

SATISFACTION GUARANTEED!

An assessment on customer satisfaction of standard class hotel services

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ABSTRACT: Providing good service, customer care and attaining customer satisfaction are the essential tasks in this industry and in order to provide a good service, one has to provide customer care first and consequently, achieve customer satisfaction. This study delved into the level of customer care satisfaction of standard hotels in Isabela province. It looked into the profile of customers and find out whether their level of satisfaction has any difference when they are group according to their profile. It is descriptive in method. It used the questionnaire as the prime data-gathering tool, but also resorted to interviews to confirm the answers of the customers in the questionnaire. There were 584 customers involved who checked-in in nine standard class hotels in the province. The results revealed that most of the customers come from the National Capital Region, and are middle-aged private employee, earning good enough to go for leisure once in a while. On the whole, this study revealed that customer –participants are highly satisfied with the services provided by the hotels where they are accommodated. The customers differ in their level of satisfaction in terms of the towns they come from, and the type of tourists they are. But generally, there is no significant difference in their level of satisfaction when grouped according to their profile. The level of satisfaction of the customers are greatly affected by the customer care practices of the hotels. Therefore, the hotel management should consider adding more to their hotel employees and make sure that they are also upgraded in their skills. In the first place, they take care of customers.

KEYWORDS: customer care, customer satisfaction, hospitality industry

I. INTRODUCTION

Quality customer service means to meet the customer's expectations as well as the fulfillment of these expectations for subjective benefits they expect to derive from their transactions. The quality of customer service depends solely on management of expectation. The expectations is that we manage to really serve them, and if we manage this expectation with an element of surprise, then and only then will we have managed to satisfy them. Expectations vary from person to person depending on the personality of each client. So, be creative. Get to personally know the customers and recognize their individual needs. Above all, make certain that what is offering really is something that customer can value; that's the key to good customer service.

It was ascertained by Singh & Dewan, (2009) that in the hotel industry, customer loyalty is mostly enhanced by combined efforts of all the stakeholders. Therefore, a hotel can only prosper in terms of customer satisfaction by involving all stakeholders in improving the quality of its services and products. Consequently, investigating the significance for customers of hotel traits in hotel choice is fundamental. In most cases, this is achieved by also involving customers in improving the quality of services by showing them that their suggestions are welcomed.

Consumer loyalty was further explored by the study of Morrison & O'Mahoney (2002). They postulated that consumer loyalty is a good measure of the quality of services offered to customers. Hotels can create strategies to improve the quality of their services and products by measuring the level of their customers care. In most cases, customer satisfaction lays out a blueprint that can be used to improve services. It gives the hotel management a reason to understand the needs of their customers and keep on offering quality services. Consumer loyalty assumes a critical part inside of your business. Consumer loyalty is vital to any business. If your clients are satisfied, they will probably buy more from you or from you all the more regularly. Happy customers are loyal customers. Repeat customers are vital for hotels. Not only is it important to provide stellar service, but to provide awesome products related to hotel services. It is important to make it a point to be on the fast track for keeping up with trends that

the customers may follow such as building personal assistance services for traveling customers or making special concessions for passionate repeat consumers. Keep customers loyal by focusing on them at all times. Good customer service is 'expectations met and exceeded'. Therefore, there is a need to provide special attention to the expectations created. Understanding customer expectations are the key step to satisfaction.

Customers have an inherent expectation that they will be treated well, i.e. in a friendly, kind, and respectful manner. Answering their questions and being knowledgeable about the product or service is also a characteristic of good customer service. Good customer service involves delivering the product or service promised, in the manner in which it was promised, and help the customer with any difficulties or challenges they may have with the product or service. Good customer service is also about ensuring the customer is receiving the appropriate product or service they truly need and not selling them more product or service than they need.

Agarwal (2016), in his study, discussed about hotel services delivered by front desk employees. He reiterated that front desk employees are the face of the hotel, and they have to offer customers professional and positive service in order to ensure customer satisfaction. Front desk employees can contribute to the repeated business if they are friendly and provide exceptional care. In addition, a good first impression on customers has an impact on hotel branding and profits (Girard, 2013). Front desk employees' high-quality service can affect hotels' financial performance (Sundaram & Webster, 2000), if they demonstrate good behaviors and create strong first impressions which can help the hotel have a more positive reputation and more repeated customers.

In 2012, Cornell Hospitality presented a report from PKF Hospitality Research that showed guest satisfaction is heavily influenced by service factors such as employee attitude and the pacing and order of services provided. It found that the greater the client satisfaction, the higher the revenues for a given hospitality business, and that service plays a far greater role than price and location in the guest-purchase decision (Cornell Hospitality Research, 2012).

According to Jana & Chandra (2016), customer satisfaction has become an important aspect of the hotel industry. Unlike other industries, the hotel industry prospers due to customers' retention. It is only through customer satisfaction that a hotel can retain its customers. Basically, customers' loyalty is dependent on the quality of the services that they get in a hotel. Moreover, the hospitality industry has experienced the entrance of many investors who are willing to meet all the needs of their customers. Therefore, if customers are not satisfied by the services they receive in one hotel, they will look for better services elsewhere (Jana & Chandra, 2016).

The significance of customer satisfaction cannot be dismissing while happy customers are like free advertising. It is necessary to put the customer at the center of the business according to its strategies, events and processes. In fact, it is easier and more profitable to sell to presented customers than to find new ones. Organizations are ever more setting themselves strategies to determine and make sure customer retention, and charging their employees to be more customer-focused and service-oriented. As Baker (2003) indicates, all businesses have been affected to some degree of root and branch evolution which happened in the global market place. Now, not only the organizations aim to satisfy the customers but they attempt to do this more efficiently and effectively that the other rivals in competitive market place to attain their goals (Kotler and Armstrong, 2011).

To achieve greater heights of customer satisfaction and loyalty, the management must show the willingness to adapt to the needs of customers. Hotels put a lot effort in understanding customer needs and fulfilling them end up learning many factors that contribute to customer satisfaction. Customer satisfaction should be given utmost consideration by the management, because it would be more expensive to draw in new customers that retaining the existing ones. In order to be fruitful, managers must focus on holding existing customers actualizing compelling arrangements of customer loyalty and steadfastness. This is particularly valid in the hotel business as ascertained by Tsiotsou & Goldsmith, (2012). They explained that customer satisfaction is a measure of how products or services supplied by a company meet customer expectations. It refers to the extent to which customers are happy with the products and services provided by a business. Gaining high levels of customer satisfaction is very important to a hospitality business because satisfied customers are likely to be loyal, avail of the services again and recommend the hotel to their friends and relatives. The need to satisfy customer for success in any commercial enterprise is very obvious. The income of all commercial enterprises is derived from the payments received for the products and services from its external customers. Customers are the sole reason for the existence of commercial establishments. For customer satisfaction, it is necessary to establish and maintain certain important characteristics like quality, fair prices, good customer handling skills, efficient delivery and serious consideration of customer complaints. The best way to find whether customers are satisfied is to ask them. What to ask the customers is important and how when and how often we ask these questions is also important. However, the most important thing about conducting a customer satisfaction survey is what we do with their answers. Hotels emphasize good customer care services and established a customer care desk for its customers' demand and needs. Hotels usually have customer care service policies and use enormous resources of the hotels to provide them. But the question is if these customer care activities and policies address the needs and provide satisfaction to the

customers. Usually, the customer care activities the hotels adopt include efficient and timely delivery of services, hotel guides, security, customer attention, parking space, 24 -hour front desk services, sensitivity and attention to customer needs. However, with the existence of all efforts to ensure the best services for its customers, the hotel continues to lose customers to its competitors.

According to Kotler et al., (2013), in the dynamic business environment, almost every organization pays more attention to the customer satisfaction ever than before due to the fact that the high competition. Organizations need to satisfy these changing customer needs, aiming to earn the competitive market advantages. For any type organization in the market, the real understanding of customers' needs and expectations cause to increase the potential to succeed in the industry. As a result of this, organizational management is keen on this matter, especially in the service sector. In this juncture, customer-centered marketing, mass customization, and customer relationship marketing have occupied the top place in modern marketing phenomena. Accordingly, marketing mix designed by marketing executives is keen on facilitating almost every customer individually as a tailor-made marketer to satisfy and delight them to build the customer loyalty in the long run. Creating loyal customers is at the heart of every business, because it is the key to long-term marketing success. (Cardona and Barvo, 2012; Shari, 2014)

According to Gee et al., (2008) in an attempt to understand the factors that induce customer satisfaction, the concept of service quality is increasingly common in the literature. Studies show that service quality has a positive effect on satisfaction that consumer satisfaction has a significant effect on customer loyalty, and then the profitability of firms. According to the works of Hanley (2008), the quality of services could be implemented by a few methods such as: a) meeting customer expectation of good service level and having many varieties of products. b) provide good quality products with reasonable price. c) to handle the customer complains about the products and services tactfully.

Statement of the Problem

This study describes the levele of satisfaction of customers from the identified standard hotels in a province in Region II. Specifically, the study sought to answer the following questions:

1. What is the profile of the guests-participants of the standard hotels in terms of:
 - 1.1 city/town
 - 1.2 gender
 - 1.3 age
 - 1.4 employment
 - 1.5 family income
 - 1.6 type of tourist
 - 1.7 purpose of visit
2. What is the level of customer satisfaction in the following along:
 - 2.1.front office service
 - 2.2 housekeeping service
 - 2.3 food and beverage service
 - 2.4 security and maintenance service

Is there significant difference in the level of customer satisfaction when grouped according to profile variables?

Hypothesis:

There is no significant difference in the level of customer satisfaction when grouped according to profile variables.

II. METHODOLOGY

Research Design

This study used the descriptive method of research. It described the profile of the respondent-participants and the level of customer satisfaction along the four customer care services of standard hotels.

Participants of the Study

The participants of this study are 584 hotel customers who checked –in in nine (9) hotels in three (3) cities of a province.

Instrumentation

The questionnaire was used to gather the data from the customer-participants. The first part was used to gather information along their profile, and the second part was used to assess the level of satisfaction that they get from services given them by the hotels.

Data Gathering Procedure

The researcher purposively chose the hotel customers who have experienced to stay in hotels for at least two nights. The researcher distributed similar questionnaire to the standard hotel employees/supervisors and guests. This involved questions that helped the researcher look into the hotels' customer care practices and whether these affect customer satisfaction. The researcher also conducted interviews with participants to verify their answers in the questionnaire. Observation was also done to understand the customer care services of the hotel-participants.

Data Analysis

To interpret the data gathered from the study, the following statistical tools were used:

1. Frequency and percentage count. This were used to analyze the profile of the participants.
2. The following Likert Scale was used to described the level of satisfaction of customers

Range	Level of Practices	Satisfaction
3.26-4.00	Very Great Extent	Highly Satisfied
2.51-3.25	Great Extent	Satisfied
1.76-2.5	Moderate Extent	Moderately Satisfied
1.00-1.75	Limited/Low Extent	Least Satisfied

3. T-test. This was used to test the significant difference in the level of customer satisfaction when grouped according to profile variables

III. RESULTS AND DISCUSSIONS

1. Profile of the Guest-Participants

Table 1. Profile of the guest-participants according to City/Town

City/Town	Frequency	Percentage
Cauayan	42	7.29
Cagayan	65	11.13
Isabela	83	14.21
Outside region 2	85	14.55
NCR	113	19.35
International	93	15.92
Total	584	100.00

Table 1 presents the profile of the guest-participants according to the cities or towns where they came from. It shows that out of the 584 of the guest-participants to the Cities or towns where they came from, most of the guests came from NCR with a frequency count of 113 or 19.35%. This is followed by the guests coming from other

countries with a frequency of 93 or 15.92%. The guest-participants outside region 2 were 85 or 14.55%. There were 83 or 14.21% from Isabela, 65 or 11.13% from Cagayan and the least number of guests came from Cauayan. This implies that most of the guests-participants at the time of visit came from NCR.

Table 2. Profile of the Guests-Participants According to Gender

Gender	Frequency	Percentage
Male	301	51.54
Female	283	48.46
Total	584	100.00

Table 2 presents the profile of the guest-participants in terms of gender. It shows that 301 or 51.54% of the respondents are male while 283 or 48.46% are female.

It implies that the majority of the guests-participants are male.

Table 3. Profile of the guests-participants according to age

Age Bracket	Frequency	Percentage
20-29	176	30.19
30-39	192	32.88
40-49	162	27.74
50-59	54	9.25
Total	584	100.00

Table 3 presents the frequency of the guest participants according to age bracket where they belong. It shows that out of 584 respondents, 176 or 30.19% are in the age bracket 20-29 years old. One hundred ninety-two (192) or 32.88% of the respondents are aged 30-39 years old; 162 or 27.74% have ages of 40-49. A frequency of 54 or 9.25% is coming from the 50-59 age bracket.

It implies that most of the guest-participants have ages within the range 30-39.

Table 4. Profile of the guests-participants according to Employment

Employment	Frequency	Percentage
Private Company	143	24.49
Businessman	140	23.97
Government employee	115	19.69
Others	186	31.85
Total	584	100.00

Table 4 presents the profile of the guest-participants according to their employment. It reveals that 143 or 24.49% are a private company, 140 or 23.97% are businessmen, 115 or 19.69% are government employee, while when employment like others has 186 or 31.85%.

It implies that most of the guest-participants are a private employee.

Table 5. Profile of the guests-participants according to family income

Family Income	Frequency	Percentage
25,000-50,000	106	18.15
51,000-75,000	212	36.30
76,000-100,000	176	30.14
Above 100,000	90	15.41
Total	584	100.00

Table 5 shows the frequency of the guest-participants based on the bracket of family income. It presents that guest-respondents having monthly family income of P51,000 to P75,000 have a frequency of 212 or 36.30%; 176 or 30.14% have income ranging from P76,000 to P100,000; 106 or 18.15% and 90 or 15.41% have family income ranging from P25,000 to P50,000 and above P100,000, respectively.

Most of the guest-participants have a family income of P51,000 to P75,000.

Table 6. Type of tourist where the guests-participants belong

Type of tourist	Frequency	Percentage
Leisure traveler	258	44.18
Business and Leisure traveler	179	30.65
Business traveler	147	25.17
Total	584	100.00

Table 6 illustrates the type of tourist the guest-participants belong. It shows that 258 or 44.18 of the respondents were leisure traveler, 147 or 25.17% of the respondents are business traveler, and 179 or 30.65 were both business and leisure traveler.

This implies that most of the guest-participants who checked-in at the hotels at the time of the study were leisure travelers.

2. Levels of Customer Care Satisfaction

Table 7. Level of Customer Satisfaction on the Customer Care Practices of the Front Office Department

Front Office Practices	Mean	Interpretation
The staff gives guest newspaper/ magazines/ something that they can read while waiting for booking.	3.44	Highly Satisfied
Attention is given to a person with disability or sickness.	3.34	Highly Satisfied
The staff offers candies, food or drinks while customers are in the waiting line.	3.33	Highly Satisfied
The staff gives the guest directions of the places they may want to go in the area.	3.29	Highly Satisfied
The staff calls guests by their name when having a conversation with them.	3.24	Satisfied
The concierge helps the guests in carrying their things to and from their room.	3.22	Satisfied
The staff escorts guests to their room as they check-in and check-out.	3.20	Satisfied

The staff allows the things of the guests to be left safe in the hotel when they arrive earlier than the check-in time.	3.19	Satisfied
When the hotel is fully booked, the frontline staff calls up other hotels to help guest find another hotel.	3.15	Satisfied
The staff gets a ride for the guests when they need one to keep log the nameplate of the vehicle.	3.15	Satisfied
The guests are given a number for their turn so they can sit down and do not have to line up in the waiting line.	3.11	Satisfied
The staff introduces the guest to all of the facilities & amenities they have in the hotel	3.11	Satisfied
The hotel staff gives welcome drink to the guests upon checking – in	3.08	Satisfied
The Front office staff is both friendly and polite in meeting guests.	3.00	Satisfied
The bellboy attendant greets guest well upon entering the hotel	2.95	Satisfied
The staff offers or gives guest water while waiting for booking	2.83	Satisfied

Table 7 presents the level of customer satisfaction in the front office department. The following are the customer care practices that were rated by the customer-participants as “Highly Satisfied” with weighted means ranging from 3.29 to 3.44: the staff gives guest newspaper/magazines/something that they can read while waiting for booking, attention is given to person with disability or sickness, the staff offers candies food or drinks while on the waiting line, the staff gives the guest directions of the places they may want to go in the area.

Most of the guest-respondents are “Satisfied” on the customer care practices in the Front Office. This means that the customer care practices in the Front Office Department contribute to the satisfaction of the customers.

Table 8. Level of Customer Satisfaction on the Customer Care Practices of the Housekeeping Department

Housekeeping Practices	Mean	Interpretation
The Housekeeping attendant entertains the guest’s needs in the room.	3.42	Highly Satisfied
The room is extremely cleaned upon arrival of the guest.	3.38	Highly Satisfied
Housekeeping staff entertains the guest for errands.	3.38	Highly Satisfied
The room has specific instructions on how to use the equipment (like cable TV, and shower)	3.36	Highly Satisfied
The room has a welcome note from the manager on the table of the guest in the room.	3.33	Highly Satisfied

There are customer satisfaction feedback forms available.	3.33	Highly Satisfied
The room has instruction on the emergency exit.	3.26	Highly Satisfied
Room amenities are complete when the guest enters the room.	3.26	Highly Satisfied
The staff observes cleanliness.	3.25	Highly Satisfied
The guest feels comfortable during bedtime.	3.23	Satisfied
There are extra pillows for the guest’s comfort.	3.22	Satisfied
The room has toiletries for the consumption of the guest.	3.22	Satisfied
The attendant maintains his/her duty to make-up the room.	3.17	Satisfied
Special and caring attention is given to a person with a disability or sickness.	3.14	Satisfied

Table 8 presents the level of customer satisfaction on the customer care practices rendered by the Housekeeping Department. The guest-participants are “Highly Satisfied” on the 9 out of 14 customer care practices in the Housekeeping Department while the other customer care practices demonstrated made the customer-participants “Satisfied”.

These imply that the customer care services in the Housekeeping department contributed to the level of satisfaction of the customers.

Table 9. Level of Customer Satisfaction on the Customer Care Practices of the Food and Beverage Department

Food and Beverage Practices	Mean	Interpretation
Water is served while the guests are waiting for their food.	3.35	Highly Satisfied
Food is served on time.	3.32	Highly Satisfied
The staff is calm and helpful when there are emergency cases.	3.31	Highly Satisfied
There are seats designed for persons with disabilities, aged, and kids.	3.30	Highly Satisfied
Plates, spoon, and forks are not taken away by the staff while guests are still eating.	3.33	Highly Satisfied
Food quality is appropriate for their pricing.	3.26	Highly Satisfied

A staff warmly introduces to the guests the menu well.	3.24	Satisfied
There is a staff welcoming the guests at the door and bringing them to their table.	3.18	Satisfied
Staff will be prompted to assist when there are utensils or some food that slip down.	3.15	Satisfied
Staff members are joyful, warm and accommodating.	3.14	Satisfied
The staff knows the food and beverages that are served.	3.13	Satisfied
Special and caring attention is given to a person with a disability or sickness.	3.08	Satisfied
Free appetizer such as nuts is served while guests are waiting for their food.	3.08	Satisfied
The staff gives the guest recommendations on which food they can order.	3.03	Satisfied
The staff members are sensitive to the needs of the guests.	3.02	Satisfied

Table 9 reveals the level of customer satisfaction on customer care practices in the Food and Beverage department. The highest mean was 3.35 in which the guest-participants are “Highly Satisfied” when water is served while the guests are waiting for their food. All the customer care practices in the Food and Beverage Department made the customers satisfied with a category mean of 3.24.

Food and Beverage serving requires technical knowledge of operations as even a small error can cause displeasure to the guest. Coordination of activities in the Food and Beverage department is essential to provide the guests with quality service at all times. Teamwork is the watchword in any Food and Beverage Service department. A dedicated and committed team, with able leadership, under ideal working conditions, helps in fulfilling the establishment's ultimate goal of guest satisfaction (Sudan, 2007).

Table 10. Level of Customer Satisfaction on the Customer Care Practices of the Security and Maintenance Department

Security and Maintenance Practices	Mean	Interpretation
The hotel provides 24-hour CCTV in every corridor.	3.30	Highly Satisfied
The hotel secures the guest's property at all times.	3.27	Highly Satisfied
There are fire extinguishers located in strategic areas. Smoke detectors and sprinklers are available in the rooms.	3.25	Highly Satisfied
The security personnel are hospitable and not threatening to the customers.	3.21	Satisfied
The staff assures the safety of guest in the hotel throughout their stay.	3.20	Satisfied

They provide special security access upon arrival and departing of the guests.	3.15	Satisfied
Doors and windows are protected by security devices like “ram raids” (bollards and other security devices.	3.11	Satisfied
The staff orients guest with the emergency exits.	3.11	Satisfied
There are working security lighting installed that adequately lights the entry points	3.10	Satisfied
The location of the safe and cash counting area is excluded from any publicly displayed plan of the premises.	3.08	Satisfied
There is an appropriate shifting of security personnel	3.07	Satisfied

Table 10 presents the level of customer satisfaction of the customer-participants in the Security and Maintenance department practices. It shows that out of 12 customer care practices, three of them resulted in “Very Highly Satisfied” customers. The rest of the customer care practices in the security and maintenance department made the customer-participants “Satisfied”.

This implies that if the standard hotels would demonstrate customer care practices in the Security and Maintenance Department, the customers will ultimately be satisfied.

3. Difference of Level of Satisfaction According to Customer Profile

Table 11. Level of Customer Satisfaction on the Customer Care Practices of the Security and Maintenance Department

Security and Maintenance Practices	Mean	Interpretation
The hotel provides 24-hour CCTV in every corridor.	3.30	Highly Satisfied
The hotel secures the guest's property at all times.	3.27	Highly Satisfied
There are fire extinguishers located in strategic areas. Smoke detectors and sprinklers are available in the rooms.	3.25	Highly Satisfied
The security personnel are hospitable and not threatening to the customers.	3.21	Satisfied
The staff assures the safety of guest in the hotel throughout their stay.	3.20	Satisfied

They provide special security access upon arrival and departing of the guests.	3.15	Satisfied
Doors and windows are protected by security devices like “ram raids” (bollards and other security devices.	3.11	Satisfied
The staff orients guest with the emergency exits.	3.11	Satisfied
There are working security lighting installed that adequately lights the entry points	3.10	Satisfied
The location of the safe and cash counting area is excluded from any publicly displayed plan of the premises.	3.08	Satisfied
There is an appropriate shifting of security personnel	3.07	Satisfied

Table 11 presents the level of customer satisfaction of the customer-participants in the Security and Maintenance department practices. It shows that out of 12 customer care practices, three of them resulted in “Very Highly Satisfied” customers. The rest of the customer care practices in the security and maintenance department made the customer-participants “Satisfied”.

This implies that if the standard hotels would demonstrate customer care practices in the Security and Maintenance Department, the customers will ultimately be satisfied.

Table 12. Test for Significant Difference in the Level of Satisfaction of Customer-participants when grouped according to Gender

	Means	Df	t-value	p-value	Decision at 0.05
Front Office Department	Male=3.23 Female=3.21	584	1.177	0.240	Accept Ho
Housekeeping Department	Male=3.24 Female=3.27	584	1.409	0.159	Accept Ho
Food and Beverage Department	Male=3.23 Female=3.23	584	0.478	0.633	Accept Ho
Security and Maintenance	Male=3.17 Female=3.2	584	2.001	0.046	Reject Ho

Table 12 shows that the p-values of the Front Office Department, Housekeeping Department, and Food and Beverage Department is greater than 0.05 level of significance. The findings revealed that the null hypothesis in the three departments was accepted. However, the p-value of 0.046 in the Security and Maintenance Department had p-value lesser than 0.05 which means that the null hypothesis was rejected.

This implies that the level of satisfaction of customer-participants on Front Office Department, Housekeeping Department, and Food and Beverage Department did not vary while Security and Maintenance Department varies in the level of satisfaction when grouped according to gender.

Table 13. Test for Significant Differences in the Level of Satisfaction of Customer-participants when grouped according to Classification/Type of Tourists

	Means	f-ratio	p-value	Decision at 0.05
Front Office Department	Business traveller=3.22 Leisure traveller=3.21 Business and leisure traveller=3.26	4.555	0.001	Reject Ho
Housekeeping Department	Business traveler=3.29 Leisure traveler=3.29 Business and leisure traveler=3.25	3.518	0.030	Reject Ho
Food and Beverage Department	Business traveler=3.22 Leisure traveler=3.25 Business and leisure traveler=3.24	1.485	0.227	Accept Ho
Security and Maintenance	Business traveler=3.23 Leisure traveler=3.20 Business and leisure traveler=3.23	1.626	0.197	Accept Ho

Table 13 shows that the p-values of Front Office and Housekeeping Department less than 0.05 level of significance and the null hypotheses are rejected while in the Food and Beverage Department and Security and Maintenance Department had p-values greater than 0.05 and the null hypotheses are accepted.

It implies that the satisfaction level of respondents when grouped according to the type of tourist significantly differ in the Front Office and Housekeeping department and not significantly differs in the Food and Beverage, and Security and Maintenance department.

Table 14. Test for Significant Difference in the Level of Satisfaction of Customer-participants when grouped according to Age

	Means	f-ratio	p-value	Decision at 0.05
Front Office Department	20-29=3.24 30-39=3.23 40-49=3.23 50-59=3.13	3.663	0.012	Reject Ho
Housekeeping Department	20-29=3.24 30-39=3.27 40-49=3.27 50-59=3.20	2.015	0.111	Accept Ho
Food and Beverage Department	20-29=3.22 30-39=3.25 40-49=3.25 50-59=3.13	3.865	0.009	Reject Ho

Security and Maintenance Department	20-29=3.16	4.679	0.003	Reject Ho
	30-39=3.23			
	40-49=3.20			
	50-59=3.12			

Table 27 shows the computed value of 0.012, 0.009, and 0.003 had p-values lesser than 0.05 and the null hypothesis are rejected while the Housekeeping department had p-value greater than 0.05 and the null hypotheses are accepted.

It implies that in Front Office, Food and Beverage, and Security and Maintenance Department vary on the level of satisfaction while in the Housekeeping department does not vary on the satisfaction level of the respondents when grouped according to age.

Table 15. Test for Significant Difference in the Level of Satisfaction of Customer-participants when grouped according to Employment

	Means	f-ratio	p-value	Decision at 0.05
Front Office Department	Businessman=3.22 Private Employee=3.21 Government Employee=3.22 Others=3.24	0.354	0.786	Accept Ho
Housekeeping Department	Businessman=3.26 Private Employee=3.25 Government Employee=3.27 Others=3.25	0.484	0.693	Accept Ho

Food and Beverage Department	Businessman=3.22 Private Employee=3.23 Government Employee=3.26 Others=3.21	1.171	0.320	Accept Ho
Security and Maintenance Department	Businessman=3.19 Private Employee=3.19 Government Employee=3.21 Others=3.18	0.40	0.699	Accept Ho

Table 15 presents the test for a significant difference in the level of satisfaction of the participants when they are grouped according to employment. It reveals that all the p-values of the four departments are greater than 0.05 which means that the null hypotheses are being accepted.

It implies that there is no significant difference in the level of satisfaction of guest-participants when grouped according to employment.

Table 16. Test for Significant Difference in the Level of Satisfaction of Customer-participants when grouped according to Income

	Means	f-ratio	p-value	Decision at 0.05
Front Office Department	25,000-50,000=3.20 51,000-75,000=3.27 76,000-100,000=3.20 Above 100,000=3.19	5.114	0.002	Reject Ho
Housekeeping Department	25,000-50,000=3.27 51,000-75,000=3.26 76,000-100,000=3.25 Above 100,000=3.22	1.279	0.281	Accept Ho

Food and Beverage Department	25,000-50,000=3.22 51,000-75,000=3.26 76,000-100,000=3.20 Above 100,000=3.22	2.773	0.041	Reject Ho
Security and Maintenance	25,000-50,000=3.15 51,000-75,000=3.22 76,000-100,000=3.20 Above 100,000=3.13	4.935	0.002	Reject Ho

Table 16 shows that the p-values of Front Office, Food and Beverage, and Security and Maintenance Department are lesser than 0.05 level of significance which leads to the rejection of the null hypotheses. Moreover, the Housekeeping department had a p-value greater than 0.05 which means that the null hypothesis is accepted. As seen on the table, there is no significant difference in the level of satisfaction of the participants as regards housekeeping practices when grouped according to their income. However, there are significant differences in the levels of satisfaction of the different age groups as regards practices on the following departments: Front Office, Food and Beverage, and Security and Maintenance.

It implies that the customers differ in their satisfaction level when they are grouped according to their income concerning the practices in the Front Office department, Food and Beverage department, and Security and Maintenance department.

Table 17. Test for Significant Difference in the Level of Satisfaction of Customer-participants when grouped according to Purpose of Visit

	Means	f-ratio	p-value	Decision at 0.05
Front Office Department	Family bonding=3.23 Special occasion=3.24 Vacation=3.21 Personal leisure=3.22 Others=3.21	0.289	0.885	Accept Ho

Housekeeping Department	Family bonding=3.25 Special occasion=3.25 Vacation=3.23 Personal leisure=3.28 Others=3.26	1.119	0.347	Accept Ho
Food and Beverage Department	Family bonding=3.21 Special occasion=3.24 Vacation=3.24 Personal leisure=3.23 Others=3.23	0.344	0.848	Accept Ho
Security and Maintenance Department	Family bonding=3.18 Special occasion=3.20 Vacation=3.19 Personal leisure=3.19 Others=3.18	0.203	0.937	Accept Ho

Table 17 shows the computed p-values of 0.885, 0.347, 0.848, and 0.937 which are greater than 0.05, which means that the null hypotheses are accepted. The table reveals that there is no significant difference in the satisfaction level of the participants in all the four departments when they are grouped according to the purpose of their visit.

IV. CONCLUSION

Based on the findings of the study, the following conclusions were reached:

Customer satisfaction are greatly affected by the customer care practices of hotels. The greater is the extent of customer care practices, the higher is the level of customer satisfaction.

V. RECOMMENDATION

1. Customer Satisfaction is and must be the prime consideration of accommodation in hotels. Therefore, management should see to it hotels are adequately equipped with facilities and have departments with personnel who are capable and most importantly, equipped with customer care skills and strategies on how to satisfy the needs of their customers.
2. Future researches may be conducted to validate the findings of this study.
3. This study could be a basis in formulating policies and standards in the operation of hotels.

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