



**SERVICE QUALITY OF HOTEL RAFAEL AT DE LA SALLE UNIVERSITY -
DASMARIÑAS**

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Thesis Abstract

**“SERVICE QUALITY OF HOTEL RAFAEL AT DE LA SALLE UNIVERSITY-
DASMARINAS”**

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Purpose of the Study

This study will focus on the service quality being rendered at Hotel Rafael at De La Salle University- Dasmariñas. The researchers will assess the extent of service that the hotel staff renders for their guests. Hence, this study will provide management with an overview of current conditions of the establishment. At the same time, the resort proprietor will know specific areas for improvement more in terms of providing quality service to its guests.



Methodology

This study is a quantitative research wherein the researchers gathered and assessed data using the purposive sampling method. The researchers used the survey method for data gathering. The survey method is deemed as the most appropriate method because it clearly illustrates the aspects related to quality service quality and determine if these are being implemented or not. The survey form is based on the five service quality (SERVQUAL) dimensions or most commonly known as RATER (Reliability, Assurance, Tangibles, Empathy, and Responsiveness).

Summary of findings

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

a.) Age

Based on data gathered, most respondents came from the age group of 18-30 years old while the least age group belongs to the 31 to 40 years bracket.

b.) Gender

Based on data gathered, most of the guests who checked-in at Hotel Rafael were males (59.5%) compared to females (40.5%).



c.) Profession

Based on data gathered, most of the respondents were students from De La Salle University- Dasmariñas, with an average of 90.5% average or 38 respondents compared to professionals with an average of 9.5% average or 4 respondents. The total number of respondents is 42.

d.) Educational Attainment

Based on data gathered, most of the respondents who answered the survey belonged to the college level category with an average of 71.4% average. College graduates had an average of 19.0% while high school graduates and those at graduate school had 7.1% and 2.4% respectively.

4. What is the perception of the respondents on the service quality of Hotel Rafael at De La Salle University – Dasmariñas in terms of Reliability, Assurance, Tangibles, Empathy and Responsiveness?

Based on data gathered, the overall rating of respondents for service quality of Hotel Rafael is very good. The RATER also gave a very good rating. The overall rating of service quality given to guests is also very good because hotel staff follow guidelines strictly.



5. Is there a significant difference between the demographic profile of the respondents and the rating on the service quality of Hotel Rafael at De La Salle University-Dasmariñas?

Based on data gathered, there is no significant difference between the age, gender and profession of the respondents with the ratings on the service quality of Hotel Rafael at DLSU-D.

Conclusion

The researchers answered the following statements of the problem based on collected data:

1. Majority of respondents came from the age group of 18-30 years old while the least age group came from 31 to 40 years old.
2. Most of the guests who checked-in at Hotel Rafael were males with an average of 59.5 percent compared to females who only got 40.5 percent.
3. Most of the respondents were students from De La Salle University- Dasmariñas, with na 90.5 percent average or 38 respondents compared to professionals with 9.5 percent average or four respondents out of 42 respondents.

Nearly all of the respondents who took the survey were college level belonged to the college level category with an average of 71.4% average. College graduates



had an average of 19.0% while high school graduates and those at graduate school had 7.1% and 2.4% respectively.

4. The overall rating of respondents for service quality of Hotel Rafael is very good. The RATER also gave a very good rating. The overall rating of service quality given to guests is also very good because hotel staff follow guidelines strictly.
5. There is no significant difference between the age, gender and profession of the respondents with the ratings on the service quality of Hotel Rafael at DLSU-D.

Recommendation

The researchers would like to recommend the following:

1. Payment of guests can be done at the office of Hotel Rafael instead of the Administration office of DLSU-D for easy monitoring by the management. Guests can also benefit from this for convenience.
2. The staff should get extensive support from the hotel management to do their job well.
3. The researchers also recommend that housekeeping jobs should be given emphasis to maintain the hotel's physical conditions. Internet service should also be available for all guests 24 hours a day, 7 days a week.
4. Staff should listen more to the complaints made by guests since this will result to more efficient operations.



5. Student trainees must be able to answer concerns of guests. They should maximize services that they render since this will help them with their future careers.

6. For future researchers, it is recommended that they study the facility that was not included in the recent study such as Salon de Nicole, centennial hall and the meeting room. In studying this facility, it will broaden the research topic and further strengthen their study about the service.





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