

CLEANLINESS AND MAINTENANCE AND ITS EFFECT ON ONLINE REVIEW REPUTATION

ABSTRACT

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In the evolving landscape of the hospitality industry, cleanliness and maintenance play crucial roles in shaping guest experiences and online reputations on peer-to-peer accommodation platforms. This study investigates how these factors influence guest reviews and booking outcomes at Vine Residences in Novaliches, Quezon City. Understanding the impact of property hygiene and upkeep on online ratings is essential for hosts seeking to enhance consumer trust and competitive advantage. This study employs a quantitative descriptive design with purposive sampling to collect data from 50 Airbnb guests who stayed at Vine Residences. Participants completed a structured survey questionnaire that measured perceptions of cleanliness, maintenance responsiveness, overall satisfaction, likelihood to leave a positive review, and intent to rebook. Data were analyzed using frequency distributions, weighted means, and ranking procedures to determine the relative influence of each factor on review positivity and booking success. The findings revealed that cleanliness and maintenance significantly influenced guests' likelihood of leaving positive reviews and returning for future stays. High ratings in these aspects showed a strong correlation with increased booking success and greater trust in the property. However, delayed maintenance responses and inconsistent cleaning standards were identified as primary challenges that negatively affected guest satisfaction and online reputation. These findings demonstrated that property hygiene and upkeep were fundamental to guest satisfaction and review quality. Cleanliness provided both functional value and psychological comfort, fostering trust and encouraging repeat stays. Maintenance failures led to negative feedback and reduced booking success, highlighting the need for hosts to implement reliable cleaning protocols and timely repair processes. By prioritizing operational efficiency and presentation standards, accommodation providers can strengthen their online reputation and secure sustained booking performance.

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