

GUEST RELATIONS AND GUEST SATISFACTION IN SELECTED LODGING ESTABLISHMENTS IN QUEZON CITY

ABSTRACT

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The hospitality sector contributes to tourism and economic activity in Quezon City through hotels, apartelles, and resorts. Lodging establishments may face inconsistent service delivery, delays in check-in and check-out, and limited adherence to service standards. This study assessed guest-relations competencies—including communication, interpersonal, organizational, and problem-solving skills—and guest satisfaction in relation to cleanliness, services, security, facilities, and location. The findings were intended to inform a strategic action plan. The study used a quantitative descriptive-correlational design. Sixty respondents from University Hotel, an apartelle, and MJ Land Resort were selected through simple random sampling. Data were collected using a structured survey questionnaire and analyzed using frequency, percentage, weighted mean, and ranking. Most respondents were young adults aged 18–25. University Hotel and MJ Land Resort received high guest-relations ratings, with composite means interpreted as “Strongly Agree.” The apartelle received unfavorable satisfaction ratings for service offerings, location, and security. The source reports F-values of 21.210, 27.540, 19.992, 19.992, and 34.246, each with $p < .00001$, and interprets these results as showing a strong positive association between guest relations and guest satisfaction. The findings indicate that guest relations were important to respondents’ evaluations of lodging establishments. The hotel and resort were rated favorably for professionalism, while the apartelle showed gaps in staff training and protocol. Common concerns included inefficient check-in and check-out and inconsistent amenities. Continuing staff development may help improve service quality and competitiveness.

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