

GUEST SATISFACTION OF HOTEL MONTICELLO IN TAGAYTAY CITY

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Abstract: This study examines the guest satisfaction of Hotel Monticello in Tagaytay City. These addresses the service quality of having unsatisfied guest that may lead to have bad reputation to the hotel and not being able to have the expected amount of satisfied guest. The researchers used SERVQUAL model by A. Parasuraman, V. Zeithaml and L. Berry that is designed to measure service quality to know the satisfaction of the guests along the five dimensions of service quality which is the RATER, namely Reliability, Assurance, Tangibles, Empathy, and Responsiveness. The researchers used both quantitative and qualitative research design and in selecting the respondents for this study the researchers used quota sampling. The data gathering that is used is survey questionnaires with an open-ended question. The statistical methods that are used in this study is frequency, percentage, mean, standard deviation, ANOVA, and T-test on the indicated statement of the problem. Through P-value, the significance difference in the level of satisfaction of the respondents were identified. It was found that marital status is the only significant regarding of the demographic profile of the respondents. The marital status has a big impact in determining the level of satisfaction towards the guests. The guest satisfaction program will help the Hotel Monticello to improve its products, facilities, and services that the hotel offers.

Keywords: guest satisfaction, Hotel Monticello, hotel, Tagaytay city, satisfaction, RATER.

1. INTRODUCTION

Hotel is recognized as the heart of hospitality industry that can accommodate rooms, lodging, meals, and other services offers to the guests.

A hotel is an establishment that gives lodging paid on a short period of time. The basic accommodation, consists only of a room with a bed, and a private bathroom that has largely been replaced in rooms with useful facilities. (ayurvedabeachresortstrivandrum. 2015)

Nowadays, competition in the hotel industry is very strong and continues enhancing rapidly, which makes service quality and customer satisfaction the key elements of the success. (Kandampully et al. 2013)

Customer satisfaction is all about the impression about the services and product, it also a part of customer's experience that will expose the supplier's behavior to fulfill the customer's expectation. Customer satisfaction will measure how the employees of the business needs and how will they response to collaborate and to deliver their services and product well to excel customer expectation. (managementstudyguide, N.D)

According to Beard (2014), customer satisfaction is important since it is very useful in managing and monitoring the company's business. This can also be used in meeting the guests expectations towards to the products and services and it can increase the quality of the services provided by the hotel. Measuring the customer's satisfaction can also improve the company's business that can result to have repeat customers in the future.

The researchers used SERVQUAL model by A. Parasuraman, V. Zeithaml and L. Berry that is designed to measure service quality to know the satisfaction of the guests along the five dimensions of service quality which is the RATER, namely Reliability, Assurance, Tangibles, Empathy, and Responsiveness. Reliability is where the promised service needs to perform dependably and accurately. Assurance this is where the courtesy of the employees and ability to convey the trust of the guest. Tangibles is where the physical appearance, employees, equipment and communication materials are important in the hotel. Empathy, this is how the employees handles the guest. And Responsiveness, this is how willing the employees to help and to provide the needs of the guests. (Fripp, 2014)

Hotel Monticello in Tagaytay city is serving for 5 years now since it was built 2008 and started its operation 2014. It is an 3 Star Hotel with 41 rooms and been handled with the same owner of Philippine Air Transport and Training Services College of Aeronautics. As you visit Tagaytay, you'll feel right at home at Hotel Monticello, which offers quality accommodation and great services. From here, guests can enjoy easy access to all that the lively city has to offer, as well as the nearest famous attractions like sky ranch.

Many aspects have to be considered in order to provide guest satisfaction, some of this are the product, services and facilities provided by the hotel.

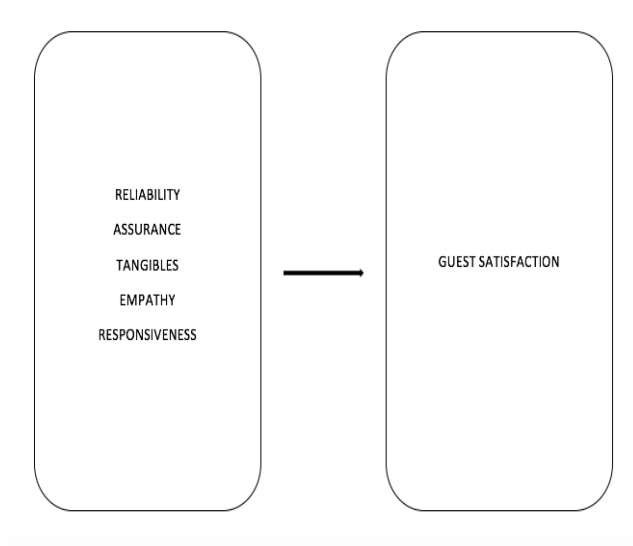


Figure no.1 Independent and dependent variable

In the Philippines, hotel is defined as a property that offers professional services and accommodation for tourists and visitors around the world in exchange of payment. Hotels must undergo the process of accreditation conducted by the Department of Tourism in the Philippines as stated in Republic Act No. 7160; The goal is to primarily check if the hotel will pass the requirement of standard hotel operations, now called as the National Accommodation Standards. The hotel standards may fall into security, hygiene and expediency for hotel guests. A certificate will be issued as a proof that the property was able to meet the minimum standards and recognized by DOT. The accreditation will also determine the classification of hotels. As the researcher conducted an interview with one of the employees of Hotel Monticello, Hotel Monticello is being inspected by the Department of Tourism to make sure that they follow the rules given by the DOT. (Balagosa, 2014)

The researchers aim to assess the service quality of having unsatisfied guest that may lead to have bad reputation to the hotel and not being able to have the expected amount of satisfied guest. This study is unique since this is the first study that will be conducted about guest satisfaction in their hotel. Hotel Monticello is handled by PATTS Philippine Air Transport and Training Services College of Aeronautics, which is a tourism related school and courses.

The researchers conducted this study to help Hotel Monticello to improve their services for them to satisfy the guests, this also help the employees of Hotel Monticello to know how can they satisfy their guests and to know what are the instances they can improve with their hotel. This study help the researcher to answer these questions:

1. What is the profile of the respondents in terms of:
 - 1.1 Income
 - 1.2 Nationality
 - 1.3 Marital Status
 - 1.4 Frequency of visit
 - 1.5 Age
 - 1.6 Gender
 - 1.7 Employment Status
 - 1.8 Place of Residence
2. How do the guest rate their satisfaction based on the following areas:
 - 2.1 Reliability
 - 2.2 Assurance
 - 2.3 Tangibles
 - 2.4 Empathy
 - 2.5 Responsiveness
3. What are the problems encountered by the guests during their stay in the hotel?
4. Is there a significant difference in the level of satisfaction of the respondent when grouped according to the demographic profile?
5. What service quality program can be proposed to solve these problems?

This study will determine whether the product, services and facilities of Hotel Monticello are enough to satisfy their guests. In line with this the researchers are willing to provide a plan in improving the hotel.

2. METHODOLOGY

This study used a descriptive research method in determining the level of guest satisfaction given by the statement of the problem. The researchers used both quantitative and qualitative research design. This research design helps to improve the product, services and facilities of Hotel Monticello. This research design also helps to know how Hotel Monticello satisfied their guest with their services and how they handle the problems encountered by a guest.

The target population of this study are the guests of Hotel Monticello at Tagaytay City. The research participants of the study are the guests of Hotel Monticello who experienced the products and services. The researchers have 50 respondents between hotel guests. The researchers interviewed an employee for information that can be add up with the study. The sampling method that used in this study is a non-probability sampling. The proponents in selecting the respondents for this study used quota sampling.

The researchers used survey questionnaire with an open ended question, and also an observation checklist to gather data about how the guests are satisfied with their stay at Hotel Monticello. The researchers came back to the place of the study last August 2018. The 50 respondents were suggested by Hotel Monticello's hotel supervisor. The researcher made sure that the giving out of survey questionnaires will be scheduled as agreed upon by the researchers and hotel Monticello. The researchers asked help from the employees to distribute the survey questionnaire to the guest upon their check-in in the hotel, the participants of the study have the right to decline answering the survey questionnaire. This is distributed inside the hotel every weekdays and weekends during check out. The researchers intended to go back in the place of the study two to three times, which included of giving the survey questionnaires to the hotel employees in order to distribute it to the hotel's guests. And the researchers came back to Hotel Monticello to get the answered survey questionnaires. This study also scheduled an interview to an employee of the hotel that is audio recorded by the researchers that will help in gathering of the study, rest assured that all pertinent information would be for the purpose of the study and would be considered and treated with full confidentiality. This study used participant observation where the researchers took part in the situation being studied. This observation includes the researchers experienced the products and services offered by the hotel.

The statistical methods that are used in this study are frequency, percentage, mean, standard deviation, ANOVA, and T-test on the indicated statement of the problem. In the demographic profile of the respondents the statistical method that is used are frequency and percentage to determine the overall terms of the respondents. The guest rate on the following areas used a mean and standard deviation to determine the overall ratings of the guest satisfaction on selected areas in Hotel Monticello. The frequency and percentage are used to determine the problems encountered by the guests during their stay in the hotel. In getting the significant difference in the level of satisfaction of the respondents when grouped according to the demographic profile, the ANOVA and T-test are used in interpreting the data. The researchers used the services of the statistician and continued to seek the help and guide from the statistician throughout the collection of data gathering.

3. RESULTS AND DISCUSSIONS

Table 1 of the study examines the income of the respondents, it shows the frequency and percentage of the respondents' income.

Table 1. Income

Income	Frequency	Percentage
10,000–20,000	7	14.0
20,000-40,000	33	66.0
40,000&above	10	20.0
Total	50	100%

The table 1 represent the distribution of respondents in terms of income. Income that ranges from 20,000–40,000 shows the highest percentage which is 66 percent. Based on the findings, majority of them have enough income to book in a hotel and stay at least one night. The income that ranges from 10,000-20,000 shows the lowest percentage with 14 percent. Some of the respondents want to experience staying in a hotel so they can go to different places to spend their money staying in hotels.

According to Huang (2018) Labor income is another source of wage stream. Most of the employees spend their money based on their labor income.

Table 2 of the study examines the nationality of the respondents, it shows the frequency and percentage of the respondents' nationality.

Table 2. Nationality

Nationality	Frequency	Percentage
Filipino	35	70.0
Non-Filipino	15	30.0
Total	50	100%

The table 2 indicates the distribution of respondents in terms of nationality. Majority of the respondents are Filipino with the percentage of 70. Based on the findings, most of the guests of Hotel Monticello are Filipino. Remaining respondents are non-Filipino that have the 30 percent. As we observe Non-Filipino guest of Hotel Monticello tends to only stay 1 night to relax while they are on trip.

According to Denza (2018) During the nineteenth century nationality came to be respected as conferring a privilege to political assurance by the national government. We need to protect our human rights in order for us to fight on what we are fighting for like the discrimination that happens in this world.

Table 3 of the study examines the marital status of the respondents, it shows the frequency and percentage of the respondents' marital status.

Table 3. Marital Status

Marital Status	Frequency	Percentage
Married	27	54.0
Separated	1	2.0
Single	21	42.0
Widowed	1	2.0
Total	50	100%

The table 3 represent the distribution of respondents in terms of marital status. Majority of the respondents are married that got the highest percentage of 54 percent. Based on the findings, most of the guests of Hotel Monticello are married, they tend to stay in the hotel for relaxation and to stay away temporarily from stress.

According to Lawrence et. al. (2018) Married people are tends to live healthier and longer than the one whose never been married, separated or widowed. Not all married people are happy with their partners sometimes unhappy marriage can cause stress to their life.

The table 4 of the study examines the frequency of visit of the respondents, it shows the frequency and percentage of the respondents' frequency of visit.

Table 4. Frequency of Visit

Frequency of Visit	Frequency	Percentage
1	17	34.0
2-3	22	44.0
4-5	8	16.0
6&above	3	6.0
Total	50	100%

The table 4 represent the distribution of respondents in terms of frequency of visit. Majority of the respondents shows that they have visited Hotel Monticello 2-3 times with higher percentage of 44 percent. Based on the findings respondents are going back to hotel to check in again. We the researcher have experienced checking in with Hotel Monticello and we would like to come back as we enjoy their services and facilities, for sure in the future we will come back.

According to Gambo et al (2016) They said that the guest needs to experience one destination for them on wanting to come back, the location must be an easy access for the guest so that it can attract customers.

Table 5 of the study examines the age of the respondents, it shows the frequency and percentage of the respondents' age.

Table 5. Age

Age	Frequency	Percentage
18-25	13	26.0
26-35	22	44.0
36-45	12	24.0
46&above	3	6.0
Total	50	100%

The table 5 indicates the distribution of respondents in terms of age. Ages 26-35 shows the higher percentage. Based on the findings, majority of them are in legal age who can have work to have salary to pay on the things they wanted to spend their money on. The second ranking ages 18-25 who can still be a student who have financially support from their parents.

According to Manalo et al. (2013) about the demographic profile of Splash Island in terms of age majority of the guest are 18 year old and above. At this ages people wanted to experience they do not feel at home as if they wanted to try something new.

Table 6 of the study examines the gender of the respondents, it shows the frequency and percentage of the respondents' gender.

Table 6. Gender

Gender	Frequency	Percentage
Female	25	50.0
Male	25	50.0
Total	50	100%

The table 6 represent the distribution of respondents in terms of gender. Both female and male have the percentage of 50 percent, which shows that either male or female visits the hotel by family, solo or business matter.

According to the study of Omar et al (2014) by the study of McGehee et al found that female travel because of cultures, opportunity of bonding with family and prestige while males travel because of sports, adventures and travel experiences.

Table 7 of the study examines the income of the respondents, it shows the frequency and percentage of the respondents' employment status.

Table 7. Employment Status

Employment Status	Frequency	Percentage
Employed	40	80.0
Self-employed	8	16.0
Unemployed	2	4.0
Total	50	100%

Table 7 indicates the distribution of respondents in terms of employment status. Majority of the respondents' employment status, they are employed with 80 percent. Based on the findings, majority of the respondents are paid enough in their jobs to be able to book a hotel.

According to the Fit to Work Team (2015), being employed is significant because this provides money to our interests. The money that will be earned from work contributes to support individuals with their wants and needs, and it can help to explore their interests.

Table 8 of the study examines the residence of the respondents, it shows the frequency and percentage of the respondents' residence.

Table 8. Residence

Residence	Frequency	Percentage
Outside Cavite	28	56.0
Within Cavite	22	44.0
Total	50	100%

Table 8 represents the distribution of respondents in terms of residence. Majority of the respondents are living outside Cavite with 56 percent. Based on the findings, majority of the respondents likes to discover something new. Even though there is a lot of hotels in other areas, they travel all the way from Cavite and book in Hotel Monticello.

Based on an article of Jurga (2018), people are travelling because there is a lot of experiences from other places that their place doesn't have. There is a lot of hotels outside Cavite but every hotel is not the same. People wants to see and experience something new in other places.

Presentation of Results and Discussions for Quantitative Data

In order to know the level of satisfaction of Hotel Monticello in terms of Reliability, Assurance, Tangibles, Empathy, and Responsiveness, the researchers assessed these factors by using the 4-point likert scale. The next table shows the rating of the respondents based on reliability.

Table 9. Guest Satisfaction in Hotel Monticello at Tagaytay City based on Reliability

Reliability	Mean	Interpretation	Rank
Overall services to the customers (e.g. Housekeeping, Food service, check in & out)	3.820	Very Satisfied	2
Price of the rooms	3.600	Very Satisfied	3
Dependable and easy to approach employees	3.860	Very Satisfied	1
Hotel information on the website	3.580	Very Satisfied	4
Total	3.7150	Very Satisfied	

3.51-4.00 Very Satisfied, 2.51-3.50 Satisfied, 1.51-2.50 Dissatisfied, 1.00-1.50 Very Dissatisfied

In terms of Reliability, the respondents we're very satisfied with the highest rating variable of dependable and easy to approach employees as all the employees in the hotel are very accommodating to their guests. Based on the observations of the researchers in their data gathering process, the employees have pleasing personalities and very friendly that made them very approachable to the eye of the guests. Moreover, Nerdlove (2016) indicates that being presentable is one of the factors that leads to being approachable to others. The researchers observed that the employees in the hotel are dressed up neatly and they are customer-focused which made them dependable. The variable that got the lowest rating is the hotel information on the website of the hotel. According to eHotelier (2016), websites are important in a hotel since this is where they got their first impressions before checking-in in a hotel. In the researcher's point of view, the website of the hotel is not attractive enough to attract guests.

Table 10. Guest Satisfaction in Hotel Monticello at Tagaytay City based on Assurance

Assurance	Mean	Interpretation	Rank
Showing respect to the customers	3.560	Very Satisfied	3.5
Safety inside the hotel	3.560	Very Satisfied	3.5
Knowledge of employees in reservation	3.800	Very Satisfied	1
Concern for guest during check in check out	3.680	Very Satisfied	2
Total	3.6500	Very Satisfied	

3.51-4.00 Very Satisfied, 2.51-3.50 Satisfied, 1.51-2.50 Dissatisfied, 1.00-1.50 Very Dissatisfied

The respondents we're very satisfied in terms of assurance with the highest rating variable of "knowledge of employees in reservation". The researchers observed that all of the employees in the hotel are well educated in their work especially in the reservation area and the researchers believed that all employees received proper training before they started working. According to Newman (2014), the customers are satisfied if the employees they're interacting knows how to deliver details about their products and services properly. This shows that knowing your job right contributes to the satisfaction of the guests during their stay. The lowest variable in terms of assurance that got the same result are the showing respect to the customers and the safety inside the hotel. These are very important in a hotel because having respect and safety builds relationship between the customer and the employees.

Table 11. Guest Satisfaction in Hotel Monticello at Tagaytay City based on Tangibles

Tangibles	Mean	Interpretation	Rank
Cleanliness of facilities (rooms, comfort rooms, function room, etc.)	3.740	Very Satisfied	1
Visually appealing brochures & flyers	3.580	Very Satisfied	3
Equipment inside the hotel (gym & spa equipment, television & aircon remote control, wifi inside the room)	3.480	Satisfied	4
Grooming and attire of the employees	3.660	Very Satisfied	2
Total	3.6150	Very Satisfied	

3.51-4.00 Very Satisfied, 2.51-3.50 Satisfied, 1.51-2.50 Dissatisfied, 1.00-1.50 Very Dissatisfied

The findings above show that the respondents were very satisfied in terms of tangibles. The highest rating variable in tangibles is the cleanliness of facilities (rooms, comfort rooms, function room, etc.) which the housekeepers in the hotel did a great job in cleaning and taking care of the hotel. The housekeepers are all around in the hotel which made them easy to be approached whenever the guests need help in cleaning something (e.g. room). According to CaseChemicals (2014), it is important to have a clean environment because this is one of the factors in choosing a hotel and this is also will make the guests recommend the hotel to others. The researchers also observed in the survey questionnaires that the guests frequently visit the hotel and the researchers think that this is because of the consistent clean environment of the hotel. Meanwhile, the lowest ranked variability is the equipment inside the hotel (gym & spa equipment, television & aircon remote control, wifi inside the room). In researcher's observation, the hotel's equipment is not enough to satisfy the guests. For example, there are less gym equipments and the hotel's wifi does not have strong connection.

Table 12. Guest Satisfaction in Hotel Monticello at Tagaytay City based on Empathy

Empathy	Mean	Interpretation	Rank
Genuine care of the staff about customer needs	3.600	Very Satisfied	1
Approachable Employees	3.560	Very Satisfied	2
Handling guest complaints	3.480	Satisfied	3
Prioritizing the guest	3.340	Satisfied	4
Total	3.4950	Satisfied	

3.51-4.00 Very Satisfied, 2.51-3.50 Satisfied, 1.51-2.50 Dissatisfied, 1.00-1.50 Very Dissatisfied

In terms of empathy, the genuine care of the staff about customer needs had the highest score and the researchers believed that what the employees shows to the customers will reflect on the hotel's reputation to its guests. Moreover, Byrne (2015) indicates that having genuine care will deepen the guests and the employee's connection that will lead to have stronger customer relationship and to the growth of the hotel. And being able to provide the guests needs will add up to the satisfaction of the guests. The lowest variable in empathy is the Prioritizing the guest. One of the factors need in satisfying the guests is they need to feel being prioritized even if the hotel has a lot of customers. Furthermore, Infinit contact (2015) states that in every situation, the guest should be prioritize first before anyone else. The hotel should respond to guests needs faster in order to achieve satisfaction. To the overall sum of empathy, the guests were satisfied.

Table 13. Guest Satisfaction in Hotel Monticello at Tagaytay City based on Responsiveness

Responsiveness	Mean	Interpretation	Rank
Assisting guest throughout the whole process (checking in & checking out)	3.680	Very Satisfied	2
Flexibility of the employees to the needs of the guest	3.640	Very Satisfied	4
Attentiveness of the employees when it comes to guest complaints	3.660	Very Satisfied	3
Availability of the staff when responding to the request of the guest	3.760	Very Satisfied	1
Total	3.6850	Very Satisfied	

3.51-4.00 Very Satisfied, 2.51-3.50 Satisfied, 1.51-2.50 Dissatisfied, 1.00-1.50 Very Dissatisfied

The findings above show that the availability of the staff when responding to the request of the guest is the highest rating in terms of responsiveness in the hotel. The researchers observed that the hotel have enough employees inside the hotel to meet the needs of the guests. According to Kimanuka (2014), having staffs makes the stay of the guests more relaxing and comfortable and this will help in contributing to have a good customer service that will lead to the success of the hotel. The flexibility of the employees to the needs of the guest ranked last to responsiveness. This shows that the employees should know how to respond to the guests needs at the same time do their job. To sum it all, the guests we're very satisfied in terms of responsiveness.

Table 14. Significant difference in the level Satisfaction when grouped according to the demographic profile

Demographic Profile	test statistic	statistic value	df	p-value	Interpretation
Income	ANOVA	1.041	49	0.361	Not Significant
Nationality	t-test	-1.625	48	0.111	Not Significant
Marital Status	ANOVA	3.138	49	0.034	Significant
Frequency of Visit	ANOVA	0.905	49	0.446	Not Significant
Age	ANOVA	0.413	49	0.745	Not Significant
Gender	t-test	-1.206	48	0.234	Not Significant
Employment Status	ANOVA	0.21	49	0.811	Not Significant
Place of Residence	t-test	0.778	48	0.44	Not Significant

Verbal Interpretation: NS if Pvalue > 0.05 Significant if Pvalue < 0.05

Table 14 shows that among all the demographic profile of the respondents, only marital status is found to be significantly related to the service quality on guest satisfaction with P-value less than 0.05. Thus, the decision is rejected, and the rest are not significantly related. Therefore, the decision is accepted. From all the demographic profile only, the marital status showed that there is significant difference on the level of satisfaction. According to the study of Melkis et al. (2014) entitled 'The Influence of Marital Status and Age on the Perception of Fast Food Consumer in an Emerging Market' it shows that there is different satisfaction from single and married status. Married couple tend to enjoy the services and facilities of hotel with or without their children. Married couple surely are financially stable to check-in in the hotel while the singles, can still check in but it will be more fun if you have a companion to enjoy the services and facilities of the hotel. Moreover, they stated that they put more attention on the marital status especially on married guests because they give more the high service quality on the married guests and prioritize them.

Income is not significant as the data shows, as stated in the data gathering results all the respondents can check-in at the Hotel Monticello with the level of their income. As the researcher's observation the services that the Hotel Monticello offers worth the pay off.

In nationality it showed that there is no significant difference in the level of satisfaction of the guests. With the researcher's observation, foreigners or non-Filipino enjoyed their stay in Hotel Monticello maybe because they wanted to feel different from their cultures.

Frequency of visit, on the other hand, is not significant. As the researchers experienced the services of Hotel Monticello we really can tell that we want to come back.

In terms of age showed that there is no significant difference on the level of satisfaction. With the researcher's observation, all ages can enjoy the facilities and service inside the hotel.

Gender shows that there is no significant difference on the level of satisfaction. As the researcher's observation and from the result of the data gathering both male and female can enjoy the facilities and services of Hotel Monticello.

With the employment status it shows that there is no significant difference on the level of satisfaction. With the researcher's observation employed and unemployed guests can still check in in Hotel Monticello, for the unemployed their families can support their financial while the employed can check in for business purposes or leisure.

The Place of Residence shows no significant difference on the level of satisfaction. As the researcher's observation it does not matter whether the guest lives inside or outside Tagaytay city. The researchers can tell that the location of Hotel Monticello is accessible.

Presentation of Results and Discussions for Qualitative Data

For the qualitative analysis the researchers used an open ended questionnaires to determine the problems the guests may encountered during their stay in the Hotel Monticello.

In terms of Reliability the areas that needs to be improved is the check in & check out system. Based on the results of the questionnaires and the observation of the researchers, It took a lot of time to finish the check in & check out system, there are no proper lines in accommodating the guests in front desk.

Moreover, Mayerczak (2015) indicates that having a long queue in checking in and checking out will result in having dissatisfied guest. Since having a long line can be boring to the other guest and it will cost in having guest complains to the employees.

For the Assurance part, it will show the result of how the hotel meet the guest expectation on making sure the guest received the services they deserve. Based on the researchers observation and the questionnaires result, the hotel employees shows good manners in welcoming their guests.

According to Yong (2016), having a good compliments will result on good manners. If the employees receive such good compliments from the guests it will tolerate them to do good that will show hospitality toward the guests.

In terms of tangibles, based on the researchers observation and the questionnaires result, the facility that the guest enjoyed the most is the Café Mercedes, which offers breakfast, lunch, and dinner cuisines.

According to Heap (2014), having a good ambience to a restaurant will make the guests more comfortable, attractive, and the guests will feel satisfied with the experience they had inside the restaurant.

In terms of empathy, based on the researchers observation and the questionnaires result, the experiences of the guest from the Hotel Monticello's employees services, the employees show professional manner when it comes to services related and adding friendly approach to it, which makes the guests feel satisfied with their stay in the hotel.

According to Cheng & Wong (2015), having professional employees will lead to the promotion of the hotel's name and image to the guests of hotel as well as putting big impact in meeting the guests expectations in a professional manner.

In terms of responsiveness, based on the researchers observation, interview and the questionnaires result, on how the employees express their hospitality towards the guests, the employees are very accommodating, approachable, friendly, and makes you comfortable during the guests stay.

According to Dunbar (2018), the employees need to be hospitable to the guests in order to rely to their needs and to satisfy them. A positive attitude will also contribute to have guest satisfaction in the hotel.

4. CONCLUSION

The results show that most of the respondents of Hotel Monticello are Filipinos, composed of an equal amount of both female and male with an age group of 26-35 years old, mostly employed with an income of 20,000-40,000 pesos. It is said that most of the respondents of the hotel are resided outside Cavite and are mostly comprised of married couples who have a frequency of visit of 2-3 times. In terms of the level of satisfaction rated by the guests, it is shown that the reliability, assurance, tangibles, and responsiveness have an interpretation of very satisfied, meanwhile the empathy has an interpretation of satisfied. In determining the significance difference in the level of satisfaction according to the demographic profile, the researchers found out that the marital status is the only significant one, while the income, nationality, frequency of visit, age, gender, employment status, and place of residency does not show any significant differences.

The researchers concluded that Hotel Monticello is popular among the married couples. This is particularly true because married couples often go to hotels to spend time together with or without their kids and there is a lot of leisure activities inside and outside the hotel that the couples may enjoy. Moreover, Hotel Monticello has a lot of nearby attractions that married couples would enjoy even with their kids that will add up to the level of satisfaction of the guests. The researchers, as well as the results, concludes that the marital status is the only significant one in the level of satisfaction of the respondents when they are grouped according to the demographic profile. Having a partner in checking in a hotel matters the most than being single. This is a proof that married couples enjoyed the hotel's amenities and facilities the most rather than having no partner at all.

Based on the results, the researchers were able to come up with a guest satisfaction program that can also be adapted by the Hotel Monticello and other hotels as well. This satisfaction program will help in the improvement of the hotel as well as its quality of their services that will lead to the satisfaction of the guests. The researchers suggest that the hotel should be more customer-focused, as shown as in the result of empathy, employees should prioritize the guests more. This study is limited in its ability to generalize because there are only 50 respondents. It is suggested that the future studies should also use qualitative and quantitative research design in order to gather more data. Furthermore, it is recommended to conduct the study, using the same framework, among other hotels within the same area.

GUEST SATISFACTION PROGRAM

Based on the results of the study a guest satisfaction program is recommended to help improve the level of satisfaction of Hotel Monticello. A program that will meet the objective of the study that will improve the products, services and facilities that will satisfy the guests. The researchers came up with the idea of how will Hotel Monticello improved their quality of services. Moreover, it will also help to enhance the manners and personality of the employees of Hotel Monticello. This plan includes all aspect inside and outside the hotel such as, its facility, services and personnel. This program will also help the employees to handle guest complains in a professional way, by controlling their emotions towards the complains they may encounter. The researchers propose this program thinking that it will help Hotel Monticello to building up their image as one of the best accommodations in Tagaytay city, it will also help them to enhance the things that is needed to be improve with their facilities and services. For the employees, in terms of interacting with the guest a training will help in enhancing the employee's skills and abilities. The company will be the source of income in making this program possible. This program can be adapted with other hotel accommodation in Tagaytay city as well.

RATIONALE

The guest satisfaction program that the researchers aim to do is to help the Hotel Monticello to improve their quality of service for the satisfaction of the guests and also to provide the needs that the guests needed. In this case it will help the Hotel Monticello to enhance the level of their services and also improve more in terms of their products, facilities, services and most especially the accommodation. This program will produce a great impact for Hotel Monticello to promote and encourage lots of guests to go to their hotel and have some relaxation.

MISSION

To develop guest satisfaction program for the convenience of Hotel Monticello to improve their quality of services for the guests satisfaction. To help them for the promotion of their hotel.

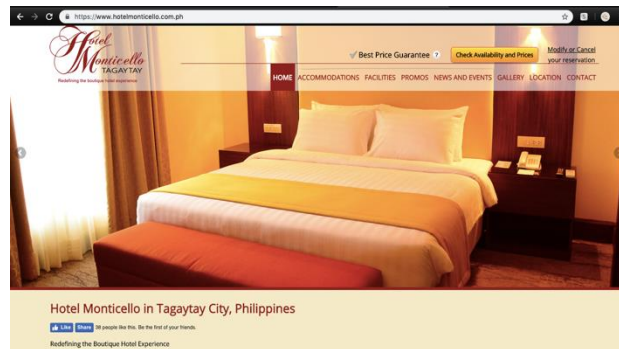
VISION

To be featured as a hotel that provides a high standard of quality service. To be one of the hotels in Tagaytay city that provides guests a memorable experiences.

Reliability

Based on the result, the hotel's website got the lowest grade in terms of satisfaction. The researchers made a program that will enhance the promotion of the hotel through social medias, that can attract more people to be interested on going to Hotel Monticello. Having a reliable website will make it easier for the guests to get information about Hotel Monticello and at the same time there will be no hassle on booking and reserving a room.

The researchers propose a program where Hotel Monticello can promote the hotel's image through social media. The researchers propose that the sales and marketing of Hotel Monticello will be the one to promote their hotel by asking some reviews from their guests online. The guest can visit the official page online. Picture given below:



Since Hotel Monticello accepts guests everyday they can ask feedbacks or reviews online every day. With this Hotel Monticello can promote their hotel in easy way by being active online and at the same time they will know how they satisfy and dissatisfy their guests, if so they do an improvement if needed.

Assurance

This is where the courtesy of the employees and ability to convey the trust of the guest. In order for the employees to get the trust of the guests, the management will be conducting a seminar and training that will help to enhance the employees performances. The program will help the employees gain skills and abilities, by this the guests will be assured to trust the employees inside the hotel.

The researchers propose a program where Hotel Monticello can improve the quality service of the employee. The researchers propose that Hotel Monticello conduct seminars and training to the employees of the hotel about improving their quality of services that will be manage by the human resource management of Hotel Monticello. Since the hotel have function hall inside they can conduct the seminar there so that they do not have to rent space outside. They can conduct this seminar every 6 months to freshen up the employees about service quality. This program will help the employees gain skills and abilities, by this the guests will be assured to trust the employees inside the hotel.

Tangible

This is where the physical appearance, employees, equipment and communication materials are important in the hotel. The program will help in the improvement of the facilities inside the hotel by distributing surveys to the guests which caters the facilities and equipments improvement that is needed. Every guests who will be checked-in inside the hotel will be receiving the survey questionnaires so that Hotel Monticello will be able to know what facilities in the hotel they need to improve to help satisfy the guests.

The researchers propose a program where Hotel Monticello can improve the hotel's facilities and equipment. The researchers propose that Hotel Monticello distribute surveys on what areas in the hotel needs to improve. The said program will be manage by the maintenance department together with the front desk officers to distribute the surveys. The surveys will be most likely to be disturbed either on weekdays and weekends, Every 3 months. The program will help in the improvement of the facilities inside the hotel, by this they can satisfy the guest.

Empathy

Based on the result, the employees of the hotel should focus more on prioritizing the guests. The program will help to improve the quality of service that can add up to the level of satisfaction. As the guests wanted to feel important, the employees should make the guest feel accommodated at all times. The seminars will also help the employees to be more practical on handling guests complaints.

The researchers propose a program where Hotel Monticello employees can enhance their learnings of giving service quality. The researchers propose that Hotel Monticello conduct seminars and trainings to the employees of the hotel about guest satisfaction. The management of Hotel Monticello will lead this program. The hotel have function hall inside they can conduct the seminar there. The seminars and trainings will be most likely to be conducted Every 6 months to refresh the employees on how to satisfy the guests. With this program the employees of the hotel will gain knowledge and experiences on how to satisfy the guests from the seminar which they can apply in reality.

Responsiveness

This is how willing the employees to help and to provide the needs of the guests. Hospitality is a must, showing sincerity to the guests will help the guests open up to the employees with their needs and wants in order to perform an action quickly. Being responsible to the needs of the guest adds up to the satisfaction of the guests of which the program aiming to be done.

The researchers propose a program where Hotel Monticello employees can improve the employees performance. The researchers propose that Hotel Monticello conduct workshops to the employees about their skills and abilities on how to handle guest complaints. The human resource management should lead this program to put workshop to the employees. Since the hotel have function hall inside they can conduct the seminar there. The workshop will be conducted every 6 months to open up the employees on facing different guest complaints. With this program the employees of the hotel will improve their performances in terms of handling guest complaints which results to guest satisfaction.

Roadmap of Activities

Specific Objectives	Activities	Implementing Bodies	Timeframe	Result	Budget
To conduct a guest satisfaction program	To conduct seminars and trainings to the employees of the hotel about guest satisfaction that emphasizes showing respect and providing safety to their guests at all times.	The management will be assigned in leading the seminar and trainings in Hotel Monticello	The seminars and trainings will be most likely to be conducted on weekdays. Every 6 months.	The employees of the hotel will gain knowledge and experiences on how to satisfy the guests from showing respect to providing safety that the employees can get from the seminar which they can apply in reality.	Php 5,000.00
Improvement of the employees performance	To conduct workshops to the employees of the Hotel Monticello about their skills and abilities on how to handle guest complaints and to be flexible to the needs of the guests.	The Human Resource Management will be the one to conduct the workshop for the employees of Hotel Monticello	The workshop will be most likely to be conducted on weekdays. Every 6 months.	Hotel Monticello’s Employees will improve their performances in terms of handling guest complaints and being flexible which results to guest satisfaction	Php 4,500.00
Improvement of the quality service of the employees	To conduct seminars to the employees of the hotel about improving their quality of services and how to prioritize the guests more.	The Human Resource Management will be the one to conduct the seminar for the employees of Hotel Monticello	The seminar will be most likely to be conducted on weekdays. Every 6 months.	Hotel Monticello’s Employees will improve their quality of services on how they will interact and prioritize their guests	Php 3,500.00

To improve the hotel's facilities and equipments	To conduct surveys on what areas and equipments inside the hotel that needs to be improve	The maintenance department will be the one to conduct surveys which will be distributed by the front desk officers to the guests of Hotel Monticello in order to know what areas and equipments to the hotel needs to improve	The surveys will be most likely to be conducted either on weekdays and weekends. Every 3 months	The facilities and equipments of Hotel Monticello will be improved and will be enough to satisfy the needs of the guests.	Php 1,000.00
To become one of the best hotel in Tagaytay city	To improve the market of the hotel through their products, facilities and services.	The Management of the Hotel Monticello will be the one to market their products, facilities and services.	Everyday	The Hotel Monticello will become one of the best hotel in Tagaytay city.	Php 20,000.00
To promote the hotel's image	To improve the promotions of hotel through social media and the hotel's website	The Sales and marketing of the Hotel Monticello will be the one to promote their hotel by asking some reviews from their guests online (e.g. Facebook page) and more information to their hotel's website.	Everyday	The site of Hotel Monticello will be seen from different people online and will be able to gain some interest from other people.	Php 5,000.00

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