



GUEST SATISFACTION OF STANDARD HOTELS IN TAGAYTAY CITY

De La Salle University - Dasmariñas

Dasmariñas, Cavite

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Abstract

Title: “GUEST SATISFACTION OF STANDARD HOTELS IN TAGAYTAY CITY”

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Purpose of the study

This study aimed to determine the guest satisfaction in standard hotels that are located in Tagaytay. The study also wants to determine if the standard hotels



in Tagaytay are meeting the requirements that the Department of Tourism is being implemented.

Methodology

This study entitled Guest Satisfaction of Department of Tourism Accredited Standard Hotels in Tagaytay City is a quantitative research that attempts to gather information and data regarding the satisfaction experienced by customers in using facilities and services of standard hotels in Tagaytay. This study wished to portray the guests satisfaction according to accommodation, front office service, facilities and amenities and food and beverage service being offered by standard hotels in Tagaytay. The researchers decided to use quantitative approach for them to determine the effectiveness of strategies being implemented in each hotel. This depends on the profile of respondents and aims to verify their observations on the satisfaction experienced by guests.

The researchers used the survey method. The researchers used this type of survey to determine guest satisfaction of Department of Tourism accredited standard hotels in Tagaytay by evaluating their facilities and services. Giving questionnaire forms to the guests helped the researchers verify the satisfaction of guests in the standard hotels. This method is appropriate for the study to see the effectiveness of strategies of different standard hotels along Tagaytay. Outcomes of this survey can help the hotels formulate future policies for better output.



Summary of Findings

1. What is the profile of the respondents in terms of:

- a. Age
- b. Gender
- c. Educational Attainment
- d. Monthly Income
- e. Place of Origin

There were a total of one hundred eighty (180) respondents, thirty (30) guests in each hotel: Hotel Kimberly, One Tagaytay Place, Days Hotel, Lake Hotel, Hotel Dominique and Discovery Country Suite. Majority of the respondents were male, college graduate with ages of 31 – 40. There are 54 percent males and 46 percent females. 80 percent has 20, 000 – 29,999 monthly income. 94 respondents came from Cavite, 52 respondents came from Manila, 22 respondents came from Batangas, 3 respondents came from Laguna, 2 respondents came from Cotabato, 1 respondent each came from Antipolo, Pampanga, Roxas, Zamboanga, Iloilo, Cagayan, and Bicol.

In the age group of respondents, 1% are 18 – 30 years old, 61% are 31 – 40 years old, 27 %t are 41 – 50 years old, 9% are 51-60 years old, and 2% are 60 years old and above.



2. How do the guests rate their satisfaction on the following areas?

- a. Location
- b. Bedroom Facilities and Furnishings
- c. Front Office Services
- d. Housekeeping
- e. Food and Beverage Services
- f. Facilities and Amenities
- g. Service and Staff

Discovery Country Suites got an overall mean of 4.35, Hotel Kimberly got an overall mean of 4.15, Lake Hotel got an overall mean of 4.05, Hotel Dominique got an overall mean of 3.78, One Tagaytay Place got an overall mean of 3.75, and Days Hotel got an overall mean of 3.62. The criteria for Location have the overall mean of 3.95.

One Tagaytay Place got an overall mean of 4.32, Hotel Dominique got an overall mean of 4.23, Hotel Kimberly got an overall mean of 4.01, Lake Hotel got an overall mean of 3.87 and Days Hotel got an overall mean of 3.84. The criteria for Facilities and Amenities have the overall mean of 4.27.

One Tagaytay Place got an overall mean of 4.30, One Tagaytay Place got an overall mean of 4.30, Hotel Dominique got an overall mean of 4.17, Hotel Kimberly got an overall mean of 4.04, Lake Hotel got an overall mean of 3.96, and Discovery Country Suites got an overall mean of 3.86. The criteria for Front Office Service have the overall mean of 3.97.



Lake Hotel got an overall mean of 4.47, One Tagaytay Place and Hotel Dominique got an overall mean of 4.43, Hotel Kimberly got an overall mean of 4.37, Discovery Country Suites got an overall mean of 3.52 and Days Hotel got an overall mean of 3.40. The criteria for Housekeeping have the overall mean of 4.10.

One Tagaytay Place got an overall mean of 4.64, Hotel Kimberly got an overall mean of 4.46, Hotel Dominique got an overall mean of 4.33, Discovery Country Suites got an overall mean of 4.28, Lake Hotel got an overall mean of 4.15, and Days Hotel got an overall mean of 3.77. The criteria for Food and Beverage Service have the overall mean of 4.27.

One Tagaytay Place got an overall mean of 4.32, Hotel Dominique got an overall mean of 4.23, Hotel Kimberly got an overall mean of 4.01, Lake Hotel got an overall mean of 3.87 and Days Hotel got an overall mean of 3.84. The criteria for Facilities and Amenities have the overall mean of 4.27.

Hotel Dominique got an overall mean of 4.53, Discovery Country Suites, Lake Hotel and One Tagaytay Place got an overall mean of 4.52 and Days Hotel got an overall mean of 4.32. The criteria for Service and Staff have the overall mean of 4.45.



3. Is there a significant difference on the satisfaction among the standard hotels in Tagaytay city?

There is a significant difference on the satisfaction among the standard hotels in Tagaytay City.

Conclusion

Based on the results of the study, the researchers concluded that the six (6) Department of Tourism accredited Standard Hotels in Tagaytay City were majority of the respondents were 31 to 40 years old, and the very least of the respondents were 60 years old and above. In terms of gender, majority of the respondents were male who got 54% compare to 45% female respondents. In terms of place of origins, majority of the respondents were from Cavite who got 82 respondents compared to Manila who got 52 respondents and Batangas who got 22 respondents. Most of the respondents were satisfied based on the results of overall ratings of respondents from the services and facilities that hotels render. Location got the overall mean of 3.95, Bedroom Facilities and Furnishings got the overall mean of 4.31, Front Office Services got an overall mean of 3.97, Housekeeping got an overall mean of 4.10, Food and Beverage got an overall mean of 4.27, and Facilities and Amenities got an overall mean of 4.06. All are satisfied based on the criteria that the Department of Tourism while the Service and Staff resulted to highly satisfied with the overall mean of 4.53. There is actually no significance between the profile of the respondents and their



satisfaction ratings. There is a significance on the satisfaction among standard hotels.

Recommendation

Based on the findings, the researchers wish to recommend the following:

1. The researchers recommend that all Department of Tourism Accredited Standard Hotels in Tagaytay city must first meet the provided criteria or requirements they have set for a standard hotel. These requirements are for the satisfaction of guests.
2. The researchers recommend that all Department of Tourism Accredited Standard Hotels in Tagaytay city should have a duly and authorized foreign exchange for the benefit of the guests who came from other country and need to exchange their foreign money and have the right currency/rate.
3. The researchers recommend that all Department of Tourism Accredited Standard Hotels in Tagaytay city must have a 24-hour duty nurse for the safety of the guests and in case of emergencies.
4. The researchers recommend that all Department of Tourism Accredited Standard Hotels in Tagaytay city must have a laundry, dry cleaning services for the guests who wish to have their clothes cleaned. This service should always be available at any time.



5. The researchers recommend that all Department of Tourism Accredited Standard Hotels in Tagaytay city must have a porter service available whenever guests would be checking-in in the hotel.
6. The researchers recommend that all Department of Tourism Accredited Standard Hotels in Tagaytay City must have at least one dining room that is well equipped and furnished for the convenience of the guests.





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