



MEETING CUSTOMER EXPECTATIONS: AN ANALYSIS OF SERVICE QUALITY AND GUEST SATISFACTION AT GQ PLAZA HOTEL

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ABSTRACT

This study aimed to assess the relationship between service quality and guest satisfaction at GQ Plaza Hotel in Kalibo, Aklan. It utilized the SERVQUAL model, focusing on five key dimensions: reliability, assurance, tangibles, empathy, and responsiveness. The research employed a descriptive-correlational method with 100 hotel guests selected through quota sampling. Data were gathered using a validated and reliable researcher-made questionnaire and analyzed through descriptive statistics such as mean and standard deviation and inferential statistics, including the Mann-Whitney U Test, Spearman's Rank-Order Correlation, and Kruskal-Wallis H Test. Findings revealed that the extent of service quality practiced by GQ Plaza Hotel was perceived by guests as "Very Highly Extensive" across all five dimensions. Similarly, the level of guest satisfaction was rated as "Extremely Satisfied," particularly in the areas of assurance and reliability. In terms of reliability, guests expressed satisfaction with the accuracy, timeliness, and consistency of services. The assurance dimension received the highest satisfaction score, which reflected the confidence and trust guests placed in the hotel staff. Statistical analyses indicated a significant relationship between the extent of service quality and the level of guest satisfaction. Differences in perception were also found across demographic variables such as age, sex, nationality, and length of stay. Based on the results, a Service Quality Sustainability Plan was proposed to further improve the hotel's operations and maintain high standards of service. The study

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emphasizes the importance of maintaining consistent service quality to foster guest satisfaction, loyalty, and business sustainability in the competitive hospitality industry.

Keywords: *service quality, customer satisfaction, GQ Plaza Hotel, SERVQUAL*

INTRODUCTION

The hospitality industry plays a pivotal role in driving economic growth, particularly in tourist destinations and urban centers. Hotels, as a central component of this industry, are tasked with delivering high-quality service to ensure customer satisfaction and foster loyalty. Service quality—which encompasses factors such as reliability, responsiveness, assurance, empathy, and tangible aspects of the hotel experience—directly influences respondents' perceptions and overall satisfaction (Parasuraman, Zeithaml, & Berry, 1988). In today's competitive market, hotels are under increasing pressure to meet and exceed customer expectations to maintain a strong reputation and sustain their business performance (Prasad, 2020).

GQ Plaza Hotel, a prominent establishment in the hospitality sector, has been recognized for its commitment to providing quality accommodations and services to its respondents. It operates in a local setting where tourism is a critical economic driver. The hotel's location makes it a preferred choice for business travelers, tourists, and event organizers. Given the increasing number of accommodations available in the area, competition among hotels has intensified, requiring establishments like GQ Plaza Hotel to consistently deliver high-quality services to stand out and attract repeat customers. Addressing service quality issues is essential for maintaining a competitive edge and fostering customer loyalty.

Related studies have shown the critical role of service quality in ensuring customer satisfaction. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which identifies five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. More recent research by Bujisic, Bilgihan, and Smith (2019)

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emphasized that service quality and respondent satisfaction are interconnected, with cleanliness, staff responsiveness, and seamless service playing critical roles in achieving customer loyalty in hotels. Research by Ali, Amin, and Cobanoglu (2016) also highlighted that factors such as staff behavior, cleanliness, and responsiveness significantly influence respondent satisfaction in hotels.

The rising customer expectations and dynamic market demands led to the conduct of the study to assess whether the hotel is meeting the standards required to achieve respondent satisfaction. While numerous studies have analyzed service quality and its impact on customer satisfaction, much of this research has focused on large, international hotel chains. There is limited research addressing medium-sized hotels operating in local environments, such as GQ Plaza Hotel, where resources and operational challenges differ significantly. The need to understand how service quality can be improved in such establishments, particularly in the context of a local, competitive environment, remains to have a significant gap in the literature. This study sought to address this gap by examining GQ Plaza Hotel's service quality and identifying specific areas for improvement to better meet customer expectations.

Common problems observed at GQ Plaza Hotel include delays in respondent requests, inconsistent customer service, and maintenance issues such as malfunctioning room amenities. These challenges have led to occasional complaints about responsiveness, cleanliness, and overall respondent experience, which have raised concerns about the hotel's ability to consistently meet customer expectations.

The recurring feedback from respondents regarding long wait times during check-in and check-out, slow response to maintenance requests, and inconsistent room cleanliness. These issues, coupled with increasing competition in the hospitality industry, emphasized the need to assess and improve the hotel's service quality. By identifying service gaps, the study aimed to provide actionable insights that can enhance customer satisfaction and operational performance at GQ Plaza Hotel.

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The researcher believed that the study was important to provide a focused assessment of service quality issues in a local hotel environment, helping to identify actionable strategies for improvement. By improving service quality, GQ Plaza Hotel can enhance customer satisfaction, strengthen its reputation, and contribute to the local economy by attracting more respondents. Furthermore, this research underscores the role of mid-sized hotels in supporting local tourism and hospitality sectors, which are vital to economic development.

Lastly, the findings of this study were viewed to contribute to the growing body of literature on service quality and respondent satisfaction while offering practical recommendations for GQ Plaza Hotel and other establishments in the industry. As respondent satisfaction becomes an increasingly important measure of success, this research underscores the importance of delivering exceptional service to thrive in a highly competitive hospitality landscape.

MATERIALS AND METHODS

Research Design

This study aimed to analyze the relationship between the extent of service quality as perceived by the respondents and their level of satisfaction at GQ Plaza Hotel, Kalibo, Aklan. This study used the survey-correlational research design.

Survey research referred to a particular type of research design where the primary method of data collection is survey. In this study design, surveys were used as a tool by researchers to gain a greater understanding about individual or group perspectives relative to a particular concept or topic of interest. A survey typically consists of a set of structured questions where each question is designed to obtain a specific piece of information (Mills, 2021).

Correlational research is a type of nonexperimental research in which the researcher measures two variables and assesses the statistical relationship (i.e., the correlation) between them with little or no effort to control extraneous variables (Price, Jhangiani, & Chiang, 2020).

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Since the study aimed to determine the extent of service quality and level of respondent satisfaction at GQ Plaza Hotel, Kalibo, Aklan, the survey-correlational research design was deemed to be appropriate for the study.

Locale of the Study

GQ Plaza is located right at the heart of Kalibo. It is the best spot to be when visiting either during Ati-Atihan season or during lean season. Located right in front of Pastrana Park beside the Kalibo Police Station, the hotel is a start-up homegrown hotel business of the famous Garcia-Quimpo family of Aklan. It has 40 rooms in total all distributed throughout the towering five-story building (Bermejo, 2019).

Recognizing the rise of budget travel in the Philippines in the past years, the GQ Plaza strikes a good balance of comfort and affordability. Rooms at GQ Hotel feature local tourist destinations in Aklan such as Bakhawan Eco Park, Hinugtan Beach, Liktinon White Rocks, and Afga Wave Rock Formation. The hotel also offers a view of the festivities of the town plaza while enjoying international and Filipino breakfast on the roof deck of hotel.

The hotel's design pays homage to the era that made commercial travel possible. Its exteriors and interiors have drawn inspiration from the industrial revolution while still evoking a sense of modernity.

Adorning the interiors of the hotel are obra maestras of National Artists Arturo Luz, Ben Cabrera, and the likes of Kenneth Cobonpue, Vito Selma, Ann Pamintuan, Schema, Benjie Reyes and other well-known furniture designers. Adding to the Filipino spirit imbibed by these nationally and globally-renowned artists are handicrafts and piña cloth from the Dela Cruz House of Piña, a vanguard of Aklanon cultural heritage, which also exports its products internationally (<http://www.gqplazahotel.com>, 2023).

Population and Sampling

The target population of this study were the guests who stayed at least one night at GQ hotel. This study used 100 respondents who were determined through quota sampling.

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Quota sampling is a non-probability sampling technique where researchers select respondents based on predefined characteristics, ensuring that the sample included specific proportions from different subgroups. The researcher divided the population into distinct strata and then selected respondents from these strata until the desired quota for each group is reached. This method is often employed when researchers need to gather a broad picture of a population or when there is no available sampling frame. However, while it allowed for targeted insights, quota sampling does not offer the same level of randomness as probability sampling, which could lead to potential bias in the results (Nikolopoulou, 2023; Mahmutovic, 2023).

Data Gathering Instrument

The data needed for the study utilized the survey questionnaire that was divided into three parts:

Demographic Profile. The first part required the respondents to provide their age, sex, nationality and length of stay.

Extent of Service Quality of GQ Plaza Hotel. A researcher-made questionnaire composed of 25 items to measure the extent of service quality practiced by GQ Plaza hotel as perceived by the respondents in terms of reliability, assurance, tangibles, empathy and responsiveness and was responded as follows:

Scale	Description
4	Strongly Agree
3	Agree
2	Disagree
1	Strongly Disagree

For the descriptive interpretation of the mean score, the scale below was used:

Mean Range	Interpretation
3.50-4.00	Very Highly Extensive

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2.50-3.49	Highly Extensive
1.50-2.49	Moderately Extensive
1.00-1.49	Slightly Extensive

The questionnaire was pilot-tested to 30 respondents who were not included as respondents of the study and the results were subjected to reliability testing. All items in the Service Quality of GQ Plaza Hotel questionnaire were reliable with Cronbach's value of .864.

Level of Satisfaction. To measure the level of satisfaction of respondents, a researcher-made questionnaire composed of 25 items was used to check on GQ hotel's services in terms of reliability, assurance, tangibles, empathy and responsiveness with 5 response options: (5) Excellent, (4) Above Average, (3) Average, (2) Below Average and (1) Poor and was interpreted according to following scale:

Mean Range	Interpretation
4.50-5.00	Extremely Satisfied
3.50-4.49	Very Satisfied
2.50-3.49	Satisfied
1.50-2.49	Slightly Satisfied
1.00-1.49	Unsatisfied

This was as well pilot-tested to 30 respondents who were not respondents of the study and the results were subjected to reliability testing. All items in the Level of Satisfaction questionnaire were highly reliable with Cronbach's value of .908.

Content Validity

To ensure the validity of the survey questionnaire, three (3) experts were consulted. The first validator holds a Master's in Business Administration from Aklan Catholic College and currently serves as a marketing consultant at Navarra Food Products, Inc. and Raquel's Piña Cloth Products. She is also a faculty member at the Faculty of Business and Management Education, Aklan Catholic College. The second validator, is also a Master of Business Administration graduate, is a nutritionist-dietitian at Asia Pacific Medical Center-Aklan. The

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third validator holds a Master's in Public Administration, providing expertise in governance and policy assessment.

The experts evaluated the questionnaire based on clarity, relevance, and representativeness. Their feedback was used to refine the instrument as needed. The overall content validity score was 4.51, indicating a high level of agreement on the questionnaire's validity. The evaluation also utilized the percentage of agreement formula to assess the level of consensus among the validators.

Reliability

To test the reliability of the research instrument, Cronbach's alpha was used. Cronbach's alpha coefficient measures the internal consistency, or reliability, of a set of survey items, indicating the extent to which they consistently measure the same characteristic. This statistic ranges from 0 to 1, with higher values signifying stronger internal consistency (Frost, 2023). In this study, the computed Cronbach's alpha was 0.907, demonstrating a high level of reliability among the survey items.

Data Gathering Procedure

Before conducting the survey, the researcher sought formal permission from the manager of GQ Plaza Hotel by submitting a written request for approval to administer the questionnaire to the hotel's respondents. Once approval was granted, the researcher coordinated with the hotel staff to assist in the distribution of the survey instruments.

Prior to the distribution, the researcher provided clear instructions and a brief orientation to the designated hotel staff on how to properly explain and administer the questionnaire. This was done to ensure that the hotel staff could accurately guide the respondents, who served as the respondents, on how to complete the survey. The researcher then handed over the questionnaires to the designated hotel staff, who facilitated the actual distribution to the participating respondents.

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After conducting the survey, the researcher gathered all the data and the collected data were arranged, reviewed, and analyzed meticulously and critically by using the proper statistical technique or treatment.

Statistical Treatment

The following statistical methods were employed using the Statistical Package for Social Sciences (SPSS) version 16 to solve the research problem:

Descriptive statistics such as frequency distribution, mean and standard deviation were used in analyzing the data. Frequency distribution was used to analyze the responses about the demographic profile of the respondents in terms of age, sex, nationality and the length of stay while the extent of service quality and the level of satisfaction of the respondents towards the service quality of GQ hotel were analyzed through mean and standard deviation.

The inferential statistics such as Mann-Whitney U Test, was used to compare the mean ranks of service quality perceptions and respondent satisfaction based on sex. Spearman's Rank-Order Correlation was used to examine the relationship between service quality dimensions and respondent satisfaction in the services by GQ Plaza Hotel. Kruskal-Wallis H Test was used to determine the significant differences in service quality perceptions based on age, nationality, and length of stay.

RESULTS AND DISCUSSION

I. Demographic Profile of the Respondents

Table 1 presents the frequency of the demographic profile of the respondents at GQ Plaza Hotel categorized based on age, sex, nationality, and length of stay.

In terms of age distribution, majority of respondents belonged to 21–30 years old category with 37 (37%), followed by 19 (19%) who were 51 years old and above. Meanwhile, respondents aged 31–40 years old make up 16 (16%) of the total population while both 20 years old and below and the 41–50 years old groups account for 14 (14%) each.

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Regarding sex distribution, most respondents who stayed at the hotel were female which was 59 (59%) compared to male respondents comprising only to 41 (41%).

In terms of nationality, a significant portion of the respondents were Filipinos, comprising 73 (73%) of the total. American/Canadian and Korean/Japanese respondents each account for 9 (9%), while Chinese respondents made up 5 (5%). The smallest group was Europeans, representing only 4 (4%) of the total.

For the length of stay, half of the respondents or 50 (50%) stayed for only one day, while 23 (23%) stayed for two days. A considerable 20 (20%) stayed between three to five days, whereas only 7 (7%) of the respondents extended their stay to six days or more.

These findings suggested that the majority of GQ Plaza Hotel's respondents were young adults, primarily female, and Filipino. Additionally, most visitors preferred short stays, indicating that the hotel may cater more to transient respondents rather than long-term visitors.

Table 1.

Distribution of Respondents by Profile Variables

<i>Profile Variables</i>	<i>f</i>	<i>%</i>
<i>Age</i>		
20 years old and below	14	14
21 – 30 years old	37	37
31 – 40 years old	16	16
41 – 50 years old	14	14
51 years old and above	19	19
<i>Sex</i>		
Male	41	41
Female	59	59
<i>Nationality</i>		
American/ Canadian	9	9
Chinese	5	5

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Filipino	73	73
European	4	4
Korean/ Japanese	9	9
<i>Length of Stay</i>		
1 day	50	50
2 days	23	23
3 – 5 days	20	20
6 days or more	7	7

n= 100

II. Extent of Service Quality Practiced by GQ Plaza Hotel as Perceived by the Respondents in terms of Reliability, Assurance, Tangibles, Empathy and Responsiveness

Table 2 presents the service quality practices of GQ Plaza Hotel as perceived by the respondents, focusing on tangibles, empathy, assurance, responsiveness, and reliability. Results reveal that all service quality dimensions were rated as "Very Highly Extensive," with tangibles garnering the highest mean score of 3.91, followed closely by empathy (M=3.84) and assurance (M=3.78). Responsiveness (M=3.70) and reliability (M=3.66) ranked fourth and fifth, respectively.

The findings imply that the hotel excelled particularly in the physical aspects of its service, such as facilities, equipment, and appearance of personnel, which are highly noticeable and appreciated by respondents. This strong emphasis on tangibles could indicate that visual and tangible elements are critical factors in shaping customer satisfaction at GQ Plaza Hotel.

The high ratings across all dimensions suggested a consistently excellent level of service, supporting the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988), which accentuated the importance of these five dimensions in determining service quality. However, the slightly lower scores in responsiveness and reliability suggested areas where GQ Plaza Hotel can still improve to further enhance the respondent experience, aligning

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with studies by Ali, Kim, and Li (2021), who emphasized that prompt service delivery and service reliability are critical factors in enhancing customer satisfaction and fostering loyalty in the hospitality sector. Overall, the findings supported the notion that exceptional service quality is multifaceted and that a hotel's success depends not only on tangible elements but also on the genuine care, assurance, and reliability perceived by respondents.

Table 2

Service Quality Practiced by GQ Plaza Hotel as Perceived by the Respondents in terms of Reliability, Assurance, Tangibles, Empathy and Responsiveness

Service Quality Practiced	\bar{x}	Rank	Verbal Interpretation
Reliability	3.66	5	Very Highly Extensive
Assurance	3.78	3	Very Highly Extensive
Tangibles	3.91	1	Very Highly Extensive
Empathy	3.84	2	Very Highly Extensive
Responsiveness	3.70	4	Very Highly Extensive
<i>1.00 – 1.49</i>	<i>1.50 – 2.49</i>	<i>2.50 – 3.49</i>	<i>3.50 – 4.00</i>
<i>Slightly Extensive</i>	<i>Moderately Extensive</i>	<i>Highly Extensive</i>	<i>Very Highly Extensive</i>

Based on the data presented in Table 3, respondents of GQ Plaza Hotel perceive the extent of service quality practiced in terms of reliability to be very highly extensive. The grand mean of 3.66 indicates that, on average, respondents hold a very favorable view of the hotel's reliability-related aspects. Among the specific indicators, the hotel's physical facilities being visually appealing received the highest rating with a mean of 3.80, suggesting that respondents are particularly impressed with the hotel's aesthetic and design. This is followed by the appearance of the hotel's equipment, which is viewed as professional and modern,

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garnering a mean score of 3.72. The hotel's environment, such as cleanliness and organization, as well as the staff's appearance in terms of uniforms and grooming, also scored high, with mean ratings of 3.65 and 3.66, respectively. Although slightly lower, the visual appeal and informativeness of the hotel's materials like brochures and signage still received a mean score of 3.48, which falls within the same "Very Highly Extensive" interpretation range. The standard deviations, ranging from 0.40 to 0.50, reflect a relatively low variability in responses, indicating a consistent perception among respondents.

These findings proposed that GQ Plaza Hotel consistently provided reliable services to its respondents. The results supported the study of Wu and Ko (2013) emphasizing that hotels with a strong reputation for reliability tend to receive higher ratings and positive respondent reviews, reinforcing the importance of consistent service quality.

Table 3

Extent of Service Quality in terms of Reliability Practiced by GQ Plaza Hotel as perceived by the Respondents

Reliability	\bar{x}	Rank	SD	Verbal Interpretation
The hotel's physical facilities are visually appealing.	3.80	1	0.40	Very Highly Extensive
The appearance of the hotel's equipment is professional and modern.	3.72	2	0.45	Very Highly Extensive
The hotel's materials (brochures, signage, etc.) are visually appealing and informative.	3.48	5	0.50	Very Highly Extensive
The hotel's environment (e.g., cleanliness, organization) is well-maintained.	3.65	4	0.48	Very Highly Extensive

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The staff appearance (uniforms, grooming) is professional and appropriate.

Grand Mean	3.66	Very Highly Extensive	
1.00 – 1.49	1.50 – 2.49	2.50 – 3.49	3.50 – 4.00
<i>Slightly Extensive</i>	<i>Moderately Extensive</i>	<i>Highly Extensive</i>	<i>Very Highly Extensive</i>

Table 4 presents the extent of service quality practiced in terms of Assurance as perceived by respondents of GQ Plaza Hotel. The data indicated a grand mean of 3.78, which falls under the category of "Very Highly Extensive," signifying that respondents perceived the hotel to consistently provide a very high assurance in its services. Among the specific indicators, the highest-rated item is "The staff makes me feel safe and secure during my service experience," which received a mean score of 3.94 and a low standard deviation of 0.24, indicating strong agreement among respondents and a highly reassuring environment. This is closely followed by "The service provider's staff is knowledgeable and skilled in their tasks," with a mean of 3.90, accenting respondents' confidence in staff competency.

Other indicators also reflected strong performance: respondents feel confident that the staff can resolve service issues (M=3.75), believe the service provider demonstrates professionalism in every interaction (M=3.74), and trust the service provider's ability to deliver services effectively (M=3.57). All items received verbal interpretations of "Very Highly Extensive," showing consistently positive perceptions. Standard deviations across items are relatively low, ranging from 0.24 to 0.50, which signifies that respondent responses are closely aligned.

These findings implied that GQ Plaza Hotel effectively upheld a high standard of professionalism, knowledgeability, and courtesy, fostering trust and satisfaction among its respondents.

Ladhari (2009) emphasized that service assurance, including staff professionalism, courtesy, and competence, significantly affects respondents' emotional satisfaction and

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loyalty. This reinforces the idea that the positive perceptions of assurance at GQ Plaza Hotel are likely to contribute to customer retention and favorable word-of-mouth.

Table 4

Extent of Service Quality in terms of Assurance Practiced by GQ Plaza Hotel as perceived by the Respondents

Assurance	\bar{x}	Rank	SD	Verbal Interpretation
The service provider’s staff is knowledgeable and skilled in their tasks.	3.90	2	0.30	Very Highly Extensive
I feel confident that the staff will resolve my service issues.	3.75	3	0.44	Very Highly Extensive
The service provider demonstrates professionalism in every interaction.	3.74	4	0.44	Very Highly Extensive
The staff makes me feel safe and secure during my service experience.	3.94	1	0.24	Very Highly Extensive
The service provider inspires trust in their ability to deliver the service.	3.57	5	0.50	Very Highly Extensive
Grand Mean	3.78			Very Highly Extensive
<i>1.00 – 1.49</i> <i>Slightly Extensive</i>	<i>1.50 – 2.49</i> <i>Moderately Extensive</i>		<i>2.50 – 3.49</i> <i>Highly Extensive</i>	<i>3.49 – 4.00</i> <i>Very Highly Extensive</i>

Table 5 illustrates the extent of service quality practiced in terms of Tangibles at GQ Plaza Hotel, as perceived by its respondents. The results reflected a grand mean of 3.91, which is interpreted as "Very Highly Extensive." This suggests that respondents perceived as

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very highly extensive with the hotel's tangible aspects, such as its physical facilities, equipment, and the appearance of staff and materials. Notably, the highest-rated item is "The hotel's physical facilities are visually appealing," which received a perfect score of 4.00 with no variation ($SD = 0.00$), indicating unanimous agreement among respondents. This is followed by "The hotel's environment (e.g., cleanliness, organization) is well-maintained" with a mean score of 3.97 and a very low standard deviation of 0.17, showing strong consistency in respondents' perceptions.

Other indicators such as the appearance of the hotel's equipment and staff appearance each received a mean score of 3.87, while the visual appeal and informativeness of materials (brochures, signage, etc.) garnered a slightly lower but still impressive mean of 3.84. All these items fall within the "Very Highly Extensive" range, demonstrating that the hotel's tangible elements are consistently well-regarded. The relatively low standard deviations across all indicators further reinforce the uniformity of respondent responses.

These results suggested that GQ Plaza Hotel maintained excellent physical facilities, ensuring a visually appealing and comfortable experience for its respondents.

The results of the study aligned with and supported the findings of Ryu and Jang (2008), as cited by Özata Şahin and Yazıcıoğlu (2025), who asserted that various tangible elements such as interior design, lighting, and the overall aesthetics of a hospitality establishment, have a significant influence on guests' perceptions and overall satisfaction. These findings underscored the vital role that the physical environment plays in shaping customer experiences, reinforcing the idea that well-designed and aesthetically pleasing spaces are essential in enhancing service quality and competitiveness within the hospitality industry.

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Table 5

Extent of Service Quality in terms of Tangibles Practiced by GQ Plaza Hotel as perceived by the Respondents

Tangibles	\bar{x}	Rank	SD	Verbal Interpretation
The hotel's physical facilities are visually appealing.	4.00	1	0.00	Very Highly Extensive
The appearance of the hotel's equipment is professional and modern.	3.87	3.5	0.34	Very Highly Extensive
The hotel's materials (brochures, signage, etc.) are visually appealing and informative.	3.84	5	0.37	Very Highly Extensive
The hotel's environment (e.g., cleanliness, organization) is well-maintained.	3.97	2	0.17	Very Highly Extensive
The staff appearance (uniforms, grooming) is professional and appropriate.	3.87	3.5	0.34	Very Highly Extensive
Grand Mean	3.91			Very Highly Extensive
<i>1.00 – 1.49</i> <i>Slightly Extensive</i>		<i>1.50-2.49</i> <i>Moderately Extensive</i>	<i>2.50 – 3.49</i> <i>Highly Extensive</i>	<i>3.49– 4.00</i> <i>Very Highly Extensive</i>

Table 6 presents the extent of service quality practiced by GQ Plaza Hotel in terms of Empathy, as perceived by its respondents. The grand mean score of 3.84 indicates a "Very Highly Extensive" level of service, highlighting that the hotel excelled in providing personalized care and attention to its respondents. Among the specific indicators, the highest-rated item is "The staff makes me feel important and valued as a customer," which achieved a perfect

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mean score of 4.00 and a standard deviation of 0.00, signifying unanimous agreement among respondents and an exceptionally strong performance in this aspect of service.

Other high-scoring indicators included "The hotel listens carefully to my concerns" (M = 3.90, SD = 0.30) and "The staff treats me with kindness and consideration" (M = 3.89, SD = 0.31), both of which suggest that respondents perceive the staff as attentive, compassionate, and respectful. Meanwhile, the indicators "The hotel understands my specific service requirements" (M = 3.74, SD = 0.44) and "The hotel adjusts their services to meet my individual preferences" (M = 3.67, SD = 0.47) also fall within the "Very Highly Extensive" range, though with slightly higher variability. This implies that while most respondents feel the hotel meets their personal needs, there may be occasional differences in how consistent this is experienced.

These findings proposed that GQ Plaza Hotel excelled in providing personalized and considerate service, ensuring that respondents were valued and attended to during their stay. This level of attentiveness likely contributed to a more memorable and satisfying guest experience, reinforcing the hotel's commitment to customer-centered service. The findings purported the study of Kandampully et al. (2015), emphasizing that respondents were more likely to develop loyalty to a business when they felt emotionally connected. An empathetic approach fosters trust and positive emotional experiences, making respondents more willing to recommend the establishment to others. As emotional bonds strengthen over time, they can lead to long-term customer retention and increased positive word-of-mouth.

Table 6

Extent of Service Quality in terms of Empathy Practiced by GQ Plaza Hotel as perceived by the Respondents

Empathy	\bar{x}	Rank	SD	Verbal Interpretation
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The staff makes me feel important and valued as a customer.	4.00	1	0.00	Very Highly Extensive
The hotel listens carefully to my concerns.	3.90	2	0.30	Very Highly Extensive
The hotel understands my specific service requirements.	3.74	4	0.44	Very Highly Extensive
The staff treats me with kindness and consideration.	3.89	3	0.31	Very Highly Extensive
The hotel adjusts their services to meet my individual preferences.	3.67	4	0.47	Very Highly Extensive
Grand Mean	3.84			Very Highly Extensive
<i>1.00 – 1.49</i>	<i>1.50 – 2.49</i>	<i>2.50 – 3.49</i>	<i>3.50 – 4.00</i>	
<i>Slightly Extensive</i>	<i>Moderately Extensive</i>	<i>Highly Extensive</i>	<i>Very Highly Extensive</i>	

Table 7 presents the extent of service quality practiced by GQ Plaza Hotel in terms of Responsiveness, as perceived by its respondents. The grand mean score of 3.70, accompanied by a verbal interpretation of "Very Highly Extensive," indicates that the hotel demonstrates a strong commitment to responding promptly and effectively to respondent needs and concerns.

Among the individual items, the highest rating was given to "The staff is quick to address my concerns or complaints" with a mean of 3.79 and a standard deviation (SD) of 0.41, suggesting that respondents consistently perceive the staff as responsive and attentive when issues arise. This was followed by "The service provider is proactive in offering help when needed" (M= 3.73, SD = 0.45) and "I receive assistance as soon as I request it" (M = 3.70, SD = 0.46), both of which reinforce the perception that the hotel takes timely action in addressing respondents' requests and anticipating their needs.

The statement "The service provider responds to my inquiries promptly" received a mean of 3.66 (SD = 0.48), while "The service provider efficiently resolves any issues that

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arise during the service” had the lowest mean score of 3.64 (SD = 0.48). Although these scores were slightly lower compared to other indicators, they still fell within the “Very Highly Extensive” range, indicating that respondents are generally very satisfied with the responsiveness of the hotel's services.

These findings highlighted that GQ Plaza Hotel was highly effective in addressing respondent concerns, providing timely assistance, and ensuring a smooth and responsive service experience. This strong performance in responsiveness contributed to overall respondent satisfaction and reinforces the hotel's reputation for excellent customer service. Prompt and efficient responses to guest needs not only enhance satisfaction but also build trust and a sense of reliability. As a result, guests are more likely to return and recommend the hotel to others, strengthening customer loyalty.

The result supported the study of Liu and Mattila (2017), which found that businesses with responsive service experience higher referral rates and increased customer engagement. Torres, Fu, and Lehto (2014) added that businesses with slow service often struggle with customer retention, leading to decreased revenue over time. These studies emphasize the critical role of responsiveness in maintaining a competitive edge in the hospitality industry. Investing in staff training and streamlined service processes can further enhance response time and overall guest satisfaction.

Table 7

Extent of Service Quality in terms of Responsiveness Practiced by GQ Plaza Hotel as perceived by the Respondents

Responsiveness	\bar{x}	Rank	SD	Verbal Interpretation
The service provider responds to my inquiries promptly.	3.66	4	0.48	Very Highly Extensive
The staff is quick to address my concerns or complaints.	3.79	1	0.41	Very Highly Extensive

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I receive assistance as soon as I request it. 3.70 3 0.46 Very Highly Extensive

The service provider is proactive in offering help when needed. 3.73 2 0.45 Very Highly Extensive

The service provider efficiently resolves any issues that arise during the service. 3.64 5 0.48 Very Highly Extensive

Grand Mean 3.70 Very Highly Extensive

1.00 – 1.49	1.50 – 2.49	2.50 – 3.49	3.50 – 4.00
<i>Slightly Extensive</i>	<i>Moderately Extensive</i>	<i>Highly Extensive</i>	<i>Very Highly Extensive</i>

III. Level of Respondents' Satisfaction of the Services Provided by GQ Plaza Hotel in Terms of Reliability, Assurance, Tangibles, Empathy and Responsiveness

Table 8 illustrates the level of respondents' satisfaction with the services provided by GQ Plaza Hotel, focusing on reliability, assurance, tangibles, empathy, and responsiveness. All service dimensions received ratings in the "Extremely Satisfied" category, with assurance ranked first (M = 4.90), followed by tangibles (M= 4.84), responsiveness (M= 4.77), empathy (M = 4.75), and reliability (M= 4.66).

These findings suggested that respondents highly value the professional competence and courteous behavior of the hotel staff, consistent with the conclusions of Alanzeh et al. (2021), who emphasized that assurance significantly strengthens customer trust and loyalty in the hospitality sector. The strong performance in tangibles also supports recent studies by Ali, Dey, and Filieri (2022), which found that the physical environment, including cleanliness, appearance, and modern facilities, greatly impacts respondents' overall satisfaction. Although reliability scored the lowest among the five dimensions, its rating remains within the "Extremely Satisfied" bracket, indicating minimal dissatisfaction but suggesting an opportunity for continuous enhancement, especially in service consistency.

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Table 8

Level of Respondents' Satisfaction of the Services Provided by GQ Plaza Hotel in Terms of Reliability, Assurance, Tangibles, Empathy and Responsiveness

Level of Respondents' Satisfaction		\bar{x}	Rank	Verbal Interpretation	
Reliability		4.66	4.5	Extremely Satisfied	
Assurance		4.90	1	Extremely Satisfied	
Responsiveness		4.77	2	Extremely Satisfied	
Empathy		4.75	3	Extremely Satisfied	
Responsiveness		4.66	4.5	Extremely Satisfied	
1.00-1.49	1.50-2.49	2.50-3.49	3.50-4.49	4.50-5.00	
Unsatisfied	Slightly Satisfied	Satisfied	Very Satisfied	Extremely Satisfied	

Table 9 presents the level of respondents' satisfaction in terms of Reliability regarding the services provided by GQ Plaza Hotel. The overall mean rating is 4.66, which falls under the "Extremely Satisfied" category, indicating that respondents have a high level of satisfaction with the hotel's reliable service performance.

Among the specific indicators, "Accuracy of service" garnered the highest rating, with a mean of 4.71 and a standard deviation of 0.46, suggesting that respondents perceive the services as precise and consistently correct. "Consistency of service delivery" follows with an identical score to the grand mean (4.66, SD = 0.48), highlighting that the hotel consistently upheld its service standards.

"Issue resolution" also scored highly at 4.65 (SD = 0.48), indicating respondents' satisfaction with how efficiently and effectively their concerns are resolved. Lastly, "Meeting deadlines" received a slightly lower, but still strong, rating of 4.62 (SD = 0.55), reinforcing that respondents are generally pleased with the hotel's punctuality in service delivery.

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These results emphasized that the hotel's strong commitment to reliability, which is a crucial factor in ensuring customer trust and satisfaction.

This affirmed that customers were more likely to return to a business they trust. Reliability ensures that promises made to customers—such as on-time service, accurate billing, and quality products—are consistently fulfilled (Parasuraman et al., 1988).

This also aligned with the study of Oliver (2014) stating that customers who received reliable service were more likely to return and recommend the business to others. Loyalty leads to repeat business and long-term profitability. Reliable service creates a sense of trust and consistency, which strengthens the emotional connection between the customer and the brand.

Table 9

Level of Respondents' Satisfaction on the Services Provided by GQ Plaza Hotel in terms of Reliability

Reliability	\bar{x}	Rank	SD	Verbal Interpretation
Accuracy of service	4.71	1	0.46	Extremely Satisfied
Consistency of service delivery	4.66	2	0.48	Extremely Satisfied
Issue resolution	4.65	3	0.48	Extremely Satisfied
Meeting deadlines	4.62	4	0.55	Extremely Satisfied
Grand Mean	4.66			Extremely Satisfied
<i>1.00-1.49</i>	<i>1.50-2.49</i>	<i>2.50-3.49</i>	<i>3.50-4.49</i>	<i>4.50-5.00</i>
<i>Unsatisfied</i>	<i>Slightly Satisfied</i>	<i>Satisfied</i>	<i>Very Satisfied</i>	<i>Extremely Satisfied</i>

Table 10 illustrates the level of respondents' satisfaction in terms of Assurance regarding the services at GQ Plaza Hotel. The grand mean is 4.90, which falls within the

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"Extremely Satisfied" range, indicating a consistently high level of respondent satisfaction in the assurance-related aspects of the hotel's service delivery.

Among the specific indicators, "Staff knowledge and competence" received the highest mean score of 4.96 with a low standard deviation of 0.20, reflecting a strong and consistent perception among respondents that the staff are skilled and knowledgeable. "Professionalism of staff" and "Security and safety" both scored 4.94 (SD = 0.24), reinforcing the impression that the hotel maintains a secure environment and demonstrates professional conduct at all times.

"Trust and confidence" earned a rating of 4.91 (SD = 0.29), suggesting that respondents generally feel assured and confident in the services provided. Lastly, "Confidence in service delivery" was rated slightly lower at 4.74 (SD = 0.44), though it still lies well within the "Very Satisfied" range, indicating a high level of trust in the hotel's ability to deliver promised services.

This suggested that the majority of respondents share a similar satisfaction of the hotel's ability to provide assurance, reinforcing its reputation for trustworthiness, professionalism, and service excellence.

The findings indicated that GQ Plaza Hotel was highly effective in ensuring respondent satisfaction through its staff's professionalism, courteous service, and ability to create a safe and comfortable environment. Maintaining a high level of assurance is essential in the hospitality industry, as it directly impacts respondent loyalty, positive word-of-mouth recommendations, and overall satisfaction.

To sustain these high satisfaction levels, the hotel should continue investing in staff training, service quality enhancement, and customer service excellence to ensure respondents consistently feel valued and secure during their stay.

This supported the study of Torres and Kline (2024) stating that well-trained employees who exhibited confidence and knowledge about hotel policies contributed to higher assurance levels and increased respondent satisfaction. Furthermore, Choi and Lee (2023) indicated that respondents who feel assured about their safety and security are more likely

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to recommend the hotel to others. Assurance builds a foundation of trust, which is essential in fostering a positive guest experience. When guests perceive staff as competent and dependable, they are more inclined to feel comfortable and confident throughout their stay, enhancing both satisfaction and loyalty.

Table 10

Level of Respondents' Satisfaction of the Services Provided by GQ Plaza Hotel in terms of Assurance

Assurance			\bar{x}	Rank	SD	Verbal Interpretation
Staff knowledge and competence			4.96	1	0.20	Extremely Satisfied
Confidence in service delivery			4.74	5	0.44	Extremely Satisfied
Professionalism of staff			4.94	2.5	0.24	Extremely Satisfied
Security and safety			4.94	2.5	0.24	Extremely Satisfied
Trust and confidence			4.91	4	0.29	Extremely Satisfied
Grand Mean			4.90			Extremely Satisfied
<i>1.00-1.49</i>			<i>1.50-2.49</i>	<i>2.50-3.49</i>	<i>3.50-4.49</i>	<i>4.50-5.00</i>
<i>Unsatisfied</i>			<i>Slightly Satisfied</i>	<i>Satisfied</i>	<i>Very Satisfied</i>	<i>Extremely Satisfied</i>

Table 11 presents the level of respondents' satisfaction in terms of Tangibles on the services of GQ Plaza Hotel. The grand mean is 4.84, which falls under the "Extremely Satisfied" range, suggesting that the respondents are highly satisfied with the physical aspects of the hotel's services.

The highest-rated item was "Facilities appearance" with a mean of 4.96 and a low standard deviation of 0.20, indicating that respondents overwhelmingly agreed on the hotel's visually appealing and well-maintained facilities. This was closely followed by "Cleanliness and

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organization” and “Staff appearance,” both rated at 4.90 (SD = 0.30), reflecting strong satisfaction with the hotel’s hygiene standards and the professional look of its personnel.

The item “Physical environment comfort” received a mean of 4.81 (SD = 0.39), which also indicated a high level of respondent satisfaction, especially regarding the comfort and atmosphere of the hotel’s environment. Lastly, “Equipment and materials” was rated slightly lower at 4.65 (SD = 0.56), but it still fell well within the “Extremely Satisfied” category.

The implication of these findings was that GQ Plaza Hotel’s strong performance in tangible aspects can contribute to greater respondent loyalty, positive feedbacks, and a competitive advantage in the hospitality industry. Since tangible elements played a crucial role in shaping a respondent’s overall experience, maintaining or further enhancing these features can reinforce customer trust and preference. Additionally, the consistently high ratings suggested that while the hotel is performing well, it should continue to innovate and seek respondent feedback to sustain excellence in its tangible services.

The results supported the study of Gunarathne (2014) which examined the correlation between service quality dimensions and customer satisfaction in Sri Lankan hotels. The study found a positive relationship between tangibles and customer satisfaction, emphasizing the role of physical aspects in enhancing respondent experiences.

Furthermore, tangibility tend to contribute to brand recognition and customer loyalty. It allows customers a concrete object to hold in their hands. This engaged the senses and made product brand more memorable. It helped to build customer loyalty because it lets the customers know that the hotels have the available products according to the level of needs, tastes and preferences. It places branded items in customers’ hands, thus create a better customer relationship (Callen, 2009; Cruz, 2015).

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Table 11

Level of Respondents' Satisfaction of the Services Provided by GQ Plaza Hotel in terms of Tangibles

Tangibles	\bar{x}	Rank	SD	Verbal Interpretation
Facilities appearance	4.96	1	0.20	Extremely Satisfied
Equipment and materials	4.65	5	0.56	Extremely Satisfied
Cleanliness and organization	4.90	2.5	0.30	Extremely Satisfied
Staff appearance	4.90	2.5	0.30	Extremely Satisfied
Physical environment comfort	4.81	4	0.39	Extremely Satisfied
Grand Mean	4.84			Extremely Satisfied
<i>1.00-1.49</i>	<i>1.50-2.49</i>	<i>2.50-3.49</i>	<i>3.50-4.49</i>	<i>4.50-5.00</i>
<i>Unsatisfied</i>	<i>Slightly Satisfied</i>	<i>Satisfied</i>	<i>Very Satisfied</i>	<i>Extremely Satisfied</i>

Table 12 presents the level of respondents' satisfaction in terms of Empathy regarding the services of GQ Plaza Hotel. The grand mean was 4.75, interpreted as "Extremely Satisfied," indicating that respondents were extremely satisfied with the personalized and caring service provided by the hotel staff.

Among the specific indicators, "Comfort and consideration" received the highest rating at 4.87 with a standard deviation of 0.34, suggesting that respondents feel genuinely cared for and comfortable during their stay. Both "Care for individual needs" and "Listening to concerns" were equally rated at 4.78 (SD = 0.42), stressing the staff's attentiveness and responsiveness to respondents' unique needs and feedback.

"Feeling valued" was also rated highly at 4.77 (SD = 0.42), indicating that respondents felt appreciated and respected as individuals. The lowest, though still strong, rating was given

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to "Personalized attention" with a mean of 4.52 (SD = 0.56), which still falls within the "Extremely Satisfied" category, suggesting slight variation in experiences but still reflecting positive perceptions.

It can be implied that GQ Plaza Hotel can maintain and further enhance this aspect through staff training, personalized service approaches, and active respondent engagement that can further strengthen the hotel's reputation and respondent loyalty.

The results aligned with the study of Carev, (2018) that in the workplace, empathy shows a deep respect and care for co-workers as opposed to just doing something by rules and regulations. An empathic leadership style motivates every personnel to feel like a team with one common direction. When this happens, productivity, morale and loyalty will increase. Empathy service dimension is a powerful tool to achieve organizational objectives.

Empathy shows the magnitude of caring and individual attention given to the customers. In hotels, customer care and individual attention is indispensable for better performance due to stiff competition. Hotel customers consider empathy as an important dimension of service quality. The employees' commitment to deliver quality and efficient services will greatly satisfy customers (Razalli & Rizal, 2018).

Also, the findings supported the study of Ali et al., (2021) that empathy have a positive relationship with customer satisfaction. Empathy comprises originally developed seven dimensions, which are communication, credibility, competence, understanding/knowning customers, courtesy, and access.

Table 12

Level of Respondents' Satisfaction of the Services Provided by GQ Plaza Hotel in terms of Empathy

Empathy	\bar{x}	Rank	SD	Verbal Interpretation
Care for individual needs	4.78	2.5	0.42	Extremely Satisfied

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Feeling valued	4.77	4	0.42	Extremely Satisfied
Listening to concerns	4.78	2.5	0.42	Extremely Satisfied
Personalized attention	4.52	5	0.56	Extremely Satisfied
Comfort and consideration	4.87	1	0.34	Extremely Satisfied
Grand Mean	4.75			Extremely Satisfied
<hr/>				
<i>1.00-1.49</i>	<i>1.50-2.49</i>	<i>2.50-3.49</i>	<i>3.50-4.49</i>	<i>4.50-5.00</i>
<i>Unsatisfied</i>	<i>Slightly Satisfied</i>	<i>Satisfied</i>	<i>Very Satisfied</i>	<i>Extremely Satisfied</i>

Table 13 illustrates the level of respondents' satisfaction in terms of Responsiveness to the services provided by GQ Plaza Hotel. The grand mean is 4.77, which falls under the category of "Extremely Satisfied," signifying that respondents generally appreciate the hotel's prompt and attentive service.

The highest-rated indicator was "Willingness to assist," with a mean score of 4.97 and a very low standard deviation of 0.17, indicating a high level of satisfaction and consistency in staff behavior. This suggested that respondents strongly feel that the staff were always ready and eager to help.

"Quick issue resolution" also received a high rating of 4.80 (SD = 0.40), reflecting the efficiency of the hotel in handling respondent concerns. "Proactive service" and "Timeliness of responses" were rated 4.75 and 4.74, respectively, both showing that respondents perceive the staff as responsive and prepared to meet their needs swiftly.

Although slightly lower, "Speed of service delivery" still earned a solid 4.57 (SD = 0.57), indicating general satisfaction, though with slightly more variation in respondent experiences.

It can be implied that GQ Plaza Hotel's high level of responsiveness significantly contributed to a positive respondent experience, reinforcing customer trust and satisfaction. Since responsiveness plays a critical role in service quality, consistently meeting or exceeding respondent expectations in this area can enhance the hotel's reputation and competitiveness in the hospitality industry. Moreover, the strong ratings suggested that respondents value the efficiency and attentiveness of the hotel's staff, which can lead to increased customer loyalty

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and recommendations. To sustain this positive perception, the hotel should continue prioritizing prompt service, proactive problem-solving, and ongoing staff development to ensure that responsiveness remains a key strength in its overall service delivery.

The findings related to the study of Kotler, (2013) asserting that if the service crew is responsive, the other person knows he is paying attention and he cares enough for what the customer is talking about. More so, customer responsiveness establishes better relationship and trust. When customer responsiveness is priority; clients increase while problems and issues decrease. Keeping customers happy is the key to ensure that your old clients will remain while gaining new clients. Ignoring customer inquiries can cause dissatisfaction and make them shift to other competitors' services.

Table 13

Level of Respondents' Satisfaction of the Services Provided by GQ Plaza Hotel in terms of Responsiveness

Responsiveness	\bar{x}	Rank	SD	Verbal Interpretation
Timeliness of responses	4.74	4	0.44	Extremely Satisfied
Quick issue resolution	4.80	2	0.40	Extremely Satisfied
Willingness to assist	4.97	1	0.17	Extremely Satisfied
Proactive service	4.75	3	0.44	Extremely Satisfied
Speed of service delivery	4.57	5	0.57	Extremely Satisfied
Grand Mean	4.77			Extremely Satisfied
<i>1.00-1.49</i>	<i>1.50-2.49</i>	<i>2.50-3.49</i>	<i>3.50-4.49</i>	<i>4.50-5.00</i>
<i>Unsatisfied</i>	<i>Slightly Satisfied</i>	<i>Satisfied</i>	<i>Very Satisfied</i>	<i>Extremely Satisfied</i>

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IV. Difference in the Extent of Service Quality Practiced by GQ Plaza as Perceived by the Respondents When Grouped According to Profile Variables

Table 14 demonstrates the difference in the extent of service quality practiced by GQ plaza as perceived by the respondents when grouped by sex. It compares male and female respondents' perceptions across five dimensions of service quality: Reliability, Assurance, Tangibles, Empathy, and Responsiveness, using the Mann-Whitney U test to determine statistical differences.

For Reliability, the mean rank for males (54.15) was higher than that for females (47.97), but the p-value (0.28) was greater than 0.05, indicating no significant difference between the two groups' perceptions. Similarly, for Assurance, the mean rank of males (51.41) was slightly higher than that of females (49.86), but the p-value (0.77) suggested no significant difference.

In terms of Tangibles, male respondents had a higher mean rank (54.83) compared to females (47.49). The p-value (0.06) was close to 0.05, indicating a marginal difference, though not statistically significant. Likewise, for Empathy, males had a mean rank of 55.82, compared to 46.81 for females, but with a p-value (0.09), which was not significant at the 0.05 level.

Finally, for Responsiveness, the mean rank for males (54.85) was higher than that for females (47.47), yet the p-value (0.18) confirmed that the difference was not statistically significant.

The results suggested that while male respondents tend to rate the hotel's service quality slightly higher than female respondents in all dimensions, the differences were not statistically significant at the 0.05 level. This implied that both male and female respondents generally perceived the hotel's service quality similarly. However, the near-significance in the Tangibles dimension suggested that the hotel may explore whether male respondents have slightly different expectations or preferences regarding the physical aspects of the service.

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Further investigation could help refine service strategies to cater to the specific needs of different respondent demographics.

The result opposed the study of Twumasi, Krüger and Amoah (2022), who found that gender influences travel preferences and satisfaction. For example, female travelers are increasingly participating in activities that were traditionally male-dominated, like nature and adventure tourism. This shift reflects a broader change in consumer behavior, as women are traveling more for both leisure and business purposes.

A study by Jiang et al. (2017) also indicated that while the efficiency dimension of service quality is equally important to both male and female customers, significant gender differences exist in the responsiveness and reliability dimensions. Additionally, the impact of customer satisfaction on loyalty was found to be stronger among female customers.

Therefore, the null hypothesis, there is no significant difference in the extent of service quality practiced by GQ Plaza Hotel as perceived by the respondents when they are grouped according to sex was hereby accepted.

According to the management, sufficient staffing ensures that respondent rooms and public areas are properly maintained. Monthly auditing and inventory are carried out to monitor amenities, and linens are regularly inspected to meet hotel standards. Linens and towels are replaced annually, ensuring they remain in excellent condition—free from damage, stains, or wear. Preventive maintenance measures are in place for air conditioners, plumbing, and electricity, with air conditioning units being checked every three months to prevent breakdowns.

Management acknowledged a challenge with the physical structure of the building, as the hotel is located in a small and noisy area. A common issue involved room classifications—specifically “double rooms with windows” versus “without windows”—which led to respondent complaints. As a solution, management updated the room descriptions in the booking system to make this distinction clear and avoid future confusion.

To address noise complaints caused by the hotel's location along a busy road, sound insulation was installed. The hotel replaced glass doors and balconies with insulated materials

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to reduce noise levels by at least 30%, especially from the lobby upwards. These efforts demonstrate the hotel's proactive approach to maintaining high-quality tangible elements despite physical limitations. Management expressed that for every problem, "a solution is always at hand."

While the quantitative data did not show a statistically significant gender difference, the management's detailed initiatives reinforce that maintaining and enhancing tangibles is a continuous priority. Their actions align with the observed pattern that male respondents may be slightly more sensitive to physical attributes, such as cleanliness, facilities, and room features—explaining the marginal difference in the Tangibles dimension. By improving transparency in room descriptions and addressing environmental factors like noise, the hotel strengthens its appeal across demographics.

Table 14

Difference in the Extent of Service Quality Practiced by GQ Plaza Hotel as perceived by the Respondents when grouped by Sex

	Reliability			Assurance			Tangibles			Empathy			Responsive ness		
	M R ¹	U	p	MR	U	p	MR	U	p	MR	U	p	MR	U	p
Sex															
Male	54.1 5	1060	0.28	51.41	1172	0.77	54.8 3	1032	0.06	55.8 2	991. 5	0.09	54.85	1031	0.1 8
Female	47.9 7			49.86			47.4 9			46.8 1			47.47		

**Significant at 0.05*

Mean Rank¹

Table 15 exhibits the extent of service quality practiced by GQ Plaza Hotel as perceived by respondents, categorized by age, nationality, and length of stay. The table evaluated five dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness.

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The mean rank (MR), chi-square (χ^2), and p-values were provided to determine if there are significant differences in respondents' perceptions across the different profile variables.

For age, respondents aged 31–40 years old had the highest mean ranks across most service dimensions, particularly in reliability (57.56), assurance (55.69), and empathy (62.03). However, the p-values for all dimensions exceeded 0.05, indicating that age did not significantly influence respondents' perceptions of service quality. This aligned with the findings of Ali et al. (2020) and Wang et al. (2019), who observed that younger travelers prioritize modern and tangible aspects of service, such as amenities and technology-driven experiences, while older respondents value reliability and consistency in service.

Regarding nationality, Korean/Japanese respondents had the highest mean rank in most dimensions, especially in reliability (73.06), assurance (71.22), and empathy (55.67), suggesting that they perceived the hotel's service quality more favorably than other nationalities. However, the p-values remained above 0.05, meaning no statistically significant differences existed in service quality perceptions across different nationalities. These results supported the findings of Kumar and Nayak (2021) and Luo et al. (2019), who underscored that Asian respondents tend to have higher expectations for personalized service and hospitality, whereas Western respondents emphasize efficiency and self-service options.

For length of stay, respondents who stayed for six days or more had the highest mean rank in reliability (66.57), while those staying for three to five days rated the hotel's tangibles (52.05) and responsiveness (60.43) more positively. Despite these variations, the p-values indicated no statistically significant differences in perceptions based on the length of stay. This pattern was consistent with Lee and Jang (2018), who found that long-term respondents value consistency and housekeeping quality. However, shorter-stay respondents rated responsiveness more critically, supporting Kang et al. (2021), who suggested that business travelers and short-term visitors prioritize quick, efficient service.

The findings indicated that while there were variations in how respondents perceived service quality based on age, nationality, and length of stay, these differences were not statistically significant. This suggested that GQ Plaza Hotel maintained a consistent level of

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service quality across different respondent demographics. However, the higher mean ranks observed in certain groups, such as Korean/Japanese respondents and those staying for six days or more, implied a stronger appreciation for the hotel's services among these segments. Although no significant differences were found, the hotel could use these insights to tailor marketing strategies and service enhancements to better meet the expectations of different respondent profiles.

Overall, the null hypothesis, there is no significant difference in the perceived extent of service quality when grouped by age, nationality and length of stay was hereby accepted.

Table 15

Extent of Service Quality Practiced by GQ Plaza Hotel as perceived by the Respondents when grouped by Age, Nationality, and Length of Stay

	Reliability			Assurance			Tangibles			Empathy			Responsive ness		
	MR	χ^2	p	MR	χ^2	p	MR	χ^2	p	MR	χ^2	p	MR	χ^2	p
Age															
20	52.	2.	0.	46.	2.	0.	45.	6.	0.	47.	7.	0.	54.	5.	0.
years	25	90	57	79	52	64	54	50	16	93	19	12	57	81	21
old															
and															
below															
21 –	44.			46.			55.			53.			43.		
30	81			18			96			81			38		
years															
old															
31 –	57.			55.			53.			62.			61.		
40	56			69			38			03			34		
years															
old															
41 –	50.			54.			45.			40.			48.		
50	64			96			54			29			18		

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years old															
	MR	χ^2	p	MR	χ^2	p	MR	χ^2	p	MR	χ^2	p	MR	χ^2	p
51 years old and above	54. 24			54. 00			44. 76			43. 76			53. 95		
<i>Nationality</i>															
Ameri can/ Canad ian	48. 94	7. 48	0. 11	43. 67	0. 49	0. 97	60. 00	8. 50	0. 07	52. 44	0. 49	0. 97	49. 44	3. 83	0. 42
Chine se	59. 80			51. 30			60. 00			51. 00			42. 00		
Filipin o	47. 08			49. 03			46. 99			49. 69			48. 86		
Europ ean	54. 00			45. 00			60. 00			48. 63			63. 63		
Korea n/ Japan ese	73. 06			71. 22			60. 00			55. 67			63. 72		
<i>Length of Stay</i>															
1 day	47. 84	2. 83	0. 41	48. 31	3. 42	0. 33	50. 84	0. 62	0. 89	53. 26	1. 42	0. 69	48. 62	3. 40	0. 33
2 days	49. 76			59. 30			47. 83			47. 57			46. 93		
3 – 5 days	52. 38			48. 38			52. 05			46. 20			60. 43		
6 days or more	66. 57			43. 29			52. 43			52. 71			47. 29		

*Significant at $p \leq 0.05$

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V. Difference in the Level of Respondents' Satisfaction of The Services Provided by GQ Plaza Hotel When They Are Grouped According to Profile Variables

Table 16 presents the level of respondent satisfaction with the services of GQ Plaza Hotel when grouped by sex. The results indicated that female respondents reported slightly higher satisfaction levels across all service dimensions compared to male respondents. In terms of Reliability, the mean rank (MR) for males was 49.91, while females had a slightly higher mean rank of 50.91. The Mann-Whitney U test resulted in $U = 1185.5$, $p = 0.85$, indicating no statistically significant difference between the two groups.

For Assurance, male respondents had a mean score of 49.39, while female respondents rated it at 51.27. The test results ($U = 1164$, $p = 0.68$) suggest that both groups perceived this dimension similarly. Similarly, in the Tangibles category, male respondents reported a mean score of 50.60, while female respondents had 50.43. The U test ($U = 1205.5$, $p = 0.97$) confirmed no significant difference.

Regarding Empathy, male respondents had a mean score of 51.38, while female respondents reported a slightly lower 49.89. The statistical test ($U = 1173.5$, $p = 0.78$) again indicated no significant variation. Lastly, for Responsiveness, males had a mean score of 52.93, while females had 48.81, with $U = 1110$, $p = 0.45$, confirming no significant difference.

The findings suggested that GQ Plaza Hotel delivers a consistent level of service quality regardless of the respondent's sex. The absence of statistically significant differences across all dimensions implies that both male and female respondents experience comparable levels of satisfaction. While females slightly rated the hotel's services higher in some areas, the differences were not substantial enough to indicate a distinct preference. This suggested that the hotel's service strategies effectively cater to a diverse clientele.

Thus, GQ Plaza Hotel can continue focusing on maintaining high service quality standards without the need for gender-specific adjustments. However, the slight variations in mean scores suggested an opportunity for further exploration of respondent preferences. The hotel can enhance personalization efforts by conducting feedback-driven improvements to

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elevate respondent experiences for all visitors, ultimately fostering loyalty and repeat patronage.

Although no significant difference was seen on respondent level satisfaction based on sex, still, it supported the study of Stavrianea et al. (2020) that female respondents place greater importance on hotel room attributes, cleanliness, and value for money compared to male respondents, who tend to focus more on functional aspects such as room size and technology. Sukiman and Sari (2021) also stressed that female respondents place a higher value on personalized attention and emotional connections with service providers, which significantly impacts their loyalty. In contrast, male respondents were more likely to base their loyalty on fairness, problem resolution, and efficiency.

Since none of the p values meet the threshold for statistical significance ($p \leq 0.05$), the null hypothesis, there is no significant difference in the level of respondents' satisfaction of the services provided by GQ Plaza Hotel when they are grouped according to sex was hereby accepted.

Table 16

Difference in the Level of Respondents' Satisfaction on the Services of GQ Plaza Hotel when grouped by Sex

	Reliability			Assurance			Tangibles			Empathy			Responsiveness		
	M	U	p	MR	U	p	MR	U	p	MR	U	p	MR	U	p
Sex															
Male	49.9	1185.	0.8	49.3	116	0.6	50.6	1205.	0.9	51.3	1173.	0.7	52.93	1110	0.45
	1	5	5	9	4	8	0	5	7	8	5	8			
Female	50.9			51.2			50.4			49.8			48.81		
	1			7			3			9					

**Significant at $p \leq 0.05$*

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Table 17 reveals variations in respondent satisfaction with hotel services when grouped by age, nationality, and length of stay. Across all service dimensions—Reliability, Assurance, Tangibles, Empathy, and Responsiveness, only Assurance in the area of nationality recorded a significant difference.

The data revealed that respondents aged 51 years old and above showed the highest levels of satisfaction in all five service dimensions, such as reliability (MR = 58.6), assurance (MR = 51.4), tangibles (MR = 51.6), empathy (MR = 53.3), and responsiveness (MR = 56.5). In contrast, respondents aged 21 to 30 years old provided the lowest ratings in most dimensions, including reliability (MR = 43.8) and responsiveness (MR = 42.9). However, despite the observed differences in mean ratings across age groups, the results of the chi-square tests yielded p-values greater than 0.05 for all service dimensions. This indicated that the differences are not statistically significant. Therefore, the null hypothesis stating that there is no significant difference in the level of respondent satisfaction when grouped according to age is accepted.

These results opposed the study focusing on hotels in the Mountain Province, Philippines, Cue et al. (2023) found that age significantly affects respondent satisfaction levels. However, the current study's findings differ, indicating no significant impact of age on satisfaction. This discrepancy suggests that the influence of age on satisfaction may vary based on location, hotel type, or other contextual factors.

When grouped according to nationality, the results indicate notable variations in satisfaction levels. Korean/Japanese respondents reported the highest satisfaction scores in nearly all dimensions, including empathy (MR = 70.7), responsiveness (MR = 66.7), and assurance (MR = 66.5). American respondents also showed relatively high ratings, such as empathy (MR = 63.2) and reliability (MR = 57.4). On the other hand, Filipino respondents reported lower satisfaction scores, including reliability (MR = 47.1) and responsiveness (MR = 47.1). Among the five service dimensions, only the assurance dimension showed a statistically significant difference, with a p-value of 0.03, which is less than the 0.05 level of significance. This means that nationality has a significant effect on respondent satisfaction in

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terms of assurance. As a result, the null hypothesis for the assurance dimension based on nationality is rejected, while for the remaining dimensions—reliability, tangibles, empathy, and responsiveness—the null hypothesis is accepted.

The results support study of Amador and Estember (2021) who analyzed hotel reviews and found that respondent perceptions of service quality vary significantly based on nationality. This aligns with the current study's finding that nationality influences satisfaction, especially in the assurance dimension.

In terms of length of stay, respondents who stayed for two days gave slightly higher ratings than those who stayed for one day. For instance, respondents with a two-day stay gave ratings such as tangibles (MR = 51.4) and responsiveness (MR = 49.6), while those with a one-day stay reported tangibles (MR = 52.9) and responsiveness (MR = 50.1). Despite these differences in mean ratings, all p-values were greater than 0.05, indicating that the variations are not statistically significant. Therefore, the null hypothesis stating that there is no significant difference in the level of respondent satisfaction when grouped according to length of stay is accepted for all service dimensions.

The result support the study of Kim and Han (2023) who noted that longer stays might lead to increased exposure to service inconsistencies, affecting overall satisfaction.

In summary, of the three variables examined—age, nationality, and length of stay—only nationality showed a statistically significant effect, and only in the assurance dimension. This suggests that respondents from different nationalities have varied perceptions of how confident, knowledgeable, and courteous the staff are, and how safe they feel during their stay. Age and length of stay, on the other hand, did not significantly influence the level of respondent satisfaction across any of the service dimensions.

The findings of this study suggest that among the demographic variables analyzed, nationality plays a significant role in shaping respondent satisfaction, particularly in the dimension of assurance. This implies that cultural background and expectations may influence how respondents perceive the competence, courtesy, and credibility of hotel staff. Hotels such as GQ Plaza must, therefore, prioritize cultural sensitivity and staff training to ensure that

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service delivery meets the diverse expectations of international respondents, particularly in aspects that convey professionalism and trustworthiness. Tailoring communication styles and service approaches to suit different cultural norms can significantly enhance guest comfort and satisfaction. Moreover, multilingual support and culturally appropriate amenities can further elevate the guest experience for international visitors.

On the other hand, age and length of stay did not yield statistically significant differences in respondent satisfaction. This suggests that the hotel's service quality is perceived consistently across age brackets and regardless of whether the respondent stayed for a short or slightly longer period. It implies a certain level of consistency in service delivery, which is a positive reflection of the hotel's operational standards. However, the relatively lower satisfaction scores among younger age groups may indicate evolving preferences or expectations among millennial and Gen Z travelers, which the hotel could address through personalized services or technology-driven solutions.

Table 17

Difference in the Level of Respondents' Satisfaction of the Services Provided by GQ Plaza Hotel when they are grouped by Age, Nationality, and Length of Stay

	Reliability			Assurance			Tangibles			Empathy			Responsiveness		
	M R	χ^2	p	M R	χ^2	p	M R	χ^2	p	M R	χ^2	p	M R	χ^2	p
Age															
20 years old and below	47.1	5.1	0.2	50.4	0.56	0.96	49.7	0.2	0.9	52.4	3.6	0.4	54.18	4.75	0.31
	1	4	7	3			5	0	9	3	8	5			
21 – 30 years old	43.8			49.0			51.2			44.0			42.95		
	9			0			8			0					
31 – 40 years old	55.3			54.0			48.3			56.7			53.78		
	4			3			4			5					

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41 – 50 years old	54.8			49.2			50.1			54.7			54.86		
	2			5			4			5					
51 years old and above	58.6			51.4			51.6			53.3			56.53		
	1			2			1			4					
<i>Nationality</i>															
America n/	57.4	1.1	0.8	50.0	10.5	0.03	56.0	6.1	0.1	63.2	4.9	0.2	53.44	5.69	0.22
Canada n	4	1	9	6	4	*	6	5	8	2	7	9			
Chinese	56.5			54.9			45.7			54.2			54.30		
	0			0			0			0					
Filipino	47.1			48.6			50.3			45.5			47.12		
	2			4			8			3					
European	48.5			44.0			56.1			62.3			64.13		
	0			0			3			8					
Korean/	68.5			66.5			46.1			70.7			66.78		
Japanese	0			0			1			2					
<i>Length of Stay</i>															
1 day	49.8	0.4	0.9	51.7	0.97	0.80	52.9	1.9	0.5	50.9	0.3	0.9	50.13	0.10	0.99
	7	9	2	6			4	8	7	2	1	5			
2 days	49.0			48.5			51.4			47.9			49.67		
	0			7			6			8					
3 – 5 days	51.7			52.0			46.5			52.4			51.98		
	0			3			8			0					
6 days or more	56.5			43.5			41.1			50.3			51.64		
	0			0			4			6					

**Significant at 0.05*

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***** **VI. Relationship Between the Extent of Service Quality Practiced by GQ Plaza Hotel as Perceived by the Respondents and Their Level of Satisfaction**

Table 18 portrays the correlation between the extent of service quality practiced by GQ Plaza Hotel and respondents' level of satisfaction across five service quality dimensions. The results indicated that Reliability ($r = 0.678$, $p = 0.000$) and Responsiveness ($r = 0.556$, $p = 0.000$) exhibit a moderate positive correlation with respondent satisfaction, suggesting that respondents value consistent and dependable service, as well as prompt responses from hotel staff. Assurance ($r = 0.446$, $p = 0.000$) and Tangibles ($r = 0.320$, $p = 0.001$) have a weak positive correlation with satisfaction, implying that while these factors contribute to respondent satisfaction, they were not as influential as reliability and responsiveness. Lastly, Empathy ($r = 0.197$, $p = 0.049$) showed a very weak correlation, indicating that personalized attention and care from hotel staff have minimal impact on respondent satisfaction in this setting.

These findings aligned with the study of Ali et al. (2022), which emphasized that Reliability and Responsiveness are critical drivers of customer satisfaction in the hospitality industry. Their research found that respondents highly value consistent service and quick responses to their needs, which significantly influence their overall perception of service quality. Similarly, Kumar and Kim (2023) identified Reliability as the most important determinant of respondent satisfaction, highlighting that customers expected hotels to deliver services as promised, such as clean rooms, accurate reservations, and timely assistance.

However, the weak correlation of Empathy contradicted the findings of Han and Lee (2021), who argued that personalized service and emotional connection between staff and respondents lead to higher satisfaction levels. Their study suggested that empathy played a significant role in luxury and boutique hotels, where personalized interactions are expected. The weaker correlation in this study may indicate that GQ Plaza Hotel operates more on standardized service protocols rather than personalized respondent experiences.

Consequently, GQ Plaza Hotel should focus on enhancing its Reliability and Responsiveness to improve respondent satisfaction further. The weaker impact of Tangibles,

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Assurance, and Empathy implied that while these factors contributed to the overall experience, they were not the primary determinants of respondent satisfaction. Future research could explore whether respondent demographics, stay duration, or travel purpose influence the perceived importance of these service quality dimensions. These variables might help explain why certain dimensions, such as Reliability and Responsiveness, had a more prominent effect on satisfaction levels. By understanding these patterns, hotel management can develop more targeted strategies to meet guest expectations and improve service delivery.

Given the significant levels obtained, the null hypothesis stating that “there is no significant relationship between the extent of service quality practiced by GQ Plaza Hotel and the respondents’ level of satisfaction” was hereby rejected. This means that the study found a statistically significant relationship between how well service quality was practiced at the hotel and how satisfied respondents were. The findings highlight the importance of consistent service execution in meeting or exceeding guest expectations. This also provides valuable insights for hotel managers aiming to strengthen customer loyalty through improved service quality.

Table 18

Relationship Between the Extent of Service Quality Practiced by GQ Plaza Hotel as perceived by Respondents and their Level of Satisfaction

	Spearman Correlation Coefficient	<i>p</i>	Strength of Correlation
Reliability	0.678	0.000*	Moderate
Assurance	0.446	0.000*	Weak
Tangibles	0.320	0.001*	Weak
Empathy	0.197	0.049*	Very Weak
Responsiveness	0.556	0.000*	Moderate

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Conclusion

Based on the findings of the study, the following conclusions were drawn:

The study revealed that majority of the respondents were aged 21-30 years old, female, Filipino, and stayed at GQ Plaza Hotel for only one day. This means that the hotel primarily attracts young adult Filipino respondents, many of whom are likely short-term travelers. Therefore, the hotel should ensure its services are designed to meet the preferences and convenience of short-stay, local respondents, while also considering strategies to attract and retain international and longer-staying customers.

The extent of service quality practiced by GQ Plaza Hotel was rated as "Very Highly Extensive" across all dimensions: reliability, assurance, tangibles, empathy, and responsiveness. This means that respondents strongly believe that the hotel is delivering consistent, professional, and high-standard services. The hotel must continue maintaining these high standards and ensure staff are continuously trained to uphold these practices, especially in areas that directly influence first impressions such as tangibles and responsiveness.

Respondents' satisfaction with the services provided was rated "Extremely Satisfied" in all five service quality dimensions, with the highest ratings in assurance and tangibles. This means that respondents are highly pleased with both the professionalism of the staff and the physical appeal of the hotel. Thus, the hotel should continue reinforcing these strengths and explore ways to further enhance respondent engagement and satisfaction in other dimensions such as empathy and personalized service.

There were no significant differences in the perceived extent of service quality when respondents were grouped by sex, age, nationality, or length of stay. This means that all respondent groups, regardless of demographic background, consistently perceive the hotel's service quality to be of a high standard. Therefore, this uniformity is a strength the hotel can build on to develop universal service protocols that cater equally to a diverse market.

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There was no significant difference in respondents' satisfaction across most profile variables, except for nationality in the assurance dimension. Korean/Japanese respondents reported significantly higher satisfaction in this area. This means that while most respondents experience similar satisfaction levels, perceptions of assurance can vary depending on cultural background. Therefore, the hotel may need to consider enhancing culturally adaptive service practices—such as language use, etiquette, or personalized reassurance—to better meet the expectations of international respondents.

A significant relationship was found between the extent of service quality and the level of respondent satisfaction, with reliability and responsiveness showing the strongest correlations. This means that respondents' satisfaction was closely linked to how dependable and responsive the services are. Therefore, GQ Plaza Hotel should prioritize maintaining and improving these two service dimensions, as doing so would likely result in higher respondent satisfaction and potentially increased customer loyalty and positive reviews.

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