

ASSESSMENT ON THE CUSTOMER LEVEL OF SATISFACTION IN THE SERVICES RENDERED BY THE HOTEL QUEZON CITY DISTRICT

ABSTRACT

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KEYWORDS

*quezon city hotels; customer
satisfaction; guest
satisfaction; service quality;
staff training; hospitality
industry*

ARTICLE ID

AASGBCPJMR-B22211

In the competitive hospitality landscape of Quezon City, Philippines, ensuring customer satisfaction is paramount for hotels seeking to attract and maintain their clientele. This study investigated the factors affecting guest satisfaction by employing the SERVQUAL framework, which evaluates service quality based on five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. A quantitative research approach was adopted for this study, involving 50 hotel guests from two hotels in Quezon City. Participants were selected through convenience sampling, and data collection was carried out using a structured questionnaire grounded in the SERVQUAL model. Guest satisfaction was measured using a 4-point Likert scale. Data analysis involved calculating weighted means, while independent t-tests were performed to examine differences in satisfaction between male and female guests. The study revealed a generally high level of guest satisfaction, with an overall weighted mean of 3.35, classified as "Strongly Agree." Empathy emerged as the highest-rated service dimension (3.44), followed by assurance (3.37), tangibility (3.34), reliability (3.33), and responsiveness (3.25). Results from the independent t-tests showed no significant differences in satisfaction between male and female guests across any of the service dimensions. Guests commonly reported issues such as limited amenities, unfriendly staff, and maintenance concerns. To address these, hotel management initiated staff training, carried out room improvements, and upgraded communication systems. Findings suggest that hotels in Quezon City are largely successful in delivering quality service, especially in fostering trust and providing individualized care. The comparatively lower rating for responsiveness indicates room for improvement in promptly attending to guest needs and requests. The uniform satisfaction across genders demonstrates consistent service standards. By tackling these areas for improvement, hotels can enhance the guest experience and strengthen customer loyalty amid growing competition.

RECOMMENDED CITATION

Dacles, J., Embudo, K., Lucas, R. J., Magracia, A., & Villabrosa, R. (2025). Assessment on the Customer Level of Satisfaction in the Services Rendered by the Hotel Quezon City District. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 72.