

CASHLESS PAYMENT IN WESTIN MANILA AND ITS EFFECT TO GUEST SATISFACTION

ABSTRACT

AUTHORS

Joannah Lindsay Aunzo
Beatrice Bea Bautista
Ace Bugarin
Frances Meguel Moreno
Albert John Respicio

RESEARCH ADVISER

Dana France H. Ignacio, PhD

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

KEYWORDS

*cashless payment; guest
satisfaction; westin manila;
guest convenience; payment
security; operational
efficiency*

ARTICLE ID

AASGBCPJMRA-B20352

With the rise of digitalization in the hospitality industry, cashless payment systems are increasingly adopted by hotels to enhance guest convenience, security, and operational efficiency. This study explores how the implementation of a cashless payment system at Westin Manila affects guest satisfaction, focusing on guest convenience, operational efficiency, and payment security. This study employs a quantitative descriptive design using a self-administered questionnaire distributed to 50 guests at Westin Manila. The questionnaire assesses guest experiences across three dimensions of cashless payment systems: convenience, security, and operational efficiency. Demographic variables, including age, gender, and employment status, are also analyzed to determine their influence on perceptions of the system. Findings revealed that respondents strongly agreed on the positive impact of cashless payments on guest convenience, with a composite mean of 3.66. Operational efficiency received a composite mean of 3.44, and payment security had a composite mean of 3.41. Notable challenges included unstable internet connectivity, lack of integration with rewards programs, and concerns about data privacy. Younger and employed respondents showed higher engagement with digital transactions and reported greater satisfaction. The study underscored the importance of stable technological infrastructure and robust cybersecurity measures in maintaining high levels of guest satisfaction. It also highlighted the need for staff training on cashless payment procedures and for accommodations to assist guests who are less familiar with digital payment technology.

RECOMMENDED CITATION

Aunzo, J. L., Bautista, B. B., Bugarin, A., Moreno, F. M., & Respicio, A. J. (2025). Cashless Payment in Westin Manila and Its Effect to Guest Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 103.