

## Guests' Satisfaction on the Services of Hotels in Tuguegarao

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### ABSTRACT

*The hotel industry remains highly competitive, necessitating a strong focus on customer satisfaction to ensure business continuity and profitability. This study examines guest satisfaction with various services provided by hotels in Tuguegarao City, aiming to identify areas needing improvement and guide training initiatives. Using a descriptive survey method, data were collected from 100 hotel guests—50 from accredited and 50 from non-accredited hotels—via questionnaires. The study evaluates guest satisfaction in areas such as front desk/reception, bell service, housekeeping, guest comfort, and special services. Results indicate that accredited hotels outperform non-accredited ones in front desk, bell service, and housekeeping, while no significant differences were found in guest comfort and special services. Special services emerged as the most critical area needing improvement. Statistical tools, including weighted mean and t-test for independent samples, were employed for data analysis. Recommendations include further studies on factors beyond service quality and partnerships between hospitality programs and local hotels to enhance service standards.*

**Keywords:** customer satisfaction, guest services, accredited hotels, non-accredited hotels, housekeeping, front desk, bell service, service quality

### I. INTRODUCTION

The hotel industry has always been one of the most competitive industries. As such, increasing customer loyalty is critical to both ensuring business continuity and boosting industry competitiveness. Customers are likely to stick around and refer others to the hotel if they are happy with the brands or items. If they are not happy in this fashion, they will probably switch brands and criticize the brand in front of other customers about the hotel. Pearce and Robinson (2011) assert that a hotel's brand has a significant impact on advertising campaigns, either favorably or unfavorably. What essentially molds visitors' opinions of the hotel is its image.

Every company wants to meet its profit goals and please its clients. It is becoming more and more important for resorts and hotels to put their guests' needs first in order to keep them coming back and eventually make them regulars because of the increased competition and quality expectations (Chikán, 1997). Return visitor rates are assumed to increase with improved customer satisfaction levels (Guray, 2018). Over the last five years, there has been a notable shift in the hotel industry. Hotels had to reduce their growth ambitions in addition to increasing their capacity because of the economic crisis, which also resulted in lower demand, fewer funding sources, and higher costs.

There was a noticeable drop in quality, which raised the number of unhappy visitors. Hotels made an effort to make up for their poor quality with cheaper prices. In this context, hotels that want to hold onto their long-term market position must now measure client satisfaction and expectations. Achieving outstanding quality and satisfaction could lead to a loyal customer base and a number of advantages (file:///C:/Users/User/Downloads/5\_Karakas.pdf).

The days of satisfied customers accepting little more than "please" and "thank you" or smiling service are long gone. The ingredients for perfect politeness, if there are any, are insufficient. Happy customers demand a distinctive experience and prompt service when it counts most. Whether it's via providing quick service or

going above and beyond standard protocols, such as extending a hotel guest check-out or customizing a menu item in a restaurant, customers want to feel that their business is valued. If you want to be the recipient of satisfied customers' evaluations in surveys and among their network, you must be able to anticipate client needs and have personnel deliver in line with them (<https://smallbusiness.chron.com/customer-satisfaction-hospitality-industry-15722.html>).

Improving the guest experience at hotels is a very useful, although underappreciated, business-growth tactic for hoteliers. Gaining the loyalty of its customers is largely dependent on a hotel's capacity to satisfy them. As such, this has a direct and positive impact on a hotel company's revenue, online reputation, and word-of-mouth marketing. In an era of escalating consumer expectations and demands, the most successful hotel brands these days are those that can consistently generate rising levels of customer satisfaction (Sandoval, 2019).

The purpose of this study is to ascertain the respondents' degree of satisfaction with the various services that hotels provide. Because hotel earnings are largely dependent on how satisfied guests are, the standard or typical service that a facility provides to them is essential.

The objective of the study is to determine what services of the hotels here in Tuguegarao City are mostly in need of development, hence to be targeted for training. The study will survey the opinions of the hotel guests and an analysis may be drawn about their perceptions with respect to training needs.

### **Objective**

The purpose of the study is to ascertain how satisfied visitors are with Tuguegarao City hotels' services.

It specifically seeks to ascertain the following:

1. Discover the level of satisfaction of guests with the following services offered by the hotels:
  - a. Front desk/Reception
  - b. Bell Service
  - c. Housekeeping
  - d. Guest Comfort
  - e. Special Services
2. Determine if there is a significant difference in the rate of satisfaction of guests with the services of hotels between accredited and non-accredited hotels.
3. Determine the services of the hotels in Tuguegarao City that are mostly in need of development.

### **II. METHODS**

This research will use the descriptive survey method since the main objective of the study is to assess the level of guest satisfaction among the different hotels in Tuguegarao City. The researchers will seek permission from the management or hoteliers to allow the researchers to conduct the study. After the approval, the questionnaires will be distributed personally to the respondents, then responses will be gathered through the questionnaires. After the respondents will answer the questionnaires, the researcher will tally the responses.

The population of the study is composed of the guests of the different hotels in Tuguegarao city. From the population, a total of 100 respondents will be drawn using convenience sampling method. Among the 100 guests, 50 will be drawn from accredited hotels and 50 are from the non-accredited hotels.

The study will use of the following statistical tools in the analysis of the results:

1. Weighted mean will be used to assess the level of satisfaction of guest on the services offered by the hotels. The weighted mean is presented in the equation below:

$$\bar{x} = \frac{\sum fx}{\sum x}$$

Where:

$\bar{x}$ = weighted mean

F=frequency of each scale

X=weight in each scale

The computed weighted mean will be interpreted using the scale below:

Scale	Limits	Description
5	4.20 – 5.00	Extremely Satisfied
4	3.40 – 4.19	Very Satisfied
3	2.60 – 3.39	Moderately Satisfied
2	1.80 – 2.59	Slightly Satisfied
1	1.00 – 1.79	Not all Satisfied

2. A hypothesis test is used to compare the satisfaction of guests between accredited and non-accredited hotels. Specifically, the tool used here is a t-test for independent samples. This test compares the means of satisfaction scores between two groups (accredited and non-accredited hotels) to determine if there is a statistically significant difference in guest satisfaction across various services offered by these hotels.

### III. RESULTS

#### Services in Need of Development in Tuguegarao City Hotels

Based on the results of the level of guest satisfaction, the service most in need of development in hotels in Tuguegarao City is special services. The detailed analysis of each service category is presented below:

##### Bell Service

- Accredited Hotel Mean Score: 4.08
- Non-Accredited Hotel Mean Score: 3.44
- Mean Difference: 0.64
- P-value: 0.0090
- Decision: Reject  $H_0$  at 0.05 significance level
- Discussion: The statistically significant mean difference and the low p-value indicate that accredited hotels perform significantly better in bell service compared to non-accredited hotels. This suggests that non-accredited hotels could improve their bell service to match the standards of accredited hotels.

##### Reception

- **Accredited Hotel Mean Score:** 4.03
- **Non-Accredited Hotel Mean Score:** 3.44
- **Mean Difference:** 0.59
- **P-value:** 0.0054
- **Decision:** Reject  $H_0$  at 0.05 significance level

- **Discussion:** The low p-value and rejection of the null hypothesis indicate that accredited hotels provide significantly better reception services. This highlights the need for non-accredited hotels to enhance their reception services to achieve parity with accredited hotels.

### Housekeeping

- **Accredited Hotel Mean Score:** 4.14
- **Non-Accredited Hotel Mean Score:** 3.63
- **Mean Difference:** 0.51
- **P-value:** 0.0119
- **Decision:** Reject  $H_0$  at 0.05 significance level
- **Discussion:** There is a significant difference in housekeeping services, with accredited hotels performing better. Non-accredited hotels should focus on improving their housekeeping services to meet the higher standards observed in accredited hotels.

### Guest Comfort

- **Accredited Hotel Mean Score:** 3.86
- **Non-Accredited Hotel Mean Score:** 3.55
- **Mean Difference:** 0.31
- **P-value:** 0.0230
- **Decision:** Reject  $H_0$  at 0.05 significance level
- **Discussion:** The p-value indicates a significant difference in guest comfort, favoring accredited hotels. This suggests that non-accredited hotels need to enhance guest comfort to compete with accredited hotels.

### Special Services

- **Accredited Hotel Mean Score:** 3.87
- **Non-Accredited Hotel Mean Score:** 3.36
- **Mean Difference:** 0.51
- **P-value:** 0.0598
- **Decision:** Accept  $H_0$  at 0.05 significance level
- **Discussion:** The p-value is greater than 0.05, meaning the null hypothesis is not rejected. This indicates there is no statistically significant difference between accredited and non-accredited hotels in terms of special services. Both types of hotels perform similarly in this area, suggesting room for improvement.

Special Services in both accredited and non-accredited hotels do not show a statistically significant difference, as indicated by the p-value (0.0598). This suggests that both types of hotels perform similarly in this area, and there is room for improvement. Since all other services (Bell Service, Reception, Housekeeping, and Guest Comfort) have statistically significant differences, indicating better performance by accredited hotels, Special Services stand out as the area mostly in need of development. Both accredited and non-accredited hotels should focus on enhancing their Special Services to improve overall guest satisfaction.

## IV. DISCUSSION

### Level of Satisfaction of Guests with the Services Offered by the Hotels

**Table 1.1** Non-Accredited Hotels on Bell Services

Bells Service	Weighted Mean	Description
1. Properly greets guests upon arrival and departure of the hotel.	3.78	Very Satisfied
2. Opens the hotel door promptly and escort guests to the front desk	3.10	Moderately Satisfied
3. Assist guest with luggage and carry items to their room in a safe and professional manner.	3.60	Very Satisfied
4. Continuously assist guests on parking their vehicles	3.60	Very Satisfied
5. Attentively perform other hotel services as assigned and respond to guest requests as necessary.	3.10	Moderately Satisfied
<b>Total</b>	<b>3.44</b>	<b>Very Satisfied</b>

Table 1.1 shows that in evaluating the non-accredited hotels on bell services, it was found that guests expressed high levels of satisfaction in several key areas. Firstly, the staff's ability to properly greet guests upon their arrival and departure received an impressive satisfaction score of 3.78, signifying that guests were exceptionally content with the warm and welcoming reception they received. Additionally, the service related to promptly opening the hotel door and escorting guests to the front desk, while not as high, still garnered a moderate satisfaction score of 3.10. This indicates that guests were reasonably content with the speed and assistance provided during this process.

Furthermore, the hotel staff's assistance with guests' luggage, ensuring it was safely and professionally carried to their rooms, received a high satisfaction score of 3.60. This demonstrates that guests were very satisfied with the care and attention given to their belongings. Similarly, the hotel's continuous support in helping guests park their vehicles also received a commendable satisfaction score of 3.60, revealing that guests were highly content with the assistance provided in this regard.

Lastly, the service encompassing attentiveness to other hotel-related tasks and prompt responses to guest requests received a moderate satisfaction score. While not as high as some other services, it still indicates a reasonable level of contentment among guests. In summary, the hotel's overall performance, as indicated by the weighted mean score of 3.44, suggests that guests were generally very satisfied with the services provided, reflecting a positive and enjoyable experience during their stay.

**Table 1.2** Non-Accredited Hotels on Reception/Front Desk

Reception/Front Desk	Weighted Mean	Description
1. Greet guests with enthusiasm and set a positive office atmosphere.	3.60	Very Satisfied
2. Efficiently handles guest reservation.	3.00	Moderately Satisfied
3. Handles check-in, check-out of guests in a professional manner.	3.55	Very Satisfied
4. Settles guest's payment promptly at the time of check-out.	3.40	Very Satisfied
5. Respond immediately to guests' queries and requests as necessary.	3.63	Very Satisfied
<b>Total</b>	<b>3.43</b>	<b>Very Satisfied</b>

In Table 1.2, it is clear from assessing the welcome and front desk services that visitors generally had pleasant experiences. The excellent satisfaction rating of 3.60 demonstrates the reception staff's prowess in fostering a welcoming atmosphere.

Moreover, the efficiency in handling guest reservations, although not exceptionally high, garnered a moderate satisfaction score of 3.00, indicating a reasonable level of contentment among guests. The staff's professionalism during the check-in and check-out processes received a commendable satisfaction score of 3.55, reflecting a high level of guest satisfaction in these crucial aspects of their stay.

A satisfactory satisfaction rating of 3.40 was given for the timely settlement of guest payments at check-out. This indicates that a smooth departure experience was made possible by guests' typically high satisfaction with the speed and accuracy of handling financial transactions.

Furthermore, the front desk's responsiveness to guests' queries and requests was highly commendable, earning a very high satisfaction score of 3.63.

In summary, the overall weighted mean score of 3.43 reflects a high level of satisfaction among guests regarding the reception and front desk services. The positive ratings in areas such as greetings, professionalism during check-in and check-out, prompt payment settlements, and quick responsiveness to queries underscore a guest-centric approach, contributing significantly to an overall very satisfied guest experience.

**Table 1.3** Non- Accredited Hotels on Housekeeping

<b>Housekeeping</b>	<b>Weighted Mean</b>	<b>Description</b>
1.Maintains cleanliness and sanitization of hotel and guest rooms	3.53	Very Satisfied
2. Neatly makes beds and changes linens	3.66	Very Satisfied
3 .Frequently replenishes toiletries and towels.	3.22	Moderately Satisfied
4. Respects guest's privacy	3.92	Very Satisfied
5. Respond to guests queries and requests as necessary.	3.82	Very Satisfied
<b>Total</b>	<b>3.63</b>	<b>Very Satisfied</b>

The data presented in Table 1.3 provides an overview of the housekeeping services in non-accredited hotels, focusing on various aspects related to guest satisfaction. Overall, these non-accredited hotels received a high level of satisfaction from their guests, with a total weighted mean score of 3.63, indicating that guests were very satisfied with their housekeeping experiences.

Specifically, the housekeeping staff excelled in maintaining the cleanliness and sanitization of both the hotel premises and guest rooms, receiving a commendable satisfaction score of 3.53. This suggests that guests in these hotels were very satisfied with the hygienic conditions, emphasizing the importance of cleanliness in their positive perception of the hotel.

Additionally, guests appreciated the effort put into ensuring their comfort, as reflected in the high satisfaction score of 3.66 for neatly making beds and changing linens. This attention to detail contributed significantly to the overall positive experience of the guests during their stay.

While the frequent replenishment of toiletries and towels received a moderately satisfied score of 3.22, indicating a moderate level of contentment, the staff's respect for guests' privacy was highly commendable, earning an impressive satisfaction score of 3.92. Moreover, the prompt and helpful responses to guests' queries and requests were notable, receiving a very high satisfaction score of 3.82.

In summary, the data highlights that non-accredited hotels, despite not having official accreditation, managed to provide a very satisfying housekeeping experience for their guests. The high satisfaction scores in key areas such as cleanliness, bed-making, privacy, and responsiveness to guest needs showcase the hotels' commitment to ensuring a positive and comfortable stay for their guests.



**Table 1.4** Non- Accredited Hotel on Guest Comfort

<b>Guest Comfort</b>	<b>Weighted Mean</b>	<b>Description</b>
1. Provides service on time.	3. 22	Moderately Satisfied
2.Provides accurate service.	3.00	Moderately Satisfied
3. Hotel staff are courteous, approachable and accommodating.	4.00	Very Satisfied
4. Guests queries and problems are resolved quickly and efficiently.	3.63	Very Satisfied
5. Ensures guest' security.	3.88	Very Satisfied
<b>Total</b>	<b>3.55</b>	<b>Very Satisfied</b>

Table 1.4 provides insights into the guest comfort aspects of non-accredited hotels, shedding light on various factors contributing to guest satisfaction. Despite some areas of moderate satisfaction, these hotels received an overall favorable rating with a total weighted mean score of 3.55, indicating that guests were generally very satisfied with their comfort during their stay.

The timeliness of service provision received a moderately satisfied score of 3.22, suggesting there is room for improvement in ensuring services are delivered promptly. Similarly, the accuracy of services provided also garnered a moderate satisfaction score of 3.00, indicating a need for better precision in service delivery to enhance guest experiences.

However, the standout feature in these non-accredited hotels was the exceptionally courteous, approachable, and accommodating demeanor of the hotel staff, receiving a remarkable satisfaction score of 4.00. This highlights a significant positive aspect of guest comfort, showcasing the hotel staff's dedication to creating a friendly and welcoming atmosphere for their guests.

Furthermore, the efficient resolution of guests' queries and problems received a very satisfied score of 3.63, indicating that guests felt their concerns were addressed promptly and effectively. Additionally, ensuring guest security was highly commendable, earning a very satisfied score of 3.88. This emphasizes that guests felt safe and protected during their stay, contributing positively to their overall comfort and satisfaction.

In summary, while there are areas that require improvement, such as timely and accurate service provision, the exceptional performance of non-accredited hotels in areas like staff courtesy, efficient query resolution, and guest security played a pivotal role in creating a very satisfying and comfortable experience for their guests. These positive elements significantly influenced the overall high level of guest satisfaction with their comfort, as indicated by the total weighted mean score of 3.55.

**Table 1.5** Non- Accredited Hotel on Special Services

<b>Special Services</b>	<b>Weighted Mean</b>	<b>Description</b>
1. Provides food and beverage services.	3.40	Very Satisfied
2 .Provides car rental services.	3	Moderately Satisfied
3. Provides concierge services.	3.5	Very Satisfied
4. Provides laundry and ironing services.	3.30	Moderately Satisfied
5. Provides facilities for PWD	3.6	Very Satisfied
<b>Total</b>	<b>3.36</b>	<b>Moderately Satisfied</b>

Table 1.5 offers an overview of the special services provided by non-accredited hotels, indicating varying levels of guest satisfaction in different areas. The hotels managed to achieve an overall moderate level of satisfaction, with a total weighted mean score of 3.36, reflecting the general sentiment of guests regarding these special services.

In terms of food and beverage services, the hotels performed well, receiving a very satisfied score of 3.40. This suggests that guests were content with the quality and variety of dining options provided, enhancing their

overall experience during their stay. Additionally, the availability of concierge services was highly appreciated, earning a very satisfied score of 3.5. Guests valued the assistance and recommendations provided by the concierge, contributing positively to their satisfaction with the hotel's special services.

While the hotels received moderate satisfaction scores for car rental services (3.00) and laundry/ironing services (3.30), indicating a satisfactory but not exceptional level of service, there was a notable positive aspect in the provision of facilities for persons with disabilities (PWD), earning a very satisfied score of 3.60. This highlights the hotels' commitment to inclusivity and accessibility, ensuring that all guests, regardless of their abilities, had a comfortable and accommodating experience.

In summary, while some special services received moderate satisfaction ratings, the provision of food and beverage services, concierge services, and facilities for PWD stood out as areas of strength for these non-accredited hotels. These positive aspects contributed significantly to the overall moderate satisfaction level of 3.36, showcasing the hotels' efforts to enhance guest experiences through specialized services.

**Table 2.1** Accredited Hotels on Bell Services

Bells Service	Weighted Mean	Description
1. Properly greets guests upon arrival and departure of the hotel.	4.00	Very Satisfied
2. Opens the hotel door promptly and escort guests to the front desk	4.15	Very Satisfied
3. Assist guest with luggage and carry items to their room in a safe and professional manner.	4.25	Extremely Satisfied
4. Continuously assist guests on parking their vehicles	4.10	Very Satisfied
5. Attentively perform other hotel services as assigned and respond to guest requests as necessary.	3.88	Very Satisfied
<b>Total</b>	<b>4.08</b>	<b>Very Satisfied</b>

Table 2.1 presents a comprehensive evaluation of bell services in accredited hotels, revealing exceptionally high levels of guest satisfaction across various aspects. The data indicates that accredited hotels have excelled in providing top-notch bell services, earning an outstanding overall weighted mean score of 4.08, signifying a very satisfied guest experience.

Firstly, the hotels showcased impeccable standards in guest greetings, both upon arrival and departure, with a perfect score of 4.00. This indicates that guests were exceedingly satisfied with the warm and courteous welcomes they received, setting a positive tone for their stay.

Furthermore, the promptness in opening hotel doors and escorting guests to the front desk received an impressive score of 4.15, suggesting that guests were highly satisfied with the efficiency of this service. Additionally, assistance with luggage, carried out in a safe and professional manner, received an extremely high satisfaction score of 4.25, highlighting the hotels' exceptional attention to guest needs and safety.

Accredited hotels also excelled in assisting guests with parking their vehicles, earning a very satisfied score of 4.10. This suggests that guests appreciated the continuous support provided in this regard, enhancing their overall experience. Moreover, the attentiveness in performing various other hotel services and promptly responding to guest requests was well-received, garnering a commendable satisfaction score of 3.88.

In summary, the outstanding performance of accredited hotels in bell services, as indicated by the remarkable total weighted mean score of 4.08, showcases a commitment to providing guests with a seamless, attentive, and highly satisfactory experience. Guests in these hotels enjoyed exceptional service quality, emphasizing the hotels' dedication to ensuring a positive and memorable stay for their patrons.



**Table 2.2** Accredited Hotels on Reception/Front Desk

Reception/Front Desk	Weighted Mean	Description
1. Greet guests with enthusiasm and set a positive office atmosphere.	4.04	Very Satisfied
2. Efficiently handles guest reservation.	4.00	Very Satisfied
3. Handles check-in, check-out of guests in a professional manner.	4.22	Extremely Satisfied
4. Settles guest's payment promptly at the time of check-out.	3.90	Very Satisfied
5. Respond immediately to guests' queries and requests as necessary.	4.00	Very Satisfied
<b>Total</b>	<b>4.03</b>	<b>Very Satisfied</b>

Table 2.2 provides and insightful evaluation of accredited hotels' reception and front desk services, analyzing various aspects of guest interaction. The criteria assessed include greeting guests with enthusiasm, efficient handling of reservations, professional conduct during check-in and check-out processes, prompt settlement of guest payments, and immediate responsiveness to guest queries and requests. Each criterion was rated on a scale, with the Weighted Mean score indicating the level of satisfaction among guests.

According to the table, the accredited hotels performed exceptionally well, achieving an impressive overall Weighted Mean score of 4.03, signifying a very high level of guest satisfaction. Notably, guests were "Very Satisfied" with the hotels' ability to create a positive office atmosphere (4.04) and handle guest reservations efficiently (4.00). The hotels received an "Extremely Satisfied" rating for the professional manner in which they handled the check-in and check-out processes (4.22). Although settling guest payments promptly at the time of check-out received a slightly lower score of 3.90, it still fell within the "Very Satisfied" category. Additionally, the immediate response to guests' queries and requests was also highly satisfactory (4.00).

In summary, Table 2.2 highlights the accredited hotels' outstanding reception and front desk services, emphasizing the hotels' ability to create a positive atmosphere, handle reservations efficiently, and ensure professional and immediate guest interactions. The findings underscore the hotels' commitment to providing exceptional customer service, contributing significantly to the overall positive guest experiences within these accredited establishments.

**Table 2.3** Accredited Hotels on Housekeeping

Housekeeping	Weighted Mean	Description
1.Maintains cleanliness and sanitization of hotel and guest rooms	4.30	Extremely Satisfied
2. Neatly makes beds and changes linens	4.20	Extremely Satisfied
3 .Frequently replenishes toiletries and towels.	3.80	Very Satisfied
4. Respects guest's privacy	4.22	Extremely Satisfied
5. Respond to guests queries and requests as necessary.	4.16	Very Satisfied
<b>Total</b>	<b>4.14</b>	<b>Very Satisfied</b>

Table 2.3 presents an evaluation of housekeeping services in accredited hotels, highlighting several key aspects along with their corresponding weighted mean satisfaction scores and qualitative descriptions. The highest satisfaction scores were awarded to "Maintains cleanliness and sanitization of hotel and guest rooms" and "Respects guest's privacy," both rated as "Extremely Satisfied" with weighted means of 4.30 and 4.22, respectively. This suggests that guests highly appreciate the efforts of hotels in maintaining cleanliness and privacy standards. "Neatly makes beds and changes linens" follows closely with a weighted mean of 4.20, indicating another aspect of housekeeping that guests are extremely satisfied with. However, there are areas for improvement, notably in "Frequently replenishes toiletries and towels," which received a lower but still positive score of 3.80, indicating that guests are "Very Satisfied." Similarly, "Respond to guests queries and requests as necessary" received a score of 4.16, also indicating a high level of satisfaction but slightly lower

compared to the other aspects. Overall, the total weighted mean of 4.14 indicates that guests are very satisfied with the housekeeping services provided by the accredited hotels, though there are some specific areas where improvements could be made to further enhance guest satisfaction and experience.

**Table 2.4 Accredited Hotel on Guest Comfort**

<b>Guest Comfort</b>	<b>Weighted Mean</b>	<b>Description</b>
1. Provides service on time.	4.00	Very Satisfied
2.Provides accurate service.	3.50	Very Satisfied
3. Hotel staff are courteous, approachable and accommodating.	4.00	Very Satisfied
4. Guests queries and problems are resolved quickly and efficiently.	3.80	Very Satisfied
5. Ensures guest' security.	4.00	Very Satisfied
<b>Total</b>	<b>3.86</b>	<b>Very Satisfied</b>

Table 2.4 presents an evaluation of guest comfort at an accredited hotel, utilizing weighted means to assess satisfaction levels across various parameters. Notably, the hotel excels in multiple aspects, with all categories receiving high ratings. Firstly, the provision of services on time is rated very highly, achieving a weighted mean of 4.00, indicating that guests are extremely satisfied with the punctuality of service delivery. Similarly, the accuracy of service provision also garners a very satisfied response, with a weighted mean of 3.50, suggesting that guests find the services to be consistently precise. Furthermore, the hotel staff receive commendation for their behavior, with a perfect score of 4.00, signifying that guests perceive them as courteous, approachable, and accommodating. Moreover, the efficiency in resolving guest queries and issues is reflected in a weighted mean of 3.80, indicating a high level of guest satisfaction in this regard. Additionally, the hotel's security measures receive a perfect score of 4.00, indicating that guests feel extremely secure during their stay. The total weighted mean of 3.86 signifies an overall very satisfied level of guest comfort, underscoring the hotel's success in providing a comfortable and secure environment for its guests. This analysis underscores the hotel's strengths and serves as affirmation of its commitment to guest satisfaction, while also highlighting areas of excellence that can be emulated or maintained in the hospitality industry.

**Table 2.5 Accredited Hotels on Special Services**

<b>Special Services</b>	<b>Weighted Mean</b>	<b>Description</b>
1. Provides food and beverage services.	4.15	Very Satisfied
2 .Provides car rental services.	3.10	Moderately Satisfied
3. Provides concierge services.	4.00	Very Satisfied
4. Provides laundry and ironing services.	4.10	Very Satisfied
5. Provides facilities for PWD	4.00	Very Satisfied
<b>Total</b>	<b>3.87</b>	<b>Very Satisfied</b>

Table 2.5 evaluates various special services offered by accredited hotels, including food and beverage services, car rental services, concierge services, laundry and ironing services, and facilities for persons with disabilities (PWD). Each service was rated on a scale, with the Weighted Mean score reflecting guest satisfaction levels.

According to the table, accredited hotels generally performed well in providing special services, achieving an overall Weighted Mean score of 3.87, indicating a high level of guest satisfaction. Guests were notably very satisfied with food and beverage services (4.15) and laundry/ironing services (4.10), as well as concierge services (4.00) and facilities for PWD (4.00). However, car rental services received a moderately satisfied rating with a score of 3.10, suggesting there is room for improvement in this area.

In summary, Table 2.5 highlights the accredited hotels' success in delivering a range of special services, with particular strengths in food and beverage, concierge, laundry, and facilities for PWD. While there is a need for enhancement in car rental services to align with guest expectations fully, the overall satisfaction in other areas underscores the hotels' commitment to providing diverse and high-quality special services to their guests. The findings demonstrate the hotels' dedication to catering to various guest needs, contributing significantly to the overall positive guest experiences within these establishments.

**Table 3:** Test of a significant difference in the satisfaction of guests between accredited and non-accredited hotels on the different services offered

Services Offered	Accredited Hotel	Non-Accredited Hotel	Mean Difference	P-value	Decision
Bell service	4.08	3.44	0.64	0.0090	Ho rejected @ 0.05
Reception	4.03	3.44	0.59	0.0054	Ho rejected @ 0.05
Housekeeping	4.14	3.63	0.51	0.0119	Ho rejected @ 0.05
Guest Comfort	3.86	3.55	0.31	0.0230	Ho accepted @ 0.05
Special Services	3.87	3.36	0.51	0.0598	Ho accepted @ 0.05

The table presents the results of a hypothesis test for satisfaction of guests on the services offered by accredited and non-accredited hotels. The columns represent the services, with the mean difference and p-value for each service. The decision column indicates whether the null hypothesis (Ho) is rejected or accepted based on the p-value at a significance level of 0.05.

**Bell Service:** The mean difference is 0.64 with a p-value of 0.0090, which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, suggesting a significant difference on the level of satisfaction of guests between accredited and non-accredited hotels in the bell service.

**Reception:** The mean difference is 0.59 with a p-value of 0.0054, which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, suggesting a significant difference level of satisfaction of guests between accredited and non-accredited hotels in the reception service.

**Housekeeping:** The mean difference is 0.51 with a p-value of 0.0119, which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, suggesting a significant difference on the level of satisfaction of guests between accredited and non-accredited hotels in the housekeeping service.

**Guest Comfort:** The mean difference is 0.31 with a p-value of 0.0230, which is greater than the significance level of 0.05. Therefore, the null hypothesis is accepted, suggesting no significant difference level of satisfaction of guests between accredited and non-accredited hotels in the guest comfort service.

**Special Services:** The mean difference is 0.51 with a p-value of 0.0598, which is greater than the significance level of 0.05. Therefore, the null hypothesis is accepted, suggesting no level of satisfaction of guests significant difference between accredited and non-accredited hotels in the special services.

In summary, for bell service, reception, and housekeeping, there is a significant difference on the level of satisfaction of guests between accredited and non-accredited hotels. For guest comfort and special services, there is no significant difference between accredited and non-accredited hotels.

## V. CONCLUSIONS

The following conclusions were drawn from the findings of the study:

1. **Bell Service, Reception, and Housekeeping:** Accredited hotels outperform non-accredited hotels significantly in bell service, reception, and housekeeping. Guests consistently rated these services higher in accredited hotels, indicating better overall satisfaction in these areas.

2. **Guest Comfort and Special Services:** There is no significant difference in guest satisfaction between accredited and non-accredited hotels for guest comfort and special services. This suggests that both types of hotels perform similarly in these aspects, with guest comfort slightly favoring accredited hotels.
3. **Special Services** stand out as the area mostly in need of development. Both accredited and non-accredited hotels should focus on enhancing their Special Services to improve overall guest satisfaction.

## VI. RECOMMENDATIONS

Based on the findings of the study, the following are hereby recommended:

1. Conduct further studies on additional factors beyond service quality (such as pricing, location, and amenities) that may influence guest satisfaction to gain a comprehensive understanding of competitive advantages.
2. Triangulation may be employed to enhance the reliability of guests' feedback concerning their satisfaction with hotel services.
3. The College of Hospitality Management may consider establishing a Memorandum of Agreement (MOA) with hotels in Tuguegarao City. This partnership could pave the way for developing a project under their extension program aimed at enhancing training, setting higher standards, and improving service efficiency for both accredited and non-accredited hotels. This collaboration would facilitate knowledge exchange, workshops, and consulting services to address specific challenges and foster continuous improvement in guest satisfaction and overall hospitality standards within the city.

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