



# ASSESSMENT ON THE LEVEL OF AWARENESS OF GRADE 12 STUDENTS IN PEÑABLANCA, CAGAYAN ON BACHELOR OF SCIENCE IN CUSTOMS ADMINISTRATION: A BASIS FOR CAMPAIGN STRATEGIES

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## ABSTRACT

As the demand for customs brokers is increasing, the number of enrollees in the College Program Bachelor of Science in Customs Administration at the International School of Asia and the Pacific is decreasing as the year passes. In this regard, the researchers conducted a study entitled "Assessment on the level of awareness of Grade 12 students in Peñablanca, Cagayan, on Bachelor of Science in Customs Administration: A basis for campaign strategies." Descriptive-inferential research design has been utilized to assess the awareness among Grade 12 students from various schools in Peñablanca, Cagayan, including Cabbo National High School, Don Severino National High School, International School of Asia and the Pacific, and Peñablanca National High School about the Bachelor of Science in Customs Administration program. The respondents of the study were selected through stratified sampling techniques from the population of grade 12 students in the selected schools around Peñablanca Cagayan offering senior high school. Gathered data has been interpreted with various statistical tool such as frequency count and percentage distribution for the profile of the respondents, weighted mean on the respondents' awareness, One-way- ANOVA, Pearson R and Regression Analysis for the test significant. The result of the study shows that respondents were aware on some variable about Bachelor of Science in Customs Administration program including programs offered, schools, job opportunities, board examination performance, and internship program influenced by school advertisement, and personal interest. Family influence and school advertisement significantly affect awareness, while personal interest strongly influences it. This study also shows significant difference between the SHS strand and the respondents' level of awareness as ABM got a higher level of awareness while TVL got significant difference on the level of awareness in terms of offering schools. Furthermore, all identified factors in this research that influence the level of awareness of the respondents about the program Customs Administration got negligible to moderate correlational. Thus, the respondents are aware however not that extensive.

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**Key words:** *Customs Broke, Bachelor of Science in Customs Administration, International School of Asia and the Pacific, Grade 12 students, Level of awareness*

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## INTRODUCTION

Awareness is a necessity in all aspects of life especially in choosing a college course. It is important to be aware of picking a college course, provided that it is a first step in your journey to land a satisfactory job. Some people ended up in misery by not giving any importance in choosing a college course and ended up staying on college for years after several course shifts, wasting financial assets and time (Sabao T., 2010). Thus, being aware of the major to pursue in college is essential to prevent wasting time and energy in studying.

One of the top college courses in the Philippines are business education with 921,324 enrollees in the year 2018 making it the most popular. Numerous courses are under this area including Customs Administration (Guanzon, 2022). The Bachelor of Science in Customs Administration (BSCA) is a four-year college degree and board course that focuses on international trade, customs law, policies and guidelines with the involvement in the import and export industries, and also, about the various laws, regulations, procedure, and implications of taxation. It is a career for individuals who want to be employed in customs brokerage, government services, or in the field of transportation and supply chain management. However, only a few schools are offering BSCA program in the Philippines. According to FindUniversity.ph, there are fifty-one (51) schools that offer BSCA in the Philippines, much fewer compared to other courses such as architecture that has 115 schools, engineering that has 220 schools, nursing that has 329 schools, or education that has 1022 schools offering the program. In those 51 schools, only two (2) schools in the whole Cagayan Valley offers Customs Administration program. One School is located at Peñablanca, Cagayan which is the International School of Asia and the Pacific (ISAP).

In the school year 2022-2023, only 17 students enrolled at ISAP for the program despite the demand of Customs Brokers as stated in Recruiter.com, that by the year 2029, the demand for Customs Brokers is expected to increase with 25,840 jobs to fill. Relative to this, to understand the sudden decrease in enrollees on the BSCA program, the researcher assessed the level of awareness of Grade 12 students in Peñablanca, Cagayan, on the Bachelor of Science in Customs Administration program, including the factors that affect their awareness. It is to determine the level of awareness of the incoming college student about the Bachelor of Science in Customs Administration program. Moreover, the findings of the study would be helpful to the institution, especially in the customs administration department, as they could enhance the school campaign of the institution regarding the program and the publicity of the course. With that said, the purpose of this study was to cover these research gaps, especially because there had not been any research on the assessment of the level of awareness of BSCA among grade 12 students in Peñablanca Cagayan.



## **METHODOLOGY**

### **Research Design**

This study used quantitative descriptive inferential research. It enables the researchers to describe and assess the respondents' profiles, the level of awareness of the Grade 12 students on Bachelor of Science in Customs Administration, factors that influenced their awareness, and the significant differences in the level of awareness on Bachelor of Science in Customs Administration when the respondents were grouped according to their profile variables. Furthermore, inferential design helped the researchers determine the relationship between the level of awareness of the students on the Bachelor of Science in Customs Administration and the factors that affect their awareness.

### **Respondents of the Study**

The respondents of this study were the Grade 12 students of Peñablanca, Cagayan on both private and public schools from four different senior high schools. A total of 282 senior high students, specifically, there were 37 respondents from Cabbo National High School, 37 respondents from Don Severino National High School, 99 respondents from Peñablanca National High School, and 109 respondents from the International School of Asia and the Pacific using stratified random sampling technique in the selection of the participants in the study to determine its sample size and strata.

### **Data Gathering Tool**

The researchers used the self-structured questionnaire to collect the data needed for the investigation. They used a researcher-made checklist questionnaire based on the researcher's readings, previous studies, published and unpublished theses relevant to the study. The surveyed questionnaire consisted of three parts to identify the level of awareness of the Grade 12 students about the Bachelor of Science in Customs Administration. The surveyed questionnaire includes the following: Part 1 obtained information on the profiles of the participants such as their age, gender, strands, and school enrolled; Part 2 gathered the student participants' awareness of the Bachelor of Science in Customs Administration; and Part 3 consisted of selected factors that affect the awareness of the respondents.

### **Data Gathering Procedure**

First, the researchers secured the approval of their research adviser, the dean of the College of Business Education, the Vice President for Academic Affairs, the President of the International School of Asia and the Pacific, and the School Registrar before conducting the study. When permission was sought, the researchers met personally with the respondents, observed the informed consent process, and administered the questionnaires to them. The researchers collected the filled-out questionnaires after the respondents finished answering. Thereafter, the researchers collated the data using Excel and Word and analyzed and interpreted it.

### **Data Analysis**



The data that was obtained through the surveyed questionnaire was interpreted and analyzed using Frequency Count and Percentage Distribution was used to determine the profile of the participants. Weighted mean was used to determine the level of awareness of the Grade 12 students on the College Major Bachelor of Science in Customs Administration and factors that affect their awareness. Anova was used to determine whether there was a significant difference in the level of awareness of the Bachelor of Science in Customs Administration when the respondents were grouped according to their profile variables. Pearson R Correlation was used to determine if there was a relationship between the assessed level of awareness and the factors that influenced the respondent to choose their college major. Regression Analysis was used to determine the statistical method that simulates the relationship between profile variables and factors that affect respondents' awareness on the level of awareness on the program providing information about the direction, intensity, and significance of these interactions.

## RESULT AND DISCUSSION

**TABLE 1 ASSESSMENT OF THE RESPONDENTS ON THE LEVEL OF AWARENESS IN THE COLLEGE PROGRAM BACHELOR OF SCIENCE IN CUSTOMS ADMINISTRATION**

<b>Respondents' level of awareness in terms of:</b>	<b>Categorical Mean</b>	<b>Description</b>
Program Offered	2.98	Aware
Offering Schools	2.67	Aware
Job Opportunities	2.80	Aware
Board Examination Performance	2.71	Aware
Internship Program	2.74	Aware
<b>Overall Categorical Mean</b>	<b>2.78</b>	<b>Aware</b>

The table shows the respondents' level of awareness on the college program Bachelor of Science in Customs Administration in terms of Program Offered, Offering Schools, Job Opportunities, Board Examination Performance, and Internship Program with an overall categorical mean of 2.78 and interpreted as "AWARE". In which implies that the respondents are aware in the college program Bachelor of Science in Customs Administration.

The findings on the respondents' level of awareness on the college program Bachelor of Science in Customs Administration as to Program Offered shows the categorical mean of 2.98 interpreted as "AWARE" thus the students are aware of Customs Administration's program offered. It signifies that the respondents are aware with the program offered of Bachelor of Science in Customs Administration. The result is paralleled with the study of Yasaman, J. et al., 2020 and Insorio, A. et al.(2023) that having a high level of awareness about one's major is linked to a more positive attitude and enthusiasm among students and that prior to introducing work immersion in a hybrid modality, students had low awareness, interest, and preparation for their desired college courses.

Moreover, the result on the respondents' level of awareness on the college program Bachelor of Science in Customs Administration as to Offering Schools shows a categorical mean of 2.67 with interpretation of "AWARE". It implies that the respondents are aware on the different institutions that offers Bachelor of Science in Customs Administration program. This is in connection to a study



conducted by Daen, et al.(2018) in Senior High School STI-Legazpi, they provided eight (8) basis for the respondents in choosing college major and the three (3) top answers are 1. Hobbies, Talents, and Skills; 2. In-demand course and; 3. University or College. Family, school, and community have a significant impact on how young individuals identify with themselves and chooses their career (Factors Influencing Career Choices of Adolescents and Young Adults in Rural Pennsylvania, 2006).

While the findings on the respondents' level of awareness as to Job Opportunities on the college program Bachelor of Science in Customs Administration shows a categorical mean of 2.80 with interpretation of "AWARE". It implies that the respondents are aware on the different career opportunities of Bachelor of Science in Customs Administration program. The result is supported by the study of Özek & Ferraris (2018), individuals with higher degrees of self-awareness were more inclined to pursue careers in occupations that matched their interests and skills, resulting with higher job satisfaction. Moreover, one of the most significant decisions students will make while deciding on their future plans is their career. Their entire life will be impacted by this decision. What a student aspires to accomplish with their lifetime of work will ultimately determine who they are as a person. Exceptional production of students and chasing a professional path that interests them is one of the methods for governments to secure consistent economic growth (Boat et al., 2021).

Furthermore, respondents' level of awareness in terms of Board Examination Performance on the college program Bachelor of Science in Customs Administration shows a categorical mean is 2.71 with interpretation of "AWARE". It signifies that the respondents are aware of the institutions' performance on Customs Broker Licensure Examination. The result is paralleled with the study of Gabasa (2021), that the passing rate of graduates on board examinations indicates the quality and efficacy of an institutions. Passing the licensure examination administered and executed by the Professional Regulation Commission (PRC) is one of the most significant accomplishments of all board program graduates in the Philippines. Moreover, in the study conducted of Romer C. Castillo (2018), findings indicate that the majority of the best customs administration programs in the Philippines have erratic or fluctuating results of Customs Broker Licensure Examinations from year to year. These schools ought to carry out thorough investigations into the causes of these erratic performances. Schools that exhibit usually rising passing rate trends ought to make an effort to maintain these high levels of achievement.

Lastly, the result on the respondents' level of awareness on the college program Bachelor of Science in Customs Administration as to Internship Program shows a categorical mean of 2.74 with interpretation of "AWARE". The result implies that the respondents are aware on the internship agenda of the Customs Administration. As supported by the study Imm (2021) that internships are getting increasingly significant as a method to supplement an education and guarantee future employment. Participating in an internship program allows you to obtain practical experience, develop résumé, and create key connections in the industry. Moreover, gaining industrial experience is extremely beneficial, whether students are in high school, college, or entering the profession.

**TABLE 2 ASSESSMENT OF THE RESPONDENTS IN THE FACTORS THAT AFFECT THEIR AWARENESS ON BACHELOR OF SCIENCE IN CUSTOMS ADMINISTRATION**



Factors that affect respondents' awareness	Categorical Mean	Description
Family influence	2.51	Agree
School advertisement	2.73	Agree
Personal interest	3.36	Strongly agree
<b>Overall Categorical Mean</b>	<b>2.87</b>	<b>Agree</b>

The table shows the factors that affect respondents' awareness on Bachelor of Science in Customs Administration with an overall categorical mean of 2.87 which interpreted as "Agree". This implies that the factors indicated indeed affect the respondent's level of awareness on Customs Administration program.

The findings show that both Family Influence and School Advertisement had a categorical mean of 2.51 and 2.73, respectively in which interpreted as "Agree". This signifies that family influence and school advertisement has a great impact on the students in choosing their chosen field. One of the major factors that affects the level of awareness of the respondents in selecting their college course is their family. The result is relative to the study of Liang q. et al. (2023), study highlights the important influence of the family environment on the students' major selection and subsequent growth. Based on the student's interests and family history, parents should help their children select a major that best fits their needs. Another factor that influences the student's awareness in choosing their program are the school and institutions advertisement as being supported by the study of Napompech (2011), that advertisement is one of the determining components influencing student decisions. Moreover, in the study of Ouano et al. (2019), found that school advertisement was the most significant factor influencing students' choice of university and program. The study also found that students were more likely to be aware of programs that were advertised frequently and through a variety of channels.

On the other hand, Personal Interest had a categorical mean of 3.36 which interpreted as "Strongly Agree". This implies that personal interest is the major factors that influence the level of awareness of the respondents in choosing their college course. This is supported in the study of Carandang et al. (2013), students who were more interested in a college major performed better on its Licensure Examination, had higher GPAs and were more engaged in their studies. The researcher also concluded that personal interest is a key predictor of board examination performance and suggested that while making admissions decisions, universities should consider students' personal interest.

**TABLE 3 DIFFERENCE ON THE LEVEL OF AWARENESS OF THE RESPONDENTS IN THE COLLEGE PROGRAM BACHELOR OF SCIENCE IN CUSTOMS ADMINISTRATION TO THEIR PROFILE VARIABLES**

VARIABLES		t- value	p-value	DECISION
SHS Strand	<i>Program Offered</i>	2.684	.032*	Significant
	<i>Offering Schools</i>	5.804	.000*	Significant
School Enrolled	<i>Program Offered</i>	4.467	.004*	Significant
	<i>Internship Program</i>	2.845	.038*	Significant

As gleaned from the table, there is a significant difference on SHS strand of the respondents with p-value of .032 as to their level of awareness on the college program Bachelor of Science in Customs Administration in terms of programs offered having Accountancy, Business, and Management



the highest mean. This shows that ABM students are better knowledgeable of the BSCA program and the opportunities it provides. In connection, ABM strand covers a wide range of topics related to business and finance, which are also essential for a career in customs administration. ABM strand is intended for preparing students for professions in business, accounting, and other related fields that includes the customs administration program (Department of Education, 2019). As a result, ABM students are more likely to learn about several career alternatives, including BSCA. Moreover, it is also shown in the result that SHS strand has significant difference with p-value of .000 on the offering school awareness having Technical Vocational Livelihood the highest mean. The result implies that respondents on TVL strand are more knowledgeable about the institutions that offers BSCA program. In relation to the findings, as stated on K to 12 basic education curricula: Senior high school core curriculum subjects, the TVL strand is intended to prepare students for technical and vocational careers. Agriculture, home economics, and trade and industry are examples of such fields. As a result, as TVL strand covers several topics related BSCA, students are more likely to learn about the Customs Administration, as well as the universities that offers BSCA program.

Furthermore, on the profile variable of the respondents as to school enrolled has a significant difference on the level of awareness on the college program Bachelor of Science in Customs Administration in terms of program offered and internship program with p-value of .004 and .038 respectively having the International School of Asia and the Pacific the highest mean. The results indicate that the students of International School of Asia and Pacific has the highest level of awareness on the Bachelor of Science in Customs Administration course in terms of program it offers and its internship program among the other schools around Penablanca, Cagayan. In connection, International School of Asia and Pacific is one of the universities in Cagayan Valley that offers BSCA program ([finduniversity.ph](http://finduniversity.ph)) that would have been a huge factor that affect the respondents' level of awareness.

**TABLE 4 DIFFERENCE ON THE LEVEL OF ASSESSMENT ON THE FACTORS THAT AFFECT THE RESPONDENT'S AWARENESS ON BACHELOR OF SCIENCE IN CUSTOMS ADMINISTRATION TO THEIR PROFILE VARIABLES**

<i><b>VARIABLES</b></i>		<b>t- value</b>	<b>p-value</b>	<b>DECISION</b>
<i>Sex</i>	Family Influence	2.618	.009*	Significant
<i>SHS Strand</i>	Personal Interest	3.266	.012*	Significant
<i>School Enrolled</i>	School Advertisement	7.976	.000*	Significant

As reflected in the table, there is a significant difference between sex variable of the respondents on the family influence with P-value of .009, between SHS Strand on personal interest with P-value of .012 and lastly between school enrolled on School advertisement with P-value of .000.

The result of the study due to family influence and sex implies that male respondents are more aware of the customs administration program than female. It also signifies in the findings that respondents in the Accountancy, Business and Management strand are more aware regarding Bachelor of Science in Customs Administration due to the alignment of their personal interest. In connection, ABM strand covers a wide range of topics related to business and finance, which are also essential for a career in customs administration. ABM strand is intended for preparing students for professions in business, accounting, and other related fields that includes the customs administration



program (Department of Education, 2019). As a result, ABM students are more likely to learn about several career alternatives, including BSCA.

Lastly, the result implies that respondents who are from International School of Asia and the Pacific are more aware about the BSCA program in terms of school advertisement compared to other schools in Penablanca, Cagayan. International School of Asia and Pacific is one of the university in Cagayan Valley that offers BSCA program (finduniversity.ph) that would have been a huge factor that affect the respondents' level of awareness.

**TABLE 5 RELATIONSHIP BETWEEN THE LEVEL OF AWARENESS AND ASSESSMENT ON THE FACTORS THAT AFFECT THE RESPONDENT'S AWARENESS ON BACHELOR OF SCIENCE IN CUSTOMS ADMINISTRATION**

<b>VARIABLES</b>	<b>FACTORS</b>	<b>r- value</b>	<b>p-value</b>	<b>DECISION</b>
<i>Program Offered</i>	Family Influence	.379	.000*	Significant
	School Advertisement	.493	.000*	Significant
	Personal Interest	.248	.000*	Significant
<i>Offering Schools</i>	Family Influence	.542	.000*	Significant
	School Advertisement	.538	.000*	Significant
	Personal Interest	.142	.000*	Significant
<i>Job Opportunities</i>	Family Influence	.511	.000*	Significant
	School Advertisement	.553	.000*	Significant
	Personal Interest	.232	.000*	Significant
<i>Board Examination Performance</i>	Family Influence	.538	.000*	Significant
	School Advertisement	.560	.000*	Significant
	Personal Interest	.201	.000*	Significant
<i>Internship Program</i>	Family Influence	.473	.000*	Significant
	School Advertisement	.543	.000*	Significant
	Personal Interest	.249	.000*	Significant

As shown in the table, there is a significant relationship between the level of awareness on programs offered and the factor affecting the respondents' awareness on Bachelor of Science in Customs Administration with P-value of .000, with the strength of relationship from Low to Moderate correlation. This implies that family influence, school advertisement, and personal interest had an impact on the level of awareness of the respondents in terms of the program offered or the Bachelor of Science in Customs Administration. The results is aligned with the study conducted by Daen, et al.(2018) in Senior High School STI-Legazpi, shows how family and parents influence the student in choosing their college major. Family has a significant impact on how young individuals identify with themselves and choose their career, (Factors Influencing Career Choices of Adolescents and Young Adults in Rural Pennsylvania, 2006). Furthermore, in the study of Ouano et al. (2019), which found that school advertisement was the most significant factor influencing students' choice of university and program. The study also found that students were more likely to be aware of programs that were advertised frequently and through a variety of channels. Lastly, according to the study of Sheehy (2013), there are 36% of students who chose a college major that was a good fit for their personal



interests while still in high school. Students who were more interested in a college major performed better on its Licensure Examination, had higher GPAs and were more engaged in their studies. The researcher also concluded that personal interest is a key predictor of board examination performance and suggested that while making admissions decisions, universities should consider students' personal interest (Carandang et al. 2013).

Moreover, in testing the relationship between the level of awareness of respondents on schools offering and the factor affecting the respondents' awareness on Bachelor of Science in customs administration with p-value of .000 for both family influence and school advertisement with the strength of relationship of Moderate Correlation, while on personal interest had p-value of .017 with the strength of relationship of Negligible Correlation. This signifies that family influence, school advertisement, and personal interest had an impact on the level of awareness of the respondents in terms of the schools offering Bachelor of Science in Customs Administration. In connection with the study of Attiah (2022), family influence and school advertisement significantly shaped the students' level of awareness on offering schools. Students were more likely to know about degrees offered by colleges that their families had attended. Also, in the study found by Li & Jiang (2022), students who had better family support influenced greatly the students' choice of universities. It is accorded in the study entitled *The Effectiveness of School Advertising on Student Awareness and Enrollment* (2013) school advertising was also useful in raising students' awareness about an institution. Advertisements for institutions were successful in encouraging students to visit such websites, submit admissions applications, and enroll in classes.

The table also shows that there is a significant relationship between the level of awareness on job opportunities and the factor affecting the respondents' awareness on Bachelor of Science in Customs Administration with P-value of .000, with the strength of relationship from Low to Moderate correlation. This implies that family influence, school advertisement, and personal interest had an impact on the level of awareness of the respondents on the Customs Administration program in terms of the job opportunities. As supported in the study of Nyarko-Sampson (2013), Parents play an important role in what their kids choose to do for a living. They impact their children awareness on job opportunities by talking to their kids about their own jobs, sharing their knowledge of various career alternatives, and connecting them with people who may offer information and guidance. Moreover, students prioritized the availability of work after graduation while selecting a course and school in college (Pascual, N., 2016) and according to Ouano et al. (2019), school advertisement was the most significant factor influencing students' choice of university and program. In addition, by the study of Özek & Ferraris (2018), individuals with higher degrees of self-awareness were more inclined to pursue careers in occupations that matched their interests and skills, resulting with higher job satisfaction.

Furthermore, on the test of the relationship between the level of awareness of respondents on board examination performance and the factor affecting the respondents' awareness on Bachelor of Science in customs administration with p-value of .000 for both family influence and school advertisement with the strength of relationship of Moderate Correlation, while on personal interest had p-value of .001 with the strength of relationship of Low Correlation. This signifies that family influence, school advertisement, and personal interest had an impact on the level of awareness of the respondents in terms of the board examination performance of the Bachelor of Science in Customs Administration. Parallel with the study Albina & Bato, (2022), family factors such as parental education level and parental support were substantially connected with students' examination performance.



Additionally, the study conducted by Smith & Jones (2021), revealed that students who viewed school advertisements emphasizing the school's achievement in board examinations are more likely to anticipate succeeding in their own board examinations and also stated that they were more driven to study hard and attain their goals. Also supported by the study of Carandang et al. (2013), students who were more interested in in a college major performed better on its Licensure Examination, had higher GPAs and were more engaged in their studies. The researcher also concluded that personal interest is a key predictor of board examination performance and suggested that while making admissions decisions, universities should consider students' personal interest.

Lastly, the result shows that there is a significant relationship between the level of awareness on internship program and the factor affecting the respondents' awareness on Bachelor of Science in Customs Administration with a p-value of .000, with the strength of relationship from Low to Moderate correlation. This implies that family influence, school advertisement, and personal interest had an impact on the level of awareness of the respondents in terms of the program offered of Bachelor of Science in Customs Administration. Align with the study of Wang et al. (2018), Students with supportive parents who discussed internships with them were more inclined to participate in internships. As well as for the students who had knowledge about internship announcements and presentations at school were more likely to be aware of internship opportunities (Chen et al., 2019). Likewise, in the study of Lee et al. (2020), Personal interest was a strong factor of student internship engagement. According to the findings of the study, students who had an interest in internships were more probable to participate in them.

**TABLE 6 REGRESSION ANALYSIS OF THE PROFILE OF THE RESPONDENTS AND FACTORS AFFECT THEIR AWARENESS ON BACHELOR OF SCIENCE IN CUSTOMS ADMINISTRATION**

<b>VARIABLES</b>	<b>FACTORS</b>	<b>r- value</b>	<b>p-value</b>	<b>DECISION</b>
<i>Program Offered</i>	Family Influence	.379	.000*	Significant
	School Advertisement	.508	.000*	Significant
	Personal Interest	.521	.000*	Significant
<i>Offering Schools</i>	Family Influence	.542	.000*	Significant
	School Advertisement	.610	.000*	Significant
	Personal Interest	.610	.000*	Significant
<i>Job Opportunities</i>	Family Influence	.511	.000*	Significant
	School Advertisement	.602	.000*	Significant
	Personal Interest	.608	.000*	Significant
<i>Board Examination Performance</i>	Family Influence	.538	.000*	Significant
	School Advertisement	.620	.000*	Significant
	Personal Interest	.623	.000*	Significant
<i>Internship Program</i>	Family Influence	.473	.000*	Significant
	School Advertisement	.578	.000*	Significant
	Personal Interest	.588	.000*	Significant

Based on the results, the table implies that the family influence really had an impact in the level of awareness in senior high students in choosing their major in college. One of the major factor that



affects the level of awareness of the respondents in choosing their college course is their family. The result is relative to the study of Liang q. et al. (2023), study highlights the important influence of the family environment on the students' major selection and subsequent growth. Based on the student's interests and family history, parents should help their children select a major that best fits their needs. Furthermore, Happiness and self-efficacy in making professional decisions were positively connected with family influence and academic satisfaction. The study also states that students from less wealthy homes had to prioritize things like tuition and income, while students from wealthier families clearly preferred to study in the arts and social sciences.

As demonstrated in the table, school advertisements really had a significant impact on the level of awareness of the respondents in selecting their college course. This is aligned with the study conducted by Alexa (2017), school marketing can have a significant impact on students' selections about which college course to follow and suggested that educational institutions should create effective advertising campaigns that target their target demographic and emphasize the benefits of their programs.

Furthermore, as reflected on the table, it implies that personal interest indeed had an impact on the awareness level of the senior high school students in the Customs Administration program. As supported in the study of Carandang et al. (2013), students who were more interested in a college major performed better on its Licensure Examination, had higher GPAs and were more engaged in their studies. The researcher also concluded that personal interest is a key predictor of board examination performance and suggested that while making admissions decisions, universities should consider students' personal interest.

## **CONCLUSIONS AND RECOMMENDATIONS**

The findings revealed that respondents were aware on some variable about Bachelor of Science in Customs Administration program including programs offered, schools, job opportunities, board examination performance, and internship program influenced by school advertisement, and personal interest. Family influence and school advertisement significantly affect awareness, while personal interest strongly influences it. This study also shows significant difference between the SHS strand and the respondents' level of awareness as ABM got a higher level of awareness while TVL got significant difference on the level of awareness in terms of offering schools. Furthermore, all identified factors in this research that influence the level of awareness of the respondents about the program Customs Administration got negligible to moderate correlational. Thus, the respondents are aware however not that extensive.

### **Recommendations**

To provide significance to their work, the researchers recommend the following in accordance with the findings and conclusions of this study to help the institution to improve information dissemination about the Bachelor of Science in Customs Administration program and to increase students' understanding and interest in Customs Administration, helping to promote the program and possibly growing enrollment in the future.



To enhance the level of awareness of students in terms of Customs Broker Licensure Examination, the institution must conduct educational campaigns on the different schools around Peñablanca, Cagayan through conducting school visits to provide them success stories or testimonials from prior BSCA graduate who have excelled in their careers. Through this, students may be motivated and have a greater desire to pursue the college program.

To ensure level of awareness of students in terms Bachelor of Science in Customs Administration program. This can be done by providing interesting and educational content about the program on social media sites like Twitter, Facebook, and Instagram. Update these platforms frequently with information about customs administration news, happenings, and success stories. Specifically, the information about Internship program of the institution and the Job Opportunities of Customs Administration.

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