

OPTIMIZING LODGING OPERATIONAL SERVICES: BEST PRACTICE FRAMEWORKS DERIVED FROM GUEST SATISFACTION ANALYTICS IN QUEZON CITY

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Abstract

This study aims to assess guest perceptions regarding lodging operational services in selected three-star hotels in Quezon City, recognizing that guest satisfaction plays a critical role in shaping service quality, customer loyalty, and overall competitiveness in the hospitality industry. With the increasing expectations and sophistication of modern travelers, understanding how guests evaluate various aspects of hotel operations has become essential for identifying strengths, addressing weaknesses, and enhancing the overall guest experience. The research specifically focused on key operational service areas, including front office, housekeeping, food and beverage, and maintenance services, which are widely regarded as core factors influencing guest satisfaction and repeat patronage. A quantitative research design was employed to ensure systematic and measurable data collection, utilizing a structured survey questionnaire that was distributed to hotel guests who had stayed in the selected establishments within the past six months, thereby reflecting recent and relevant experiences. The collected data were analyzed using descriptive and inferential statistical techniques to determine the levels of guest satisfaction across different service areas and to identify specific gaps where service improvement is needed. Findings indicated that guests generally held favorable perceptions of front office and housekeeping services, reflecting effective staff performance and operational efficiency in these areas; however, notable gaps were observed in the consistency and quality of food and beverage offerings as well as in the responsiveness and upkeep of maintenance services, highlighting areas that require focused management attention. It provides actionable recommendations for hotel management in refining service protocols, and implementing continuous quality monitoring systems.

Keywords: *Empathy, Lodging Operational Services, Responsiveness, and Tangibles, Three Star Hotels*

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INTRODUCTION

The hospitality industry plays a crucial role in tourism development and economic growth, particularly in urban areas like Quezon City. As the lodging sector continues to expand to meet the increasing demand of both local and international travelers, delivering quality operational services becomes essential (**Thommandru et al. 2023, pp. 2901-2904**). These services, such as front desk efficiency, housekeeping, and food and beverage operations, are often judged based on the perception of guests. Understanding these perceptions is vital, as they directly influence customer satisfaction, return visits, and overall business success implementation and readiness (**Mallillin et al. 2020**). Quezon City, being a major business and leisure destination in Metro Manila, is home to a wide variety of hotels catering to diverse markets. As competition intensifies, hotel operators must go beyond offering basic amenities and instead focus on consistently meeting and exceeding guest expectations (**Zhou et al. 2025, pp. 1-26**). Assessing how guests perceive hotel services provides valuable insights into which areas meet standards and which require improvement. This information helps management make informed decisions to enhance the quality of service and maintain a competitive edge integration knowledge (**Mallillin, et al. 2020**).

Recent local studies reinforce the importance of service quality from the guest's point of view. For instance, **Black and White (2024)** examined accredited hotels in Baguio City and found high guest satisfaction in areas like tangibility and responsiveness, particularly in star-rated hotels. Their findings suggest that hotels maintaining strong operational standards are more likely to receive favorable evaluations from guests. Similarly, **Genove and Tayco (2023)** emphasized the influence of assurance and responsiveness on guest satisfaction in resorts in the Central Philippines, while a study from **Philippine Christian University (2022)** highlighted the impact of front desk and housekeeping services on overall guest experience in Manila hotels (**Martinez, et al. 2022**).

Moreover, **De La Salle University–Dasmariñas (2021)** analyzed online reviews from guests of Manila Manor Hotel and concluded that physical aspects such as room cleanliness and facilities significantly affect customer satisfaction. These studies demonstrate how crucial it is for hotel operations to consistently deliver quality service, especially in areas that guests commonly assess. Their findings serve as a valuable framework for evaluating guest perceptions in Quezon City hotels, where similar operational dynamics are at play (**Mallillin, et al. 2024**). Expanding on these operational frameworks, **Diaz et al. (2025)** also demonstrated that day-to-day service delivery hurdles—specifically staffing constraints and shift-scheduling complexities—are systemic across the broader Philippine service landscape and are heavily tied to consumer-facing quality.

In light of these findings, this study aims to assess guest perception related to lodging operational services in selected hotels in Quezon City. With the study's alignment with Target 9.4 of Goal 9 of the 17 United Nations' Sustainable Development Goals that emphasized the need to "*upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes*" (**United Nations, n.d.**), the results will serve as a guide for improving service standards, enhancing customer experiences, and contributing to long-term business sustainability. By listening to guest feedback and analyzing their experiences, hotel managers can better understand what drives satisfaction and loyalty, which is essential in today's competitive hospitality environment. It also identifies the challenges in lodging operational services of three star hotels in Quezon City that may be encountered. By evaluating those challenges, this study will yield valuable knowledge that can improve the services that hotels offer to their guests and to the overall

experience. This study also aims to enlighten the hotels to have more knowledge and ideas in providing the current demands in lodging services and to improve and innovate the services offered by the three star hotels in Quezon City (Mallillin, 2022, pp. 8-24).

A lot of hotels in Quezon City encountered different problems to their day to day operation that need to be addressed. The purpose of this study is to serve as a recommendation to those three star hotels for them to have an idea on how to fulfill the satisfaction of their guest experience and how to handle problems that they may encounter in their future operations. Aside from being a recommendation to hotels, researchers also want the hotel to enhance their performance on providing their services to the guest (Paraiso, & Mallillin, 2025).

Statement of the Problem

This research aims in the area as perceived by Assessing the Guest Perception Related to the Lodging Operational Services in Selected Three-Star Hotels in Quezon City during the year 2025. Specifically, this research seeks to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 age,
 - 1.2 gender;
 - 1.3 marital status,
 - 1.4 employment status,
 - 1.5 income level, and
 - 1.6 educational attainment?
2. How do the respondents assess the perceptions on the lodging operational services provided by the selected three-star hotels in Quezon City in terms of:
 - 2.1 responsiveness,
 - 2.2 reliability,
 - 2.3 assurance,
 - 2.4 empathy, and
 - 2.5 tangibles?
3. Is there a significant difference between the demographic profile of the respondents and the assessment of the respondents based on the above mentioned variables?
4. What are the challenges encountered and the solutions proposed regarding the lodging operational services in selected three-star hotels in Quezon City?

Hypothesis

There is no significant difference between the demographic profile of the respondents and the assessment of the respondents based on the variables.

METHODS

Research Design

This study will adopt a descriptive research design using a quantitative approach. The quantitative aspect will involve a survey-based analysis of guests' perception and to determine the perspective of feedback of guests to the lodging operational services of hotels. The study will focus on numerical data collection to quantify guest perception and identify trends in service fulfillment. **Best Kahn (2006)**, uses quantitative methods to describe what is, describing, recording, analyzing and interpreting conditions that exist. It involves some type of comparison or contrast and attempts to discover relationships between existing non-manipulated variables.

Respondents of the Study

The respondents of the study will consist solely of one hundred twenty (120) hotel guests who have stayed or are currently staying in the selected three-star hotels in Quezon City, namely Go Hotels North EDSA, Eurotel North EDSA, and Red Hotel Cubao. These respondents were chosen as they are directly involved in experiencing the lodging operational services of the said establishments. Their perceptions and feedback will serve as the primary basis for assessing the quality and effectiveness of the hotels' operational services. The data will be gathered through a traditional printed survey questionnaire administered within the month of September 2025.

Sampling Techniques

In order to obtain data that are common to the entire population, the researchers will use Purposive Sampling to select qualified respondents for the study. Purposive Sampling, sometimes referred to as judgmental, selective, or subjective sampling, is a non-probability technique in which the researchers pick the population members to be surveyed using their own discretion. This kind of sampling is typically applied to quite small sample sizes, like the one in this study. This method is applied here in order to help researchers' ability to generalize a sample under comparison to, for example, a random sample in which not every participant has the same characteristics under study. It justifies the objectives and relevance of sampling techniques as to access and ability competency and efficiency of the sample size, flexibility, and contribution analysis process. It provides strengths and rich data of a meaningful context in understanding the research problems. It allows the researchers to possess specific knowledge, experiences, and characteristics that provides emphasis on purposive sampling techniques (**Tajik, et al. 2025**).

Data Gathering and Procedure

The researchers personally ask for permission from the hotel hosts and guests to carry out the study. To gather data efficiently, traditional printed survey questionnaires were used to gather responses from the guests. A significant amount of time was spent designing the questionnaire to ensure the responses would be relevant and useful. The questionnaire, which included a four-point rating scale, was reviewed by the professor before being sent

out. The survey was distributed in-person methods, ensuring participants understood the importance of their responses and that the data collected was accurate.

Throughout the process, the researchers kept detailed records and actively searched for qualified participants. Specific terms were defined to ensure participants understood their role in the study. Participants were encouraged to provide thoughtful and honest answers. After the surveys were completed, the researchers organized and summarized the responses for further analysis.

RESULTS and DISCUSSION

1. On the demographic profiles of the respondents

Table 1

Profiles of the Respondents as to Age

Age Group	Frequency (f)	Percentage (%)
18-28 years old	79	65.83%
29-39 years old	23	19.17%
40-59 years old	14	11.67%
60 and above years old	4	3.33%
Total	120	100%

Table 1 shows that most of the respondents fall within the 18–28 age group, accounting for 65.83% of the total. This is followed by those aged 29–39 at 19.17%. Respondents aged 40–59 make up 11.67%, while only 3.33% are 60 years old and above. Overall, the data highlights that younger adults dominate the sample, with nearly two out of every three respondents belonging to the 18–28 age bracket. These results suggest that younger individuals are more likely to stay in hotels, especially in three-star establishments where services and overall experiences are considered satisfactory for their needs. This age group often weighs factors such as location, affordability, and the quality of their stay when selecting accommodation, placing importance on both comfort and enjoyment.

Findings show that profiles of respondents as to age on the perception of lodging operational services in a three star hotels decline due to working age and turnover rates that can affect the performance of employees **Mallillin, & Mallillin, (2019)** in the hotel industry practice. Shortage of employees due to age is also becoming an issue. The hospitality industry needs sustainable working patterns in a productive organizations. It defines the concept and policies of the hospitality management industry. It explores innovation services and productivity of sustainable development goals as to inclusion, diversity, human resource, and human capital in the engagement of market complexity (**Igarashi, 2025**).

Table 2

Profiles of the Respondents as to Gender

Gender	Frequency (f)	Percentage (%)
Male	53	44.17%

Female	61	50.83%
Non-binary	0	0.00%
Prefer not to say	6	5.00%
Total	120	100%

Table 2 indicates that the majority of respondents are female, comprising 50.83% of the total population. Male respondents account for 44.17%, while 5.00% preferred not to disclose their gender. No respondents identified as non-binary. The findings show a slight female majority among the participants, although the distribution between male and female respondents remains fairly balanced. This near-equal representation allows for more reliable comparisons of perceptions and experiences across genders. The small percentage of respondents who chose not to reveal their gender suggests a preference for privacy among some participants, while the absence of non-binary responses indicates that the data largely reflects male and female viewpoints.

Findings show that gender has no impact in the perception of lodging operation of three star hotel because it depends on their interest and motifs. Interest in working regardless of gender would not matter because of equal opportunity in every individual working in the hospitality management industry system. It analyzes the multi-level and framework model and learning technique integration. It explores the sustainable development goals for hospitality management industry to maintain operational competency and performance in the hospitality management industry labor market (Zhang, Y., Huam, H. T., & Zhang, Z. R., 2025). Sustainable development in the tourism sector: The impact of environmental, social, and governance performance on operational efficiency—A multilevel analytical approach.

Table 3

Profiles of the Respondents as to Civil Status

Civil Status	Frequency (f)	Percentage (%)
Single	89	74.17%
Married	28	23.33%
Co-habitation	3	2.50%
Widowed	0	0.00%
Total	120	100%

Table 3 shows that most of the respondents are single, making up 74.17% of the total. Married participants account for 23.33%, while those in cohabiting arrangements represent 2.50%. No respondents identified as widowed. These results indicate that the respondent pool is largely made up of single individuals, which is consistent with the younger age group observed earlier. The high number of single participants suggests that many are still in the early stages of their personal and professional lives, possibly focusing on their studies, career growth, or social activities rather than family responsibilities.

Findings show that civil status in the perception of lodging operational services supports the global agenda based on the policy of the hospitality management industry. The policy supports the sustainable development goals

in assisting individual regardless of civil status as long as the employees have the capacity to work and contribute to the success of the operation in the organization. It addresses the challenges to achieve more sustainability and economy of the organization. It identifies the challenges and sustainability practices of the organization in the hospitality management system to provide commitment in the lodging industry (Thwe, 2025).

Table 4

Profiles of the Respondents as to Employment Status

Employment Status	Frequency (f)	Percentage (%)
Employed	75	62.50%
Unemployed	26	21.67%
Self-Employed	18	15.00%
Retired	1	0.83
Total	120	100%

Table 4 shows that the majority of respondents are employed, accounting for 62.50% of the total. This is followed by unemployed respondents at 21.67%, while 15.00% are self-employed. Only 0.83% of the respondents identified as retired. The findings suggest that most guests are actively part of the workforce, indicating a group with relatively stable income sources. This also reflects that many respondents fall within the productive age range, which aligns with earlier results showing a younger and career-focused demographic. Such a profile may influence their travel habits, spending capacity, and expectations when choosing hotel accommodations.

Findings show that employment status addresses the need and demands of the operational lodging services as long as individual are qualified and knowledgeable in the work flow and process of the hospitality industry practice. It increases the demands and services of the hospitality operation and management. It develops framework in the assessment of design model to identify the skills of individual employees across various categories and location of hotels. It is considered as the key factors and models as to labor market demands, technical competencies, and reasonability for the advanced expertise in the hotel operation management process digitalization, and multilingual customer services (López, et al. 2025).

Table 5

Profiles of the Respondents as to Income Level

Income Level	Frequency (f)	Percentage (%)
Below Php 25,000	80	66.67%
Php 25,001 to Php 35,000	21	17.50%
Php 35, 001 and above	11	9.17%
Other (unspecified)	8	6.67%
Total	120	100%

Table 5 shows that the majority of respondents have a monthly income below Php 25,000, representing 66.67% of the total. This is followed by 17.50% who earn between Php 25,001 and Php 35,000. Meanwhile, 9.17%

reported an income of Php 35,001 and above, and 6.67% preferred not to disclose their income level. The results indicate that most participants fall within the lower income bracket, which may affect their spending habits and overall preferences. This suggests a more budget-conscious group that is likely to prioritize affordability and value when choosing services. The data also points to modest financial capacity among respondents, which is consistent with earlier findings showing a predominantly young and working demographic.

Findings show the key challenges for hotel operations facing are the explore the operational efficiency due to various competition in the hotel industry market. It suggests that techniques and strategies must be given emphasis so that hotel operation can satisfy customers to the fullest. It enhances the hotel sector operational efficiency to describe the effect of operational effectiveness and competency. It includes to explore techniques for mitigating issues to maintain smooth operation of the hotel management process. It is focused on the different facets of hotel operations and management practices (**Mweemba & Hamra, 2025, pp. 14-30**).

Table 6

Profiles of the Respondents as to Educational Attainment

Educational Attainment	Frequency (f)	Percentage (%)
High School Graduate or Below	24	20.00%
College Level / College Graduate	94	78.33%
Post Graduate (Master's / Doctorate)	2	1.67%
Total	120	100%

Table 6 shows that the majority of respondents are college level or college graduates, accounting for 78.33% of the total. This is followed by 20.00% who are high school graduates or below, while only 1.67% have completed postgraduate studies (Master's or Doctorate). These findings indicate that most respondents have attained higher education, which may influence their decision-making, expectations, and preferences as consumers. Despite this educational background, earlier results revealed that many still fall within the lower income bracket, suggesting a modest financial capacity.

Findings of the study show that service performance is based in the experiences and knowledge of individual through training and seminars learned. Educational attainment is necessary and important because it provide knowledge in the process of the workflow in the organization. It relies significantly on the business techniques and transformation. It examines the service performance, market orientation, adaptability, competency, efficiency, and entrepreneurial orientation within the hotel operation management. It influences positively the orientation of the adaptability and digital competency of operational service of hotel industry performance (**Althalets, et al. 2025**).

2. On the respondents assessment perceptions on the lodging operational services provided by the selected three-star hotels in Quezon City

Table 7

Respondents' Assessment on the Services Provided by the Three-Star Hotels in Quezon City in Terms of Responsiveness

	Responsiveness	M	VI
1	The hotel staff responds promptly to my inquiries.	3.43	VS
2	The hotel staff fulfill requests within a reasonable time.	3.33	VS
3	The staff shows willingness to help guests at all times.	3.39	VS
4	I receive immediate assistance when I encounter a problem.	3.19	S
5	The hotel provides timely updates or information when needed.	3.27	VS
6	The staff effectively handles urgent situations.	3.30	VS
7	The staff proactively checks if my needs are met during my stay.	3.28	VS
8	The hotel staff follows up to ensure that issues or concerns are fully resolved or fulfilled.	3.30	VS
	Average Mean	3.31	VS

Table 7 shows that the average mean score of 3.31 evaluated as “*Very Satisfied*” category. The highest mean of 3.43, indicates that guests are generally very satisfied with how responsive the hotel staff are addressing their inquiries, requests, and concerns, follows the staff willingness to help at all times, these show excellence in guest interaction, a strong point for the hotels' front-line staff and the third result gets a satisfied result is the hotel staff fulfill requests within a reasonable time. Two of the questions were the same result with a 3.30. The staff effectively handles urgent situations and the hotel staff follows up to ensure that issues or concerns are fully resolved or fulfilled. Next is proactively checking if my needs are met during my stay. And the second to lowest is the hotel provides timely updates or information when needed. While the lowest is 3.19, this score indicates that guests are slightly less satisfied with problem resolution response times, suggesting an opportunity for improvement in real-time assistance during issues. Overall, with particular strength in staff’s promptness and helpfulness. The slightly lower score in problem-solving responsiveness suggests a minor gap that hotel management can address to move from satisfaction to excellence.

A study conducted by **Alcantara (2019)** highlighted the crucial role of prompt and efficient service in the overall quality of hotel lodging operations. The study emphasized that responsiveness is defined as the ability of hotel staff to quickly and effectively address guest needs and concerns and significantly influences customer satisfaction. When guests receive immediate assistance and clear communication, they are more likely to feel valued and well-attended, which enhances their comfort and overall hotel experience. This focus on real-time problem resolution is further validated by **Diaz et al. (2025)** in their assessment of 24-hour service environments. They discovered that unresolved operational bottlenecks and slow staff reaction times during peak demands act as immediate disruptors to customer goodwill, indicating that rapid internal workflow coordination is cross-industrially essential to sustaining high service scores.

Furthermore, the outcome of the survey pointed out that staff attentiveness and friendliness are essential factors in establishing a positive guest and staff relationship. When hotel employees actively acknowledge guests' inquiries and show genuine concern for their needs, it fosters a sense of trust and connection. This interaction not only improves the guest's perception of service quality but also contributes to a lasting impression of hospitality and care. Consequently, hotels that prioritize responsiveness and personalized service are more likely to achieve higher levels of guest satisfaction and loyalty, strengthening their reputation within the industry.

Table 8

Respondents' Assessment on the Services Provided by the Three-Star Hotels in Quezon City in Terms of Reliability

	Reliability	M	VI
1	Housekeeping and maintenance services are delivered reliably.	3.47	VS
2	The hotel staff are dependable when addressing my concerns.	3.40	VS
3	The check-in and check-out processes are consistently smooth and efficient.	3.39	VS
4	The service quality is the same regardless of time or day.	3.33	VS
5	I feel assured that my needs will be taken care of during my stay.	3.35	VS
6	The hotel resolved complaints or issues in a fair and consistent manner.	3.23	S
7	I feel confident in choosing this hotel based on past experiences.	3.36	VS
8	The condition of the room is consistent with photos and descriptions online.	3.21	S
	Average Mean	3.34	VS

Table 8 shows respondents' study of the influence of reliability, with all evaluated as very satisfied (VS), Housekeeping and maintenance services delivered reliably attains the highest mean of 3.47 pertaining to housekeeping and maintenance are delivered reliably, follows the result hotel staff are dependable when addressing my concerns, next in the line is the check-in and check-out processes are consistently smooth and efficient, before the average mean the respondents feel confident in choosing this hotel based on past experiences got the place. The average mean result is 3.34 and shows a "Very Satisfied" feedback, follows the result of the guest feel assured that my needs will be taken care of during my stay, The service quality is the same regardless of time or day, and The hotel resolved complaints or issues in a fair and consistent manner. While the lowest mean got 3.21, the condition of the room is consistent with photos and descriptions online yet it still has a satisfied outcome in the survey.

Based on the study of **Tan and Santos (2019)** suggests a strong and consistent performance in maintaining cleanliness and overall upkeep, reflecting the establishment's commitment to providing a well-maintained and comfortable environment for guests. Such attention to detail not only enhances the visual appeal and hygiene standards of the facilities but also fosters a sense of trust and assurance among visitors. A clean and orderly environment contributes significantly to the overall guest experience, influencing their perception of quality and professionalism.

Furthermore, the consistently high satisfaction ratings for reliability indicate that guests place significant value on dependable service delivery in three-star hotels. The findings suggest that when operational processes such as housekeeping, maintenance, and front desk procedures are performed accurately and without delay, guests develop a stronger sense of loyalty and confidence toward the establishment. This reinforces the idea that reliability serves as a foundational element of service quality, directly shaping guests’ expectations and influencing their likelihood of returning.

Table 9

Respondents’ Assessment on the Services Provided by the Three-Star Hotels in Quezon City in Terms of Assurance

	Assurance	M	VI
1	The hotel staff demonstrated professionalism in all their interactions.	3.56	VS
2	I felt safe and secure during my stay at the hotel.	3.59	VS
3	The staff appeared knowledgeable and confident in providing services.	3.53	VS
4	Hotel employees were courteous and respectful at all times.	3.62	VS
5	I was given accurate and clear information about hotel services.	3.48	VS
6	Staff were able to answer my questions or concerns clearly.	3.48	VS
7	The employees made me feel confident about the services being provided.	3.52	VS
8	The overall environment of the hotel made me feel at ease and assured.	3.56	VS
	Average Mean	3.54	VS

Table 9 shows an average mean score of 3.54, which falls within the “*Very Satisfied*” category. This indicates that guests generally feel safe, trust the staff, and view them as competent and professional in their roles. Among the areas evaluated, courtesy and respect received the highest mean score of 3.62, highlighting strong guest satisfaction with the staff’s polite and respectful conduct. This suggests that employees consistently demonstrate professionalism, attentiveness, and genuine concern for guest well-being. The guest felt safe and secure during my stay at the hotel. The next result got the same percentage pertaining to hotel staff demonstrating professionalism in all their interactions and overall environment of the hotel made me feel at ease and assured. And the last two spots before the lowest mean are The staff appeared knowledgeable and confident in providing services. The employees made me feel confident about the services being provided.

Assurance refers to “*workers’ knowledge, courtesy, and their ability to inspire customer trust and confidence.*” This dimension highlights the importance of well-trained and competent employees who can provide guests with a sense of security and reliability. When hotel staff demonstrate both expertise and respect, it not only enhances guest satisfaction but also strengthens the establishment’s reputation for quality service and professionalism **Hailu (2019)**.

The lowest mean score obtained was 3.48, which corresponds to the survey items related to providing accurate information about hotel services and the staff’s ability to address guests’ questions and concerns clearly. Although this score still falls under the “*Very Satisfied*” category, it is slightly lower compared to other indicators. This suggests minor areas for improvement in communication accuracy and the handling of guest inquiries, which may

affect the overall guest experience if not addressed effectively. Assurance plays a significant role in fostering customer loyalty and encouraging repeat patronage. This finding underscores the importance of clear, accurate, and confident communication from hotel employees, as it builds trust and enhances the perceived reliability of the establishment. Strengthening this aspect could therefore contribute to sustained customer satisfaction and long-term success in the hospitality industry **Gebremichael and Singh (2019)**.

Table 10

Respondents' Assessment on the Services Provided by the Three-Star Hotels in Quezon City in Terms of Empathy

	Empathy	M	VI
1	The hotel staff showed genuine concern for my needs.	3.47	VS
2	The hotel staff made me feel valued as a guest.	3.48	VS
3	The staff provided personalized service during my stay.	3.30	S
4	Hotel employees were attentive to my specific requests.	3.33	S
5	The staff communicated with me in a respectful and friendly manner.	3.66	VS
6	The hotel considered my preferences when delivering their service.	3.38	VS
7	Staff members were patient when addressing my concerns.	3.50	VS
8	I felt that the hotel cared about my comfort and satisfaction.	3.47	VS
	Average Mean	3.44	VS

Table 10 shows that guests were very satisfied with the level of empathy demonstrated by the hotel staff, with an overall mean score of 3.44. This suggests that guests view the staff as considerate, attentive, and respectful in their interactions. The results also imply that employees are able to anticipate guest needs and provide personalized service, reflecting genuine care and understanding. The highest mean score of 3.66 highlights that the staff's communication style greatly influences guest perceptions. In a related study, **Rubio et al. (2024)** examined how resorts in Cebu addressed guest complaints and found that empathetic communication played a crucial role in resolving issues effectively. Their findings revealed that guests reacted more favorably when staff members displayed genuine concern and took prompt action to address their problems. This demonstrates that empathy has the power to turn potentially negative situations into satisfying and trust-building experiences, reinforcing the importance of emotional intelligence in hospitality service quality. Jumps to the following place are staff members who were patient when addressing my concerns. The hotel staff made me feel valued as a guest, The hotel staff showed genuine concern for my needs.

The lowest mean score, 3.30, corresponds to the item on staff providing personalized service during guests' stays, which still reflects a "Satisfied" outcome. This indicates that while guests generally appreciate the service they receive, there remains room for improvement in tailoring services to individual preferences and addressing specific guest requests. Enhancing this aspect could help hotels deliver a more memorable and customer-centered experience. **Genove and Tayco (2023)**, studied empathy has a significant impact on guest satisfaction in selected resorts across Central Philippines. Their study revealed that guests highly valued it when staff remembered their personal preferences, responded warmly to their needs, and made them feel genuinely cared for. These findings

highlight that empathy extends beyond simple politeness; it encompasses attentiveness, emotional understanding, and a proactive approach to meeting guest expectations.

Table 11

Respondents' Assessment on the Services Provided by the Three-Star Hotels in Quezon City in Terms of Tangibles

	Tangibles	M	VI
1	The building and rooms were clean and well-lit.	3.52	VS
2	The facilities, furniture, and fixtures were in good condition and working properly.	3.43	VS
3	Basic room supplies were available	3.43	VS
4	The bedroom was spacious.	3.51	VS
5	The bathroom was clean and had essential toiletries.	3.45	VS
6	There was a spacious parking area provided.	3.33	VS
7	The air conditioning and ventilation were comfortable.	3.50	VS
8	The Wi-Fi connection was reliable and fast.	3.32	VS
	Average Mean	3.44	VS

Table 11 shows that the overall mean score of 3.44 falls within the "Very Satisfied" category, indicating that guests generally perceive the hotels' physical facilities, rooms, amenities, and environment positively. This suggests that the Tangibles dimension, often considered the foundation of guest expectations, is a strong aspect of service quality among three-star hotels. The highest mean score of 3.52 for cleanliness, maintenance, and lighting (Statement 1) shows that guests find the hotels well-kept and visually appealing. This is followed by bedroom comfort and spaciousness (Statement 4) and air-conditioning and ventilation comfort (Statement 7), which highlight guests' appreciation for physical comfort and maintenance. Meanwhile, the lowest mean score of 3.33 in parking space (Statement 6) still indicates a satisfactory rating but suggests a minor gap in convenience that management may need to address.

Kim et al. (2021) emphasized that tangible hotel features such as room cleanliness, facility upkeep, and interior design greatly influence guests' overall satisfaction and loyalty by enhancing their comfort and well-being. Likewise, **Morishita (2023)** found that guests often link dissatisfaction to tangible issues like poor cleanliness, outdated facilities, and insufficient maintenance, proving that physical evidence remains a critical factor in guest perception of quality. These findings support the current results, showing that tangible aspects continue to serve as a key determinant of satisfaction in the hotel industry. Therefore, hotel management should maintain high standards of cleanliness, lighting, and room upkeep, while addressing areas that require improvement, such as parking facilities and connectivity. Consistent maintenance, facility upgrades, and continuous guest feedback collection will help sustain high satisfaction levels and strengthen the overall guest experience.

3. On the significant difference between the demographic profile of the respondents and the assessment of the respondents based on the above mentioned variables

Table 12

Chi-Square Test of Independence on Age and Perceived Responsiveness of Hotel Staff

Variable	Details
Objective	To determine if age influences guests' assessment of staff responsiveness
Age Categories	18–28, 29–39, 40–59, 60 and above
Rating Scale	1 – Not Satisfied; 2 – Slightly Satisfied; 3 – Satisfied; 4 – Very Satisfied
Statistical Test Used	Chi-Square Test of Independence
Chi-Square Value (x²)	3.89
Degrees of Freedom (df)	6
p-value	0.692
Level of Significance	0.05
Decision	Fail to reject the null hypothesis
Interpretation	There is no significant association between age and responsiveness rating
General Trend	Majority of respondents from all age groups reported being satisfied or very satisfied

To determine whether respondents' age influenced how they assessed the responsiveness of hotel staff in selected three-star hotels in Quezon City, a Chi-Square Test of Independence was conducted. Respondents were grouped into four age categories: 18–28, 29–39, 40–59, and 60 and above. Their ratings of staff responsiveness were gathered using a four-point Likert scale ranging from 1 (Not Satisfied) to 4 (Very Satisfied), and these responses were later grouped for analysis. The test results produced a Chi-square value of 3.89 with 6 degrees of freedom and a p-value of 0.692. Because the p-value is higher than the 0.05 level of significance, the null hypothesis could not be rejected. This means there is no significant difference in responsiveness ratings among the different age groups. In other words, guests tend to view the responsiveness of hotel staff in a similar way, with most expressing satisfaction or high satisfaction with the service provided.

Table 13

Chi-Square Test of Independence on Age and Perceived Reliability of Hotel Staff

Variable	Details
Objective	To determine if age influences guests' assessment of hotel reliability The hotel's ability to consistently and accurately deliver promised services
Definition of Reliability	
Age Categories	18–28, 29–39, 40–59, 60 and above

Rating Scale	1 – Not Satisfied; 2 – Slightly Satisfied; 3 – Satisfied; 4 – VerySatisfied
Statistical Test Used	Chi-Square Test of Independence
Chi-Square Value (x²)	7.56
Degrees of Freedom (df)	18
p-value	0.970
Level of Significance	0.05
Decision	Fail to reject the null hypothesis
Interpretation	No significant association between age and perceived reliability
General Trend	All age groups rated reliability similarly, indicating consistent satisfaction across demographics

The study also explored whether age had a significant effect on guest assessments of reliability, which refers to the hotel’s ability to consistently and accurately deliver promised services. Using the same age categories and four-point Likert scale, a Chi-Square Test of Independence was performed. The results showed a Chi-square value of 7.56 with 18 degrees of freedom and a p-value of 0.97. Since the p value is well above the 0.05 significance level, there is no significant difference in how different age groups perceive the reliability of hotel services. This suggests that guests of all ages recognize and appreciate the consistent and dependable service provided by these hotels.

The inferential analyses of responsiveness and reliability reveal a consistent pattern of guest satisfaction across age groups. Ratings for these variables do not significantly differ by age, indicating that selected three-star hotels in Quezon City deliver a uniformly positive lodging experience to all guests. These findings underscore the hotels’ ability to provide reliable and responsive services that meet or exceed expectations, fostering inclusivity and satisfaction across diverse customer segments.

Table 14

Chi-Square Test of Independence on Age and Perceived Assurance in Hotel Services

Variable	Details
Objective	To determine if age influences guests’ perception of assurance
Definition of Assurance	Employees’ knowledge, courtesy, and ability to inspire trust and confidence
Age Categories	18-28, 29-39, 40-59, 60 and above
Rating Scale	1 – Not Satisfied; 2 – Slightly Satisfied; 3 – Satisfied; 4 – Very Satisfied
Statistical Test Used	Chi-Square Test of Independence
Chi-Square Value (x²)	5.67
Degrees of Freedom (df)	6

p-value	0.460
Level of Significance	0.05
Decision	Fail to reject the null hypothesis
Interpretation	No significant association between age and assurance ratings
General Trend	All age groups reported similarly high levels of confidence and trust in hotel staff

To examine whether age affects guests’ perceptions of assurance, a Chi-Square Test of Independence was conducted. The analysis yielded a Chi-square value of 5.67 with 6 degrees of freedom and a p-value of 0.46. Since the p-value exceeds the 0.05 significance level, there is no significant difference in assurance ratings among the different age groups. This indicates that guests of all ages view the competence, professionalism, and courtesy of hotel staff similarly, demonstrating consistent confidence in the services provided. The consistent assurance ratings across age groups suggest that hotel employees effectively convey professionalism and credibility, fostering trust and reliability among guests regardless of their demographic background.

Table 15

Chi-Square Test of Independence on Age and Perceived Empathy in Hotel Services

Variable	Details
Objective	To assess if age influences guests’ perception of empathy
Definition of Empathy	Caring and individualized attention provided by hotel staff
Age Categories	18-28, 29-39, 40-59, 60 and above
Rating Scale	1 – Not Satisfied; 2 – Slightly Satisfied; 3 – Satisfied; 4 – Very Satisfied
Statistical Test Used	Chi-Square Test of Independence
Chi-Square Value (x²)	3.45
Degrees of Freedom (df)	6
p-value	0.750
Level of Significance	0.05
Decision	Fail to reject the null hypothesis
Interpretation	No significant association between age and perception of empathy
General Trend	Guests of all age groups similarly value the personalized attention provided by hotel staff.

Lastly, the study explored the relationship between age and guest satisfaction with empathy, which refers to the caring and individualized attention provided by the hotel staff. Using the same test, the Chi-square statistic was 3.45 with 6 degrees of freedom and a p-value of 0.75, confirming no significant difference in empathy ratings among different age groups. Guests of all ages similarly appreciate the personalized and considerate service offered by the hotels. This finding implies that the hotels’ efforts to provide compassionate and personalized attention successfully meet the needs of a diverse clientele.

Overall, the inferential analyses across all five service quality dimensions Responsiveness, Reliability, Tangibles, Assurance, and Empathy indicate no significant differences in guest satisfaction based on age. These results demonstrate that selected three-star hotels in Quezon City are able to deliver a consistently high quality guest experience across all age demographics. This consistency not only enhances overall customer satisfaction but also strengthens the hotels’ competitive positioning by appealing broadly to diverse guest profiles. Furthermore, the uniformity in service perception highlights that age does not influence how guests evaluate core hospitality functions. This suggests that the hotels’ current service strategies are effective and inclusive, enabling them to cater successfully to a wide and varied market.

Table 16

Chi-Square Test of Independence on Age and Perceived Tangibles in Hotel Services

Variable	Details
Objective	To assess if age influences guests’ perception of hotel tangibles
Definition of Tangibles	Physical facilities, equipment, cleanliness, decor, and staff appearance
Age Categories	18-28, 29-39, 40-59, 60 and above
Rating Scale	1 – Not Satisfied; 2 – Slightly Satisfied; 3 – Satisfied; 4 – Very Satisfied
Statistical Test Used	Chi-Square Test of Independence
Chi-Square Value (x²)	4.12
Degrees of Freedom (df)	6
p-value	0.660
Level of Significance	0.05
Decision	Fail to reject the null hypothesis
Interpretation	No significant association between age and perception of tangibles
General Trend	Guests across all age groups expressed similar levels of satisfaction with hotel tangibles.

The study further examined whether age has an impact on guests’ perceptions of tangibles, which include the physical facilities, equipment, and appearance of staff in selected three-star hotels in Quezon City. Respondents evaluated tangibles using a four-point Likert scale, indicating their level of agreement with statements about hotel cleanliness, the modernity and maintenance of equipment, the visual appeal of interior design, and the neatness and grooming of personnel. For analysis, these ratings were categorized in the same way as the previous service quality variables to maintain consistency, allowing a clear comparison across age groups. This approach helps determine whether perceptions of the hotels’ physical and visual elements differ among guests of different ages. To determine whether age had any significant relationship with guests’ satisfaction regarding the tangible aspects of the hotels, a Chi-Square Test of Independence was conducted. The results yielded a Chi-square value of 4.12 with 6 degrees of freedom and a p-value of 0.66. Since the p-value is greater than the 0.05 level of significance, the study

concluded that there is no statistically significant difference among the different age groups in their perceptions of tangibles.

This finding implies that regardless of the guests’ age, their views on the physical features of the hotels remain consistently favorable. The uniformity of perception suggests that the selected three-star hotels are able to maintain high and consistent standards in their tangible elements, such as the cleanliness and orderliness of facilities, the attractiveness of décor, the comfort of amenities, and the professional appearance of staff. These results highlight that the hotels effectively cater to a diverse clientele by providing visually appealing and well-maintained environments that enhance the overall guest experience, demonstrating their commitment to delivering quality hospitality across all age demographics.

Moreover, the absence of age-related differences in the assessment of tangibles reinforces the reliability of the hotels’ physical service delivery systems. This consistency suggests that the hotels’ investments in facility upkeep, aesthetic design, and staff presentation are meeting the expectations of a broad customer base. By maintaining environments that are both functional and visually appealing, the hotels not only enhance guest satisfaction but also strengthen their brand image and competitiveness in the hospitality sector.

4. On the challenges encountered and the solutions proposed regarding the lodging operational services in selected three-star hotels in Quezon City

Table 17

Challenges Encountered Regarding the Lodging Operational Services in Selected Three-Star Hotels in Quezon City

	Challenges Encountered Regarding the Lodging Operational Services in Three-Star Hotels in Quezon City	M	VI
1	Arrived at the hotel only to find that it looks different from the align listing description.	2.78	OE
2	The hotel did not prioritize cleanliness.	2.69	OE
3	It was difficult to find reliable reviews due to lack of transparency.	2.75	OE
4	I felt that some negative reviews on hotels may have been removed or manipulated, affecting my perception of listings.	2.91	OE
5	The hotel staff did not promptly address my cleanliness concerns during my stay.	2.73	OE
6	The cleanliness of the room did not meet my expectations.	3.53	AE
7	Lack of clear policies and standards reduces my confidence in booking a room in this hotel.	3.58	AE
8	Experienced unfulfilled expectations due to misleading photos or descriptions from an online hotel listing.	3.73	AE
9	Had concerns about the reliability and accuracy making it hard to trust the hotel’s services.	3.35	AE
10	Considered alternative hotel options due to cleanliness, and location concerns.	2.97	OE

	Average Mean	3.10	OE
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Table 17 reveals that guests of three-star hotels in Quezon City encounter several challenges, particularly concerning the gap between expectations and actual experiences. The most prominent challenge highlighted by respondents is misleading photos or descriptions (Item 8), which received the highest mean score. This indicates that many guests experience disappointment when the hotel’s online images or promotional materials do not accurately reflect the actual facilities or services. This is followed by the lack of clear policies or standards (Item 7), which reduces guests’ confidence and trust in the establishment, and cleanliness expectations not met (Item 6), which remains a core concern in hospitality service quality.

Although issues such as hotels not prioritizing cleanliness (Item 2) and facilities being materially different from what was advertised (Item 1) are rated slightly lower, they still occur “*sometimes*” or “*often*,” showing that these problems persist to a noticeable degree. Importantly, none of the challenges received a “*Never Encountered*” response, suggesting that every issue was experienced by at least some guests, emphasizing their relevance across all respondents.

These findings are consistent with recent studies highlighting the continuing significance of transparency and hygiene in shaping guest satisfaction. **Chaulagain et al. (2021)** found that misleading online information and discrepancies between digital marketing content and actual experiences significantly reduce trust and booking intentions among hotel guests. Overall, the results suggest that addressing the highest-scoring challenges particularly misleading information, unclear policies, and unmet cleanliness expectations would bring the most significant improvements in guest experience and confidence. By prioritizing transparency, consistency, and hygiene, three-star hotels can strengthen their reputation, enhance guest loyalty, and reduce dissatisfaction arising from unmet expectations.

CONCLUSION

1. It shows that the demographic profile of the respondents, particularly their age, does not significantly affect their evaluation of lodging operational services. This finding indicates that guest satisfaction remains consistent regardless of age group. Such consistency suggests that the selected three-star hotels are able to provide uniform service quality and experiences to all guests, whether they belong to younger or older demographics. This outcome implies that these establishments have implemented standardized operational procedures and service practices that ensure fairness, inclusivity, and uniformity in service delivery.

2. It shows that guest satisfaction levels remained consistently high across all five dimensions of service quality—Responsiveness, Reliability, Tangibles, Assurance, and Empathy with no significant differences observed between age groups. This consistency demonstrates that the hotels maintain a well-balanced approach to service management, addressing both tangible and intangible aspects of hospitality. Guests perceive the staff as dependable and responsive, facilities as well-maintained, and services as both professional and personalized. This uniformity in

positive perception underscores the hotels' capability to deliver comprehensive service excellence and uphold quality standards across all operational areas.

It shows that uniformity of guest satisfaction across demographics reflects the effectiveness of operational management and the competence of hotel staff. The ability to consistently provide dependable, timely, and professional services to all guests suggests strong leadership, efficient service protocols, and continuous staff training. These operational strengths contribute significantly to the overall positive guest experience and reinforce the hotels' reputation for service reliability. Furthermore, such performance highlights the importance of maintaining well-coordinated management systems and a customer-oriented culture in sustaining guest satisfaction and loyalty.

RECOMMENDATIONS

1. Maintain Service Standards Across All Demographics: Based on the study's results, hotels are encouraged to maintain the high level of service quality reflected across the five dimensions of Responsiveness, Reliability, Tangibles, Assurance, and Empathy. Sustaining these standards ensures that guests, regardless of age, continue to experience consistent and satisfactory service. Regular reviews of operational procedures and periodic evaluations of staff performance are recommended to uphold service uniformity and align practices with evolving guest expectations.

2. Enhance Training Programs: The study's findings emphasize the importance of staff competence in maintaining consistent service delivery. It is therefore recommended that management strengthen their training and development programs, focusing on essential skills such as communication, problem-solving, adaptability, and personalized guest care. Continuous learning opportunities will help employees respond effectively to guests' varying needs and reinforce professionalism and attentiveness in all interactions.

3. Monitor Guest Feedback Continuously: It is vital for hotel management to establish a comprehensive and ongoing feedback system. Implementing both digital and in-person feedback channels will enable the collection of valuable insights into guest perceptions and experiences. Consistent monitoring of guest responses allows for timely identification and resolution of issues, helping management sustain high satisfaction levels and adapt to changing guest expectations across demographics.

4. Promote Inclusive Services: The study outcomes highlight the significance of inclusivity in achieving overall guest satisfaction. Hence, it is recommended that hotels design and promote inclusive service and marketing strategies that cater equitably to all age groups. At the same time, management may explore opportunities to develop specialized services that appeal to the unique preferences of specific market segments. This dual approach fosters inclusivity while enhancing personalized guest experiences and brand appeal.

5. Invest in Physical Upkeep and Facility Enhancement: Findings also indicate that tangible elements such as the quality, cleanliness, and functionality of facilities play an essential role in shaping guest satisfaction. Therefore, it is recommended that hotels allocate sufficient resources for the maintenance, renovation, and modernization of facilities and equipment. Sustaining high standards in physical amenities reinforces a positive impression of reliability, comfort, and professionalism, thereby improving guest satisfaction and loyalty.

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