

Impact of Housekeeping Services to Guests in Hotel Accommodation, Tri-Cities in Cebu, Philippines

Grace L. Lawas, Grayfield T. Bajao

University of Cebu- Main Campus, Cebu City, Philippines

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ABSTRACT

Housekeeping services are a critical component of the hospitality industry, especially in deluxe-class hotels, where guest expectations are exceptionally high. These services directly influence the quality of a guest's stay, affecting both their overall experience and satisfaction. In a luxury hotel setting, cleanliness, comfort, and attention to detail are paramount, and housekeeping plays a pivotal role in maintaining these standards. The efficiency, professionalism, and consistency of housekeeping services can significantly impact a guest's perception of the hotel and contribute to their overall satisfaction. This is particularly important in deluxe-class hotels, where the competition for high-end clientele is fierce, and guest satisfaction is a key factor in ensuring repeat visits and positive reviews.

This study utilized the descriptive-correlational method of research using a researcher-made survey checklist questionnaire, which includes the demographic profile of the respondents in terms of age, gender, civil status, nationality, and purpose of stay; and the impact of the housekeeping services to guest in a hotel accommodation in terms of cleanliness, room presentation, timeliness of the service, and staff professionalism.

This study utilized a random sampling of ten (10) respondents per selected six (6) hotels in Cebu, and a total of fifty (50) respondents who will take part in this study. A researcher-made survey questionnaire will be used to administer the conduct and distribution as a means to gather the facts and information of this study the instrument tool is composed of three (3) parts; the first part is the profile of the respondents where the respondents utilized the checklist questionnaires and the second part is the impact of the housekeeping services on the guest satisfaction as rated by the respondents where utilized also the checklist questionnaire in accordance to the rating scales and categorical responses of 4-High Impact, 3-Moderate Impact, 2-Less Impact, and 1-No Impact, and the third part is the problems encountered by the respondents were also rated by them. The statistical tools that will be used in this study are frequency count and percent, weighted mean and ranking, along with inferential statistics including Chi-Square, Analysis of Variance, or t-test to comprehensively test the hypotheses and significant differences of the variables of the study. The findings of the study will serve as the basis for a proposed action plan.

Keywords: housekeeping services, guest satisfaction, luxury hotel, service quality, hotel cleanliness, guest experience, action plan

INTRODUCTION

Rationale

The hospitality industry is one of the most dynamic sectors, where guest satisfaction is paramount to the success of any hotel, especially in a competitive market like Cebu. Deluxe-class hotels, which cater to high-end clients, are expected to deliver exceptional service, and housekeeping services play a critical role in achieving this goal. Housekeeping is not just about cleanliness; it encompasses attention to detail, room presentation, and overall comfort, all of which directly influence a guest's experience and satisfaction. In a deluxe-class hotel, where guest expectations are exceptionally high, these services can significantly shape the perception of the hotel and impact customer loyalty.

The importance of housekeeping services in the hospitality industry cannot be overstated, as they are often the first point of contact with guests upon entering their rooms. The quality of these services can influence a guest's overall opinion of the hotel, from the cleanliness of the rooms to the professionalism and responsiveness of the staff. Understanding how housekeeping services impact guest satisfaction is, therefore, crucial for maintaining a high level of service quality and ensuring repeat business in the competitive hotel market of Cebu.

The researcher's interest in this study is rooted in both her extensive industry experience and her role as an instructor in hospitality management. Having worked in the hospitality sector, she has witnessed firsthand how vital housekeeping is in ensuring a positive guest experience. Moreover, as an educator, she has interacted with future professionals in the industry, emphasizing the importance of operational excellence and customer-centric service. This dual perspective has driven the researcher's curiosity to explore the correlation between housekeeping services and guest satisfaction, with a specific focus on deluxe-class hotel accommodations in Cebu. Through this research, the researcher aims to contribute valuable insights that can enhance the quality of housekeeping services and improve overall guest satisfaction in the hospitality sector.

Theoretical Background

This study is anchored on the SERVQUAL model developed by Parasuraman et al (1985); and supported by the Expectation-Confirmation Theory by Richard L. Oliver (1980), and the Expectancy Theory by Vroom (1964).

The SERVQUAL Theory by Parasuraman, Zeithaml et al (1985) is a widely used framework for measuring service quality across various industries, including hospitality. This theory is based on the premise that service quality is determined by the gap between customer expectations and their perceptions of the actual service received. SERVQUAL identifies five key dimensions that contribute to the overall perception of service quality: tangibles, reliability, responsiveness, assurance, and empathy. In the context of housekeeping services in deluxe-class hotels, tangibles refer to the physical appearance of rooms, linens, and amenities, directly impacting the cleanliness and presentation of the hotel. Reliability emphasizes the consistency and dependability of the housekeeping service, such as ensuring that rooms are cleaned to standard and on time. Responsiveness involves the willingness of the housekeeping staff to address guests' needs promptly, such as fulfilling requests for extra towels or addressing maintenance issues. Assurance reflects the professionalism, courtesy, and competence of the staff, ensuring that guests feel confident in the cleanliness and safety of their environment. Finally, empathy speaks to the staff's ability to understand and accommodate the individual needs and preferences of the guests, such as providing personalized services like adjusting room temperature or pillow preferences.

In the hospitality industry, particularly in deluxe-class hotels, understanding service quality gaps is crucial to meeting high guest expectations. By applying the SERVQUAL model, hotel management can identify discrepancies between what guests expect from housekeeping services and what they experience. For example, if guests expect a clean room upon arrival but find issues with cleanliness or timeliness, this reveals a gap in reliability and responsiveness that needs to be addressed. Additionally, SERVQUAL can help pinpoint areas of strength, such as excellent staff professionalism (ensuring assurance) or a personalized approach to guest needs (boosting empathy), which directly contribute to enhancing guest satisfaction. Using surveys that assess both expectations and perceptions on the five service quality dimensions, hotels can gain valuable feedback that guides improvements in housekeeping services. While SERVQUAL offers a comprehensive framework for evaluating service quality, it does have limitations. For instance, it assumes that guest expectations are static when in reality, expectations may vary depending on the situation or the individual. Furthermore, SERVQUAL is primarily based on guest perceptions, which can be influenced by factors beyond the service itself, such as personal mood or external circumstances. Despite these limitations, SERVQUAL remains an essential tool for assessing the impact of housekeeping services on guest satisfaction, providing valuable insights that enable hotel management to enhance service quality, build customer loyalty, and improve the overall guest experience.

The SERVQUAL Theory has several key implications for this study on the impact of housekeeping services on guest satisfaction in a deluxe-class hotel in Cebu. By applying the SERVQUAL framework, this study can help identify and measure the service quality gaps between guest expectations and their perceptions of housekeeping services. The five dimensions of SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy, are directly relevant in evaluating how housekeeping services influence overall guest satisfaction. For example,

the study can reveal how well housekeeping meets guests' expectations in terms of room cleanliness (tangibles), timeliness and consistency in service (reliability), staff responsiveness to requests (responsiveness), professionalism and courtesy of staff (assurance), and the ability to understand individual guest needs (empathy). These insights can then guide hotel management in focusing on the areas that need improvement, leading to better guest experiences and satisfaction.

This model also emphasizes the importance of consistent service quality, which is crucial in the highly competitive luxury hotel market. By addressing service quality gaps, the hotel can increase guest loyalty, reduce complaints, and improve overall operational performance. Therefore, the application of this model in this study provides a structured approach to improving housekeeping services and ultimately enhancing guest satisfaction in a deluxe-class hotel.

The Expectation-Confirmation Theory by Oliver (1980) is a well-established framework in consumer behavior that explores how customer satisfaction is influenced by the confirmation or disconfirmation of their expectations. According to the theory, satisfaction is not solely based on the service received, but rather on whether the service meets, exceeds, or falls short of a customer's pre-service expectations. If the actual service matches or surpasses what a guest anticipated, they experience positive confirmation, which leads to greater satisfaction. However, if the service fails to meet expectations, this leads to negative disconfirmation, resulting in dissatisfaction.

In the context of housekeeping services in a deluxe-class hotel, the theory highlights how guests' expectations play a crucial role in determining their satisfaction with the services provided. For instance, if a guest arrives at a luxury hotel expecting a high level of cleanliness, fast service, and well-maintained amenities, their satisfaction will depend on how well the housekeeping staff meets these expectations. If the room is cleaned promptly, the bed is neatly arranged, and the bathroom is spotless, the guest's expectations are confirmed, leading to positive satisfaction. However, if there are delays in cleaning, the room lacks attention to detail, or the amenities are not up to standard, the guest may experience negative disconfirmation, leading to dissatisfaction. Expectation-Confirmation Theory also suggests that post-purchase evaluation, or the assessment of service quality after consumption, plays a key role in shaping future behavior. For example, guests who are satisfied with the housekeeping services are more likely to return to the hotel and recommend it to others. On the other hand, guests who feel their expectations were not met may leave negative reviews and choose not to return. This theory emphasizes the dynamic relationship between guest expectations and service performance, stressing the importance for hotels, particularly deluxe-class accommodations, to not only meet but aim to exceed guest expectations to foster positive guest experiences, repeat visits, and strong brand loyalty.

In this study, the implications of applying the Expectation-Confirmation Theory help to understand the relationship between guest expectations of housekeeping services and their satisfaction with the overall hotel experience. By examining how well housekeeping services align with guest expectations, hotel management can pinpoint areas for improvement to enhance service delivery and improve guest retention and satisfaction.

The Expectancy Theory by Vroom (1964) is a motivational theory that explains how individuals make decisions to achieve desired outcomes. At its core, the theory suggests that motivation is the result of a rational calculation where individuals evaluate the likelihood that their effort will lead to performance (expectancy), that this performance will lead to certain outcomes (instrumentality), and that these outcomes are valuable or desirable to them (valence). According to Vroom, for a person to be highly motivated, all three components must be strong, meaning the individual must believe that their effort will result in good performance, that this performance will lead to meaningful rewards, and that these rewards are personally valued.

The strength of Expectancy Theory lies in its focus on individual perceptions. It recognizes that different people are motivated by different things and that their decisions depend on their beliefs about what is likely to happen as a result of their actions. For example, an employee may choose to put extra effort into a task if they believe their performance will be recognized and rewarded, perhaps with a promotion or bonus. However, if the same employee feels that no amount of effort will change the outcome, or if the reward is not personally valuable, their motivation will likely diminish. This emphasis on individual expectations makes the theory particularly

useful for managers who aim to align organizational rewards with employees' personal goals and perceived fairness.

In practice, Expectancy Theory encourages leaders to create environments where employees clearly understand the link between effort, performance, and outcomes. It also highlights the importance of fairness, transparency, and consistent reinforcement in motivating behavior. For organizations, this means setting clear goals, providing the necessary resources and support for performance, and designing reward systems that reflect employees' values and expectations. By addressing each component of the theory, employers can enhance employee motivation, increase job satisfaction, and ultimately improve organizational performance.

This theory provides a comprehensive lens through which to understand the impact of housekeeping services on guest satisfaction in hotel accommodations. This highlights how guests form expectations based on the belief that clean and well-maintained rooms will contribute to a positive overall stay, influencing their decision to choose and remain loyal to a hotel. This further emphasizes how satisfaction is achieved when the actual quality of housekeeping meets or exceeds those initial expectations. When housekeeping services consistently deliver high standards, guests' expectations are confirmed or surpassed, leading to higher satisfaction levels and positive evaluations. The theories underscore the critical role of service quality, particularly in housekeeping, as a determinant of guest perceptions, satisfaction, and future behavior in the hospitality industry.

Cleanliness is consistently identified as a fundamental factor influencing guest satisfaction in the hospitality industry. According to Suwitho and Darma (2022), cleanliness quality significantly affects guest satisfaction, particularly in budget to mid-range hotels, where well-maintained and hygienic rooms can create a strong positive impression. Their study of PrimeBiz Hotel Kuta Bali revealed that guests heavily weigh the cleanliness of the room when evaluating their overall hotel experience. This finding aligns with the view that housekeeping quality serves as a primary touchpoint in shaping guest perceptions.

Similarly, Parveen and Tripathi (2023) emphasized that effective housekeeping practices, such as punctuality, room hygiene, and the attentiveness of housekeeping staff, directly contribute to service quality and guest satisfaction. Their research in five-star hotels further established that guest satisfaction acts as a mediator between housekeeping services and perceived service quality, reinforcing the notion that cleanliness is not merely an operational concern but a strategic one in guest retention and brand reputation.

However, maintaining high cleanliness standards is often challenged by operational limitations. Ndegwa (2022) reported that in star-rated hotels in Nairobi, key barriers to effective housekeeping include inadequate staffing, lack of modern cleaning equipment, and limited management support. These challenges can compromise cleanliness and, subsequently, the quality of the guest experience. Therefore, consistent investment in housekeeping resources and staff training is essential for hotels aiming to uphold guest expectations and ensure satisfaction.

Room presentation plays a vital role in shaping guests' first impressions and overall satisfaction during their stay in a hotel. It encompasses the visual and sensory elements of the room, including cleanliness, organization, layout, scent, lighting, and the aesthetic appeal of furnishings. A well-presented room communicates professionalism, care, and attention to detail, all of which are essential in the hospitality industry. According to Lockyer (2005), guests often equate room presentation with service quality, and even minor imperfections, such as wrinkled linens, cluttered arrangements, or poor lighting, can negatively affect their perception of the entire establishment. Ali, Amin, and Cobanoglu (2016) found that the visual appeal of a hotel room, particularly its cleanliness, comfort, and interior design, significantly enhances the emotional response of guests, leading to higher satisfaction ratings. Guests are more likely to feel relaxed, valued, and comfortable in environments that are visually pleasing and meticulously maintained. This, in turn, fosters trust in the brand and contributes to positive word-of-mouth and repeat bookings.

Moreover, room presentation reflects a hotel's commitment to quality and guest experience. It serves not only functional purposes but also emotional ones, creating a sense of welcome and luxury. In highly competitive markets, hotels that prioritize room aesthetics and maintenance often gain a competitive edge. As Han and Ryu (2009) point out, service environments, especially physical surroundings, are key elements in influencing

customer behaviors and perceptions in the hospitality sector. Therefore, consistent attention to room presentation is a strategic necessity for hotels seeking to enhance guest satisfaction and loyalty.

Timeliness of service is a critical dimension of service quality in the hotel industry, directly influencing guest satisfaction and perceived value. Prompt service delivery, whether in housekeeping, front desk assistance, room service, or maintenance, demonstrates efficiency, professionalism, and respect for guests' time. According to Parasuraman, Zeithaml, and Berry (1988), responsiveness, which includes timeliness, is one of the five core dimensions of service quality in the SERVQUAL model. Delays or slow response times can lead to frustration and negatively affect the overall guest experience, even if the service outcome is satisfactory. For instance, a well-cleaned room delivered late or after repeated follow-ups may still leave guests feeling dissatisfied or undervalued.

Studies have consistently shown that hotels that provide timely services tend to receive higher satisfaction ratings. Wang, Lu, and Chen (2008) found that guests strongly associate timely housekeeping and quick front-desk responses with professionalism and operational excellence. This is especially important in high-end and business-class hotels, where guests often operate on tight schedules and have higher service expectations. On the other hand, delays in delivering extra towels, fixing room issues, or responding to service requests can significantly diminish a hotel's reputation and affect guest loyalty.

Timeliness not only improves operational efficiency but also enhances the emotional comfort of guests, contributing to a seamless and enjoyable stay. To achieve high standards in timeliness, hotels must ensure sufficient staffing, effective communication systems, and a well-coordinated service protocol. Ultimately, prioritizing prompt and efficient service delivery is a strategic move that supports guest retention, positive reviews, and long-term business success.

Staff professionalism is a crucial factor in delivering exceptional hospitality services and greatly influences guest satisfaction in hotel accommodations. Professional behavior from hotel staff, characterized by courteousness, competence, reliability, and effective communication, creates a positive impression and fosters trust between guests and the establishment. According to Siguaw, Enz, and Namasivayam (2000), staff professionalism contributes significantly to perceived service quality, as guests expect not only technical skills but also a friendly and respectful attitude. When hotel employees demonstrate professionalism, guests feel valued and respected, which enhances their overall experience and encourages repeat visits. Tsai and Wu (2011) emphasize that professional staff behavior plays an essential role in managing guest expectations and resolving complaints effectively. Staff who are knowledgeable, attentive, and proactive in addressing guest needs can turn potentially negative situations into positive experiences, thereby strengthening guest loyalty. Moreover, professionalism extends beyond front-line employees to include management practices that support continuous staff training and empowerment, ensuring consistency in service delivery.

In a highly competitive industry, hotels that invest in cultivating professionalism among their staff gain a competitive advantage by building a strong brand reputation. Professional staff not only improve operational efficiency but also enhance the emotional connection guests have with the hotel. As noted by Bowen and Schneider (1988), professional behavior reinforces service quality and directly influences guest satisfaction, making it a vital component of successful hotel management strategies.

This implies that housekeeping services, particularly cleanliness, room presentation, timeliness of service, and staff professionalism, play a pivotal role in shaping guest satisfaction in hotel accommodations. Cleanliness and well-maintained rooms establish the foundation for a positive guest experience, while effective room presentation enhances the overall ambiance and comfort. Moreover, timely service delivery and responsiveness are essential in meeting guest expectations and preventing dissatisfaction. Finally, professional and courteous staff behavior significantly strengthens guest perceptions of service quality and fosters loyalty. Together, these factors underscore the critical importance of comprehensive housekeeping services in ensuring a memorable and satisfactory hotel stay, which is central to the present study's investigation of their impact on guests.

Hassan and Karami (2016) explored the relationship between service quality and guest satisfaction in the context of luxury hotels, with a particular focus on how different aspects of service, such as housekeeping, influence

guests' overall experiences. Their study found that service quality is a critical determinant of customer satisfaction, especially in the hospitality industry, where the service encounter plays a significant role in shaping the guest experience. The authors identified several key dimensions of service quality, including tangibles (physical appearance of the hotel), reliability (dependability of the service), responsiveness (timeliness and efficiency), assurance (professionalism and courtesy of staff), and empathy (personalized attention to guests). Among these, cleanliness and housekeeping services were found to be the most crucial factors in ensuring guest satisfaction in luxury hotels. The study highlighted that guests expect high levels of cleanliness and that any failure in this area could lead to dissatisfaction. The professionalism of hotel staff, particularly housekeeping staff, was also identified as essential for shaping the overall guest experience. Consistency in service, such as timely and effective housekeeping, was found to be another important factor in maintaining guest satisfaction, as inconsistency could result in a negative perception of the hotel. The study concluded that high-quality housekeeping services not only contribute to immediate guest satisfaction but also play a key role in fostering guest loyalty. Satisfied guests were more likely to return to the same hotel and recommend it to others, further enhancing the hotel's reputation. Overall, this study emphasizes the importance of maintaining high housekeeping standards in luxury hotels, as it directly impacts guest satisfaction, loyalty, and the hotel's overall service reputation.

Alharbi (2021) examined the impact of housekeeping service quality on customer satisfaction within five-star hotels in Saudi Arabia. This study focused on how the quality of housekeeping services, such as cleanliness, timeliness, attention to detail, and the professionalism of staff, influences guest satisfaction. Alharbi found that housekeeping services play a pivotal role in shaping guests' overall experience, particularly in luxury hotel settings. Cleanliness was identified as the most significant factor contributing to guest satisfaction, with guests placing high importance on the state of their rooms upon arrival and throughout their stay. The study highlighted that guests' expectations for cleanliness were non-negotiable, and any lapses in this area resulted in a significant decline in overall satisfaction. Furthermore, the study found that the timeliness of housekeeping services, such as how quickly rooms are cleaned and maintained, also impacted guest perceptions. Guests who experienced efficient and prompt housekeeping services reported higher satisfaction levels than those who encountered delays or inconsistencies. The professionalism and courtesy of housekeeping staff were also essential in influencing guest satisfaction. When guests interacted with polite, respectful, and trained staff, their perception of the hotel's service quality improved. The study concluded that the quality of housekeeping services directly affects guests' overall satisfaction and plays a crucial role in maintaining the reputation of luxury hotels. Satisfied guests, according to the study, are more likely to return to the hotel and recommend it to others, which ultimately boosts the hotel's success. Alharbi's findings emphasize that for five-star hotels to remain competitive, they must prioritize high standards in housekeeping services, as these services are integral to achieving and maintaining high levels of guest satisfaction.

Chou and Chen (2013) explored the relationship between hotel service quality and guest satisfaction in Taiwanese hotels, focusing on various service dimensions, including housekeeping. Their study demonstrated that the quality of service in key areas such as cleanliness, efficiency, staff professionalism, and responsiveness significantly influenced guest satisfaction levels. In particular, housekeeping was found to be a crucial factor in shaping the guests' overall perception of the hotel. The researchers noted that cleanliness, which is closely associated with the efficiency and effectiveness of housekeeping services, was a critical element that impacted guests' satisfaction. Clean, well-maintained rooms were seen as essential to creating a positive first impression, and any deficiencies in this area could lead to dissatisfaction, regardless of other services offered by the hotel. Additionally, the study highlighted that timeliness and attention to detail in housekeeping services also played an important role in guest satisfaction. Guests who experienced prompt and meticulous housekeeping services were more likely to report higher satisfaction and were more inclined to return to the hotel in the future. Furthermore, the professionalism and attitude of housekeeping staff were emphasized as key components of the service experience. Guests appreciated courteous, respectful, and well-trained housekeeping personnel, as these qualities enhanced the perceived value of the hotel. The study also found that hotel service quality, including housekeeping, was directly linked to overall guest satisfaction, which in turn influenced their likelihood to recommend the hotel to others or revisit it. Chou and Chen concluded that for hotels in Taiwan, providing high-quality housekeeping services was essential not only for meeting guest expectations but also for achieving high guest satisfaction, repeat business, and a strong reputation. This research underscores the importance of investing in housekeeping standards as a critical part of a hotel's service quality and overall guest experience.

In conclusion, the impact of housekeeping services on guest satisfaction is undeniably significant, particularly in luxury and high-end hotels. Studies by Hassan and Karami (2016), Alharbi (2021), and Chou and Chen (2013) consistently highlight that cleanliness, timeliness, attention to detail, and the professionalism of housekeeping staff are critical factors influencing guests' overall satisfaction. Cleanliness was universally regarded as the most crucial aspect, with any shortcomings in this area leading to a decline in guest satisfaction. Efficient and courteous housekeeping staff also play an essential role in enhancing the guest experience, contributing to positive perceptions of service quality. As evidenced by these studies, ensuring high-quality housekeeping services not only leads to immediate satisfaction but also fosters guest loyalty, repeat visits, and positive recommendations. For hotels to maintain a competitive edge, particularly in deluxe and luxury categories, investing in and prioritizing exceptional housekeeping services is crucial for delivering a superior guest experience and ensuring long-term success.

In the study of Lee and Jang (2014), they explored the significant role of housekeeping services in shaping customer satisfaction in hotels. Their study emphasizes that housekeeping is a crucial component of the guest experience, particularly in hotels where guests expect a high standard of cleanliness and comfort. The authors argue that the cleanliness of rooms, attention to detail, and the professionalism of housekeeping staff directly influence guests' perceptions and satisfaction.

Their research found that when housekeeping services are consistently high-quality, it leads to positive guest experiences and fosters repeat business. Conversely, lapses in housekeeping services, such as delayed room cleaning or inadequate maintenance, can quickly lead to dissatisfaction, tarnishing the hotel's reputation. Lee and Jang (2014) also stress the importance of consistency in service delivery. They suggest that inconsistency in housekeeping services—whether through occasional lapses or irregular standards—undermines guest trust and loyalty. The study concludes that hotels must prioritize housekeeping operations, continually evaluate service quality, and invest in training staff to meet or exceed guest expectations to maintain customer satisfaction and competitive advantage in the hospitality industry.

In the study of Prasanna and Chandrashekar (2015), they examined the critical role of service quality in the hotel industry, focusing specifically on the impact of housekeeping services on guest satisfaction. Their study emphasizes that service quality, as perceived by guests, is a fundamental driver of customer satisfaction and loyalty in hotels. The authors argue that housekeeping services are central to ensuring a high-quality guest experience, with cleanliness, timeliness, and attention to detail being key factors influencing guest perceptions. According to the study, guests place a significant emphasis on the cleanliness of their rooms and the overall hotel environment. They found that hotels offering prompt and efficient housekeeping services are more likely to meet guest expectations, resulting in higher satisfaction levels.

Furthermore, the study highlights that while cleanliness is essential, other aspects of housekeeping, such as staff responsiveness and the ability to meet specific guest requests, also contribute significantly to service quality. Prasanna and Chandrashekar (2015) conclude that for hotels to remain competitive and enhance guest satisfaction, they must continuously evaluate and improve their housekeeping operations. Investing in training for housekeeping staff, maintaining consistent service standards, and ensuring that rooms are meticulously cleaned and well-maintained are critical strategies for achieving long-term success in the highly competitive hospitality industry.

In the study of Harris and Lambert (2017), they conducted a comprehensive study on the influence of housekeeping services on guest satisfaction, specifically in the context of luxury hotels. Their research highlights that in the luxury hotel segment, where guests have high expectations and demand exceptional service, housekeeping plays a pivotal role in shaping their overall experience. The study underscores that cleanliness is one of the most critical factors in guest satisfaction, with luxury hotel guests often viewing it as an indicator of the hotel's overall quality. Beyond basic cleanliness, the researchers also discuss the importance of attention to detail, room maintenance, and the presentation of amenities as key components of housekeeping that significantly impact guest satisfaction. The professionalism and attitude of housekeeping staff are also emphasized as essential elements, as guests expect courteous, efficient, and respectful service. Harris and Lambert (2017) further explain that the guest's perception of housekeeping directly correlates with their likelihood of returning to the hotel or recommending it to others.

The study concludes that for luxury hotels to maintain a competitive edge, they must ensure that their housekeeping services meet or exceed the high standards expected by discerning guests, ultimately contributing to guest loyalty and a strong reputation.

The research suggests that exceptional housekeeping service not only enhances the guest experience but also plays a crucial role in fostering repeat visits and positive word-of-mouth recommendations. In conclusion, the studies reviewed highlight the critical role of housekeeping services in shaping guest satisfaction, particularly in luxury and high-end hotels.

Cleanliness, attention to detail, timeliness, and the professionalism of housekeeping staff are all crucial factors that significantly impact guests' overall experience. High-quality housekeeping services are directly linked to positive guest perceptions, repeat business, and a strong hotel reputation. Furthermore, inconsistencies or deficiencies in housekeeping can lead to dissatisfaction and damage a hotel's reputation.

For hotels to remain competitive and ensure long-term success, it is essential to prioritize and continually improve housekeeping operations, staff training, and service delivery standards to meet or exceed guest expectations. Ultimately, exceptional housekeeping services are integral to fostering guest loyalty and satisfaction.

Statement of the Problem

This study aimed to determine the impact of housekeeping services to guests in hotel accommodations, tri-cities in Cebu, Philippines. The findings of the study served as the basis for a proposed action plan.

Specifically, this study sought answers to the following questions:

What is the profile of the respondents in terms of:

- age;
- gender;
- civil status;
- nationality; and
- purpose of stay?

What is the impact of the housekeeping services to guests of hotel accommodation in terms of:

- cleanliness;
- room presentation;
- timeliness of the service; and
- staff professionalism?

What are the problems encountered by the respondents in the housekeeping services provided by a hotel accommodation?

Is there a significant relationship between the profile of the respondents and the impact of the housekeeping services to guests of the hotel accommodation?

Based on the findings of the study, what action plan may be proposed?

Statement of the Null Hypothesis

The following null hypothesis was tested at a 0.05 level of significance:

H₀1: There is no significant relationship between the profile of the respondents and the impact of the housekeeping services on hotel accommodation.

Significance of the Study

The following terms are defined operationally, which greatly helps the individuals and entities as stated below:

Hotel Management. Hotel management will benefit from the study's findings by gaining insights into how housekeeping services directly affect guest satisfaction. By identifying key factors that guests prioritize (such as cleanliness, responsiveness, or attention to detail), management can optimize operations, improve service delivery, and enhance overall guest experiences.

The study can also guide management in allocating resources effectively to improve areas of housekeeping that impact guest retention and brand reputation.

Housekeeping Staff. This will provide them valuable feedback on how their work influences guest perceptions, and understanding which aspects of their services, whether cleanliness, efficiency, or attention to detail, are most important to guests can help the staff improve their performance and motivation. It also offers a benchmark for the team to understand guest expectations and strive for higher service standards, leading to improved morale and productivity.

Hotel Guest. Guests themselves are at the heart of this study, as their satisfaction is the primary focus. The findings will help ensure that their expectations are met or exceeded, which in turn can enhance their overall hotel experience. Satisfied guests are more likely to return, recommend the hotel to others, and leave positive reviews. Ultimately, their satisfaction with housekeeping services can significantly impact their perception of the hotel as a whole.

Hotel Investors. This will help those interested in entering the deluxe-class hotel market in Cebu or other similar markets, can use the findings to assess the importance of high-quality housekeeping services in achieving guest satisfaction and long-term success.

The study will inform their decisions about investments in service training, infrastructure, and resources to ensure a competitive edge in the market.

Tourism Industry Stakeholders. The broader tourism industry in Cebu, including local tourism boards, travel agencies, and tour operators, will benefit from the study's findings by gaining a deeper understanding of what attracts and retains high-end clientele. The quality of housekeeping services in deluxe-class hotels is integral to the overall destination experience, and the study can provide actionable insights to enhance the local tourism offering.

Competitors in the Hospitality Sector. Other deluxe-class hotels or businesses in the hospitality sector in Cebu will gain a competitive advantage by learning from the study's findings. They can assess their housekeeping practices and service quality, about what guests expect, helping them improve their offerings to better meet market demand and achieve higher guest satisfaction.

Department of Tourism. This study will help them understand the impact of housekeeping services on guest satisfaction in a deluxe-class hotel in Cebu. The Department of Tourism plays a crucial role in promoting the tourism industry, setting standards, and supporting the development of services that enhance the visitor experience.

Researcher. This study can provide valuable insights to them, contributing to the existing body of knowledge about guest satisfaction and service quality in the hospitality sector. This can also use the findings to teach students about the practical aspects of housekeeping services and their importance in customer service management. Researchers can also use the study as a foundation for further exploration of service quality, customer expectations, and satisfaction in the luxury hotel sector.

Future Researchers. This study holds significant value for them that can serve as a foundation for further academic exploration, such as expanding knowledge on service quality in hospitality, comparative studies across

regions, longitudinal studies on service quality, exploration of other service dimensions, and development of new service models

RESEARCH METHODOLOGY

This section outlined the methodology used in the study, providing a detailed explanation of the research design, environment, respondents, instruments, procedures, data collection methods, and statistical treatment of data.

In addition, this section describes the approach and techniques used to investigate the impact of housekeeping services on hotel guests. The study employed a quantitative research design, utilizing surveys and structured questionnaires to collect data from guests who had experienced the hotel's housekeeping services.

By analyzing their perceptions and experiences, the research aimed to identify key factors that influenced overall guest satisfaction. Statistical tools were applied to ensure rigorous analysis and to enhance the reliability and validity of the findings.

Research Design

This study adopted a quantitative, descriptive-correlational approach to measure and analyze the impact of housekeeping services on guest satisfaction in hotel accommodations. It explored the relationship between key aspects of housekeeping, such as cleanliness, room presentation, timeliness of service, and staff professionalism, and their influence on guests' overall experience.

Data were collected through structured surveys administered to recent hotel guests, ensuring a systematic and consistent process that enabled effective quantification and analysis. Statistical tools were used to identify correlations and patterns, providing empirical insights into how specific housekeeping practices affected guest satisfaction.

This research design ensured the reliability and validity of the findings, offering a strong foundation for conclusions and actionable recommendations for hotel management.

The framework of this study was designed to examine the impact of housekeeping services on guest satisfaction in hotel accommodations. The independent variables included four key components of housekeeping services: cleanliness, room presentation, timeliness of service, and staff professionalism.

These elements were considered essential in shaping the overall guest experience and were measurable through guest perceptions and feedback. The dependent variable was guest satisfaction, which was reflected in outcomes such as overall contentment, likelihood of return visits, and willingness to recommend the hotel to others.

This conceptual framework posited that those improvements in the quality and consistency of housekeeping services would lead to higher levels of guest satisfaction. It assumed a direct relationship between the identified housekeeping factors and the emotional and behavioral responses of hotel guests.

The framework guided the study's research design, including the development of survey instruments, data collection methods, and statistical analysis. By identifying which aspects of housekeeping services most significantly affected guest satisfaction, the framework supported practical recommendations for enhancing service quality in the hotel industry.

In Figure 1, the paradigm of this study visually illustrates the interaction between the key components of the research process: input, process, output, and feedback, regarding the impact of housekeeping services on guests in hotel accommodations.

The input included the demographic profile of the respondents, the core elements of housekeeping services, such as cleanliness, room presentation, timeliness of service, and staff professionalism, as well as any problems encountered by guests during their stay. These inputs provided the foundation for understanding the guest experience and how housekeeping services contributed to overall satisfaction.”

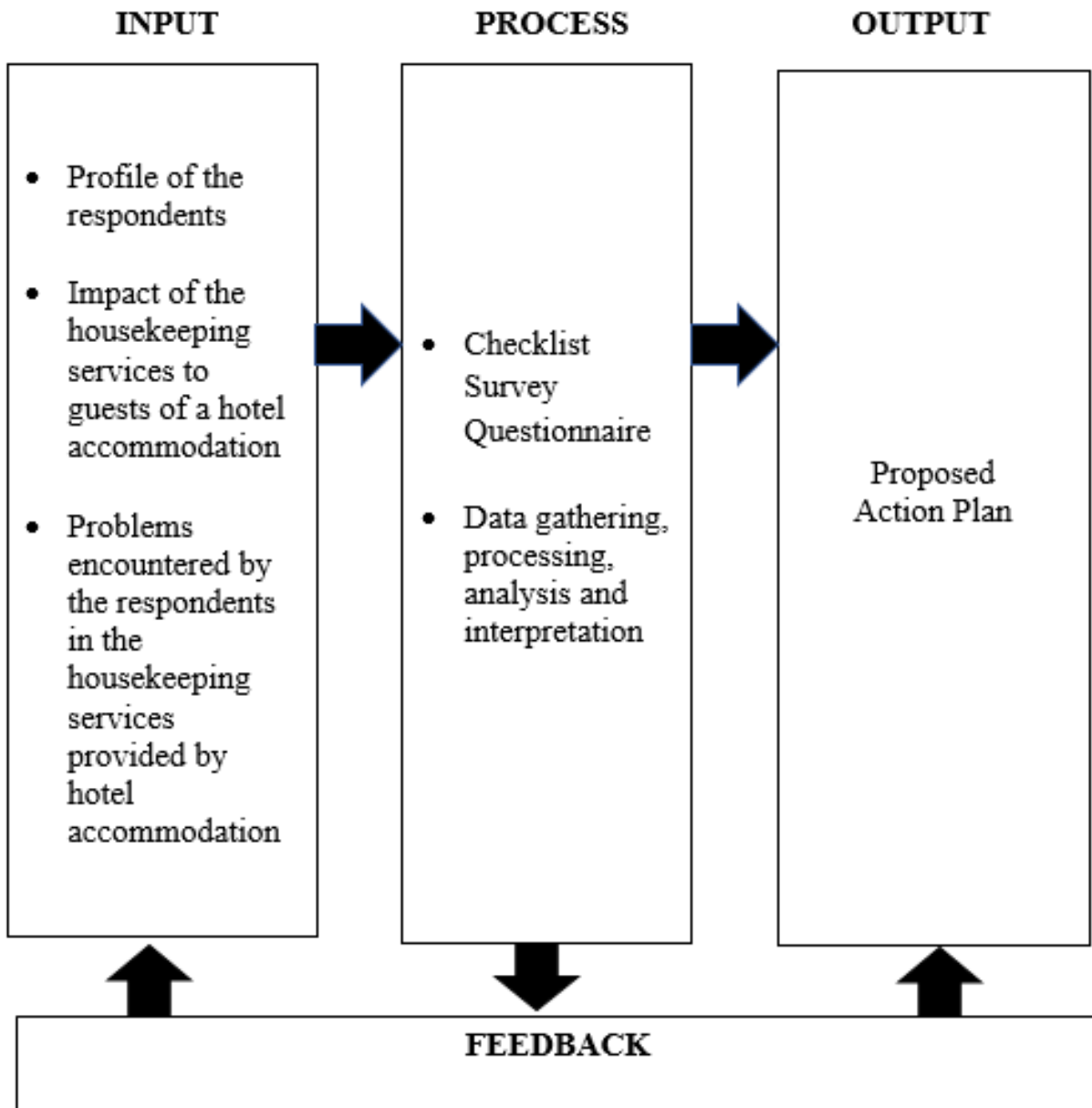


Figure 1 Research Flow

Research Environment

This study was conducted in the Tri-Cities of Cebu, Cebu City, Mandaue City, and Lapu-Lapu City, which together form the core of Metro Cebu, one of the most dynamic and rapidly developing urban regions in the Philippines. Each of these cities contributed uniquely to the region’s development and played an important role in both local and international tourism.

Cebu City, often referred to as the “Queen City of the South,” is recognized as the oldest city in the Philippines and served as the economic, educational, and cultural hub of the Visayas. The city is home to numerous historical landmarks, vibrant business districts, and a wide range of accommodations that cater to both leisure and business travelers. The continuous growth of its tourism industry has encouraged the development of high-quality hotels, making it a suitable location for assessing hospitality standards and guest satisfaction. It was also observed that most of the hotels in the area were accredited by the Department of Tourism (DOT).

Adjacent to Cebu City is Mandaue City, which has long been known as an industrial and commercial center. The city hosts several manufacturing companies, furniture exporters, and trade establishments that contribute significantly to the region’s economy. Despite its strong industrial foundation, Mandaue has experienced noticeable growth in its hospitality sector in recent years, particularly with the establishment of hotels that cater to business travelers and transit guests. These hotels played an important role in supporting business tourism and

gradually enhanced their service quality to meet the expectations of both local and international visitors. The presence of DOT-accredited hotels in Mandaue also reflected the city's commitment to maintaining national standards in tourism and hospitality management.

Lapu-Lapu City, located on Mactan Island, completed the tri-city composition and stood out as a major destination for leisure tourism. It is home to the Mactan-Cebu International Airport, the second busiest airport in the Philippines, which connects Cebu to several domestic and international destinations. The city is well known for its white-sand beaches, island resorts, and luxury hotels, attracting both foreign and local tourists. The hotels included in this study in Lapu-Lapu City were all accredited by the Department of Tourism (DOT), indicating that they met established standards in terms of service, facilities, and guest experience.

By focusing on six DOT-accredited deluxe-class hotels across these three cities, the study ensured that the data were gathered from reputable establishments that represent the upper segment of Cebu's hospitality industry. Collectively, these hotels provided a comprehensive and credible setting for evaluating the impact of housekeeping services on guests in hotel accommodations.

Hotel A is a premier 5-star hotel situated in the prestigious Nivel Hills district of Cebu City, Philippines. Perched 600 feet above sea level, the hotel offers panoramic views of the city, the Mactan Channel, and neighboring islands, providing guests with a serene and picturesque setting. Established in 2008, this is the only hotel in Cebu City to have received the Deluxe Class Hotel accreditation from the Philippine Department of Tourism, underscoring its commitment to exceptional service and facilities. The hotel boasts 329 well-appointed guest rooms and suites, each designed to provide comfort and luxury. Accommodations include Deluxe Rooms, Premier Rooms with mountain or sea views, and the opulent Specialty Suite featuring a Jacuzzi and separate living and dining areas. In 2022, the hotel completed a PHP 100 million renovation of its Premier category rooms and suites, introducing modern furnishings and thoughtful amenities to enhance the guest experience. Dining options at this hotel are diverse and cater to a range of culinary preferences. The hotel also offers an international buffet with Asian, Western, and local cuisines. Hai Shin Lou specializes in Cantonese dishes, while El Viento Restaurant & Pool Bar serves Mediterranean-inspired fare. BLU Bar & Grill, located on the rooftop, provides a fine dining experience with panoramic views of the city. The hotel also features a Continental Club Lounge, a spa, fitness center, outdoor pool, and a kids' club, ensuring a comprehensive and enjoyable stay for all guests.

Hotel B is a premier integrated resort located in the heart of Cebu City, Philippines. Established in 1998, it stands as the flagship property of the Hotels & Casinos chain. The hotel boasts 561 well-appointed guestrooms and suites, offering a blend of comfort and luxury to both business and leisure travelers. Its strategic location provides convenient access to the city's commercial and business districts, making it an ideal choice for visitors seeking both relaxation and productivity. The hotel features a diverse array of dining options, including Café Fortuna, La Gondola, Tin Gow, UNO, and Mizu, among others. These establishments cater to a wide range of culinary preferences, from local Filipino delicacies to international cuisines. Guests can also enjoy the 24-hour Casino Filipino, offering various table games and slot machines for entertainment. For those seeking relaxation, the hotel provides amenities such as the Citigym fitness center, an outdoor pool, and a spa offering massage services. Recognized for its exceptional facilities, this hotel is a leading venue for meetings, incentives, conferences, and exhibitions (MICE). The International Convention Center, situated within the hotel, offers over 15 function rooms and two grand ballrooms with a combined seating capacity of up to 7,000 guests. This makes the hotel a preferred choice for hosting large-scale events and conventions in the region. With its comprehensive services and prime location, this hotel continues to be a landmark in Cebu's hospitality industry.

Hotel C is a premier 4-star hotel situated in Mandaue City, Cebu, Philippines. Opened on September 27, 2017, it stands as the largest hotel in the Visayas by room capacity, featuring 668 well-appointed guestrooms across 23 floors. The hotel occupies a 69,000-square-meter lot and offers panoramic views of the city and harbor. Managed by Bai Global Properties Group, this hotel is a member of the WorldHotels Collection, an exclusive group of independent hotels worldwide. Designed as a contemporary chic business hotel and culinary destination, this hotel caters to both business and leisure travelers. The hotel boasts eight world-class dining options, including Café bai, Marble + Grain Steakhouse, Ume Japanese Cuisine, and the Twilight Roofdeck Lounge + Bar. Guests can also enjoy the Pool Bar on the 21st floor, offering refreshing cocktails with a stunning city view. For relaxation and wellness, the hotel provides an outdoor infinity lap pool, a fitness center, and The

Spa at Cebu, which operates 24 hours a day. Business travelers can take advantage of serviced offices, a business center, and the Executive Club Lounge, which offers exclusive services and amenities. With its modern amenities, exceptional dining experiences, and strategic location, this hotel also offers a luxurious and convenient stay for guests visiting the Cebu metropolitan area.

Hotel D is a contemporary 4-star hotel situated in Mandaue City, Cebu, Philippines. Opened in 2018, it offers a blend of modern design and Filipino hospitality, making it a preferred choice for both business and leisure travelers. The hotel features 204 well-appointed rooms and suites, each designed with comfort and convenience in mind. Guests can enjoy amenities such as free Wi-Fi, flat-screen TVs, minibars, and in-room safes. The rooms are equipped with modern furnishings and offer views of the city skyline. Dining options at this hotel include UMA Restaurant, which serves a variety of local and international dishes in a family-friendly ambiance. The hotel also offers a rooftop infinity pool, providing guests with panoramic views of the city. Additional amenities include a spa, fitness center, and meeting facilities, catering to the needs of both leisure and business guests. Located along Plaridel Street, this hotel is strategically positioned to provide easy access to major commercial and business districts in Cebu. Its proximity to the Mactan-Cebu International Airport and key tourist attractions makes it an ideal base for exploring the region. With its commitment to quality service and guest satisfaction, the hotel continues to be a notable establishment in Cebu's hospitality industry.

Hotel E is a boutique hotel located in Barangay Pusok, Lapu-Lapu City, Cebu, Philippines. Situated along the M.L. Quezon National Highway, the hotel offers convenient access to key destinations, including a 5-minute drive to Mactan-Cebu International Airport and proximity to commercial establishments such as Gaisano Mactan Mall and Marina Mall. The hotel features 45 well-appointed rooms, including Standard, Deluxe, Suite, and Penthouse categories. Each room is equipped with modern amenities such as air conditioning, flat-screen TVs with cable channels, minibars, and free Wi-Fi. Guests can enjoy a complimentary breakfast buffet at the hotel's in-house restaurant, Rabbit Hole, which serves a variety of local and international dishes. Additional amenities at this hotel include free airport shuttle services, a coffee shop, a spa offering Thai massage services, and a gift shop. The hotel also provides meeting and banquet facilities, making it suitable for both business and leisure travelers. With its strategic location, comfortable accommodations, and comprehensive facilities, this hotel offers a convenient and pleasant stay for visitors to Mactan Island.

Hotel F is a premier hotel located in Lapu-Lapu City, Cebu, Philippines, strategically situated across from the Mactan-Cebu International Airport. This prime location offers unparalleled convenience for travelers seeking immediate access to the airport, making it an ideal choice for both business and leisure guests. The hotel boasts 164 well-appointed rooms and suites, each designed to provide comfort and relaxation. Guests can enjoy amenities such as air conditioning, flat-screen TVs, minibars, and complimentary Wi-Fi. For those seeking an elevated experience, the Ambassador Club offers exclusive privileges, including butler service, express check-in/check-out, and access to a private lounge. Dining options at this hotel cater to diverse palates. UNO Restaurant serves a variety of international cuisines, while Café Fortuna offers 24-hour dining with a selection of Filipino and international dishes. The Lobby Lounge provides a relaxed ambiance for guests to enjoy beverages and light snacks. For relaxation and entertainment, the hotel features a 24-hour casino, an outdoor pool, a fitness center, and a spa. The casino offers a range of gaming options, including slot machines and table games, providing guests with a vibrant nightlife experience. This hotel is also equipped with modern business facilities, including a business center and meeting rooms, making it suitable for corporate events and conferences. The hotel's proximity to the airport and its comprehensive amenities ensures a seamless and enjoyable stay for all guests.

Research Respondents

The respondents of this study were guests who had recently stayed at the six (6) selected hotels located in the Tri-Cities of Cebu: Cebu City, Mandaue City, and Lapu-Lapu City. Each hotel contributed an equal number of ten respondents, resulting in a total of sixty (60) participants for the study. This sampling approach ensured balanced representation from each hotel, allowing for a comprehensive analysis of guest experiences and perceptions regarding the impact of housekeeping services across different accommodations within the Tri-City area.

Table 1 presents the distribution of the respondents in the study. A total of sixty (60) customers were selected through random sampling, with ten (10) respondents from each of the six (6) hotels in the Tri-Cities of Cebu. This represented 16.66% of the total sample per hotel, amounting to 100% for all sixty (60) respondents combined.

Table 1 Distribution of Respondents

Identified Hotel Accommodation	Distribution Size	
	<i>F</i>	%
Hotel A	10	16.66
Hotel B	10	16.66
Hotel C	10	16.66
Hotel D	10	16.66
Hotel E	10	16.66
Hotel F	10	16.66
Total	60	100.00

Research Instrument

The research instrument for this study was a researcher-made survey questionnaire, divided into three parts. The first part gathered the profile of the respondents using a checklist survey format. The second part assessed the impact of housekeeping services on guests in a hotel accommodation, utilizing a 4-point Likert scale where 4 – High Impact (referring to aspects of housekeeping services that significantly influenced the guests' overall satisfaction with their hotel experience), 3 – Moderate Impact (referring to aspects of housekeeping services that had a noticeable, but not overwhelmingly strong, effect on guests' overall satisfaction), 2 – Less Impact (referring to aspects of housekeeping services that had a minimal effect on guests' overall satisfaction), and 1 – No Impact (referring to aspects of housekeeping services that had no noticeable effect on guests' overall satisfaction). The third part identified the problems encountered by the respondents, also using a checklist format.

To ensure the validity and reliability of the instrument, it was piloted with 20 individuals who were not part of the actual study respondents before the main data collection. This pilot testing helped refine the questionnaire and addressed any issues before administering the survey to the target participants.

In this study, Cronbach's Alpha was used to measure the reliability and internal consistency of the survey instrument in assessing the impact of housekeeping services on guest satisfaction. Cronbach's Alpha is a statistical coefficient that evaluates how well the items in a questionnaire measure the same underlying construct, ensuring that the items are consistent and reliable. A Cronbach's Alpha value of 0.70 or higher was considered acceptable for demonstrating reliability, indicating that the survey questions were appropriately aligned with the research objectives. The pilot study involving 20 non-respondents allowed for the calculation of this coefficient, providing insight into the instrument's reliability before full-scale data collection. If the Cronbach's Alpha value had been found to be below the acceptable threshold, adjustments would have been made to improve the instrument's consistency and accuracy. By using Cronbach's Alpha, the study ensured that the data collected were robust and trustworthy, thereby enhancing the validity of the research findings.

Research Procedure

This study followed a systematic approach to ensure the collection of reliable data and compliance with academic requirements. Before conducting the study, a formal letter of request was addressed to the hotel managers, seeking permission to conduct the research within their establishments. This letter was endorsed by the adviser and recommended and approved by the dean of the graduate school, confirming that the study was part of the fulfillment of the requirements for the graduate program. Once the letter was approved, the researcher proceeded

with scheduling a convenient time to administer the survey questionnaire to the selected guests at each of the six hotels.

Upon completion of data collection, the responses were manually tabulated. The data were then analyzed using appropriate statistical treatments to ensure accuracy and reliability. The statistical analysis helped interpret the results and provided meaningful insights into the impact of housekeeping services on guest satisfaction, as well as the problems encountered by hotel guests. These procedures ensured that the research was conducted ethically, systematically, and in alignment with the requirements of the graduate program.

Data Gathering

The data-gathering process for this study involved administering the researcher-made survey questionnaire to the selected respondents from the six (6) hotels in the Tri-Cities of Cebu. Before distribution, permission was sought from the management of each hotel to facilitate data collection. The survey was given to guests who had recently experienced the housekeeping services in these hotels to ensure relevant and accurate responses.

Respondents were informed about the purpose of the study, and their participation was voluntary, with assurances of confidentiality and anonymity. The questionnaires were distributed in person, depending on the convenience of the respondents and the policies of the hotels.

After the data collection period, the completed questionnaires were gathered and checked for completeness. The data were then coded and entered into statistical software for analysis. This systematic data-gathering approach ensured that the information collected was reliable and valid, allowing for an effective assessment of the impact of housekeeping services on guest satisfaction.

Treatment of Data

The collected data were systematically organized, coded, and analyzed using appropriate statistical tools.

Frequency count and percent were used to summarize, analyze, and interpret the profile of the respondents.

Weighted mean and ranking were used to summarize, analyze, and interpret the impact of housekeeping services on guests in hotel accommodations and the problems encountered by the respondents.

Chi-square was used to determine the significance of the relationship between the profile of respondents and the impact of housekeeping services on guests in hotel accommodations.

Analysis of Variance (ANOVA) or t-test was used to determine the significance of the differences between the impact of housekeeping services on guests in hotel accommodations and the problems encountered by the respondents.

Definition of Terms

This section presents the operational definitions of key terms used in the study to ensure clarity and consistency in understanding. Defining these concepts within the context of the research, it eliminates ambiguity and establishes a shared interpretation for both the researcher and the readers.

Impact of the Housekeeping Services on Guests of Hotel Accommodation. This term refers to the perceived effect or influence of various housekeeping service elements, such as cleanliness, room presentation, timeliness of service, and staff professionalism, on the overall satisfaction and experience of hotel guests during their stay.

Problems Encountered by the Respondents in the Housekeeping Services Provided by a Hotel Accommodation. This term refers to the specific issues or challenges experienced by hotel guests related to housekeeping services, such as delays in service, lack of cleanliness, unavailability of supplies, or unprofessional behavior of staff, which may affect their overall satisfaction with the hotel accommodation.

Profile of the Respondents. This term refers to the demographic information about the guests who participated in the study, specifically their age, gender, civil status, nationality, and purpose of stay.

Proposed Action Plan. This term refers to a structured set of recommended strategies and interventions developed based on the study’s findings. It aims to address identified issues and enhance the quality of housekeeping services in hotel accommodations to improve guest satisfaction and overall service performance.

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter presented, analyzed, and interpreted the data gathered to determine how housekeeping services impacted guest experiences in hotel accommodations across the Tri-Cities of Cebu, providing meaningful insights into how cleanliness, comfort, and service quality shaped guest satisfaction in the local hospitality industry.

Profile of the Respondents

This section presented the profile of the customer-respondents, including their age, gender, civil status, nationality, and purpose of stay, to provide context and a deeper understanding of the varied backgrounds and experiences that influenced their perceptions of housekeeping services in hotels across the Tri-Cities of Cebu.

Table 2 showed the results on the profile of customer-respondents, illustrating their demographic characteristics such as age, gender, civil status, nationality, and purpose of stay, which helped contextualize their feedback on housekeeping services in hotels across the Tri-Cities of Cebu.

Table 2 Profile of the Respondents

Respondents' Profile	Frequency	Percent	
A. Age Group	55 & above yo	3	5%
	45-54 yo	6	10%
	35-44 yo	11	18%
	25-34 yo	27	45%
	18-24 yo	13	22%
B. Gender	Male	28	47%
	Female	32	53%
C. Civil Status	Single	35	58%
	Married	25	42%
D. Nationality	American	4	7%
	Japanese	6	10%
	Korean	2	3%
	Filipino	48	80%
E. Purpose of Stay	Business Trip	7	12%
	Leisure/Vacation	32	53%
	Conference/Event	15	25%
	Family Visit	6	10%
	Total	60	100%

Age

Based on the data presented in Table 1, the majority of the customer-respondents fall within the 25–34 age group, making up 45% of the total participants. This indicates that young adults in their mid-20s to early 30s are the most active demographic when it comes to hotel stays in the Tri-Cities of Cebu, likely due to travel for work, leisure, or lifestyle preferences. The second highest group is the 18–24 age bracket, representing 22% of the respondents, indicating a strong presence of younger travelers, possibly students or early-career professionals exploring travel opportunities. On the other hand, the smallest group is those aged 55 and above, comprising only 5% of the respondents, which may reflect lower travel frequency among older individuals or a preference for different types of accommodations.

This finding is supported by the Hierarchy of Needs by Maslow (1943), which emphasizes that people are motivated to fulfill basic needs, such as cleanliness, safety, and comfort, before they can fully enjoy higher-level experiences. Housekeeping plays a key role in meeting these foundational needs, especially for younger guests who often seek a balance between affordability and quality during their travels.

Gender

As shown in the data, female respondents slightly outnumbered their male counterparts, with 53% identifying as *female* and 47% as *male*. This near-equal distribution indicates that both men and women actively participate in hotel stays within the Tri-Cities of Cebu, but the slight edge in female respondents may reflect a growing trend of women traveling more frequently, whether for leisure, business, or personal reasons. It also highlights the importance for hotels to consider the preferences and expectations of both genders when delivering housekeeping services that enhance overall guest satisfaction.

This insight can be supported by the Marketing Management Theory by Kotler and Keller (2016), which explains that consumer behavior, including expectations toward service quality, can vary based on demographic factors like gender. According to the theory, men and women may have different priorities and sensitivities when it comes to service experiences, such as cleanliness, attention to detail, and comfort, which are all directly influenced by housekeeping. These subtle differences allow hotels to tailor their services more effectively to meet the unique needs of both male and female guests.

Civil Status

The data shows that a majority of the customer-respondents are *single*, making up 58% of the total, while 42% are *married*. This indicates that more individual travelers, such as solo adventurers, young professionals, or those traveling for work or leisure without a partner, are frequenting hotels in the Tri-Cities of Cebu. The significant number of married respondents also highlights that couples or families are a key market segment, though slightly smaller. These insights indicate that hotels should maintain flexible housekeeping services that can cater to both the needs of solo guests seeking convenience and married guests who may expect added comfort or family-friendly accommodations.

This observation can be supported by the Family Life Cycle Theory by Lancaster & Massingham (1998), which indicates that individuals' needs and preferences evolve depending on their life stage and family situation. Single travelers often prioritize convenience and efficiency, while married guests or those with families may look for comfort and additional services. These differences help hotels tailor housekeeping and overall service to better meet the unique expectations of each group.

Nationality

The majority of respondents, 80%, are *Filipino*, reflecting the strong local presence in hotel accommodations across the Tri-Cities of Cebu. This indicates that domestic travelers make up the bulk of hotel guests, likely due to Cebu's appeal as a convenient and popular destination for business and leisure within the Philippines. Among international guests, *Japanese* travelers represent the largest group at 10%, followed by *Americans* at 7%, and *Koreans* at 3%. This diversity highlights the importance of hotels to maintain housekeeping standards that meet

both local expectations and the varying preferences of foreign visitors, ensuring a comfortable and welcoming stay for all nationalities.

This finding is supported by the Cultural Dimensions Theory by Hofstede (1980), which explains that people from different cultural backgrounds have distinct expectations and perceptions of service quality. These cultural differences, such as preferences for cleanliness, privacy, and personal space, help housekeeping staff provide services that resonate well with both local Filipino guests and international travelers from countries like Japan, the US, and Korea.

Purpose of Stay

According to the data, the majority of respondents, 53%, are staying for *leisure or vacation*, highlighting that Cebu’s Tri-Cities remain a popular destination for travelers seeking relaxation and enjoyment. The second largest group consists of those *attending conferences or events*, making up 25% of the respondents, which shows that business-related gatherings also play a significant role in the local hospitality scene. On the lower end or smallest group, only 10% of guests are *visiting family*, indicating that while work-related stays are important, leisure and social purposes dominate the hotel accommodations in this area.

This pattern can be understood through the Push and Pull Theory of Tourism by Crompton (1979), which explains that travelers are “pushed” by internal motivations, like the desire for relaxation or social connection, and “pulled” by external factors such as events or attractions at the destination. In the Tri-Cities of Cebu, leisure travelers are primarily motivated by the city’s appealing attractions, while conference and business visitors are drawn by work-related opportunities, highlighting how different motivations shape the hotel guest profile and their expectations for services like housekeeping.

Impact of the Housekeeping Services on Guests of Hotel Accommodation

This section determines how housekeeping services influence the overall experience of hotel guests, focusing on areas such as cleanliness, comfort, and satisfaction. By understanding how guests perceive the quality and consistency of housekeeping, we gain insight into how this often behind-the-scenes service directly shapes their impression of the hotel, their likelihood to return, and their overall sense of value during their stay in the Tri-Cities of Cebu.

Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Cleanliness

Cleanliness is one of the most visible and immediate indicators of quality in a hotel stay. This section determines how the housekeeping department’s efforts in maintaining clean rooms and facilities directly impact guest comfort, satisfaction, and trust. For many guests in the Tri-Cities of Cebu, a clean environment is not just a preference but a basic expectation that strongly influences their overall impression of the hotel experience.

Table 3 presents the results on how guests perceive the impact of housekeeping services in terms of cleanliness, highlighting its role in shaping their comfort, satisfaction, and overall experience during their stay in hotels across the Tri-Cities of Cebu.

Table 3 Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Cleanliness

Indicators	Mean	Impact Level
1. Room Cleanliness (ensuring that the guest room is thoroughly cleaned, including dust-free surfaces, fresh linens, and tidy furniture arrangement)	3.65	High Impact
2. Bathroom Cleanliness (proper sanitation and cleanliness of bathroom fixtures, such as clean sinks, spotless mirrors, fresh towels, and well-maintained shower/bathtub areas)	3.43	High Impact

3. Public Area Cleanliness (regular cleaning of shared spaces like lobbies, hallways, elevators, and staircases, free from litter, dust, or stains)	3.47	High Impact
4. Floor Cleanliness (clean, well-maintained flooring, including carpets or hardwood, free from dirt, stains, or debris)	3.50	High Impact
5. Air Quality (maintaining a fresh and pleasant air quality inside rooms and public areas, including regular ventilation and the absence of unpleasant odors)	3.48	High Impact
Aggregate Mean	3.51	High Impact

Table 3 presents that housekeeping services have a *high impact* on guests' perception of cleanliness in hotel accommodations. An overall aggregate mean of 3.51 indicates that the respondents generally agree or strongly agree that the cleanliness provided by housekeeping significantly affects their overall experience and satisfaction.

Among the five indicators assessed, *room cleanliness* emerged as the highest-rated factor, receiving an aggregate mean score of 3.65, which is interpreted as having a *high impact*. This means that guests place the greatest importance on the condition of their personal space, expecting their rooms to be thoroughly cleaned with dust-free surfaces, fresh linens, and neatly arranged furniture. The high rating reflects the importance of a clean and comfortable room to the overall guest experience and satisfaction.

Following closely is *floor cleanliness*, with an average rating of 3.50, interpreted as *high impact*. Guests clearly appreciate clean, well-maintained floors, whether it's carpet, tile, or hardwood. The absence of dirt, stains, or debris contributes not only to hygiene but also to the aesthetic appeal and perceived quality of the accommodation.

On the other hand, *bathroom cleanliness*, while still rated with a *high impact* at 3.43, received the lowest mean score among the indicators. Despite being last on the list, the score still reflects a strong expectation for sanitary and spotless bathrooms, including clean sinks, fresh towels, and well-maintained fixtures. This slightly lower score might suggest that while bathrooms are important, guests are possibly more forgiving here than in areas like their rooms or the overall floor condition, or it may point to more room for improvement in this aspect.

A useful theory that supports the results of this study is the SERVQUAL Model by Parasuraman, Zeithaml, and Berry (1988). This model looks at how customers judge the quality of a service by comparing what they expected with what they actually experienced. One of the main parts of this model is called "tangibles," which refers to the physical aspects of the service, like the cleanliness of rooms, bathrooms, hallways, furniture, and even the condition of things like linens and floors. In this study, guests rated cleanliness very highly, especially when it came to their rooms and the floors. This connects directly with the SERVQUAL model, which says that when these physical details are clean, well-maintained, and meet guests' expectations, people tend to feel more satisfied with their overall stay. In short, how clean and well-kept a hotel looks and feels really matters, and this theory helps show why that's the case.

Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Room Presentation

When guests walk into a hotel room, their first impression often comes down to how the room looks and feels. From neatly made beds and fresh-smelling linens to well-arranged furniture and spotless surfaces, the presentation of the room sets the tone for the entire stay. Housekeeping plays a key role in making sure every detail is in place, creating a clean, comfortable, and welcoming environment. This section looks into how much the overall presentation of the room, thanks to housekeeping efforts, affects guest satisfaction and their perception of the hotel experience.

Table 4 presents how guests perceive the impact of housekeeping services when it comes to the overall presentation of their hotel rooms. Room presentation goes beyond basic cleanliness; it includes how well the room is arranged, the neatness of furnishings, the freshness of linens, and the attention to small details that make a space feel inviting and comfortable. Guests often form quick judgments based on how a room looks the moment

they walk in, and these first impressions can significantly shape their entire hotel experience. This part of the study determines just how much the quality of room presentation, made possible by effective housekeeping, matters to guests during their stay.

Table 4 Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Room Presentation

Indicators	Mean	Impact Level
1. Neatness and Organization (the room should be well-arranged, with furniture placed neatly and free from clutter, creating a clean, organized environment)	3.60	High Impact
2. Bedding Presentation (fresh, wrinkle-free linens, properly made beds with decorative pillows, and a neatly arranged duvet or blanket to enhance the visual appeal and comfort)	3.53	High Impact
3. Room Lighting (proper lighting with well-maintained lamps and ambient light to create a welcoming atmosphere, including adjustable lights for different settings)	3.32	High Impact
4. Décor and Aesthetics (elegant and well-coordinated décor, such as tasteful artwork, high-quality furniture, and stylish accents, reflecting the hotel's upscale atmosphere)	3.27	High Impact
5. Amenities Presentation (well-arranged, high-quality amenities like toiletries, towels, and minibar items, all neatly placed and easily accessible for guests)	3.33	High Impact
Aggregate Mean	3.41	High Impact

Table 4 shows that guests consider room presentation to have a *high impact* on their overall hotel experience, with an aggregate mean score of 3.41. This result highlights the importance of how a room is visually and physically prepared for guests, covering aspects like the neat arrangement of furniture, fresh linens, proper lighting, and the general orderliness of the space. Although the score isn't the highest among all cleanliness-related indicators, it still reflects that guests truly value a well-presented room. It indicates that the effort housekeeping puts into making a room look inviting and comfortable plays a key role in how guests perceive the quality of their stay. A well-presented room doesn't just look good; it creates a sense of care, professionalism, and attention to detail that enhances the guest's overall satisfaction.

Among the five indicators assessed, *neatness and organization* received the highest mean score of 3.60, interpreted as *high impact*, indicating that guests place great value on walking into a room that feels clean, uncluttered, and well put together. A tidy room, with furniture properly arranged and no visible mess, creates an immediate impression of order, cleanliness, and comfort. This result shows that the overall arrangement and cleanliness of the space strongly shape a guest's first impression and overall satisfaction.

Coming in as the second-highest is *bedding presentation*, with a mean of 3.53, which is still interpreted as *high impact*. Guests clearly notice and appreciate beds that are made with care, featuring fresh, wrinkle-free linens, neatly folded duvets, and decorative pillows. Since the bed is often the focal point of a hotel room, how it is presented has a direct impact on both the visual appeal and perceived cleanliness of the space.

On the other hand, the lowest-rated indicator is *décor and aesthetics*, which received a mean score of 3.27, which is also interpreted as *high impact*. While still considered to have a high impact, this means that guests may be slightly less concerned with the artistic or stylistic elements of the room compared to its neatness and functionality. This may be because aesthetics are more subjective and can vary based on personal taste, whereas cleanliness and organization are universally expected.

A theory that supports the findings of this study is the Servicescape Theory by Bitner (1992), which explains how the physical surroundings of a service environment, like a hotel room, can influence how customers feel and respond. According to this theory, things like room layout, cleanliness, lighting, décor, and even how amenities are arranged all contribute to a guest’s overall impression. In this study, guests rated neatness, bedding presentation, and lighting as highly impactful, showing that a well-organized and visually pleasing room makes them feel more comfortable and satisfied. This theory highlights that people don’t just judge a service based on what’s offered, but also on how and where it’s presented. The result clearly plays a big role in shaping the guest experience.

Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Timeliness of the Service

When staying in a hotel, guests not only expect clean and comfortable rooms but also value how quickly and efficiently those services are delivered. Whether it's responding to a request for fresh towels, cleaning the room while the guest is away, or addressing concerns promptly, the speed and punctuality of housekeeping services can greatly influence a guest's overall experience. This section determines how the timeliness of housekeeping, doing the right task at the right time, affects guest satisfaction and shapes their impression of the hotel's quality and professionalism.

Table 5 shows the results where the guests place great importance on the timeliness of housekeeping services, highlighting that prompt and efficient service plays a crucial role in their overall satisfaction. Guests appreciate when their rooms are cleaned on schedule and when requests, like fresh towels or additional amenities, are handled quickly, as it shows respect for their time and enhances their comfort. This indicates that housekeeping isn’t just about cleanliness but also about delivering services at the right time, which helps guests feel valued and cared for. Timely service creates a smoother, more enjoyable stay, reinforcing the hotel’s professionalism and commitment to excellent guest experiences.

Table 5 Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Timeliness of the Service

Indicators	Mean	Impact Level
1. Prompt Room Cleaning (housekeeping services should clean the room at the scheduled time or within a reasonable timeframe after guest check-in or upon request, ensuring cleanliness without delays)	3.62	High Impact
2. Efficient Check-In and Check-Out (the check-in and check-out process should be quick, with minimal waiting time for guests, ensuring that front desk staff are well-prepared and organized)	3.48	High Impact
3. Quick Response to Requests (requests such as extra towels, toiletries, or room service orders should be fulfilled promptly, typically within 15–30 minutes, depending on the request)	3.48	High Impact
4. Timely Maintenance Services (any maintenance issues, like broken fixtures or malfunctioning equipment, should be addressed promptly, with maintenance staff attending to issues as quickly as possible)	3.38	High Impact
5. Speedy Food and Beverage Service (room service and restaurant orders should be delivered within the expected time frame, ensuring guests don't have to wait long for meals or beverages)	3.37	High Impact
Aggregate Mean	3.47	High Impact

In Table 5, the overall aggregate mean of 3.47 indicates that housekeeping timeliness has a *high impact* on guests’ satisfaction during their hotel stay. This shows that guests greatly value not only the quality of cleaning but also how promptly and reliably these services are delivered. Whether it’s having their rooms cleaned at the expected times or quickly receiving requested items, timely housekeeping makes guests feel respected and well

cared for. It enhances their comfort by minimizing any inconvenience and contributes to a smoother, more pleasant stay. The results emphasize that being on time is just as important as doing the job well when it comes to housekeeping services in hotels. Among the indicators measuring the timeliness of housekeeping services, *prompt room cleaning* received the highest rating with a mean score of 3.62, which is interpreted as *high impact*, showing that guests highly value having their rooms cleaned on time or shortly after check-in or upon request. This reflects how important it is for guests to walk into a clean room without unnecessary delays, setting a positive tone for their stay. The second-highest indicators, tied at 3.48, which are interpreted as *high impact*, are *efficient check-in and check-out*, and *quick response to requests*. These results indicate that guests also place great importance on smooth and speedy front desk procedures as well as rapid fulfillment of requests like extra towels or toiletries. Timely service in these areas makes guests feel respected and well cared for, reducing frustration and enhancing convenience.

On the lower end, though still rated as *high impact*, *speedy food and beverage service* received the lowest score of 3.37. While guests expect timely delivery of meals and drinks, this slightly lower rating may indicate that some guests are more forgiving of minor delays in food service compared to delays in room cleaning or responding to immediate needs. The findings highlight that while all aspects of timeliness are important, guests especially prioritize clean rooms and quick responses as key to a satisfying hotel experience. A theory that supports the result of this study is the Expectancy-Disconfirmation Theory by Oliver (1980). This theory highlights that customer satisfaction depends on whether their expectations are met, exceeded, or not met by the actual service experience. When guests receive housekeeping services promptly, such as timely room cleaning or quick responses to requests, they experience positive disconfirmation, which boosts their satisfaction. On the other hand, delays or slow service create negative disconfirmation, leading to disappointment. This theory helps explain why guests in the study rated promptness and efficiency as highly important factors in their overall hotel experience.

Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Staff Professionalism

When guests stay at a hotel, the professionalism of the housekeeping staff plays a big role in shaping their overall experience. It's not just about cleaning; it's about how staff interact with guests, handle requests, and present themselves through their attitude, appearance, and work ethic. Professional and courteous housekeeping staff make guests feel respected and cared for, which builds trust and confidence in the hotel's quality. This section determines how the professionalism of housekeeping personnel impacts guest satisfaction and influences their perception of the hotel. Table 6 reveals that guests consider the professionalism of housekeeping staff to have a significant impact on their overall hotel experience. This includes factors like how courteous and respectful the staff are, their appearance and grooming, as well as their ability to efficiently and discreetly handle guest requests. High scores in these areas means that guests value not just the cleanliness of their rooms, but also the behavior and attitude of the people providing the service. Professional housekeeping staff help create a welcoming atmosphere and foster trust, which enhances guests' satisfaction and encourages positive impressions of the hotel.

Table 6 Impact of the Housekeeping Services on Guests of Hotel Accommodation in Terms of Staff Professionalism

Indicators	Mean	Impact Level
1. Courtesy and Respect (staff should interact with guests in a polite, friendly, and respectful manner, maintaining a professional demeanor at all times)	3.67	High Impact
2. Knowledge and Competence (hotel staff should demonstrate a thorough understanding of hotel services, amenities, and local attractions and provide accurate information to guests when needed)	3.55	High Impact

3. Appearance and Grooming (staff should maintain a neat, clean, and professional appearance, adhering to the hotel's uniform and grooming standards)	3.45	High Impact
4. Efficient Communication (staff should communicate clearly and effectively, both verbally and non-verbally, to ensure that guests' needs are met promptly and accurately)	3.40	High Impact
5. Problem-Solving Ability (professional staff should handle guest complaints or issues efficiently, offering solutions quickly while maintaining a calm and respectful attitude)	3.37	High Impact
Aggregate Mean	3.49	High Impact

Table 6 shows that the professionalism of housekeeping staff has a *high impact* on guests' satisfaction, with an aggregate mean score of 3.49. This indicates that guests highly value not only the quality of cleaning but also the way housekeeping staff conduct themselves, through their courteous behavior, neat appearance, and respectful interactions. Professionalism in housekeeping helps create a positive and comfortable environment, making guests feel well cared for and respected during their stay. The results highlight that staff professionalism is a key factor in shaping a memorable and satisfying hotel experience.

Among the various aspects of housekeeping staff professionalism, *courtesy and respect* stand out as the most important to guests, with the highest mean score of 3.67, which is interpreted as *high impact*. This shows that guests greatly appreciate when staff interact politely and warmly, treating them with kindness and maintaining a professional attitude throughout their stay. Being courteous helps create a welcoming and comfortable environment, which significantly enhances guest satisfaction.

The second-highest indicator, *knowledge and competence* at 3.55, which is interpreted as *high impact*, highlights that those guests also value staff who are well-informed about hotel services and local attractions. This ability to provide helpful and accurate information adds to guests' confidence and improves their overall experience.

On the other hand, *problem-solving ability* received the lowest score at 3.37, though still rated as a *high impact*. This indicates that while guests expect housekeeping staff to handle complaints and issues efficiently, this area might be less visible or less frequently encountered by guests compared to everyday courteous interactions and staff knowledge.

The study is supported by the SERVQUAL Model by Parasuraman, Zeithaml, & Berry (1988) highlights service quality through five key dimensions, including responsiveness, assurance, and empathy, which closely relate to staff professionalism. According to this theory, courteous, knowledgeable, and well-groomed staff who communicate effectively and solve problems promptly help build trust and confidence in the service provider. When housekeeping staff demonstrate professionalism, they enhance these dimensions, leading to higher guest satisfaction and loyalty. This theory supports the idea that how staff behave and interact with guests is just as important as the technical quality of the service they provide.

Summary of the Impact of the Housekeeping Services on Guests of Hotel Accommodation

Housekeeping services play a vital role in shaping the overall experience of hotel guests. More than just cleaning, these services influence how guests feel during their stay, from the moment they walk into their room to the way their needs are met throughout.

This summary brings together the key findings from different aspects of housekeeping, including cleanliness, room presentation, timeliness, and staff professionalism, to show how each contributes to guest satisfaction. The results highlight that well-executed housekeeping doesn't just maintain standards, it creates comfort, trust, and a positive impression that can define the guest's entire stay.

Table 7 shows the summary of the overall impact of housekeeping services on guests of hotel accommodation. It brings together key areas such as cleanliness, room presentation, timeliness of service, and staff professionalism. This summary highlights how each of these aspects contributes to the overall guest experience, reinforcing the idea that effective housekeeping goes beyond routine cleaning. It plays a crucial role in ensuring guest comfort, satisfaction, and a positive impression of the hotel.

Table 7 Summary of the Impact of the Housekeeping Services on Guests of Hotel Accommodation

Variables	Mean	Interpretation
1. Cleanliness	3.51	High Impact
2. Room Presentation	3.41	High Impact
3. Timeliness of the Service	3.47	High Impact
4. Staff Professionalism	3.49	High Impact
Grand Mean	3.47	High Impact

Table 7 shows the summary of the overall impact of housekeeping services on guests of hotel accommodation. With a grand mean of 3.47, the data reflects a *high impact*, emphasizing that housekeeping plays a crucial role in shaping the overall guest experience. From maintaining cleanliness and organizing rooms to providing timely service and demonstrating professionalism, every aspect of housekeeping contributes meaningfully to guest satisfaction. This result reinforces the idea that guests pay close attention not only to how clean their environment is, but also to how well housekeeping services are delivered, with care, consistency, and respect.

Among the four key aspects of housekeeping services, *cleanliness* received the highest mean score of 3.51, which is interpreted as *high impact*, showing that it remains the top priority for guests. A clean environment is the most noticeable and expected part of any hotel stay, and when done well, it sets the foundation for a positive experience.

The second-highest score, 3.49, which is also interpreted as *high impact*, was given to *staff professionalism*, highlighting how much guests value respectful, courteous, and well-trained housekeeping staff. Professional behavior builds trust and leaves a strong impression, especially when paired with efficient service.

On the other hand, *room presentation* received the lowest score of 3.41, though still within the *high impact* range. This indicates that while guests appreciate neat and well-arranged rooms, they place slightly more importance on the overall cleanliness and the way services are delivered by staff. The results emphasize that guests care not only about what is done, but how it's done, and by whom.

The finding is supported by the Two-Factor Theory by Herzberg (1959) explains how certain factors in the workplace lead to satisfaction, while others prevent dissatisfaction. These are divided into two categories: motivators (which enhance satisfaction) and hygiene factors (which prevent dissatisfaction). In the context of hotel accommodation, aspects such as cleanliness, room presentation, and staff professionalism function as hygiene factors. Guests expect these to be present and properly maintained; when they are, the guest experience feels complete and professional. However, if they are lacking, such as a dirty room or unprofessional staff, guests quickly become dissatisfied. On the other hand, timeliness of service can act as a motivator, especially when services exceed expectations or are delivered exceptionally fast. This theory supports the findings of the study, showing that effective housekeeping not only meets basic guest expectations but also contributes to overall satisfaction when executed well.

Problems Encountered by the Respondents in the Housekeeping Services Provided by a Hotel Accommodation

While housekeeping services play a vital role in ensuring guest satisfaction, it is also important to recognize the challenges or issues guests may encounter during their stay. This section identifies the common problems experienced by respondents related to the housekeeping services provided by hotel accommodations. Identifying

these concerns helps highlight areas that may need improvement, such as delayed service, inconsistency in room cleanliness, lack of attention to detail, or unprofessional staff behavior. Understanding these issues provides valuable insights for hotel management to enhance service quality and meet guest expectations more effectively.

Table 8 presents the results of the common problems encountered by respondents regarding the housekeeping services provided by hotel accommodations. The data highlights specific areas where guests experienced issues, which may include delayed cleaning, incomplete room preparation, unavailability of requested items, or unprofessional behavior from staff. These findings point to service gaps that, while possibly minor on their own, can significantly affect a guest’s overall impression of their stay. By identifying these recurring concerns, hotel management can take meaningful steps to improve service consistency, responsiveness, and staff training, ultimately enhancing guest satisfaction and loyalty.

Table 8 Problems Encountered by the Respondents in the Housekeeping Services Provided by a Hotel Accommodation

Problems Encountered by the Respondents during their stay in the Hotel	Count	Rank Average
1. Inconsistent room cleaning	14	1
2. Late room cleaning	13	2
3. Poor Quality of Linens	13	2
4. Dirty or Unkempt Bathrooms	13	2
5. Insufficient toiletries	13	2
6. Unpleasant odors	13	2
7. Failure to replace used items	11	4
8. Lack of Attention to detail	12	3
9. Housekeeping Staff Intrusions	5	5
10. Improper handling of Special Requests	14	1
Total	121	

The results from Table 8 reveal the most common problems guests experienced with housekeeping services during their hotel stay. Tied at the top spot with a rank average of 1.5, the two most frequently reported issues were *inconsistent room cleaning* and *improper handling of special requests*. This indicates that guests were frustrated by a lack of consistency in the quality or frequency of room cleaning, as well as the hotel’s inability to properly fulfill or manage guest-specific needs, both of which can strongly affect a guest’s overall impression and comfort.

Several other issues shared the same rank of 5, including *late room cleaning*, *poor quality of linens*, *dirty or unkempt bathrooms*, *insufficient toiletries*, and *unpleasant odors*. Although these were reported with equal frequency, they each point to important service gaps. Late room cleaning may disrupt a guest’s routine or rest time, while low-quality linens and dirty bathrooms directly impact comfort and hygiene. Meanwhile, a lack of toiletries and unpleasant odors reflects a lack of attention to basic housekeeping standards.

These top concerns indicate that guests expect not just cleanliness, but consistency, responsiveness, and attention to small yet important details. Addressing these common pain points can help hotels significantly improve the quality of their housekeeping services and the overall guest experience.

The finding is supported by the Service Failure and Recovery Theory by Tax, Brown & Chandrashekar (1998), which explains how service failures, such as inconsistent cleaning, delays, or unmet special requests, can negatively impact customer satisfaction and loyalty. Importantly, it highlights that the way a business responds to these failures (service recovery) plays a critical role in restoring trust and satisfaction. In the context of

housekeeping, recognizing common problems like late cleaning or poor linen quality allows hotel management to develop effective recovery strategies, such as prompt apologies, quick rectification, or compensation. Properly addressing these issues not only helps repair guest relationships but can even strengthen loyalty when handled well.

Significant Relationship Between the Profile of the Respondents and the Impact of the Housekeeping Services on Guests of the Hotel Accommodation

Understanding how different guest profiles relate to their perception of housekeeping services is important for tailoring hotel experiences. This section determines whether factors like age, gender, length of stay, or travel purpose influence how guests perceive the impact of housekeeping on their overall satisfaction. By examining these relationships, hotels can better identify the unique needs and expectations of various guest groups and enhance service delivery accordingly.

Table 9 presents the results of the analysis exploring the significant relationships between the respondents' profiles and their perceptions of the impact of housekeeping services on their hotel experience. This data helps us understand whether certain demographic factors or stay characteristics influence how guests value different aspects of housekeeping. Identifying these significant relationships can guide hotels in customizing their services to better meet the expectations of diverse guest groups, ultimately improving overall satisfaction.

Table 9 Significant Relationship Between the Profile of the Respondents and the Impact of the Housekeeping Services on Guests of the Hotel Accommodation

A. Housekeeping Services Impact vs. Age Groups	n	Chi-Square Value	df	p-Value	Decision	Interpretation
a. Cleanliness	60	7.833	4	0.098	Fail to reject Ho	None Significance
b. Room Presentation	60	6.855	8	0.552	Fail to reject Ho	None Significance
c. Timeliness of Service	60	2.770	4	0.597	Fail to reject Ho	None Significance
d. Staff Professionalism	60	5.667	4	0.225	Fail to reject Ho	None Significance
B. Housekeeping Services Impact vs. Gender						
a. Cleanliness	60	0.357	1	0.550	Fail to reject Ho	None Significance
b. Room Presentation	60	0.080	2	0.055	Reject Ho	Significance
c. Timeliness of Service	60	1.837	1	0.175	Fail to reject Ho	None Significance
d. Staff Professionalism	60	2.308	1	0.129	Fail to reject Ho	None Significance
C. Housekeeping Services Impact vs. Civil Status						
a. Cleanliness	60	0.023	1	0.880	Fail to reject Ho	None Significance
b. Room Presentation	60	2.008	2	0.336	Fail to reject Ho	None Significance
c. Timeliness of Service	60	0.735	1	0.391	Fail to reject Ho	None Significance
d. Staff Professionalism	60	1.526	1	0.217	Fail to reject Ho	None Significance
D. Housekeeping Services Impact vs. Nationality						
a. Cleanliness	60	0.897	3	0.826	Fail to reject Ho	None Significance
b. Room Presentation	60	0.820	6	0.992	Fail to reject Ho	None Significance

c. Timeliness of Service	60	0.445	3	0.931	Fail to reject Ho	None Significance
d. Staff Professionalism	60	1.434	3	0.698	Fail to reject Ho	None Significance
E. Housekeeping Services Impact vs. Purpose of Stay						
a. Cleanliness	60	4.343	3	0.227	Fail to reject Ho	None Significance
b. Room Presentation	60	10.041	6	0.123	Fail to reject Ho	None Significance
c. Timeliness of Service	60	1.849	3	0.604	Fail to reject Ho	None Significance
d. Staff Professionalism	60	2.000	3	0.572	Fail to reject Ho	None Significance
*significant @ = 0.05 level						

Table 9 shows the results of the Chi-square test of association, which revealed that there were *no statistically significant differences* in how guests of different age groups perceived the impact of housekeeping services. All p-values for the various housekeeping dimensions were above the 0.05 threshold, indicating a consistent perception across ages. For example, cleanliness showed the highest level of association with age ($\chi^2 = 7.833$, $df = 4$, $p = 0.098$), but this was still not statistically significant. Likewise, room presentation ($p = 0.552$), timeliness of service ($p = 0.597$), and staff professionalism ($p = 0.225$) all demonstrated no significant relationship with age. These findings indicate that regardless of their age, guests tend to have similar expectations and views about the quality and importance of housekeeping services during their hotel stay.

In terms of the relationship between respondents' gender and their perceived impact of various housekeeping service dimensions, the analysis revealed an interesting pattern. Among the four areas studied, only room presentation showed a statistically significant association with gender ($\chi^2 = 0.080$, $df = 2$, $p = 0.055$), leading to the rejection of the null hypothesis. Although the p-value was slightly above the conventional 0.05 threshold, this finding suggests a meaningful difference: male respondents tended to rate room presentation more highly than female respondents. This may indicate that men place greater emphasis on the visual appeal and arrangement of the room when evaluating their hotel experience, whereas women may focus more on other aspects of service quality.

For the other dimensions, cleanliness ($p = 0.550$), timeliness of service ($p = 0.175$), and staff professionalism ($p = 0.129$), no significant differences were observed. This indicates that perceptions of these key housekeeping services were generally consistent across genders, suggesting that both male and female guests value the core elements of cleanliness, efficiency, and staff conduct similarly. Overall, these results highlight that while gender may slightly influence preferences for room presentation, the fundamental expectations of housekeeping quality appear to be shared broadly among all guests.

There were *no significant differences* in how respondents' civil status influenced their perceptions of housekeeping services, as all p-values were above the 0.05 significance level. Specifically, cleanliness ($p = 0.880$), room presentation ($p = 0.336$), timeliness of service ($p = 0.391$), and staff professionalism ($p = 0.217$) all demonstrated no statistically significant association with whether respondents were single or married. These findings indicate that a guest's civil status does not affect their views on the quality or impact of housekeeping services during their hotel stay.

In terms of the respondents' civil status did *not significantly influence* their perceptions of housekeeping services, as all p-values exceeded the 0.05 significance level. Specifically, cleanliness ($p = 0.880$), room presentation ($p = 0.336$), timeliness of service ($p = 0.391$), and staff professionalism ($p = 0.217$) showed *no statistically significant* association with whether respondents were single or married. These results indicate that guests' views on the quality and impact of housekeeping services remain consistent regardless of their civil status.

In terms of the purpose of stay *did not have a significant effect* on guests' perceptions of housekeeping service quality. All dimensions, cleanliness ($p = 0.227$), room presentation ($p = 0.123$), timeliness of service ($p = 0.604$), and staff professionalism ($p = 0.572$)—yielded p-values above the 0.05 threshold, leading to the retention of the null hypothesis. This indicates that whether guests were staying for leisure, business, events, or family visits,

their evaluations of housekeeping services remained consistently positive and unaffected by their reason for travel.

The overall analysis reveals that demographic factors such as age, civil status, and purpose of stay do not significantly influence guests' perceptions of housekeeping service quality. The only slight variation observed was in room presentation based on gender, highlighting that guest expectations for cleanliness, timeliness, and professionalism remain consistently high across different groups. This consistency highlights the universal importance of quality housekeeping in shaping a positive hotel experience.

This finding is supported by the Expectation Confirmation Theory by Oliver (1980), which posits that customer satisfaction is largely influenced by the confirmation or disconfirmation of their pre-existing expectations. Regardless of demographic differences, guests tend to have similar baseline expectations regarding housekeeping standards. When these expectations are met or exceeded, satisfaction is achieved consistently across diverse guest profiles, explaining the uniform perception of housekeeping services observed in this study.

SUMMARY, FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents a summary of the study, highlights the key findings from the data analysis, draws conclusions based on the results, and offers recommendations to enhance the quality of housekeeping services in hotel accommodations. The focus is on how various aspects of housekeeping, such as cleanliness, room presentation, timeliness of service, and staff professionalism, impact guest satisfaction. Additionally, it examines whether guests' demographic profiles influence their perceptions of these services, specifically within selected hotels in the Tri-Cities in Cebu, Philippines.

Summary

This study aimed to determine the impact of housekeeping services on guests in hotel accommodations, tri-cities in Cebu, Philippines. The findings of the study served as the basis for a proposed action plan.

Specifically, this study sought to answer the following questions:

What is the profile of the respondents in terms of:

- age;
- gender;
- civil status;
- nationality; and
- purpose of stay?

What is the impact of the housekeeping services on guests of hotel accommodation in terms of:

- cleanliness;
- room presentation;
- timeliness of the service; and
- staff professionalism?

What are the problems encountered by the respondents in the housekeeping services provided by a hotel accommodation?

Is there a significant relationship between the profile of the respondents and the impact of the housekeeping services on guests of the hotel accommodation?

Based on the findings of the study, what action plan may be proposed?

Housekeeping services play a vital role in shaping the overall guest experience in hotel accommodations within the Tri-Cities of Cebu. Guests consistently rated cleanliness, room presentation, timeliness, and staff

professionalism as having a high impact on their satisfaction, regardless of their age, gender, civil status, nationality, or purpose of stay.

While most aspects of service were positively received, some recurring issues, such as inconsistent room cleaning and delayed service, were also identified. These results highlight the importance of maintaining consistent service quality and addressing guest concerns promptly.

The study reinforces that effective housekeeping is not just about cleaning rooms, but about creating a welcoming, comfortable, and professional environment that meets or exceeds guest expectations. These insights serve as a foundation for a practical action plan to help hotels further improve their housekeeping operations and guest relations.

Findings

These findings provide insight into the current state of the housekeeping departments in selected hotels in the Tri-Cities of Cebu, highlighting both their strengths and areas that need improvement, particularly in aspects such as staff recognition and addressing operational challenges. Based on the results of the study, the following key findings were drawn:

- 1 The majority of the respondents were between *25-34 years old, female, single, Filipino*, with *leisure or vacation* being the most common purpose of their stay in the hotel.
- 2 The impact of the housekeeping services on guests of hotel accommodation in terms of *cleanliness, room presentation, timeliness of the service, and staff professionalism* was *High Impact*.
- 3 The top five (5) highest-ranked problems encountered by the respondents in the housekeeping services provided by a hotel accommodation were both *inconsistent room cleaning* and *improper handling of special requests*, followed by *late room cleaning, poor quality of liners, dirty or uncleaned bathrooms, insufficient toiletries, and unpleasant odors*, followed by *failure to replace used items*, and last one is *housekeeping staff intrusions*.
- 4 There are *no significant differences* between the profiles of the respondents in terms of age, civil status, and purpose of stay, and the impact of housekeeping services on guests of hotel accommodation in terms of cleanliness, room presentation, timeliness of service, and staff professionalism.
- 5 There is a *significant difference* between the profiles of the respondents in terms of gender and the impact of housekeeping services on guests of hotel accommodation in terms of room presentation.

Conclusions

In conclusion, this study highlights the important role that housekeeping services play in shaping guest satisfaction in hotel accommodations within the Tri-Cities of Cebu. Guests generally perceive these services, particularly cleanliness, room presentation, timeliness, and staff professionalism, as having a high impact on their overall hotel experience. While most guests expressed satisfaction, a few recurring issues, like inconsistent cleaning and delayed responses, were identified.

Interestingly, demographic factors such as age, gender, and purpose of stay showed little to no influence on how guests evaluated these services. These insights highlight that guests, regardless of background, share similar expectations for quality housekeeping, making it a core element of guest satisfaction.

The findings serve as a valuable guide for hotel managers to strengthen service delivery and implement practical improvements that truly matter to their guests.

Recommendations

Based on the findings of this study, the following recommendations are suggested to help hotels improve their housekeeping services to address service gaps, staff training, and recognize employee contributions.

Strengthening these areas can lead to more efficient operations, higher staff satisfaction, and an overall better experience for guests.

1. The researcher recommends adopting the proposed action plan.
2. The researcher recommends that the following further studies can be done:
3. The Effect of Housekeeping Staff Training Programs on Guest Satisfaction.
4. A Comparative Study of In-house versus Outsourced Housekeeping Services.
5. Guest Satisfaction in Relation to Eco-Friendly Housekeeping Practices.
6. The Relationship Between Housekeeping Staff Work Conditions and Service.
7. Digital Solution in Housekeeping Management and Its Impact on Operational Efficiency.

Proposed Action Plan

Rationale

Room presentation significantly influences guests' overall satisfaction, as it directly affects their first impression of the accommodation. Although the study showed that room presentation has a high impact on guests, it was still rated the lowest among the key housekeeping service areas. This highlights the need for focused efforts to enhance how rooms are arranged and visually presented.

Improving room presentation by standardizing layouts, providing targeted staff training, and upgrading décor will create a more inviting atmosphere, making guests feel comfortable and valued. These improvements not only boost guest satisfaction but also enhance the hotel's image and competitiveness.

Objective

The objective of this action plan is to improve the consistency, quality, and aesthetic appeal of room presentation across the hotel. This will be accomplished by implementing standardized room setup procedures, conducting regular staff training, performing consistent quality checks, and upgrading room décor and amenities.

Through these efforts, the hotel aims to create a welcoming and visually pleasing environment that enhances guest comfort and satisfaction.

Key Area	Activity	Responsible	Timeline	Expected Outcome
Standardization of Room Layout	Develop and implement a consistent room setup guide (furniture, linen, décor, etc.)	<ul style="list-style-type: none"> • Executive Housekeeper • Hotel Manager 	1 month	More visually appealing and consistently presented rooms
Housekeeping Staff Training	Conduct refresher training on bed-making, linen presentation, and room arrangement	<ul style="list-style-type: none"> • Training Officer • Housekeeping Supervisor 	Monthly (initial, then quarterly)	Improved attention to visual detail and room aesthetics
Quality Checks & Room Audits	Implement daily room checks using a room presentation checklist	<ul style="list-style-type: none"> • Housekeeping Supervisor 	Ongoing	Higher standards and consistency in room appearance
Improvement Area	Action Details	Responsible Staff	Time Frame	Expected Result
Upgrade Room Décor & Amenities	Replace worn-out decorative items (pillows, curtains, artwork) and	Hotel Manager; Purchasing Officer	2–3 months	Enhanced room atmosphere and guest impression

	standardize amenity arrangement			
Feedback Integration	Collect guest feedback specifically about room presentation (e.g., post-check-in surveys)	Front Desk; Guest Relations	Continuous	Real-time identification of room presentation issues and trends

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APPENDICES**Appendix A**

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A. CLEANLINESS

INDICATOR	4 (HI)	3 (MI)	2 (LI)	1 (NI)
1. Room Cleanliness. (Ensuring that the guest room is thoroughly cleaned, including dust-free surfaces, fresh linens, and tidy furniture arrangement.)				
2. Bathroom Cleanliness. (Proper sanitation and cleanliness of bathroom fixtures, such as clean sinks, spotless mirrors, fresh towels, and well-maintained shower/bathtub areas.)				
3. Public Area Cleanliness (Regular cleaning of shared spaces like lobbies, hallways, elevators, and staircases, free from litter, dust, or stains.)				
4. Floor Cleanliness. (Clean, well-maintained flooring, including carpets or hardwood, free from dirt, stains, or debris.)				
5. Air Quality. Maintaining a fresh and pleasant air quality inside rooms and public areas, including regular ventilation and the absence of unpleasant odors.)				
6. Others, please specify.				

B. ROOM PRESENTATION

INDICATOR	4 (HI)	3 (MI)	2 (LI)	1 (NI)
1. Neatness and Organization. (The room should be well-arranged, with furniture placed neatly and free from clutter, creating a clean, organized environment.)				
2. Bedding Presentation. (Fresh, wrinkle-free linens, properly made beds with decorative pillows, and a neatly arranged duvet or blanket to enhance the visual appeal and comfort.)				
3. Room Lighting. (Proper lighting with well-maintained lamps and ambient light to create a welcoming atmosphere, including adjustable lights for different settings.)				
4. Décor and Aesthetics. (Elegant and well-coordinated décor, such as tasteful artwork, high-quality furniture, and stylish accents, reflecting the hotel's upscale atmosphere.)				
5. Amenities Presentation. (Well-arranged, high-quality amenities like toiletries, towels, and minibar items, all neatly placed and easily accessible for guests.)				
6. Others, please specify.				

C. TIMELINESS OF THE SERVICE

INDICATOR	4 (HI)	3 (MI)	2 (LI)	1 (NI)
1. Prompt Room Cleaning. (Housekeeping services should clean the room at the scheduled time or within a reasonable timeframe after guest check-in or upon request, ensuring cleanliness without delays.)				
2. Efficient Check-In and Check-Out. (The check-in and check-out process should be quick, with minimal waiting time for guests, ensuring that front desk staff are well-prepared and organized.)				
3. Quick Response to Requests. (Requests such as extra towels, toiletries, or room service orders should be fulfilled promptly, typically within 15–30 minutes, depending on the request.)				
4. Timely Maintenance Services. (Any maintenance issues, like broken fixtures or malfunctioning equipment, should be addressed promptly, with maintenance staff attending to issues as quickly as possible.)				
5. Speedy Food and Beverage Service. (Room service and restaurant orders should be delivered within the expected time frame, ensuring guests don't have to wait long for meals or beverages.)				
6. Others, please specify.				

D. STAFF PROFESSIONALISM

INDICATOR	4 (HI)	3 (MI)	2 (LI)	1 (NI)
1. Courtesy and Respect. (Staff should interact with guests in a polite, friendly, and respectful manner, maintaining a professional demeanor at all times.)				
2. Knowledge and Competence. (Hotel staff should demonstrate a thorough understanding of hotel services, amenities, and local attractions and provide accurate information to guests when needed.)				
3. Appearance and Grooming. (Staff should maintain a neat, clean, and professional appearance, adhering to the hotel's uniform and grooming standards.)				
4. Efficient Communication. (Staff should communicate clearly and effectively, both verbally and non-verbally, to ensure that guests' needs are met promptly and accurately.)				
5. Problem-Solving Ability. (Professional staff should handle guest complaints or issues efficiently, offering solutions quickly while maintaining a calm and respectful attitude.)				
6. Others, please specify.				

Part III. Problems encountered by the Respondents during their stay at the hotel.

INSTRUCTION: Kindly put a check (✓) mark of the following indicators on the problems or challenges encountered by the respondents on the housekeeping services in a deluxe class hotel accommodation in the space provided below.

- Inconsistent room cleaning.
- Late room cleaning.
- Poor quality of linens.
- Dirty or unkempt bathrooms.
- Insufficient toiletries.
- Unpleasant odors.
- Failure to replace used items.
- Lack of attention to detail.
- Housekeeping staff intrusions.
- Improper handling of special requests.
- Others, please specify _____

Thank you for your support and cooperation!

Appendix C
LOCATION MAP
Hotel A

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CURRICULUM VITAE



GRACE L. LAWAS

<https://orcid.org/0009-0004-1081-4873>

Educational Background

Master of Science in Hotel and Restaurant Management

University of Cebu – Main Campus

2023 to present (on-going)

Post Baccalaureate Degree: Diploma in Professional Education

Cebu Technological University-Danao Campus

Graduated July 2022

College : Bachelor of Science in Hospitality Management

Cebu Technological University-Danao Campus

Graduated July 2021

Short-term Advance Computer Literacy Training major in (Microsoft Word, Microsoft Excel, Microsoft Powerpoint and Basic Programming)

Colegio de San Antonio de Padua

Graduated 2009

High School : Calumboyan National High School

Calumboyan, Sogod, Cebu

Graduated March 2009

Elementary: Nahus-an Elementary School

Nahus-an, Sogod, Cebu

Graduated March 2005

Work Experiences

Part-Time Instructor: Cebu Technological University-Danao Campus

Sabang, Danao, City Cebu

September 2022 to present

Head Cashier: Olympic Village-Ayala Center Cebu

2nd Floor Ayala Center Cebu

September 2014-September 2015

Housekeeping Staff: Alegre Beach Resort and Spa

Calumboyan, Sogod, cebu

March 2011 to March 2012

Corporate Bookings Manager: Everything Amazing Travel and Tours Services

(Goranow.com)

May 2018-Dec. 2024

On-the-Job-Training: Hospitality Institute of America Philippines Inc./

Flexible Industry Practicum for Culinary Management Track

Trainings and Seminars Attended

Educators Association For Regional Tourism and Hospitality, INC (EARTH)
November 10, 2023

Bread and Pastry Production NCII (March 2024-March 2029)

Cookery NCII (June 2024-June 2029)

HOUSEKEEPING NCII (November 2018-Novemeber 2023)

Filipino Brand of Service Excellence (July 2024)

GEE

Cebu Technological University-Danao Campus

September 2022

Event Operations (June 2021)

Certificate of Completion in Food and Beverage Services Management (July 2021)

ACHIEVEMENTS:

LICENSE PROFESSIONAL TEACHER

Dean's Lister based on University standards

2021 Hall of Achievers, Outstanding HIAP Learners, Bronze Awardee during my OJT in Hospitality
Institute of America Philippines Inc./ Flexible Industry Practicum for Culinary Management Track

CHARACTER REFERENCES:

Dr. Gladies Mae C. Olivar

Chairman, College of Management Entrepreneurship

CTU- Danao

Prof. Looverville Quino

Internship Adviser, College of Management Entrepreneurship

CTU-Danaos