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DEMOGRAPHIC PROFILE AND AGGRESSION LEVEL OF
CALL CENTER AND NON-CALL CENTER EMPLOYEES
IN MAKATI AND MANILA

Thesis

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Indang, Cavite

April 2009

**DEMOCRAPHIC PROFILE AND AGGRESSION LEVEL OF
CALL CENTER AND NON-CALL CENTER EMPLOYEES
IN MAKATI AND MANILA**

Undergraduate Thesis
Submitted to the Faculty of the
Cavite State University
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In partial fulfillment of the
requirements for the degree of
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ABSTRACT

JUAN LIEZETH N. Demographic Profile and Aggression Level of Call Center and Non Call Center Employees in Makati and Manila. Undergraduate Thesis. Bachelor of Science in Psychology. Cavite State University, Indang Cavite. April 2009. Adviser: Mrs. Ma. Alodia C. Mercado.

This research is a descriptive – correlational and comparative type of endeavor which is intended to get first information about the workplace aggression among respondents coming from different companies: Convergys and Genpact Wachovia which are known to be call center and PNB and RCBC which are non call center located in Makati and Manila. This study determined the profile of the respondents, the level of their aggression, and assessed the difference of aggression level among respondents and delved the relationship of demographic profile and the level of aggression.

The scope of the research was limited only to employees working in call center and non call center in Makati and Manila. A total of 240 respondents from different company were tapped for this study. The respondents were selected randomly, classified into: 120 call center agents from Convergys and Genpact Wachovia, and 80 employees from PNB and RCBC banks.

This study utilized the Aggression Level Scale which underwent content validity and reliability. Mean, Standard Deviation, Man-Whitney Test, Spearman Rank, Point Biserial, Chi Square and Contingency Coefficient were used in analyzing the data.

The results for the Demographic Profile indicated that majority of the respondents had ages ranging from 21 to 25 for the call center company and 26 to 30 for the non call center. Majority were females and receive a salary ranging from 15, 001 and above.

Finally, the results revealed that there is no significant relationship between the demographic profile and aggression level of call center and non all center employees in Makati and Manila.

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DEMOGRAPHIC PROFILE AND AGGRESSION LEVEL OF CALL CENTER AND NON-CALL CENTER EMPLOYEES IN MAKATI AND MANILA

Liezeth Juan

An undergraduate thesis presented to the faculty of Department of Science and Humanities, College of Arts and Sciences, Cavite State University, Indang Cavite in partial fulfillment of the requirement for graduation with the degree of Bachelor of Science in Psychology. Prepared under the supervision of Ms. Alodia Mercado.

INTRODUCTION

In Philippines, the number of estimated employed persons according to the July 2008, Labor Force Survey (LFS) was 92.6 percent. This implies that nine in every 10 persons in the labor force were employed in July 2008. The current figure is not significantly different from the July 2007 rate which was 92.2 percent. The July 2008 LFS also revealed that the labor force participation rate was 64.3 percent. This means that the size of the labor force in July 2008 was approximately 37.3 million out of the estimated 58.1 million population 15 years and older for that period. Within the employment rate are employees who work for call center, 160 percent over the past five years and banks 4.0 percent in 2006.

Two of the industries in the Philippines are the call centers and banks. The call center industry remains an economic stronghold in the country, Sanchez (2004), while the