RESEARCH ARTICLE

GUEST SATISFACTION APPRAISAL: THE CASE OF A START-UP STATE UNIVERSITY HOTEL

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Manuscript Info

Abstract

Guest satisfaction in the hospitality industry is the measure of how contented the guests are with the hotel services they experience. This study presents the results of the guest satisfaction survey on the service quality of a start-up start university hotel, Cebu Tech Hotel, in its first two years of operation. The sixty hotel guests who participated in this descriptive survey research study used quantitative data to provide pertinent and accurate information on the customer satisfaction of the school hotel under investigation. Results show that hotel guests are generally quite satisfied as reflected in their very satisfied rating. However, even if the clients were satisfied, there are still other components of the hotel concerning the hotel service that need to be in full operation like the 24-hour food service to give the visitors the complete hotel experience. This leads to the conclusion that transferring the quality of services supplied in facilitating the guests' hotel accommodations is essential to a pleasant overall guest experience.

Introduction:-

Guest satisfaction and high-quality service are essential to the development of a thriving hotel sector. The success of its guests and the quality of its services are the foundation of a renowned and successful hotel. The majority of businesses are particularly interested in customer satisfaction-related factors because they are a reflection of how a business or an industry runs and provides its services. According to studies, the main element that encourages increased sales is customer satisfaction. Due to the fact that it is a reflection of how a business or an industry operates and provides its services, the majority of businesses are very interested in customer satisfaction-related factors. Customers' contentment, according to researchers, is the primary factor that promotes better sales. Furthermore, satisfied consumers tend to be more loyal.

Client satisfaction and service quality go together in building a successful hotel industry. A notable, and prosperous hotel is built on the success of its customers and the caliber of its services. Because it is a reflection of how a business or an industry operates and provides its services, the majority of businesses are very interested in customer satisfaction-related factors. Customers' contentment, according to researchers, is the primary factor that promotes better sales. Most companies are significantly interested in the aspects of customer satisfaction because it is the reflection of how the company or the industry performs and offers its services. Researchers highlighted that customer satisfaction is the forefront force that fosters higher sales. Further, customers' loyalty stems from good customer satisfaction. This will drive the company to hike up its sales and profits, and boost its performance to compete with other companies in the long run (Elvira &Shpetim, 2016). In making products and services, the main goal of every customer is to achieve satisfaction thus customer feedback is salient in determining the nature of

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satisfaction. Currently, the quality of services has been drawn to have greater customer satisfaction since consumers often compare experienced services whether leaving a deplorable impression or better satisfaction (Farooq& Salam, 2018). There is a direct relationship between the success of the company with its services and the customer's experience because when better service quality is exhibited, it is assured that there will be an increase in sales for its consumer base to be reliable and secured (Sharma &Shrivasta, 2018).

Customer feedback is one of the major factors that will lead the company to succeed and prosper in the long run. There are institutions like universities that are surrounded by hotels. In this case, this study is even on the hotel inside the school that is also owned by the school. Few studies have concentrated on the visitors' opinions of the hotel located on campus, although there has been a lot of study on specific services and goods generally showing their impact on customers' experiences. Even other institutions like universities are surrounded by hotels. Few studies have concentrated on the visitors' opinions of the hotel located on campus, despite the fact that there has been a lot of research on individual services and products and how they affect customers' experiences in general. In order to improve the quality of the hotel's services, the hotel conducts a guest satisfaction survey. The purpose of this study is to ascertain how satisfied hotel guests are with the services provided by the school hotel. In order to improve the hotel's branding, it seeks input from guests and information about their experiences to evaluate the services the school hotel provides to its clients.

Top-notch service quality prevails in successful businesses reflected in the higher probabilities of customer satisfaction. When customers have an outstanding experience with the services, this will help the business boost its rating and performance level (Fida et al., 2020). This is apparent mostly in the hotel services which can be seen as one of the centers of convenience especially hotels in certain universities because hotels are expected to be one of the breeding grounds for students in different fields that are required to practice in the place. Moreover, guests and staff with hectic scholarly appointments would spend days in the university hotel to save time and energy. Their experience and satisfaction will help the universities increase their performance and status level.

Numerous studies have investigated the importance of customer satisfaction in the hospitality industry, but few studies have examined the role of customer satisfaction in educational institutions (Frawley et. al, 2018). Customers could therefore recognize and assess frontline employees through their interactions based on their verbal (style, tone) and non-verbal (facial expressions, gestures, and body language) behaviors in service encounters, which reflect their emotions and cultural capabilities. To learn more about how hotel guests view front desk staff, a survey was created (Lam, Cheung & Lugosi, 2020). Jones and Boer emphasized the significance of a hotel school in "creating a real world of learning" (p. 161) approach to hospitality education. However, this real-world strategy appears to be more focused on helping students learn practical skills from a training restaurant than on giving them the chance to build higher levels of skill that can help with their academic growth. The hotel serves as the employment setting for the students who are directly involved in it as part of the hotel school idea, together with academic and professional practitioners who assist with mentoring, encouraging, and contributing to the evaluation of the reflective practices (Jones & Boer, 2018). Looking further afield, Hay (2020) suggested that the development of three Hong Kong campus hotels "is perhaps best illustrated by the development of three Hong Kong campus hotels" (p. 5), each with different operational models and markets (ICON Hotel, Hyatt, T Hotel). King and Tang (2020) conducted recent research on campus hotels in Asia, specifically in Hong Kong, noting that the ICON Hotel on the campus of The Hong Kong Polytechnic University "appears to have achieved both its teaching outcome and the desire to be a viable hospitality operation"; moreover, participants cautioned that "some training hotels may emphasize profitability over educational objectives" (p. 51) (Hay, 2020). Additionally, about seven participants contend that the business's financial resource constraints and potential growth, not innovation, are what cause the relationship between hotel quality customer service provided and innovation to be weak. Although there were 50% different opinions and 50% confirmations, the results back up earlier research that indicated a positive relationship (Tefera&Dlamini, 2021).

Hotels that are owned and operated by educational institutions ought to have more flexibility in how they carry out their educational objectives. In this situation, a structured training program cannot be provided internally for all students, leading a sizable cohort to gain practical experience at other Hong Kong hotels. Positive connotations with a global brand (Hyatt) and a loss of control over student learning results come at a cost to the university (King&Tang, 2019). Teaching hotels are typically small in size, non-profit, on-campus, student-run, and provide limited services. The main goal is usually for students to practice the hospitality skills they learned in class. Due to the nature of the practice, services in teaching hotels typically charge lower fees, and they frequently contain errors and flaws. As a result, the success of a teaching hotel is rarely dependent on its financial performance, because profit

is rarely the primary goal. Most existing hotel education practices are either run independently by a hotel school or are affiliated with a well-known hotel brand. However, a recent case of a teaching hotel, The Hong Kong Polytechnic University's Hotel ICON (the Hotel), broke the stereotypical model of teaching hotels by creating its brand and operating as a full-service, upscale, and commercial hotel with financial achievement as one of its key objectives, in addition to its educational missions. (Ren, et.al, 2021).The majority of teaching-based institutions, which are not part of the university system, have a long history of preparing professionals for the field and are dedicated to doing so. In addition, research should be used by top hotel schools to set them apart from the competition rather than just as a means of expediency. (Chen, et.al, 2018) Numerous personal factors, including self-initiative, a positive attitude, and academic preparedness on the part of the students, play a role in the success of the industrial training program competition. Additionally, the trainees who are familiar with the fundamentals of their technical field. The personal characteristics of an individual have a significant impact on how well they perform while in training. Qualities like a positive attitude, for example, can significantly improve performance. The approach and responsibility for their work demonstrate the beneficial effects of industrial training satisfaction. (Kukreti&Dani, 2020).Graduates in hotel and restaurant management must have the skills necessary to maximize their potential because the job market is more competitive and unstable in the twenty-first century. However, their ability to perform the skills is not as important as their operational management of restaurants, handling of difficult people, problem-solving, and relationship identification (Espellita&Maravilla, 2019). Hay's (2020) study of an independent commercial campus hotel at Heriot-Watt University investigated the perspectives of its students and staff on having a fully commercial campus hotel on their campus, as well as the importance of open access to all hospitality spaces for all campus users. Other operational models for campus hotels in the UK continue to be explored, with Surrey University (2018) proposing the creation of a 'learning hotel'. Nevertheless, the literature review reveals that none of these studies investigated the educational needs of non-hospitality students (Surrey University, 2018).

To elevate customer satisfaction with the services, the management should improve their reservation and service process because the services in general are what the customers are infatuated with. The quality services that the hotel offers are the backbone of the company's business longevity because, through their excellent and stable services, customers will attain satisfaction and convenience that will lead to better feedback and an increase in sales and recommendations. Consequently, this will help the business boom and prosper (Hoang and Fan, 2018). In addition, the pricing of the services should also consider the customers' various demographics, cultures, and perceptions. Thus, pricing strategies should be implemented to address the customers' varied financial capabilities based on their demographic background (Hong, et al., 2020). Personal interactions with the staff and guests helped clarify the instructions and limitations of the services of the hotels. It is the most effective channel to have a grasp of the information about the service and the guests' needs. Moreover, the server's cordial demeanor is also important to elicit a good impression from the guests and thus the service will get excellent guests feedbacks (Chen, et al., 2020). A successful and high-quality hotel training facility strives to strike. a balance between two factors: 1) sustainable profit and 2) high-quality group learning. The ideal setup occurs when the center has a healthy profit and excellent feedback from visitors, employees, and students. The management team should therefore begin with the vision-setting process, which produces a direction that is appropriate for operation and financial management along with a strategy that is in line with HR management (Dhevabanchachai&Muangasame, 2021). Thus, it is evident that despite effective communication channels, there is still room for training and development, satisfaction with the kind of supervision provided, and the nature of the assigned work. The compensation structure receives the most criticism. Therefore, management must take the necessary steps to create fair and attractive pay packages and introduce some incentives and rewards in a way that will encourage employees to work (Kashyap&Goyal, 2018). Employers are viewed as one of the most significant stakeholders in institutions of higher education because they place a higher value on graduates' knowledge, skills, and attitudes. Employers' evaluations of graduates' general performance in well-liked fields are regarded as a crucial entry into academic institutions. The comments made by the company will reflect the performance of the employee and could be crucial in determining the graduates' readiness to enter the workforce (Gaite et. al, 2022). Daily customer mistreatment may prompt employees to engage in job crafting approaches that enhance job performance; conversely, daily customer mistreatment may prompt employees to engage in avoidance job crafting approaches that result in decreased job performance. Additionally, organizational identification can both strengthen the association between avoidance of the job crafting process and daily customer mistreatment and alleviate it (Lu et. al, 2022).

Modern campus hotels are increasingly demanding higher-quality services. Many successful hotels frequently stated that service quality is their top priority for employee development and engagement. High-quality services will

benefit both employees and employers in long-term ways. However, many papers suggested that there is a direct positive relationship between the level of satisfaction with the quality of services and the long-term success of hotels. Customer satisfaction with the overall experiences provided by campus hotels can be measured (Ninarum&Wongleedee, 2019). Organizational commitment is significantly and favorably impacted by employee empowerment. This demonstrated that after working in a hotel for a year, employees' commitment to the company grows as a result of high levels of employee empowerment and satisfaction (AlKahtani et. al, 2020). Even though the pandemic has been slowly alleviating its severity, proper hygiene and appropriate health protocols still need to be imposed. Hotels primarily should exhibit the necessary cleanliness for it is part of providing quality services and facilities to the customers though there may be adjustments to the new normal set-up having clean and order place, as a foremost job to do, will provide customers a comfortable, worthy, and affable place to stay with high satisfaction and noteworthy experience (Sitemander, 2023). Part of a hotel's training contribution to society is a capable working team. The final asset that the hotel training center creates for society is a competent working team that provides service and training to students. They are constantly learning by training students in batches, serving each guest, and improving systems based on various evaluations (Dhevabanchachai&Muangasame, 2021).

Purpose of the Study
The objective of this study was to assess the services offered by the school hotel to its customers. The hotel guests' satisfaction survey aims to solicit information on the guests' experiences. The purpose of this study is to determine the guest satisfaction of the school hotel in its first two years of operation as a basis for making necessary improvements.

Cebu Tech Hotel Profile
Cebu Tech Hotel is located inside Cebu Technological University-Main Campus. It is situated in the Centennial Building beside the Science Building. The entire building has six floors. It has an elevator that caters to the visitors of the building. The first two floors are offices while the third floor is still under completion and is temporarily used as classrooms. The fourth floor to the fifth floors are the hotel rooms that are currently in operation. The sixth floor is where the three function rooms are located. This floor serves as the venue for conventions, seminars, training, and meetings. This school hotel is an IGP entity of the university under the office of the Vice President for Production, Extension, and Resource Generation. It started its operation in the last quarter of 2019.

Methods and Materials:-
A descriptive survey research approach that blends quantitative and qualitative data was employed in this study to provide relevant and accurate information on client satisfaction with the school hotel under study. According to Dr. Y.P. Aggarwal (2008), descriptive research is devoted to the gathering of information about prevailing conditions or situations for description and interpretation. This type of research method is not simply amassing and tabulating facts but includes proper analyses, interpretation, comparisons, and identification of trends and relationships.

Research site and respondents
The research was conducted at Cebu Technological University-Main Campus where Cebu Tech Hotel is located. Sixty hotel guests served as respondents to the study. The respondents come from different schools and government academic sectors in Cebu City and Cebu Province. There were school administrators, teachers, and some family members of the guests that served as respondents of the study. The hotel guests that served as respondents of the study were asked to rate how satisfied they are based on the services that they experience in staying in the school hotel, Cebu Tech Hotel.

Data Collection and Analysis
The data were collected from the hotel guests using the researcher-made questionnaire, Cebu Tech Hotel Guest's Feedback and Satisfaction survey that was given to them before they checked out. The responses from the survey questionnaire were then collected, tallied, and interpreted accordingly. Frequency counts and simple percentages were used to determine the hotel guests' satisfaction. The hotel guests that served as respondents of the study were asked to rate how satisfied they are based on the items identified in the guest satisfaction survey and the services that they experience in staying in Cebu Tech Hotel.

Results and Discussion:-

Table 1		
Overall Hotel Guest Experience		
Complete hotel experience	f	%
Very satisfied	46	76.66
Satisfied	12	20.0
Neutral	1	1.67
Dissatisfied	1	1.67
Very dissatisfied	0	
Total	60	100.00

Table 1 shows the overall hotel experience of the Cebu Tech Hotel guests based on their room accommodation and the efficiency of the services rendered. When the hotel guests were asked to rate how satisfied they are with their stay in Cebu Tech Hotel, the majority of the guests, 76.66% expressed great satisfaction with their experience as reflected in the Very Satisfied rating which got the top rank that got the highest frequency count of forty-six among the sixty respondents. Though 20% were satisfied while 1.67% and another 1.67% were dissatisfied a larger number were contented with their hotel stay as reflected in their rating. Customer satisfaction with the overall experiences provided by campus hotels can be measured (Ninarum&Wongleedee, 2019). As such, the rating can serve as a basis for improving some areas and services to become more competitive with other existing hotels within the city.The quality services that the hotel offers are the backbone of the company's business longevity because, through their excellent and stable services, customers will attain satisfaction and convenience that will lead to better feedback and an increase in sales and recommendations. Consequently, this will help the business boom and prosper (Hoang and Fan, 2018).

Table 2:- Hotel Room Experience

Cleanliness of the Room	f	%
Very satisfied	49	81.67
Satisfied	8	13.33
Neutral	3	5
Dissatisfied		
Very dissatisfied		
Total	60	100.00

Table 2 presents the guests' room experience in terms of the cleanliness of the room. Because of the room's cleanliness and orderliness as well as the high caliber of service provided to make the visitors' stay as comfortable as possible, the guests gave a very satisfied rating of 81.67%, the majority of the guests rated very satisfied as they find the room hygienic and they were also informed that it has been sanitized ensuring their health and safety. This implies that the guests consider the cleanliness of the room as one of the facets of a much more comfortable part of their hotel stay in view that their main goal in visiting hotels is to have a safe, comfortable, and healthy place to dwell in. Hotels primarily should exhibit the necessary cleanliness for it is part of providing quality services and facilities to the customers though there may be adjustments to the new normal set-up having clean and order place, as a foremost job to do, will provide customers a comfortable, worthy, and affable place to stay with high satisfaction and noteworthy experience (Sitemander, 2023).

Table 3:- Hotel Room Experience.

The cooling system of the Room	f	%
Very satisfied	45	75.00
Satisfied	6	10.00
Neutral	7	11.66
Dissatisfied	1	1.67
Very dissatisfied	1	1.67
Total	60	100.00

Table 3 shows the guests' room experience in terms of the cooling system of the room. The majority of the guests rated very satisfied with the frequency of 60. Moreover, six of the guests also rated satisfied reflecting that they also

had a satisfactory experience when it comes to the room's temperature. This indicates that the guests had a cool environment which delighted them during their stay. This is an implication of how the CTU hotel secured a functional cooling system to flaunt a cool environment that satisfied the majority of the guests during their stay notwithstanding the hotel in route development. The ambiance of the room itself is one of the assets that strengthen the customer's satisfaction and company sales when it comes to the hotel stay. Thus, this includes air conditioning, room maintenance, and the availability of complementary items (Hoang & Fan, 2018).

Table 4:- Hotel Room Experience.

The comfort of your bed linens	f	%
Very satisfied	50	83.33
Satisfied	9	15.00
Neutral	0	
Dissatisfied	1	1.67
Very dissatisfied		
Total	60	100.00

Table 4 reflects the guests' room experience when it comes to the comfort of bed linens. As the data depicts, the majority of the guests rated very satisfied with the frequency of 50, and nine guests also rated satisfied indicating that the guests were greatly satisfied with the bed linens as they experienced it during their sleeping and resting time. This implies that CTU Hotel has made sure to cater to the most comfortable and satisfiable bed lines for the guest to experience in their resting journey than other highly established hotels in the city. Customers' target in any hotel visit is to have a comfortable and compelling bed experience most especially inadvertent stay to rest and sleep (Fida et al., 2020).

Table 5:- Hotel Room Equipment.

Toilet and bath	f	%
Very satisfied	42	70.00
Satisfied	12	20.00
Neutral	2	3.33
Dissatisfied	2	3.33
Very dissatisfied		
Total	60	100.00

Table 11 presents the guests' room experience in terms of toilet and bath. As reflected in the table, the majority of the guests rated very satisfied with the frequency of 42. This implies that the CTU hotel rooms have satisfying bathrooms with functional toilets. 12 guests also rated satisfied reflecting that they have no or have experienced any issues when it comes to the room's toilet and bath. 2 guests also rated neutral showing that they were neither satisfied nor dissatisfied with the room's toilet and bath. Conversely, 2 of the guests rated dissatisfied implying that the guests have experienced inconsistencies or issues when it comes to the toilet and bath during their hotel stay. This insinuates that the hotel needs to develop and maintain its facilities and amenities. The quality services that the hotel offers are the backbone of the company's business longevity because, through their excellent and stable services, customers will attain satisfaction and convenience that will lead to better feedback and an increase in sales and recommendations. Consequently, this will help the business boom and prosper (Hoang and Fan, 2018).

Table 6:- Hotel Room Affordability.

Worth the price	f	%
Very satisfied	44	73.33
Satisfied	12	20.00
Neutral	3	5.00
Dissatisfied	1	1.67
Very dissatisfied		
Total	60	

Table 6 presents the hotel room affordability in terms of the price the guests' pay for their hotel stay. It is conspicuously reflected in the table that the majority of the guests 73.33% rated very satisfied which implies that the

price of the hotel room that they took up is valid and worth it for their stay. It further suggests that the price of the hotel's price is appropriate to the quality of services that CTU Hotel offers. They found it appropriate and significant which made them very satisfied. Likewise, twelve guests that is 20% of the respondents rated it satisfied which means that it was worth the price. Interestingly, three guests also rated neutral indicating that they could not decide if their experience in the CTU hotel was worth the price or not while there is one respondents who was rated dissatisfied. This only goes to show that even if the price is affordable to the majority but there are really guests who might be looking for something more to get their money's worth. In addition, the pricing of the services should also consider the customers' various demographics, cultures, and perceptions. Thus, pricing strategies should be implemented to address the customers' varied financial capabilities based on their demographic background (Hong, et al., 2020). The comments made by the company will reflect the performance of the employee. Moreover, the pricing status of the services is also considered by the customer itself (Gaite et. al, 2022). Based on the general result of the assessment, Cebu tech Hotel was able to relate its economic value to the services it offers to its clientele.

Conclusion(s):-
The Cebu Tech Hotel is a newly opened school hotel that has given its clients and guests the satisfaction they expect from a hotel despite having opened during the pandemic. It has given its visitors a comfortable stay over its first two years of existence, which has led to their evaluation of "very satisfied." When compared to other business hotels in the area, it distinguishes itself by providing superior lodging experiences on par with upper-midscale hotels, with the exception of a few amenities like a food station, common areas, and round-the-clock customer service. Although there are still certain areas that could be improved upon, the guests personally experienced and verified the service quality of the start up university hotel.

Recommendations/Future directions:-
Based on the findings of the study, the guests were very satisfied with their hotel stay but they were also looking for other services that the hotel can offer. Even though most visitors gave the hotel a very high level of satisfaction, additional amenities like a 24-hour dining service and some other areas that need to be fully operational were suggested. Other hotel services, such as the availability of a 24-hour food service and security employees along with other hotel facilities, such a gym and recreation areas, were suggested, nevertheless.

Likewise, there is a need to look into the financial aspect of the hotel's operation to have enough budget to procure new/modern facilities and especially to add other services like a front desk office and officer, 24-hour food station/canteen, security measures like more CCTV and security guards. Further research on the income generation status and challenges can also be conducted to validate the efficiency of the hotel operation.

Because of the room's cleanliness and orderliness as well as the high caliber of service provided to make the visitors' stay as comfortable as possible, this culminates with a very gratifying overall guest satisfaction hotel experience.

Ethical Approval:
Ethical approval was secured before this study commenced. Informed consent was obtained from all respondents confirming their participation in this study.

Conflict of Interest:
There is no conflict of interest in this study.

Acknowledgments:-

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