

**SERVICE QUALITY (SERVQUAL) DIMENSION IN SELECTED
HOTELS IN TAGBILARAN CITY**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

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February 2022

**SERVICE QUALITY (SERVQUAL) DIMENSION IN SELECTED HOTELS IN
TAGBILARAN CITY**

A Thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Hospitality Management

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FEBRUARY 2022

APPROVAL SHEET

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ACKNOWLEDGMENT

The researchers would like to express their deepest and most sincere gratitude to many people who helped them in the realization and success of the study; to all those who provided support, talked things over, read and write, offered moments and assisted in editing, proofreading and guiding them in their study.

First and foremost, to the Almighty Father for the blessings, guidance, wisdom, strength, the gift of knowledge good health and enlightenment to pursue the study;

To **Dr. Marietta C. Macalolot**, Campus Director, for her approval to work on this study;

To **Dr. Nelia Q. Catayas**, Chairperson of DHMIT and instructor of Research 2, for her supervision, concern, advice, giving support and encouragement to the researchers;

To **Ms. HersheyLou M. Cabig**, for her patience and time checking the words into proper arrangement and sharing her knowledge for the improvement of the study;

To **Mr. Herbert A. Piollo**, for his assistance in interpreting, analyzing the numerical result of collected data and sharing his knowledge for the improvements of the study;

To the Panelists, your suggestions, recommendations and ideas are greatly appreciated for the improvement of the study;

To the researchers' parents, for their inspiration and encouragement, for understanding and supporting emotionally and financially and for setting the

To the researchers' parents, for their inspiration and encouragement, for understanding and supporting emotionally and financially and for setting the example of boundless energy and dedication towards being the best and the constant source of strength for them. Also, to their siblings, for the moral support, assistance and valuable time in helping them in various ways and giving their ideas and opinions which contributed to success of this thesis study;

And to everyone who rendered precious assistance, thank you so much. For without all of you, this paper will not be realized. May the grace of our Almighty God rain in your hearts always and may He continue to guide all of you in order for you to help the other researchers in the future.

- Researchers

ABSTRACT

The study aimed to determine the customer's satisfaction of urban hotels in the island of Bohol in today's new normal. Specifically, it sought to answer the demographic profile of the respondents in terms of age, gender, and nationality. The level of customer satisfaction towards Tagbilaran City hotels in terms of tangibility, reliability, responsiveness, assurance, and empathy dimension is also determined. The study utilized a modified standard questionnaire in gathering the data and was conducted with a letter address to managers of hotel with the endorsement and recommendation of the College of Technology and Allied Sciences (CTAS) Dean and approved by the Campus Director. It was conducted at Tagbilaran City particularly the MetroCentre & Convention Center, Kew Hotel and Panda Tea Garden Suites with twenty (20) purposively selected customers each hotel that comprises of sixty (60) participants. The level of satisfaction scoring and scaling procedure follows the likert-type scale with 4 as very satisfied and the opposite is scale 1 with very dissatisfied. The demographic profile of the respondents were respectively determined through frequency and percentage, on the other hand, the satisfaction level of customers towards the facilities and service were also determined through the weighted mean score. Based on the result, most of the customers of urban hotels in Bohol were 21 to 30 years old, female and filipinos and were all very satisfied in terms of the hotel's tangibility, reliability, responsiveness, assurance, and empathy dimension. There is no significant difference between the respondent's profile (nationality) and their level of their satisfaction. It was concluded in the study that customers were pleased and overwhelmed towards the facilities and services of urban hotels in Bohol, however development is still needed to fully satisfy all customers that will have in the future. The researchers formulated recommendations and offers the proposed action plan to the management such like conducting a survey on their lackings, staffs may undergo some trainings, enhance and upgrade the facilities, amenities and theme, and lastly for the future research to utilize the findings.

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Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Hospitality is a multi-disciplinary and complex phenomenon, and at the time of post crisis economy advancement like the current one, it assumes a significant part to create various areas of economy such like hotel. In todays, as modernization occur the customer's preference also develops. Convenient, efficient and excellent customer service is significant to completely satisfy the customers.

According to Lucjan Kierczak (2021) Customer satisfaction is a measurement that determines how products or services provided by a company meet customer expectation and serve as indicators of consumer purchase intentions and loyalty. A high level of customer satisfaction leads to an increase in repeat patronage, brand loyalty, as well as recruiting new customers by enhancing an organization's reputation. It is key showcasing strategy in separating itself from its rivals and increase comprehension of a visitor inclination and all out worth will upgrade a visitor encounter and augment lodging income. To get by in this powerful and profoundly serious business situation the hotel management will be compelled to basically recognize the significance of administration improvement to acquire upper hand. Customer satisfactions mix high faithfulness and that starts with great corporate picture and draws in new client and fortifies business relation.

Customers are very important in hotel business, without customers the hotel business wont able to run and survive.

The hotel offers from cordiality industry are necessities on account of progress on its management. With that customer need help because of their expense to get the right services that agreeing with their assumptions. Consequently, lodging industry will give the best services to the customers with assumptions that would make a customer return to utilize similar services in the future. A great customer care is the existence blood of any business and although new customers are important, good customers service will help generate customer loyalty and repeat business.

A successful activity of the business organization, is presentation and constant improvement of qualitative services, which meet the expectations of customers. The choice of hotels becomes one of the main issues of discussion: the variety of the hotel services, quality, reliability, and price are important. Since there are many hotels in the market providing the same or similar services, it is especially important not only to attract, but also to keep the customer. To maintain the position held and to compete in future, it is necessary to provide qualitative services by which old customers may be retained, and new customers may be attracted.

Moreover, an increasing dynamism and competitive ability of the business environment, an increasing number of companies pay attention to the creation, management, determination and increase of customers' loyalty. The satisfaction

and loyalty of customers have both direct and indirect impacts on the hotel industry. The loyalty of existing customers is especially important, since it was calculated that the attraction of new customers is much more expensive than the retention of existing ones. The growing loyalty of customers allows the organization to make savings, decreasing the expenses for marketing and transactions, also the expenses related to the customers' change decreases, the consumption of related products increases, positive communication 'word of mouth' is pursued, the cost of failures decreases (Jasinskas et al., 2016).

Hotel is a wider business that spreads across the world, with that competitor are also multiple. The management have to give all of their best services as they can to completely satisfy the customers and gain their loyalty. To give an effective and thorough enhancement scheme, the researchers made a survey questionnaire to the valued customers of Metro Center Hotel, Panda Tea Garden & Suites, and Kew Hotel in Tagbilaran City. Thus, to act in increasing the competitive ability and to obtain a higher number of loyal customers, hotel services should firstly make the expectations of customers coincide with the offered service quality.

Literature Background

This study is anchored on the following theories and Act:

Republic Act No. 7394 or known as, "The Consumer Act of the Philippines" states to protect the interest of the consumer, promote his general welfare and to establish standards of conduct for business and industry. The objectives of this Act are all focus to the welfare, protection, and rights of the entire consumer in the Philippines.

Valentin Lado (2021) defines consumer behavior as the study of consumers and service including consumer's emotional, mental and behavioral responses as it helps the marketers decide how to present their products in a way that generates a maximum impact on consumers. In addition, Schofield and Scalia (2020) says that it is the study of how people make their decisions about what they buy, want, need or act in regards to a product, service or company and can be used to know how potential customers will respond to a new product or services and identify more opportunities while Schiffman (2007) define it as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

Furthermore, they may have varied definition but they all lead to common view that consumer buying behavior is a process of selecting, purchasing and disposing of goods and services according to the needs and wants of the consumer, however the process of subject as time passes as the purchasing characteristics of the customers change due to their physical and psychological needs.

Disconfirmation theory indicates consumers compare their initial expectations of likely value against their perceptions of likely value against their perception of the actual value they received when they purchase or consumed because consumers are comparing two aspects (prior expectation to actual delivery) they are essentially confirming how well the services delivered (Marketing study guide, 2021). Customers often make some judgement about a product , it's benefits and the likely outcomes of using the product. People will learn to perform behavior that they expect will lead to positive outcomes. There remains a need to provide a direct link between satisfaction and purchase (Robert Christie Mill, 2011).

Nowadays, hospitality industry has been recognized as section of the wider service industry and tourist attraction spread everywhere. It is one of the categories in the field of service industry and helps tourism industry to grow. It provides essential services for travelers whether they are in the move for reasons of necessity, leisure, or luxury. Courtney Gupta and Customer enthusiast (2021) says that customer satisfaction can make a break your business and to succeed in uncertain times, you have to maintain high satisfaction level throughout the customer's journey through keeping customers happy and putting customers first. Joleen Bizi Mubiri (2016) states the main difficulty facing most industries is the ability to continue satisfying their customers while at the same time making a huge profit. Competition puts pressure on many hotels services providers to provide quality services.

According to Cambridge Dictionary defines satisfaction as a pleasant feeling that you get when you receive something you wanted or when you have done

something you wanted to do. Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time. "A hotel should relieve guest of their insecurity and loneliness. It should make them warm and cozy". This simply explains that hotel is liable for the needs and safety of the customers, make their stay relaxing and comfortable that helps to enhance their experience of traveling as it can also give positive feedback on the hotel's reputation. Quality service means customer loyalty, the strength of the relationship between an individual relative attitude and re-patronage. Customer satisfaction consist of a customer's perceived quality, value and expectations of your company and what you offer.

Ramya, N. and Kowsalya, A. (2019) defines service quality as an assessment of how well a delivered service conforms to the client's expectations and by that the company constantly assess the service quality in order to improve their service, to identify the problems and to better assess the client's satisfaction. Brad Cleveland (2017) States that service industry revolves very fast as the customer's expectations. The standard should reflect and guidance on what needs to happen but with such demands, the company must act appropriately to see the customer satisfied.

Service quality is the outcome of the comparison between service expectation and to the actual services of the company. Izogo and Ogba (2015) argued that service quality leads to enhanced customer satisfaction and loyalty because of several factors. They added that SERVQUAL model the most widely used

instrument to measure customers perception to measure a firm's service quality and assess customers perceptions (Etemad Sajadi & Rizzuto, 2013). As noted by Ahmad Adnan Al-Tit (2015), service quality is measured using this instrument as the gap between customer expectations and perceptions, characterized by five dimensions: tangibles, reliability, responsiveness, assurance and empathy. Kobiruzzaman (2020) tells that reliability is an essential dimension of the Servqual model that confirms the capacity to provide services exactly, on time, and credibly, assurance means creating trust and credibility for the customers, tangibles represent the physical facilities, employees' appearance, equipment, machines, and the organization's information system, empathy means focusing on the customers attentively to ensure caring and distinguishing service and responsiveness refers to the eagerness to assist customers with respect and provide quick service to satisfy.

Service is hand in hand assistance provided by staff to facilitate the purchase by the client and consider as the soul of hospitality. It is an asset that will greatly help to gain the advantages. Excellent customer service strengthens customer's relationship which are invaluable asset to a hotel. Hotelier must create dynamic, ambient, and unforgettable experience for customer to stay ahead on competition in the hotel sector. These includes services from front desk department, housekeeping department, food and beverage department and other services.

Facilities are the portion of the hotel property where amenities or equipment are place and used to provide its particular purpose. Well manage facilities sets a good impression to the customers, it makes work more efficient, it increases

employee morale where they can take pride to be proud of and it helps on cost that makes maintenance issues fewer and allows to focus more on prevention than treatment. Facilities includes room accommodation, convention hall, bar, restaurants, lounge, and parking area. The facilities must be clean, comfortable, safety and secured and presentable.

People have different taste and interpretation on offering/services. Consumers can differently evaluate the services because of its demographic. It is unknown whether or how customer evaluate the dimensions of customer experience quality base on its demographic profile (age, gender, nationality, income and etc.)

The guest experience is timeless. Travelers tend to expect among many things, cleanliness, proximity to business meetings or key attractions and a great view. However, with emerging technology the guest needs also changing, hotels are must to play catch-up to stay current with the guest needs. Customers tend to expect a well connectivity such like free Wi-Fi which is one of the most essential amenities for travelers. Good value where guest matter the most on the worth than the price. Mobile check-in and check-out where the guest check-in and check-out with the use of mobile phone than standing in line that may take a lot of time. Authentic service where guest wants hotel staff to take care of them rather than technologies because for them nothing can replace human touch that enhances the guest experience. Sustainability where they expect a hotel that is eco-friendly. Emotional connection is the guest engagement to the property and services. They wanted to be treated like individual uniquely, value and feel their customer important that makes them more likely to book (Benbria, 2016).

Engaging customers has been one of the biggest challenges for businesses during the COVID-19 pandemic. But there is hope on the horizon for organizations that use this challenge as an opportunity to better understand who their customers are and what they want (Kirti Barry & Chris Porters, 2020). After years of focusing on cost management, companies have pivoted with a renewed focus on growing the business. And they face a new landscape of consumer attitudes and behaviors one that is vastly different from before the Great Recession. Measurable changes in consumers behavior are they are more empowered and informed and much more judicious in their spending. When it comes to navigating the new normal, successful enterprises execute several things well clarity of purpose, analytics, multichannel mastery and technological agility is a must. Acquiring and retaining these customers, the implications are significant and evolving. The companies that succeed will establish the appropriate insights and engagement capabilities to stay in tune with the new normal (Alton Adam, 2014).

With the fast growing hotel industry competitors are also multiple and becoming more difficult because now customers are increasingly sophisticated, educated and we'll informed. They have high expectations of the service they want to receive. E Yu Nikolskaya et al. (2018) It is necessary to develop a strategy and tactics of development of hotel on innovation basis to improve the quality of service for the purpose of attracting as many customers as possible.

THE PROBLEM

Statement of the Problem

This study aimed to determine the level of customer's satisfaction in selected hotels in Tagbilaran City. The findings served as basis for enhancement scheme. It sought to answer the following questions.

1. What is the demographic profile of the participants in terms of :
 - 1.1 age;
 - 1.2 gender; and
 - 1.3 nationality?
2. What is the level of customer's satisfaction towards the hotels in Tagbilaran City in terms of:
 - 2.1 tangibility dimension;
 - 2.2 reliability dimension;
 - 2.3 responsive dimension;
 - 2.4 assurance dimension;
 - 2.5 empathy dimension; and
 - 2.6 ServQual summary?
3. Is there a significant difference between the participant's profile (nationality) and their level of satisfaction?
4. What enhancement scheme can be proposed based on the results of the study?

Null Hypothesis

At 0.05 level of significance, the following hypothesis was tested:

HO₁: There is no significant difference between the participant's profile (nationality) and their level of their satisfaction.

Significance of the Study

The findings of this study would help the following people:

Hotel Manager/CEO. The outputs of this study would provide an effective strategy on sustaining their hotel, satisfying customers and make them a loyal customer.

Researchers. This would give knowledge and information that could be applied in the future workplace particularly in the hotel industry.

Future Researchers. This study would be useful to the future researchers with similar studies. This serves as a guide and reference for them who intend to discover something similar.

Customers. This study would help them express their opinions, suggestions and complaints regarding the hotel services and so for the next visit they would experience the best services according to their expectations.

Hotel Personnel. It would help them to maintain their responsibilities and improve their skills in their work for them to become more effective personnel.

Tourism Unit (LTU). This would provide the information to the tourism sector and this would inspire them to develop more effective and efficient plans.

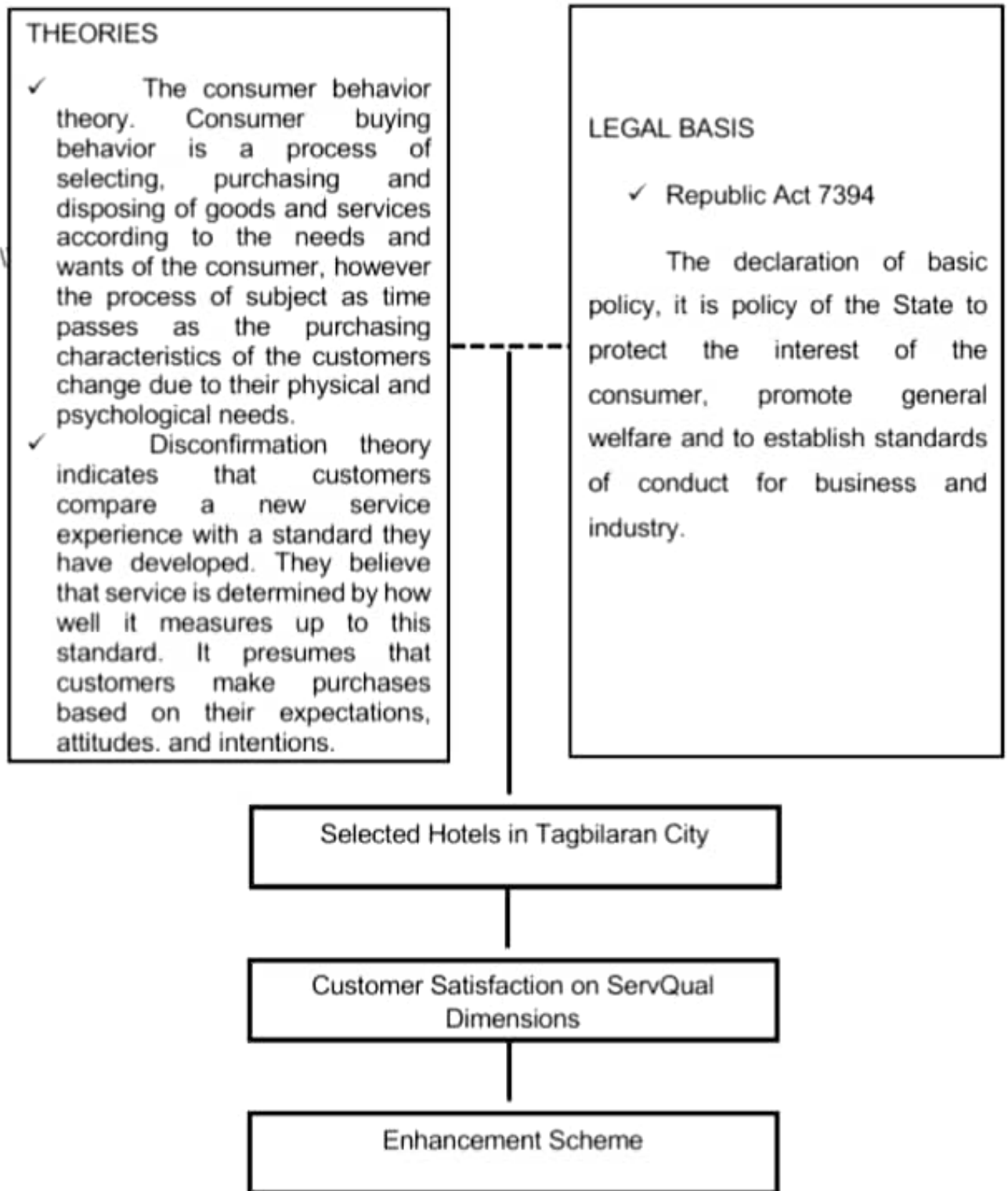


Figure 1. Theoretical and Conceptual Framework

RESEARCH METHODOLOGY

This chapter gives an overview on how the research methodology was done covering the design, environment, participants, instrument, and procedure.

Design

The researchers used the descriptive survey method. A checklist questionnaire was prepared to gather data for the study.

Environment

Tagbilaran City is the main business capital and center of governance and transportation where we can find the hotels identified as Panda Tea Garden & Suites, MetroCentre Hotel and Convention Center, and Lew Hotel.

MetroCentre Hotel & Convention Center is situated in C.P.G. Avenue, Tagbilaran, Bohol along the main street of Tagbilaran City, Kew Hotel can be found at J. A. Clarin St., Tagbilaran City, Bohol. It is in front of Tagbilaran City Hall and a walking distance to Island City Mall (ICM), School and food chains, and Panda Tea Garden & Suites is ideally located at J.A Clarin St., Tagbilaran City Bohol in front of National Irrigation Authority (NIA) regional office and just a 1.6 km. from the centre.

Participants

The participants were the selected customers of the 3 hotels namely Panda Tea Garden & Suites, Metro Center and Kew Hotel. The researchers used purposive sampling in choosing sixty (60) participants from the customers of the chosen hotel who availed its services. On each hotel, 20 participants were invited.



Figure 2: Distribution of the Participants

Instrument

A standard questionnaire was adopted and used in conducting the study following the SERVQUAL model to measure service quality of the hotel. The questionnaire was made using simple words for the participants to easily understand following

The instrument starts with the profile of the participants particularly their age, gender and nationality follow with the satisfaction level of the customers on the selected hotels through survey checklist.

The questionnaire was divided in two parts; (1) primarily it contains the profile of the participants as to age, gender and nationality and (2) comprises the level of satisfaction of the customer on selected hotels in Tagbilaran City. The level of customer satisfaction was answered based on the rating scale of 4- very satisfied, 3- satisfied, 2- less satisfied and 1- dissatisfied.

Data Gathering

To have a credible and thorough data gathering process, the researchers wrote a letter addressing to the managers of the selected hotels in Tagbilaran City,

asking permission to conduct a study noted by the Thesis Adviser through endorsement of the Chairperson of the Department and recommendation from the Dean of the College of Technology and Allied Sciences with the approval of the Campus Director. After the permission obtained, the researchers distributed the questionnaire to the participants. When the survey was done, the researchers collected and tabulated the data manually. The data were recorded for analysis and interpretation.

The scoring and scaling procedure followed. The scoring procedure used was using likert-type scale with 4 as "very satisfied" and the opposite was scale 1 with "dissatisfied".

Statistical Treatment

Frequency and percentage was used to analyze the demographic profile of the respondents. The percentage was computed using the following expression.

$$P = \frac{f}{n} \times 100$$

Where :

P = percentage

f = frequency

n = total no. of participants

100 = constant multiplier or total percentage

Weighted Mean Score was used to determine the satisfaction level of customers towards ServQual dimension of selected hotels using the formula:

$$WMS = \frac{4 (f_4) + 3 (f_3) + 2 (f_2) + 1 (f_1)}{n}$$

Where:

WMS = weighted mean score

f_n = frequency

n = no. of participants

Legend:

Weight	Scale	Range	Interpretation
4	Very Satisfied	3.26 - 4.00	Very Satisfied
3	Satisfied	2.51– 3.25	Satisfied
2	Less Satisfied	1.76– 2.50	Less Satisfied
1	Dissatisfied	1.00 – 1.75	Dissatisfied

T-test formula was used to determine the significant difference between the participant's profile (nationality) and their satisfaction level.

$$t = \frac{X1 - X2}{\sqrt{\frac{S1^2}{n1} + \frac{S2^2}{n2}}}$$

Where

t = t- value

x^1 = mean of the participant's satisfaction

x^2 = mean of the participant's nationality

n^1 = number of participant's satisfaction

n^2 = number of participant's nationality

$$s_1^2 = \text{variance of participant's satisfaction} = \frac{\sum(x_1 - \bar{x}_1)^2}{n_1}$$

$$s_2^2 = \text{variance of participant's nationality} = \frac{\sum(x_2 - \bar{x}_2)^2}{n_1}$$

OPERATIONAL DEFINITION OF TERMS

The terminologies mentioned in the study were operationally described as follows:

Hotels in Tagbilaran City. These are the Panda Tea Garden & Suites, MetroCentre Hotel and Convention Center, and Kew Hotel.

Participants. They are the customers of the Panda Tea Garden & Suites, MetroCentre Hotel & Convention Center and Kew HOTEL, who answered the survey.

SERVQUAL. It is a multi-dimensional research instrument designed to capture consumer expectations and perceptions of a service along five dimensions that are believed to represent service quality. These are the tangibility dimension that means of the characteristic of the hotel physical facilities and the perceived quality of the physical facilities, personnel and equipment used by the hotel, reliability dimension that refers to the dependability, consistency and accuracy with the hotel staff, responsiveness dimension that pertains to the zeal in the hotel staff to serve customers in a well-timed, effective fashion and it incorporates elements, assurance dimension that specifies the extent of which the hotel staff stimulate faith and credence among it's customers and empathy dimension is the degree of understanding customers manifests in relation to their needs.

Chapter 2

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter deals with the presentation, analysis, and interpretation of the gathered data on which includes the customers demographic profile as to age, gender, and nationality, and the customers satisfaction level towards tangibility, reliability, responsiveness, assurance, and empathy dimension of selected hotels in Tagbilaran City.

Demographic Profile

Table 1 shows the profile of the participants including age, gender, and nationality.

Age. It was found that the majority of the participants were 21 to 30 years old with (30) frequency or 50% and 40 and above were the least comprising of ten (10) frequency or 16.67% while none of them were 20 years old and below of all the participants. Majority of the customers were 21 to 30 years old and it was reflected in the study of Daniel Diosi (2021), young adults today are considered millennials, more connected, global economic liberalization which makes them easier to make money and are excellent targets for modern luxury hotels.

Gender. It presented that most of the participants were female with thirty-six (36) frequency or 60% and only twenty-four (24) frequency or 40% were male. They were proven by Rick Garlick (2012) state that women like to leisure and vacations in clean, comfortable, amenities, and good properties.

Nationality. Moreover, most of the participants were filipinos and this happened due to the COVID-19. According to Guide to the Philippines (2021), it was due to coronavirus disease 2019 (COVID-19) pandemic that heavily affected the tourism industry and hotel accommodation as well. Then the health protocols are implemented where international travelers are not allowed to enter the Philippines.

Table 1
Profile of the Participants
n = 60

	Parameter	Frequency (f)	Percentage (%)
AGE	20 yrs. Old and below	0	0
	21-30	30	50
	31-40	20	33.33
	41 yrs. old and above	10	16.67
GENDER	Male	24	40
	Female	36	60
NATIONALITY	Filipino	54	90
	American	4	6.66
	Brazilian	1	1.67
	German	1	1.67

Satisfaction Level of Customers towards ServQual Dimensions

Table 2 show the satisfaction level of the customers in terms of SERVQUAL dimensions particularly the tangibility, reliability, responsiveness, assurance, and empathy dimensions. It was found that the overall data customers were Very Satisfied with the hotel here in Bohol.

Satisfaction Level towards Tangibility Dimension

The table show that customer satisfaction towards the tangibility dimension

was a high level of 3.503 which was interpreted as "Very Satisfied". "Cleanliness and comfort of the facility" receive highest weighted mean at 3.600 with a descriptive interpretation of "Very Satisfied" This rating was supported by the comments of the guest at the hotel who wrote the, "Hotel is very clean, well-kept and comfortable to stay", " It feels like home here". The "Visually appealing facilities has the lowest weighted mean 3.433 but still interpreted as "Very Satisfied".

Tangibility Dimension is in the 4th rank with the weighted mean of 3.503 interpreted as Very Satisfied as the customer says "Cleanliness and Comfort" and supported by Barber et al. (2010) explained that cleanliness is an important clue for quality of the physical environment perceived by customers, and that it affects trust and revisit intention. Among various physical environment variables, cleanliness had a positive influence on customer satisfaction and hygiene was an important factor inducing customer satisfaction and loyalty intention.

Satisfaction Level towards Reliability Dimension

It shows the Reliability Dimension has an average weighted mean of 3.547, described as "Very Satisfied". The statement "Provide service as promise" got the highest weighted mean of 3.617 interpreted as "Very Satisfied" and "Quality of problem resolution" statement, as the lowest with 3.467 weighted mean and analyze as Very Satisfied. This rating was supported by the guest's comments who wrote, "Value for money is perfect". "They anticipated my needs and went above and beyond to make me feel at best at all time".

Reliability Dimension was also ranked as the third among other dimensions with a weighted mean of 3.547 described as very satisfied. One of the reasons why participants are very satisfied is because the participants says that "The products and services are authentic", and that was supported by the study of Zeithaml et al. (2006) says that reliability is the ability to perform the promised service dependably and accurately or delivering on its promises. This dimension is critical as all customers want to deal with firms that keep their promises and this is generally implicitly communicated to the firm's customers.

Satisfaction Level towards Responsiveness Dimension

The table shows that the Customer Satisfaction in Responsiveness Dimension of the Tagbilaran City hotel got an average weighted mean of 3.577 means that customers were "Very Satisfied". "staff performance" statement got the highest weighted mean rated as 3.667 was described as "Very Satisfied", which means that customers like the performance of the staff. This rating was supported by the comments of a guest who wrote, "They assisted me when I needed some advice and assistance with every question I have". The "Accessibility of product and services statement got the lowest weighted mean of 3.450 interpreted as "Very Satisfied".

Responsiveness Dimension ranked as 2nd with 3.577 weighted mean, interpreted as Very Satisfied as customers say "Staff Performance" supported by the study of Anwar and Quadir, (2007), according to them responsiveness is being willing to help and always ready to settle happened issues and availability to

provide fast service. It is vital to respond to all customer requests otherwise, the request can turn into a complaint. Service suppliers' capability to ensure that they are providing a service on time is a fundamental part of service quality for major customers. With that, the management underscores mindfulness and immediacy in managing customers' appeals, questions, complaints, and other issues.

Satisfaction Level towards Assurance Dimension

Table reveals that satisfaction level of customers in terms of Assurance Dimension of the product and services in Tagbilaran City hotel with an average weighted mean of 3.496 that signifies as "Very Satisfied" the customers felt that the Tagbilaran City hotels were safe and secure to stay in as they rated it 3.617 that means of "Very Satisfied" and on the other hand, "Instilling confidence in customers" statement, has the lowest weighted mean of 3.383 and considered as "Very Satisfied".

Assurance dimension ranked in the last with a weighted mean of 3.496 interpreted as Very Satisfied for the reason of the customers and was supported by the study of Anwar and Louis (2017) that says that assurance is the extent to which the service personnel stimulate faith and credence among the customers of the firm. Zeithaml, V, Zeithaml V, Bitner, M. and Gremler, D. (2006) tell that "Employees" knowledge and courtesy, and the service provider's ability to inspire trust and confidence" and (Delgado-Ballester, 2004) says that If the customers don't find the service and staff of the company pleasant, the chances of them re-turning will be slim.

Satisfaction Level towards Empathy Dimension

The table presents the level of customers satisfaction in the Empathy Dimension. It indicated a 3.656 weighted mean and was interpreted as "Very Satisfied". The highest weighted mean was "Having the customers best interest at heart", with the average of 3.683 described as "Very Satisfied". This rating is supported by the comments of a guest who wrote, " The staffs were very helpful and polite and also friendly". The "Understand specific needs of the guest" statement with weighted mean of 3.633 as the least among three statements which interpreted as "Very Satisfied".

The Empathy Dimension ranked as first of all categories with the weighted mean of 3.656 interpreted as Very Satisfied. The reason of the result was "Having the customers best at heart" supported by the study of Andaleeb and Conway (2006) that state that Empathy has to do with the "caring and individualized attention" granted to customers besides the degree of understanding personnel manifests in relation to customer needs. It has been ascertained to be more desirable and significant in magnifying the quality of service in industries were establishing relationships with customers and clients guarantees survival. The likelihood of clients returning to a company-provided they were given special care, and attention is very high (Delgado-Ballester, 2004).

Table 2
Level of Customers Satisfaction
n = 60

ServQual Dimensions	Weighted Mean	Descriptive Interpretation	Rank
Tangibility Dimensions			
Quality of product and services	3.517	Very Satisfied	3
Visually appealing facilities	3.433	Very Satisfied	6
Cleanliness and comfort of services and facilities	3.600	Very Satisfied	1
Proper waste management	3.483	Very Satisfied	4
Advancement of technologies used	3.450	Very Satisfied	5
Location of the hotel	3.533	Very Satisfied	2
Average Weighted Mean	3.503	Very Satisfied	4th
Reliability Dimension			
Provide service as promised	3.617	Very Satisfied	1
Professional expertise and knowledge of staff	3.533	Very Satisfied	4
Quality of problem resolution	3.467	Very Satisfied	5
Authenticity of the product and services	3.550	Very Satisfied	3
Reasonable price of the product and services	3.567	Very Satisfied	2
Average Weighted Mean	3.547	Very Satisfied	3rd
Responsiveness Dimension			
Timeliness of response and delivery	3.583	Very Satisfied	3
Accessibility of product and services	3.450	Very Satisfied	4
Accessibility of customer services for inquires	3.600	Very Satisfied	2
Provides clear information	3.583	Very Satisfied	3
Staff performance	3.667	Very Satisfied	1
Average Weighted Mean	3.577	Very Satisfied	2nd
Assurance Dimension			
Safety and security	3.617	Very Satisfied	1
Instilling confidence in customers	3.383	Very Satisfied	4
Convenience of services availability	3.467	Very Satisfied	3
Accuracy of delivered service and order	3.517	Very Satisfied	2
Average Weighted Mean	3.496	Very Satisfied	5th
Empathy Dimension			
Understands specific needs of guest	3.633	Very Satisfied	3
Friendliness and courtesy of staff	3.650	Very Satisfied	2
Having the customer's best at heart	3.683	Very Satisfied	1
Average Weighted Mean	3.656	Very Satisfied	1st
Overall Weighted Mean	3.556	Very Satisfied	-

Significant Difference

Table 3 shows the significant difference between the respondent's profile (nationality) and their level of satisfaction who got overall weighted mean of 3.534691358 and was interpreted as "Very Satisfied".

Moreover, the table shows the P value of 0.025677827 which means of less than 0.05 level of significance. Therefore, the null hypothesis is rejected and confirmed that the difference between nationality of the participants and level of satisfaction was significant. Foreign guests have lower expectation on the hospitality of local hotels amongst others because they do not have a specific standard to evaluate the "hospitality" behavior in the commercial context and for the local guests, they can easily form their expectation based on the standard of the "social hospitality" domain of local culture which they are already familiar with (Zeithaml et al., 2009). Therefore, It greatly affect forming their satisfaction towards the hotel services.

Table 3
Difference between the Participant's Profile (Nationality) and their Level of Satisfaction
n=60

Factors	df	t Critical Value	t- Stat	p – value	Significance	Result
Local & Foreign Participant's Satisfaction	6	+ 2.446911851 -	-1.690804032	0.025677827	Significant	Rejected Ho

Significant $P < 0.05$

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the summary of findings conclusions, and recommendations drawn from the results.

Summary of Findings

The study was conducted through customers who availed the services of the selected hotels, the following were the findings:

1. Demographic profile, most of the respondents ages from 21 to 30 years old, female and filipinos.
2. Level of satisfaction, the SERVQUAL dimensions such as tangibility, reliability, responsiveness, assurance and empathy dimension were overall interpreted as "Very Satisfied", which means that the customers were happy with regards to hotel facility and services and the hotels were able to fulfill the needs and expectations of the guest.
3. There is a significant difference between the respondent's profile (nationality) and their level of satisfaction.

Conclusions

In the light of the previous findings, the researchers concluded based in the gathered data and statement of the problems. Among the 60 respondents, the level of customer's satisfaction in the Tangibility, Reliability, Responsiveness, Assurance and Empathy Dimension of selected hotels in Tagbilaran City were very

satisfied. There is no significant difference between the respondent's profile (nationality) and their level of their satisfaction

Moreover, customers felt overwhelmed with the facility and services of the hotels in Bohol. However, based on table 2.1 to 2.5 weighted mean, the level of customer satisfaction does not reach the top range of 4.00 weighted mean, which means that development is still needed to fully satisfy all customers that Tagbilaran City hotels will have in the future. There respondent's nationality and their level of satisfaction has a significant difference and the null hypothesis is rejected.

Recommendations

Based on the findings and conclusions, the researchers addressed the following recommendations:

1. The management may conduct their survey through suggestion boxes' and/or feedback forms to be always informed or aware on what level they are in or what factor that needs improvement, and so they may enhance the current strategies in satisfying the guest base on the revelation of the study. They may assign the human resource personnel to evaluate, monitor, and assesses the overall implementation of the development plan.

2. Staffs may undergo some training to improve their knowledge and skills, and have a good performance at work. The staffs should remember that knowledge and skills are the keys promoting them in their careers.

3. The management may upgrade their equipment and enhance the facilities, amenities, theme that is on-trend, based on the preference of the potential custo-

mers, and make everything more convenient.

4. The management must consider the factors with the lowest weighted mean to increase the satisfaction level of the customers.

5. Future researchers may utilize the findings of the study and check the enhancement scheme that researchers propose to identify whether the scheme is implemented, so that whatever result may occur shall be subjected to future researchers.



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 College of Technology and Allied Sciences
 Zamora, Bilar, Bohol



ENHANCEMENT SCHEME FOR TAGBILARAN CITY HOTELS

Areas of Concern	Objectives	Solution / Recommendations	Persons Involved
Knowledge and Skills	<p>To enhance the skills and knowledge of the staff</p> <p>To improve the management and strategies</p> <p>To give credible customer service to the customers and get their trust</p>	<p>Trainings, Seminars, Lecture and skill Test</p>	<p>Manager & Staff</p>
Equipment, Facilities, and Theme	<p>To make the customer's stay convenient</p> <p>To attract more customers</p>	<p>Upgrade equipment, facilities, and amenities</p>	<p>Manager</p>
Lacking of the hotel	<p>To know the lacking of the staffs, what customers really like, and give ensured services</p>	<p>Suggestion Box/ Letter/ Survey form</p>	<p>Customer & Staff</p>

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APPENDIX A

Questionnaire



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
College of Technology and Allied Sciences
Zamora, Bilar, Bohol



SERVICE QUALITY (SERVQUAL) DIMENSION IN SELECTED HOTELS IN TAGBILARAN CITY

Dear Participants,

We would like to invite you to take a few minutes to answer some questions. The researchers are grateful for consenting us to conduct a survey and through this survey, rest assured that all information you will send us will be treated as confidential. This questionnaire is administered to find out your satisfaction level in availing the Tagbilaran City hotel services. We intend to know the services that the Tagbilaran City hotel provides and to give some suggestions to the management.

-Thank you😊

Name: (Optional) _____ Date: _____

Age: 20 below 21-30 31 – 40 41 and above

Gender: Male Female

Nationality: _____

Instruction: Based on your stay at (Name of the Hotel). Please rate the following using five-point Likert Scale that represent the satisfaction by checking (/). Where 4 as Very Satisfied, 3 as Satisfied, 2 as Less Satisfied and 1 as Dissatisfied.

LEGEND

4	Very Satisfied
3	Satisfied
2	Less Satisfied
1	Dissatisfied

How satisfied are you with the following:

Tangibility Dimension	4 VS	3 S	2 DS	1 VDS
Quality of product and services				
Visually appealing facilities				
Cleanliness and comfort of services and facilities				
Proper waste management				
Advancement of technologies used				
Location of the hotel				
Reliability Dimension				
Provide service as promised				
Professional expertise and knowledge of staff				
Quality of problem resolution				
Authenticity of the product and services				
Reasonable price of the product and services				
Responsiveness Dimension				
Timeliness of response and delivery				
Accessibility of product and services				
Accessibility of customer services for inquiries				
Provides clear information				
Staff performance				
Assurance Dimension				
Safety and Security				

	4 VS	3 S	2 DS	1 VDS
Instilling confidence in customers				
Convenience of service availability				
Accuracy of delivered service and order				
Empathy Dimension				
Understands specific needs of guest				
Friendliness and courtesy of staff				
Having the customer's best interest at heart				

Comments and Suggestions:

Your cooperation is much appreciated

Thank you! God bless!



APPENDIX B

Letter of Intent

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
College of Technology and Allied Sciences
Zamora, Bilar, Bohol



November 17, 2021

THE MANAGER

Bohol Tropics Resort
Graham Ave, Tagbilaran City, Bohol

Dear Ma'am/ Sir,

Greetings!

We, the fourth-year student of Bachelor of Science in Hospitality Management under the College of Technology and Allied Sciences (CTAS) of Bohol Island State University- Bilar Campus will conduct a research entitled: Service Quality (ServQual) Dimensions in Selected hotels in Tagbilaran City as requirement of the degree. In relation, we would like to conduct a survey on your hotel to secure data regarding satisfaction of participants. Furthermore, this would include your hotel services and facilities.

To be able to come up with the enhancement scheme, we would like to ask permission to conduct a survey that we would need in the gathering of information.

Finally, the result of the study would suggest development plan to address concerns after the survey. The undersigned hope to hear positive response regarding this request. Attach here with is the copy of survey questionnaire and researches contact detail: 09095880873/09509991128.

We are looking forward to work with your hotel business.

Thank you and more power!

Truly yours,

MARIDEL B. BARRETE
SHIELA-ANN B. BASTENIN
ROSEMARIE O. ECOY

APPENDIX C

RAW DATA

SERVQUAL Dimensions	4	3	2	1
	(VS)	(S)	(LS)	(DS)
frequency				
Tangibility Dimension				
Quality of product and services	31	29	0	0
Visually appealing facilities	29	28	3	0
Cleanliness and comfort of services and facilities	36	24	0	0
Proper waste management	29	31	0	0
Advancement of technologies used	27	33	0	0
Location of the hotel	32	28	0	0
Reliability Dimension				
Provide service as promised	37	23	0	0
Professional expertise and knowledge of staff	34	24	2	0
Quality of problem resolution	31	26	3	0
Authenticity of the product and services	33	27	0	0
Reasonable price of the product and services	34	26	0	0
Responsiveness Dimension				
Timeliness of response and delivery	37	21	2	0
Accessibility of product and services	28	31	1	0
Accessibility of customer services for inquires	36	24	0	0
Provides clear information	37	21	2	0
Staff performance	40	20	0	0
Assurance Dimension				
Safety and security	39	19	2	0
Instilling confidence in customers	25	33	2	0
Convenience of services availability	28	32	0	0
Accuracy of delivered service and order	31	29	0	0
Empathy Dimension				
Understands specific needs of guest	38	22	0	0
Friendliness and courtesy of staff	39	21	0	0
Having the customer's best at heart	41	19	0	0

APPENDIX

Photo Documentation

Panda Tea Garden and Suites



Kew Hotel



MetroCentre and Convention Center



Tagbilaran City

Pinan's Tea Garden Suites
Middle's Bakeshop
3.9 (102)
3-star hotel

Island City Mall

Kew
4.3 (129)
3-star hotel

Metrocentre
3.9 (408)
3-star hotel

POHAGONTI

Google

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 Panda Tea Garden Suits

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