement program, implementation, sustainability, descriptive-comparative, Philippines

CORRESPONDENCE: krizzbo90@gmail.com

ORCID: <https://orcid.org/0000-0002-3457-4577>¹

Job Satisfaction and Turnover Intention of Nurses in Public Hospitals in Northern Negros Occidental

Amelyn A. Sentinar¹ and Sheila P. Arnibal²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: In recent years, the Philippine healthcare system has faced a significant shortage of nurses due to high turnover rates, particularly in public hospitals. This issue has had a substantial influence on the delivery of quality healthcare, particularly in areas like Northern Negros Occidental. Job satisfaction is an important element determining nurse retention, a complicated concept that reflects a nurse's emotional response to many parts of their professional work. This study looks at job satisfaction and turnover intentions among nurses in public hospitals in Northern Negros Occidental, to determine how these characteristics interact and how demographic variables influence this perception.

Methodology: A quantitative research design, specifically, a descriptive-correlational research approach and targeted staff nurses in public hospitals throughout Northern Negros Occidental. A sample of 103 nurses participated in the study. A valid and reliable survey questionnaire was used to gather data on nurses' demographic profiles, perceived job satisfaction, and turnover intentions. Data was analyzed using descriptive statistics to determine general trends in job satisfaction and turnover intentions. Inferential statistics were utilized to identify significant relationships between demographics, job satisfaction, and turnover intention. Likewise, inferential statistics were also used to establish the relationship between job satisfaction and turnover intention.

Results: The study found that while most public hospital nurses in Northern Negros Occidental reported high job satisfaction, turnover intentions remained moderate, particularly among older, male, and married nurses. A strong inverse relationship was observed between job satisfaction and turnover intention, highlighting satisfaction as a key factor in nurse retention.

Conclusion: Job satisfaction significantly influences nurses' turnover intentions in public hospitals in Northern Negros Occidental, directly addressing the primary purpose of understanding the relationship between these two factors. The most important discovery is that higher job satisfaction strongly correlates with lower turnover intentions and contributes new knowledge by highlighting civil status as a key demographic factor influencing satisfaction. These findings support previous research emphasizing the role of job satisfaction in nurse retention and validate both Locke's Value Theory of Satisfaction and King's Goal Attainment Theory by demonstrating how personal values and goal achievement impact workplace commitment.

Practical Value: The practical value of this paper is essential for understanding the complex factors that influence nurses' decisions to stay in or leave their jobs. By gaining insights into these factors, healthcare organizations can develop evidence-based strategies like nurse support programs, mentoring networks, and stress-reduction activities to improve nurses' retention, enhance patient care quality, and create a more sustainable healthcare workforce for the future and will provide answers to the turnover intention and shortage of nurses, the phenomena that affects healthcare in the province.

Directions for Future Research: Future research should investigate the qualitative elements that influence nurse turnover, such as workplace culture, management support, and professional development opportunities. A longitudinal study is also advised for tracking changes in work satisfaction and intention to leave over time, which can provide more information about causality and possible solutions.

Keywords: job satisfaction, turnover intention, nurse retention, public hospitals, Negros Occidental

CORRESPONDENCE: amy952shoes@yahoo.com

ORCID: <http://orcid.org/0009-0008-3108-3044>¹

Work-Life Balance and Job Performance of State Auditors in Southern Luzon, Philippines

Angel L. Baluran¹ and Annabelle S. Palic²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Work-life balance remains an ongoing concern influencing an individual's well-being and work performance. Government institutions play a vital role in fostering sustainable plans that effectively support employees in managing their professional and personal responsibilities. The study determined the extent of work-life balance and assessed the level of job performance among state auditors in Southern Luzon. It also aimed to ascertain the relationship between these variables. Ultimately, it sought to provide targeted insights for enhanced well-being and public service of state auditors.

Methodology: This study employed descriptive, comparative, and correlational research design with stratified random sampling. Adapted survey questionnaires were administered for work-life balance, while secondary data was used for job performance. The collected data were subsequently analyzed using descriptive and inferential statistical methods to identify the distribution, relationships, and significant differences between variables across various groups of respondents.

Results: Results indicate a great extent of work-life balance and an outstanding level of job performance. Significant differences in overall work-life balance, time management, stress management, and leisure management were found based on the respondent audit sector, and overall job performance, quality, and efficiency, were observed on age and length of service. No significant relationship was identified between work-life balance and job performance.

Conclusion: This study revealed that effective management of self, time, stress, and leisure activities minimizes interference between work and personal demands. Moreover, individual competencies and task-driven behaviors contribute positively to job performance. But while the level of job performance is commendable, the extent of work-life balance still has potential for improvement. This highlights the crucial role of government institutions in fostering a sustainable work-life balance and job performance development plan among state auditors.

Practical Value: The practical value of this study lies in its potential to assist government institutions in improving employee well-being and sustaining job performance. The great extent of work-life balance and outstanding level of job performance observed among state auditors suggests that individuals' ability and behaviors, and well-designed interventions, such as a structured work environment, mental health support, and continuous professional development opportunities, can further enhance the well-being and maintain professional effectiveness. This underscores the opportunity for government institutions to serve as an enabler of broader work-life balance initiatives and catalysts for high standards of job performance across the public sector.

Directions for Future Research: Future research could benefit from a larger sample size and the inclusion of state auditors from different regions to enhance generalizability. This allows a deeper analysis of differences in work-life balance and job performance across demographic groups. Comparing work environments and practices across regions could yield valuable insights. Furthermore, exploring other aspects of job performance, such as work skills and habits, may offer a more comprehensive understanding. Finally, future studies could adopt a qualitative research approach to understand the intricate aspects of work-life balance and the level of job performance that a quantitative approach may not fully capture.

Keywords: work-life balance, job performance, work-life interference model, model of job performance, descriptive-comparative-correlational, Philippines

CORRESPONDENCE: iangel.baluran@gmail.com
ORCID: <http://orcid.org/0009-0002-8937-2910>¹

Perceived Organizational Diagnosis and Employees' Commitment of a Maritime School in Western Visayas

Ellisther Nina O. Salabas,¹ Dennis V. Madrigal,² Nenette D. Padilla³
^{1,2,3}University of Negros Occidental-Recoletos, Bacolod City, Philippines

Introduction: Organizational diagnosis plays a crucial role in determining the foundation and functionality of a learning institution, serving as the basis for enhancing school management and developing its potential to compete with other educational institutions. A critical aspect of this process is understanding the level of commitment among employees to achieving organizational goals and objectives. This study aimed to examine the perceived organizational diagnosis and employees' organizational commitment at a Maritime College and Training Center in Western Visayas, Philippines. Specifically, it sought to determine the correlation between these two variables within the institution.

Methodology: The study employed a descriptive survey design, utilizing Preziosi's (1982) Organizational Diagnosis Questionnaire and Allen and Meyer's (2004) Organizational Commitment Tool. These standardized instruments allowed for a comprehensive assessment of the institution's organizational diagnosis and employee commitment. The collected data were analyzed using both descriptive and inferential statistical methods to identify the correlation between the two variables.

Results: Results indicate that the Maritime College and Training Center functions optimally across all areas of organizational diagnosis, a status that correlates significantly with the employees' high levels of affective, continuance, and normative commitment. This relationship suggests that effective management directly fosters staff dedication. Consequently, administrators should develop a strategic plan prioritizing organizational diagnosis and employee commitment to ensure high-quality education, regulatory compliance, and an enhanced institutional reputation.

Conclusion: In conclusion, this study underscores the significance of organizational diagnosis and employee commitment in a learning institution. The findings demonstrate a clear correlation between these two variables, highlighting the need for institutions to prioritize both aspects to achieve optimal performance. By doing so, institutions can foster a positive work environment, enhance employee commitment, and ultimately deliver high-quality educational services that meet the needs of students and stakeholders alike.

Practical Value: The practical value of this research lies in its potential to promote a positive organizational environment and healthy relationships between employees and leaders. By participating in this study, employees gained a better understanding of their organization's existing diagnosis status and commitment levels. This increased awareness can lead to improvements in the workplace environment, ultimately benefiting both the employees and the organization.

Direction for Future Research: Moreover, this study contributes to the broader body of scientific knowledge on organizational diagnosis and employee commitment. The findings can serve as a basis for future research, allowing researchers to validate, support, or contest existing studies on these topics. By adopting the methods used in this study, future researchers can further explore the complex relationships between organizational diagnosis and employee commitment, ultimately informing strategies to strengthen organizational assets and identify areas for improvement.

Keywords: business management, organizational diagnosis, employees' organizational commitment, maritime college, Philippines

CORRESPONDENCE: ninyaligna@gmail.com
ORCID: <https://orcid.org/0009-0002-1076-2909>¹

Unveiling The Drivers of Corporate Social Responsibility: The Roles of Profitability, Consumer Proximity, Media Influence, Environmental Awareness, and Tax Aggressiveness

Luh Pande Eka Setiawati¹ and Ni Putu Yuria Mendra²
Universitas Mahasaraswati Denpasar, Indonesia

Introduction: Global economic transparency has driven a shift toward "triple bottom line" Corporate Social Responsibility (CSR), yet implementation remains inconsistent, particularly within the Indonesian manufacturing sector where violations persist. Since previous research regarding the influence of profitability, media exposure, and tax aggressiveness on CSR disclosures remains inconclusive, this study examines how these factors impacted CSR practices among Indonesian manufacturing companies listed on the IDX from 2022 to 2024.

Methodology: This study investigates the influence of profitability, consumer proximity, media exposure, environmental sensitivity, and tax aggressiveness on Corporate Social Responsibility (CSR) disclosure among manufacturing firms listed on the Indonesia Stock Exchange from 2022 to 2024. Analyzing 297 observations from 99 companies using multiple linear regression, the research utilizes secondary data from annual reports to identify the key factors driving CSR practices within the sector.

Results: The study reveals that media exposure and tax aggressiveness significantly increase Corporate Social Responsibility (CSR) disclosure, suggesting companies utilize CSR to bolster their reputation and build goodwill when facing high visibility or employing aggressive tax strategies. Conversely, profitability, consumer proximity, and environmental sensitivity showed no significant impact. This indicates that financial performance, customer closeness, and industry-specific environmental concerns were not primary drivers of CSR activities among the Indonesian companies observed during this period.

Conclusion: In conclusion, this study of manufacturing companies on the Indonesia Stock Exchange (2022–2024) reveals that media exposure and tax aggressiveness significantly drive CSR disclosures, whereas profitability, consumer proximity, and environmental sensitivity do not. These findings suggest that disclosure practices are shaped primarily by public visibility and strategic tax planning rather than financial performance or environmental concerns. Consequently, firms subject to higher media attention and aggressive tax policies are more likely to report CSR activities, highlighting the strategic rather than financial motivation behind these disclosures.

Practical Value: This study provides practical guidance for manufacturing firms listed on the Indonesia Stock Exchange (2022–2024) by demonstrating how media exposure and tax aggressiveness influence CSR disclosures. Rather than relying solely on profitability or environmental factors, companies can enhance their public image and meet societal expectations by leveraging media visibility and optimizing tax strategies. Ultimately, these insights assist corporate decision-makers in adopting a holistic approach to CSR that fosters responsible business practices and strengthens stakeholder relationships.

Direction for Future Research: Future CSR research should expand its analysis to include additional determinants, such as internal governance structures and external regulatory or public pressures. Scholars should broaden the geographical and sectoral scope to facilitate cross-industry comparisons and clarify the influence of environmental sensitivity. Additionally, adopting longitudinal approaches is essential to capture evolving market dynamics, while further inquiry is needed into how digital transformation enhances reporting and stakeholder engagement.

Keywords: corporate social responsibility, environmental sensitivity, profitability, consumer proximity, media exposure, tax aggressiveness

CORRESPONDENCE: setyapande@unmas.ac.id
ORCID: <http://orcid.org/0009-0004-3514-137X>¹

Understanding Consumer Intention to Purchase Biodegradable Plastic Bags: The Roles of Green Awareness, Subjective Norms, and Green Trust

I Nengah Gina Budiarta,¹ Made Pradnyan Permana Usadi,²
Ni Kadek Asti Tresnasari,³ and Ni Luh Komang Putri Laksmini⁴
Universitas Mahasaraswati Denpasar, Indonesia

Introduction: Despite increasing global concern for environmental sustainability, household plastic waste remains a serious issue, especially in urban areas such as Denpasar City, Bali. A significant portion of household waste is still composed of unsorted plastic, with organic waste often disposed of using conventional plastic bags that do not decompose. This unsustainable practice contributes heavily to long-term environmental damage. As a response, biodegradable plastic bags have emerged as a promising solution to reduce plastic pollution. However, the adoption of these products remains limited. This study seeks to understand the psychological and social factors that influence consumer intention to adopt biodegradable plastic bags, focusing on green awareness and subjective norms, with green trust acting as a mediating variable.

Methodology: This study employed a quantitative research design, involving 100 respondents residing in Denpasar City. Data were collected using structured questionnaires and analyzed using Structural Equation Modeling (SEM) with the SmartPLS 3 software. This study measured the relationships between green awareness, subjective norms, green trust, and green purchase intention.

Results: The results reveal that both green awareness and subjective norms significantly influence green trust and green purchase intention. In addition, green trust also has a significant positive effect on green purchase intention. Furthermore, green trust is found to partially mediate the relationship between the independent variables (green awareness and subjective norms) and the intention to purchase biodegradable plastics bags.

Conclusion: The findings highlight the critical role of consumer awareness and subjective norms in shaping trust toward environmentally friendly products, which ultimately drives sustainable purchasing decisions. Green trust serves as a psychological bridge that strengthens the transition from environmental concern to actual purchase behavior.

Practical Value: This study offers practical insights for local governments, environmental organizations, and businesses in Bali seeking to reduce household plastic waste. The findings suggest that increasing public green awareness and encouraging social norms that support environmentally responsible behavior can strengthen consumer trust in biodegradable packaging, especially biodegradable plastic bags for household waste. Strategic education campaigns and accessible product availability are key to accelerating behavioral shifts toward more sustainable waste practices in urban households like those in Denpasar.

Direction for Future Research: Future research could focus on behavioral barriers to the actual use of biodegradable plastic bags in household waste management, including perceived cost, accessibility, and habitual behaviors. It would also be valuable to conduct comparative studies across different regions in Bali or other provinces to explore geographic and cultural influences. Additionally, integrating qualitative approaches may provide deeper insight into consumer attitudes and motivations related to biodegradable product adoption.

Keywords: green awareness, subjective norms, trust in green product, green purchase intention, biodegradable plastic

CORRESPONDENCE: mdpradnyan@unmas.ac.id
ORCID: <https://orcid.org/0000-0002-8187-6914>²

E. SOCIAL WORK

Ecological Support for Deaf People in Viet Nam: Analysis of Inclusion and Barriers

Dai Phuoc Tran

Vinh Long University of Technology Education, Vinh Long Province, Vietnam

Introduction: This presentation utilizes qualitative data to illustrate strategic efforts toward ensuring educational and social inclusion for deaf persons in Vietnam, spanning from the home to the wider community. We examine critical challenges involving policy enforcement, social awareness, early intervention, Sign Language training, and employment support. This research is situated within a significant demographic context: globally, over 1.5 billion people live with hearing loss, while in Vietnam, persons with disabilities comprise 7% of the population. Specifically, the city of Vinh Long records over 1,400 individuals with hearing and speech impairments. Framed by the legal protections of the UN Convention on the Rights of Persons with Disabilities, this study highlights the urgent need for integrated support systems to address these growing populations.

Methodology: This qualitative study utilized interviews conducted by two multilingual university lecturers across two ethnically distinct Vietnamese regions: Vinh Long City in the Mekong Delta and Da Lat in the Central Highlands. The sample comprised 40 participants, including students, parents, teachers, and community members. Structured around three ecological dimensions—Family, School, and Community—the inquiry explored emotional reactions to deafness, communication strategies, social relationships, safety concerns, and the availability of support resources.

Results: Interviewees provided invaluable insights into their experiences overcoming the challenges of deafness through their developmental years, perceived opportunities for gainful employment as adults; and difficulties facing learning, teaching, and social inclusion. In summary, the challenges at every level, from the early development years to early adulthood, the struggles for deaf person and their families were immense. Progressing through education has its promises in the elementary school years, but deaf-support services are reduced or become non-existent beginning with high schools and onward.

Conclusion: We will briefly discuss the major legislations available in Viet Nam and a strategy to integrate the social work professions in deaf and hard-of-hearing services in schools, communities, and workplaces as people aged. Although major policies are implemented to ensure some degree of educational and social services, the barriers and challenges remain difficult for deaf people, their families, and school systems.

Practical Value: This study is the first step to understand the experience of a deaf family member, its burden and resiliency among those living and caring for the person. The authors expect to pursue more in-depth research of the descriptive problems, necessary policies and interventions to assure inclusion in services and education.

Direction for Future Research: Deafness is a disability in a country where comprehensive assessment and services are at best fragmented. An entire research program is necessary to understand the ecological system to ensure proper and adequate care and services to deaf people and other types of disabilities (visible and non-visible) that impact people throughout their life span.

Keywords: deafness, education, inclusion, access, family support

CORRESPONDENCE: *phuocdt@vlute.edu.vn*

CO-AUTHORS: *Tran Thi Minh-Phuong, MSW, Ph.C. & Paul Duong Tran, Ph.D.*

Roles and Contribution of Viet Nam Civil Society and NGO Toward Social Welfare: Challenges and Opportunities for Middle-Income Countries

MSc. Do Van Trai

Australian People for Health, Education and Development Abroad, Vietnam

Introduction: The paper explores governance and service models addressing Vietnam's social needs, particularly following its 2015 reclassification as a Middle-Income Country. This status shift precipitated a sharp decline in international aid, necessitating new sustainable frameworks. Drawing comparisons to the United States, where a robust culture of philanthropy supports a vast NGO sector, we examine the potential for civil society to fill these service gaps in Vietnam. Specifically, this research investigates the capacity of NGOs to meet population needs and analyzes current professional and public attitudes toward contributing time and resources to charitable causes.

Methodology: This study employs a literature review and qualitative analysis of public reports and interviews to assess the preparedness of civil society and NGOs following the transition to Middle-Income Country status. Data collection included interviews with ten consenting adults—four Americans and six Vietnamese—regarding responsibility for social well-being, citizen contributions, and personal and perceived national attitudes toward donating time or resources to social programs.

Results: Collected data will be proceeded through master thematic analysis. The cultural family system in Viet Nam is more inwardly focused, where the well-being of the family across generations is centered. Unlike the American concept of the nuclear family, care and concern in a larger and wider family kin are the presumed and assumed responsibility of the collective kin. In the Viet sample, the citizens expect the government to provide the necessary resources and policies to ensure social well-being. Nearly all would consider donation money to a specific event but not a universal calling. The data illustrate a sharp contrast with the American attitude toward charity contribution.

Conclusion: This study highlights the evolving yet limited role of civil society and NGOs in Viet Nam as the country transitions to middle-income status. Our findings underscore that while Vietnamese citizens still largely expect the government to lead in ensuring social well-being, there is a lack of a widespread culture of charitable giving—contrasting with contexts like the United States where citizen and private sector contributions play a significant role in social service provision. This suggests that civil society in Viet Nam is at a pivotal moment. As international aid declines, there is both a challenge and an opportunity to build a stronger, more engaged civil sector with diversified sources of support. This study adds to the body of knowledge by offering a culturally grounded lens through which to assess and strengthen the role of non-state actors in advancing universal welfare goals.

Practical Value: The study explores implications for professions dedicated to societal wellbeing, specifically examining universal welfare and social protection frameworks advocated by international bodies like the International Labor Organization. It highlights the global consensus on the benefits of social security and the necessity of prioritizing these protections as key components of national expenditure.

Direction for Future Research: Extensive research into cultural attitudes toward charity and social welfare in middle-income countries is essential to strengthen civil society. Current findings reveal how sociocultural norms, government structures, and donor transitions interact to shape the sustainability of NGOs. Ultimately, ensuring these organizations thrive requires cultivating a national culture of giving, building trust in civic institutions, and establishing supportive policy environments.

Keywords: civil society, charity giving, universal welfare, Vietnam, qualitative research, literature review

CORRESPONDENCE: vantraido@gmail.com

CO-AUTHORS: Paul DuongTran, Ph.D.

Minority Communities "Trapped" in Migration Waves in Vietnam: A Comparative Analysis within the Southeast Asian Context

Trang Nguyen Thu

The University of Da Nang – The University of Science and Education, Vietnam

Introduction: Vietnam's ethnic minorities face significant challenges regarding climate change and poverty, prompting a demographic shift where youth migrate to urban centers for employment while the elderly remain as caregivers. However, migration is often hindered by limited labor skills, illiteracy, or strong cultural ties, particularly among the country's 14 smallest ethnic groups—such as the Si La, Pu Peo, and O Du—which have populations under 10,000. These vulnerable communities, totaling only 74,359 people or 0.08% of the national population, are concentrated in remote mountainous and border provinces like Ha Giang and Lao Cai. Isolated from resources and public services, those unable to migrate endure poor health and poverty rates two to four times higher than dominant groups, effectively trapping them in the country's core regions of economic hardship.

Methodology: This policy-descriptive study involved the assessment of national data about minority migration following the conclusion of the Covid-19 outbreak in Vietnam. This study is based on statistics on internal migrant workers from the Ministry of Labor, Invalids and Social Affairs of Vietnam, the International Organization for Migration (IOM) and the IDMC (Internal Displacement Monitoring Center) of the Philippines since the Covid-19 pandemic. Minority groups "trapped" after migration are studied in terms of gender, age, labor skills as well as factors related to cultural differences. These national surveys were administered using a highly representative sample encompassing gender, age, and ethnic minorities across all parts of the country, which provide comprehensive and reliable national representation of the country's ethnic minorities.

Results: The survey data show large differences in poverty levels among these ethnic groups: Cor, Xinh Mun, La Hu, Chut, Mang, Pa. For example, nearly 70% of households are considered "poor or near poor". More specifically, the Chut ethnic group experienced nearly total impoverishment (89.3%). That means that out of every 10 households, there are up to 9 poor or 1 near-poor households. Additionally, we will discuss the variable rates of poor health, lack of health care, and utter lack of occupational skills to participate in any labor force.

Conclusion: The national data results bear policy implications for the execution of the existing National Target Program in Vietnam.

Practical Value: The research findings identified numerous parallels between the marginalized minority communities in Vietnam and the Philippines within the Southeast Asian environment. This amplifies the strain on the efficacy of poverty alleviation initiatives in these two nations. We will discuss the comparative similarities and differences between the two countries.

Direction for Future Research: Due to their multicultural nature, both Vietnam and the Philippines need to take a deeper look at the differences between ethnic groups and geographical regions in the two countries. There cannot be a one-size-fits-all policy for all ethnic groups across the country. Especially in the context of the current digital economic transformation, the increasingly deep differentiation in labor quality, and the factors of ethnicity, gender, and cultural beliefs need to be further studied in the next phase. When policies are designed and implemented to address the needs of internal migrants, they must address the historical and recurring inequities impacting the ethnic minorities in the migration patterns.

Keywords: migration, ethnic minorities, poverty alleviation, comparative

CORRESPONDENCE: nttrang@ued.udn.vn

ORCID: <https://orcid.org/0000-0002-6164-6329>

CO-AUTHOR: Paul DuongTran, Ph.D.

Mental Health Response Community Training: Analysis of Viet Nam Cultural Values and Behaviors

Nguyen Thi Minh Hien

Lecturer at the Faculty of Sociology and Social Work, Dalat University, Vietnam

Introduction: Viet Nam's economic growth elevated the nation to the middle-income country status as classified by the World Bank in 2015. Despite the economic growth and rising personal income, the population size has increased to nearly 100 million while the national capacity for mental health services experienced nary a change to accord the growing population needs. About 14 million people suffer from mental disorders in Việt Nam, but the country has only 143 clinical psychologists and psychotherapists 1 Mental disorders affect 14.2 per cent of the population. Although social work was officially recognized a profession more than 10 years ago, the education of clinically prepared social workers and the job placement in mental health services are minimal at best. The absence of public awareness of mental health problems and needs is notable in a populous nation. This presentation examines the effectiveness of the two-day training of the Mental Health First Aid intervention, conducted by Dr. Paul DuongTran at Da Lat University in Viet Nam, by gauging the positive gains in the general and cultural knowledge of mental health concepts, assessment and diagnosis, and referral skills in incidence of severe mental health problem (i.e. depression) or mental crisis (suicide).

Methodology: A total of 55 training participants responded to the pre-post measurement immediately before the MHFA intervention training was delivered (day 1) and after its completion (day 2). At the beginning of measurement, ethical concerns were explained, and consent was affirmed. Mental Health First Aid is an evidence-based training program designed to teach individuals how to identify, understand, and respond to signs of mental health and substance use challenges. The training equips participants with the skills to provide initial help and support to someone who may be developing a mental health problem or experiencing a crisis.

Results: Descriptive statistics demonstrate positive gains in all areas of clinical knowledge regarding causes, symptom manifestation, and assessment. More importantly, participants rated positively the overall skills of intervention to bring calmness, support, and reassurance during instance of mental crisis (suicide).

Conclusion: The MHFA training was very well received. In fact, nearly half of the attendants traveled more than 8 hours to attend the training seminar. Important areas of cultural norms and behaviors were explored during the training that may hinder the early detection and help seeking for mental health intervention.

Practical Value: This MHFA training was the first of its kind provided to community practitioners in Viet Nam. The enthusiasm and measurement data confirm the high value and necessity to ensure both greater exposure to communities throughout Viet Nam, while appropriate evaluation is conducted to ensure effectiveness both in the clinical concepts and skills and their appropriateness to the cultural values, norms, and behaviors of the Viet people at different age groups.

Direction for Future Research: Mental health awareness, detection, assessment, and intervention are in dire need to more clinical research to understand how cultural beliefs and norms explain personal experience of emotional and psychological pains. Additional research is recommended to evaluate the MHFA program as more information on its culturally appropriateness is gained.

Keywords: mental health crisis, assessment, cultural appropriateness

CORRESPONDENCE: hienntm@dlu.edu.vn

CO-AUTHORS: *Ha Thi An, Ph.D., Paul DuongTran, Ph.D., Tran Thi Minh Phuong, MS., Vu Mong Doa, MS; Do Van Toan, MS.*

Barriers and Opportunities of Implementing Flipped Classroom in Teaching Reading Comprehension of Literature in Vietnamese High Schools

Oanh Ngoc Tran Ho

The University of Danang – University of Science and Education, Danang, Vietnam

Introduction: The integration of digital technology into education has transformed teaching approaches globally. In Vietnam, the Flipped Classroom (FC) model aligns with ongoing curricular reforms aimed at promoting student-centered learning, particularly in subjects like Literature, where traditional instruction still dominates. This study examined teachers' and students' awareness, readiness, and engagement with the FC model in the context of reading comprehension instruction in Vietnamese high schools. The aim was to assess key enablers and constraints, contributing to a more effective transition to flipped pedagogies in Literature teaching.

Methodology: This mixed-methods study explored perceptions and implementation challenges of the Flipped Classroom model by surveying 55 high school Literature teachers and 156 students in central Vietnam. Using questionnaires based on established frameworks, data were collected via Google Forms featuring five-point Likert scale items and open-ended questions on dimensions such as usefulness, digital readiness, and barriers. Quantitative findings were examined using descriptive statistics, chi-square tests, logistic regression, and cluster analysis, while qualitative responses underwent inductive content analysis to evaluate implementation feasibility and learner autonomy.

Results: Findings revealed high awareness (90.9%) and willingness (100%) among teachers to adopt the FC model, but only 21.8% had implemented it. Key teacher-reported barriers included insufficient resources, difficulty monitoring student engagement, and lack of student self-regulation. From the student perspective, challenges involved low independent learning habits, limited access to digital content, and difficulty using educational technologies. Statistical analysis indicated a strong correlation between students' self-directed learning skills and their engagement with video-based instruction ($\chi^2(4) = 35.37$, $p < .001$). Cluster analysis identified three learner profiles based on motivation and digital behavior. Teachers' digital tool usage moderately predicted their readiness to implement the model.

Conclusion: While both teachers and students recognize the value of the Flipped Classroom, practical constraints hinder its widespread adoption. Bridging the gap requires institutional support, targeted training, and improved digital infrastructure. The model holds promise for cultivating interpretive and critical thinking skills vital to Literature education in Vietnam.

Practical Value: This study highlights the need for teacher development programs and specialized digital content to enhance flipped instruction in Literature. It also recommends embedding metacognitive and digital literacy training in student curricula to improve readiness for self-directed learning. These findings can guide educational policymakers and school leaders in scaling up innovative teaching models aligned with Vietnam's curriculum reform agenda.

Direction for Future Research: Future studies should explore longitudinal impacts of flipped instruction on students' literary competencies and examine school-wide implementation models across regions. Research into culturally responsive flipped content and scalable digital platforms tailored to Literature would further support sustainable adoption.

Keywords: flipped classroom, reading comprehension, literature education, digital literacy, self-directed learning, learner autonomy, mixed-methods research, teacher readiness, Vietnam

CORRESPONDENCE: hmoanh@ued.udn.vn

ORCID: <https://orcid.org/0000-0001-7719-5027>

CO-AUTHORS: Tien Thuy Nguyen Tran, Nhi Yen Thi Nguyen, Quan Van Pham, Anh Lan Thi Luong

F. INFORMATION TECHNOLOGY

A Complaint Management System for Enhanced Efficiency at West Visayas State University Himamaylan City Campus

Edlin Z. Muzones¹ and Jake R. Pomperada²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction. To address the negative impact of unresolved complaints on institutional credibility and student satisfaction, West Visayas State University – Himamaylan City Campus (WVSU-HCC) developed a Complaint Management System (CMS). Designed to replace inefficient manual processes, this scalable and secure solution aims to enhance transparency, efficiency, and accountability in complaint resolution specifically tailored for academic environments.

Product Description. The CMS is a web-based platform designed to streamline complaint resolution through a user-friendly interface featuring real-time tracking, automated notifications, and robust analytics. By combining role-based access with a scalable, mobile-responsive design, the system ensures secure data handling and consistent usability across departments. This systematic approach accelerates response times and secures the platform's long-term viability within the campus ecosystem.

System Features. Key functionalities include secure multi-factor authentication, customizable complaint submission forms with file attachment support, automated status notifications via email and SMS, and comprehensive tracking dashboards for both complainants and administrators. The system's intelligent routing engine automatically directs complaints to relevant departments based on predefined rules, while escalation mechanisms ensure timely resolution. Advanced analytics provide insights into complaint patterns, resolution times, and departmental performance metrics.

External Interface and Other Nonfunctional Requirements. This responsive CMS offers seamless desktop and mobile access, integrating with existing university channels while running on standard server configurations (Intel Core i5, PHP 7.4+, MySQL 5.7+). It guarantees 99.9% availability, sub-3-second response times for over 100 concurrent users, and adheres to WCAG 2.0 accessibility standards. Security is prioritized through SSL/TLS protocols, encrypted storage, detailed audit logging, and compliance with national data protection regulations.

Project Management. Developed using Agile methodology and collaborative tools, the project demonstrates strong economic viability with a projected 750% ROI—ranging from 680% to 820% in sensitivity tests—and a 1.2-year payback period. User feedback indicates high satisfaction, with the interface, real-time tracking, and notifications achieving mean scores between 4.50 and 4.70, while security features scored between 4.30 and 4.40. These descriptive evaluations confirm the CMS effectively enhances transparency, reliability, and engagement within the university.

Summary and Recommendations. The implemented CMS successfully transformed WVSU-HCC's complaint management by automating workflows to reduce resolution times, eliminate bottlenecks, and enhance institutional accountability, ultimately increasing stakeholder satisfaction. Its modular architecture supports future expansion, paving the way for recommended upgrades such as mobile accessibility, AI-powered analytics, and cloud migration. To ensure sustained performance and scalability, the university should prioritize these technical enhancements alongside regular user training and periodic system audits.

Keywords: complaint management system, agile development, higher education, campus services, transparency, usability, web-based application, complaint resolution, student feedback, AI integration

CORRESPONDENCE: edlinmuzones10@gmail.com

ORCID: <http://orcid.org/0009-0001-6736-0110>¹

Automated Fixed Asset Management System with Predictive Analytics

Neil Vincent D. Alvior¹ and Jake R. Pomperada²

^{1,2}University of Negros Occidental-Recoletos, Bacolod City, Philippines

Introduction: Traditional asset management methods often relied on manual data entry and pen-and-paper means, which can be prone to errors and lead to loss of data. For this study, the researcher presents the development of an Automated Fixed Asset Management System with Predictive Analytics, which aims to modernize and streamline asset tracking and maintenance within an organization. The limitations provided by the traditional approach of asset management is addressed by the integration of QR code technology for real-time asset tracking and machine learning algorithms for predictive maintenance and lifecycle forecasting.

Methodology: The system was developed using Laravel and implemented with web technologies to ensure cross-platform compatibility. The asset identification was done through QR codes, while Linear Regression and Random Forest algorithms were employed for predictive analytics. The system is divided into separate modules, comprising of the dashboard, user, asset, report, and settings modules. Offline functionality was also embedded to cater to environments with unreliable internet access. Unit and integration testing was implemented throughout the development to ensure that each module met performance and security requirements.

Results: With the QR code integrated, the system can successfully track and monitor a company's assets. Predictive analytics enabled users to forecast maintenance needs and asset depreciation, leading to better resource allocation and reduced downtime. A survey for the system's User-Friendliness, Compatibility, Reliability, Interactivity, Learning Reinforcement, and Dynamic Environment was conducted on Yusay Credit & Finance Corporation's IT, Audit, and Accounting department, providing this evaluation with a sample size of 12 respondents. Evaluation metrics reflected high performance, supporting the system's ease-of-use aspect and intuitiveness, with the survey's mean score being 4.60, equivalent to an "Excellent" rating on the Pomel scale for evaluation. Backup features and audit trails further enhanced reliability, while the interface's intuitiveness facilitated user adoption with minimal training.

Conclusion: The Automated Fixed Asset Management System with Predictive Analytics proved effective in replacing manual asset management methods. By automating tracking and applying predictive models, it enhanced operational efficiency, accuracy, and data security. The results demonstrated significant improvement in asset visibility, cost control, and maintenance planning.

Practical Value: Organizations can adopt this system to streamline asset management processes, minimize operational costs, and optimize asset utilization. The system's scalability and adaptability make it suitable for small and medium-sized enterprises.

Direction for Future Research: To ensure that the system continues to improve, integration with procurement and financial systems is recommended. It is also ideal to consistently update and maintain its machine learning models using live data, ensuring the system's accuracy and efficacy. Further studies may also explore the use of alternative AI models and blockchain integration for enhanced asset tracking transparency and security.

Keywords: science and technology, auditing of fixed assets, system development and testing, asset management practices, forecasting the depreciation of an office's fixed assets, Philippines

CORRESPONDENCE: alviornevincent@gmail.com

ORCID: <https://orcid.org/0009-0006-6881-5769>¹

Outpatient Department Clinic Management System at Adventist Medical Center Bacolod

Junic B. Diplomo¹ and Jake R. Pomperada²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: The increasing demand for efficient and secure healthcare systems calls for innovative digital solutions. Adventist Medical Center Bacolod identified the need for a more streamlined, patient-centered outpatient clinic management system to address challenges such as manual processes, long waiting times, and fragmented patient records. This capstone project presents the development of an Outpatient Clinic Management System for Outpatient Department of Adventist Medical Center Bacolod, aiming to transition from a paper-based process to a hybrid application. The system is designed to streamline clinical operations, improve patient record management and long waiting times, and support administrative decision-making.

Methodology: The Rapid Application Development (RAD) model was utilized to design and implement the Outpatient Clinic Management System (OCMS). RAD emphasizes quick development cycles with continuous user feedback, allowing iterative improvements based on clinic staff and patient input. Data collection involved interviews, observations, and system analysis to ensure that the system aligned with user requirements and operational workflows.

Results: The deployment of the OCMS led to notable improvements in clinic performance. Patient waiting times were reduced by approximately 35%, and the efficiency of medical record management increased by 50%. Surveys showed that 92% of clinic staff and users reported enhanced ease of use, greater satisfaction with the patient management process, and improved overall workflow coordination.

Conclusion: The implementation of the Outpatient Clinic Management System effectively addressed the operational inefficiencies of the previous manual system. It contributed to faster patient service, more organized medical record keeping, and overall better healthcare service delivery at Adventist Medical Center Bacolod Outpatient Departments.

Practical Value: This project highlights the importance of adopting digital systems in outpatient healthcare settings. It demonstrates that user-centered, rapid development approaches like RAD can successfully deliver systems that significantly improve administrative processes and patient experiences. The Outpatient Clinic Management System provides a scalable and adaptable framework that other healthcare institutions can replicate or customize according to their specific operational needs. By digitizing key functions such as appointment scheduling, patient records management, electronic prescription and doctor's order, medical document archiving, and reporting, the system reduces human error, enhances data security, and promotes more efficient use of healthcare resources.

Direction for Future Research: Future studies may focus on expanding the system's functionalities by integrating it with the hospital's legacy systems, incorporating telehealth services for online patient accessibility, and enhancing machine learning capabilities for advanced data analytics, reporting, and patient statistics prediction, thereby further improving outpatient clinic service efficiency.

Keywords: outpatient clinic management system, healthcare information system, healthcare digitalization, rapid application development, workflow improvement, Philippines

CORRESPONDENCE: jdiplomo90g@gmail.com

ORCID: <http://orcid.org/0009-0008-1232-1385>¹

Automated Grading System with Student Performance Analytics

Brittaney E. Bato¹ and Jake R. Pomperada²

^{1,2}University of Negros Occidental-Recoletos, Bacolod City, Philippines

Introduction: The Student Performance Analytics and Grading Automation System was developed to address the challenges and inefficiencies in traditional grading systems at educational institutions. The system aims to automate the grading process while offering robust analytics to track student performance, helping educators make data-driven decisions to enhance teaching strategies and improve student outcomes.

Methodology: This study was designed and implemented using Laravel and modern web technologies to ensure seamless cross-platform functionality. It features integrated modules for grading, user management, analytics, and settings, with capabilities for both online and offline operation through local deployment. Grading tasks are automated based on configurable weight parameters, while real-time performance insights are delivered through interactive dashboards. Data security is upheld through encrypted credentials, role-based access control, and HTTPS protocols. Tailored for low-spec school computers, the project also supports scalability to accommodate future growth. Comprehensive unit and integration testing validated its performance, security, and reliability. Challenges such as limited technical resources, user proficiency, and data migration were addressed through intuitive design and meticulous planning. Infrastructure dependencies and stakeholder collaboration were also managed to ensure successful implementation.

Results: The Automated Grading System effectively streamlines grading and tracks student performance. Predictive analytics help educators anticipate academic trends and adjust teaching strategies. User evaluations rated the system's performance as "Excellent," with backup and security features reinforcing reliability. The intuitive interface ensures smooth adoption with minimal training required.

Conclusion: This study provides a transformative solution to the inefficiencies of traditional grading at Colegio de Santa Rita de San Carlos Inc. By improving grade calculations and offering detailed performance analytics, it enhances grading efficiency and supports data-driven decisions. The system ensures data security through role-based access control and functions both online and offline. Proven in terms of performance, scalability, and security, it aligns with the institution's digital transformation goals and opens opportunities for collaboration with other schools, fostering broader research and scalable adoption across educational networks.

Practical Value: The Automated Grading System enhances grading efficiency and supports data-driven decision-making, making it ideal for educational institutions. By automating grading and offering real-time performance analytics, it helps educators improve teaching strategies and student outcomes. The system's scalability, offline functionality, and robust security features make it a practical solution for schools of varying sizes, ensuring smooth implementation with minimal training required.

Direction for Future Research: Future versions of the Automated Grading System should incorporate advanced analytics like predictive modeling to strengthen data-driven decisions. A dedicated support team and regular system upgrades will ensure long-term stability. Ongoing monitoring and audits are essential for compliance with data privacy laws such as GDPR and FERPA. As the system demonstrates effectiveness, forming partnerships with other institutions will support scalable adoption and collaborative research. User feedback mechanisms will guide continuous improvement and system refinement over time.

Keywords: student performance analytics, data-driven decision-making, predictive analytics, performance evaluation, Philippines

CORRESPONDENCE: brittaneybato07@gmail.com

ORCID: <https://orcid.org/0009-0008-3209-7325>¹

Automated Teacher Behavior Inventory Management System with AI-Driven Recommendations

Mark Joemine L. Renegado¹ and Jake R. Pomperada²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: Teacher evaluation is a fundamental component in improving educational outcomes, yet traditional methods often face challenges related to data accuracy, timeliness, and actionable feedback. Recognizing this, the researcher sought to enhance its evaluation process by leveraging technology to support academic quality. This study focused on the development of a system software titled *Automated Teacher Behavior Inventory Management System with AI-Driven Recommendations*. It aimed to address institutional challenges in evaluating teacher performance by automating survey collection, analysis, and providing data-driven recommendations for professional development.

Methodology: This developmental research employed a system development approach to design and implement a teacher evaluation system. Data was collected through a standardized student survey measuring six key areas: Subject Matter Competence, Teaching Styles, Personality Traits, Classroom Management, Learning Assessment, and Overall Impression. Python's Pandas library was used for data analytics, while AI-generated recommendations were produced through the OpenAI API and pre-trained datasets for offline use. The system included built-in mechanisms to prevent duplication and ensure the quality of generated feedback.

Results: Results showed that the system effectively identified areas for teacher improvement by analyzing survey scores. The AI-driven recommendations, whether generated online via API or offline using preloaded datasets, were found to align closely with the developmental needs identified by the guidance and HR departments. The system's duplication prevention mechanism ensured that recommendations were unique and meaningful. Moreover, the offline functionality allowed seamless access to recommendations even during connectivity disruptions.

Conclusion: The *Automated Teacher Behavior Inventory Management System with AI-Driven Recommendations* successfully addressed the institutional need for a more efficient and insightful evaluation process. By integrating data analytics and AI-generated feedback, the system provided meaningful and personalized professional development suggestions, fostering a culture of continuous improvement in teaching performance.

Practical Value: The practical value of this study lies in its demonstration of how artificial intelligence and automation can be utilized to enhance teacher evaluations. The integration of AI ensures that feedback is tailored, relevant, and timely, contributing to the professional growth of faculty members. With its offline capabilities and data analytics, the system stands as a model for other academic institutions aiming to modernize their performance evaluation methods.

Direction for Future Research: To further improve the Automated Teacher Behavior Inventory Management System, recommendations include expanding evaluation categories to cover teaching methodology, student engagement, and feedback mechanisms. Enhancing scalability is essential to accommodate institutional growth, while integrating advanced analytics can provide deeper insights for personalized professional development. Additionally, linking the platform with the Learning Management System (LMS) will streamline data sharing. Finally, regularly updating the AI algorithms based on emerging research and user feedback is crucial for maintaining the system's responsiveness and long-term efficacy.

Keywords: information and technology, teacher behavior inventory, AI-driven recommendations, developmental research, Philippines

CORRESPONDENCE: Mark.Renegado@SilayInstitute.edu.ph

ORCID: <https://orcid.org/0009-0002-3303-0778>¹

Recoletos de Bacolod Graduate School Docuware: E-Document Management System

Mariano D. Antenor, Jr.¹ and Jake R. Pomperada²

^{1,2}*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

Introduction: The integration of Electronic Document Management Systems (EDMS) in educational institutions is increasingly recognized as vital for enhancing administrative efficiency, data security, and information accessibility. The Recoletos de Bacolod Graduate School (RBGS) faced inefficiencies with its traditional manual document management system, including data loss, delayed access, and administrative burden. This project aimed to design and implement a dedicated EDMS to digitize, centralize, and secure academic and administrative documents. The system is tailored for RBGS's needs, supporting functions like file encryption, keyword search, analytics, and regulatory compliance—critical for accreditation and institutional continuity.

Methodology: The system was developed using the Rapid Application Development (RAD) methodology, allowing for iterative feedback, prototyping, and refinement. Technologies used included Laravel, MySQL, and XAMPP, with a focus on usability, offline/online access, and security. Performance evaluation employed the Pomel Scale across 30 respondents (faculty and students), assessing attributes like user-friendliness, compatibility, and reliability. System modules included document digitization, faculty management, archives, report generation, authentication, and analytics.

Results: The implementation of the RBGS EDMS significantly improved document management within the institution. Users reported *excellent* levels of satisfaction across all quality metrics (mean ratings ranging from 4.87 to 4.93). The system enabled fast, secure access to digitized academic documents, incorporated filename encryption, and provided robust search and backup features. Although version control was not yet implemented, the system ensured consistency through enforced final uploads. The results validated the system's effectiveness in achieving its primary goals of efficiency, security, and accessibility.

Conclusion: The RBGS EDMS marks a substantial leap in transforming academic document workflows from manual to digital, ensuring improved storage, faster retrieval, and stronger data protection. Designed with scalability in mind, it aligns with the institution's vision for modernization. User feedback confirms that the system fulfills its functional and non-functional requirements, making it a sustainable solution for document management in a graduate academic setting.

Practical Value: The system provides immediate benefits in operational efficiency, reduced paper usage, and enhanced compliance with accreditation requirements. It demonstrates how targeted digital tools can solve institution-specific challenges in educational administration. The inclusion of backup strategies and encryption ensures data continuity and security. Furthermore, the system supports seamless collaboration across departments due to its centralized structure and API readiness.

Direction for Future Research: Future efforts should explore the integration of document version control to manage revisions more efficiently. Longitudinal studies could evaluate how such systems impact institutional efficiency, accreditation success, and user engagement over time. Investigating the adoption of cloud-based or blockchain-secured storage, mobile integration, and AI-powered search algorithms could provide insights for enhancing system performance and scalability. Comparative studies between different academic institutions implementing similar systems may also yield best practices for broader application in higher education.

Keywords: electronic document management system (EDMS), document digitization, data security, educational institutions, system implementation, document archiving, data backup, filename encryption

CORRESPONDENCE: mar_antenor@yahoo.com

ORCID: <http://orcid.org/0000-0001-5548-2682>¹