Socio-Economic Status and Service Quality of Star Rated Hotels in Zamboanga Peninsula

Grace F. Empalmado[1], Nichol R. Elman[2]

[1]College of Hospitality Management, Mindanao State University – Buug Campus, Buug, Zambonga Sibugay, Philippines,
[2]Graduate School, Saint Paul University, Dumaguete City
Email: grace.empalmado@msubuug.edu.ph

ABSTRACT

Service quality and its impact on guests, considering socio-economic differences, is crucial for hotels aiming to enhance customer experiences.The aim of conducting this research is to study the impact of service quality on customer satisfaction of selected hotels in Zamboanga Peninsula, Mindanao. The Novel 4-point model SERVQUAL dimensions have greater influence on the customer's level of satisfaction. The factors of service quality are physicality, hospitality, sanitary and tranquility dimensions. In order to accomplish the objectives of this research, a quantitative and qualitative approach has been adopted to conduct the study with positivism paradigm and explanatory design.Hotel operators strive to satisfy the needs of their guests and subsequently retain them by trying to understand the factors that could build up a strong customer satisfaction base. Previous studies have found that there are four related to the hotel industry that enable hotel operators to cope with the fierce competition in the industry and boost their profit margin: fulfillment, expectation, motivation and exposure to information. The findings reveal that the three departments in the hotel, front desk, food services and guestrooms have four variables of service quality, and they are significantly related to customers socio-economic.There is a significant difference between service quality and selected socio-economic characteristics such as age, civil status, level of education and income. Customers were attracted to check-in in star rated hotels in three cities for the affordability (money value) and the sense of safety and security. They are useful for hotel operators to promote long-term business growth and ensure sustainability in the hotel industry in Zamboanga Peninsula, Mindanao.

Keywords : socio-economic status, service quality, physicality, hospitality, sanitarily and tranquility

1. INTRODUCTION

Satisfied customers are the real assets of any organization to ensure long-term profitability in this era of great competition. They repeat their experiences buying the products and creating new customers by communicating positive messages about it to others. In contrast, dissatisfied customers will switch to competitors and communicate negative messages to others. Therefore, customer satisfaction is the center of organizational effort and the key to its success and survival (Cravens, 2012).

Colina claims that the growth of the Mindanao economy in 2018 was 7.1% in which Zamboanga Peninsula is one of the six (6) regions. The six regions are expected to outperform the overall national gross domestic product estimated at 6% within the government's revised target of 6 to 6.5%. From 2010 to 2019, the average economic growth of the island was recorded at 6.6%

higher than the national average of 6.2%. Colina further states that among industries, food and beverage service activities employed 14,826 seasonal workers or 45.2 percent of the total. This was followed by the accommodation industry with 12,372 or 37.7%. Colina, A.L., STEP (Released in 2017). The tourism sector has shown strong growth in Mindanao.

Common complaints of travelers and tourists are the dearth of information on service quality (SERVQUAL) of the star rated hotels in the Zamboanga Peninsula which is a promising tourism destination in southwestern Mindanao of the Philippine Archipelago. The Zamboanga Peninsula serves as the gateway to the southwestern countries in Borneo, Brunei Darussalam, Malaysia, Indonesia and Australia, among others in the Pacific region. It is a known fact that the aspiration, motivation, expecta-

tion and fulfillment of tourists to travel is to know whether the star rated hotels offer   service quality that would satisfy their human wants and needs (psa.gov.ph/content-tourism-economy, 2018).

Based on the related study of Kessler (1996) she stresses that Customer satisfaction is a driving force for organizations gearing up for surviving or thriving in the twenty-first century. She further claims that those truly doing it have turned into consistently high performers like the hotel industry. These companies emphasize service quality in their strategy, giving customers what they want, when they want it, and how they want it. They train their frontline employees well and measure customer satisfaction. She further added that "if you are not measuring it, you are not managing it."

This research work therefore delved mainly on measuring the socio-economic status of hotel guests and quality of star rated hotels in the Zamboanga Peninsula Moreover, it measured the star rated hotel's customer service quality vis-a-vis various variables used in the study in terms of its significant difference and significant relationship affecting or influencing customer satisfaction. In order to make an original contribution to the body of knowledge, the study tested the novel 4-point model service quality dimensions. The findings of this study have drawn some impactful or impressive insights to aid the hotel industry entrepreneurs interested in benchmarking for effective practices of hotel quality services.

1.1 Statement of the Problem

This study determined the service quality of the star rated hotels in Zamboanga Peninsula of the Philippine Archipelago and aimed at answering these questions:

1. What are the socio-economic characteristics of the respondents in terms of age, sex, civil status, level of education, family size, occupation, income and expenditure pattern?

2. What is the level of customer satisfaction on service quality of the said hotels?

3. How are the four service quality dimensions influencing customers' level of satisfaction, such as; PHYSICALITY, HOSPITALITY, SANITARILY AND TRANQUILITY?

4.   Is there a significant difference between certain socio-economic characteristics and service quality towards customer satisfaction?

2. RESEARCH METHODOLOGY

This chapter presents the research design, research environment or the locale and population of the study, research instruments, data gathering procedure and statistical treatment of data, as well as the analysis of data.

2.1 Research Design

This study used the descriptive method to investigate and ascertain some facts on how to determine the customer satisfaction of the service quality of hotel services in Zamboanga Peninsula. The data were gathered through a survey questionnaire and personal interviews conducted by the researcher in order to obtain quantitative results from the socio-economic demographic profile of respondents, such as age, sex, civil status, level of education, occupation, family size, income and expenditure pattern; the psychological factors, such as fulfillment, expectation, aspiration, motivation and exposure to information of respondents; the novel 4-point model Service Quality dimensions, such as Physicality, Hospitality, Sanitarily and Tranquility that played important role on customer satisfaction. In conducting the study, researchers therefore used both quantitative and qualitative research design which described the nature of the prevailing situation using available resources.

2.2 Research Environment

The research was conducted in the 10-government accredited star-rated hotels in Dipolog City, Pagadian City and Zamboanga City. Dapitan City and Isabela City were not included, though part of the environment due to its non-available star-rated hotel. Zamboanga City is a first class, highly urbanized city and the commercial and industrial center of the Zamboanga Peninsula. It was created as an independent chartered city last November 22, 1983. Pagadian City is now the acknowledged regional center following the transfer of most government regional offices which were located before in Zamboanga City.

Furthermore, Zamboanga Peninsula is having an economy that is basically rooted in agriculture with farming and fishing as the main economic activities of the people. As measured by the Gross Regional Domestic Product (GRDP), the region's economy in 2008 stood at PhP 35.806 billion (at constant 1985 prices), growing at an average of 2.2% for the period of 2007-2008, (Department of Trade and Industry, Region 9, as of 2009, gov.phcom). Thus, studying hotel service industry business seems worth exploring. (Please see Appendix F-Maps p.157-161.)

2.3 Research Respondents

The respondents of the study were taken from the 10 star rated hotels or accommodation establishments based on the Accreditation Guide 2018 published by the Department of Tourism. There were four hotels rated as 1-star, four hotels rated as 2-star, and two hotels rated as 3-star in the Zamboanga Peninsula. The study used purposive sampling which is also known as judgmental, selective, or subjective sampling. It is a form of non-probability sampling in which the researcher relied on her judgement. The purposive sampling was limited to 100 hotel guest-respondents who had checked in for at least 2 days at the time of the actual conduct of the study from November 7 to January 21, 2020. There were 10 receptive guests per star rated hotel chosen as participants of the study.

2.4 Research Instrument

A survey questionnaire was used as the main instrument for data

collection which was formulated by the researcher based on the review of related literature and other related studies. Moreover, this questionnaire checklist consisted of 5 parts, as follows; PART I contains the profile of respondents on the socio-economic characteristics such as age, sex, civil status, level of education, occupation, family size, income and expenditure pattern. Part II includes the novel 4-point model quality service dimensions, such as Physicality, Hospitality, Sanitarily and Tranquility that may have influenced customers' level of satisfaction. Part III constitutes perceptual statements to determine the significant differences between the socio-economic characteristics with service quality and the level of satisfaction of customers. Some of the questions raised were on the attitude of respondents towards the services delivered by the front office staff, the guest room attendants and food service wait staff based on the 5-point Likert scale of measurement (5 is the highest score which is "Very Satisfied," whereas, 1 is the lowest which is "Very Dissatisfied." Completed questionnaires were collected by the researcher before the guest departed from the hotel premises.

2.5 Data Gathering Procedures

Permission to conduct the study was secured from the Dean of the Graduate School and had been noted by the Program Chair of the Graduate program for Business Administration of Saint Paul University Dumaguete, Dumaguete City. Also taken by the researcher were the approval of her letter to Hotel Managers, the City Mayor and the City Tourism Officer of the three (3) respective cities. The pre-test or trial-run of the survey questionnaire was randomly floated in ten identified 1-2-and 3-accredited star rated hotels in Cagayan de Oro City which constituted 10 percent of the actual total respondents included in the actual conduct of the study from October 21 to 26, 2019, with the assistance of the front desk clerk and waiters. The purpose of the pretest was to validate the five (5) parts of the survey questionnaire. The results of the pilot study provided the correct information and the suitable design of the survey questionnaire. Which was interpreted using Cronbach's Alpha of 0.944 for validity and reliability of the research investment. After being provided by the DOT with the accreditation list of star-rated hotels, the researcher forwarded the same to the individual hotels. The hotel manager reviewed and examined the contents of the survey questionnaire who positively headed to participate in the study.

2.6 Ethical Consideration

The customer-respondents were properly informed that their participation was on a voluntary basis and all information provided would be kept private and confidential. Thus, the questionnaires were distributed to the customers who agreed to participate in the study.

2.7 Statistical Treatment of Data

The study used the following statistical treatment; such as frequency count, percentages, weighted mean and standard deviation of the weighted mean. Frequency count was used to determine the distribution of the respondents' responses in each category. Percentage was used to determine the proportion of the respondents' responses out of the total number thereof. To determine the respondents' evaluation of the service quality of the 10-respondent hotels in Zamboanga Peninsula, the following statistical tools were used:

Weighted Mean. This was used to analyze every numerical response of the questionnaire which describes the opinion of the respondents on the hotel's operation.

Formula: $WM = \dfrac{(SA \times 4) + (A \times 3) + (D \times 2) + (SD \times 1)}{N}$

Where: WM is the Weighted Mean; N is the number of cases

The frequency count and percentages were used for calculating and analyzing the data on the socio-economic profile and the psychological factors of respondents using descriptive analysis. In the data analysis and interpretation, the researcher determined the hotel's performance level based on the service quality dimensions, vis-a-vis customer satisfaction, then the results were discussed and summarized accordingly. The significant difference among the selected variables was treated statistically using the appropriate statistical test. The Spearman rank correlation and T-test were used to test the significance of the study.

Spearman Rank Correlation / Spearman's Rho

The Spearman rank correlation coefficient, rs, is the nonparametric version of the Pearson correlation coefficient. Your data must be ordinal, interval or ratio. Spearman's returns a value from -1 to 1, where:

≥ 0.70 – Very strong relationship;

0.40-0.69 – Strong relationship;

0.30-0.39 – Moderate relationship;

0.20-0.29 – Weak relationship; 0.01-0.19 – No or negligible relationship

T-Test

In order to analyze the difference on the factors affecting customer satisfaction when grouped according to age, T-Test was utilized.

ANOVA

To further analyze the difference on the factors affecting customer satisfaction when grouped according to age, sex, civil status, level of education and income, ANOVA was used.

The 5-point Likert's scale of measurement was used to describe the weighted mean based on the perceptual statements on the psychological factors, quality dimensions, intrinsic and extrinsic forces affecting customer satisfaction as shown below:

Range Value	Range Interval	Verbal Descriptions
5	4.21 – 5.00	Very Satisfied
4	3.41 – 4.20	Satisfied
3	2.61 - 3.40	Neutral
2	1.81 – 2.60	Dissatisfied
1	1.0 – 1.80	Very dissatisfied

3. RESULTS AND DISCUSSIONS

This includes the presentation, analysis and interpretation of data gathered by the researcher.

Part I. Socio-Economic Characteristics of the Respondents.

Table 1.1 Age of Respondents

Category	Frequency	Percentage
30 years and below	50	50.0%
31 to 50 years old	35	35.0%
51 years old and up	15	15.0%
TOTAL	100	100.0%

Table 1.1 shows the age of the respondents in the study which indicates that the largest age bracket was between 30 years and below (50 %) and the lowest age bracket was from 51 years old, and above which constitutes 15.%. Thus, the finding further reveals that the lowest age-bracket the greater number of respondents. This implies that most of the hotel guests were in the middle-age category, (30 years old to 40 years old).

In the study of Šverko, et., al., (2014), they point out that "age is an important demographic factor that affects consumer behavior. And did not find any differences in satisfaction levels for the three age groups. "However, Noble (2010), articulate that "older people were less likely to be satisfied."

However, as revealed in the study of Rani, (2014) of India "age and life cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time."

Table 1.2 Sex of Respondents

Category	Frequency	Percentage
Male	56	56.0%
Female	44	44.0%
TOTAL	100	100.0%

Table 1.2 shows the sex of the respondents with the "male" category having the frequency of 56 or 56. %, while the "female" guests with a lower number of 44 or 44.%. The finding implies a little more than half of the customer-respondents are males. With this, it is important to note that between male and female, several things are different, and these differences also affect their buying choices. The two sexes have different needs in terms of selecting the kind of hotels.

However, Musekiwa, et. al. (2011), share their opinions that "male customers gave higher rating on staff and organization that courteously gave personal attention, accurate information," helpful and had clean facilities while female customers gave higher rating on staff and organization that was professional, was respectful, gave realistic information" and Stan (2015), adds though that women are more loyal to store than men."

Table 1.3 Civil Status of Respondents

Category	Frequency	Percentage
Single	41	41.0%
Married	39	39.0%
Separated	11	11%
Annulled	5	5%
Widow/Widower	4	4.0%
TOTAL	100	100.0%

Of the total 100 hotel guests as customer-respondents, the number of "single" individuals shows a percentage of 41% as compared to the "married" ones which is just lesser than two (2) with a frequency of 39 or 39%.

The "widow/widower" has a frequency of four (4) under the single-age category, "separated" ones which accounts to 11, 5 "annulled. With this, the overall number of "single" individuals in this study has accrued to almost two-thirds, constituting 61% of the customer-respondents. Therefore, as gleaned from the finding of the study, most travelers were either "single," or "annulled" / "separated"/"widow or widower." However, married individuals prefer to stay in hotels with their respective families as shown in Table 1.3.

On the other hand, in the similarly related study of Melkis, et. al., (2014) of Malaysia, they take cognizance on the high "influence of marital status and satisfaction on consumers patronizing fast food restaurants."

Table 1.4 Level of Education of Respondents

Level Category	Frequency	Percentage
Elementary	3	3.0%
High School	9	9.0%
K-12 Senior High School	2	2.0%
College	72	72.0%
Graduate School	14	14.0%
TOTAL	100	100.0%

As the level of education rises, "there will be a need for adults to keep abreast of the changes which may potentially affect their lives," (Elman, 1980). Relating the statement with the finding of the study, on quality service, the higher the "level of education" people have attained in life, the higher number of adults may opt to travel and choose to check-in or stay in a star-rated hotel or better accommodation facilities. The findings shown in Table 1.4 clearly indicate that about three-fourths, or 72% of respondents are at "college" level, while a little more than a dozen respondents or 14% belong to the "graduate school" level category which if summed up would accrue to 86%. Thus, underscoring the notion that the higher the level of educational attainment, the higher could be the drive to travel to enjoy the amenities of a star-rated hotel. "Education somehow affects how people view things around them." On the other hand, Gurbuz, (2019) states that "consequently, a positive relationship was found between job satisfaction and education level."

Table 1.5 Occupation of Respondents

Category	Frequency	Percentage
Government Employee	18	18.0%
Private Employee	54	54.0%
Unemployed	14	14.0%
Businessmen	9	9.0%
Others	5	5.0%
TOTAL	100	100.0%

The majority of the respondents, (54%) indicated that they belong to the "private employee" category; (18%) are employed in government service. When the frequency counts of the two (2) categories are combined as shown in Table 1.5, it accrued to a total of 76%, thus constituting nearly three-fourths of the overall respondents of the study. The third category, which accounts to 14% indicate to be "unemployed."

As gleaned from the findings, tourists would somehow prefer to be accommodated in star-rated hotels. However, in the follow-up interview conducted by the researcher, some reasons cropped up for having visited the Zamboanga peninsula: attending to social functions or family affairs like birthdays; reunions; attending either seminars or conferences and/or spending vacation especially during the Christmas season.

The forestalled findings of the study can be supported by Mirzagoli and Memarian (2015) who express that the greatest impact on customer satisfaction is the type of employment status. Rani (2014) of India, propounded further that "the occupation of a person has significant impact on his buying behavior."

Table1.6 Family Size of Respondents

Size	Frequency	Percentage
Less than 4 members of the family	43	43.0%
5 members	33	33.0%
6 members	13	13.0%
8 members	8	8.0%
More than 8 Members	3	3.0%
No Answer	1	1.0%
TOTAL	100	100.0%

In terms of family size, 43% belong to the "less than four (4) members of the family and is followed closely by "5 members" having a score of 33%. The third category shows "6 members" constituting 13% or a total of 89%. As gleaned from the data shown, those who belong to the top three (3) categories will already add up to almost 90%. Though insignificantly one (1) respondent did not divulge the size of his/her family.

It can be deduced further that smaller size of household members may perhaps be easier for them to travel as compared to a family composed of 6 to 8 members. This kind of observation

is being supported by a similarly related study of Francess, (2017) of France, who concludes that "large family size has negative influence on children education in suburb."

Table 1.7:   Income of Respondents

Income Bracket	Frequency	Percentage
P5,000 - P10,000	29	29.0%
P10,001 - P20,000	23	23.0%
P20,001 - P30,000	15	15.0%
P30,001 and above	33	33.0%
TOTAL	100	100.0%

Table 1.7 shows the income of the respondents based from their individual responses. The income-bracket of "P30,001 and above," which constitutes a frequency of 33 or equivalent also to 33% got the highest number of responses, while those who belong to the income bracket of "29,001 to 30,000" shows a frequency of 15 or 15% which appears to be the lowest among the income brackets.

Such findings further explain that most of those availing themselves of the star rated hotels belong to the highest educational attainment category as compared to those in the lower level of occupation and income.

Table 1.8:   Expenditure Pattern of Respondents

Expenditure Pattern	Average Percentage	Rank
Food	34.6%	1
Accommodation	24.1%	2
Clothing	15.8%	5
Travel	18.6%	4
Education	18.7%	3
Entertainment	11.2%	6

Table 1.8 shows the respondents' "expenditure pattern" based on the six (6) categories. The data show that travel-related expenditures appeared to get the highest total of percentages when summed up together. Though the "education" category accounts only for 18.9%, however, it may also imply that the latter maybe indirectly related with tourism because traveling to distant places could perhaps be educational in nature. The food expenses exhibit the highest expenditure recorded with 34.6%, while the entertainment has the lowest expenditure with 11.2%. Based on

Hong, et. al., (2010) perspectives, they stress that "the growing importance of the hotel industry, coupled with demographic, social and economic changes, highlights the need to study consumers expenditure patterns for tourism products," in which case hotel accommodation could be considered as part thereof. The latter also examined expenditure patterns of hotel consumers, "especially on food, accommodation, transportation, and sight-seeing/entertainment expenditures," in which this study also covered though the researcher added "clothing," and "education." The results of Hong's study show that "demographic and socio-economic factors have a varying effect on each of the four expenditure categories."

Table 2. Respondents' Perceptions on Service Quality affecting Customer Satisfaction based on the Novel 4point model Service Quality Dimensions
Table 2. Respondents' Perceptions on Service Quality

STATEMENT	COMPOSITE WEIGHTED MEAN	VERBAL DESCRIPTION
A.1 PYSICALITY (Front Desk) COMPOSITE	4.53	Very Satisfied
A.2 PHYSICALITY (Food Services) COMPOSITE	4.30	Very Satisfied
A.3 PHYSICALITY (Guest Rooms) COMPOSITE	4.11	Satisfied
OVERALL COMPOSITE(PHYSICALITY)	4.31	Very Satisfied
B.1 HOSPITALITY (Front Desk) COMPOSITE	4.60	Very Satisfied
B.2 HOSPITALITY (Food Services) COMPOSITE	4.44	Very Satisfied
B.3 HOSPITALITY (Guest Rooms) COMPOSITE	4.28	Very Satisfied
OVERALL COMPOSITE (HOSPITALITY)	4.44	Very Satisfied
C. SANITARILY COMPOSITE (SANITARILY)	4.51	Very Satisfied
D. TRANQUILITY COMPOSITE (TRANQUILITY)	4.56	Very Satisfied
OVERALL WEIGHTED MEAN	4.45	Very Satisfied

Table 2. presents the respondents' perceptions on service quality of the star rated hotels. The table reveals the overall rating of their satisfaction towards the service quality in terms of physicality, hospitality, sanitation and tranquility. The finding simply implies that the three (3) departments of the hotel, as the main focused of the study, such as the front desk department, food and beverages department and the guest rooms department have been consistently observing the service quality dimension on "physicality" as tested among the star rated hotel customer-respondents who have stayed for at least two or more consecutive days therein. Furthermore, Wong et. al., (1999), who also studied about SERVQUAL, emphasize that "service quality was related to the tangible behavior and appearance of employees."

Hospitality. The lowest indicator was "the availability of laundry service for guest clothes" with a weighted mean of 4.02 (satisfied). This finding further shows that the majority of the hotels may not have provided better laundry service for guests. In support to this finding, Johanson, (2006) in his book, claims that word-of-mouth is often referred to as the most powerful form of marketing and should be treated as such," which simply suggests that star rated hotels should include in their brochures such marketing or advertising information the readily available services rendered thereby.

The "Sanitarily" and "Tranquility" service quality dimensions have the highest mean with "sanitarily" (4.52) "very satisfied" and tranquility (4.56) "very satisfied," respectively. This implies that the star-rated hotels in the Zamboanga Peninsula may have excellently delivered to their customers the appropriate practices of cleanliness, sanitation and safety. On the same vein, Barber, (2010) adds that "the customers have made decisions to select, stay or return to an establishment based upon cleanliness."

Table 3. Respondents' Perceptions on Service Quality affecting Customer Satisfaction

SERVQUAL DIMENSION:	PHYSICALITY				HOSPITALITY				SANITARILY	TRANQUILITY	WEIGHTED MEAN	VERBAL DESCRIPTION
CATEGORY	Front Desk	Food Services	Guest Rooms	Weighted Mean	Front Desk	Food Services	Guest Rooms	Weighted Mean				
1-STAR	4.84	4.11	4.18	4.38	4.41	4.24	4.17	4.27	4.21	4.36	4.31	Very Satisfied
VERBAL DESCRIPTION	Very Satisfied	Very Satisfied	Satisfied	Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied	Very Satisfied
OVERALL WEIGHTED MEAN												

Table 3 shows the respondents perceptions on the service quality dimensions with an overall weighted mean rating of 4.45 which is considered "very satisfied". The 2-star rated hotels obtained the highest overall weighted mean of 4.53 "very satisfied," and the 3-star rated hotels has a weighted mean of 4.50 The lowest weighted mean goes to the 1-star rated hotels, though still belongs to the "very satisfied" scale of measurement.

Specifically, the set of established check list of indicators which are rated "very satisfied" are: "hospitality", "sanitarily" and "tranquility". The above finding on the physicality dimension can be supported by the study of Tapan et. al., (2014), who define "tangibles' as aspects of a service that can be 'felt' without purchasing the service." They claim that "tangibles are the 'visible' aspects of the service that are employed by businesses to improve external customer satisfaction.

Therefore, customers from selected hotels disclosed, as explained by Rabo, J. (2018), of the Philippines, "that satisfied customers would likely repurchase and influence customer loyalty, thus understanding customer satisfaction can provide organizations with information to streamline their operations."

4. CONCLUSIONS

The foregoing findings have drawn the following conclusions of the study:

l. Socio-Characteristics.
About three-fourths of the customer-respondents belong to the middle-age level wherein a greater number of respondents fall within the two (2) age bracket of "30 years and below," as well as "31 years to 50 years old." Males have high preference to stay in star rated hotels. Most of the respondents have a higher education level which seems congruent with their interest to opt for quality service of star rated hotels.

The summation of respondents who have attained higher education level, accruing to a total of 86%, seems congruent with their interest to opt for quality service of star rated hotels. Smaller household size may likely travel often and prefer quality service of a star rated hotel to satisfy their human needs and wants.

Persons with high level income allocate budget to spend for travel to places and may aspire, expect or explore to stay in star rated hotels that can provide worthwhile customer satisfaction.

2. The novel 4-point model SERVQUAL dimensions have greatly influenced customer satisfaction based on the over-all ratings of hotel guests. Most guests claimed that physicality, hospitality, sanitarily and tranquility are all important dimensions.

3. Finally, the study therefore shows a positive result of having attained its objectives of high customer satisfaction rating based on the application of novel 4-point model of quality service dimensions. Thus, the saying goes, "If you build a great experience, customers tell each other about that. Word-of-mouth is very powerful." (Bezos,2018).

5. RECOMMENDATIONS

Certain recommendations have been formulated based on the foregoing findings and conclusions drawn from the study:
1. That a similar research study be conducted by any interested researchers following the same theoretical framework and the different continuously interacting independent, intervening and dependent variables that may influence customer satisfaction, vis-a-vis the novel model SERVQUAL dimensions in two (2) regions in the

Philippines, i.e., one in Luzon and another one in the Visayas;

2. That in the future research work, the other three (3) socio-economic characteristics, such as family size, occupation and expenditure pattern be further subjected to analysis to determine its significant difference or relationship with the novel model SERVQUAL dimensions towards excellent hotel service to achieve customer satisfaction;

3. That the star rated hotels should enhance their online booking thru the use of hotel's websites, tri-media advertising. Hotel management must positively respond to the common complaints of customers on room tariff rates seen in on-line booking which is usually lower as compared to the actual charges upon guest's check-in;

4. That there is still a dire need for a periodic accreditation by the government concerned agencies for star rated hotels to continually raise its quality standard by improving their hotel services following the novel model Servqual dimensions on physicality, hospitality, sanitarily and tranquility;

References

Barber, N., (2010). Enhancing the Assessment through of Tangible Service Quality through the Creation of a Measurement Scale., Managing Service Quality An International Journal, Vol. 20 Issue 1.

Bezos, J. (2018). Entrepreneur and e-commerce pioneer Jeff Bezos is the founder and CEO of the e-commerce company Amazon, owner of The Washington Post and founder of the space exploration company Blue Origin.

Colina, A. L. (2019). Mindanao's 2019 growth seen at 7.2 %. Minda News (This is OUR Mindanao). January 15, 2020 9:22 PM.

Cravens, D. (2012). Strategic marketing. Publisher: New York : McGraw-Hill Higher Education, 2012.

Department of Tourism. 2014 Survey of Tourism Establishments in the Philippines (STEP) – Economy Wide: Final Results. Republic of the Philippines. Philippine Statistics Authority. Reference Number: 2017-208. Release Date: Friday, September 1, 2017.

Department of Trade and Industry-Republic of the Philippines. - Profile of Region 9. Trabaho,Negosyo, Konsyumer. Region 9-Regionnal Profile DTI Region 9, (2009). Office 4F VHW Bldg. Veterans Ave. Zamboanga City.GOV.PH.com.

Elman, N., (1980), "Attitude of cooperators towards a community development program in a Philippine rural village." Unpublished MS. Thesis.

Francess, D. (2017). The Effects of Family Size on The Investment Of Child Education, https://www.researchgate.net/publication/325972109. Google Scholar

Gurbuz, A. (2019). An Assessment on the Effect of Education Level on the Job Satisfaction From the Tourism Sector Point of View. Article (PDF Available). Google Scholar

Hong, G.S. et. Al. (2010). Household Expenditure Patterns for Tourism Products and Services. Travel Expenditure Patterns of Elderly Households in the.Google Scholar

Kessler, S. 1996. Measuring and Managing Customer Satisfaction; Going for Gold.ASQC Quality Press, Milwaukee, Wisconsin. Google Scholar

Melkis, M. et. Al. (2014). The Influence of Marital Status and Age on the Perception of Fast Food Consumer in an Emerging Market. International Journal of Business Innovation and Research 1:33-42. Google Scholar

Mirzagoli, M. & Memarian, E. (2015). The Influence of Marital Status and Age on the Perception of Fast Food Consumer in an Emerging Market. Article (PDF Available) in International Journal of Business Innovation and Research 1:33-42. Google Scholar

Musekiwa, A. et. el. (2011). Gender effects on customer satisfaction in banking industry a case of commercial banks in Bindura, Zimbabwe. Journal of Business Economics and Management. Google Scholar

Philippine Statistics Authority. As of February 2018. Quick Stat on Region IX-ZAMBOANGA PENINSULA. Republic of the Philippines. 2014 Survey of Tourism Establishments in the Philippines (STEP) - Economy Wide: Final Results. Republic of the Philippines. Philippine Statistics Authority. Reference Number: 2017-208. Release Date: Friday, September 1, 2017.

Rabo, J. (2018) Philippines. Determinants of Customer Satisfaction in a Philippine Retail Chain. https://www.dlsu.edu.ph/wpcontent/uploads/pdf/conferences/research-congress-proceedings/2018/. DLSU Research Congress 2018. Google Scholar

Rani, P. (2014). Factors influencing consumer behavior, Institute of Law Kurukshetra, University Kurukshetra, India, (2014). International Journal Curriculum. Res. Aca. Rev.2(9):52-61. Google Scholar

Stan, V. (2015). The Relationship Between Consumer Loyalty and Its Antecedents? The Journal of Applied Business Research. Copyright by author(s); The Clute Institute Does Consumer Gender Influence France. Google Scholar

Sverko, B. & Galic, Z. (2014). The Perceived Quality of Working Life in Croatia and the European Union. Journal for General Social Issues. Google Scholar

Tapan, P. et. Al. (2014). The Role of Tangibility in Service Quality and Its Impact on External Customer Satisfaction: A Comparative Study of Hospital and Hospitality Sectors. Academic Journal Article. IUP Journal of Marketing Management. Google Scholar

Wong, Y. et. al. (1999). An expectancy theory model for hotel employee motivation. https://www.sciencedirect.com/science/article/abs/pii/S0278431907000564.