

**Character in Business: A Study of the Effectiveness on the Implementation of  
Character Program to Selected Business Establishments of the  
City of Tagaytay 2012-2013**

**An Undergraduate Thesis  
presented to  
The Faculty of Social Sciences Department  
De La Salle University- Dasmariñas  
City of Dasmariñas, Cavite**

The seal of De La Salle University - Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red triangle at the top, a white triangle at the bottom, and a blue triangle on the left. A green star is positioned above the shield. The shield is flanked by two green laurel branches. The text "AKLATANG EMILIO AGUIBAL" is written along the top inner edge, and "INFORMATION RESOURCE CENTER" is written along the bottom inner edge. The outer ring of the seal contains the text "De La Salle University-Dasmariñas" on the left, "Dasmariñas, Cavite, Philippines" on the right, and "Since 1977" at the bottom.

**In partial fulfillment  
of the requirements for the Degree of  
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## ABSTRACT PAPER

This study aimed to analyze the effectiveness on the implementation of the city character program on selected establishments of the City of Tagaytay as a form of an ordinance in the city. This study specifically answers the tools in implementing, its effectiveness and the issues underwent by the program. The researchers gathered documents that contained pertinent significant information that aided them indispensable and essential knowledge enriching the study. Various documents that were very beneficial in the study were used. The population of this study has been limited to those that are able to send representatives on the required business character training program held last November 2012. The researchers adopted Likert Scale in quantitatively measuring the effectiveness. Tagaytay City has been the subject of this study for the reasons of proximity, peculiarity of the program and Tagaytay being the Pioneer City in the Philippines who adopted the City Character Program internationally and implements the program for more than a decade. The researchers used summative approach in order to determine the effectiveness in the implementation of character program to selected business establishments of Tagaytay City. To quantify the said effectiveness, this study used a survey-sampling for both business establishment and its customers. Other fact-finding enquiries such as interviews were done for primary source of information. The researchers used both quantitative and qualitative method in this study.

The researchers concluded in this research that the process, tools and strategies implemented by the Character Office are smooth practical and essential. From a year-round

implementation and a month-long celebration during November which includes the trainings for establishments has been seen suitable.

As to the effectiveness, the survey that was conducted on the business establishments somehow matched with the customer satisfaction survey answered the effectiveness of the program. The result showed that the program helps and is effective through the manners and character that are shown by the employees toward their customers in Tagaytay. The character program is indeed beneficial and effective also especially on the sub-range of low crime-rate which attracts customers in Tagaytay City and of being recognized and awarded in different and various award giving bodies both locally and internationally.

On the issues of non-attendance of some required business establishments for the Character Training Seminar, the creation of penalty tax for late or none attendees of character training seminar to selected business establishment of the city of Tagaytay such as hotels and lodgings and restaurant is effective. Out of the 70 restaurant and 25 hotels and lodgings only one restaurant was not able to attend the character business training seminar. Therefore, shows that the people and establishments are equipped with manners and good character in the city.

The researchers recommend that City Character Program be definitely be an ordinance that is worth-adopting. The researchers recommend that the City Government continues in widening and implementing such program to the City for its effectiveness.

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