



American Journal of Tourism and Hospitality (AJTH)

ISSN: 2993-6519 (ONLINE)

VOLUME 4 ISSUE 2 (2026)

PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA

Customer Satisfaction on the Services of Selected Hotels in Isabela, Philippines

Jennifer B. Fabro^{1*}

Article Information

Received: April 12, 2026

Accepted: June 22, 2026

Published: September 14, 2026

Keywords

Customer Satisfaction, Hospitality Industry, Hotel Management, Philippines, Service Quality, SERVQUAL

ABSTRACT

Customer satisfaction remains a fundamental indicator of competitiveness and sustainability in the hospitality industry. This study examined the level of customer satisfaction with services offered by selected hotels in Isabela, Philippines. Using a descriptive quantitative design, data were collected from 200 hotel guests across four accommodation establishments through a structured survey instrument grounded in SERVQUAL dimensions. Statistical tools included frequency distribution, weighted mean, and independent samples t-test. Findings revealed that Front Office, Food and Beverage, and Housekeeping services were rated "Very Satisfactory." No statistically significant difference was found in satisfaction levels when grouped according to hotel classification and years of operation. The results affirm that service quality-particularly reliability, responsiveness, and assurance-remains the primary determinant of guest satisfaction regardless of hotel size or operational maturity. The study contributes empirical evidence to provincial hospitality management research and provides practical implications for workforce training and service standardization.

INTRODUCTION

The global hospitality industry has undergone significant transformation due to increased competition, digitalization, and evolving customer expectations. In this environment, customer satisfaction is no longer merely a performance indicator but a strategic necessity (Rather, 2021). Hotels must continuously enhance service quality to maintain competitive advantage and long-term profitability.

Customer satisfaction is commonly conceptualized as the cognitive and affective evaluation of service performance relative to prior expectations (Oliver, 2015). The SERVQUAL framework developed by Parasuraman *et al.* (1988) remains one of the most influential models in assessing service quality through five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Contemporary studies continue to validate SERVQUAL's relevance in hospitality research (Prentice *et al.*, 2020; Sharma *et al.*, 2022).

In hotel operations, service delivery across Front Office, Food and Beverage (F&B), and Housekeeping departments critically shapes the guest experience. Research confirms that front desk efficiency influences first impressions and trust formation (Sharma *et al.*, 2022). Dining experience significantly affects behavioral intention and loyalty (Ryu & Han, 2010; Rather, 2021). Meanwhile, housekeeping quality-particularly cleanliness-remains a dominant predictor of guest satisfaction, especially in the post-pandemic hospitality landscape (Jiang & Wen, 2020).

In the Philippine setting, tourism development has extended beyond metropolitan centers into provincial areas. Isabela province has experienced growing hotel investments, yet empirical research examining customer satisfaction within local establishments remains limited.

Addressing this gap, this study assesses satisfaction levels across selected hotels and determines whether significant differences exist based on hotel classification and years of operation.

Hypothesis

There is no significant difference in customer satisfaction levels when grouped according to hotel classification and years of operation.

MATERIALS AND METHODS

This study employed a descriptive quantitative research design to assess customer satisfaction with hotel services in selected establishments in Isabela, Philippines. A descriptive approach was deemed appropriate as it systematically measures perceptions and evaluates service performance without manipulating variables (Creswell & Creswell, 2018). The study focused on examining satisfaction levels across major hotel service departments and determining whether differences exist when grouped according to hotel classification and years of operation. The participants consisted of 200 hotel guests, with 50 respondents drawn from each of the following accommodation establishments: Isabela Zen Hotel and Restaurant, Dreamwave Hotel Ilagan, Rosato Hotel Café & Restaurant, and Japi Traveller's Hotel and Restaurant. Respondents were selected using convenience sampling during the data collection period. Only guests who had completed their stay and were willing to participate voluntarily were included in the survey.

Data were gathered using a structured questionnaire grounded in the SERVQUAL model developed by Parasuraman *et al.* (1988), which measures service quality across the dimensions of reliability, responsiveness, assurance, empathy, and tangibles. The instrument was adapted to reflect hotel operational contexts and

¹ Lyceum of the Philippines University, Philippines

* Corresponding author's e-mail: lnc@mpl.edu.ph

categorized into three service domains: Front Office, Food and Beverage, and Housekeeping services. Responses were measured using a five-point Likert scale ranging from 1 (Very Low) to 5 (Very Satisfactory). Prior to full administration, the instrument underwent pilot testing to ensure clarity, reliability, and content validity. Data analysis was conducted using descriptive and inferential statistical techniques. Frequency distribution and percentage were used to describe respondents' demographic profiles, while weighted mean was utilized to determine the level of customer satisfaction across service dimensions. To test for significant differences in satisfaction levels when grouped according to hotel classification and years of operation, an independent samples t-test was employed. Statistical significance was set at $p < .05$.

RESULTS AND DISCUSSION

The demographic profile of the respondents indicates a relatively balanced gender distribution, with 53% female and 47% male participants. The majority of respondents (34%) were between 21 and 25 years old, suggesting that young adults comprised the largest segment of hotel guests during the survey period. Reported monthly income ranged from PHP 5,000 to PHP 30,000, reflecting a diverse socioeconomic background among participants. In terms of customer satisfaction across service departments, results revealed consistently high ratings. The Front Office Department obtained an overall mean satisfaction score of 4.36, interpreted as "Very Satisfactory." Respondents expressed high levels of approval regarding welcoming services, staff communication skills, and billing accuracy. These findings support previous research indicating that reliability and responsiveness at the front desk significantly shape overall guest perceptions and satisfaction levels (Sharma *et al.*, 2022).

Similarly, the Food and Beverage Department was rated "Very Satisfactory." Guests reported positive experiences related to dining ambiance, staff friendliness, and food safety standards. These results are consistent with established literature demonstrating that food quality, service performance, and physical environment significantly influence revisit intention and brand trust (Ryu & Han, 2010; Rather, 2021).

The Housekeeping Department also received a "Very Satisfactory" evaluation, particularly in aspects related to cleanliness and room condition. Cleanliness remains a critical determinant of customer satisfaction in hotel operations, especially in the context of heightened health and safety expectations in the post-pandemic hospitality environment (Jiang & Wen, 2020).

To determine whether differences existed in satisfaction levels when respondents were grouped according to hotel classification and years of operation, an independent samples t-test was conducted. The results revealed no statistically significant difference ($p > .05$), indicating that customer satisfaction levels were comparable across

establishments regardless of classification or operational maturity. Consequently, the null hypothesis was accepted.

Discussion

The findings confirm that service quality dimensions significantly shape customer satisfaction in provincial hotel operations. Reliability and responsiveness—core SERVQUAL constructs—were strongly reflected in guest evaluations.

The absence of significant differences across hotel classifications suggests that smaller or newer establishments can achieve high satisfaction levels when service standards are consistently implemented. This supports the argument that operational excellence outweighs structural characteristics in predicting satisfaction (Prentice *et al.*, 2020).

Furthermore, the study reinforces the strategic importance of workforce competence and service training. Post-pandemic hospitality literature emphasizes the need for enhanced service assurance and hygiene transparency (Jiang & Wen, 2020).

Overall, the study contributes to emerging hospitality research in provincial Philippine contexts, highlighting that consistent service delivery is central to sustainable competitiveness.

CONCLUSION

This study investigated customer satisfaction with service quality across selected hotels in Isabela, Philippines, focusing on the Front Office, Food and Beverage, and Housekeeping departments. The findings reveal that guests consistently rated all service domains as "Very Satisfactory," indicating strong overall performance in core operational areas. These results affirm that service quality remains a central determinant of customer satisfaction in hospitality settings, consistent with established service quality theory (Parasuraman *et al.*, 1988; Oliver, 2015).

The Front Office Department demonstrated high performance in welcoming procedures, communication effectiveness, and billing accuracy, reinforcing the importance of first-contact service encounters in shaping overall perceptions. The Food and Beverage Department contributed positively through dining ambiance, staff attentiveness, and food safety practices, highlighting the experiential dimension of hospitality services. Meanwhile, Housekeeping services were highly rated in terms of cleanliness and room maintenance, confirming the enduring importance of hygiene standards, particularly in the post-pandemic hospitality environment (Jiang & Wen, 2020).

Importantly, the study found no statistically significant differences in satisfaction levels when grouped according to hotel classification and years of operation. This suggests that structural characteristics such as size, classification, or longevity do not inherently determine customer satisfaction. Rather, consistent implementation of service quality standards and effective employee performance appear to be the primary drivers of positive

guest evaluations.

Overall, the findings contribute to hospitality management literature by providing empirical evidence from a provincial Philippine context, demonstrating that service excellence is achievable regardless of organizational scale when operational consistency and customer-centered practices are prioritized.

Managerial Implications

The findings offer several practical implications for hotel managers and industry stakeholders.

First, continuous service quality monitoring should be institutionalized. Since satisfaction is closely tied to reliability and responsiveness, management should implement regular performance audits and customer feedback mechanisms to identify service gaps promptly. Structured feedback tools, post-stay surveys, and digital review monitoring can enhance responsiveness to customer expectations.

Second, employee training and development programs should be strengthened. Given that front desk interaction, dining service behavior, and housekeeping standards significantly influence satisfaction, hotels should invest in continuous skills enhancement focusing on communication competence, service etiquette, hygiene protocols, and complaint management. Training programs aligned with SERVQUAL dimensions can systematically improve service delivery.

Third, standardization of service procedures across departments is essential. The absence of significant differences among hotels suggests that standardized operational practices may reduce variability in service performance. Developing clear service manuals, quality assurance checklists, and internal benchmarking systems can help sustain consistent service experiences.

Fourth, management should leverage cleanliness and safety as strategic marketing assets. In the evolving hospitality landscape, transparent hygiene protocols and visible sanitation practices can strengthen customer trust and brand reputation.

Finally, provincial hotels should recognize that competitive advantage does not solely depend on hotel classification or years of operation but on delivering reliable, responsive, and customer-focused services. By emphasizing service excellence, smaller and newer establishments can effectively compete within the broader hospitality market.

Limitations of the Study

Despite its contributions, this study has several limitations that should be acknowledged.

First, the use of convenience sampling may limit the generalizability of findings. Since respondents were selected based on availability and willingness to

participate, the sample may not fully represent the entire population of hotel guests in Isabela.

Second, the study relied on self-reported survey data, which may be subject to response bias, including social desirability bias or temporary emotional states at the time of survey completion.

Third, the research employed a cross-sectional design, capturing perceptions at a single point in time. Customer satisfaction is dynamic and may vary depending on seasonal demand, promotional activities, or operational changes. Longitudinal studies would provide a more comprehensive understanding of satisfaction trends over time.

Fourth, the study focused exclusively on three operational departments. Other factors such as pricing strategy, digital booking experience, online reviews, brand reputation, and perceived value were not included but may significantly influence overall satisfaction.

Future research may address these limitations by employing probability sampling methods, incorporating qualitative interviews, conducting longitudinal analyses, and integrating additional variables such as customer loyalty, perceived value, and technology adoption in hotel services.

REFERENCES

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage.
- Jiang, Y., & Wen, J. (2020). Effects of COVID-19 on hotel marketing and management. *International Journal of Contemporary Hospitality Management*, 32(8), 2563–2573. <https://doi.org/10.1108/IJCHM-03-2020-0237>
- Oliver, R. L. (2015). *Satisfaction: A behavioral perspective on the consumer* (2nd ed.). Routledge.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Prentice, C., Dominique Lopes, S., & Wang, X. (2020). Emotional intelligence or artificial intelligence—An employee perspective. *Journal of Hospitality Marketing & Management*, 29(4), 377–403.
- Rather, R. A. (2021). Demystifying the effects of perceived risk and fear on customer engagement. *Journal of Destination Marketing & Management*, 19, 100564.
- Ryu, K., & Han, H. (2010). Influence of food, service, and physical environment quality on customer satisfaction. *Journal of Hospitality & Tourism Research*, 34(3), 310–329. <https://doi.org/10.1177/1096348009350624>
- Sharma, A., Shin, H., Santa-Maria, M. J., & Nicolau, J. L. (2022). Hotels' COVID-19 innovation and performance. *International Journal of Hospitality Management*, 102, 103155.