

MARKETING STRATEGIES UTILIZED BY BEHIND THE BAR TOMAS MORATO, QUEZON CITY, TOWARDS GUEST SATISFACTION: UTILIZATION OF MARKETING STRATEGIES

ABSTRACT

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KEYWORDS

*marketing strategies; guest
satisfaction; tomas morato;
hospitality marketing; bar
promotion; staff engagement*

ARTICLE ID

AASGBCPJMRA-B44077

This study investigates the marketing strategies employed by bars in Tomas Morato, Quezon City, with a focus on their impact on guest satisfaction and loyalty. The research highlights the significance of personalized service, digital marketing, and innovative promotional efforts in maintaining competitiveness in the hospitality industry. The aim is to provide insights that can improve guest experiences and promote repeat patronage. The study utilized a quantitative research design. The respondents included 32 guests from Holic Bar, selected through purposive sampling. A structured survey instrument was employed to collect data, which was then subjected to validation and reliability testing. The researchers administered and retrieved the questionnaires directly, and data were analyzed using appropriate statistical methods to evaluate the influence of marketing strategies on guest satisfaction. Findings revealed that the majority of respondents were young, male, and single. Key determinants of guest satisfaction included product quality, ambiance, promotional activities, and staff engagement. Although promotions were generally appreciated, respondents identified the need for improvements in pricing fairness, comfort, and customer interaction. The results emphasize that young adult males value creative offerings, product quality, and a vibrant ambiance. Staff engagement and personalized service also contributed positively to guest satisfaction. However, areas such as safety, comfort, and pricing require attention. To strengthen guest loyalty, it is recommended that the establishment enhance promotion transparency, invest in ongoing staff training, and refine pricing strategies. A targeted marketing approach focused on improving the overall guest experience can contribute to sustained business success.

RECOMMENDED CITATION

Conel, J., De Vera, J. J., Gier, J., Joseph, S. D., Sanchez, S., & Ursal, J. (2025). Marketing Strategies Utilized by Behind the Bar Tomas Morato, Quezon City, Towards Guest Satisfaction: Utilization of Marketing Strategies. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 129.