

COMPARATIVE STUDY OF ROOM AMENITIES PREFERENCE AMONG FILIPINO AND FOREIGN TRAVELERS

ABSTRACT

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This study examines hotel room amenity preferences among Filipino and foreign travelers, focusing on how cultural backgrounds shape guest expectations and satisfaction. It highlights that while international tourists often value globally recognized amenities, local guests tend to prioritize value and convenience. Insights from this comparison can guide hotels in tailoring services to boost guest satisfaction and competitive advantage. This study employs a causal-comparative design with stratified random sampling to select 30 in-house guests at White Knight Hotel—15 Filipino and 15 foreign travelers. Participants completed a structured questionnaire that recorded demographic data, rated the importance of room and bathroom amenities, and assessed satisfaction with service attributes such as reliability and responsiveness on a four-point Likert scale. Weighted means were calculated to determine the relative importance and satisfaction levels for each amenity. Analysis revealed that both Filipino and foreign guests rated comfort, cleanliness, and responsive service as their top priorities. Mean importance scores for these factors exceeded 4.2 on a 5-point scale for both groups. Statistical comparison found no significant differences in amenity preferences or satisfaction ratings between the two nationalities. The most frequently cited issues were noise disturbances and minor malfunctions in room fixtures. These findings indicated that core guest priorities—comfort, cleanliness, and service responsiveness—transcend cultural distinctions. Addressing noise control and ensuring regular maintenance of in-room amenities were critical steps for enhancing overall guest experience. Hotels can leverage this information by standardizing high-impact services while maintaining flexibility to accommodate specific cultural preferences, thereby strengthening market positioning.

RECOMMENDED CITATION

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