

Process Essay

The student researcher study looked at the rates of how much students know and want to learn about Jollibee Enterprise of NMC college students between August 2018 to March 2019. Data was triangulated and was collected in three ways; surveys, experiments, and letters to experts. The first method the student researcher conducted was pilot survey that was revised from her peers, instructors and was finalized as a final survey. The pilot survey consists of ten questions, the first question is demographic as a way to know how many students are local or non-local.

At first, the student researcher expected a minimum of ten responses but instead the student gathered only twenty responses, yet continues her proposal to search for more findings as a way to purposely bringing back Jollibee . Through her literature findings, the researcher wants to find more reasons and experts of why Jollibee is worth to run back on business. The final survey questions consisted of ten questions with additional sub questions. In this way, the researcher is able to collect quantitative data by her designed questions. The final survey was then distributed in between midst of October 2018 until the end of March 2019. The student researcher happened to receive 10 responses, with the decrease significance of responses attained, the student researcher will continue on with the project by distributing surveys to outside sources in the community.

The last method that was used by the student researcher was writing and sending letters to experts. The student researcher was given to find five experts off-island, but then was able to find three experts due to sufficient contact information. The student researcher chose three experts specified in Group of Companies of the Jollibee Enterprises and employees who used to work at a Jollibee Corporation Inc. The student researcher wrote three letters that consist of three open ended questions that relates to their fields of studies. The letters were approved on the second week of October before the Typhoon Yutu happened and reconfirmed to send on March 6th 2019 in Moodle of EN202-01. The student researcher received a reject mailbox, a customer feedback reply form, some emails with no reply and just waiting on the interviewees for their second batch of questions to be answered. Interviewees are easily reached because they both worked under the hospitality industry. One of them works at the Shirley's Coffee Shop and the second interviewee works at Kimpachi Restaurant. *(See appendix A for who I am contacting within my two interviewees.)*