

## Hotel attributes, safety and security, and customer satisfaction of hotels in Cagayan Valley: Basis for the strategic plan

Bartolome, Crist B. ✉

Graduate School, Lyceum of the Philippines University - Batangas, Philippines



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### *Abstract*

The research intended to evaluate the relationship between factors that affected Hotel Attributes, Safety and Security, and Customer Satisfaction among the hotels in the Cagayan Valley Region. This employed a descriptive correlational method, which involves using a survey questionnaire among 385 respondents from the five (5) provinces of the Cagayan Valley: Nueva Vizcaya, Quirino, Isabela, Cagayan, and Batanes, with at least 14 hotel accommodations from accredited hotels in each province. The main respondents of the study are both leisure and business tourists who have stayed at the hotels in Cagayan Region. Majority of the respondents are male, ages 23-38 years old, visiting hotel in Cagayan Valley Region for at least once for vacation purposes. The respondents strongly agreed on the hotel attributes especially on the best price/ website/ booking sites, essentials, breakfast, and business comfort. The respondents strongly agreed on customer satisfaction especially on the perceived price of hotel in Cagayan Valley Region. It was found out that female, ages 23-38 years old, visiting the hotel for four times and for business purposes do have higher assessment on Hotel Attribute, safety and security, and customer satisfaction. There was significant correlation among Hotel Attribute, safety and security, and customer satisfaction, where it was found out that the higher the assessment on the hotel attribute, the higher the safety and security assessment, the higher the customer satisfaction. Researcher were able to propose a strategic plan to improve on the customer satisfaction of hotel in Cagayan Valley Region, based on the result of the study.

**Keywords:** hotel attributes, safety and security, customer satisfaction, public hazard, tourism and hospitality

## **Hotel attributes, safety and security, and customer satisfaction of hotels in Cagayan Valley: Basis for the strategic plan**

### **1. Introduction**

Once consumers take into consideration particular hotels, hotel attributes will determine their final choices. Thus, it is essential for hotel managers to understand hotel attributes that are closely related to customer satisfaction. Aside from the literature gap that needs to be address on hotel attributes, safety and security, customer satisfaction specifically in the region, there are customer complaints and notable experience with regards to hotel attributes, In relation to the hotel attributes, There are many studies built on customer's views of various hotel attributes such as room quality, reputation of hotel, helpfulness of staff for evaluating hotel's performance (Baniya, R., & Thapa, 2017) Hotel attributes are indeed deciding factors. Similarly, Boley, et al., (2022) conducted study unraveling satisfaction issue by asking respondents to judge the hotel performance based on different hotel features. Thus, it is essential for hotel managers to understand hotel attributes that are closely related to customer satisfaction. Researchers have determined that decisive hotel attributes for consumers to evaluate quality include price, hotel environment, cleanliness, service, attractiveness, relaxation opportunities, loyalty program, guest experience, promotions, amenities, conventions, green program, hotel image, and hotel reputation (Padma & Ahn, 2020). Park, et al (2019) found that decoration, facilities, and cleanliness, were less important to consumers than what hotel managers thought. Furthermore, competitive staff was a more important attribute to hotel managers than to consumers.

The current study will zero in Cagayan Valley Region. Hotel characterization in the region is only ranging from 1(one) to 2(two) star hotel. Hence, it is the second largest Philippine administrative region by land area and the largest mass of land in the northeastern region of Luzon, comprising the provinces of Cagayan, Isabela, Nueva Vizcaya, Quirino, and the Batanes group of islands. The region is home to a variety of tourism locations, including those that are historical, religious, cultural, and natural in nature, all of which bring in travelers on an annual basis. As a result of this, the number of hotels being constructed across all the provinces is increasing so that they can better serve the needs of guests. Furthermore, the hotels in Cagayan valley have begun to rebuild themselves after the worst year of 2020, there are challenges that still need to be looked at (Hynes, et al., 2020). Hence a dedicated focus on customer loyalty is likely to become a prerequisite for the future survival of hotel organizations. Hospitality managers believe that firms can improve their profits by satisfying customers (Rahimi, & Kozak, 2017). Studies show, however, that satisfying customers alone is not enough, since there is no guarantee that satisfied, customers will return to purchase. (Hult, et al., 2019). It is now becoming apparent that customer loyalty is significantly more important than customer satisfaction in a business organization's success (kurdi, et al., 2020).

**Objectives of the Study** - The research intended to evaluate the relationship between factors that affected Hotel Attributes, Safety and Security, and Customer Satisfaction among the hotels in the Cagayan Valley Region. The research aimed to determine significant differences in assessments of hotel attributes, safety and security levels, and customer satisfaction based on respondent profiles. It also sought to establish significant relationships among hotel attributes, safety and security, and customer satisfaction. The findings were used to propose a strategic plan for improving customer satisfaction in hotels within the Cagayan Valley Region.

### **2. Methods**

**Research Design** - The research design employed in this study is a descriptive correlational method, which involves using a survey questionnaire to evaluate the relationship among Hotel Attributes, Customer Safety and Security, and Customer Satisfaction in hotels in the Cagayan Valley region. The descriptive correlational method is a research approach that aims to describe the relationship between two or more variables without manipulating

them (Queirós, et al. 2017). In this method, researchers collect data on the variables of interest and then analyze the data to determine whether there is a relationship or correlation between these variables. The primary focus is on understanding the existing relationships or patterns among the variables, not on establishing causality. It is often used when researchers want to examine associations or connections between variables in a real-world context. In the context of this study, the descriptive correlational method is employed to investigate the relationships between three key variables: Hotel Attributes, Customer Safety and Security, and Customer Satisfaction. The study seeks to describe and understand how these variables are related within the hotel industry in the Cagayan Valley region. By using this method, the researcher can gather valuable insights into whether certain hotel attributes, such as safety and security measures, are associated with higher levels of customer satisfaction.

**Participants of the Study** - The respondents of the study came from the five (5) provinces of the Cagayan Valley: Nueva Vizcaya, Quirino, Isabela, Cagayan, and Batanes, with at least 14 hotel accommodations from accredited hotels in each province. The main respondents of the study are both leisure and business tourists who have stayed at the hotels in Cagayan Region. The participants of this study were carefully selected to ensure a representative sample of guests from the Cagayan Valley region's hotels. The following criteria and qualifiers were used in choosing the respondents: Respondents were selected from the five provinces of the Cagayan Valley region, namely Nueva Vizcaya, Quirino, Isabela, Cagayan, and Batanes. This geographic diversity ensured that the study covered a wide range of locations within the region. Respondents were exclusively chosen from accredited hotels. The accreditation was determined by the Department of Tourism (DOT) in the Cagayan Valley region. This criterion guaranteed that participants were guests at establishments that met the DOT's standards for safety and service quality. While the study did not specify star ratings, it aimed to include a mix of hotels with different levels of service and facilities. This diversity allowed for a comprehensive evaluation of hotel attributes, safety and security measures, and customer satisfaction across various hotel types. The study included both leisure and business tourists who had recently stayed at hotels in the Cagayan Valley region. This criterion ensured that the research captured insights from different types of travelers with varying needs and expectations. Simple Random Sampling technique was used where in every element in the population has an equal chance of being included in the sample. To maintain an unbiased and representative sample, the Simple Random Sampling technique was employed. This method allowed each guest an equal chance of being selected, reducing potential selection bias. A total of 385 respondents were asked to answer the survey questionnaire based on the Raosoft Sampling Calculator having the 5% marginal error and 95% confidence level.

**Data Gathering Instrument** - The researcher conducted a thorough and ethical approach to data collection for the study on customer satisfaction and safety and security measures in the hotel industry in the Cagayan Valley region. Initial information about accredited hotels was obtained with the help of the Department of Tourism, facilitating the establishment of contact and presentation of study objectives to potential respondents. The survey questionnaire was administered randomly to qualified guests, utilizing both personal contact and online methods through Google Forms. The researcher aided respondents as needed and ensured transparency by presenting a participant information document outlining the study's details. Ethical practices were strictly observed, emphasizing confidentiality and secure data storage. The hotel industry's significance in the local economy, ranging from large international chains to boutique establishments, highlights the importance of understanding its dynamics for evaluating customer satisfaction and safety measures. Collaboration with relevant authorities and industry stakeholders ensured compliance with regulations and ethical standards. Best practices, such as random respondent selection, transparent communication, and a combination of face-to-face and online surveys, were employed to achieve a 100% response rate while respecting participants' rights to voluntary participation and withdrawal.

**Data Gathering Procedure** - The researcher conducted an ethically sound data collection process for the study on customer satisfaction and safety and security measures in the Cagayan Valley hotel industry. Preliminary information was gathered through collaboration with the Department of Tourism, enabling the researcher to establish contact and introduce the study objectives. The survey questionnaire was randomly

administered to qualified guests through personal contact and Google Forms, with the researcher aiding when necessary. Participants were given a participant information document outlining the study details, and strict confidentiality measures were observed, securing data on a flash drive, and storing printed surveys in a secret case. The hotel industry's economic significance and diverse range of establishments necessitate a thorough understanding of its dynamics for assessing customer satisfaction and safety measures. Ethical considerations were addressed, seeking approval from relevant authorities, and ensuring collaboration with industry stakeholders. Best practices, including random respondent selection, transparent communication, and a combination of face-to-face and online surveys, were employed to achieve a 100% response rate, respecting participants' voluntary participation rights.

***Ethical Considerations*** - A primary ethical concern in this study is respect towards the participants. For instance, participants in the study come from a wide range of ethical principles. Under this ethical consideration, participants have the right to be treated as human beings deserving of significant respect. Participants, in general, are not just a means of obtaining the data that is necessary for the study. In accordance with the Data Privacy Act, the respondents in this study are afforded several protections to ensure their privacy and data security: Before respondents participate in the study, they are provided with a comprehensive consent form or agreement. This document outlines the purpose of the study, the data to be collected, how it will be used, and their rights as participants. Respondents can read and understand this information before agreeing to participate. This informed consent and data privacy notice were part of the google form before the respondents answer the survey. Thus, the full consent form or agreement is prominently featured at the beginning of the questionnaire that respondents are asked to complete. It includes all the relevant information about the study, data privacy protections, and the rights of the respondents. Respondents are required to read and understand this document before they proceed with answering the questionnaire. They are informed that participation in the study is entirely voluntary, and they have the option to decline or withdraw their participation at any point. This upfront disclosure ensures transparency and ethical treatment of the respondents, as they are fully aware of how their data will be handled and their rights in the research process.

***Data Analysis*** - Data were tabulated and analyzed using the Statistical Package for the Social Sciences (SPSS) Software. To adequately analyze the data collected for this study, numerous acceptable statistical tests were used. Frequency distribution and percentage were used to describe the respondents' demographic characteristics, whereas weighted mean and composite mean were used to describe their agreement on the statements solicited. To perform data analysis, the researcher, with the help of the statistician the following statistical tools were used. Frequency and Percentage Distribution were used to describe the demographic profile of the respondents. Weighted Mean and Ranking were used to determine the impact of Hotel Attributes, Guest Safety and Security and Customer Satisfaction. The result of Shapiro-Wilk Test revealed that p-values of three major variables are less than 0.05 which means that the data set is not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for three groups were used as part of the non-parametric tests to determine the significant difference in the respondents' assessments of hotel attributes, the level of safety and security, and customer satisfaction when responses were grouped according to profile variables, meanwhile Pearson r Correlation were used to test the significant relationship among hotel attributes, the level of safety and security, and customer satisfaction. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05.

### **3. Results and discussion**

Table 1 summarize the assessment on the customer satisfaction. The composite mean of 4.57 reveals that the respondents strongly agreed in general, this means that they are highly satisfied. The result shows that the perceived price was deemed most satisfactory and impactful amongst the criteria of customer satisfaction. This ranked highest because Price is a significant consideration for most customers when choosing a hotel. If the perceived price aligns well with their budget and offers good value for money, they are more likely to be satisfied with their choice. Perceived price satisfaction is a crucial aspect of the guest experience in the hotel

industry. Customers' perceptions of the price they pay for accommodation greatly influence their overall satisfaction and decision-making. Moreover, customers often compare the prices of different hotels before deciding. If a hotel's perceived price is more competitive or reasonable compared to its competitors, it can contribute to higher customer satisfaction.

**Table 1**

*Summary Table of Customer Satisfaction*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Customer Expectation	4.5579	<i>Strongly Agree</i>	2
Perceived Price	4.5805	<i>Strongly Agree</i>	1
Overall Customer Satisfaction	4.5550	<i>Strongly Agree</i>	3
Overall Composite Mean	4.5706	<i>Strongly Agree</i>	

Perceived price satisfaction in hotels is closely tied to the guests' perception of value for money. Fetra, and Pradiani, (2023), notes that when guests perceive that they received a fair price in exchange for the quality and services provided, it leads to increased satisfaction. Furthermore, perceived price satisfaction significantly impacts overall guest satisfaction in hotels (Iranmanesh, et al., 2022), explains that when guests feel they received good value for the price paid, it positively influences their overall perception of their stay. Satisfactory perceived pricing contributes to higher ratings and positive reviews, enhancing the hotel's reputation and attracting potential customers. Perceived price satisfaction in hotels contributes to an emotional connection between guests and the brand. Ru, and Jantan, (2023), highlights that when guests perceive they paid a fair price for their stay, it positively influences their emotional connection with the hotel brand. Guests who feel they received value for the price paid are more likely to develop a sense of loyalty, recommend the hotel to others, and engage in positive word-of-mouth. Perceived price satisfaction has a direct impact on repeat business and revenue generation for hotels.

Meanwhile, least among the indicator is the overall customer satisfaction with the weighted mean of 4.55, however, even this ranked lowest still, the respondents strongly agreed on this indicator of customer satisfaction. This mean that the guest visiting hotel in the Cagayan Valley region are highly satisfied. Different customers have different preferences and expectations. The respondents might have been content with their overall experience, but they may have identified some areas for improvement. Even though they were generally satisfied, they could see potential for the hotel to enhance certain aspects of its service or amenities.

As supported by González-Mansilla, et al., (2023), explains that satisfied customers are more likely to return and make repeat bookings. When guests perceive that the hotel offers satisfactory products and services, it enhances their likelihood of choosing the same hotel for future stays. Positive perceived satisfaction leads to increased customer loyalty, repeat business, and potential revenue generation through additional. Furthermore, this is similar with the study of Li, et al. (2020) that guest still strongly agreed with overall customer satisfaction indicates that the hotel is generally doing well in meeting its guests' expectations and needs. However, the management should carefully analyze the feedback provided to address any potential areas of concern and continuously strive to enhance the guest experience, according to Ali, et al. (2021).

Table 2 presents the comparison of responses on the hotel attribute when grouped according to profile. In general, there are significant difference on hotel attributes in terms of best price/website/booking sites when grouped according to age (p-value = 0.048), and frequency of visit (0.001); High Speed Internet Access when grouped according to sex (0.011), age (0.048), frequency of visit (0.010), purpose of visit (0.011); Business Comfort when grouped according to frequency of visit (0.003) and purpose of visit (0.008). Lastly on breakfast when grouped according to purpose of visit (0.000). This means that the responses differ statistically and based on the post hoc test conducted.

**Table 2***Differences of Responses on Hotel Attribute when grouped according to Profile*

Sex	$\chi^2_c / U$	p-value	Interpretation
Essentials	15923.000	0.110	Not Significant
In-Room Amenities	16882.000	0.563	Not Significant
Best Price/Website /Booking Sites	17071.500	0.636	Not Significant
Hsia (High Speed Internet Access)	15093.000	0.011	Significant
Business Comfort	15858.000	0.082	Not Significant
Breakfast	15991.000	0.089	Not Significant
<b>Age</b>			
Essentials	3.805	0.283	Not Significant
In-Room Amenities	1.108	0.775	Not Significant
Best Price/Website /Booking Sites	7.890	0.048	Significant
Hsia (High Speed Internet Access)	15.912	0.001	Significant
Business Comfort	2.177	0.536	Not Significant
Breakfast	0.461	0.927	Not Significant
<b>Frequency Of Visit</b>			
Essentials	1.813	0.770	Not Significant
In-Room Amenities	2.197	0.700	Not Significant
Best Price/Website /Booking Sites	18.188	0.001	Significant
Hsia (High Speed Internet Access)	13.321	0.010	Significant
Business Comfort	15.931	0.003	Significant
Breakfast	25.636	0.000	Significant
<b>Purpose Of Visit</b>			
Essentials	7.275	0.064	Not Significant
In-Room Amenities	6.898	0.075	Not Significant
Best Price/Website /Booking Sites	3.493	0.322	Not Significant
Hsia (High Speed Internet Access)	11.218	0.011	Significant
Business Comfort	11.780	0.008	Significant
Breakfast	0.467	0.926	Not Significant

Legend: Significant at p-value &lt; 0.05

The research of hotel attribute responses categorized by respondent profiles yielded a noteworthy discovery: High-Speed Internet Access (HSIA) is consistently important for different demographic groups. HSIA stands out as a crucial component affecting visitor satisfaction independent of variables like sex, age, frequency of visitation, and purpose of visitation. Notably, the value of HSIA is seen quite differently by different demographic groups. This observation highlights how important a strong internet connection is to all types of guest experiences, and it implies that hotels should focus and improve their HSIA offerings to cater to a wide range of demands and expectations. Considering these complex internet access preferences may greatly increase overall visitor satisfaction and, as a result, hotels' ability to successfully cater to their varied customer base.

The finding that females rated High Speed Internet Access higher than other groups could indicate that women place a higher value on having fast and reliable internet connectivity during their hotel stays. This might be particularly important for business travelers who need to stay connected for work-related tasks or for leisure travelers who want to stream videos, use social media, or communicate with friends and family. Moreover, Females, on average, may be more active on social media and communication platforms, which could explain their higher preference for good internet access. They may want to share their experiences on social media or communicate with their social circles while on a trip, making fast internet access an essential amenity.

As supported by the study of Chen and Chang, (2018), mentioned that more women are more connected to access the internet. The higher assessment by females regarding High-Speed Internet Access may lead to better overall hotel ratings and reviews from female guests (Tussyadiah & Pesonen, 2018). Positive reviews, especially highlighting specific amenities like internet access, can influence the decisions of other potential guests and impact the hotel's reputation according to Slakoff, et al. (2020).

Age-based hotel attribute responses are analyzed to uncover subtle differences in the priorities and preferences of various age groups. Although opinions about necessities, in-room amenities, business comfort,

and breakfast offerings are not significantly different amongst age groups, there are some noteworthy differences when it comes to the value of High-Speed Internet Access (HSIA) and getting the best deal via websites or booking sites. The statistically significant variations between these two characteristics suggest that respondents of different ages may have different expectations or concerns about internet connection and price policies when staying in hotels. In the competitive hospitality landscape, hotel management can use these insights to better tailor their services to meet the diverse needs of their clientele. The analysis indicates that while preferences for breakfast, business comfort, in-room amenities, and necessities do not significantly differ across age groups, there are differences in the importance placed on best prices and high-speed internet access. The results have significant value for hotels that aim to customize their services and outreach tactics to effectively meet the varied needs of various age groups. By attending to the preferences that are indicated by substantial disparities, hotels may become more competitive in the market and increase overall visitor satisfaction.

According to the data, age groups do not differ much in their choices for breakfast, business comfort, in-room amenities, or necessities; nevertheless, there are differences in the weights placed on the best deals and high-speed internet access. The results have significant value for hotels that aim to customize their services and outreach tactics to effectively meet the varied needs of various age groups. By attending to the preferences that are indicated by substantial disparities, hotels may become more competitive in the market and increase overall visitor satisfaction.

As supported by the study of Sofronov (2018), the Millennial group is likely to include a significant number of business travelers, hotels can focus on providing business-friendly amenities and services, including reliable High-Speed Internet Access. Positive experiences in this regard could lead to increased loyalty and repeat business from this demographic (Kelm & Ibrahim, 2023). Hotels can use this information to tailor their marketing strategies and promotions to attract more millennials. Emphasizing competitive prices, seamless online booking experiences, and high-quality internet access could be effective in appealing to this age group (Ramgade, & Kumar, 2021).

A significant insight into the subtle preferences of visitors with varying visit patterns may be gained from the study of replies depending on how frequently they stay at hotels. There are noticeable differences in other important areas, even while opinions on fundamental hotel features and in-room amenities are the same for a range of visit frequencies. Depending on how often people visit hotels, different elements have varying degrees of relevance. These include things like getting the greatest deal via websites or booking sites, the value of High-Speed Internet Access (HSIA), what people want for business comfort, and how important breakfast is. The findings imply that regular hotel visitors could give greater weight to features like internet access, business-related services, pricing policies, and breakfast options. The necessity to customize services and marketing tactics to match the various expectations of visitors with varying visit frequency is highlighted by this information, which is vital for hotel management. Recognizing and adapting to these differences can help improve customer satisfaction and competitiveness in the ever-changing hospitality sector.

The results of the study show that while opinions on the necessities and in-room amenities are universal across a range of visit frequencies, there are notable variations in the weights given to the best deals, high-speed internet access, business comfort, and breakfast options. These results demonstrate how hotels must modify their offerings and outreach plans to meet the varied needs of visitors with different visitation patterns. By attending to the preferences that are indicated by substantial disparities, hotels may become more competitive in the market and increase overall visitor satisfaction.

As supported by the study of Radojevic, et al (2018). Frequent hotel visitors are likely to include repeat business travelers who have specific requirements when it comes to amenities like "High Speed Internet Access" and "business comfort." These guests often need a comfortable and productive environment to conduct their work-related activities. Hotels can identify opportunities to enhance the experiences of frequent guests. Providing personalized offers, loyalty programs, or special amenities tailored to the preferences of repeat visitors

can help strengthen guest loyalty and foster positive word-of-mouth recommendations (Zhong & Moon, 2020). Frequent visitors are likely to be more sensitive to changes in service quality. Hotels should use feedback from these guests to continuously improve their offerings and ensure that the hotel meets or exceeds guest expectations (Keshavarz, & Jamshidi, 2018).

The examination of replies according to the purpose for the visit reveals subtle differences in visitor preferences, highlighting the unique priorities connected to various hotel stays. Although basic elements like room amenities and hotel standards are not greatly affected by the reason for the stay, there are some major differences in the value that guests place on business comfort and High-Speed Internet Access (HSIA). Visitors who are there on business place a greater value on business comfort since it suits their demands. Like this, the significance of HSIA changes greatly depending on the reason for the visit, demonstrating that visitors with various goals for their stay have varying expectations about internet access. On the other hand, elements like price policies, websites or reservation systems, and breakfast options show universal opinions. On the other hand, elements like price policies, websites or reservation systems, and breakfast options show consistent opinions over different visitation goals. To improve overall visitor satisfaction and maintain a competitive advantage in the fast-paced hospitality sector, hotels must customize their offers and marketing tactics to meet the unique expectations associated with various reasons of stay.

The results of the study show that although the value of breakfast choices, in-room amenities, best rates, and vital features is similar for all visit objectives, there are notable disparities when it comes to the importance of business comfort and high-speed internet access. The results highlight the necessity for hotels to customize their offerings and outreach tactics to suit the varied demands of visitors with differing objectives throughout their hotel stays. By attending to the preferences that are indicated by substantial disparities, hotels may become more competitive in the market and increase overall visitor satisfaction.

As supported by the study of Radojevic, et al. (2018); Opute, et al. (2020), Hotels that cater to business travelers can leverage this information to enhance their offerings and services. Providing high-quality and reliable internet access, along with well-designed business-friendly amenities, can attract more business travelers and lead to increased customer satisfaction. The preferences for High-Speed Internet Access and business comfort among business travelers underscore the importance of considering technology and connectivity aspects when designing and managing hotels. Hotels can tailor their marketing efforts and promotions to appeal to business travelers specifically. Emphasizing business-friendly amenities, according to Khan, et al. (2020), such as high-speed Wi-Fi, dedicated workspaces, and efficient business services, can attract this demographic effectively. Addressing the specific needs of business travelers can contribute to an improved overall guest experience. Satisfied business guests may provide positive reviews and recommendations, leading to increased bookings and potential repeat business (Huang, et al. 2019).

Table 3 presents the comparison of responses on the Safety & Security when grouped according to profile. In general, there are significant difference on safety & security in terms of public hazard when grouped according to sex ( $p$ -value = 0.001), and purpose of visit (0.001); life and property when grouped according to age (0.000), frequency of visit (0.000), purpose of visit (0.002); public health when grouped according to sex (0.040), age (0.010), frequency of visit (0.008) and purpose of visit (0.017); Accessibility when grouped according to frequency of visit (0.038), lastly on environment when grouped according to purpose of visit (0.022). This means that the responses differ statistically and based on the post hoc test conducted.

The finding that guests visiting for business purposes rated safety and security aspects higher than other groups suggests that business travelers are more safety-conscious and attentive to potential hazards in public spaces ("public hazard"). Business travelers often prioritize their well-being and the protection of their belongings, making safety a crucial consideration during their trips. Relatively, the higher assessment of "life and property" safety by those on business trips indicates that this group values the protection of their personal safety and belongings. Business travelers might be more cautious about their surroundings and place a higher emphasis



on the safety of their possessions while traveling. Also, the significant difference in "public health" safety assessments among business travelers suggests that they are more health-conscious and concerned about health-related risks in public settings. This heightened awareness could be influenced by experiences with global health crises and the necessity to maintain health during business trips.

As supported by Camilleri, M. A., & Camilleri, M. A. (2018) Business travelers' greater ratings of "environment" safety may reflect their increased focus on the surroundings and atmosphere of their accommodations. Business travelers are probably more likely to enjoy their stays in a comfortable and secure setting. For this significant group of visitors, improved security measures, health and hygiene standards, and a well-kept environment can all enhance their sense of overall safety. This group of visitors can feel more secure and at ease by being informed of safety precautions and potential dangers, according to Awan et al. (2021). Hotels can adjust their services to meet the needs of business travelers in terms of security and safety. Providing safe and private workstations, well-lit parking lots, and nutritious dining alternatives (Mirehie, et al., 2023).

**Table 3**

*Differences of Responses on Safety and Security when grouped according to Profile*

Sex	$\chi^2_c / U$	p-value	Interpretation
Public Hazard	14097.500	0.001	Significant
Life And Property	16086.000	0.142	Not Significant
Public Health	15474.000	0.040	Significant
Accessibility	15872.000	0.133	Not Significant
Environment	17031.000	0.625	Not Significant
<b>Age</b>			
Public Hazard	5.351	0.148	Not Significant
Life And Property	21.115	0.000	Significant
Public Health	11.416	0.010	Significant
Accessibility	1.007	0.800	Significant
Environment	4.931	0.177	Not Significant
<b>Frequency Of Visit</b>			
Public Hazard	6.989	0.136	Not Significant
Life And Property	25.019	0.000	Significant
Public Health	13.784	0.008	Significant
Accessibility	10.146	0.038	Significant
Environment	2.701	0.609	Not Significant
<b>Purpose Of Visit</b>			
Public Hazard	16.620	0.001	Significant
Life And Property	15.154	0.002	Significant
Public Health	10.160	0.017	Significant
Accessibility	1.535	0.674	Not Significant
Environment	9.595	0.022	Significant

**PROPOSE A STRATEGIC PLAN TO IMPROVE ON THE CUSTOMER SATISFACTION OF HOTEL**

Table 4 outlines a proposed strategic plan aimed at elevating customer satisfaction levels for hotels in the Cagayan Valley Region. The implementation of this plan, coupled with diligent progress monitoring, holds significant implications for the hospitality industry. By proactively addressing issues and continuously improving guest satisfaction, hotels can cultivate increased customer loyalty and positive word-of-mouth recommendations. The correlation analysis highlights that while public hazard may not directly influence customer expectations, other safety factors such as life and property protection, public health, accessibility, and environmental considerations exhibit highly significant positive correlations with overall customer satisfaction. Despite the lack of a direct link between public hazard and customer satisfaction, its inclusion in the strategic plan is deemed crucial. Effectively addressing public hazard contributes to risk mitigation, aligns with ethical business practices, and fortifies the hotel's reputation as a responsible and dependable choice in a competitive market. Even if guests may not explicitly articulate concerns about specific hazards, a comprehensive safety strategy ensures guest well-being, minimizes potential risks, and lays the foundation for the hotel's sustained success.

**Table 4**

*Propose a strategic plan to improve on the customer satisfaction of hotel*

KRA/Objectives	Strategy	Success Indicator	Person Involved
<b>Hotel Attribute</b>			
<p><b>Best Price /Website /Booking Sites</b> To optimize the hotel's online reservations process and offer the best price to guests through the hotel's website and booking sites, thereby enhancing the booking experience and increasing conversion rates.</p>	<p><b>Mobile-Friendly Interface:</b> Optimize the website for mobile devices to cater to the growing number of guests who prefer to book through their smartphones or tablets. A mobile-friendly interface will improve accessibility and convenience for potential guests.</p> <p><b>Seamless Booking Process:</b> Simplify the online reservation process to minimize the number of steps required to complete a booking. Reducing friction in the booking process will lead to faster and smoother reservations.</p>	<p><b>Increase in Direct Bookings:</b> Measure the percentage of direct bookings made through the hotel's website compared to bookings made through third-party booking sites. A successful strategy will lead to a noticeable increase in direct bookings.</p>	<p><b>E-Commerce Manager or Online Marketing Specialist:</b> E-Commerce Manager or Online Marketing Specialist to oversee the implementation of the strategic plan. This individual will be responsible for website optimization, managing booking site integrations, and creating promotional campaigns to drive direct bookings.</p>
<p><b>Essentials</b> To provide guests with in-room temperature control as an essential feature, ensuring a comfortable and personalized stay experience.</p>	<p><b>Room Upgrade and Installation:</b> Upgrade existing rooms and install in-room temperature control systems in all guest rooms. Ensure that the installation is done professionally and that guests can easily adjust the temperature to their preference.</p> <p><b>User Guidelines:</b> Create user-friendly guidelines or instructions on how to operate the in-room temperature control system. Place these guidelines in a visible and easily accessible location within the room to assist during their stay.</p>	<p><b>Positive Guest Feedback:</b> Measure guest satisfaction scores related to the in-room temperature control system through guest surveys and feedback mechanisms. A successful implementation will result in high guest satisfaction ratings and positive comments regarding the feature.</p>	<p><b>Facilities Manager or Guest Experience Manager:</b> Facilities Manager or Guest Experience Manager to oversee the implementation of the in-room temperature control system. This individual will be responsible for technology assessment, system installation, staff training, and monitoring guest feedback.</p>
<p><b>Breakfast</b> To enhance the breakfast experience for guests by offering an à la carte menu, providing more choice, customization, and higher quality options.</p>	<p><b>Personalization Options:</b> Offer customization options for guests, allowing them to tailor their breakfast to their preferences. This could include dietary requests, portion sizes, and special add-ons.</p> <p><b>Menu Development:</b> Develop a diverse and enticing à la carte breakfast menu that caters to different dietary preferences and includes a variety of dishes, such as traditional breakfast items, healthier options, and regional specialties.</p>	<p><b>Increase in Guest Satisfaction Scores:</b> Measure guest satisfaction scores related to the breakfast experience through post-stay surveys and guest feedback. A successful implementation will result in higher guest satisfaction ratings, specifically regarding the breakfast offerings.</p>	<p><b>Food and Beverage Manager or Executive Chef:</b> Food and Beverage Manager or Executive Chef to oversee the implementation of the à la carte breakfast menu. This individual will be responsible for menu development, ingredient sourcing, staff training, and monitoring guest feedback.</p>
<p><b>Business Comfort</b> To enhance the business comfort for guests by providing good lighting in the hotel rooms and public spaces, facilitating a conducive environment for reading and working.</p>	<p><b>Workspace Design:</b> If the hotel provides designated workspaces or business centers, design these areas with adequate lighting for reading and working. Provide comfortable seating, desk space, and lighting to cater to business travelers' needs.</p> <p><b>Guest Awareness:</b> Educate guests about the availability of well-lit workspaces and reading areas within the hotel. Highlight the amenities in-room and in promotional materials to attract business travelers seeking a conducive environment for their tasks.</p>	<p><b>Positive Guest Feedback:</b> Measure guest satisfaction scores related to the quality of lighting in rooms and public spaces through post-stay surveys and guest feedback. A successful implementation will lead to higher guest satisfaction ratings concerning the lighting comfort for reading and working.</p>	<p><b>Facilities Manager or Guest Experience Manager:</b> Facilities Manager or Guest Experience Manager to oversee the implementation of the strategic plan. This individual will be responsible for the lighting assessment, LED upgrade, task lighting installation, workspace design, and monitoring guest feedback.</p>
<p><b>High Speed Internet Access</b> To enhance guest satisfaction and convenience by providing high-speed wireless internet access in public areas of the hotel.</p>	<p><b>Bandwidth Management:</b> Implement a system on bandwidth management to prioritize critical services and applications, ensuring that guests can access high-speed internet for work, communication, and entertainment purposes.</p> <p><b>User-Friendly Login Process:</b> Simplify the guest login process for the wireless network, avoiding lengthy sign-up procedures. Consider providing automatic login for repeat guests or integration with loyalty programs for a seamless experience.</p> <p><b>Technical Support:</b> Ensure that the hotel has a dedicated technical support team available 24/7 to address any connectivity issues promptly and efficiently.</p>	<p><b>Positive Guest Feedback:</b> Measure guest satisfaction scores related to the wireless internet access through post-stay surveys and guest feedback. A successful implementation will result in higher guest satisfaction ratings regarding the quality and availability of the wireless internet in public areas.</p>	<p><b>IT Manager or Technology Specialist:</b> IT Manager or Technology Specialist to oversee the implementation of the strategic plan. This individual will be responsible for the infrastructure upgrade, coverage analysis, security implementation, bandwidth management, and ensuring a smooth user experience.</p>

**Hotel attributes, safety and security, and customer satisfaction of hotels in Cagayan Valley**

<p><b>In-Room Amenities</b> To enhance guest convenience and satisfaction by providing in-room laundry and ironing services, allowing guests to maintain their attire during their stay.</p>	<p><b>Guest Communication:</b> Clearly communicate the availability of in-room laundry and ironing services to guests during the booking process, check-in, and in-room informational materials. <b>Easy Request System:</b> Implement a user-friendly and efficient system for guests to request laundry and ironing services. This could involve in-room tablets, mobile apps, or a dedicated phone line. <b>Timely Turnaround:</b> Set specific turnaround times for laundry and ironing requests and ensure that staff adheres to these timelines to provide prompt and reliable service</p>	<p><b>Positive Guest Feedback:</b> Measure guest satisfaction scores related to the in-room laundry and ironing services through post-stay surveys and guest feedback. A successful implementation will result in higher guest satisfaction ratings concerning the availability and quality of these amenities.</p>	<p><b>Housekeeping Manager or Guest Services Manager:</b> Housekeeping Manager or Guest Services Manager to oversee the implementation of the strategic plan. This individual will be responsible for service assessment, staff training, pricing, guest communication, and monitoring guest feedback.</p>
<b>Safety And Security</b>			
<p><b>Public Health</b> To ensure the well-being and safety of guests by providing timely and efficient medical assistance during emergencies at the hotel.</p>	<p><b>Emergency Response Team:</b> Establish a dedicated emergency response team within the hotel, comprising trained staff members who can handle medical emergencies effectively. This team should include individuals with first aid training and knowledge of emergency protocols. <b>Staff Training:</b> Train ALL hotel staff members on emergency response procedures and how to escalate medical situations to the designated emergency response team or local healthcare providers.</p>	<p><b>Response Time and Guest Feedback:</b> Measure the response time of the emergency response team and the quality of medical assistance provided during guest emergencies. Additionally, monitor guest feedback related to medical assistance received during their stay.</p>	<p><b>Guest Services Manager or Safety and Security Manager:</b> Guest Services Manager or Safety and Security Manager to oversee the implementation of the strategic plan. This individual will be responsible for establishing the emergency response team, collaborating with healthcare providers, staff training, guest communication, and continuous improvement of the medical assistance procedures.</p>
<p><b>Life and Property</b> To enhance guest safety and protect their belongings by ensuring the hotel has dedicated uniformed personnel, such as bellboys, to handle luggage and valuables during guests' arrivals and departures.</p>	<p><b>Tracking System:</b> Implement a tracking system for guest luggage to ensure it is accurately tagged and accounted for during the entire stay. This can help prevent misplacement or loss of belongings.  <b>Guest Communication:</b> Educate guests about the availability of the bellboy service during their stay, including assistance with luggage handling, transportation, and other related services.  <b>Availability and Accessibility:</b> Ensure that the assigned personnel are available and accessible at key guest touchpoints, such as the main entrance, lobby, and designated luggage storage area.</p>	<p><b>Guest Satisfaction and Feedback:</b>  Measure guest satisfaction scores related to luggage handling services through post-stay surveys and guest feedback. A successful implementation will result in higher guest satisfaction ratings for luggage handling and assistance.</p>	<p><b>Front Office Manager or Guest Services Manager:</b> Front Office Manager or Guest Services Manager to oversee the implementation of the strategic plan. This individual will be responsible for staff hiring and training, defining job responsibilities, implementing tracking systems, guest communication, and performance reviews for the assigned personnel.</p>
<p><b>Environment</b> To create a welcoming and relaxing ambiance in the hotel environment, enhancing the overall guest experience and satisfaction.</p>	<p><b>Soundscapes:</b> Consider using soft background music or nature sounds in public areas to create a calming and peaceful ambiance.  <b>Scent Marketing:</b> Utilize pleasant scents or aromatherapy diffusers strategically placed throughout the hotel to evoke positive emotions and create a relaxing environment.  <b>Furniture Layout:</b> Arrange furniture in a way that encourages relaxation and social interaction. Provide cozy seating areas and private nooks for guests to unwind.</p>	<p><b>Guest Feedback and Reviews:</b> Measure guest satisfaction scores and reviews related to the ambiance of the hotel environment. A successful implementation will result in higher guest ratings and positive comments regarding the welcoming and relaxing atmosphere.</p>	<p><b>Interior Designer or Guest Experience Manager:</b> Interior Designer or Guest Experience Manager to oversee the implementation of the strategic plan. This individual will be responsible for coordinating the interior design and decor, selecting lighting fixtures, incorporating natural elements, arranging furniture layouts, and monitoring guest feedback.</p>
<p><b>Accessibility</b> To enhance accessibility for guests and improve their travel experience by providing a tourist bus or van service that offers convenient transportation options during their stay.</p>	<p><b>Fleet Acquisition:</b> Procure appropriate tourist buses or vans equipped with comfortable seating, air conditioning, and ample storage space for luggage and belongings.  <b>Trained Drivers and Guides:</b> Hire experienced and well-trained drivers who are familiar with the local area and can provide informative commentary during tours. Consider multilingual guides to cater to guests from diverse backgrounds.  <b>Tour Packages and Schedules:</b> Create attractive tour packages with various itinerary options, catering to different interests and preferences o</p>	<p><b>Tour Booking Rates and Guest Feedback:</b> Measure the percentage of guests who book tours through the tourist bus or van service and track guest feedback related to the service's convenience and overall satisfaction.</p>	<p><b>Guest Services Manager or Transportation Coordinator:</b> Guest Services Manager or Transportation Coordinator to oversee the implementation of the strategic plan. This individual will be responsible for transportation assessment, fleet acquisition, driver hiring and training, tour package development, online booking system setup, promotion, and guest feedback monitoring.</p>

<p><b>Public Hazard</b> To enhance guest safety and minimize public hazards by ensuring the visibility of security officers inside the hotel premises.</p>	<p><b>Security Staff Placement:</b> Strategically position security officers at key locations within the hotel, such as entrances, lobby, public areas, and near elevators. This placement will maximize their visibility and presence.</p> <p><b>Uniform and Identification:</b> Ensure that security officers wear highly visible uniforms with clear identification</p>	<p><b>Guest Perception of Security:</b> Measure guest feedback and surveys related to the visibility and presence of security officers. A successful implementation will result in positive guest perception of the hotel's security measures.</p>	<p><b>Security Manager or Guest Services Manager:</b> Security Manager or Guest Services Manager to oversee the implementation of the strategic plan. This individual will be responsible for security staff placement, uniform and identification standards, shift scheduling, patrol routes, training, communication systems, and guest interaction.</p>
<b>Customer Satisfaction</b>			
<p><b>Perceived Price</b> To optimize the perceived price of the hotel, offering the best possible price that aligns with the needs and expectations of the guests, thereby enhancing customer satisfaction and attracting more bookings.</p>	<p><b>Value-added Packages:</b> Create value-added packages that combine room rates with additional services or amenities, such as complimentary breakfast, spa services, or local tour discounts. These packages can enhance the perceived value of the price and attract more bookings.</p> <p><b>Loyalty and Member Programs:</b> Introduce loyalty programs and member-exclusive offers to reward repeat guests and encourage brand loyalty. Offering special discounts or benefits to members can increase guest satisfaction and incentivize direct bookings.</p>	<p><b>Increase in Booking Conversion Rate:</b> Measure the booking conversion rate, i.e., the percentage of website visitors who make a reservation. A successful strategy would result in a higher conversion rate, indicating that guests perceive the hotel's pricing as attractive and valuable.</p>	<p><b>Revenue Manager or Pricing Analyst:</b> Revenue Manager or Pricing Analyst responsible for implementing the strategic plan and overseeing the hotel's pricing strategies. This individual will closely monitor market trends, competitor pricing, and guest feedback to make informed pricing decisions that meet the needs of the guests and align with the hotel's revenue objectives.</p>
<p><b>Customer Expectation</b> To consistently meet and exceed customer quality expectations at the hotel, ensuring a high level of guest satisfaction and loyalty.</p>	<p><b>Service Recovery Protocol:</b> Develop a robust service recovery protocol to promptly address any service shortcomings or complaints. Ensure that guest issues are resolved to their satisfaction, and follow up with guests to demonstrate the hotel's commitment to their comfort.</p> <p><b>Continual Improvement:</b> Establish a culture of continual improvement, where all staff members are encouraged to contribute ideas and suggestions to enhance the guest experience. Regularly review feedback data and identify areas for improve</p>	<p><b>Increase in Customer Satisfaction Scores:</b> Monitor and track customer satisfaction scores through guest surveys, feedback forms, and review platforms. Set a target for achieving higher overall customer satisfaction ratings compared to previous periods.</p>	<p><b>Quality Assurance Manager:</b> Quality Assurance Manager responsible for overseeing the implementation of the strategic plan. This individual will work closely with department heads to ensure that quality standards are met and that staff members are adequately trained to meet customer expectations. The Quality Assurance Manager will also be responsible for analyzing customer feedback data to identify trends and areas for improvement.</p>
<p><b>Overall Customer Satisfaction</b> To enhance overall customer satisfaction by ensuring a personalized service approach for guests at the hotel.</p>	<p><b>Personalize Welcome Gesture :</b> Upon arrival, guests will receive personalized welcome messages and gestures based on their preferences and previous interactions with the hotel. This could include welcome notes, preferred room amenities, or special treats.</p> <p><b>Personalized Room Setup:</b> Offer guests the option to customize their room setup before their arrival. This could involve choosing specific room amenities, pillow preferences, room temperature, and other personalized features.</p>	<p><b>Increase in Guest Satisfaction Scores:</b> Monitor and track guest satisfaction scores through post-stay surveys, online reviews, and direct feedback. Aim to achieve a significant increase in overall guest satisfaction ratings compared to previous periods.</p>	<p><b>Guest Experience Manager:</b> Guest Experience Manager responsible for overseeing the implementation of the personalized service approach. This person will collaborate with various departments and train staff to execute the plan effectively. The Guest Experience Manager will also be responsible for analyzing guest data and feedback to continuously refine and improve the personalized service strategy.</p>

#### 4. Conclusions and recommendations

The conclusions drawn from the study provide valuable insights for the hotel industry in the Cagayan Valley Region. The majority of respondents, predominantly male visitors aged 23-38 visiting for vacation, suggest a need for targeted marketing strategies and tailored services. Strong agreements on hotel attributes, safety and security, and customer satisfaction emphasize the importance of competitive pricing, quality amenities, and safety measures. Notable differences in assessments based on demographic profiles underscore the significance of personalized services for specific customer segments. The proposed strategic plan, focusing on aspects like high-speed internet, personalized amenities, emergency information, local collaborations, and feedback

mechanisms, offers practical recommendations for hotels to enhance customer satisfaction. The emphasis on a holistic approach to guest experiences, as evident in the significant correlations among hotel attributes, safety and security, and customer satisfaction, reinforces the need for comprehensive improvements. The study concludes with recommendations for investments in technology, personalized services, safety measures, collaborations, and feedback mechanisms, highlighting the potential for positive impacts on overall guest satisfaction. The proposed strategic plan is suggested for discussion among hotel managers, and future research is encouraged to validate findings through qualitative studies or alternative research methods.

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