

EXPLORING THE ROLE OF HOUSEKEEPING IN UPHOLDING SERVICE EXCELLENCE AT B HOTEL: A BASIS FOR A PROPOSED ACTION PLAN

ABSTRACT

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KEYWORDS

*service excellence; hotel
operations; housekeeping; b
hotel; guest satisfaction;
hospitality management*

ARTICLE ID

AASGBCPJMRA-B44935

Housekeeping is a fundamental pillar of service excellence in the hospitality industry, directly impacting guest satisfaction, brand loyalty, and overall perception. At B Hotel, the housekeeping department plays a critical role not only in maintaining cleanliness but also in supporting guest services, ensuring facility upkeep, and enhancing the overall guest experience. This study investigates the contribution of B Hotel's housekeeping operations to service excellence by evaluating key performance areas, identifying operational strengths and weaknesses, and proposing an actionable improvement plan. This study utilized a descriptive quantitative research design grounded in the SERVQUAL model. Data were collected through structured survey questionnaires distributed to 50 purposively selected respondents—25 housekeeping staff and 25 hotel guests. The instrument assessed five dimensions: cleanliness, staff competence, timeliness, guest service, maintenance coordination, and the department's indirect contribution to hotel marketing. The findings revealed that respondents strongly agreed on the staff's competence in cleanliness and equipment handling (WM = 3.70) as well as the timeliness of room preparation (WM = 3.70). However, lower ratings were observed in areas such as complaint resolution (WM = 3.24), time management (WM = 3.22), and personalized guest service (WM = 3.16). The department's indirect impact on marketing through cleanliness and ambiance received the highest rating (WM = 3.86), affirming its role in enhancing the hotel's image and guest perception. The study confirms that housekeeping plays a multidimensional role in delivering service excellence. Strengths in technical skills and hygiene practices contribute significantly to guest satisfaction, while gaps in communication, responsiveness, and personalization indicate areas for improvement. To address these challenges, the study proposes an action plan that includes real-time task monitoring, communication and customer service training, and enhanced coordination with the maintenance department. Continuous development in responsiveness, personalized service, and operational integration is essential for B Hotel to sustain guest loyalty and remain competitive in the hospitality industry.

RECOMMENDED CITATION

Arizala, M. J., Fruelda, J. A., Larce, M. J., Mondreal, R., & Quirequire, D. (2025). Exploring the Role of Housekeeping in Upholding Service Excellence at B Hotel: A Basis for a Proposed Action Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 114.