

ASSESSMENT ON LOYALTY MEMBERSHIP PROGRAM OF B HOTEL QUEZON CITY: A PROPOSED GUIDELINES

ABSTRACT

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This study explores the influence of hotel loyalty membership programs on retaining customers, focusing on their role in shaping customer behavior and encouraging sustained engagement. It highlights important elements such as reward systems, tailored services, and trust in the brand as critical drivers of loyalty. This study employed a mixed-methods approach, combining qualitative and quantitative research techniques. A structured survey questionnaire was administered to fifty (50) hotel customers in Quezon City to gather data on their participation in loyalty programs, satisfaction with services, and repeat booking behavior. The collected responses were systematically analyzed to assess the effectiveness of loyalty programs in fostering customer retention and satisfaction. Analysis of the questionnaire responses showed that the majority of participants were male, indicating higher engagement of male clients in the hotel's loyalty membership program. While the program provides notable benefits, areas for improvement include clearer policy communication, enhanced digital accessibility, and more efficient reward distribution. Customers place high value on transparent pricing and desire timely, straightforward communication regarding program rules and updates. Well-structured loyalty programs effectively drive customer retention by offering meaningful incentives, exclusive perks, and seamless reward redemption processes. Moreover, personalized services and targeted marketing efforts strengthen customer relationships, boosting satisfaction and long-term loyalty. Nevertheless, challenges such as complex reward mechanisms, insufficient program awareness, and inconsistent service quality continue to impede optimal retention outcomes. The study suggests that hotels should streamline the rewards redemption process, improve personalized communication, and regularly analyze customer feedback using data analytics to enhance their loyalty programs. These improvements can help hotels refine their strategies and gain a competitive advantage. The research provides practical recommendations for hotel managers seeking to boost customer retention and engagement. Future research could focus on assessing the financial outcomes and effectiveness of loyalty programs across different customer segments. Ultimately, loyalty programs serve as essential tools for building customer loyalty, reinforcing brand reputation, and driving sustainable business growth.

RECOMMENDED CITATION

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