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Factors Affecting Call Center as a Job Preference among Employees in Davao City

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FACTORS AFFECTING CALL CENTER AS A JOB PREFERENCE AMONG EMPLOYEES IN DAVAO CITY

by

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Abstract

This study was conducted to determine the factors that influence employees in Davao City to work in call centers. The objective of the study is to determine the socio-economic and demographic profile of employees working in the call center sector and identify the factors that affect the job preferences among employees. Employees of the call center sector composed the population of this study and other occupations such as engineers, human resources personnel, and teachers were included for comparative purposes. Logistic regression was used to determine the factors affecting call center as a job preference using primary data.

Results revealed that majority of call center agents were single and on the average age of 24 years old. Majority were college level at 51.3% and, only around 45% were college graduate. Result of the logit analysis showed that call center as a job preference is significantly affected by civil status, educational attainment, salary, job prospect, work hours, work environment, and geographical location.

Introduction

Business Process Outsourcing (BPO), frequently, referred to as Information Technology-Enabled Services (ITES), is a form of outsourcing where the operations of a specific business function are contracted to a third-party service provider. Since most business processes include some form of automation, IT "enables" these services to be performed. The industry has seven sub-sectors: contact centers, knowledge process outsourcing and back offices, software development, animation, game development, medical transcription, and engineering design (Tullao, et. al., 2012).

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BPO primarily helps increase a company's flexibility in its resources management, core competencies, and overall organization. By outsourcing some of their business functions, companies can reduce their variable costs so that they are able to respond to changes more efficiently. Moreover, BPO enables big bureaucratic companies to downsize to a smaller but more entrepreneurial and efficient company. Countries such as India, the Philippines, Morocco, Egypt and South Africa are the usual destinations of outsourcing (www.asiaecon.org).

The Philippines gained considerable attraction as a BPO location based on the availability of professionals with the required language skills, cultural affinity with the US (the main BPO market), and strong customer service orientation of its workforce. The Philippine government openly acknowledged the industry as the key driving force for growth and employment (www.boi.gov.ph).

The country remained as a low-cost IT-BPO destination which is largely due to the continued success of voice-based services. Revenue growth remained strong as the industry drew continued support from the public sector in terms of promotion, infrastructure, and education/trainings. Dubbed as a "silent knight", the IT-BPO industry was seen taking the lead in the country's external sector for the medium-term horizon.

Table 1 shows the employment generated by the BPO industry in the Philippines from 2008 to 2010. In 2008, the industry employed 444,811 persons and increased to 536,128 persons in 2010. Among the categories of BPO, contact center, also known as "call center" accounts for 57% (255,765 persons) of the total employment in BPO in 2009 and 61.5% (329,597 persons) in 2010. This was followed by Other BPOs[2], software development, transcription and animation with 26.9%, 9.2%, 1.7% and 0.7% respectively in 2010.

In the Philippines, Davao City has maintained its Rank number 1 in the 2012 Top 10 Philippine Destinations for Outsourcing according to Department of Trade and Industry, Commission on Information and Communications

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[2] The "Other BPOs" category includes backroom operations, outsourcing for research and public opinion polling, outsourcing for business and management consultancy activities, data processing, database activities and online distribution of electric content, hardware consultancy, and outsourcing for architectural and engineering services.

Table 1. Employment in the Philippines by IT-BPO category, 2008-2010.

BPO Category	No. of Persons		Growth Rate (%)		Growth Percent		Percent share to total	
	2009	2010	2008-2009	2009-2010	2008-2009	2009-2010	2009	2010
Contact center	255,765	329,597	20.4	28.9	12.2	16.6	57.5	61.5
Transcription	7,060	9,131	63.4	29.3	0.8	0.5	1.6	1.7
Animation	3,732	3,908	34.0	4.7	0.5	0.0	0.8	0.7
Software Development	46,987	49,516	5.8	5.4	0.8	0.6	10.6	9.2
Other BPOs	131,267	143,975	58.4	9.7	13.6	2.9	29.5	26.9
TOTAL	444,811	536,128	25.3	20.5	25.3	20.5	100.0	100.0

Source: Bangko Sentral ng Pilipinas, 2011

Technology, and Business Processing Association of the Philippines. The increase in new jobs in the past three years has significantly boosted Davao City's economy through the generation of taxes from employee salaries. With these developments, Davao City has kept its spot in the Top 100 Global Outsourcing Destinations in a Tholons Institute survey, a global IT advisory and research firm, for the last 2 years (2011-2012). More importantly, Davao has claimed the top rank in 2011's Philippine IT-BPO Destination – an IT-BPO

readiness survey of at least 42 Philippine next wave cities index. This jump from year 2008 Rank number 4 is a clear indication of cooperation in the pursuit of developmental efforts by ICT Davao, Inc. and its primary partner institutions that include the Davao City Chamber of Commerce and Industry, Inc., Philippines Australia Human Resource and Organisational Development Facility (PAHRODF), Department of Trade and Industry, and Davao City Local Government among other partners (ICT Davao Annual Report, 2012).

Rationale

The Business Process Outsourcing (BPO) industry of the Philippines has been evolving as the "sunshine industry" for significant reasons such as cheaper labor cost, high English proficiency, and good computer literacy which are some of the main reasons why BPO providers choose to outsource in the country. Steadily growing since the early 2000's, the industry added over 100,000 jobs in 2010 and grew faster than the previous years, resulting in more than 500,000 full-time employees by the end of 2010. The industry also generated $8.9B in revenues, about 4.8% of GDP in 2010.

The trend of business process outsourcing has been popular these days in the Philippines because it is one of the fastest growing and most dynamic emerging sectors in the past seven years. The bulk of this amount is accounted for by the call centers. Being first among the Philippines' next wave cities for IT-BPO locators for two consecutive years, Davao is unquestionably ready to become a host city for the largest call centers in the world and has been identified as one of the "next-wave cities" for its efficient infrastructures, connectivity, cost of labor space, roads, access to both international and domestic flights, reliability of power supply, and available human resources that has become increasingly attractive to foreign investors (Sun.Star Davao, April 2012).

Because Davao is chosen as one of the cities in building up such BPO companies, it is expected that it has become part of the economic contribution especially on employment. In this connection, the trend of working in BPOs particularly in call centers in Davao has been popular that led the researcher to conduct the study. It has been not clear to the understanding of many people about the choice of job working in the said industry since there is a growing view that occupations in BPO specifically in the call center sub-sector are seem to be a dead-end or low-end jobs. Not surprisingly, the attrition rate in BPOs is very high in voice-based services specifically in call centers. The high attrition rate is a result of agents call for long and graveyard shift. Such working hours also result in irregular sleep, unhealthy food habits, back pain, headaches, computer

syndrome and, dry eyes when these work hours get coupled with the stress brought by psychological problems like nervousness, insomnia, anxiety, hypertension, restlessness, irritability and even depression (www.mairec.org).

Since the industry employs a great number of people wanting to join and still providing job opportunities for young professionals, fresh graduates, and even those still in college, it is also interesting to identify the characteristics or attributes that influence the preference of employees to work in a call center.

Objectives of the Study

The general objective of the study is to know the factors that influence people to seek employment in the call center sector of the BPO industry in Davao City.

Specifically, this study aims to:

1. determine the socio-economic and demographic profile of employees working in the call center sector; and,
2. identify the factors that affect call center as a job preference among employees.

Conceptual Framework

Figure 1 shows the possible factors that influence employees to work in a call center of the Business Process Outsourcing (BPO) industry in Davao City. Profile of the respondent and related variables are shown in the figure that is believed to cause the job preference among employees.

Age is one of the individual factors affecting job satisfaction. It is concluded that elder workers are more satisfied. There also exists a meaningful relation between age and job satisfaction (Kaya, 1995).

Educational attainment is a big factor. The higher level of education completed, the more likely to achieve economic success than those who have not. In addition to qualifying one for a broader range of jobs, completing more years of education also protects against unemployment. Individuals with higher
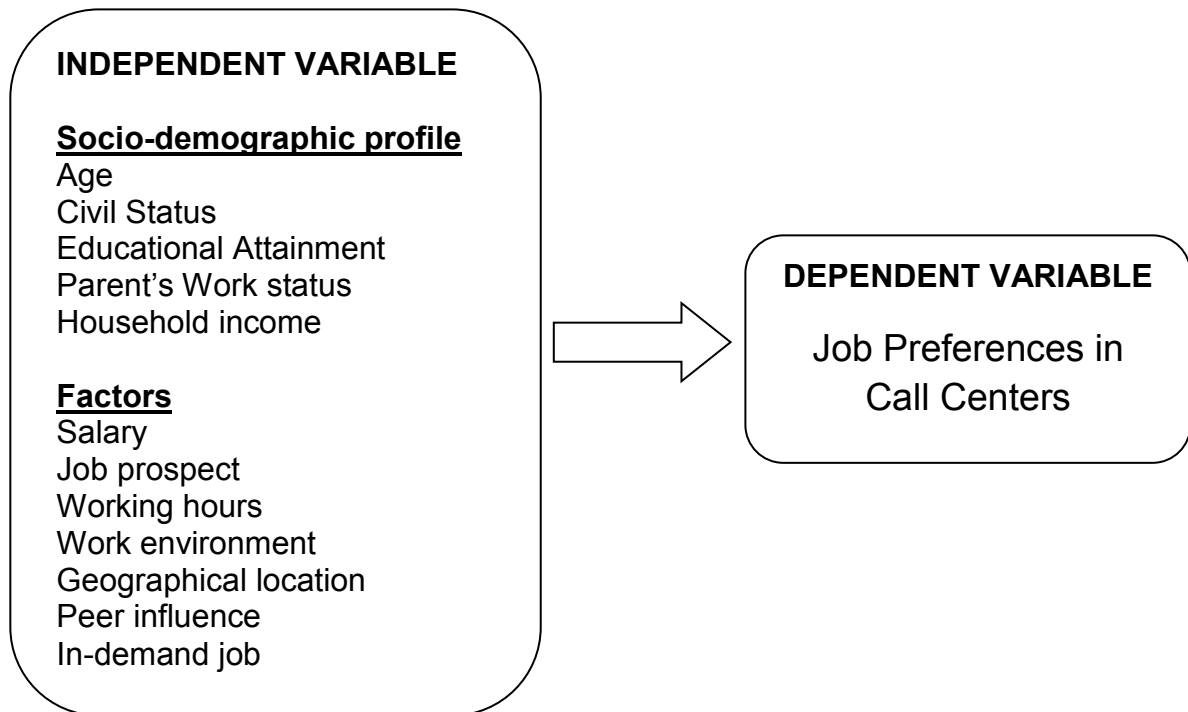
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┌─────────────────────────────────────────┐
│  INDEPENDENT VARIABLE                     │
│                                           │
│  Socio-demographic profile                │
│  Age                                      │
│  Civil Status                             │
│  Educational Attainment                   │
│  Parent's Work status                     │
│  Household income                         │
│                                           │
│  Factors                                  │
│  Salary                                   │
│  Job prospect                             │
│  Working hours                            │
│  Work environment                         │
│  Geographical location                    │
│  Peer influence                           │
│  In-demand job                            │
└─────────────────────────────────────────┘
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DEPENDENT VARIABLE

Job Preferences in Call Centers

Figure 1.Factors influencing job choice among employees working in call center.

levels of education also report being in better health and having higher levels of socio-emotional well-being (www.childtrendsdatabank.org).

Another factor for an individual is that if one is not contented of their parent's income from their work status, he or she will decide to find a job to help the family and to sustain one's needs and wants. And even, household income is also a significant predictor influencing in job preference. It is found out that when one is not contented with household income, they will find a way to search a job that will help in their needs. Most importantly, wages and salaries are huge factors for job preference. Money not only helps personnel attain their basic needs but also instrumental in providing upper-level needs satisfaction (Luthans, 1992).

Job prospects are the expectation of a job being available and/or the likelihood of a person obtaining that position. The two main factors involved are the abilities and qualifications of the individual. If these factors are met, the tendency is that an individual will choose the job (www.wiki.com). Providing good

physical working environment is a factor to influence for job choice (e.g. cleanliness of the working place, lightening, adequate tools and equipment, interpersonal relationships), it enables employees to carry out their jobs easily, comfortably and efficiently. In addition, working conditions such as flexible time of working hours, job sharing and shorter workweeks are quite valued by employees because they can facilitate valued off the job activities such as pursuing hobbies (Feldmann and Arnold, 1985).

When an employee does not need to travel far to his or her workplace, he or she will then be committed to go to work early and get him or herself prepared for the challenge. This will lead to a positive mindset and thus influence in a higher job preference. Individual interaction with peers is also an influential factor. It is the most potent source of influence on growth and development in affecting on job choice. In addition, in-demand jobs are one of the factors in one's job selection too. Jobs suiting the current trends are more preferable than the others. Selecting a job that satisfies the need of the people is very important. Not only does it allow one to contribute to the society more, it also enables one to make money more easily. But with the big need comes high criteria; people must also put the job requirements into great consideration. They must ensure that they are capable of meeting the standards of the jobs, as well as the job they choose fits their living conditions and their own desires (Giacometti, 2005).

Data Sources

This study relied on primary data. Three hundred seventy (370) respondents were surveyed in order to attain the desired information and reasons of respondents in choosing to work in call center. In addition, some 60 randomly selected people of other occupations were included in the study for comparative purposes. This was composed of engineers, human resources personnel, and teachers of different fields since these are some of the most desired jobs for local employment. This is over and above the 370 respondents initially computed. The survey questionnaires (see Appendix) outline the important questions which were answered by the respondents. The researcher

ensures that the answers to be obtained are relevant and necessary to attain the objectives of the study.

Sampling Design

The estimated population of call center agents was based in the initial interviews of the HR department of call center companies in Davao City (Sutherland, Cybercity Teleservices, Synnex-Concentrix, VXI Global, Callbox, Sycore, Acsentria). Utilizing these information, the study used stratified random sampling design. Employees were grouped into strata by call center company in Davao City. Proportional allocation was used to determine the sample size for each stratum. To obtain the respondents, purposive sampling was used. To determine the sample size, the Slovin's formula was used:

$$n = \frac{N}{1 + Ne^2}$$

where:

n = total sample

N = total population

e = margin of error

Following this formula, the number of respondents was computed at 370 at the 5% or 0.05 margin of error. The sample size for each company was allocated proportionately using,

$$n_i = \left(\frac{N_i}{N} \cdot n \right)$$

where:

n_i = number of samples from the $_i$th company

N_i = population of $_i$th company

N = total population

n = total sample population

The distribution of respondents for each stratum is found in Table 2.

Table 2. Sampling plan distribution.

Call centers	Population	Respondents
(Sutherland Global Services)	2,000	148
(CyberCity Teleservices)	950	70
(SYNNEX-Concentrix)	900	67
(VXI Global)	800	59
(Callbox Inc.)	130	10
(Acsentria)	110	8
(Sycore Business Solutions)	100	8
Total	**4,990**	**370**

Statistical Methods

This study is divided into two phases. Phase I is the profiling of employees working in a BPO industry particularly focused on contact centers. This includes the socio-economic and demographic attributes of the respondents. Phase II is the determination of the factors affecting the influence of job preferences among employees in Davao City.

Phase I.   Profiling of the respondents

Descriptive statistics was used for profiling of the respondents. The respondents are then classified as an employee working in a call center sector. Selected socio-economic and demographic indicators are obtained to indicate the factors affecting job preferences among employees in a BPO company in Davao City. The study then proceeded to the estimation of probabilities using the Logit Regression Analysis.

Phase II.   Determinants of Job Preferences among Employees in Call Center in Davao City.

To estimate the parameters of the logit model, the functional model used is:

$$P_i = \frac{1}{1 + e^{-(\alpha + \beta X_1)}}$$

Logit regression is generally used to predict a dependent variables on the basis of independent and to determine the percent of variance in the dependent variables explained by the independents; to assess interaction; effects; and to understand the impact if covariate control variables (Madalla, 1992). The dependent variable takes a binary of 0 and 1, which is the probability of working, if a respondent is working in a call center and zero otherwise.

Logit is by far the most widely used discrete choice model. It is derived under the assumption that ε_{ni} is the extreme value for all i. The critical part of the assumption is that the unobserved factors are uncorrelated over alternatives, as well as having the same variance for all alternatives. This assumption, while restrictive, provides a very convenient form for the choice probability. The popularity of the logit model is due to this convenience. However, the assumption of independence can be inappropriate in some situations. Unobserved factors related to one alternative might be similar to those related to another alternative. The assumption of independence also enters when a logit model is applied to sequences of choices over time. The logit model assumes that each choice is independent of the others. In many cases, one would expect that unobserved factors that affect the choice in one period would persist, at least somewhat, into the next period, inducing dependence among the choices over time. The maximization of the function starts with the logarithm of Y, expressed as:

$$\log (Y_t) = \ln \left[\frac{P_i}{1-P_i}\right] = \alpha + \beta X_i + \varepsilon_i$$

where:

P_i is the probability that the event Y occurs, (Y=1)

$P_i/(1-P_{i)})$ is the "odds ratio"

$\ln[(P_i/(1-P_i)$ is the log odds ratio, or "logit"

β is the slope coefficient and the effect of the independent variables on the "odds ratio. A positive indicates an increase in the probability that Y=1; a negative estimate indicates a decrease.

To determine the significant variables of the study, the general model took the form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 D_8 + \beta_9 D_9 +$$

$$\beta_{10} D_{10} + \beta_{11} D_{11} + \beta_{12} D_{12} + \beta_{13} D_{13} + \varepsilon_t$$

where:

$Y = $ ⎱ 1, if respondent is working in call center
0, otherwise

$X_1 = $ Age last birthday (in years)

$X_2 = $ Civil Status ⎱ 1, if single
0, otherwise

$X_3 = $ Educational attainment of the respondent (in years of formal schooling)

$X_4 = $ Father's work status ⎱ 1, if employed
0, otherwise

$X_5 = $ Mother's work status ⎱ 1, if employed
0, otherwise

$X_6 = $ Household income (monthly)

$X_7 = $ Salary ⎱ 1, if salary is above Php 14,584.00
0, if below Php 14,584.00

$D_8 = $ dummy for job prospect ⎱ 1, if top job prospect
0, alternative job

$D_9 = $ dummy for working hours ⎱ 1, if 8 or more hours
0, if below 8 hours

$D_{10} = $ dummy for work environment ⎱ 1, if harmonious work environment
0, otherwise

$D_{11} = $ dummy for geographical location ⎱ 1, commute
0, walking distance

$D_{12} = $ dummy for peer influence ⎱ 1, yes
0, otherwise

$D_{13} = $ dummy for in-demand job ⎱ 1, yes if employee's reason for job
preference
0, otherwise

Model Estimation by the Maximum Likelihood

The coefficients of the logit model were estimated using the maximum likelihood estimation. This method chooses all among the possible estimates of the parameters, the values that make the probability of obtaining the observed sample as large as possible. The coefficients are the values that maximize the value of log likelihood function. The objective is to find the parameters, which make it most likely that the pattern of choices in the sample will have occurred.

Estimation

The estimation of the coefficients and the estimates of the logit model were obtained using Shazam online.

Results and Discussions

I. Profile of Respondents

The profile of the respondents which are classified as call center agent and other occupations are shown in Table 3. The approximate age of call center agents is 24 years old and 28 years old for other occupation. Results revealed that majority of the employees are single for both call center agents (92.4%) and other occupations (71.7%). Around 51.3% are college level for call center agents of whom have stopped schooling and others are working students. The educational attainments of other occupations are college graduate (71.7%). The reason behind this is that jobs that they applied for, require a college degree. The parents' work status of the call center agents revealed that the fathers of the 54.9% are employed while 57% of them said their mothers are unemployed. Other occupations revealed that both father and mother are unemployed, 61.7% and 76.7% respectively. On the average, the household income of call center agents is around Php 28,500 and Php 23,700 for other occupations.

Table 3. Socio-demographic profile of call center agents and other occupations

Variable Name	Call Center Agent	Other Occupation
Age	n = 370	n = 60
Mean	24.04	28.13
Std. Deviation	3.83	8.98
Civil Status		
Single	92.4%	71.7%
Married	7.6%	28.3%
Educational Attainment		
High School Graduate	2.4%	0.0%
College Level	51.3%	1.7%
College Graduate (4 years)	39.7%	71.7%
College Graduate (5 years)	5.7%	23.3%
Master's Degree	0.8%	3.3%
Father's work status		
Employed	54.9%	38.3%
Unemployed	45.1%	61.7%
Mother's work status		
Employed	43%	23.3%
Unemployed	57%	76.7%
Household Income		
Mean	28,466.22	23,772.18
Std. Deviation	24,390.31	20,216.64

Table 4 summarizes the reasons of call center agents to leave their previous jobs. Majority reported that low income (40.27%) motivated them to leave. Other reasons are end of contract (16.76%), management problems/issues (14.59%), and unpleasant work environment (12.43%). This is followed by monetary benefits (7.84%), conflict with school hours (5.14%) and personal matters (2.97%).

Table 4. Reasons of call center agents for leaving the previous job

Reasons	Frequency	Percentage
Low income	149	40.27%
End of contract	62	16.76%
Management problems/issues	54	14.59%
Work environment	46	12.43%
Monetary benefits	29	7.84%
Conflict with school hours	19	5.14%
Personal matters	11	2.97%

The reasons for choosing call center as a current job is presented in Table 5. Big salary (49.19%) is found out to be the top reason for the decision in such job. Other reasons are financial support for studies and family (18.65%) and to earn more money (11.62%). Other reasons include easy to apply (7.30%), happy

Table 5. Other reasons choosing the current job

Reasons	Frequency	Percentage
Big salary	182	49.19%
Financial support for studies & family	69	18.65%
To earn	43	11.62%
Easy to apply	27	7.30%
Happy working with the company	19	5.14%
Work experience	11	2.97%
No age bracket	9	2.43%
To gain friends	8	2.16%
No paperwork	2	0.54%

working with the company (5.14%), to gain work experience (2.97%), and no age bracket required (2.43%). To gain friends (2.16%) and no paperwork required (0.54%) are also part of their reasons.

When asked if they have future plans of working in a different job, 86% said yes and 14% said no plans to shift to a different job. Table 6 shows the reasons behind the high attrition rate in call centers. The major reason for them to transfer in a different job is that they want to practice their profession (30.54%). The next main reason is the graveyard shift which results to irregular sleep (20.54%) among call center agents. Respondents reasoned out that working in a call center is an unstable job (18.38%) and computer syndrome (14.32%) was also in their list to search for a new job. Health reasons (9.46%) and stressful work (3.24%) were also a problem that will result to leave their current job. Others want to work abroad (2.43%) and some wanted to have their own business (1.08%).

Table 6. Reasons to leave as a call center agent

Reasons	Frequency	Percentage
Practice their profession	113	30.54%
Graveyard shift / irregular sleep	76	20.54%
Unstable job	68	18.38%
Computer syndrome	53	14.32%
Health reasons	35	9.46%
Stressful/pressure	12	3.24%
Work abroad	9	2.43%
Own a business	8	1.08%

Phase II. Factors affecting call center as a job preference among employees

Result of the logit analysis revealed that civil status, salary, work hours, environment, educational attainment, job prospect, and geographical location are the significant factors that affect the preference of working in the call centers in Davao City. Other variables like age, parents work status, household income, peer influence, and in-demand job turned out to be insignificant as shown in Table 7.

Table 7. Logit estimated coefficient and their asymptotic standard errors.

Variable Name	Estimated Coefficient	Standard Error	T-ratio	Weighted Aggregate Elasticity
Constant	15.680	3.7763	4.1523	1.5075
Age	-0.0551^{ns}	0.0368	-1.4977	-0.13701
Civil Status	1.0710*	0.5428	1.9731	0.0848
Educational Attainment	-1.0455*	0.2504	-4.1740	-1.4203
Father's work status	-0.0602^{ns}	0.3690	-0.1631	-0.0026
Mother's work status	0.6059^{ns}	0.4110	1.4741	0.0165
Household income	0.0000129^{ns}	0.0000111	1.1567	0.0278
Salary	1.3555*	0.3732	3.6313	0.0699
Job prospect	-1.2966*	0.3961	-3.2728	-0.0822
Work hours	1.1194*	0.4126	2.7125	0.0248
Work environment	1.0306*	0.3875	2.6592	0.0641
Geographical location	-0.8710*	0.5240	-1.6623	-0.0732
Peer influence	0.4227^{ns}	0.3749	1.1275	0.0160
In-demand job	0.4142^{ns}	0.3533	1.1721	0.0206
Log-likelihood function =	-117.52			
Log-likelihood (0) =	-173.77			
Likelihood Ratio Test =	112.507	WITH 13 D.F.	P-value= 0.00000	

Legend: *significant at 5% level of alpha ^{ns} – not significant at 5% level of alpha

The probabilities of binary variables are shown in Table 8. Results revealed that single person has a higher probability of working in a call center than married person with probabilities of 92% and 80% respectively. In terms of salary, there is a probability of 92% if the salary is about Php 14,584.00 and 75% probability of working in the call center if salary is below Php 14,584.00. Salary serves a major role and an important factor to take consideration in choosing the job. It shows that the individual's decision to work in a particular job is because of the high salary it offers. Salary satisfaction is the most important thing when entering into a job as it gives the satisfaction for the effort taken in the work field.

Longer work hours positively affect the probability of working in call center. The probability of 97% if the work hours is more than eight hours, and 92% probability if below eight hours a day. The reason behind this is that most of them do overtime because of the demand of work. Overtime pay rates cause call center agents to work longer hours than they would at a hourly rate. One common approach to regulating overtime is the need of employers to pay call center agents at a higher hourly rate for overtime work. A higher probability of 92% also showed that employees prefer the job because of the harmonious work environment and a probability of 81% if otherwise. This implies that a good interpersonal relationship among workmates and work place enables employees to do their job easily, comfortably, and efficiently. Moreover, a good working environment builds employee relations and makes people feel like they are valued within the workplace. It encourages positive employee relations and ensures that employees are working to their fullest potential. A positive work environment will also guarantee that employees may consider their employment to be a long-term opportunity. A good environment also enhances worker productivity.

Table 8. Probabilities for the binary variables

Variable Name	Marginal Effect	----- PROBABILITIES FOR A TYPICAL CASE -----			
		Case Values	X=0	X=1	Marginal Effect
Civil Status	0.05426	1.0000	0.80368	0.92276	0.11908
Father's work status	-0.0030	1.0000	0.92695	0.92276	-0.0041
Mother's work status	0.0307	0.0000	0.92276	0.95633	0.0335
Salary	0.0686	1.0000	0.75491	0.92276	0.1678
Job prospect	-0.0656	1.0000	0.97762	0.92276	-0.0548
Work hours	0.0567	0.0000	0.92276	0.97340	0.0506
Work Environment	0.05221	1.0000	0.80999	0.92276	0.1127
Geographical Location	-0.0441	1.0000	0.96616	0.92276	-0.0433
Peer influence	0.0214	1.0000	0.88673	0.92276	0.0360
In-demand job	0.0209	1.0000	0.88758	0.92276	0.0351

Another significant factor is the job prospect. It is a determinant to identify what a person wants out of a job. This indicates that if the abilities, qualifications, and desires of an individual fit the conditions, it will give a possibility to choose working in a call center. Location is also a significant factor which implies that if the distance of work from one's home can be travelled easily, there is a high chance that a person will select call center as a choice of job. Educational attainment is also found to be a considerable factor. It refers to the highest level of education that an individual has completed. A year increase in the number of formal education decreases the probability to work in a call center by 1.42%. It is observed that most of the employees who work in a call center are in college level. However, for others who are professional or finished their bachelor's degree and master's degree, they prefer to focus and find a work that fits the qualities and the degree that they finished.

Summary and Conclusion

Majority of call center agents are on the average age of 24. Results also revealed that call center agents are mostly single (92%). Around 51.3% of call center agents are college level in which some had stopped schooling and others are working students. The parents' work status of the call center agents revealed that the fathers of the 54.9% are employed while 57% of them said their mothers are unemployed. On the average, the household income of call center agents is around Php 28,500.

The study was conducted to know the factors affecting call center as a job preference among employees in Davao City. Results conclude that the significant factors that affect call center as a job preference were civil status, salary, work hours, work environment, educational attainment, job prospect and geographical location. On the other hand, variables that were also considered in the study that were found to be insignificant are age, the parents work status, household income, peer influence, and in-demand job.

Working in a call center is seemed to be a dead-end or low-end job in the perception of other people. But to think about it, call center sector gives an advantage to the economy. It continues to offer more employment opportunities which can help to lower the unemployment rate. For this reason, the call center industry also helps to contribute revenue to the country's GDP and is an important aspect that the government can specialize in to make the economy continue to boom. The succeeding section of this study can help to improve the industry.

Recommendation

In terms of employment, service exports have strongly increased and this is accounted for by call centers which created a significant number of jobs. The following recommendations may be considered. First, the development of the industry's human resource pool establishment of additional and necessary infrastructures must be implemented by supporting a right policy which guarantees a friendly business environment and the availability of appropriately skilled labor force including language capability. Lastly, the government should

implement policies that encourage the call center sectors, which are of great value from a socio-economic point of view and provide them with the necessary infrastructure in terms of physical and human capital.

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