

Customer's Satisfaction at One Tagaytay Hotel

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ABSTRACT

The research aimed to assess customer's satisfaction at One Tagaytay Hotel. More specifically, it sought to know the profile of the respondents, to assess customer satisfaction with regards to tangibility, reliability, responsiveness, assurance, empathy and facilities, and to know the difference in the assessment when respondents were grouped according to profile variables. The research utilized the descriptive method. Findings of the study revealed that majority of the respondents are female, from 25-35 years of age, Filipino, and went to One Tagaytay Hotel for honeymoon. Majority of them went to the hotel for the first time, customer's satisfaction at One Tagaytay Hotel in terms of tangibility, reliability, responsiveness, assurance, and empathy were all rated very good, and the customer satisfaction at One Tagaytay Hotel do not differ according to profile. The study recommended that the management of One Tagaytay Hotel may continuously improve the facilities and services, the management may improve their promotional strategies to attract more customers and for the future researchers, they may conduct similar studies using variables not included in this study.

I. INTRODUCTION

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 (Domonici, 2010). Zairi, (2003) said that "customers are the purpose of what we do rather than they depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in jeopardy".

Enterprises which are able to rapidly understand and satisfy customer's needs, make greater profits than those which fail to understand and satisfy those (Dominici, 2010). Since the cost of attracting new customers is higher than the cost of retaining the existing customers, implementing effective policies of customer satisfaction and loyalty is needed. This is especially true in the hospitality industry. The importance of customers has been highlighted by many researchers and academicians. Zairi, (2003) said that "customers are the purpose of what we do rather than they depending on us, we very much depend on them. The cus-

customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in jeopardy". That is the main reason why organizations today are focusing on customer satisfaction, loyalty and retention. According to Hansemark and Albinsson (2004), "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire".

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 behaviours where customers make repeat purchases of their current brands, rather than choosing a competitor brand instead. Studies have found that the level of customer's satisfaction has a positive effect on profitability. Researches have shown that when a person is satisfied with a company or service, they are likely to experience with other people to the order of perhaps five or six. However, dissatisfied customers are like to tell another ten people of their unfortunate experience.

Customer satisfaction is the top priority of One Tagaytay Hotel. One Tagaytay Place Hotel Suites was proclaimed by the Philippine Star as "One Fine Day! One Great Place!" One Tagaytay Place Hotel Suites offers wide-ranging services and facilities for ultimate relaxation. Enjoying spa pampering at O'spa soothes in a happy chic environment. Dining options are Azalea Restaurant and Tower Sports Bar with their cozy ambience and offers great dining experience. Foods, wine, décor, music and their ambience are all geared to fun. One Tagaytay Place Hotel Suites is strategically located within the central area. This central hotel has 24 hour reception and Currency Exchange available right on site. Air conditioning and mini bar are found in every guest room.

II. OBJECTIVES OF THE STUDY

The study aims to assess customer's satisfaction at One Tagaytay Hotel. More specifically, it sought to know the profile of the respondents, to assess customer satisfaction with regards to tangibility, reliability, responsiveness, assurance, empathy and facilities, and to know the difference in the assessment when the respondents were grouped according to their variables.

III. MATERIALS AND METHOD

A research design encompasses the methodology and procedure employed to conduct scientific research. Descriptive research is a type of research that describes what exists and may help to uncover new facts and meaning. The purpose of descriptive research is to observe, describe and document. In educational research, instruments used to obtain data in descriptive studies include questionnaires, interviews and observations (Hungler, 2011). In this research, the group conducted a survey where the customer's participation was needed. Different types of customers are needed to determine the different levels of satisfaction based on their nationality, age, occupation and sexuality. The survey contains different questions that not only focused on the services rendered by the Front Office staff but as well as other departments.

The approximate number of customers in One Tagaytay in a month is around 300 but the participants involved in this study were 121 customers who stayed at the hotel. The researchers selected the respondents randomly. Participants are composed of different types of people from Filipinos to foreigner of different ages and different purposes. They all experienced the services given by One Tagaytay but have different level of satisfactions. A questionnaire was used as an instrument for data collection. The questionnaire instrument consisted of 4 parts as follows; the first part contained general background which included sex, age, nationality, occupation, purpose of trip, and frequency of visits. The researcher explored customer's satisfaction rendered at One Tagaytay. The third part was a question to ask whether or not the customers will return to the hotel next time. Finally, the last part of the questionnaire is generated to ask the customer's suggestions about the service quality of the front office staff at One Tagaytay Hotel.

Prior to the survey, the questionnaire was piloted with the front office manager and the night manager of One Tagaytay to examine the first draft of the questionnaire. Data were collected from the customers who stayed at the hotel. The receptionists asked 150 customers to do the questionnaire upon their arrival to explore the customer's expectation. 121 customers returned the completed questionnaire upon their departure. The customer's informed that their participation was voluntary basis and all information provided would be kept private and confidential. The questionnaires were distributed to the customers who agree to participate in the study. Then, the receptionists briefly explained the requirement of the survey before the customers fill up the questionnaires.

All data gathered were tallied and interpreted using frequency distribution which was used to identify the profile of the respondents, weighted mean was used to assess the customer satisfaction and Analysis of Variance (ANOVA) to determine the significant difference on the assessment on the satisfaction rendered when grouped according to profile variables. The obtained data was computed using the PASW version 18 to further analyze the results.

IV. RESULTS AND DISCUSSION

Respondents' Profile

With regards to sex, most of them are female with 62.80 percent while male got 37.20 percent. The findings showed that there were more female guests than male in the hotel. Research has shown that when a person is satisfied with a company or service, they are likely to share experience with other people to the order of perhaps five or six people. However, dissatisfied customers are likely to tell another ten people of their unfortunate experience. It was also found that majority of the customers of One Tagaytay are Filipino which was revealed by the obtained frequency of 94, where their occupations was not given directly. Filipino seems to really love to travel, One Tagaytay's advantage they're directly seen the Taal Lake view from their place. Filipinos are considered simple and happy people. Travelling is the evidenced that Filipino love to celebrate for any reason. (phil-ip-pines.com) Customer loyalty is much harder to obtain than satisfaction. Loyalty is harder to earn because even satisfied customer can defect to the competition, such as finding a better value or competitors are more convenient. Having a high level of customer satisfaction does not always lead to earning a customer loyalty.

Customer's Satisfaction at One Tagaytay in terms of Tangibility

The respondents on their satisfaction on the services rendered by One Tagaytay is Very Good with composite mean of 4.16, and all items were rated Very Good. Among the items mentioned, "The staff dress appropriately" got first in the ranked with mean value of 4.31. The front office staffs are well dressed and wear smart uniforms, their appearance impresses customers who feel more confident with hotel services. It was followed by "Staff uniform is clean" and "Staff provides services with smiling face". The staff must be both friendly and polite to customers and clients, but also retains authority as the gatekeeper. However, the hotel needs to give attention on personality grooming of their staff since having attractive appearance was least observed (4.02). The front office staffs are not yet really smart in answering some concerns like where the bar is located they are just pointing out their hands not giving the exact direction. The researcher, in this study is focusing on how well-dressed the front office staff are.

Customer's Satisfaction at One Tagaytay in terms of Reliability

Among the items mentioned, "The staff can provide services as promised" receives the highest score (4.07). This is because the front office staffs can provide services correctly the first time and keep their promises to customers. The front office staffs perform tasks that have been promised to guests and resolve problems encountered by guests. The lowest 2 items mentioned above got the lowest score (3.88). "Responsiveness in guest request" due to the busy hour of time, some front office staff cannot response quickly on the guest's request. It needs quick response to avoid complaints. Reliability involves performing the promised service dependably and accurately.

Customer's Satisfaction at One Tagaytay in terms of Responsiveness

"The staffs tell you exactly when services will be provided" received the highest rank (4.16). It is highly possible that customers are satisfied when they receive a proper or direct response from the front office staff like always directing the person appropriately and directly (you may need to tell someone he needs to leave a message, or that he needs to sit and wait) (Hamister Hospitality 2004: Front Desk Etiquette).

"The staffs give your prompt service" received the second highest rank (3.88), front office staffs bring services prior to the request and they provide prompt service to the guests such as quick service. Providing services those customers prefer is a starting point for providing customer satisfaction. The front office staffs are willing to help customers and provide prompt service to the customers. "Are they responsive and time conscious?" received the lowest rank (3.87) since front office staffs cannot response quickly to the guest upon their arrival, guests wouldn't stay longer just to wait for the cards/keys or other request.

Customer's Satisfaction at One Tagaytay in terms of Assurance

Front office staffs are knowledgeable in giving hotel information by giving some details. Being a front office staff one must know how to handle queries and ready to give back answer to the guests. Front office 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. Guests wouldn't feel that they are safe in the hotel since only 1 guard and 1 doorman stayed at the lobby they are not enough during peak seasons or even peak hours.

Customer's Satisfaction at One Tagaytay in terms of Empathy

"The staffs are able to communicate with you in English" since English is the major language staffs should had a wide vocabulary to communicate well to their guests Empathy refers to the provision of caring and individualized attention to customers including access, communication and understanding the customers. However, the staff could communicate in English but then staffs are not able to communicate effectively. Some staff couldn't communicate well, lacking eye to eye contact or self-confident either. Communication means keeping customers informed in language they can understand. It means listening to customers, adjusting its language for different consumers and speaking simply and plainly with a novice. It also involves explaining the service itself, explaining how much the service will cost, and assuring the customer that a problem will be handled. Understanding the customers means making the effort to understand the Customer's need. It includes learning the customer's specific requirements, providing individualized attention, recognizing the regular custom (Sriyam, 2010).

Customer's Satisfaction at One Tagaytay on Other Facilities

The location of swimming pool was the advantage of the hotel in terms of facilities. From the swimming pool view, one can see the beauty of nature and could feel freedom from hassle. The hotel restaurant (Azalea Restaurant) was really having a good ambience, the dim light emphasize the cozy of its place same with the hotel bar (Tower Sports Bar). Hotel spa (O'spa) got the lowest rank in terms of facilities; O'spa hasn't given much attention since the pool caught the attention of the guests. One Tagaytay Place offers the ambience and the quality that suit one's lifestyle. It invites to relax, to be unhurried, to get away from it all to enjoy the good times either alone or with loved ones.

Plan to Return to the Hotel

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 (Domonici, 2010).

Difference of Responses on Customer's Satisfaction at One Tagaytay

The only occupation shows significant difference in terms of empathy because the obtained p-value of 0.002 is less than 0.05 level of significance, thus the hypothesis of no significant difference on the satisfaction on the services rendered by One Tagaytay (empathy) when grouped according to profile (oc-

cupation) is rejected. This means that the customers have different assessment on the services rendered in terms of empathy. The front office staff doing their job by communicating well to their guests, however not all front office staff could speak effectively and efficiently towards to the customers.

However, other variables do not show significant difference and implies that what they experienced in One Tagaytay is the same based on their sex, age, nationality, purpose of trip and frequency of visit. Understanding the needs of the customer is critical.

V. CONCLUSION AND RECOMMENDATION

Majority of the respondents are female, from 25-35 years of age, Filipino, and went to One Tagaytay Hotel for honeymoon. Majority of them went to the hotel for the first time. Customer's satisfaction at One Tagaytay in terms of tangibility, reliability, responsiveness, assurance and empathy were all rated very good. Customer's satisfaction at One Tagaytay Hotel does not differ according to profile.

The management of One Tagaytay may continuously improve the facilities and services. The management may improve their promotional strategies to attract more customers. For the future researchers, they may conduct similar studies using the variables not include in this study.

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