

**ONLINE CUSTOMER REVIEWS OF MABUHAY ACCOMMODATIONS: ITS
EFFECT TOWARDS SERVICE QUALITY AND CUSTOMER SATISFACTION**

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**In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Hospitality Management**

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In partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management, this thesis entitled, "Online Customer Reviews of Mabuhay Accommodations: It's Effect Towards Service Quality and Customer Satisfaction" has been prepared and submitted by Paul David R. Balladares, Nicie Vitamie E. Malinao, Gerson C. Origines, Angela J. Ponday has been examined and is recommended for acceptance and approval for oral examination.

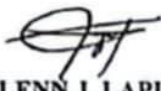

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THESIS ABSTRACT

Title : **ONLINE CUSTOMER REVIEWS OF MABUHAY ACCOMODATIONS: IT'S EFFECT TOWARDS SERVICE QUALITYAND CUSTOMER SATISFACTION**

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Online feedback is becoming increasingly popular, especially in the lodging industry. This study investigated how Mabuhay Accommodations online customer support affected both customer happiness and service quality. The study combined a descriptive-correlational research strategy with a quantitative research technique. The study was carried out at Ozamiz City and Oroquieta City, two of Misamis Occidental's largest cities. The 150 people who had reservations at the Mabuhay hotels in Clarin and Ozamiz City served as the study's responders. With a sample size of 150 people, the researchers used purposive sampling. Customer satisfaction, service quality, and online customer reviews were the research questionnaires that were employed. The statistical methods employed in the study were Spearman's rank correlation, mean, and standard deviation. The findings indicate that consumer satisfaction, quality, service, and internet reviews were all quite high. The results demonstrated that online reviews of Mabuhay lodgings had a significant favorable impact on both customer happiness

and service quality. Several inferences may be made from the study's findings. Enhancing customer happiness and service quality requires a robust system for tracking, reacting to, and learning from online evaluations. When a high link is shown between service quality and internet reviews, client satisfaction is positively influenced. Customer satisfaction greatly impacts Mabuhay Accommodations' online customer service caliber and promptness putting in place effective strategies for improving customer satisfaction and service standards in response to feedback. Continuous improvement is ensured by implementing a methodical approach to client feedback. It is advised that Mabuhay Accommodations prioritize incorporating a cutting-edge feedback management system in order to monitor and address iii internet reviews. The hotel should be able to utilize this system to systematically evaluate feedback, identify. recurring issues, and implement focused modifications in order to enhance service quality.

Keywords: *Online Feedback, Service Quality, Customer Satisfaction, Online Customer Reviews, Feedback Management System.*



DEDICATION

This research is lovingly dedicated to:

Our beloved family, for their love, sacrifices, and support, which have been the foundation of our success.

Our dear friends and loved ones, whose encouragement and motivation have inspired us to persevere through every challenge.

Our instructor, for generously sharing her expertise, guidance, and mentorship, which have been instrumental in shaping this study.

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Above all, to our Almighty Father, for granting us the wisdom, strength, and resilience to accomplish this endeavor.

Paul David, Nicie Vitamie, Gerson, and Angela

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INTRODUCTION

Rationale of the study

The hospitality industry has undergone significant transformations in the digital platforms exist age, as the advent of online platforms exist. It facilitates customer reviews and feedback. These platforms have become crucial for both customers and service providers, offering a space for customers to express their experiences and for businesses to manage their reputations (Li et al., 2019). In the Philippines, the importance of online feedback is increasingly recognized, particularly in the accommodation sector (Sundram et al., 2022). For years, the presence of hotels in the industry has significantly impacted the landscapes of the global economy by increasing gross domestic product (GDP) as well as gross domestic income (GDI) among the country's rural areas such as in the province of Misamis Occidental in the southern region (Harman, 2024). For that reason, hotels are highly obliged to maintain good customer relationships as crucial in the context of business sustainability since the hotel industry is surrounded by a highly competitive environment (Kularatne et al., 2019). While booking a hotel can be very tedious, technological advancements have paved the way to make this easier and accessible by introducing online methodologies (Torres, 2020). As such, a customer feedback channel is a mechanism to understand customers' needs and wants when booking a hotel feedbacks are essential to client interaction may post their experiences on. Customers websites like TripAdvisor, Google Reviews, and Booking.com, which may sway prospective travelers' choices. According to studies, internet reviews have a big influence on reservations; favorable comments might result in more reservations, while unfavorable ones may turn off potential clients (Buhalis & Sinarta, 2019). As a result, handling these evaluations

effectively becomes essential to preserving and improving a hotel's revenue and image. Promptly answering client evaluations, resolving issues, and making adjustments in response to consumer input are all essential components of effective online feedback management. In addition to lessening the impact of unfavorable reviews, this proactive strategy shows a dedication to client pleasure, which may improve a hotel's image online. Customer feedback management, or CFM, has been further highlighted as a crucial component of corporate performance. Hotels that actively solicit and act upon customer input typically have higher ratings and enhanced customer loyalty ability. The systematically collecting, analyzing, and acting on customer feedback leads to better decision making, enhanced customer satisfaction, and sustainable competitive advantages (Dovetail et al., 2019). Modern tools like AI-driven analytics and platforms like Qualtrics and HubSpot streamline the collection and interpretation of feedback. For example, companies like Tesla and Slack have demonstrated how embedding feedback loops into their processes results in faster innovation and better customer alignment (Mentor, 2024). (Marketing Scoop, 2024; Growth In the meantime, the success of hotel accommodations is greatly influenced by the quality of the services provided. According to a survey, in the hotel sector, client loyalty and happiness are directly impacted by service quality. Hotels that put a high priority on service quality typically have a competitive edge and superior market placement. Given the increased competition and rising consumer expectations in Misamis Occidental, this is especially important for hotels there (Raza et al., 2019). Hotel service quality usually includes a number of factors, such as tangibleness, certainty, responsiveness, empathy, and dependability. Positive first impressions are produced by tangible components like immaculate facilities and staff members who present themselves professionally.



Reliability, or consistently delivering on promises, is another crucial factor in ensuring guests receive clean rooms, timely service, and accurate billing. This is supported by recent findings, which highlight reliability and responsiveness as major contributors to customer satisfaction in boutique hotels in Malaysia (Khan & Rahman (2020). Moreover, empathy and personalized interactions are increasingly emphasized as integral to enhancing guest experiences (Hsieh & Yuan, 2022). Assurance and responsiveness significantly affect satisfaction, especially when staff demonstrate competence and provide prompt service. According to Ali et al. (2021), these factors enhance the entire visitor experience and promote loyalty, which is crucial in cutthroat industries like the hotel sector. Moreover, empathy and personalized interactions are increasingly emphasized as integral to enhancing guest experiences (Hsieh & Yuan, 2022). The successful engagement between the hotel industry and customers through Feedback and response are cyclical mechanisms that drive the symbiotic relationship between the two. Hence, notable theories have supported these claims and are useful in the pursuit of investigating online feedback management from hotel customers. According to social exchange theory (Blau, 2017), social conduct results from an exchange process in which people want to reduce costs and maximize rewards in their interactions. Applied to online feedback management, SET suggests that customers provide reviews in exchange for perceived benefits, such as social recognition or reciprocity from the hotel. In response, hotels handle these comments to build goodwill and improve their image, which may result in more reservations and devoted patrons. Subsequently, customer decision-making theory (Engel and Miniard, 1995) suggests that consumers choose among different options. Online reviews are essential to the decision making process since they offer useful information that can affect the

decisions made by customers. Hotels that handle their feedback well might influence prospective guests by emphasizing good experiences and resolving bad ones. The way that one party (the sender) conveys information to another (the receiver) that is otherwise not readily observable is the focus of (Connelly et al., 2011). Customer evaluations signaling theory are used to inform prospective visitors about the quality of the services they would receive when making hotel reservations. Hotels that effectively handle reviews provide a favorable message about their dedication to client pleasure, which may increase confidence and sway reservations. As a result, a lot of companies are interested in online customer feedback management (CFM) and understand the importance of online reviews. Businesses may use Internet reviews as direct contact lines to cultivate client connections and influence public opinion by properly answering these evaluations. According to research, by building trust and enhancing the relationship's perceived quality, an active and positive reaction to reviews may greatly increase customer satisfaction and loyalty (Wu et al., 2020). With the growing significance of digital platforms, the Internet is increasingly recognized as a rich data source for conducting in-depth analyses of customer feedback. Businesses can use this feedback to address immediate concerns, anticipate trends, and improve strategic decision-making (Wu et al., 2020). Consumers have a big impact on how a company does business. According to research by Lee and Madanoglu (2018), greater retention rates and higher profit margins are the results of continuously pleasing consumers. According to Slack and Singh (2020), many businesses strive to consistently please their clients to gain their trust and loyalty, which boosts sales and profitability. High service quality increases the likelihood of customer satisfaction, according to Fida et al. (2020). According to Malik et al. (2021), client feedback varies,



particularly depending on the kind of mechanism the business uses. While some consumers make remarks, others give numerical evaluations, and yet others only use word-of mouth recommendations. Despite all these findings, no studies have ever stressed the analysis on the types of feedbacks commonly provided by customers, especially in rural hotel establishments in Misamis Occidental, Philippines. The province has been experiencing a tourism influx due to the several establishments of eco-tourism sites along the area's cities and municipalities. This feedback is important to strategize hotel feedback mechanisms, and the constituents therefore cater to the specific needs of the constituents. The sole objective of this study was to investigate the online feedback management and service quality of Mabuhay hotel accommodations in Misamis Occidental. It specifically aims to comprehend how these businesses react to reviews, what tactics they use to deal with online reviews, and how these actions affect both customer happiness and corporate performance. It will also include the kind of service they provide to their clients. The findings of this research are expected to provide insights that can help local accommodations improve their online feedback management practices, thereby enhancing their competitiveness in the tourism market. The conduct will be beneficial to all Mabuhay accommodations in Misamis Occidental and will give them valuable inputs in determining customers' perspectives about hotel services. Positive reviews build trust and credibility for the hotel.

OBJECTIVES OF THE STUDY

This study explored the effect of online customer service of Mabuhay accommodations on service quality and customer satisfaction in Misamis Occidental. Specifically, this study sought to address the following:

1. Determine the level of online customer reviews of Mabuhay Accommodations as perceived by the respondents in terms of feedback strategies, customer satisfaction, and business performance.
2. Determine the level of Mabuhay Accommodations service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy.
3. Determine the level of customer satisfaction of Mabuhay Accommodations in terms of ambiance, and hospitality services.
4. Explore the effect of online customer reviews on Mabuhay accommodations, its service quality, and customer satisfaction.

REVIEW OF RELATED LITERATURE

The internet has become a vital component of the hotel industry. International brands have entered the scene, allowing customers to book hotels and access information about their features, amenities, ratings, and reviews. Online feedback has emerged as a crucial factor for millennials when deciding to book hotel rooms online. In the past, these reviews held little importance for hotels and were often overlooked, but they have increasingly gained significance and are now frequently analyzed and addressed by hotel management. The impact of online review platforms like TripAdvisor on the hospitality industry is substantial. The internet has become a vital component of the hotel industry. International brands have entered the scene, allowing customers to book hotels and access information about their features, amenities, ratings, and reviews. Online feedback has emerged as a crucial factor for millennials when deciding to book hotel rooms online. In the past, these reviews held little importance for hotels and were often overlooked, but they have increasingly gained significance and are now frequently analyzed and addressed by hotel management. Furthermore, recent and authentic reviews help establish trust and reliability, which are essential for hotel reputation and revenue generation (Travel Daily Media, 2024). The competitiveness of a hotel is closely linked to its capability to improve operational efficiency through technological solutions (Ilina et al., 2019).

The rapid advancement of technology is transforming the hospitality industry, prompting hotels to invest heavily in innovative solutions to improve service quality and enhance customer satisfaction. Modern tools such as mobile-integrated check-ins, biometric systems, and API-enabled cloud platforms enable personalized and efficient guest experiences while streamlining operations (Balakrishnan, 2024). Similarly, the

integration of sustainable technologies, like energy-saving systems and automated processes, aligns with the industry's commitment to both environmental responsibility and customer convenience (Tripathi et al., 2023). Self-service technologies (SSTs) are digital interfaces that empower customers to generate service results on their own, without the need for staff assistance. Consequently, with only two possible outcomes—satisfied or dissatisfied—service performance plays a crucial role in shaping customer perceptions and experiences. Recent technological advancements have increased demand, and the number of mobile device users for travel purposes has surged by over 51% lately (Sio, 2021).

Customer Reviews

Customer feedback continues to be a critical aspect of service improvement. Customer feedback as either structured (e.g., surveys) or unstructured (e.g., social media and emails) (Witell et al., 2020). The proliferation of online feedback platforms like TripAdvisor has amplified the importance of gathering and responding to both types of feedback. Recent innovations in sentiment analysis and AI tools allow businesses to analyze unstructured feedback at scale, providing deeper insights into customer experiences and preferences (Poblete & Baeza-Yates, 2021). Moreover, the categorization of feedback into explicit and implicit forms (Ordenes et al., 2020), helps businesses distinguish between direct responses and behavioral insights, further refining customer engagement strategies.

Customer satisfaction remains a pivotal element of competitive advantage, particularly in the hospitality sector. Satisfaction directly correlates with increased customer loyalty and profitability (Zhang & Lin, 2023). Modern customers, influenced



by digital platforms, hold service quality in higher regard, leading organizations to invest significantly in improving their service offerings to meet evolving expectations (Wu et al., 2020). According to Hu et al. (2021), achieving customer satisfaction is crucial for the sustained success of an organization, as happy customers lead to repeat purchases and favorable word-of-mouth, ultimately boosting profitability.

Positive customer reviews

In recent years, scholars have called for a more balanced examination that includes both negative and positive feedback. Examined customer feedback in broader terms, recognizing that positive feedback, including compliments, empathy, and gratitude, plays a crucial role in service improvement (Ordóñez et al., 2021)s. Compliments, although frequent, are often overlooked by organizations due to a lack of systems for capturing them (Young & Hutchinson, 2020). Notably, gratitude has emerged as an important research area in Positive Psychology (Young & Hutchinson, 2020), and some studies (e.g., Howells & Cumming, 2020) have linked customer gratitude with improved service relationships and outcomes. Customer empathy as the understanding and response to employees' thoughts and feelings, emphasizing its importance in fostering positive customer relationships (Wieseke et al., (2020). Gratitude, once an overlooked element, has been increasingly studied for its potential to enhance service quality and customer satisfaction (Palmatier et al., 2021).

Hotel Online Reviews Management

Online reviews serve as a significant resource for hotels, greatly influencing their reputation and guest contentment. These reviews offer a cost-effective means of engaging with potential customers, building trust, and providing insights into service quality. Studies reveal that 95% of customers research hotel reviews and service quality before making a booking decision, highlighting the need for hotels to manage online reviews carefully (TrustYou, 2023).

Active management of online reviews is crucial. Research suggests that responding to guest feedback, both positive and negative, is vital to demonstrating commitment to service improvement. Responding to reviews within 72 hours is particularly important for addressing concerns before they escalate (TrustYou, 2023). Hotels should also strategically collect and showcase reviews across multiple platforms, thereby increasing visibility and customer engagement (TrustYou, 2023).

In conclusion, online reviews not only provide valuable feedback but also contribute to long-term customer loyalty. By effectively managing reviews and using them to highlight strengths or address weaknesses, hotels can enhance their competitive advantage (TrustYou, 2023).

Service Quality

The quality of service in the hospitality sector is a vital element affecting customer satisfaction, loyalty, and overall business performance. Research has increasingly concentrated on the connection between service quality and customer satisfaction within the hotel industry. Various studies have highlighted the direct effect that service quality has on customer satisfaction, which subsequently affects customer

loyalty and overall business success (Anwar & Abdullah, 2021). The SERVQUAL model, which outlines five essential dimensions of service quality—tangibility, reliability, responsiveness, assurance, and empathy—continues to be fundamental for assessing service performance in the hospitality industry (Abdullah, 2019).

Recent research has investigated how particular aspects of service quality, including empathy and responsiveness, are vital in influencing guests' perceptions and levels of satisfaction. Empathy, defined as understanding and addressing customer needs with care, and responsiveness, involving the quick resolution of issues, are particularly valued by customers (Prabhu et al., 2020). This research further highlights that improvements in these areas not only satisfy customers but also increase the likelihood of positive reviews and repeat visits (Ali & Anwar, 2021). The hospitality industry's emphasis on service quality has therefore become more strategic, with many hotels focusing on these dimensions to enhance customer loyalty and boost profitability (Khan & Abdullah, 2019).

Strategies for Enhancing Service Quality

The essential importance of service quality in improving customer satisfaction and loyalty within the hospitality sector. Effective staff training, customer feedback systems, and continuous quality monitoring are emphasized as key strategies for improving service quality (Ali & Anwar, 2021; Jóhannesson, 2024). Similarly, research supports the notion that well-trained employees are integral in delivering high-quality service that enhances customer satisfaction and loyalty (Albayrak & Caber, 2020).



Moreover, the integration of customer feedback systems has been found to be essential for identifying areas of improvement and ensuring service quality. Using customer feedback mechanisms allows businesses to address service gaps, which contributes to overall satisfaction and retention (Ali, et al., 2020). Feedback tools, when paired with targeted staff training, can be a powerful means of improving service delivery and customer loyalty (Gunnarsson, 2020).

Customer Satisfaction

Satisfaction (Hafni et al., 2020) refers to the feelings of happiness or disappointment a person experiences after evaluating the actual performance of a product against their expectations. When the product's performance aligns with what the customer anticipated, they feel satisfied. Customer value (Suyono et al., 2021) represents the customer's assessment of all the benefits received in relation to the costs incurred to acquire the offered products or services. The total customer costs comprise the various expenses involved in the evaluation (Renaldo et al., 2020), acquisition, and usage of a product or service. The idea of customer satisfaction is critical in contemporary business practices. In many organizations, customer satisfaction is regarded as a primary measure because it is viewed as a vital factor in enhancing financial performance (Balakrishanan & Bagavan, 2024). The hotel company should place customer satisfaction as the top priority as a consideration in conducting business planning (Ilyas & Mustafa 2022). Hotels have the potential to greatly enhance customer satisfaction if they improve their performance across all areas (Ahmad, 2019). It is essential for owners and managers to provide tailored services to guests in order to elevate their overall satisfaction levels (Ahmad, 2019).



The ambiance highlighted the decor and lighting, comfort, and appeal (Alcantara, 2019). Concerning this, the environmental factors such as cleanliness, lighting, temperature, noise levels, and general atmosphere are anticipated to enhance customer satisfaction (Saputra et al., 2023). The objective of hotel and restaurant ambiance is to provide customers a comfortable environment (Zamani et al., 2020). A study indicated that aesthetics, ambiance, and facilities significantly influence guest experiences and impact post-purchase behavior within the hotel sector (Phillips, 2024). Delivering value positively affects visitor satisfaction (Normi & Panjaitan, 2022). Customer satisfaction offers various advantages, including fostering a harmonious relationship between the business and its clientele (Luu, 2020). It can be deduced that customers who enjoy a positive physical environment in the hotel industry are likely to report higher satisfaction, suggesting that hotel managers should continually enhance the restaurant's physical factors to improve their competitive differentiation strategies (Najhan, 2022).

Hospitality services are a crucial element for customers when making selections, and it is essential to offer more specific services (Kim, Y.-J. & Kim, H.-S., 2022). The availability of facilities significantly and positively influences customer satisfaction (Ilyas & Mustafa 2022). Effective facilities play a vital role in shaping consumer satisfaction (Sannindra et al., 2022). Customer satisfaction stems from the positive experiences guests have during their stay (Susanto et al., 2023). Specifically, the evident positive impact of customer relationship management on customer satisfaction highlights the necessity for hotels to focus on enticing past customers to return by implementing a customer relations strategy (Le et al., 2020). Moreover, the staff of the hotels build rapport/ good relationships with them. This is the reason why

they are extremely satisfied (Alcantara, 2019). Offer the guests optimal value and identify the key aspects that can enhance customer satisfaction. Achieving this can be accomplished by delivering the value that hotel visitors seek, leading to satisfied guests (Ali et al., 2021).



RESEARCH METHODOLOGIES

Design

The study used quantitative research approach integrating the descriptive-caused research design. Descriptive-caused research involves gathering data that describe events and then organizing, tabulating, depicting, and describing the data collection (Glass & Hopkins, 2021). Meanwhile, the quantitative approach refers to a systematic investigation that primarily focuses on quantifying data and generalizing results from a sample to a population. This approach involves the collection and analysis of numerical data to describe variables, examine relationships between variables, and determine cause-and-effect interactions (Babbie, 2021). Analyses of the data involved the use of descriptive statistics such as mean/average and frequency distribution. This study is appropriate for the quantitative descriptive-correlational research technique that was used since it aligns well with its overall goals. The study's objective of carefully gathering and compiling information regarding online reviews and service quality in Mabuhay Accommodations is supported by the descriptive part, which offers a comprehensive summary of these significant features. The purpose of determining the relationship between online reviews and service quality is further aided by the correlational approach, which facilitates the investigation of this relationship. The design was appropriate in the study as it explored the online customer reviews of mabuhay accommodation toward service quality and customer satisfaction.

Setting

The study was conducted in the two (2) major cities of Misamis Occidental such as Ozamiz City and Oroquieta City. These cities are notable for the presence of Mabuhay accommodations and are known tourist hubs in the province. Ozamiz City is known for its historical and cultural landmarks, such as the Cotta Fort and Shrine, the Pipe Organ of the Immaculate Conception Cathedral, and various festivals. These attractions draw a diverse range of tourists, from history enthusiasts to religious pilgrims. The city has been experiencing economic growth and development, with investments in infrastructure and tourism facilities. This growth provides a dynamic environment to study how accommodations adapt to increasing online feedback and strive to maintain high standards. Likewise, Oroquieta City serves as the provincial capital and is a hub for business travelers and visitors attending government-related activities. It offers a different tourist demographic, often focusing on business and administrative purposes. This city, being the administrative center, has a stable flow of visitors, offering a contrast to the more fluctuating tourism patterns in Ozamiz City. This stability provides insights into the long-term strategies for online feedback management in a relatively consistent market. Both cities offer a range of accommodations, from budget-friendly lodgings to more upscale options. This variety allows the study to explore how different types of Mabuhay accommodations manage online feedback and its impact on their operations and customer satisfaction.

Respondents

The respondents of the study are those who experienced booking in the Mabuhay hotel accommodations in Ozamiz City and Clarin. The researchers employed purposive sampling with a total sample of 150 individuals and assessed the respondents' capacity to respond and engage in the survey. Respondents' confidentiality was respected, and their decision not to share their opinions during data collection was honored. Adequate time was provided for respondents to recognize and differentiate the effects outlined in the survey questions. Clear instructions and the purpose of the study was fully explained to the participants

Instruments

A Customer Review Questionnaire. It is a 4 point Likert-scale which was adapted from Bradley (2020).

The questionnaire include the delineation of statements that are related to the parameters included in this study such as online (i) customer reviews; feedback strategies, service quality, customer satisfaction, and business performance, and (ii) service quality; tangibility, reliability, responsiveness, assurance, and empathy.

The respondents' level of online customer reviews under feedback strategies, customer satisfaction, and business performance is measured through their choices in response to Likert-scale questions, where they choose from a scale of 1 to 4. Scale 1 indicates Strong Disagreement (SD) with the statement provided and is considered the lowest choice in this study. Conversely, choosing 4 shows Strong Agreement (SA)

with the statement, recorded as the highest choice. The instrument is subjected to Cronbach's alpha to determine its reliability and validity

In determining the respondents' level of online customer reviews, the following scale was used:

Responses	Continuum	Interpretation
4 - Strongly Agree	3.50-4.49	Very High (VH)
3 - Agree	2.50-3.49	High (H)
2 - Disagree	1.50-2.49	Low (L)
1 - Strongly Disagree	1.0-1.49	Very Low (VL)

B. A research questionnaire from the study by Elmedulan is adapted in the study. The questionnaire included the delineation of statements that are related to the parameters included in this study under customer satisfaction; ambiance, and hospitality services.

It is measured through their responses to Likert-scale questions, where they choose from a scale of 1 to 4. Scale 1 indicates Strong Disagreement (SD) with the statement provided and is considered the lowest choice in this study. Conversely, choosing 4 shows Strong Agreement (SA) with the statement, recorded as the highest choice. The instrument is subjected to Cronbach's alpha to determine its reliability and validity.

In determining the respondents' level of customer satisfaction, the following scale was used:

Responses	Continuum	Interpretation
4 - Strongly Agree	3.50-4.49	Very High (VH)
3 - Agree	2.50-3.49	High (H)
2 - Disagree	1.50-2.49	Low (L)
1 - Strongly Disagree	1.0-1.49	Very Low (VL)

Data Gathering Procedure

Before gathering the data, the researchers received confirmation from the Dean of the College of Business and Management to conduct the study. Afterward, they will send a request letter to the School Registrar to administer the survey questionnaires to the students. Then, the researchers reach out to the respondents to explain the purpose and proper conduct of the study. They ensure that the respondents' consent is considered for their participation. Once the respondents' involvement is approved, the researchers will schedule the distribution of the survey questionnaires. They will allow them to complete it at their preferred date and time. The participation duration will be 40–60 minutes. After receiving the responses, the researchers will check them to ensure the integrity of the data. The data then be tallied and tabulated for statistical analysis and interpretation.

Data Analysis

This study used the following statistical tools to analyze the data that was gathered.

The *mean and standard deviation* were used to measure the level of online customer reviews for Mabuhay accommodations, the level of service quality, and the level of customer satisfaction.

Stepwise Linear Regression to explore the effect of online customer reviews on Mabuhay accommodations service quality and customer satisfaction.

Spearman's rank correlation. This tool was used to measure the strength and direction of a relationship between the online customer reviews on Mabuhay accommodations and service quality and customer satisfaction.

Ethical Considerations

Before starting the study, approval from the authorities needed and carefully awaited. The Dean of the College of Business and Management approved the research. The goals and benefits of the study was explained, and consent forms will be given to all respondents who agree to join. The respondents assured that their safety and privacy protected. Their personal choices and confidentiality will be respected, and anyone who wants to stay anonymous allowed to do so. The researchers will make sure not to present any false or biased information, and all details shared about the study be clear and honest.

RESULTS AND DISCUSSION

Table 1

ONLINE CUSTOMER REVIEWS

Constructs	M	SD	Interpretation
Feedback Strategies	3.748	.3028	Very High
Customer Satisfaction	3.715	.3464	Very High
Business Performance	3.712	.3271	Very High
ONLINE CUSTOMER REVIEWS	3.725	.3027	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Table 1 shows the online customer reviews in terms of feedback strategies, customer satisfaction, and business performance, based on weighted mean (WM) values for constructs, it shows a positive customer perception. The composite mean score is 3.725, interpreted as “Very High”, indicating strong satisfaction with the indicators stated which was employed by the hotel.

The hotel’s feedback strategies have greatly enhanced overall customer satisfaction with their services. By actively listening to and addressing guest concerns, the hotel demonstrates its commitment to quality improvement and customer care. This approach makes guests feel acknowledged and valued, which is essential for positive customer experiences. As a result, guests are likely to feel more satisfied and develop loyalty toward the hotel brand. An effective feedback strategy in hotels can significantly boost guest satisfaction by addressing customer needs and improving the quality of services offered. By actively managing online guest feedback, hotels can enhance their reputation and encourage customer loyalty, as timely responses to

reviews demonstrate a commitment to quality service and customer engagement (TrustYou, 2023).

Guests perceive the hotel's feedback strategies as highly effective, as they not only address customer concerns but also foster a sense of value among patrons. This indicates that the hotel's approach to feedback is likely well-structured and responsive, showing genuine interest in resolving issues, which reassures customers that their voices matter. Such customer-centered feedback strategies are essential in building trust, as guests feel that the hotel takes their concerns seriously and responds appropriately. This emphasis on valuing customer input helps enhance overall satisfaction and can increase customer loyalty by making guests feel appreciated and respected.

The hotel's proactive approach to addressing concerns is a crucial factor in customer satisfaction, as guests feel their needs are genuinely prioritized. When hotels actively respond to guest feedback, it reinforces trust and assures guests that their experiences matter, enhancing both loyalty and overall satisfaction. This finding highlights the importance of a responsive feedback system in not only resolving issues but also in building a positive brand image. By actively listening and addressing guest feedback builds trust and loyalty, as guests feel their issues are genuinely valued and resolved. For instance, hotels that actively respond to reviews and incorporate customer suggestions show increased guest satisfaction and retention rates, as guests perceive a direct impact on their experience when feedback results in tangible improvements. Effective feedback management, such as responding promptly to guest concerns, helps foster long-term loyalty and improves brand reputation by reinforcing

a customer-centric approach (Mise En Place, 2023; HotelNewsResource, 2023; Geedesk, 2023).

By addressing feedback promptly, encouraging guests to leave reviews, and publicly acknowledging positive comments, the hotel fosters a cycle of better ratings. This proactive engagement not only boosts customer satisfaction but also increases the likelihood of receiving more positive reviews, which in turn attract future guests. This shows that actively managing online reviews is an effective strategy for improving a hotel's public perception and overall performance. This proactive management includes addressing customer concerns quickly, requesting feedback after stays, and using positive reviews to promote the hotel. Research indicates that such engagement not only improves customer perceptions but also directly influences the volume and quality of reviews (Kim & Kim, 2022). By taking initiative in managing reviews, hotels can enhance their reputation, leading to more positive customer experiences and, consequently, higher ratings, which can attract new guests and foster customer loyalty (Wei & Kim, 2022).

The hotel's feedback strategies, particularly its responsiveness and commitment to addressing guest concerns, play a significant role in fostering strong customer satisfaction. Actively listening to guests and acting on their feedback not only resolves issues but also makes guests feel acknowledged and valued, which is crucial for building loyalty. This approach enhances the customer experience by reassuring guests that their opinions matter and that the hotel is committed to continuous improvement. As a result, guests are more likely to feel loyal to the hotel brand and recommend it to others. By responding promptly to concerns and encouraging reviews, the hotel demonstrates that it genuinely cares about customer input. This builds trust with

guests, who feel that their concerns are being addressed in real-time. the hotel's proactive engagement with online reviews contributes to a cycle of positive reinforcement. Addressing concerns quickly, requesting reviews, and publicly acknowledging positive feedback helps boost overall ratings and encourages more guests to share their experiences. This engagement not only improves public perception but also increases the volume of positive reviews, which in turn attract new customers. In summary, the hotel's approach to managing guest feedback is critical for enhancing satisfaction, fostering loyalty, and improving business performance.



Table 2

Service Quality

Constructs	M	SD	Interpretation
Reliability	3.754	.3098	Very High
Empathy	3.739	.2895	Very High
Tangibility	3.735	.2980	Very High
Assurance	3.720	.3252	Very High
Responsiveness	3.715	.3368	Very High
SERVICE QUALITY	3.733	.2861	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Table 2 presents the results of service quality evaluation based on five key dimensions: reliability, empathy, tangibility, assurance, and responsiveness. The composite mean score of 3.733 reflects a very high level of customer satisfaction across these dimensions, indicating that, overall, the service is considered highly effective and meets customer expectations in these areas.

A timely check-in, quick room service, and efficient housekeeping contribute significantly to guests' overall experience, as these are core services that set the tone for their stay. Meeting these expectations consistently ensures that guests feel valued and well-cared for, leading to higher satisfaction and the likelihood of return visits. It highlights that operational efficiency and reliability in everyday services are key to a positive guest experience.

A study examined the impact of hotel customer experience on satisfaction through online reviews. The research found that prompt and reliable service delivery, including timely check-in, room service, and housekeeping, significantly enhances

guest satisfaction. Guests who experienced efficient and dependable services were more likely to leave positive reviews, which in turn attracted new customers and fostered repeat business (Kim & Kim, 2022)

By focusing on the provision of child-friendly services such as highchairs, cribs, and children's activities, indicates that the hotel is attentive to the needs of families traveling with young children. By offering these amenities, the hotel creates a more convenient and comfortable environment for families, helping them feel welcome and supported during their stay. This thoughtful approach not only enhances guest satisfaction but also establishes the hotel as a family-friendly destination, potentially increasing loyalty among guests with children. Such services demonstrate the hotel's commitment to inclusivity and its understanding of the diverse needs of its guests.

Offering such amenities signals a high level of empathy and understanding, as it recognizes the unique challenges families may face when traveling with young children. By ensuring that the hotel is well-equipped to meet the needs of families, the hotel fosters a welcoming and accommodating environment, which can significantly contribute to guest satisfaction and loyalty (Harris & Lee, 2020).

Guests are highly sensitive to the hygiene standards of the hotel, and when these areas are visibly clean, it significantly enhances their perception of the hotel's quality and professionalism. Cleanliness in both private and public spaces ensures comfort, safety, and trust, making it a key factor in guest satisfaction and likely to lead to repeat visits and positive reviews.

A high standard of cleanliness across all areas of the hotel significantly contributes to customer satisfaction and is often seen as a baseline expectation for



quality service (Cohen & Avieli, 2019). Cleanliness influences guest comfort and trust, making it a critical factor for repeat visits and positive reviews (Kim, 2020).

Moreover, when hotel staff are knowledgeable, they enhance the guest experience by providing accurate and timely information, which builds trust and confidence. Guests are more likely to feel valued and cared for when staff can offer useful insights into the hotel's services and the surrounding area, whether it's about dining options, entertainment, or transportation.

The concierge or front desk staff's ability to offer accurate, up-to-date recommendations can set a hotel apart, particularly in competitive markets. In fact, the staff's expertise in both the hotel's amenities and the surrounding area is a strong factor that shapes guests' perception of the service quality and influences their overall satisfaction with their stay (Digital Guest, 2024; Stealth Manage, 2024).

A seamless check-in process, with attentive staff offering support like luggage handling and room orientation, sets a positive tone for the entire stay. Guests appreciate when their immediate needs are met quickly, reducing any potential stress associated with travel. This level of attentiveness not only enhances guest satisfaction but also contributes to building a sense of comfort and reliability, encouraging repeat visits and positive feedback.

The efficiency of hotel check-in processes, including the handling of luggage and room orientation, plays a significant role in shaping a guest's overall experience. A streamlined check-in process minimizes waiting times, reduces administrative work, and allows the hotel staff to focus on enhancing personalized services. This efficiency is critical not only for guest satisfaction but also for optimizing operational effectiveness, especially during peak times when large volumes of guests are expected.



Moreover, the ability to offer a smooth and convenient check-in process can increase repeat visits, generate positive reviews, and build customer loyalty (Operto, 2023).

Maintaining operational efficiency through reliable services such as timely check-ins, room service, and housekeeping is crucial for ensuring that guests feel valued and cared for. Consistently meeting these expectations not only enhances guest satisfaction but also increases the likelihood of repeat visits and positive reviews, which are essential for attracting new customers and fostering customer loyalty. Additionally, focusing on family-friendly amenities signals a strong understanding of guests' diverse needs, particularly those of families traveling with young children. This thoughtful approach contributes to a welcoming and comfortable environment, which can lead to increased satisfaction and loyalty among these guests. Catering to such specific needs can also enhance the hotel's reputation as an inclusive and family-friendly destination. Cleanliness remains a fundamental expectation in hospitality, and maintaining high standards across both private and public spaces is essential for fostering guest comfort, safety, and trust. A clean environment not only elevates the perception of the hotel's quality but also plays a significant role in ensuring repeat business and generating positive word-of-mouth referrals. Equally important is the role of knowledgeable and helpful staff. Providing guests with accurate and timely information, whether about the hotel's services or the local area, builds trust and enhances their overall experience. Expertise and attentiveness from staff differentiate the hotel from its competitors, contributing significantly to customer satisfaction.

Table 3
Customer Satisfaction

Constructs	M	SD	Interpretation
Ambiance	3.747	.3331	Very High
Hospitality Services	3.735	.3314	Very High
CUSTOMER SATISFACTION	3.741	.3124	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Table 3 reveals the data of the overall customer satisfaction level for Mabuhay Accommodations in terms of ambiance, and hospitality services, rated as “Very High”, with a composite mean of 3.741. This high rating indicates that guests generally have a positive perception of the ambiance, suggesting that the hotel has been successful in creating an appealing and comfortable atmosphere. Guests have a favorable perception of the hospitality services provided by the hotel’s staff, as reflected in consistently high ratings across various aspects of service.

The feeling of staying in a high-class luxury hotel, suggests that guests view Mabuhay Accommodations as an upscale and refined environment. This perception is likely a key driver of customer satisfaction, as it enhances the overall value of the experience. When guests feel they are in a luxurious setting, they are more likely to feel special and appreciated, which adds to their overall satisfaction and loyalty to the hotel.

In this sector of the hospitality industry, high service quality is consistently associated with improved client loyalty. According to studies, visitors to luxury hotels place a high value on individualized attention, meticulous attention to detail, and remarkable experiences. Guests are more likely to display loyalty behaviors, such

return visits, favorable word-of-mouth referrals, and a readiness to pay higher costs, when these expectations are regularly met or surpassed. Furthermore, it has been discovered that the quality of the service has a significant impact on how visitors perceive value and satisfaction, which in turn influences their loyalty. Luxury hotel chains are therefore better positioned to cultivate enduring relationships with their customers and gain a sustained competitive edge in the market if they emphasize and uphold high standards of service quality (aLEX, 2024).

The top-ranked item, “The employees are patient and spend time responding and explaining things to me,” indicates that guests feel especially satisfied with the level of attentiveness they receive. It implies that employees’ willingness to be patient and offer clear information significantly enhances the guest experience, setting a standard for hospitality that aligns well with customer expectations.

Building strong ties between clients and businesses has become crucial for businesses, especially those in the hospitality industry, to succeed as a result of the paradigm shift to relationship marketing. Consumers’ assessments of distributive, procedural, and interactional justice influence how well services are evaluated and how business friendships are formed, both of which lead to better relationships in the long run. (Chi et al., 2020).

It reflects the hotel’s success in creating a luxurious and comfortable atmosphere, positioning it as an upscale establishment that guests perceive as high-class. This positive brand perception significantly contributes to overall customer satisfaction. Additionally, the high satisfaction levels suggest that guests are not only pleased with their experience but are also likely to return. The emphasis on personalized, attentive service, especially staff members’ patience and willingness to

provide clear information, fosters strong emotional connections with guests, driving loyalty and repeat visits. Furthermore, this focus on service quality gives the hotel a competitive advantage, as it enhances its reputation and distinguishes it from others in the luxury hospitality sector. The consistently positive experiences also imply that guests are likely to share their favorable impressions through word-of-mouth referrals, which could attract new customers. The results also highlight the importance of exceptional service in influencing customer perceptions of value and satisfaction, which in turn drives loyalty. Lastly, the hotel's emphasis on relationship marketing—building strong, lasting connections with guests—appears to be effective. By continuously delivering high service standards and creating a memorable experience, Mabuhay Accommodations strengthens its ability to cultivate long-term relationships, positioning itself for sustained success and growth in the competitive hospitality market.



Table 4
Effect of Online Customer Reviews in terms of Service Quality and Customer Satisfaction

Dependent Variable				
Service Quality	r-value	p-value	Interpretation	% Effect ($r^2 \times 100$)
Feedback Strategies	0.305	0.019	Weak Positive	9.3%
Customer Satisfaction	0.169	0.010	Weak Positive	2.9%
Business Performance	0.328	0.000	Weak Positive	10.8%
Service Quality	0.793	0.000	Strong Positive	62.9%

Dependent Variable				
Customer Satisfaction	r-value	p-value	Interpretation	% Effect ($r^2 \times 100$)
Feedback Strategies	0.450	0.000	Moderate Positive	20.3%
Customer Satisfaction	0.217	0.016	Weak Positive	4.7%
Business Performance	0.107	0.322	Not Significant	1.1%
Customer Satisfaction	0.752	0.000	Strong Positive	56.5%

Independent Variable				
Online Customer Reviews	0.793	0.000	Positive Effect	62.9%

Note: 1) Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00). 2) $p < 0.01$ indicates a highly significant relationship, $p < 0.05$ indicates a significant relationship, and $p > 0.05$ indicates no significant relationship.

Table 4 reveals that a one-unit increase in online customer reviews significantly impacts both service quality and customer satisfaction, as reflected in the results. For service quality, the overall r-value of 0.793 translates to an r^2 value of 62.9%, meaning that 62.9% of the variation in service quality can be explained by online customer reviews. Among the contributing factors, feedback strategies account for 9.3% of the changes in service quality, customer satisfaction contributes 2.9%, and business performance explains 10.8%. For customer satisfaction, the overall r-value of 0.752 yields an r^2 value of 56.5%, indicating that 56.5% of the variation in customer satisfaction is attributable to online customer reviews. Of the contributing factors, feedback strategies explain 20.3% of the changes, customer satisfaction itself accounts for 4.7%, and business performance has a minor influence, explaining only 1.1% of the variation. These findings underscore the importance of utilizing online customer reviews to enhance both service quality and customer satisfaction effectively. Among these factors, feedback strategies emerge as the most significant influence on customer satisfaction. This finding indicates that customers highly value timely, transparent responses to their feedback, which demonstrates the hotel's commitment to continuous improvement. By addressing customer concerns through effective feedback mechanisms, Mabuhay Accommodations not only builds customer trust but also shows a responsiveness that enhances overall satisfaction. This strategy likely increases customer loyalty, as guests perceive the hotel to be genuinely invested in their satisfaction. Not only is passive engagement indirectly related to customer loyalty through active engagement, but the indirect relationship is strongest at the highest level of customer involvement. Customer involvement is a significant predictor of both passive and active customer behavioral engagement, both of which subsequently

influence customer loyalty. Additionally, customer involvement moderates the effect of passive engagement on active engagement (Izogo & Mpinganjira, 2022).

CONCLUSION

The study was to determine the online customer reviews of mabuhay accommodations: its effect towards service quality and customer satisfaction. It was administered to 157 respondents who experienced booking in the Mabuhay hotel accommodations in Ozamiz City and Clarin. The questionnaires and documents were utilized to gather the necessary data for the study.

This study provides salient information on the effect of online customer reviews on Mabuhay accommodations towards service quality, and customer satisfaction.

Findings

The following were the important findings of the study:

1. The level of online customer reviews of Mabuhay Accommodations was very high as perceived by the respondents in terms of feedback strategies, customer satisfaction, and business performance. The hotel has successfully cultivated a strong online presence, where customer reviews significantly reflect its ability to implement effective feedback strategies, maintain high levels of guest satisfaction, and positively impact overall business outcomes. The positive perception of these factors highlights the importance of leveraging customer reviews to continuously enhance service quality and business growth.

2. The level of Mabuhay Accommodations service quality had very high in terms of tangibility, reliability, responsiveness, assurance, and empathy. The hotel excels in providing well-maintained and appealing facilities (tangibility), consistently delivering dependable services (reliability), promptly addressing guest needs

(responsiveness), instilling confidence through professional service (assurance), and demonstrating genuine care and understanding for guests' concerns (empathy). These factors collectively contribute to an exceptional guest experience and a strong reputation for service excellence.

3. The level of customer satisfaction of Mabuhay Accommodations was very high in terms of ambiance, and hospitality services. This suggests that the hotel excels in creating a comfortable and inviting atmosphere for guests (ambiance) and consistently provides exceptional service through friendly, attentive, and professional staff (hospitality services). These factors significantly contribute to a positive overall guest experience, enhancing satisfaction and encouraging repeat visits.

4. There was a strong positive correlation on the effect of online customer reviews on Mabuhay accommodations towards service quality, and customer satisfaction. This indicates that as online customer reviews improve, there is a corresponding increase in the perceived quality of service and overall guest satisfaction. Positive reviews likely reinforce the hotel's reputation, motivating improvements in service delivery and enhancing the overall customer experience, while negative reviews provide valuable feedback for addressing areas of concern. This relationship underscores the importance of actively managing online reviews to maintain high standards of service and satisfaction.

Conclusions

Based on the findings, the following conclusions are drawn:

1. The respondents agreed in terms of feedback strategies, customer satisfaction, and business performance. This alignment suggests a cohesive



understanding of how feedback mechanisms contribute to maintaining high customer satisfaction and driving overall business success.

2. The respondents expressed satisfaction in terms of tangibility, reliability, responsiveness, assurance, and empathy. This indicates that the establishment effectively meets customer expectations through its physical facilities, dependable service delivery, promptness in addressing needs, instilling confidence, and demonstrating genuine care for its guests.

3. The respondents concur with the efficiency in terms of ambiance, and hospitality services. This suggests that the establishment successfully creates a welcoming atmosphere and provides excellent service, contributing to an overall positive guest experience.

4. The effect of online customer reviews on Mabuhay accommodations had a highly significant relationship with service quality, and customer satisfaction. This indicates that online reviews play a crucial role in shaping guests' perceptions of the hotel's service standards and overall experience. Positive reviews likely enhance customer satisfaction, while negative feedback provides valuable insights for improving service quality. The relationship underscores the importance of effectively managing and responding to online reviews to maintain and elevate guest satisfaction.

RECOMMENDATIONS

Based on the findings and conclusion of the study, the following are the recommendations.

1. Mabuhay Accommodations continue refining its feedback management strategies to maintain or increase the high level of customer satisfaction. Investing in advanced tools for feedback collection and analysis, such as customer surveys, review platforms, and sentiment analysis software, can provide valuable insights. Regular training for staff on effective communication and problem-solving can also enhance the organization's responsiveness and ability to resolve customer concerns efficiently.

2. The hotel invest in a more robust system for monitoring, responding to, and learning from these reviews. This system could include tools for real-time tracking of feedback across multiple platforms, automated alerts for prompt responses, and analytics to identify recurring trends and areas for improvement. By leveraging such a system, the hotel can enhance its responsiveness, address concerns more effectively, and use insights to refine its services, ultimately boosting customer satisfaction and loyalty.

3. Mabuhay Accommodations prioritize creating an even more welcoming and engaging environment. This will further elevate the overall guest experience. This could involve offering personalized services, improving ambiance through thoughtful design and amenities, and organizing engaging activities that cater to diverse guest interests. By consistently exceeding expectations and creating memorable stays, the establishment can strengthen customer loyalty and its reputation as a top-tier accommodation provider.

4. Future researchers are encouraged to conduct more studies that deal with the effect of online customer reviews on Mabuhay Accommodations towards service quality, and customer satisfaction in the localities. Such research could delve into the dynamics of customer expectations shaped by online feedback and provide insights into strategies for aligning services with these expectations. Additionally, studies could investigate the role of cultural and regional factors in interpreting and responding to online reviews, contributing to more tailored and effective approaches for enhancing guest satisfaction in the localities.



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APPENDICES

APPENDIX A

RESEARCH QUESTIONNAIRE

ONLINE CUSTOMER REVIEWS QUESTIONNAIRE

Directions: Put a check (/) mark based on the following statements below. Use the rating scale legend as the basis of your response.

4 - Strongly Agree 3 – Agree 2 – Disagree 1 - Strongly Disagree

A. Feedback Strategies	4	3	2	1
1. The hotel's feedback strategies have significantly improved my overall satisfaction with their services.				
2. I believe that the hotel's feedback strategies are effective in addressing customer concerns.				
3. The hotel's feedback strategies have led to noticeable improvements in the quality of their services.				
4. I find the hotel's feedback strategies are prompt and responsive.				
5. The hotel's feedback strategies make me feel valued as a customer.				
6. The feedback strategies used by the hotel encourage me to provide honest reviews.				
7. I have noticed that the hotel's feedback strategies include follow-ups on my concerns.				
8. The hotel's feedback strategies are transparent and easy to understand.				
9. I believe that the hotel's feedback strategies are a key factor in their high customer ratings.				
10. The hotel's feedback strategies have increased my loyalty to their brand.				
11. The hotel promptly addresses any service-related issues that reported.				
B. Customer Satisfaction				
1. I am generally satisfied with my overall experience at this hotel.				
2. The hotel's response to my review has increased my satisfaction.				
3. I am satisfied with the promptness of the hotel's responses to my feedback.				
4. The hotel's online review system is easy to use and contributes to my satisfaction.				
5. I feel that my review is valued and considered by the hotel which enhances my level of satisfaction				

6. The hotel's efforts to address my concerns have improved my satisfaction with their services.				
7. The quality of the hotel's customer service has a positive impact on my satisfaction.				
8. I am satisfied with the improvements made by the hotel based on customer feedback.				
9. The hotel's handling of online reviews makes me more likely to recommend it to others.				
10. The hotel's online review management contributes to my overall satisfaction with their brand.				
C. Business Performance				
1. The hotel's management of online reviews positively impacts its overall business performance.				
2. I believe the hotel's responsiveness to review contributes to its financial success.				
3. The improvements made based on customer reviews have enhanced the hotel's reputation.				
4. The hotel's occupancy rates seem to benefit from effective online review management.				
5. Customer review is effectively used to drive business growth for the hotel.				
6. The hotel's ability to address feedback quickly improves its competitive position.				
7. The quality-of-service improvements based on review have led to repeat business.				
8. The hotel's online review management has a direct impact on its customer retention rates.				
9. I believe that addressing online reviews effectively helps the hotel in gaining new customers.				
10. The hotel's proactive approach to online reviews has led to higher customer ratings and reviews.				

RESEARCH QUESTIONNAIRE

SERVICE QUALITY QUESTIONNAIRE

Directions: Put a check (/) mark based on the following statements below. Use the rating scale legend as the basis of your response.

4 - Strongly Agree 3 – Agree 2 – Disagree 1 - Strongly Disagree

A. Tangibility	4	3	2	1
1. The overall hygiene and cleanliness of guest rooms, lobbies, restrooms, and other public areas is very evident.				
2. The aesthetic appeal and condition of furniture, fixtures, and equipment within the hotel dictate the quality and assurance of furnishings.				
3. The presence and quality of amenities such as toiletries, towels, robes, and in-room coffee/tea facilities are highly available in the rooms and toilets.				
4. There is an upkeep and appearance of the hotel's exterior, including landscaping, parking areas, and signage.				
5. The cleanliness, condition, and professional appearance of staff uniforms and personal grooming are highly observable at all times.				
6. There is evidence of ambient and decor in the overall atmosphere created by the interior design, lighting, music, and scent in the hotel.				
7. There is a high availability and functionality of technological amenities such as Wi-Fi, in-room entertainment systems, and business center equipment.				
8. There is a high visibility safety and security measures, including surveillance cameras, secure entry systems, and emergency procedures.				
9. The presentation, cleanliness, and condition of dining areas, as well as the appearance of food and beverages served are evidently presented and organized.				
B. Reliability				
1. There is accuracy in ensuring reservations are correctly recorded and honored without errors or overbookings.				
2. The hotel provide services (check-in, room service, housekeeping) in a timely manner as promised or expected.				
3. There is consistency in delivering the same level of high-quality service every time, regardless of the time of day or occupancy level.				
4. The mabuhay accommodations ensure that rooms are ready and available at the promised check-in time.				

5. Very prompt and quick in addressing and resolving guest complaints and issues.				
6. Providing clear, correct, and detailed billing information without errors when billing and invoicing.				
7. There is a fulfillment of promise by delivering all services and amenities as advertised during booking.				
8. The mabuhay accommodations personnel provides a very clear, accurate, and timely information to guests regarding hotel policies, services, and local information.				
9. The mabuhay accommodations personnel consistently maintain high standards of cleanliness and readiness in guest rooms as paramount to quality housekeeping.				
10. The mabuhay accommodations personnel ensure all staff members are knowledgeable, trained, and capable of providing consistent and reliable service.				
C. Responsiveness				
1. There is efficiency and promptness of the check-in and check-out processes is very evident.				
2. There is quick response to guest requests for services such as extra towels, room service, or maintenance issues.				
3. There is a high presence and accessibility of staff members to assist guests at any time.				
4. They provide quickly answer for guest inquiries, whether in person, over the phone, or through digital communication channels.				
5. They are able to respond quickly and effectively to emergency situations or urgent guest needs during emergencies.				
6. They are very prompt in addressing and resolving guest complaints or concerns when resolving customer complaints.				
7. The speed at which housekeeping responds to service requests or issues with room cleanliness is very on time.				
8. The speed at which room service orders are delivered to guest rooms is highly observable.				
9. They provide quick and efficient assistance provided during the check-in process, including handling of luggage and room orientation.				
10. The staffs are attentive in noticing and addressing guests needs without being asked, such as assisting guests with disabilities or families with young children is highly commendable.				
D. Assurance				
1. The demeanor, behavior, and professionalism exhibited by hotel staff in their interactions with guests are highly observable.				

2. The staff are well-informed and knowledgeable about hotel services, local attractions, and other relevant information.				
3. There is high politeness, respect, and friendliness shown by staff members towards guests.				
4. There is high clarity and confidence with which staff communicate with guests, ensuring they understand and feel assured.				
5. There is a very visible and effective security protocols that make guests feel safe and secure during their stay.				
6. There are high presence of industry certifications, awards, or accolades that convey a high standard of service and trustworthiness.				
7. The competence and confidence displayed by staff when addressing and resolving guest issues or complaints exude problem-solving ability.				
8. The neatness and professionalism of staff uniforms and personal grooming entails a professional appearance.				
9. The staff deliver the quality service through consistent and reliable service that meets or exceeds guest expectations.				
10. The staff can easily collect, analyze, and act on guest feedback in a way that shows commitment to continuous improvement and guest satisfaction.				
E. Empathy				
1. There is a provision of personalized service by tailoring services and interactions to meet the individual needs and preferences of each guest.				
2. The staff are friendly which are highly noted through the warmth, kindness, and genuine interest shown by staff in their interactions with guests.				
3. The staff exudes attentiveness to guest needs by proactively noticing and addressing the specific needs and concerns of guests without being asked.				
4. The staffs are very understanding in addressing concerns by taking the time to listen to guest complaints or issues and providing thoughtful, compassionate solutions.				
5. There is a provision of special accommodations by providing special accommodations for guests with disabilities, dietary restrictions, or other unique requirements.				
6. Follow up on guest requests by checking back with guests to ensure their needs have been met and that they are satisfied with the service provided.				
7. Child-friendly services are provided by offering amenities and services that cater to families with children, such as highchairs, cribs, or children's activities.				

8. Senior-friendly services are highly observable by providing amenities and services that cater to elderly guests, such as easy-access rooms, mobility aids, or special assistance.				
9. Remembering regular guests through recognizing and acknowledging repeat guests, remembering their preferences, and making them feel valued and welcomed.				
10. There is high sensitivity to cultural differences demonstrating awareness and respect for the cultural backgrounds and practices of diverse guests.				

RESEARCH QUESTIONNAIRE

CUSTOMER SATISFACTION QUESTIONNAIRE

Directions: Put a check (/) mark based on the following statements below. Use the rating scale legend as the basis of your response.

4 - Strongly Agree 3 – Agree 2 – Disagree 1 - Strongly Disagree

Customer Satisfaction	4	3	2	1
A. Ambiance				
1. This hotel gives me a feeling that I am staying at a high-class luxury hotel.				
2. I am very impressed with the architectural design, interior decorating, accessory selections, artwork, and overall color and décor of this hotel.				
3. This hotel has beautiful accommodation.				
4. This hotel has a fantastic and unique ambiance.				
5. This hotel has an ambiance of genuine friendliness and warmth.				
6. The atmosphere makes me feel welcome, comfortable, and at ease.				
B. Hospitality Services				
1. The employees meet all of my needs without having to ask them.				
2. The employees at this hotel always greet me with courtesy and smiles.				
3. The employees are friendly, cheerful, polite and responsive.				
4. The employees are patient and spend time responding and explaining things to me.				
5. The employees at this hotel can anticipate my unmet needs.				

APPENDIX B

Sample of the Filled-Out Questionnaire

I. Directions: Put a check (/) mark based on the following statements below. Use the rating scale legend as the basis of your response.

4 - Strongly Agree 3 - Agree 2 - Disagree 1 - Strongly Disagree

Indicators (Online Customer Reviews)	4	3	2	1
A. Feedback Strategies				
1. The hotel's feedback strategies have significantly improved my overall satisfaction with their services.	/			
2. I believe the hotel's feedback strategies are effective in addressing customer concerns.	/			
3. The hotel's feedback strategies have led to noticeable improvements in the quality of their services.	/			
4. I find the hotel's feedback strategies to be prompt and responsive.	/			
5. The hotel's feedback strategies make me feel valued as a customer.	/			
6. The feedback strategies used by the hotel encourage me to provide honest reviews.	/			
7. I have noticed that the hotel's feedback strategies include follow-ups on my concerns.	/			
8. The hotel's feedback strategies are transparent and easy to understand.	/			
9. I believe the hotel's feedback strategies are a key factor in their high customer ratings.	/			
10. The hotel's feedback strategies have increased my loyalty to their brand.	/			
1. The hotel promptly addresses any service-related issues I report.	/			
B. Customer Satisfaction				
1. I am generally satisfied with my overall experience at this hotel.	/			
2. The hotel's response to my review has increased my satisfaction.	/			

3. I am satisfied with the promptness of the hotel's responses to my feedback.	/				
4. The hotel's online review system is easy to use and contributes to my satisfaction.	/				
5. I feel that my review is valued and considered by the hotel, enhancing my satisfaction.	/				
6. The hotel's efforts to address my concerns have improved my satisfaction with their services.	/				
7. The quality of the hotel's customer service has a positive impact on my satisfaction.	/				
8. I am satisfied with the improvements made by the hotel based on customer feedback.	/				
9. The hotel's handling of online reviews makes me more likely to recommend it to others.	/				
10. The hotel's online review management contributes to my overall satisfaction with their brand.	/				
C. Business Performance					
1. The hotel's management of online reviews positively impacts its overall business performance.	/				
2. I believe the hotel's responsiveness to review contributes to its financial success.	/				
3. The improvements made based on customer reviews have enhanced the hotel's reputation.	/				
4. The hotel's occupancy rates seem to benefit from effective online review management.	/				
5. Customer review is effectively used to drive business growth for the hotel.	/				
6. The hotel's ability to address feedback quickly improves its competitive position.	/				
7. The quality-of-service improvements based on review have led to repeat business.	/				
8. The hotel's online review management has a direct impact on its customer retention rates.	/				

9. I believe that addressing online reviews effectively helps the hotel in gaining new customers.	/				
10. The hotel's proactive approach to online reviews has led to higher customer ratings and reviews.	/				

Research Questionnaire

Service Quality Questionnaire

II. Directions: Put a check (/) mark based on the following statements below. Use the rating scale

legend as the basis of your response.

4 - Strongly Agree 3 - Agree 2 - Disagree 1 - Strongly Disagree

A. Tangibility					
1. The overall hygiene and cleanliness of guest rooms, lobbies, restrooms, and other public areas is very evident.	/				
2. There is a provision for state and up-to-date nature of facilities such as gyms, pools, spas, and conference rooms.	/				
3. The aesthetic appeal and condition of furniture, fixtures, and equipment within the hotel dictate the quality and assurance of furnishings.	/				
4. The presence and quality of amenities such as toiletries, towels, robes, and in-room coffee/tea facilities are highly available in the rooms and toilets.	/				
5. There is an upkeep and appearance of the hotel's exterior, including landscaping, parking areas, and signage.	/				
6. The cleanliness, condition, and professional appearance of staff uniforms and personal grooming are highly observable at all times.	/				

7. There is evidence of ambient and decor in the overall atmosphere created by the interior design, lighting, music, and scent in the hotel.	/				
8. There is a high availability and functionality of technological amenities such as Wi-Fi, in-room entertainment systems, and business center equipment.	/				
9. There is a high visibility safety and security measures, including surveillance cameras, secure entry systems, and emergency procedures.	/				
10. The presentation, cleanliness, and condition of dining areas, as well as the appearance of food and beverages served.	/				
B. Reliability					
1. There is accuracy in ensuring reservations are correctly recorded and honored without errors or overbookings.	/				
2. Providing services (check-in, room service, housekeeping) in a timely manner as promised or expected.	/				
3. There is consistency in delivering the same level of high-quality service every time, regardless of the time of day or occupancy level.	/				
4. Ensuring rooms are ready and available at the promised check-in time.	/				
5. Very prompt and quick in addressing and resolving guest complaints and issues.	/				
6. Providing clear, correct, and detailed billing information without errors when billing and invoicing.	/				
7. There is a fulfillment of promise by delivering all services and amenities as advertised during booking.	/				
8. Provides a very clear, accurate, and timely information to guests regarding hotel policies, services, and local information.	/				
9. Consistently maintains high standards of cleanliness and readiness in guest rooms as paramount to quality housekeeping.	/				

10. Ensures all staff members are knowledgeable, trained, and capable of providing consistent and reliable service.	/				
C. Responsiveness					
1. The efficiency and promptness of the check-in and check-out processes is very evident.	/				
2. Quick response to guest requests for services such as extra towels, room service, or maintenance issues.	/				
3. There is a high presence and accessibility of staff members to assist guests at any time.	/				
4. Quickly answering guest inquiries, whether in person, over the phone, or through digital communication channels.	/				
5. Very able to respond quickly and effectively to emergency situations or urgent guest needs during emergencies.	/				
6. Very prompt in addressing and resolving guest complaints or concerns when resolving customer complaints.	/				
7. The speed at which housekeeping responds to service requests or issues with room cleanliness is very on time.	/				
8. The speed at which room service orders are delivered to guest rooms is highly observable.	/				
9. Quick and efficient assistance provided during the check-in process, including handling of luggage and room orientation.	/				
10. The staff's attentiveness in noticing and addressing guest needs without being asked, such as assisting guests with disabilities or families with young children is highly commendable.	/				
D. Assurance					
1. The demeanor, behavior, and professionalism exhibited by hotel staff in their interactions with guests are highly observable.	/				
2. Staff are well-informed and knowledgeable about hotel services, local attractions, and other relevant information.	/				

3. There is high politeness, respect, and friendliness shown by staff members towards guests.	/				
4. There is high clarity and confidence with which staff communicate with guests, ensuring they understand and feel assured.	/				
5. There is a very visible and effective security protocols that make guests feel safe and secure during their stay.	/				
6. There are high presence of industry certifications, awards, or accolades that convey a high standard of service and trustworthiness.	/				
7. The competence and confidence displayed by staff when addressing and resolving guest issues or complaints exude problem-solving ability.	/				
8. The neatness and professionalism of staff uniforms and personal grooming entails a professional appearance.	/				
9. Delivering of quality service through consistent and reliable service that meets or exceeds guest expectations.	/				
10. Staff can easily collect, analyze, and act on guest feedback in a way that shows commitment to continuous improvement and guest satisfaction.	/				
E. Empathy					
1. There is a provision of personalized service by tailoring services and interactions to meet the individual needs and preferences of each guest.	/				
2. Staff Friendliness is highly noted through the warmth, kindness, and genuine interest shown by staff in their interactions with guests.	/				
3. Exudes attentiveness to guest needs by proactively noticing and addressing the specific needs and concerns of guests without being asked.	/				
4. Very understanding in addressing concerns by taking the time to listen to guest complaints or issues and providing thoughtful, compassionate solutions.	/				
5. There is a provision of special accommodations by providing special accommodations for guests with	/				

disabilities, dietary restrictions, or other unique requirements.				
6. Follow up on guest requests by checking back with guests to ensure their needs have been met and that they are satisfied with the service provided.	✓			
7. Child-friendly services are provided by offering amenities and services that cater to families with children, such as highchairs, cribs, or children's activities.	✓			
8. Senior-friendly services are highly observable by providing amenities and services that cater to elderly guests, such as easy-access rooms, mobility aids, or special assistance.	✓			
9. Remembering regular guests through recognizing and acknowledging repeat guests, remembering their preferences, and making them feel valued and welcomed.	✓			
10. There is high sensitivity to cultural differences demonstrating awareness and respect for the cultural backgrounds and practices of diverse guests.	✓			

Research Questionnaire

Customer Satisfaction Questionnaire

III. Directions: Put a check (/) mark based on the following statements below. Use the rating scale

legend as the basis of your response.

4 - Strongly Agree 3 - Agree 2 - Disagree 1 - Strongly Disagree

Indicators (Customer Satisfaction)	4	3	2	1
A. Ambiance				
1. This hotel gives me a feeling that I am staying at a high-class luxury hotel.	/			
2. I am very impressed with the architectural design, interior decorating, accessory selections, artwork, and overall color and décor of this hotel.	/			
3. This hotel has beautiful accommodation.	/			
4. This hotel has a fantastic and unique ambiance.	/			
5. This hotel has an ambiance of genuine friendliness and warmth.	/			
6. The atmosphere makes me feel welcome, comfortable, and at ease.	/			
B. Hospitality Services				
1. The employees meet all of my needs without having to ask them.	/			
2. The employees at this hotel always greet me with courtesy and smiles.	/			
3. The employees are friendly, cheerful, polite and responsive.	/			
4. The employees are patient and spend time responding and explaining things to me.	/			
5. The employees at this hotel can anticipate my unmet needs.	/			

APPENDIX C

Sampling Computation


Raosoft

Sample

What margin of error can you accept? 5% is a common choice	5 %	The margin of error is the amount of error that you can tolerate. If you answer no, you will get an amount of error of 45-55. Lower margin of error is better.
What confidence level do you need? Typical choices are 90%, 95%, or 99%	95 %	The confidence level is the probability that the true answer would be in the sample. If you choose 95%, you have a 5% chance of being wrong. Higher confidence level is better.
What is the population size? If you don't know, use 20000	250	How many people are in your sample? For population size, you can use 20000 if you don't know.
What is the response distribution? Leave this as 50%	50 %	For each question, you can choose a response distribution. If you choose 50%, you will get a more accurate result. See below for more information.
Your recommended sample size is	152	This is the recommended sample size for your survey. If you want to get a more accurate result, you can increase the sample size.

APPENDIX D

Request Letter to Adapt the Instrument

**MISAMIS UNIVERSITY**
OZAMIZ CITY

October 15, 2024

Mabuhay Accommodations

Dear Ma'am/Sir,

Greetings!

We, the undersigned, are Bachelor of Science in Hospitality Management (BSHM) students at Misamis University, currently engaged in the completion of our thesis. Our research, titled "**Online Customer Reviews of Mabuhay Accommodations: Its Effect Towards Service Quality and Customer Satisfaction**".

This study aims to explore the significant influence of online customer reviews on the service quality and customer satisfaction of Mabuhay Accommodations in Ozamiz and Oroquieta City. Specifically, it will examine how feedback shared through online platforms shapes the perception of service quality and influences the satisfaction levels of guests. As an outcome of this research, the study intends to provide insights and propose recommendations for enhancing service quality and boosting customer satisfaction through effective management of online reviews in the local hospitality industry.

With this, I humbly asking permission from **your respective guest** to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: **09817153026** and email address **naycemalinao24@gmail.com**.

We are looking forward to your request and would merit your positive response.

Thank you.

Respectfully,

Paul David R. Balladares

Nicie Vitamie E. Malinao

Gerson Origenes II

Angela J. Ponday
BSHM Student Researchers

Received and Approved by:

Name: _____

Affiliation: _____

Noted by:

Dr. Gilda Ilusorio
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



APPENDIX E**Informed Consent Form****MISAMIS UNIVERSITY – OZAMIZ CITY****Bachelor of Science in Hospitality Management**

Dear Respondents,

We are presently conducting a study entitled **“ONLINE CUSTOMER REVIEWS OF MABUHAY ACCOMMODATION: IT'S EFFECTS TOWARDS SERVICE QUALITY AND CUSTOMER SATISFACTION”**. This is a requirement for the program of Bachelor of Science in Hospitality Management at Misamis University Ozamiz City Philippines. With this, we would like to ask for cooperation to gather data and information from you by answering the survey questionnaires below.

In accordance of RA 10173 of the Data Privacy Act of 2012, all personal and /or sensitive information solicited and disclosed from the questionnaire shall only be used for the study alone. Rest assured that your responses to this instrument will be kept confidential.

Thank you for taking time to complete this questionnaire.

Respectfully yours,

Student Researchers



APPENDIX F

Approved Letter of Intent/Letter of Consent



MISAMIS UNIVERSITY
OZAMIZ CITY

October 18, 2024

Mabuhay Accommodations

Dear Ma'am/Sir,

Greetings!

We, the undersigned, are Bachelor of Science in Hospitality Management (BSHM) students at Misamis University, currently engaged in the completion of our thesis. Our research, titled "*Online Customer Reviews of Mabuhay Accommodations: Its Effect Towards Service Quality and Customer Satisfaction*".

This study aims to explore the significant influence of online customer reviews on the service quality and customer satisfaction of Mabuhay Accommodations in Ozamiz and Oroquieta City. Specifically, it will examine how feedback shared through online platforms shapes the perception of service quality and influences the satisfaction levels of guests. As an outcome of this research, the study intends to provide insights and propose recommendations for enhancing service quality and boosting customer satisfaction through effective management of online reviews in the local hospitality industry.

With this, I humbly asking permission from your respective guest to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

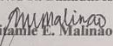
Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09817153026 and email address naycemaliniao24@gmail.com.

We are looking forward to your request and would merit your positive response.

Thank you.

Respectfully,


Paul David R. Balladares


Nicie Viramile E. Malinao


Gerson Jr. Reyes II


Angely J. Ponday
BSHM Student Researchers

Received and Approved by:

Name: _____

Affiliation: _____

Noted by:


Dr. Gilda Illusorio
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



APPENDIX G

Statistical Computations

OBJECTIVES OF THE STUDY

This study will explore the effect of online customer service of Mabuhay accommodations on service quality and customer satisfaction in Misamis Occidental. Specifically, this study will seek to address the following:

1. Determine the level of online customer reviews of Mabuhay Accommodations as perceived by the respondents in terms of feedback strategies, customer satisfaction, and business performance.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ONLINE CUSTOMER REVIEWS	157	2.6	4.0	3.725	.3027
Feedback Strategies	157	2.5	4.0	3.746	.3028
Customer Satisfaction	157	2.4	4.0	3.715	.3464
Business Performance	157	2.7	4.0	3.712	.3271
Valid N (listwise)	157				

Q8	3.675159
Q11	3.675159
Q3	3.664268
Q10	3.707006
Q4	3.719745
Q6	3.732484
Q9	3.745223
Q7	3.77707
Q5	3.796178
Q2	3.815287
Q1	3.88535
Feedback Strategies	3.747539
Q8	3.643312
Q3	3.656051
Q4	3.675159
Q10	3.687898
Q2	3.705128
Q5	3.707006
Q1	3.745223
Q9	3.745223
Q7	3.77707
Q6	3.808917
Customer Satisfaction	3.71472
Q8	3.656051
Q6	3.66242
Q2	3.700637
Q3	3.700637
Q5	3.719745
Q1	3.728115
Q4	3.728115
Q9	3.728115
Q7	3.732484
Q10	3.770701
Business Performance	3.712102
Online Customer Reviews	3.724787

□

Constructs	M	SD	Interpretation
Feedback Strategies	3.746	.3028	Very High
Customer Satisfaction	3.715	.3464	Very High
Business Performance	3.712	.3271	Very High
ONLINE CUSTOMER REVIEWS	3.725	.3027	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

2. Determine the level of Mabuhay Accommodations service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Reliability	157	2.7	4.0	3.754	.3098
Empathy	157	2.7	4.0	3.739	.2895
Tangibility	157	2.5	4.0	3.735	.2980
SERVICE QUALITY	157	2.7	4.0	3.733	.2861
Assurance	157	2.5	4.0	3.720	.3252
Responsiveness	157	2.5	4.0	3.715	.3368
Valid N (listwise)	157				

Q2 3.509554
 Q7 3.713376
 Q3 3.726115
 Q5 3.732484
 Q8 3.751592
 Q9 3.751592
 Q4 3.757962
 Q10 3.770701
 Q6 3.77707
 Q1 3.859873
 Tangibility 3.735032

 Q6 3.681529
 Q8 3.713376
 Q7 3.726115
 Q9 3.726115
 Q4 3.738854
 Q10 3.738854
 Q1 3.770701
 Q5 3.783439
 Q3 3.815287
 Q2 3.847134
 Reliability 3.75414

 Q3 3.656051
 Q6 3.66679
 Q8 3.675159

 Q2 3.694268
 Q7 3.700637
 Q5 3.707006
 Q4 3.726115
 Q1 3.751592
 Q9 3.770701
 Q10 3.796178
 Responsiveness 3.71465

 Q4 3.681529
 Q7 3.687898
 Q6 3.694268
 Q9 3.707006
 Q8 3.719745
 Q3 3.732484
 Q1 3.738854
 Q5 3.738854
 Q10 3.738854
 Q2 3.784331
 Assurance 3.720382

 Q3 3.656051
 Q6 3.700637
 Q8 3.726115
 Q10 3.738854
 Q1 3.745223
 Q9 3.745223
 Q2 3.751592
 Q4 3.757962
 Q5 3.783439
 Q7 3.783439
 Empathy 3.738854
 Service 3.732611
 Quality 3.732611

Constructs	M	SD	Interpretation
Reliability	3.754	.3098	Very High
Empathy	3.739	.2895	Very High
Tangibility	3.735	.2980	Very High
Assurance	3.720	.3252	Very High
Responsiveness	3.715	.3368	Very High
SERVICE QUALITY	3.733	.2881	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

3. Determine the level of customer satisfaction of Mabuhay Accommodations in terms of ambiance, and hospitality services.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Ambiance	157	2.0	4.0	3.747	.3331
Hospitality Services	157	2.8	4.0	3.735	.3314
CUSTOMER SATISFACTION	157	2.5	4.0	3.741	.3124
Valid N (listwise)	157				

Q2	3.687898
Q3	3.732484
Q6	3.738854
Q4	3.764331
Q5	3.77707
Q1	3.783439
Ambiance	3.747346
Q3	3.656051
Q1	3.694268
Q2	3.745223
Q5	3.783439
Q4	3.796178
Hospitality Services	3.735032
Customer Satisfaction	3.741189

Constructs	M	SD	Interpretation
Reliability	3.754	.3098	Very High
Empathy	3.739	.2895	Very High
Tangibility	3.735	.2980	Very High
Assurance	3.720	.3252	Very High
Responsiveness	3.715	.3368	Very High
SERVICE QUALITY	3.733	.2881	Very High

Note: Interpretation Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

4. Explore the effect of online customer reviews on Mabuhay accommodations, its service quality, and customer satisfaction.



Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.748	.158		4.733	.000	.436	1.060
	Feedback Strategies	.305	.074	.322	4.105	.000	.158	.451
	Customer Satisfaction	.169	.065	.204	2.566	.010	.040	.297
	Business Performance	.328	.079	.375	4.144	.000	.171	.484

a. Dependent Variable: SERVICE QUALITY

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.778	.154		5.043	.000	.473	1.083

ONLINE CUSTOMER REVIEWS	.793	.041	.839	19.213	.000	.712	.875
-------------------------	------	------	------	--------	------	------	------

a. Dependent Variable: SERVICE QUALITY

VICE QUALITY	r-value	p-value	Interpretation
Feedback Strategies	.305	.000	Positive effect
Customer Satisfaction	.169	.010	Positive effect
Business Performance	.328	.000	Positive effect

ONLINE CUSTOMER REVIEWS .793 .000 Positive effect

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). **p<0.01 (Highly Significant); *p<0.05 (Significant); *p>0.05 (Not Significant)

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.851	.216		3.942	.000	.424	1.277
Feedback Strategies	.450	.101	.436	4.438	.000	.250	.651
Customer Satisfaction	.217	.089	.240	2.437	.016	.041	.392
Business Performance	.107	.108	.112	.994	.322	-.106	.321

a. Dependent Variable: CUSTOMER SATISFACTION

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound

1 (Constant)	.940	.212		4.431	.000	.521	1.359
ONLINE CUSTOMER REVIEWS	.752	.057	.729	13.253	.000	.640	.864

a. Dependent Variable: CUSTOMER SATISFACTION

CUSTOMER SATISFACTION	r-value	p-value	Interpretation
Feedback Strategies	.450	.000	Positive effect
Customer Satisfaction	.217	.016	Positive effect
Business Performance	.107	.322	No significant effect

ONLINE CUSTOMER REVIEWS .752 .000 Positive effect

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). **p<0.01 (Highly Significant); *p<0.05 (Significant); *p>0.05 (Not Significant)

APPENDIX H

Documentations

Proposal Defense



Final Defense



Data Gathering



APPENDIX I

Plagiarism Test Result



Page 2 of 53 - Integrity Overview

Submission ID trn:oid::28447-9248605

20% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

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A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.



APPENDIX J

Grammarly Test Result

BALLADARES, PAUL DAVID R.

by Misamis University

General metrics

79,008	11,116	1380	44 min 27 sec	1 hr 25 min
characters	words	sentences	reading time	speaking time

Score



This text scores better than 96%
of all texts checked by Grammarly

Writing Issues

215	48	167
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism

APPENDIX K

Curriculum Vitae

NICIE VITAMIE E. MALINAO

Naga, Jimenez
Misamis Occidental
09817153026
naycemalinao24@gmail.com



CAREER OBJECTIVE

A motivated and committed student looking for practical experience through on-the-job training. My objective is to use my knowledge and enthusiasm for the hospitality sector to improve my career development.

PERSONAL INFORMATION

Nickname :	Nice	Religion :	Roman Catholic
Birth Date :	November 24, 2002	Father :	Nimrod L. Malinao
Birth Place :	Oroquieta City	Occupation :	Tricycle Driver
Civil Status :	Single	Mother :	Salomie E. Malinao
Sex :	Female	Occupation :	OFW
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2021 - present
Secondary	Jimenez Bethel Institute Accountancy and Business Management Jimenez, Misamis Occidental	2019 – 2021

SKILLS AND KNOWLEDGE

- Team Collaboration
- Customer Service
- Cultural Awareness
- Cooking
- Active Listening
- Punctuality

- Time Management
- Adaptability

SEMINARS/WORKSHOPS/TRAININGS

- | | |
|---|---|
| • NC II Housekeeping | October 2024 |
| • Flower Arrangement Seminar-Workshop | May 2023
MU Manor, Ozamiz City, Philippines |
| • Career Orientation Seminar in the Cruise Line Industry | April 2023
MIHCA Cebu, Cebu City, Philippines |
| • Lecture & Demonstrating on Basic House Keeping and Bed Making | April 2023
Mezzo Hotel, Cebu City, Philippines |
| • Educational Tour | April 2023
Cebu City, Philippines |

REFERENCES

Catherine D. Rosauo, MBA, MIHM
BSHM OJT Coordinator
Misamis University
0951-885-5461
catherine.rosauo@mu.edu.ph

Paul David R. Balladares
P-6 Malaubang Ozamiz City
Misamis Occidental
09556033926
balladaresdave2@gmail.com



CAREER OBJECTIVE

Seeking a challenging opportunity where I will be able to utilize my strong organizational skills and ability to work well with people, which will allow me to grow personally and professionally.

PERSONAL INFORMATION

Nickname :	Dave	Religion :	Roman Catholic
Birth Date :	March 30, 2002	Father :	Rodolfo E. Balladares
Birth Place :	Ozamiz City	Occupation :	Retired Govt. Employee
Civil Status :	Single	Mother :	Normalinda R. Balladares
Sex :	Male	Occupation :	Housewife
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2020 - present
Secondary	Misamis University Prebaccalaurete Ozamiz City, Misamis Occidental	2019 – 2020

SKILLS AND KNOWLEDGE

- Communication Skills
- Bartending Skills
- Organizational Skills
- Editing Skills
- Hardworking
- Housekeeping Skills

ACHIEVEMENTS

- **SILVER SERICVE AWARDEE (2023)** Hoteliers of Tomorrow Organization
Misamis University

ORGANIZATIONS

Hoteliers of Tomorrow Social Manager Officer	Academic Year 2024 - 2025
Hoteliers of Tomorrow Property Custodian Officer	Academic Year 2023 - 2024

SEMINARS/WORKSHOPS/TRAININGS

- **NCH Housekeeping** October 2024
- **Flower Arrangement Workshop** May 2023
MU Manor, Ozamiz City, Philippines
- **Career Orientation Seminar in the Cruise Line Industry** April 2023
MIHCA Cebu, Cebu City, Philippines
- **Lecture & Demonstrating on Basic House Keeping and Bed Making** April 2023
Mezzo Hotel, Cebu City, Philippines
- **Educational Tour** April 2023
Cebu City, Philippines
- **On-the-Job Training** April 2025
Nustar Resort and Casino
Kawit Island, SRP, Mambaling, Cebu City
Philippines

REFERENCES

Catherine D. Rosauo, MBA, MIHM
BSHM OJT Coordinator
Misamis University
0951-885-5461
catherine.rosauo@mu.edu.ph

Gerson C. Origenes II

Banadero, Ozamiz City
Misamis Occidental
095-1652-8748
gorigenes@gmail.com



CAREER OBJECTIVE

As an enthusiastic and dedicated student, I am seeking on-the-job training. My goal is to apply and enhance my theoretical knowledge through practical, hands-on experience in a real-world work environment. I am eager to contribute to the success of the organization while developing essential skills and gaining valuable insights from experienced professionals.

PERSONAL INFORMATION

Nickname	: Geo	Religion	: Iglesia Ni Cristo
Birth Date	: December 7, 1996	Father	: Gerson R. Origenes
Birth Place	: Ozamiz City	Occupation	: Government Employee
Civil Status	: Single	Mother	: Erlinda C. Origenes
Sex	: Male	Occupation	: Teacher
Nationality	: Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	1st Semester 2024 - present
Secondary	Ozamiz City National Highschool Ozamiz City, Misamis Occidental	2015-2016

SKILLS AND KNOWLEDGE

- . Organizational Skills
- . Baking
- . Cooking
- . Leadership
- . Management

SEMINARS/WORKSHOPS/TRAININGS

- NC II Housekeeping October 2024
- . Coffee Making Seminar-Workshop May 2023
MU Manor, Ozamiz City, Philippines
- . Career Orientation Seminar in the Cruise Line Industry April 2023
MIHCA Cebu, Cebu City, Philippines
- . Lecture & Demonstrating on Basic House Keeping and Bed Making April 2023
Mezzo Hotel, Cebu City, Philippines
- . Educational Tour April 2023
Cebu City, Philippines

WORK EXPERIENCE

Avisha Hotel Ozamiz City December 14, 2024 - March 14, 2025

REFERENCES

Catherine D. Rosauero, MBA, MIHM
BSHM OJT Coordinator
Misamis University
0951-885-5461
catherine.rosauero@mu.edu.ph

Angela J. Punday
P-2 Carangan Ozamiz City
Misamis Occidental
09163910621
angelapunday@gmail.com



CAREER OBJECTIVE

To obtain a position where I can apply my skills and knowledge, contribute to the success of the organization, and grow professionally in the work environment.

PERSONAL INFORMATION

Nickname:	Gela	Religion:	Iglesia Filipina Independiente
Birthdate:	May 19, 2001	Height:	4 feet 11 inches
Birth Place:	Ozamiz City	Weight:	46 kg
Civil Status:	Single	Father:	Danilo C. Punday
Sex:	Female	Mother:	Mary Jane J. Punday
Nationality:	Filipino		

EDUCATIONAL BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental 2021 – present
Secondary	Misamis University Senior High School - STEM (Nursing) Ozamiz City, Misamis Occidental 2018 – 2020
	Misamis University Junior High School Ozamiz City, Misamis Occidental 2015 – 2019

SKILLS AND KNOWLEDGE

- Communication Skills
- Effective Time Management
- Teamwork
- Adaptability
- Multitasking

SEMINARS AND TRAININGS

- | | |
|---|---|
| • NCII Housekeeping | October 2024 |
| • Career Orientation Seminar in the Cruise Line Industry | April 2023
MIHCA Cebu, Cebu City, Philippines |
| • Lecture and Demonstrating on Basic Housekeeping and Bed Making | April 2023
Mezzo Hotel, Cebu City, Philippines |
| • Educational Tour | April 2023
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REFERENCES

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