



# Assessing the Perceptions of the General Merchandise Store Owners on the Implementation of a Streamlined Business Permit and Licensing System in Maasim, Sarangani Province

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## ABSTRACT

This study assessed the perceptions of general merchandise store owners on the implementation of a streamlined business permit and licensing system in Maasim, Sarangani Province, and described their lived experiences when they secured their business permits and licenses. To attain this study's objective, the researchers utilized a mixed method whereby thirty (30) respondents and five (5) informants were selected using a purposive sampling technique since they exhibited the same criteria of being the study's respondents. Using the statistical tools, it was found that most of the respondents have been operating their businesses for 5 years and a month to 10 years, and gain a store's monthly income above Php. 10,000. Generally, they are very satisfied ( $x=4.36$ ) with the implementation of a streamlined business permit and licensing system concerning the Submission of Requirements, Assessment of Requirements, Payment of Business Permit/License, and Issuance of Business Permit/License. Furthermore, there is no statistically significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to years of business operation and the store's monthly income. Based on the informants' lived experiences when they secured their business permit/license, they had satisfaction because there was a smooth workflow being practiced, and the tellers fostered the utmost customer service. Hence, it is recommended that the administrative office through the mayor of the municipality may establish a monitoring framework to assess the performance of the streamlined system.

**Keywords:** streamlined business permit, licensing system.

## INTRODUCTION

The Business Permit and Licensing System (BPLS) in the Philippines regulates the issuance and renewal of business and occupational permits, aiming to ensure compliance with existing laws and regulations. Challenges in securing business permits such as inconsistency in procedures and processing times, lack of robust information dissemination, discrepancies in documentary requirements and assessments, and lengthy processing times and poor customer service lead to inefficiencies and discrepancies between government and business perspectives. The Department of Trade and Industry (DTI), the Department of Interior and Local Government (DILG), and the Department of Information and Communications Technology (DICT) have agreed to streamline the BPLS by implementing revised standards. Local Government Units are directed to reduce processing times and streamline procedures, aiming for a two-day registration process for new businesses and one day for renewals. Researchers were encouraged to assess the perceptions of business owners, particularly general merchandise store owners, on the implementation of streamlined business permits and licenses in Maasim. In-depth interviews were conducted to gather empirical experiences and practical knowledge, contributing to the body of knowledge on this topic.

## OBJECTIVES

This study assessed the perceptions of general merchandise store owners on the implementation of a streamlined business permit and licensing system in Maasim, Sarangani Province, and described the informants' lived experiences when they secured their business permits and licenses.

Specifically, the study aimed to:

1. Determine the level of perceptions of the respondents on the implementation of a streamlined business permit and licensing system, in terms of:
  - a. Submission of Requirements;
  - b. Assessment of Requirements;
  - c. Payment of Business Permit/License; and
  - d. Issuance of Business Permit/License.
2. Investigate if there is a significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to demographic profile.
3. Describe the lived experiences of the informants when they secured their business permits.

## METHODOLOGY

This study utilized a combination of quantitative and qualitative research methods. Specifically, descriptive method was used in determining the level of perceptions of the respondents on the implementation of a streamlined business permit and licensing system and in investigating if there is a significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to demographic profile.

Thirty (30) purposively selected general merchandise store owners who are entrepreneurs of Brgy. Poblacion, Maasim, Sarangani Province, encompassed the respondents of the study. Among them, 5 underwent key informants' interviews to inquire about their lived experiences when they secured their business permits and licenses.

This study used a researcher-made Survey Questionnaire. The questionnaire consisted of two (2) main parts. The first part of the survey questionnaire is about the Demographic Profile of the Respondents. The second part is about their Perceptions of the Implementation of a Streamlined

Business Permit and Licensing System as perceived by the respondents. These parts of the questionnaire were presented in English. In the interpretation of the responses, a five-point scale with a mean range was utilized as shown in Table 1 below:

Table 1. Interpretation of the Perceptions of the Respondents on the Implementation of a Streamlined Business Permit and Licensing System

Mean range	Description	Perceptions of the Respondents on the Implementation of a Streamlined Business Permit and Licensing System
4.21 - 5.00 (5)	Always	Very Satisfied
3.41 - 4.20 (4)	Usually	Satisfied
2.61 - 3.40 (3)	Generally	Moderately Satisfied
1.81 - 2.60 (2)	Often	Dissatisfied
1.00 - 1.80 (1)	Sometimes	Fully Dissatisfied

In the qualitative method, the researchers used an interview guide that was validated by the teacher-validators. The questions were open-ended to allow the informants to give further descriptions and explanations about their responses.

### Data Analysis

The data obtained in this study were analyzed using weighted mean and One-way Analysis of Variance (ANOVA). All hypotheses were tested at 0.05 level of significance. Phenomenological data analysis was used in providing analysis and interpretation in the qualitative data gathered in this study.

## RESULTS AND DISCUSSION

**Objective One:** Determine the level of perceptions of the respondents on the implementation of a streamlined business permit and licensing system in terms of Submission of Requirements, Assessment of Requirements, Payment of Business Permit/License, and Issuance of Business Permit/License. The level of perceptions was determined using weighted Mean and the results are presented in Table 2.

Table 2: Perceptions on the Implementation of a Streamlined Business Permit and Licensing System (n=30)

VARIABLES	Weighted Mean	Description
Submission of Requirements	4.39	Very Satisfied
Assessment of Requirements	4.38	Very Satisfied
Payment of Business Permit/License	4.33	Very Satisfied
Issuance of Business Permit/License	4.34	Very Satisfied
<b>Overall Mean</b>	<b>4.36</b>	<b>Very Satisfied</b>

*Legend: (4.21 – 5.00) Very Satisfied (3.41 – 4.20) Satisfied (2.61 – 3.40) Moderately Satisfied (1.81 – 2.60) Dissatisfied (1.00 – 1.80) Fully Dissatisfied*

Table 2 shows the summary of the results on the perceptions of the respondents concerning the implementation of a streamlined business permit and licensing system. It can be learned that in all aspects being studied i.e., submission of requirements, assessment of requirements, payment of business permit/license, and issuance of business permit/license, the respondents are generally very satisfied as evidenced by the overall mean of 4.36 ( $x=4.36$ ).

**Objective Two:** Investigate if there is a significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to demographic profile. One-way Analysis of Variance (ANOVA) was used and the results are presented in Table 3 and Table 4.

Table 3: Difference in the Perceptions of Respondents on the Implementation of a Streamlined Business Permit and Licensing System According to Years of Business Operation

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F	P-Value	Description
Between Groups	1.18	2	0.59	1.56	0.22	No Significant Difference
Within Groups	29.08	28	0.38			
<b>Total</b>	<b>31.16</b>	<b>30</b>				

The ANOVA determined that there was a statistically significant difference between groups, ( $F=1.56$ ,  $p = 0.22$ ). Thus, since the  $p$ -value  $> p = 0.05$ , there is significant evidence to accept the null hypothesis and conclude that there is no significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to years of business operation.

Table 4: Difference in the Perceptions of Respondents on the Implementation of a Streamlined Business Permit and Licensing System According to Monthly Income

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F	P-Value	Description
Between Groups	1.20	2	0.12	3.66	0.20	No Significant Difference
Within Groups	19.23	28	0.28			
<b>Total</b>	<b>20.43</b>	<b>30</b>				

The ANOVA determined that there was a statistically significant difference between groups, ( $F=3.66$ ,  $p = 0.20$ ). Thus, since the  $p$ -value  $> p = 0.05$ , there is significant evidence to accept the null hypothesis and conclude that there is no significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to the store's monthly income.

**Objective Three:** Describe the lived experiences of the informants when they secured their business permits. The researchers used an interview guide which was validated by the teacher-validators. The results were shown in Table 5.

Table 5. Experiences in Securing A Business Permit/License

Significant Statement	Code	Formulated Meaning	Theme Cluster
I did not have any problems when I secured my business permit because I got it easily.	SOI-1 (Aling Nena)	Easy Transaction	Satisfaction
I did not have problems when I secured my business permit because I easily	SOI-2	Easy Transaction	

obtained it since I simply had to come, and I got it.	(Tiya Marites)		
I did not experience any problems when I secured my business permit since it was an easy transaction, and they had a smooth workflow.	SOI-3 (Auntie Marisol)	Easy Transaction; Smooth Workflow	
I did not encounter any problems because it was a hassle-free transaction when I secured my business permit. You will never regret having a one-stop shop.	SOI-4 (Miss Heart)	Easy Transaction	
When I went there, I did not experience any problems because the tellers were very accommodating, and they had a very easy process of securing business permits which is why I got mine easily.	SOI-5 (Manang Magda)	Easy Transaction; Utmost Customer Service	

When the informants were asked about their lived experiences when they secured their business permit/license, satisfaction, as a theme, emerged. To them, they were satisfied with the implementation of the streamlined business permit and licensing system in the municipality since it was an easy business transaction for them; there was a smooth workflow being practiced, and the tellers fostered utmost customer service when dealing with their clients.

## DISCUSSION

The results of the study revealed that the respondents are very satisfied with the implementation of a streamlined business permit and licensing system in terms of submission of requirements, assessment of requirements, payment of business Permit/License, and issuance of Business Permit/License.

A streamlined business and licensing system can significantly improve the issuance of business permits by optimizing the application process and reducing bureaucratic hurdles. By removing unnecessary steps and automating certain processes, a streamlined system can significantly reduce the time it takes to issue a business permit. Also, when the issuance process is straightforward and efficient, businesses are more likely to seek proper permits rather than operate informally. This promotes better compliance with regulations. The study of Bruhn (2011) provided evidence that simplifying business application regulation increases the number of registered businesses and encourages active participation.

Furthermore, the result of the ANOVA shows that there is no statistically significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to years of business operation and the store's monthly income as demonstrated by the data between groups.

The core ideas from the responses of the informants imply that a streamlined business permit and licensing system can facilitate easy business transactions by reducing bureaucratic hurdles and simplifying the process of obtaining necessary permits and licenses. By implementing this system, it eliminates unnecessary steps and reduces processing time. This means businesses can obtain permits and licenses more quickly, allowing them to start operations or expand their activities without unnecessary delays. Also, clear and straightforward processes make it easier for businesses to understand what is required of them. This transparency helps to reduce confusion and errors in the application process. Brick (2016) averred the importance of providing high-quality service to

customers – which is essentially everyone we encounter every day, both externally and internally – is a given in public sector agencies.

## CONCLUSION AND RECOMMENDATIONS

Generally, the respondents are very satisfied with the implementation of a streamlined business permit and licensing system concerning the Submission of Requirements, Assessment of Requirements, Payment of Business Permit/License, and Issuance of Business Permit/License.

Moreover, there is no statistically significant difference in the perceptions of the respondents on the implementation of a streamlined business permit and licensing system when grouped according to years of business operation and the store's monthly income.

Furthermore, based on the informants' lived experiences when they secured their business permit/license, they had satisfaction because securing a business permit was an easy business transaction for them due to a smooth workflow being practiced, and the tellers fostered utmost customer service when dealing with their clients.

It is recommended that the administrative office through the mayor of the municipality may establish a monitoring framework to assess the performance of the streamlined system. Regularly review key metrics such as processing times, application volumes, customer satisfaction, and compliance rates. He may use this data to identify areas for improvement and make necessary adjustments. Also, the mayor may embrace a culture of continuous improvement. Encourage feedback from both businesses and government staff to identify bottlenecks, inefficiencies, and pain points in the system. He may implement changes based on this feedback to enhance the user experience and streamline processes further. Keep the technology infrastructure of the system up to date. Regularly update software, hardware, and online platforms to ensure smooth functionality. He may invest in cybersecurity measures to protect sensitive business information and maintain data integrity.

There is also a need to be stay informed about changes in laws, regulations, and compliance requirements that impact the permit and licensing process. Ensure that the streamlined system remains aligned with current legal frameworks. Another thing is to design the system with scalability in mind. As the business landscape evolves, anticipate increased demand and plan for the system's expansion. Ensure that the infrastructure can handle higher volumes of applications without compromising efficiency.

Future researchers may expand the scope and delimitation of the study by involving wide groups of business owners not just merchandisers to derive varying results from these groups of business owners for comparative analysis of results. By doing this, it will support the findings of this current study for a more comprehensive discussion of results and implications.

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