

The Study of the Core Values Application of PHirst Park Homes Inc. Employees and Its Implications to Their Individual Performances

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Abstract- *This research entitled “The Study of the Core Values Application of PHirst Park Homes Inc. Employees and Its Implications to Their Individual Performances” aims to understand the extent of how employees of PHirst Park Homes Inc. understand and apply their company's core values in their day-to-day work activities and how those understanding and application affect the way they work. This study investigates whether employees who know the values well are more likely to act in ways that support them in terms of the attainment of individual and group objectives, and whether that has a positive impact on the company. This research investigates to prove that when employees understand and embrace the organization's core values, they are more likely to align their behaviors and work efforts with the company's overall goals. This study underscores the alignment of core values to the organizational objectives that fosters a stronger sense of purpose, motivation, and commitment of employees, ultimately leading to improved individual performance.*

Indexed Terms- *Core Values Application, Implications, Individual Performance*

I. INTRODUCTION

In today's dynamic business environment, organizations are increasingly recognizing the importance of a strong corporate culture. Core values, as the bedrock of such a culture, provide a moral compass and guide employee behavior. When employees understand and act according to these values, they can positively impact various aspects of organizational performance.

PHirst Park Homes Incorporated is a pioneering real estate developer in the Philippines, established through a strategic partnership between Century Properties Group, Inc. and Mitsubishi Corporation.

The company aims to provide affordable housing solutions to Filipino families, particularly first-time homebuyers.

PHirst Park Homes is committed to delivering quality homes that are not only functional but also aesthetically pleasing, situated in strategic locations with easy access to essential amenities and transportation. They prioritize creating vibrant communities that foster a sense of belonging and enhance the overall quality of life for residents.

By combining the expertise and resources of its parent companies, PHirst Park Homes is poised to make a significant impact on the Philippine housing market and contribute to the nation's housing development goals. This vision is guided by the set of the company's core values which steers its organizational efforts in transpiring this endeavor.

Despite the growing recognition of the significance of core values, empirical research exploring the specific relationship between employee application of core values and organizational performance remains limited. This study aims to address this gap by investigating how employees' understanding and application of core values influence organizational outcomes by assessing the level of employee understanding of the organization's core values and to what extent do they apply them in the workplace, investigating the degree of employee understanding and application of core values on organizational commitment, and by exploring its influence on organizational performance.

Conceptual Framework

This research aims to understand how well employees understand their company's core values and how that understanding and its application affects the way they work. We'll look at whether employees who know the values well are more likely to act in ways that support

them, and whether that has a positive impact to the company.

General Problem

The general problem to which this study focuses is to identify the relationship between the company core values application of employees and their performances which will enable a thorough assessment that can steer the organizational management to enforce a working culture that is both fair and satisfactory for the employees and mutually beneficial to the company in achieving its goals.

Specific Problems

This study entitled “The Study of the Core Values Application of PHirst Park Homes Inc. Employees and Its Implications to Their Individual Performances” aims to provide answer to the following specific problems:

1. How may the respondents be described in terms of the following:
 - 1.1 Age
 - 1.2 Sex
 - 1.3 Department
 - 1.4 Tenure with the Company
2. To what extent do PHirst Park Homes, Inc. employees understand and apply the company core values in the workplace?
3. How does employee understanding and application of core values impact their individual performance?

Scope And Delimitation

This study aims to assess the understanding and application of employees of the company's core values and to determine its implication to their individual performances. The study will be conducted among the staff within the Technical Operations Group, Material Management Group, Customer Management Group and Site Operations Group of PHirst Park Homes, Inc.

The data gathering for this study will be limited to geographic locations particularly the PPHI Main Office in Makati City and the North projects areas in Baliwag, Magalang and Gapan, and the set time frame is between October to December 2024 (Q4 2024).

By defining the scope and delimitation, the study will be focused and manageable, ensuring that the research questions can be adequately addressed within the given constraints.

Significance of the Study

The findings of this research will contribute to a deeper understanding of the role of core values in organizational performance. By identifying the factors that influence employee understanding and the subsequent impact on organizational outcomes, this study will provide valuable insights for managers and leaders to enhance their organizations' performance.

II. METHODS AND PROCEDURES

Research Design

A quantitative research design was adopted for this study. This approach is suitable for collecting numerical data that can be statistically analyzed to identify patterns and relationships between variables. The research design is primarily descriptive and correlational in nature.

Sampling Technique

A stratified random sampling technique was employed to ensure representation from various departments and levels within the organization. The stratification was based on departments and project areas, such as Technical Operations Group, Material Management Group, Customer Management Group and Site Operations Group. A random sample of 54 employees was selected from all the strata.

Research Instrument

A structured questionnaire was developed as the primary research instrument. The questionnaire consisted of three main sections:

Section 1: Demographic Information

This section collected information on the respondent's age, gender, department, and tenure with the company.

Section 2: Understanding and Application of Core Values

This section included the assessment of employee understanding of core values and to what extent do they apply them in their day-to-day work activities where a series of Likert-scale questions to assess the respondent's understanding and agreement with the company's core values was used.

Section 3: Impact of Core Value Application to Individual Performance

Individual performance of each employee respondent was assessed using a series of Likert-scale questions to measure their self-perceived performance in various aspects of their job.

Data Gathering Procedure

The questionnaires were distributed to the selected sample of employees through Google Forms link via Viber messaging platform. Participants were encouraged to complete the questionnaire honestly and return it within the period of November 25 to 29, 2024.

Data Analysis Technique

The collected data was analyzed using statistical techniques. The following statistical procedures were employed:

- **Descriptive Statistics:** To summarize the demographic information and the responses to the questionnaire items.

Ethical Considerations

The following ethical principles were adhered to throughout the research process:

1. **Informed Consent:** Participants were informed about the purpose of the study, the voluntary nature of their participation, and the confidentiality of their responses.
2. **Confidentiality:** Participant anonymity was maintained by assigning unique identification numbers to each questionnaire.
3. **Data Security:** The collected data was stored securely and accessed only by authorized personnel.
4. **Data Integrity:** The data was carefully checked for accuracy and completeness.
5. **By following these methodological guidelines,** the study aims to provide reliable and valid insights into the relationship between employee understanding and application of core values, and individual performance.

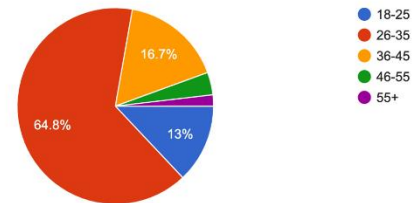
III. RESULTS AND DISCUSSION

The total number of employees comprising the selected population for this study was 62. Using the sample size calculator available online, a total of 54 respondents were needed in order to come up with a confidence level of 95% in which the real value is within $\pm 5\%$ of the surveyed value.

Section 1: Demographic Information

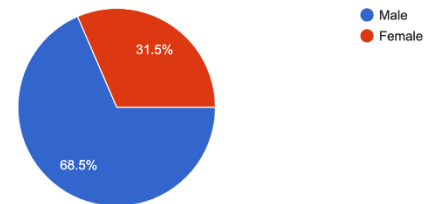
Among the 54 respondents, 35 or 64.8% belong to the age bracket of 26-35 years old making it the highest frequency in terms of age; 9 or 16.7% are 36-45 years old; 7 or 13% are 18-25 years old; 2 or 3.7% are 46-55 years; old and 1 or 1.9% belongs to 55+ year-old bracket.

Age
54 responses



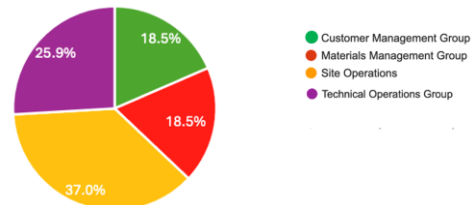
Majority of the respondent demographics in terms of sex was male which comprises 37 or 68.5% of the sample size, while 17 or 31.5% were female.

Sex
54 responses



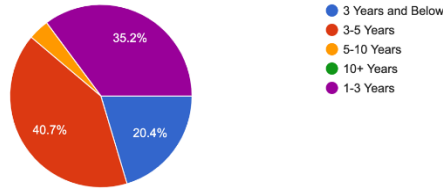
Among the 54 respondents, 20 or 37% were from Site Operations; 14 or 25.9% were from the rest of Technical Operations Group (Planning, Engineering, Safety and Security, and Technical Admin Department), 10 or 18.5% were from the Materials Management Group, and the remaining 10 or 18.5% were from Customer Management Group.

Department
54 responses



In terms of tenure in the company, the highest frequency among the responses were 3-5 years comprising 22 or 40.7% of the respondents; 19 or 35.2% belong to the bracket of 1-3 years; 11 or 20.4% were in the company for 3 years or less; and 2 or 3.7% were in their 5-10 years of service.

Tenure in the Company
54 responses



Section 2: Understanding and Application of Core Values

This section included the assessment of employee understanding of core values and to what extent do they apply them in their day-to-day work activities. Below are the data gathered as summarized in the tabulation:

Question	Mean	Interpretation
The core values are communicated to me by the company effectively, and I fully understand them well.	4.20	Agree
The company core values serve as my guiding principles in my day-to-day activities within the company.	4.39	Agree
The company sufficiently takes actions and creates programs to reinforce and promote its core values to the employees and convey their relevance to the job.	3.74	Agree
The core values are in the center of the culture that exists within the company, and I am one of those who emanate them to the group.	3.96	Agree

Table 1: Interpretation of Responses on the Employee Understanding and Application of Core Values

This table shows that employees generally understand and do apply the company’s core values in their day-

to-day activities, and that the company creates enough programs to convey the core values’ relevance to their jobs. They also believe in general that the company’s core values are in the center of the culture of the company. However, despite these general results, it can be observed that a number of employees posed disagreement among the three parameters, while some chose to be neutral in answering, indicating that there is still room for improvement to further raise the employee understanding and involvement in the culture promoting the company’s core values.

Section 3: Impact of Core Value Application to Individual Performance

The final part of the study aimed to identify the employee’s self-perceived performance and its relation to their understanding and personification of the company core values. Below are the details and summary of the responses for this section.

Question	Mean	Interpretation
My work aligns well with the company's core values.	4.56	Strongly Agree
The company core values positively influence my work performance.	4.46	Agree
The understanding and application of core values of employees is one of the key elements to the success of the company in general.	4.41	Agree

Table 2. Interpretation of Responses on the Implication of Core Values Understanding and Application to Individual and Organizational Performance

Majority strongly agree that their work aligns well with the company’s core values indicating their relevance to their job and the attainment of the organizational goals. Generally, employees also believe that core values positively influence their performance, and that applying these core values in the workplace is one of the key elements of organizational success.

When the responses pertaining to the questions on the understanding and application of core values, and the individual performance of employees are cross-tabulated, the results demonstrate that there is an

observed positive linear pattern showing the relationship between the understanding and application of core values, and the employees' self-perceived work performance. Given this, it can be predicted that when employees understand core values better and apply them more in their work, the more they are expected to perform better and contribute to the attainment of organizational goals.

CONCLUSION

Internal data of PHirst Park Homes, Inc. based on the latest townhall presentation of the company has showcased different achievements of the company within the current year, indicating the successful and satisfactory performance of the employees and the organization as a whole. With this said, the relationship of the understanding and application of core values of employees to this success is clearly the dependent variable in this study. And based on the facts presented in the summary of findings, it can be concluded that while most of the employees have been guided by the core values in endeavoring their individual goals for the company, this guidance has been helpful to them in ways that a set of well aligned cultural principles in the workplace directed them properly in carrying out their duties.

This study aimed to investigate the relationship between company core values understanding and application of employees, and their individual performances. The findings of this research indicate a significant positive correlation between the two variables. Employees with a higher level of understanding of the company's core values and who apply them more in their work presented higher self-perceived performance rating.

The results suggest that when employees understand and embrace the organization's core values, they are more likely to align their behaviors and work efforts with the company's overall goals. This alignment fosters a stronger sense of purpose, motivation, and commitment, ultimately leading to improved individual performance.

Organizations can benefit from these findings by investing in initiatives that promote employee understanding and application of core values. Effective communication strategies, training programs, and regular reinforcement of these values can significantly impact employee engagement and, consequently, organizational performance.

RECOMMENDATIONS

Several academic and research improvements can be made to further describe the relationship between the application of core values and individual performance. Moreover, more than in the academic aspect, this study also aimed to provide a guiding principle that can be adopted by organizations which will harness the potential of core values application as a key element in the attainment of organizational goals. Hence, the following recommendations are made:

1. While this study provides valuable insights, future research could delve deeper into the specific mechanisms through which core value application influences individual performance. Exploring the impact of different organizational cultures and leadership styles on this relationship would be beneficial. By understanding these nuances, organizations can tailor their strategies to maximize the positive effects of core value application to employee performance.
2. Organizations can leverage these findings by prioritizing initiatives that promote core value understanding and involvement among employees. This may include regular training sessions, workshops, and communication campaigns that reinforce the importance of these values. By investing in employee understanding and buy-in, organizations can create a more cohesive and productive workforce, driving overall organizational success.

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