

EMPLOYEES TRAINING AND DEVELOPMENT ON SERVICE QUALITY TOWARDS GUEST SATISFACTION IN ASTROTEL NOVALICHES, QUEZON CITY

ABSTRACT

AUTHORS

Bert Steven Dañas
Roselle Mae Dellomas
Maria Theresa Flores
Melnard Guarin
Richard Salarda

RESEARCH ADVISER

Dana France H. Ignacio, PhD

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

KEYWORDS

*guest satisfaction; employee
training; service excellence;
strategic training; hospitality
industry; continuous learning*

ARTICLE ID

AASGBCPJMRA-B18761

Employee development is a key driver of success in the hospitality industry, where customer service is paramount. Comprehensive training not only improves job satisfaction but also lowers employee turnover. However, obstacles such as inadequate training programs, insufficient investment in employee growth, and a narrow focus on technical skills can result in inconsistent service quality and high attrition rates. For Astrotel, a budget hotel chain in the Philippines, bridging these development gaps is essential to meet the rising standards of guest service. The organization must prioritize initiatives that broaden employee competencies, boost engagement, ensure consistent service delivery, and encourage a mindset of continuous learning and improvement. This chapter presents the methodological framework employed in the study. It comprehensively details the research design, target population, sampling technique, research instrument, construction and validation of the questionnaire, procedures for administering and retrieving the instrument, and the statistical methods used for data analysis. Each component is designed to ensure the accuracy, reliability, and validity of the data collected, thereby supporting a rigorous examination of the research objectives. The findings emphasize the essential role of both technical (hard) and interpersonal (soft) skills training in elevating guest satisfaction and service excellence within the hospitality industry. To ensure sustained improvement, organizations must implement integrated training strategies that effectively navigate budgetary limitations and time constraints while remaining aligned with broader organizational objectives. Addressing these challenges is pivotal to fostering a culture of continuous professional development and maintaining consistently high service standards. The study underscores the pivotal role of comprehensive training in driving service excellence and guest satisfaction in the hospitality industry. Addressing existing challenges—such as limited resources, time constraints, and skill gaps—through well-structured and strategic training initiatives can empower hotels to cultivate a highly skilled and engaged workforce. By implementing targeted improvements, organizations can not only enhance service consistency but also foster a culture of continuous learning and professional growth, ultimately elevating overall guest experience and operational performance.

RECOMMENDED CITATION

Dañas, B. S., Dellomas, R. M., Flores, M. T., Guarin, M., & Salarda, R. (2025). Employees Training and Development on Service Quality Towards Guest Satisfaction in Astrotel Novaliches, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 68.