

GUEST SATISFACTION WITH AIRBNB ACCOMMODATIONS AT TREES RESIDENCE: BASIS FOR IMPROVING SERVICE STANDARDS

ABSTRACT

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This study assessed guest satisfaction with Airbnb accommodations at Trees Residence in Novaliches, Quezon City, as a basis for improving accommodation-service standards. It responded to growing consumer demand for affordable and accessible lodging facilitated by online travel and booking platforms such as Airbnb, Agoda, and Booking.com. Recent guests were selected through purposive sampling, including young women and students who had booked short leisure stays online. Data were gathered using a Likert-type questionnaire derived from the literature and reviewed through expert judgment, with reliability assessed using Cronbach's alpha. The questionnaire covered respondent characteristics, facilities, services, SERVQUAL dimensions, and problems encountered during the stay. Guests reported high overall satisfaction with accommodation suitability and maintenance, the functionality of amenities such as Wi-Fi and air conditioning, safety, and the resort-like environment. Assurance was rated favorably, particularly trust in hosts. Respondents also reported favorable perceptions of empathy, reliability, and modern tangible facilities. Responsiveness was comparatively weaker because of delays in assisting guests. No numerical ratings were provided. The findings identify opportunities to improve soundproofing and quiet-time policies, internet connectivity, standardized cleaning checklists and audits, automated replies, and staff training for responsiveness. These measures may address reported service gaps and support guest experience at Trees Residence. The study's findings should remain limited to the sampled guests and property setting.

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