

PROFESSIONAL REPUTATION AND SERVICE EFFICACY OF TEACHERS IN PUBLIC ELEMENTARY SCHOOLS

ABSTRACT

This study described the professional reputation and service efficacy of teachers in Manay District, Division of Davao Oriental. This study used the non-experimental quantitative research design utilizing correlational method. The respondents of this study composed of 135 teachers in public elementary school using the universal sampling. The data analysis utilized the mean, Pearson r and regression analysis. The findings disclosed that the level of the professional reputation of public elementary school teachers in terms of obligation, truthfulness, admiration, sympathy, communal responsibility was oftentimes manifested. Moreover, the level of service efficacy of public elementary school teachers in terms of collaboration, decision-making, resources and communication were manifested sometimes by the teachers. It was found out that there was a significant relationship between professional reputation and service efficacy of public elementary school teachers. It was revealed further, that the domains of professional reputation were significantly influence service efficacy of public elementary school teachers. Based on the findings, the public-school teachers may attend conferences and training from the DepEd for professional growth program. This may provide skillful improvement for teachers with the goal of building capacity thoroughly with supported education opportunities for learners and concurrently learn the content of better academic practices.

Keywords: professional reputation, service efficacy, teachers, public elementary schools, Philippines

1. INTRODUCTION

A positive professional reputation can play a significant role in someone's career success, opening doors to exciting promotions, unique job opportunities, and pay raises (Gustafsson & Swart, 2020). Professional reputation is well-regarded admiration by those in a position to assess and form opinions about employees (Devine, 2020). Consequently, service efficacy becomes a reflection of their professionalism, translating into highly sought-after teachers in schools (Gutierrez, 2019). Professional reputation is the process of creating a mark around one's name or career, achieved through specific strengths and consistent messages that resonate with others, especially in the context of service efficacy. It encompasses how individuals express and communicate their skills, personality, and values both in person and online (Bourgoin & Harvey, 2018).

Moreover, professional reputation accountability is paramount. Avoiding phone calls, missing deadlines, or arriving late to meetings are detrimental behaviors. Following through on

commitments and accepting accountability for mistakes, coupled with an apology when necessary, are essential (James, 2018). Demonstrating consistency, reliability, and dependability fosters trust with colleagues, customers, candidates, and clients, thereby enhancing service efficacy. While it takes years to build a good professional reputation, it can be destroyed in seconds (Olsson, 2018).

Regardless of the type of psychology career one plans to pursue, what others hear and think about them, even before meeting them, matters significantly (Appleby, 2018). A good reputation is not achieved overnight; it is the product of consistent behavior over time and is earned. A strong reputation brings many opportunities (Brogan & Smith, 2020). Professionals with good reputations are highly recommended for jobs, invited to esteemed research teams, and introduced to influential individuals who can advance their careers. In short, people are eager to associate with those who have good reputations (Nicholas, 2018).

In the Philippines, pursuant to Republic Act 9155, public school teachers are granted authority as both instructional leaders and classroom managers to ensure the goals for quality basic education are met at the school level. These powers pave the way for teacher empowerment. The Teachers Empowerment Program, a thrust of the Department of Education (DepEd), upgrades the classroom decision-making authority of school teachers through the de-concentration of classroom management functions (Babao, 2022).

However, one major mistake can significantly damage a teacher's reputation, leading to missed opportunities and eroded confidence. Such mistakes are damaging because they force teachers to spend considerable time repairing their reputation or rebuilding relationships instead of focusing on their primary responsibilities (Richardson, 2022). Furthermore, empowering teachers and placing them at the forefront, public education would greatly improve. Teachers, as the individuals best positioned to identify the actual problems and concerns of their schools, could undertake immediate actions to address issues. With this trust and confidence, it is hoped that pressing problems in public schools will be resolved (Akar, 2023).

Given the attention placed on teachers and the demands they face, their leadership practices are frequently scrutinized. Questions arise about the effectiveness and efficiency of teachers in managing classrooms, particularly in relation to their professional reputation and service efficacy. This study seeks to explore how public elementary school teachers perceive their professional reputation and service efficacy and how these aspects influence their classroom leadership practices. It is within this context that the researcher pursued the conduct of this study.

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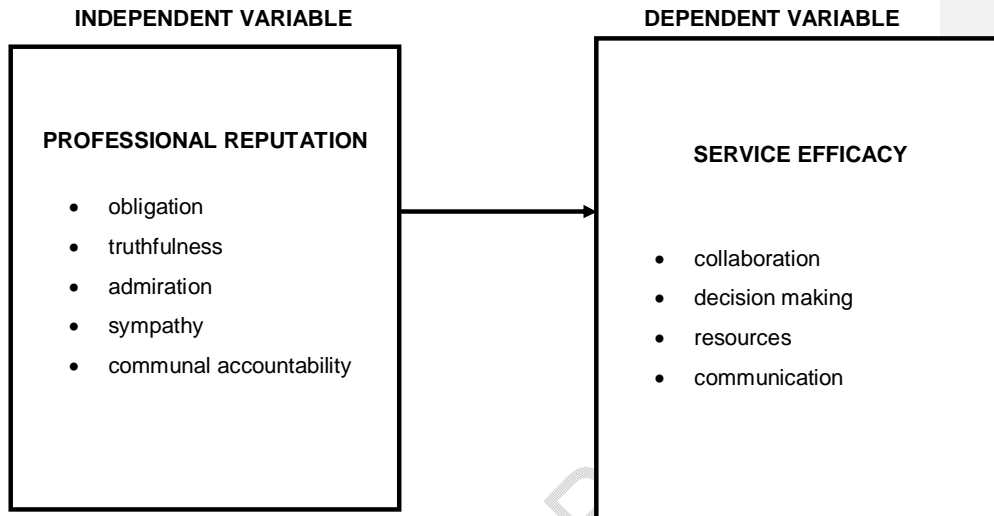


Figure 1. Conceptual Framework of the Study

2. METHODOLOGY

2.1 Research Design

This study employed the descriptive correlational method. According to Pregoner (2024), the descriptive correlational method is a measure of the association between variables with varying levels of measurement. In some cases, two variables become related because they are associated with, or influenced by, another variable or variables. Thus, two variables generally tend to vary together, where the presence of one indicates the presence of the other, or one can be predicted based on the presence of the other. This method was utilized because the focal point of this two-variable research study is to measure the degree of relationship between professional reputation and service efficacy of public elementary school teachers.

The goal of conducting a quantitative research study is to determine the relationship between one variable (an independent variable) and another (a dependent or outcome variable) within a population. Quantitative research designs are often descriptive, where subjects are usually measured once (Mohajan, 2020). A descriptive study establishes only associations between variables. Descriptive research aims to describe the characteristics of the population or phenomenon being studied. This methodology focuses more on the "what" of the research subject rather than the "why." In other words, descriptive research primarily focuses on describing the nature of a demographic segment or phenomenon without delving into the underlying reasons (Remler et al., 2021). In this context, the study examined the relationship between professional reputation and service efficacy of public elementary school teachers.

2.2 Research Respondents

The respondents of the study were selected teachers from various public elementary schools in the Manay District, Division of Davao Oriental. Universal sampling was employed to select the respondents. A total of 135 teachers from Manay Elementary School participated in the study. The respondents rated the survey questionnaires administered to them. The participating teachers had at least three years of service in public schools. This study was conducted during the school year 2022 to 2023.

2.3 Research Instrument

The research instrument used for gathering data was a self-made set of survey questionnaires. Pilot testing was conducted with 30 teachers from a separate elementary school in Manay, Davao Oriental. The reliability and validity of the instrument yielded a mean Cronbach's alpha rating of 0.810. This study utilized self-made questionnaires for the two variables under investigation. The survey questionnaire consisted of two parts. Part one focused on professional reputation and included five indicators, each with six items, totaling 30 items. Part two addressed service efficacy. To ensure the validity of the self-made questionnaire, it was reviewed by three experts in the field of Educational Management. The first draft of the questionnaire was submitted to the research adviser for comments and suggestions to enhance its content. Final revisions were made based on the feedback and recommendations from the experts, ensuring the questionnaire was ready for distribution and administration. Responses to the questionnaire were measured on a 5-point Likert Scale.

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2.4 Data Gathering Procedure

The data gathering procedures undertaken by the researcher included several steps. First, a letter requesting permission to conduct the study was sent to the public elementary school heads, district supervisor, and principal of the Department of Education to allow the researcher to distribute the questionnaire and gather data from the teachers. Once approval was obtained, the researcher proceeded to selected elementary schools in the Manay District. The questionnaires, along with endorsements and approval from the supervisor and division superintendent, were distributed to the school heads. After the target respondents completed the survey, the questionnaires were retrieved. The researcher then employed a scoring system as outlined in the research instrument, using Microsoft Excel software to accurately tabulate the responses. Finally, the computed responses were presented in tabular form, and data analysis and interpretation were applied to present concrete findings of the study.

2.5 Data Analysis

The statistical tools used for the computation of data and testing the hypothesis at the 0.05 level of significance were as follows. The mean was utilized to determine the levels of professional reputation and service efficacy. Pearson r was employed to identify the significant relationships between professional reputation and service efficacy. Lastly, regression analysis was applied to measure how the domains of professional reputation significantly influenced service efficacy.

3. RESULTS AND DISCUSSION

3.1 Level of Professional Reputation among Teachers

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Table 1. Level of Professional Reputation among Teachers

No	Indicators	Mean (x)	Descriptive Level
1.	obligation to excellence	3.59	High
2.	uprightness and truthfulness	3.84	High
3.	admiration for others	2.98	Moderate
4	sympathy	3.86	High
5.	communal accountability	4.01	Very High
	Overall	3.66	High

Table 1 presents the level of professional reputation among teachers across five indicators. The highest mean was observed in communal accountability with 4.01, rated as very high, indicating that teachers are highly committed to upholding shared responsibilities and contributing to the welfare of the community. The second highest mean was recorded for sympathy of 3.86, rated as high, demonstrating teachers' ability to show empathy and concern for others. Uprightness and truthfulness followed with a mean score of 3.84, also rated as high, reflecting teachers' integrity and honesty in their professional conduct. Obligation to excellence received a mean score of 3.59, rated as high, showing that teachers are dedicated to maintaining high standards in their work. Admiration for others, with a mean of 2.98, was rated as moderate, suggesting that while teachers generally respect their colleagues, this area could be further developed. Overall, the mean score of 3.66 signifies a high level of professional reputation among teachers, indicating that they consistently demonstrate a strong commitment to excellence, integrity, and communal responsibility.

This finding corroborates with the study of Fitria (2018), which emphasized the critical role of a teacher's professional reputation in creating a positive and effective learning environment. Teachers who exhibit a high level of commitment to excellence, integrity, and communal responsibility are more likely to inspire confidence and trust, contributing to student success. The high mean score in this study suggests that teachers consistently demonstrate these qualities, which are essential for fostering a nurturing academic atmosphere and encouraging overall student development.

Moreover, the finding aligns with the study of Zheng (2022), which argued that a teacher's professional reputation is not only shaped by their teaching abilities but also by their ethical behavior, ability to collaborate with colleagues, and dedication to student well-being. The high level of professional reputation observed in this study indicates that teachers in the region are deeply committed to these principles, which positively influence the learning experiences and academic performance of their students.

3.2 Level of Service Efficacy among Teachers

Table 2. Level of Service Efficacy among Teachers

No	Indicators	Mean (x)	Descriptive Level
1	teamwork	3.41	High
2	decision-making	2.29	Moderate
3	resources	3.73	High
4	Communication	3.23	Moderate
	Overall	3.33	Moderate

Table 2 presents the level of service efficacy among teachers across four indicators, ranked from highest to lowest. The highest mean was observed in resources with 3.73, rated as

high, indicating that teachers are proficient in utilizing available resources to enhance their teaching practices. Teamwork followed with a mean score of 3.41, also rated as high, reflecting teachers' ability to collaborate effectively with colleagues to achieve common goals. Communication, with a mean of 3.23, was rated as moderate, suggesting that while teachers' communication skills are adequate, there is room for improvement in ensuring clear and effective interactions. Decision-making received the lowest mean score of 2.29, rated as moderate, highlighting the need for further development in making informed and participative decisions. Overall, the mean score of 3.33 signifies a moderate level of service efficacy among teachers, suggesting that while teachers show strengths in some areas, there are aspects that require attention and improvement for better overall service delivery.

This finding aligns with the study of Kunnari et al. (2018), which highlighted the importance of service efficacy in promoting a supportive and effective teaching environment. Teachers who demonstrate strengths in certain areas, such as resource management and teamwork, are more likely to contribute positively to the learning experience. The high mean score observed in this study suggests that while teachers exhibit these strengths, there are areas that require further attention and development to enhance overall service delivery.

Additionally, this finding is consistent with the study of Buonomo et al. (2020), which emphasized that service efficacy is influenced by a teacher's ability to balance various roles and responsibilities within the classroom. The moderate level of service efficacy observed in this study indicates that teachers in the region show competence in some areas but need additional support to strengthen their decision-making processes and communication skills, ultimately improving the overall effectiveness of their teaching.

3.3 Significance on the Relationship Between the Professional Reputation and Service Efficacy

Table 3. Significance on the Relationship Between the Professional Reputation and Service Efficacy

Variables	r-value	Degree of Correlation	p-value	Decision (Ho)
Professional Reputation	0.988	High Correlation	0.00	Rejected
Service Efficacy				

Table 3 presents the significance of the relationship between professional reputation and service efficacy. The r-value of 0.988 indicates a high correlation between the two variables, suggesting a very strong positive relationship. The p-value of 0.00, which is less than the typical significance level of 0.05, leads to the rejection of the null hypothesis (Ho). This indicates that there is a statistically significant relationship between professional reputation and service efficacy among teachers. The high correlation suggests that as teachers' professional reputation improves, their service efficacy is likely to increase as well.

This finding aligns with the study of Stronge (2018), which highlighted the crucial role of professional reputation in enhancing service efficacy within teaching. Teachers who maintain a strong professional reputation are more likely to exhibit greater service efficacy, which translates into more effective teaching practices and better student outcomes. A strong professional reputation fosters trust and respect, enabling teachers to better engage with

students and contribute positively to the overall learning environment.

Moreover, this result aligns with the research of Franklin and Harrington (2018), which suggested that a teacher's professional reputation influences their ability to effectively manage classroom dynamics and engage with students. Teachers with a strong professional reputation are often seen as more credible and trustworthy, which fosters a positive classroom environment where students are more likely to participate actively and respect the teacher's authority. Additionally, such teachers are better equipped to build meaningful relationships with students, enhance communication, and promote a supportive learning atmosphere, ultimately leading to improved student behavior, motivation, and academic performance.

3.4 Significant Influence of Professional Reputation on Service Efficacy

Table 4. Significant Influence of Professional Reputation on Service Efficacy

Model	Sum of Squares	Degrees of Freedom	r-Square	f-value	Sig	Decision
Regression	55.3895	3	1.072	.671	0.00	Rejected
Residual Total	503.303 535.103	128 131				

Note: Significance when $P < 0.05$ (2T)

		<i>Professional Reputation</i>			
<i>Service Efficacy (Indicators)</i>		<i>B</i>	<i>B</i>	<i>T</i>	<i>Sig.</i>
teamwork,	obligation	-.075	-.056	-.503	.615
decision-making,	uprightness	.014	.013	.125	.899
resources and	admiration for others	-.218	-.205	-1.807	.071
communication	Sympathy	-.074	-.057	-.502	.610
	communal accountability	.015	.014	.126	.898
					0.139
R	.253				
R ²	1.072				
F	.671				
p	0.00				

Table 4 presents the analysis of whether the domains of professional reputation significantly influence service efficacy. The regression sum of squares is 55.3895, and the residual sum of squares is 503.303, with a total sum of squares of 535.103. The degrees of freedom for the regression and residual are 3 and 128, respectively, with a total of 131. The r-squared

value is 0.671, indicating that approximately 67.1% of the variance in service efficacy can be explained by the domains of professional reputation. The f-value of 1.072 is used to test the overall significance of the regression model, and the corresponding p-value of 0.00 is less than the 0.05 significance level, leading to the rejection of the null hypothesis. This suggests that the domains of professional reputation significantly influence service efficacy among teachers.

This finding validates the Social Capital Theory by Bourdieu (1986), which posits that the quality of relationships within a professional community, such as those between teachers, students, and colleagues, significantly impacts individual and collective outcomes. A strong professional reputation facilitates the development of social networks and trust, which can enhance collaboration, knowledge sharing, and resource access among educators. Teachers who have built a solid professional reputation are more likely to engage in meaningful professional relationships, leading to increased support and success in the classroom.

Furthermore, the finding reinforces the Theory of Teacher Effectiveness by Hattie (2008), which emphasizes that a teacher's credibility and professional standing positively influence student learning outcomes. Teachers with high professional reputation are perceived as more competent and capable of fostering a positive learning environment. Teachers who are respected and trusted by their students tend to create a more effective and engaging classroom, thereby increasing student achievement. Teachers' reputation helps them establish high expectations, which in turn motivates students to meet those expectations.

Additionally, the finding coincides with the Self-Determination Theory by Deci and Ryan (2012), which focuses on intrinsic motivation and the psychological needs of competence, autonomy, and relatedness. A teacher's professional reputation, rooted in competence and ethical conduct, strengthens their intrinsic motivation to enhance their teaching practices and positively affect students. When teachers feel recognized for their efforts and values, they are more likely to foster a sense of autonomy and competence in their students, leading to improved educational outcomes. By maintaining a professional reputation, teachers feel a deeper sense of responsibility and purpose in their role, enhancing their service efficacy.

4. CONCLUSION

Based on the foregoing findings, the following conclusions were drawn. It is concluded that the appealing classroom organization of public elementary school teachers, in terms of vision, sensitivity, needs, and risk-taking, is high, indicating that the classroom organization is oftentimes manifested in these areas. Similarly, it is concluded that the building community teaching of public elementary school teachers, in terms of supportive, instructive, preventive, and responsive actions, is also high, demonstrating that these teaching practices are oftentimes observed. Furthermore, the study established that there is a significant relationship between appealing classroom organization and building community teaching among public elementary school teachers, leading to the rejection of the null hypothesis. Finally, it is concluded that the domains of appealing classroom organization significantly influence building community teaching, resulting in the rejection of the null hypothesis in this context as well.

5. RECOMMENDATIONS

Based on the findings and conclusions of the study, the following recommendations are formulated for consideration. It is recommended that the professional reputation of public

elementary school teachers be improved by school heads, particularly in addressing the gray areas such as providing independent feedback on strengths and areas for student improvement, as well as encouraging teachers to live in school so that their thoughts and behavior remain in harmony with their co-teachers and students. The study also suggests that the service efficacy of teachers may be enhanced, especially in areas with lower results, by focusing on avoiding behaviors like insulting or making fun of students, while fostering fairness, justice, and interdependence within the classroom. Additionally, it is recommended that both professional reputation and service efficacy be further upgraded by school heads through promoting fairness and reasonableness in all professional relationships, disclosing conflicts of interest, and encouraging the development of action research skills within the school. Furthermore, the study commends that the professional reputation and service efficacy of teachers in public elementary schools may be strengthened by school heads through equipping students with decision-making skills, striving to provide the best human resources assistance, improving communication styles, and increasing flexibility in receiving communication from employees.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

CONSENT (WHERE EVER APPLICABLE)

In this quantitative study, strict ethical protocols were followed to protect the privacy and confidentiality of respondents. Before data collection, informed consent was acquired, and participants were thoroughly informed about the study's purpose and the confidentiality measures in place. All data was securely stored on encrypted servers, with access restricted to the research team only. The results were presented in aggregate form, ensuring that individual responses could not be traced back to specific participants. Furthermore, statistical analysis was carried out in a way that minimized the risk of identifying any respondents, ensuring their privacy was fully maintained.

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