

PERCEPTIONS OF SERVICE QUALITY AND CONDO-HOTEL OFFERINGS AT VICTORIA SPORTS TOWER 2: BASIS FOR STRATEGIC DEVELOPMENT

ABSTRACT

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This study examined unit owners' perceptions of service quality and condo-hotel offerings at Victoria Sports Tower 2. It considered features, facilities, and amenities in relation to satisfaction and strategic development. Concerns included overcrowding, accessibility, cleanliness, and maintenance. The study sought to identify service-related factors that could inform amenity development and service delivery and strengthen the condo-hotel's competitive position. The study used a quantitative descriptive-correlational design. Fifty unit owners were selected through purposive sampling because of their direct experience with the condo-hotel's offerings. Data were collected using a structured survey that included demographic questions, a Likert-scale service-quality evaluation, and an assessment of condo-hotel offerings. Frequency and percentage distribution, ranking, weighted mean, and regression analysis were used to examine the variables. Most respondents were young, single professionals who depended primarily on salaries, suggesting that the condo-hotel attracted individuals who valued location and modern features. The five SERVQUAL dimensions received high ratings, with a composite mean interpreted as strong agreement. Respondents nevertheless reported inadequate cleanliness and slow maintenance of amenities. A strong positive relationship was reported between perceptions of service quality and condo-hotel offerings, with all p-values below the alpha level of 0.05. The study identified physical amenities and facilities as central to respondents' perceptions. Although the condo-hotel was rated favorably overall, inconsistencies in hygiene and maintenance were identified as challenges to sustained satisfaction. The proposed strategic development plan emphasizes pest management and staff-development measures intended to address these service gaps.

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