

# Customer Satisfaction in La Virginia Hotel & Resort

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## ABSTRACT

The study aimed to assess customer satisfaction on the services of La Virginia Hotel & Resort in Mataas na Kahoy, Batangas. More specifically, it sought to describe the profile of the respondents; to assess customer satisfaction in terms of tangibility, reliability, responsiveness, assurance, empathy and facilities/attraction; to know the significant difference in the assessment of customer satisfaction on the services rendered when the respondents were grouped according to profile variables and from the result of the study, to recommend strategies to improve customer satisfaction in La Virginia Hotel & Resort. The researchers used the descriptive method. The findings revealed that majority of the respondents are male, from 25-35 years of age, Filipinos, employed and went to La Virginia Hotel Resort for vacation. Majority of them went to the resort for the first time. Customers are satisfied with the services rendered at La Virginia Hotel Resort in terms of tangibility, reliability, responsiveness, assurance, empathy and facilities/attraction as they were rated very good by the respondents. There is no significant difference on assessment of customer satisfaction on the services rendered by La Virginia Hotel & Resort when grouped according to profile variables. The results showed a positive result.

## I. INTRODUCTION

Research shows that customer satisfaction increases customer loyalty, influences, repurchase intentions and leads to positive word of mouth (Zeithaml & Bitner, 2003). Customer loyalty relates to a relationship between a company and a customer. Loyalty includes behaviors where customers make repeat purchases of their current brands rather than choosing a competitor brand instead. Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Qualities of service and customer satisfaction are critical factors for success of any business (Dominici, 2010).

Customer satisfaction is top priority of La Virginia Hotel & Resort. A hotel resort or most commonly known as resort hotel is a full service hotel with additional attraction to make them a primary destination for travelers. Set in 6 hectares of secluded grounds yet only 2 hours from downtown Metro Manila, La Virginia offers one of the largest privately-owned natural getaways in Batangas, with the clean elegance of Philippine

and modern architecture. It is a getaway from life's pressures in the healing tranquility of an environment that truly feels "away from it all". The resort boasts of several attractions that will surely keep the customers busy the whole day. It showcases an infinity pool, picnic tree house, hanging bridge, pagoda house, chapel and many more, all within walking distance in the resort. It offers a scenic backdrop view of Taal Lake and many colorful floras all around the resort ([batangasresorts.info](http://batangasresorts.info)).

As Cruise Line Operation and Hotel Services students, the researchers choose to assess customer satisfaction on the services rendered by La Virginia Hotel & Resort to determine their employment prospect after graduation as customer satisfaction is an indicator of stability and profitability. As an accredited hotel and resort by Department of Tourism, the researchers would like to observe the performance of the staff in their daily operation and know if the customers are satisfied with the services and facilities they offered/ rendered.

## II. OBJECTIVES OF THE STUDY

The study aims to assess customer satisfaction on the services at La Virginia Hotel & Resort at Mataas na Kahoy, Batangas. More specifically, it sought to describe the profile of the respondents; to assess customer satisfaction in terms of tangibility, reliability, responsiveness, assurance, empathy and facilities/ attraction; to know the significant difference in the assessment of customer satisfaction on the services rendered when the respondents were grouped according to profile variables and from the result of the study, to recommend strategies to improve customer satisfaction at La Virginia Hotel & Resort.

## III. MATERIALS AND METHOD

The researchers used the descriptive method which involves the collection of data in order to answer questions concerning the current status of the subject of the study. It determines how things are. Data were collected through a questionnaire survey, an interview or observations. The questionnaire constructed by the researchers was the main instrument to gather data. Descriptive Method was utilized in the study. A total of 100 respondents who stayed at the hotel were involved in the study. The respondents were selected by random sampling method.

The questionnaire served as the main instrument in gathering data. The questionnaire was patterned from books and other materials of similar topics. After reading several references, the questionnaires were constructed and presented to the research professor for suggestion and revision until it was completed. Part 1 of the questionnaire discuss about the profile of the respondents. Part 2 was all about customer satisfaction on the services of the hotel. Part 3 asked the question "Are you planning to return to the La Virginia Hotel Resort. And Part 4 was about the customer suggestions towards the quality of the services that La Virginia Hotel Resort offered.

After the permission was granted, the questionnaires adopted from Alin Sriyam's masterly project entitled "Customer Satisfaction towards Service Quality of Front Office Staff at the Hotel" were validated, distributed and retrieved from the respondents. The researchers asked the permission first to the manage-

ment of La Virginia Hotel Resort to conduct a survey. After permission was granted, the questionnaire was distributed to the respondents in the said hotel resort. After two weeks, the researchers collected the answered questionnaire and the data gathered were tabulated and interpreted.

The data obtained were tallied, analyzed and interpreted using descriptive statistics. Descriptive statistics such as frequency distribution, weighted mean and ANOVA (Analysis of Variance) were employed and used according to the objectives study. All data were computed using PASW version 18 to further analyze the result.

## **IV. RESULTS AND DISCUSSION**

### **Customer Satisfaction in La Virginia Hotel Resort in terms of Tangibility**

Staff provides services with smiling face got the highest weighted mean of 4.42 and ranked first. The hotel must give more consideration to the staff dress code since it obtained the lowest mean value of 4.12. Having appealing physical appearance will be a great advantage to the staffs since they are in the Hospitality Industry.

### **Customer Satisfaction in La Virginia Hotel Resort in terms of Reliability**

The staff providing accurate information (e.g. hotel facilities, recreational facilities and tourists' attraction places) ranked 1 with the weighted mean of 4.31 in terms of reliability. Providing accurate information can help the customers familiar with the place or the establishment. They will have the courage to explore the facilities of the hotel with the help of generous staffs who treat them well. The staff performs the service right at the first time (for example, he/she have your correct record of your booking details) with the weighted mean 4.26 make it ranked the lowest. Proper records or details can prevent arguments between the staffs and the customers. In General, La Virginia Hotel Resort's composite mean in terms of reliability is 4.28 which give them Very good in verbal interpretation.

### **Customer Satisfaction in La Virginia Hotel Resort in terms of Responsiveness**

The staffs give prompt service (4.30) which ranked the first. The question, "Are they responsive and time conscious?" (4.24) ranked second. The staffs tell exactly when services will be provided (for example, he/she inform you about laundry during your check in) (4.22) ranked the lowest.

### **Customer Satisfaction in La Virginia Hotel Resort in terms of Assurance**

The assurance dimension was at a high level having composite mean of 4.27. "The staffs are trustworthy" ranked first (4.31). Most customers expect staff to make them feel safe when staying at the hotel. The staffs, themselves, should be credible and responsible handling valuable things of the customers. Hotel

staffs must have broad and deep knowledge, skills, capacity and experience. They must also be well versed in using advanced technology to improve their performance such as when making room reservations by computer (Sriyam, 2010).

### Customer Satisfaction in La Virginia Hotel Resort in terms of Empathy

Empathy dimension got 4.21 as composite mean. The staffs know your specific needs (for example, the doorman opens the door while you are entering the hotel) ranked first with the weighted mean of 4.24. The staffs show that knowing the needs of the customer can satisfy them.

### Customer Satisfaction in La Virginia Hotel Resort in terms of Facilities/Attraction

The facilities and attractions got composite mean of 4.78 which is verbally interpreted as excellent. Buddha View Deck (4.84), Chapel (4.82) and Picnic Tree House (4.82) respectively ranked on the top 3. Being on the top peek, Buddha Deck is the perfect place for those who want to experience the scenic view of Taal Lake. From it, the rest of Lipa City and the Municipality of Mataas na Kahoy can be witnessed and surely, be loved by the customers. The Chapel is perfect for those who want to unwind and have peace of mind. While here, you can answers all the questions on your mind that will help to build yourself into a better individual, Being Him as the center of all the doings. And the Picnic Tree House is a must for those who want to experience life far from the city. Most people go on for a vacation to escape the busy life at the city. A “Tarzan” look-a-like Picnic Tree House can bring so much fun. Customers can experience life in the jungle and will truly enjoy it especially people who love exotic experiences.

**Table 1. Plan to Return to the Hotel**

Are you planning to return at La Virginia Resort Hotel?	Frequency	Percentage (%)
Yes	97	97.00
No	1	1.00
Not Sure	2	2.00

In general, the customers of La Virginia Hotel Resort will still plan to visit and return to that place since the result reveals that almost all of them positively agreed. This finding may result from their appreciation of service of front office staff that paid individual attention to them. Also, La Virginia Hotel & Resort staffs contacted dissatisfied customers immediately to understand problems.

### Difference of Responses on Customer Satisfaction in La Virginia Resort Hotel

The respondents’ satisfaction on the services rendered by the staffs of La Virginia Hotel Resort in terms of tangibility (0.015) differs when occupation is concerned; in terms of reliability (0.014 and 0.001) when grouped according to age and occupation; as to responsiveness (0.014) when treated according to

occupation; in terms of assurance (0.032) when grouped according to occupation; and in terms of facilities (0.001) when grouped according to nationality. This means that the hypothesis of no significant difference on the satisfaction rendered at La Virginia Hotel Resort when grouped according to profile variables (age, nationality and occupation) is rejected. This means that there is a significant difference exists and implies that their satisfaction when their profile is concerned.

In summary, the results showed a positive result. Responsiveness was determined to be the most important dimension. La Virginia Hotel and Resort understood and exceeded customers' expectation of service quality in all dimensions.

## V. CONCLUSION AND RECOMMENDATION

Majority of the respondents are male, 25-35 years of age, Filipinos, employed and went to La Virginia Hotel Resort for vacation. Majority of them went to the resort for the first time. Customers are satisfied with the services rendered at La Virginia Hotel Resort in terms of tangibility, reliability, responsiveness, assurance, empathy and facilities/attraction as they were rated very good by the respondents. There is no significant difference on assessment of customer satisfaction on the services rendered by La Virginia Hotel & Resort when grouped according to profile variables. The results showed a positive result.

La Virginia Hotel & Resort may enhance the services and upgrade the facilities offered and they may continue developing more and different facilities that customers would highly satisfy. The staff of La Virginia Hotel & Resort may develop their skills to serve their guest much better. They may have trainings and seminars about customer satisfaction. La Virginia Hotel & Resort may improve and find other potential strategies to maintain loyal customers. They may enhance their attractions to convince the possible customer to visit them. La Virginia Hotel & Resort may also improve their marketing skills and strategies to draw potential customers to visit them. The DOT and the residents of Mataas na Kahoy may help in promoting La Virginia Hotel in order to increase counts of potential tourists.

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