

HOUSEKEEPING PRACTICES, ROOM CLEANLINESS, AND SERVICE QUALITY AT WINTER HOTEL BENITEZ

ABSTRACT

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Housekeeping is an important hotel department because room cleanliness contributes to guests' assessments of service quality. The condition of guest rooms may be associated with satisfaction, loyalty, and future booking intentions. Despite its Department of Tourism accreditation, Winter Hotel Benitez has reportedly received mixed feedback regarding room maintenance and cleanliness. This study examined housekeeping practices, room cleanliness, customer satisfaction, and service quality using the SERVQUAL dimensions of reliability, responsiveness, assurance, empathy, and tangibles. The study used a descriptive quantitative research design. A structured survey questionnaire was administered to thirty (30) respondents comprising fifteen (15) housekeeping employees and fifteen (15) hotel guests. The instrument was based on the SERVQUAL framework. Frequency distribution, percentage, weighted mean, and correlational analysis were used to describe responses and examine the relationship between housekeeping practices and service quality. Housekeeping practices were rated from satisfactory to very satisfactory across the five SERVQUAL dimensions. Reliability and tangibles received the highest ratings, indicating favorable perceptions of cleaning consistency and facility maintenance. Respondents identified time constraints, communication gaps, and minor maintenance concerns. A statistically significant positive relationship between housekeeping practices and customer satisfaction was reported, although the correlation coefficient and significance value were not provided. The findings suggest that consistent housekeeping standards are associated with guest trust and perceived hotel service quality. Staff training, supervision, standardized cleaning procedures, and timely maintenance may support operational consistency. Studies involving larger samples and additional hotels are needed before the findings can be generalized.

RECOMMENDED CITATION

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