

Investigating the Small-Scale Service Providers: Basis for a Proposed Online Geolocation-Based Service Provider System

Maria Percyla PiqueroMutas, Riah E. Encarnacion

0009-0001-2970-8374 and 0000-0003-3760-7458

Surigao Del Norte State University, Surigao City, Philippines

mmutas@ssct.edu.ph and rencarnacion@ssct.edu.ph

Abstract: *The study aims to develop an online geolocation-based that will serve anonline platform that simplifies locating and hiring small-scale service providers in Butuan City, Agusan del Norte, Philippines. The comprehensive investigation delves into the current situation of small-scale service provision systems, including an analysis of the kinds of services offered and availability of services offered, the common barriers to hiring a small-scale service provider and searching for employment of the service providers. The primary data were collected through online survey questionnaires to understand better the local service provision system. The study results indicate a significant demand for a centralized, accessible platform that enhances visibility and connectivity between small-scale service providers and customers. The proposed online service provider system is expected to employ geolocation technology to offer real-time information and mapping, improving the efficiency of locating small-scale service providers. This platform aims to support local economic growth by increasing employment opportunities for small-scale service providers and offering convenience to residents in search of various services. The expected outcome is a more dynamic and integrated service market in Butuan City, fostering enhanced economic activities and community development.*

Keywords: Online geolocation-based, service provider system, small-scale service providers, Butuan City, online platform, service accessibility, service visibility.