

MANAGING THE EFFECT OF GUEST FEEDBACK ON HOTEL REPUTATION

ABSTRACT

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The guest review system plays a vital role in shaping hotel reputation and in aligning service quality with customer expectations. While positive feedback enhances a hotel's image, negative reviews can severely affect public perception. This study explores how Solaire Parañaque manages guest feedback to uphold and improve its reputation, focusing on strategies for addressing both favorable and critical feedback. The study utilized a descriptive approach, gathering data primarily from young adults aged 20 to 24, with a slight majority of female respondents. Most participants were college graduates engaged in part-time employment, representing a well-educated but demographically limited sample. Data collection focused on evaluating guest feedback management practices at Solaire Parañaque. Key indicators assessed included responsiveness to negative feedback, employee engagement, health and safety practices, and decision-making effectiveness. Feedback was analyzed in relation to employee development, operational efficiency, and overall reputation management. Guest feedback management at Solaire Parañaque was rated "Very Effective" across several performance indicators. Respondents highlighted strong practices in handling negative feedback, valuing employee input, and promoting respectful management. High satisfaction ratings were also observed in areas such as guest satisfaction initiatives, employee well-being, and health and safety. Strategic decision-making, teamwork, and continuous improvement were positively noted, although the connection between individual employee actions and the overall professional image could be further strengthened. Communication and development efforts contributed positively, while teamwork and environmental positivity were seen as moderately impactful. Findings indicate that while Solaire Parañaque demonstrates effective guest feedback management, enhancing internal systems for addressing negative feedback and reinforcing employee engagement can further strengthen its reputation. Maintaining strategic planning, open communication, and a positive workplace culture remains essential. A balanced strategy that includes proactive guest feedback analysis, transparent communication, and adaptive reputation management is recommended. Additionally, developing a long-term approach to meet evolving guest expectations and respond to industry changes will support the hotel's continued competitiveness and service excellence.

RECOMMENDED CITATION

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