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SATISFACTION LEVEL OF GUESTS TOWARDS THE SERVICES, MENUS AND PRICES OF FOUR SELECTED RESORTS IN NASUGBU, BATANGAS

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Abstract: This study looks at guests' satisfaction level towards menu, service and price in selected resorts in Nasugbu, Batangas. To clearly know the different satisfaction level of guests toward menu, service and price, the study sought to determine the answers on the following problems: 1) the profile of the guests in the selected resorts in Nasugbu, Batangas in terms of highest educational attainment, age, gender, civil status, and frequency of visit at the resort; 2) the satisfaction level of selected guests towards the respective resorts they have checked-in at Nasugbu, Batangas in term of Service, Menu, and Price; 3) and if there exist a significant difference on the satisfaction level of guests towards the services, menus and prices of the four selected resorts when they are grouped according to the resort they have checked-in.

The study employed the descriptive-survey research method since it used descriptive design which was based on present happenings. Researchers chose this method because it would help to analyze data and express the necessary action of the study. Hence, it used a survey questionnaire as major instrument in gathering data. The study's location comprises four selected resorts in Nasugbu, Batangas. The study involved a survey where the information were gathered through surveying the satisfaction level of guests who checked-in at resorts in Nasugbu, Batangas.

The study revealed that 15 of the respondents came from resort A and 7 respondents came from the resort B, 12 respondents came from resort C and lastly, 5 respondents came from resort D with a total of 39 respondents. The guests were asked for their educational attainment and the results indicate that 7 (47%) out of 15 guests in resort A are in college level and 4 (27%) out of 15 are college graduate, 2 (13%) are vocational, and 2 (2%) are post graduate. For resort B, most of them are in their college level, and for resort C most of them is also in college. For resort D, most of them are post graduate. It was further revealed that the guests were satisfied ($M=3.71$) on the various services of the selected resorts in Nasugbu, Batangas. However, they have neutral satisfaction towards the menu ($M=3.24$) and price ($M=3.40$) of the resorts. No significant difference on the satisfaction of the guests among the four selected resorts in Nasugbu, Batangas.

Keywords: Satisfaction; Guests; Resorts; Nasugbu, Batangas

CUSTOMER SATISFACTION OF CLIENTS ON THE SERVICES OF THEIR RESPECTIVE IMPORT PROCESSING FIRMS IN METRO MANILA: AN ASSESMENT

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Abstract: Customer service is important to an organization because it is the only contact a customer has with a company. Clients are vital to an organization. In every business, the opinion of the clients is very important to the success of the business. Clients are the foundation of every business; if they do not have the client that patronizes the services, they provide then they do not have the profit that makes the business run. To identify the satisfaction of the clients on the services of their respective import processing firms, the study outlines various services that the import processing firms provide in the following aspects: Processing (Quick response and order Confirmation, Processing Details, Staff's Availability, Lead time), Order Processing (Adherence to Delivery Dates, Flexibility of Delivery Time and Quantity, Handling of Complaint., Packaging), Technical Consultation Service (Staff's Capacity, Variety of Solutions, Speed of Response, Technical Documentation) Customer Service (Customer Support, Handling of Complaint, Easy Processing, Staff's Knowledge). Lastly, such client satisfaction study will serve as basis for identifying the problems encountered on the services of the import processing firms that will serve as a basis for the future owner of import processing firms, which are the AIMS-CA students.

Almost half of the respondents were from the SITC Logistics which comprises (46.7%) of the population. The other half of the respondents (53.3%) was from Yangkee Logistics, Aero Int'l & Freight Forwarder, OIA Pacific Shipping & Distribution Inc., Asian Bridge Express Inc. In terms of the years of service 60% or 18 of them, were 6-10 years already engaged in the services. The 20% or 6 of them were 11-15 years engaged in the services and another 20% or 6 of them were other (1-5years) already engaged in the services. In terms of nature of business majority of the respondents (26 or 86.7%) are importing general cargo and (4 or 13.3%) are importing special kind of cargo. In the terms of Position in the company, almost half of the respondents were processor of the company which comprises 43.3% of the total population, 6 or 20.0% of the other respondents are operator in their company. 4 or 13.3 % of the respondents are supervisor and officer in their company. Nevertheless, 1 or 3.3 % of the respondents are owner, documents and C.S representative of their company.

The level of satisfaction of the Clients in the Service of the Company in terms of Processing were very satisfied with the weighted mean of 4.57 while in the level of satisfaction of the Clients in the Service of the Company in terms of Order Processing were very satisfied with the weighted mean of 4.58, in the level of satisfaction of the Clients in the Service of the Company in terms of Technical Consultation were very Satisfied with the weighted mean of 4.57 and in the level of satisfaction of the Clients in the Service of the Company in terms of were very satisfied with the weighted mean of 4.57.

Recommendations made also included the following: Import processing firms must improve the service towards lead time for them to meet a very satisfied client's satisfaction. Every single employee needs to know how to handle customer complaints and concerns, avoid arguments with the customer. Bureau of Customs and other agencies related to Customs must have a quarterly checking of the services provided by the import processing firms. The agencies also can recommend the firms mentioned above to other clients. Customs Broker can help the import processing firms to meet the expectations of the customer. Customers can suggest the services must have or provide from the import processing firms.

Researcher in this field must consider a larger research scope and limitation, add more number of clients and firms in order to have a more definitive result. With regards to the client satisfaction, the role of goals in having a very satisfied client will be a very interesting and helpful study.

Keywords: customer satisfaction; clients; importing firms; assessment

LOGISTICAL SYSTEMS OF SELECTED LOGISTICS COMPANIES IN PARAÑAQUE CITY

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Abstract: In every organization, logistical systems of logistics companies are a very crucial activity where every member should unify to attain its goals. It plays an important role because every single step in logistical systems should be effective in order to be competitive to our industry and globally. Logistics companies exist to provide their clients with high quality logistics services. To identify logistical systems that logistics managers implement in their respective workplace, the study outlines various strategies innate in the following aspects: Transportation, information flow, facilities, personnel, and warehousing. Identifying the effects of the above strategies, specifically on the external affiliates (customer, supplier), internal affiliates (personnel) of the logistics companies, will also aid future logistics managers to outline specific aspects of logistics companies where intervention is needed. Lastly, such strategies and effects will serve as basis for identifying implications on the logistics management learning of AIMS-CA students.

Unstructured questionnaire is used. Conversation is able to flow more naturally between the researcher and the respondent. It is found out that: In terms of transportation, Majority of the respondents have their own transportation facilities and they have different trucks available for delivery of goods. In terms of information flow, Majority of the respondents have their lead time for the accuracy of the service completion and using text messages and e-mail to give accurate information. In terms of facilities, the respondents have janitors for maintenance and maintaining the regular inspection in their facilities and equipment. In terms of personnel, majority of the respondents have more than three respective staffs in each department and the standard in recruiting the best people requires a college graduate. In terms of warehousing, majority of the respondents have tools and equipment available inside the warehouse and locating the goods by kind of goods to be stored.

Keywords: logistics system; logistics companies

EFFECTIVENESS OF SOCIAL MEDIA MARKETING: PERSPECTIVES FROM SELECTED CONSUMERS IN PASAY CITY

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Abstract: In today's technology-driven world, social networking sites have become an avenue where business owners can extend their marketing campaigns to a wider range of consumers. This is especially true for companies striving to gain a competitive advantage. Because of this trend, businesses must learn how to use social media in a way that is consistent with their business plan. With this background, the study endeavoured to determine whether social media is an effective tool in the marketing activities of selected businesses. Specifically, the study sought to answer the profile of the respondents in terms of age, gender, extent of social media use, and the frequently exposed company ad utilizing social media; the effectiveness of social media marketing in terms of attention, interest, desire and action; the significant difference on the effectiveness of social media marketing when respondents are group according to their gender and age; and, the significant relationship between time spent, frequency of use, frequently exposed company ad utilizing social media, and effectiveness of social media marketing.

The study utilized the descriptive-correlation design of which certain variables were related to determine if significant relationship occurs. Respondents of the study are 100 conveniently selected social media consumers in Pasay City who were 15 years old and above. To determine the effectiveness of social media, the A-I-D-A theory of Elias St. Elmo Lewis in the late 1800s was borrowed to identify levels of attention, interest, desire, and action of the consumers towards the ad they have seen in social media. A researcher-made questionnaire based on the above theory was used. An almost equal mix of male and female with a majority of 15 to 24 years of age were the respondents of the study. They usually spend 1 to 3 hours two times a day socializing mostly with Facebook, Twitter and Instagram of which Lazada is the brand where they are commonly exposed to as ads in the social media. It was revealed that social media marketing is effective in terms of getting the attention ($M=3.90$), interest ($M=4.06$), and desire ($M=3.92$) of the respondents towards the ads seen in the social media. However, they are not sure to take an outright action towards the ads as reflected by its mean of 3.44 (neutral). Significant differences in the effectiveness of social media marketing only occurred between interest and gender where the $p\text{-value}=0.000$ ($T\text{-value}=3.667$, $d.f.=98$) is less than $\alpha=0.05$, and between action and gender where the $p\text{-value}=0.000$ ($T\text{-value}=3.673$, $d.f.=98$) is less than $\alpha=0.05$. Attention and time spent in the use of social media is $X^2 = 28.983$, $d.f.=16$ and $p=0.024$ which is less than $\alpha=0.05$ showing a significant relationship between the two variables. In addition, action and time spent in the use of social media is $X^2 = 39.676$, $d.f.=16$ and $p=0.001$ which is less than $\alpha=0.05$ showing also a significant relationship between the two variables. Companies should adapt social media as part of their marketing tool due to its effectiveness. However, a more explored study focusing on the factors attributed on consumers to act and buy products as advertised in social media is recommended.

Keywords: Consumer; Social Media Marketing; AIDA Model Theory

PROFITABILITY, LIQUIDITY, AND SOLVENCY OF TWOSELECTED CONCRETE READY-MIX COMPANIES IN CAVITE: A COMPARATIVE STUDY

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Abstract: Establishing and maintaining an enterprise is not an easy task, specifically when it comes to financial matters. Proprietors have to take a closer look on the profitability, liquidity and solvency of their firms. These are usually the factors that stakeholders, investors, and financial managers look into in assessing a company's stability. In this study, two concrete ready-mix enterprises were assessed by taking into consideration the three factors mentioned. In particular, the study aimed to determine the profitability rate of the said firms in terms of capital outlay, operational expenses, sales, and profit; and liquidity and solvency rate in terms of sales and receivables.

Using a descriptive-comparative research design, the study was anchored on the DuPont System of financial analysis that would identify the strengths and weaknesses of an enterprise. The findings were the following: Company 2 (gross profit margin-13.7% and 13.2%; operating profit margin-4% and 4.2%; net profit margin-1.9% and 8.6%; return total assets-1.5% and 1.9%; and return-on-equity-3% and 4%) outperformed company 1(gross profit margin-7% and 6.1%; operating profit margin-2.2% and .09%; net profit margin-1.5% and .5%; return on total assets-4.4% and 1.4%; and return-on-equity-4% and 1%) with respect to profitability ratio. On the liquidity ratio, company 1 (current ratio-2.05 and 1.53%; quick acid test ratio-1.5 and 1.05%) has better liquidity ratio than company 2 (current ratio-.91% and .88%; quick acid test ratio-.87% and .84%). In terms of solvency, company 2 (debt ratio-.55% and .52%; and time interest earned ratio-24.2% and 30.2%) has better solvency ratio than company 1 (debt ratio-.28% and .26%; and time interest earned ratio-6.5% and 6.9%). Comparatively, the performance of company 1 is much better than company 2 based on the three aspects of performance. Hence, it is recommended that company 2 should benchmark the liquidity performance of company 1.

Keywords: Profitability ratio; Liquidity ratio; Solvency ratio.

THE EDUCATIONAL QUALIFICATIONS AND WORK SCOPE OF SELECTED EMPLOYEES IN CUSTOMS-RELATED FIRMS IN PARANAQUE CITY

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Abstract: Every organization has its own standard of competencies that their employees comply with in a point of satisfaction that lead those to both achieve their goals. In any case for that matter, customs related firm's hiring personnel has the responsibility evaluating such individuals who will be a great addition to their companies. Basis for determining the required work scope of the employees in terms of knowledge, skills, self-image and traits were suggested. The implications from there were used to further analyze and differentiate their significance.

Two (2) sets of standardized questionnaires were used in gathering the necessary data and it was treated using the following statistical tools: Percentage; Analysis of Variance (ANOVA); Independent sample t-test; Weighted Mean. It appeared that majority of the respondents are consisted of 23 or 44.2% of 18 years to 27 years old, the others were 13 or 25.0% ranging between 28 to 35 years old, 10 or 19.2% are between 36 to 45 years old and lastly 6 or 11.5% are between 46 years old and above; 51.9% of male outnumbered the females with 48%; Bachelor's Degree got a 44 or 84.6% while the rest is Undergraduate with 8 or 15.4% of the total population. They all manifested a 78.8% or 41 of them had undergraduate program of B.S Customs Administration; 40.4% came from Royal Cargo Inc. and had (30.8%) 1 to 3 years of experience, (13.5%) have 4 to 6 years and 8 of the employee respondents have (15.4 %) experience of 7 to 9 years. While 13 (25.0%) of them had 10 years and above experience. They strongly agreed that with their respective work scope they all strongly agreed that having a set of skill is essential to their job but when it comes to their respective work scope in terms of knowledge, self-image and traits they all agree that it is not as vital to be a requisite. Moreover, the significant difference was manifested in when they grouped according to highest educational attainment, license and company where in the other accepted the null hypothesis.

Keywords: competencies; employees; work scope

EFFECTIVENESS OF INTERCOMMERCE SOFTWARE APPLICATION OF PHYTOSANITARY IMPORT CLEARANCE AS PERCEIVED BY SELECTED AGRICULTURAL IMPORTERS IN METRO MANILA

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Abstract: The study seeks to evaluate the implication of intercommerce software application as perceived by selected agricultural importers. The assessment of the respondents on effectiveness of aforesaid software application discussed as a particular objective of this study.

The study employed 11 trading companies and 2 participants each from 11 various companies. The respondent must be the importer or the representatives of the importer namely: McJayson International trading, Mawoosan trading corporation, Sokorphil International Trading Corporation, KLG International Inc., Juexin International Trading, Liberty export import corp., GDG import export Corp, and Link Import export enterprises Incorporated.

The study also presents the tabulated data to answer the statement of the problem. Its analysis and Interpretation as well frequency and percent of the respondents in terms of age. It shows that 12 or (54.5 %) of the importers are between 25- 34 years old 4 or (18.2%) are ages between 18-24 years old same with the result of 34-22 years old 4 or (18.2%) and lastly the result of 45 to 54 years old 2 or (9.1%) in terms of gender, there are equal number of female (11 or 50%) and male (11 or 50%) importers. In terms of educational attainment presume that the respondents of the study majority of the importer were college graduate which is 17 or 77.30% or 13.6% for vocational and lastly 2 or 9.10% for the high school graduate. It also indicates that more than half of the importer 12 or 54. 5% had been working in the company for 5years and below. It illustrates the maturity of the respondents particularly in terms of experience.

The trading companies reveal that generally, the effectiveness of intercommerce software application of phytosanitary import clearance felt the effectivity of the aforesaid application and when grouped according to their respective profiles there is no significant difference.

Keywords: Effectiveness of intercommerce

AIMS M-LEARNING APPLICATION

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Abstract: The purpose of this study is to develop an application that will help the student and instructors in their teaching and learning process. This will help the students of (AIMS) Asian Institute of Maritime Studies, to maximize the use of mobile phones and tablets for educational purposes and also gives them an enticement in studying their lessons anywhere and anytime. By downloading lectures, it will also help them to give more time for learning than to use mobile phones for games and non-educational application. This study will also be an innovation for traditional teaching and a breakthrough in effective learning process.

The proponents gathered information from the surveys that the researches disseminated. Based on the results taken from the survey questionnaires given to and answered by the respondents of the AIMS M-Learning application its effectiveness, reliability, usability, efficiency and user-friendliness is approved. It was proven that implementing it will help to promote the social interaction between the students and instructors. It will also enhance the method of teaching especially in coping up in fast-phasing environment of AIMS.

This application can be an innovation for education in AIMS by having the access of lectures, class and subjects through mobile devices. Through this application, it shows that learning is not limited inside the classroom. It's a progress for learning and traditional teaching method through the use of mobile devices and internet. One of the products when technology and education collaborate.