QUALITY SERVICE MANAGEMENT AND CUSTOMER SATISFACTION IN SELECTED SERVICE INDUSTRIES IN THE PROVINCE OF CAPIZ

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ABSTRACT

The study investigated the level of quality service management and the degree of customer satisfaction of selected service industries in the Province of Capiz. The service industry in this study is limited to the three resort hotel that were willing to participate in this study, also limited to the quality service management in terms of product and service while customer satisfaction in terms of quality service, empathy, and cost. The study used the descriptive-correlational research design. Data were gathered from 105 local and foreign guests of three selected resort hotels. The precise number of guests per day in the service industry was considered classified data by management. Therefore, quota sampling was used for the study. A researcher-made, validated and reliability tested questionnaire was utilized to gather needed data. Frequency count, percentage, mean, t-test, f-test, ANOVA and Pearson r were the statistical tools used to analyze and interpret the gathered data. The results of the study revealed that the level of quality service management and the degree of customer satisfaction, when respondents were grouped according to reason of stay, type of guest, and nationality of guest, were very satisfactory. There was no significant difference in the level of quality service management and degree of customer satisfaction of selected service industries in the Province of Capiz when respondents were grouped according to reason of stay, type of guest, and nationality of guest. The level of quality service management and the degree of customer satisfaction of selected service industries in the province of Capiz were significantly related.

Keywords: Customer Satisfaction, Quality Service Management, and Selected Service Industries

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1. Introduction

In the service industry delivering excellent service according to customer expectation is important. To improve the quality service in the future, the service industry used quality service management to evaluate how effective the service rendered to their customer was. It also includes finding out the issue to be corrected, and monitoring and keeping track of services rendered to customers to gain loyal and new customers. Businesses across multiple industries make sure that they fulfill their customers' needs and concentrate on key performance indicators. Measuring customer satisfaction can help the company improve its services and products, especially if the management knows the customers' expectation from the company and from the services offered. There are different methods to find out how contented customers are with the products and services that the resort hotel offers. The service industries are important part of a thriving society and economic growth. These industries

employed talented and knowledgeable persons who can provide quality services and nonmaterial goods. These industries are intangible services or render work to customers. A resort hotel is one of the services offered in the Province of Capiz. It is intended for guests and is normally located in places where they go for relaxation or recreation and provide guests' needs while remaining in the premises. One of the studies related to this study was conducted in Sweden. It aimed to determine the relationship of service quality in the hotel industry and customer satisfaction. As most researchers have highlighted, customer satisfaction is the major factor behind the sales increase (Elvira & Shpetim, 2016). Customer loyalty is an outcome of customer satisfaction, and it promotes repeated customers and encourages them to recommend the business products and services to other family members and friends.

Strategies for service quality management are vital to the success of any business. These strategies aim to improve marketing and product quality. This is because customer satisfaction is affected by a product's quality on sale (Danish, 2018; Farooq & Salam, 2018). According to the study of Agulo et al. (2015) in Batangas City, Philippines, department store, customer satisfaction can be affected by the employee professionalism, departments store facilities, customers service, and relations. As per Rabo and Ang (2018), the customer satisfaction will be affected by the perceived value, perceived quality in Philippine retail chain. In the same study, it proves that the SERVQUAL Model dimensions correlates with the customer satisfaction in quantity and quality of the goods and services of the retail chain. In the service industry returnee customer is important at the same time if the customer experiences negative and poor quality of the service, this might trigger the negative feedback from the customer and due to recounting and constant recollection of negative experience from the company (Disaster, 2015). Moreover, when a customer recognizes that the service rendered is good, he will be satisfied; yet, when customer opinion conflicts with the service anticipated, the customer will be dissatisfied (Manogura et al., 2021). Additionally, poor quality of services leads to customer dissatisfaction and customer churn by going to competitors (Beyene, 2019). Furthermore, service quality is an important criterion for satisfaction (Addise, 2014).

The conceptual framework of the study showed that the socio-demographic profile of the resort hotel guests in terms of reason of stay, type of guest, and nationality of guest was assumed to have an effect on the dependent variables, which were quality service management in terms of product and service quality and customer satisfaction in terms of service quality, empathy, and cost. Likewise, a difference in the socio-demographic profile, service quality management and customer satisfaction of selected service industries in the Province of Capiz was also assumed.

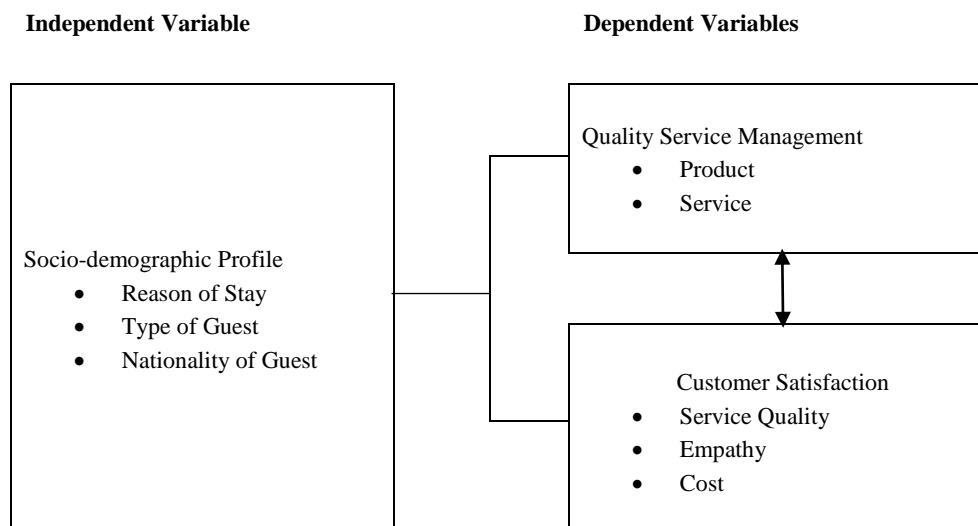**Independent Variable** **Dependent Variables**

Figure 1. Schematic diagram showing the relationship among variables.

In the service industry returnee customer is important at the same time if the customer experiences negative and poor quality of the service, this might trigger the negative feedback from the customer and due to recounting and constant recollection of negative experience from the company (Disaster, 2015). Moreover, when a customer recognizes that the service rendered is good, he will be satisfied; yet, when customer opinion conflicts with the service anticipated, the customer will be dissatisfied (Manogura et al., 2021). Providing quality service is a secret to achieving exceptional, unheard-of levels of customer satisfaction—the kind of contentment

accompanied by customers who brag about it, repeat business, and increase market share and profitability. Quality service is supposedly subjective to the individual who judges it. Thus, quality service has a wide range of interpretations and has varied implications for various individuals (Stamatis, 2018). Service providers may concentrate on providing excellent services or set modest expectations, then outperform those expectations. Cost is another concern. The cost and delivery relationship will be reflected in the price when delivering an exceptional service with an amazing service delivery procedure. Competitors may provide services at lower prices in order to gain market share. To set client expectations, a service company must first decide what degree of service quality it wishes to offer, then communicate this level to the market. Instead of taking the other stance and setting high expectations with subpar service delivery, it is preferable to set low expectations and then exceed those (Bryson et al., 2020).

Review Literature

Foreign Literature. This section presents the summary and critical analysis of the quality service management and customer satisfaction in the foreign setting. Quality service management. Encompasses all business operations that combine with the firm's products and services, including additional services that support the demands made by internal clients in manufacturing or service firms is quality service management. Since there are two ways to define quality, the quality system would have procedures for evaluating it from either angle. From the standpoint of the provider, quality is the extent to which product output achieves its designated performance standard; from the perspective of the customer (Maleyeff, 2022). The study explained how service quality is important both for firms and customers' perceptions. That quality is gauged through an inspection system that provides accurate performance data, influencing customer satisfaction based on provider knowledge and past experiences. Service quality is a provider's capacity to produce primary, tangible, and customer-focused services that meet customer expectations at a predetermined standard. The consumer, who will be receiving the service, sets the standards for the performance level. Combining product and customer-focused quality understanding is useful for gauging service quality. The outcomes obtained here serve as the foundation for quality assurance measures, which have an enlarged quality management system as their organizational foundation (Bruhn, 2023). The study demonstrated that customers will set a standard of performance level for their satisfaction and the product and services of the business will be ranked on how it was presented or rendered. There will be an abundance of everything in the hypercompetitive new millennium market, including employees, suppliers, merchants, and employees. This will increase customer choice in the market. Additionally, as the millennium drew near, businesses found it harder and harder to assume they have an endless pool of customers who are willing to continue buying from them. The ways that customers today evaluate the level of service that other businesses can deliver are evidence of the heightened competition. Therefore, it is now more crucial than ever to manage service quality (Mok et al., 2013). In the highly competitive new millennium market, this book presents an integrated approach to service quality management with a focus on retaining customers.

Providing quality service is a secret to achieving exceptional, unheard-of levels of customer satisfaction—the kind of contentment accompanied by customers who brag about it, repeat business, and increase market share and profitability. Quality service is supposedly subjective to the individual who judges it. Thus, quality service has a wide range of interpretations and has varied implications for different individuals (Stamatis, 2018). This study explained that quality service is a factor that affects the customer satisfaction, repeat business, and market share growth. It's subjective and has diverse implications for different individuals. The service quality of state-owned commercial banks (SOCBs) in Laos must improve, especially since the competition in the same industry is so tight that they need to improve customer satisfaction, loyalty, and retention. In the long run, this will lead to gaining and maintaining a competitive advantage. In addition, SOCBs should concentrate on the essential elements that give clients high-quality service in order to outcompete the bank's FLE competitors. This research conducted to sustain the competitive advantages and increase the customer loyalty and satisfaction by identifying the SOCBs key improvement areas as well to explore the standpoint of their staff and management for the bank's service quality improvement (Singhavara, 2016). This study demonstrated a correlation between customer loyalty and satisfaction and quality of the service. And it shows that innovating the external and internal sector of the business is important. Service providers may concentrate on providing excellent services or set modest expectations, then outperform those expectations. Cost is another concern. The cost and delivery relationship will be reflected in the price when delivering an exceptional service with an amazing service delivery procedure. Competitors may provide services at lower prices in order to gain market share. To set client expectations, a service company must first decide what degree of service quality it wishes to offer, then communicate this level to the market. Instead of taking the other stance and setting high expectations with subpar service delivery, it is preferable to set low expectations and then exceed those (Bryson et al., 2020). This study explained how quality service can be offered and what its effect will be on the market, as well as the competition, especially if the cost is involved.

Finding a sustainable competitive edge has shown depend on service quality. In hospitality industry, retaining and satisfying customers has been recognized as important factors (Ali et al., 2021). This study highlighted that service quality is a key factor to satisfy hospitality industry's guests. Service quality should be perform well of the staff to gain customer satisfaction. This study gathered and analyzed data regarding the relationship between hotel product improvements and guests' loyalty. Understanding differentiation, the competitive advantages of product innovation, and guests' loyalty for such innovation are all aided by this research. In the hotel sector, the innovation influence gives justification for expanding product improvement as a way to stand out, compete, and win over customers. A survey method was used to gather data from 242 customer of a graded hotel, Kirstenbosch Gardens, and Cape Town (Onojaefe and Nhepera, 2017). According to the study, hotel product innovation has a bigger impact on guests' choice and loyalty. In the hotel sector, it was discovered that the improvement impact level is helpful for the customers' loyalty and a great competitive strategy.

Customer satisfaction is the primary operating goal of any business. They have made significant investments in raising performance in areas like quality and customer service that has an effect to the happiness of the customers. Loyalty programs are widely used in the retail industry and are now spreading into the business world. To build stronger relationships with their customers, businesses are spending money on customer planning and database marketing relationship management (Hill & Alexander, 2017). This book provides strategies to measure customer satisfaction and enhance business performance, ultimately leading to increased profits by prioritizing customer satisfaction. Customer satisfaction also creates a consistent and devoted customer base, which lowers cash flow volatility and future capital expenses while also boosting customer loyalty, strengthening the brand image of their business, reducing transaction costs, and boosting staff productivity. The high customer satisfaction motivates businesses to increase their resource investments (Vasant et al., 2021). This study noted that once customers are satisfied there is a high chance of greater profit. Travelers frequently stay at 3-star hotels because of their reasonable prices and appropriate service standards. This study would like to know the correlational of customer satisfaction, and customer expectation, perceived value, and service quality. This study will help the hotel industry's management identify their shortcomings and reduce the things that annoy tourists (Forozia et al., 2013). This study noted and confirmed that service quality is a great factors affecting the customer satisfaction. Customers' expectations are always changing and rising, so service providers must come up with new and better service options as well as better service delivery strategies. In the current, intensely competitive environment of the hospitality sector it is important to identify and to understand the correct operational techniques that can be done to innovate the quality of service to get the desired outcome (Mutinda, 2020). The study discovered that customer happiness is positively impacted by service tangibility. It is the responsibility of the hotels to make sure that their spaces are visually appealing to their patrons, and part of this responsibility is for their staff to maintain cleanliness.

This study would like to know the correlation of brand image and customer satisfaction, also to see if the image of the business influenced customer satisfaction. Interestingly, the results showed that, within the Malaysian hotel business, brand image does affect customer satisfaction. Since it deepens our understanding of what travelers truly desire when selecting a hotel, this study is useful. In order to compete in the long run, hotel owners can benefit from this study's ability to help them plan, formulate, and determine how much to improve their brand image. (Lahap et al., 2016). This study noted that the brand image of the company is one of the element that affects customer satisfaction. When guests are pleased with the hotel's services, they will tell others about it, which will enhance the hotel's reputation. Therefore, it is important to get feedbacks from hotel guests in order to enhance industry's services and guarantee high-quality offerings.

Local Literature. This section presents the summary and critical analysis of the quality service management and customer satisfaction in the local setting. Quality Service Management. Service quality can be used as a technique to evaluate how well a service is performed in accordance with consumer expectations. A restaurant that offers high-quality service is more likely to be seen as competent since it can accommodate a large number of clients while still meeting their needs. Service quality, also known as SERVQUAL, is determined by the service expectation of the customers prior to their engagement and their thoughts or feedback on the actual service. It is used to determine how effectively the service and performance satisfy the expectations or needs of the client (Agulo et al., 2015). This study evaluated customer satisfaction in terms of professional appearance, amenities, and relationships with customers. The amenities, quality of service, and facilities of Cebu's hotel establishments has been assessed. It was identified that customer satisfaction was influenced by amenities, quality of service, and of the hotel establishments and other service industries as well as recommended to penetrate local and foreign guest a plan for sustainability development must be adopted (Gador, 2019). This study noted that hospitality establishment can help the sustainability of the local people through additional jobs

and income. Also, hospitality management must able to improve their amenities, facilities and services to motivate local and tourist guest to visit the establishment. Hotels in the Philippines are using National Accommodations Standard, who rates hotels from one to five stars, as a foundation for the level of quality service they may render to their guests. One hundred and eighty four questionnaires were distributed to star- and non-rated resorts and collected. It was found out that the service quality is significantly different between non-rated resorts and star-rated resorts in the Province of Quezon (Miranda, 2021). This study noted that the service quality is significantly different between rated and non-rated star hotel that could affect customer satisfaction.

This study was carried out with the idea that there is a significant relationship between customer happiness and customer loyalty to the caliber of services based on AAA Philippine resorts. Dimensions of human and physical resources were given a lot of acceptable ratings for customer satisfaction and the highest ranking for moderately loyal customers based on favorable word-of-mouth. According to the findings of particular question summaries and interviews in order to provide high-quality service, it was discovered that the following factors were crucial to visitors: a steady supply of clean water, friendliness, correct billing statements and ways to settle bills, accessibility, staff availability, technological advancements, and reasonably priced goods and services. (Enriquez-Magkasi and Caballero, 2014). This study confirmed that quality of the service, the loyalty of the customer and their satisfaction affects each other. The goal of the study was be knowledgeable how budget hotel in Tacloban City rated the service quality characteristics. Customer loyalty and retention is important to foster, since the views and opinions of the budget hotel guest will help the business shape others perception of the brand. At the same time, for profiles like length of stay, age, sex, and purpose of the customers' stays need to be taken consideration even though they were not correlated with the service quality (Maraya et al., 2023). This study noted that it is essential for hotel industries to develop relationship with their guest despite of their different profiles to foster customer loyalty and retention.

Customer satisfaction. A key factor in keeping current customers are their satisfaction. In this study, customers' satisfaction as a factor in customer retention at several fitness clubs in Iloilo City was investigated. Customers' satisfaction with instructors, equipment, facilities, value for money, and social atmosphere were all measured. Additionally, a strong association between customer retention and their satisfaction was investigated among sample of fitness clubs in Iloilo City. The study's final hypothesis was that there was no connection between fitness club members' levels of customer retention and their satisfaction (Razon, 2014). As per this study, after the investigation researcher concluded that customer satisfaction and customer retention has no connection with each other. Using the SERQUAL model this study investigated that service quality, business image, and pricing affects the accounting firm's customer satisfaction. According to the results, customers of accounting firms are happy with the support they get from their respective suppliers. According to a regression study, service quality remarkably affects only the satisfaction of customers. Service quality is notably influenced by price. Controlling service quality is greatly impacted by how long a client remains with the company and the services they receive. Additional research demonstrates that service quality affects the price on customer satisfaction. The findings help accounting businesses enhance the standard of their client services (Brucal et al., 2022). This study noted that customer satisfaction is significantly influenced by cost. Having a great service quality the business can have customers that will stay and continue to patronize the services they received. Businesses can enhance their client services to gain satisfaction.

The students' satisfaction has a significant relationship with their expectations. The data was obtained from 315 random graduation students from selected departments as respondents to the study. This is about the students' expectations and satisfaction with the services provided by the four particular offices. It was determined that students are satisfied with how one office is reliable and the other office response is unsatisfactory (Dichoso et al., 2019). This study noted that customer expectation is important for the management to know in order to get a customer satisfaction. The study shows that there is no significant difference between the foreign tourist traveling for work or business and foreign tourist with a vacation purposes only, while this study is also about the motivational factor influenced the foreign and local tourist to take advantage of the Cebu City virtual hotel operated hotels. According to the data gathered, the level influence on the motivational factors got the highest degree. On other hand, domestic tourists traveling for work or business and domestic tourist with leisure purpose resulted a significant difference (Esguerra and Arreza, 2021). This study noted that for local and foreign travelers have a different expectation when it comes to traveling for work-related and vacation purposes. And it is important to the management of the hotel industries to know what are the needs of each domestic and foreign traveler and customized it to deliver a great service.

2. Research Methods

This research uses a descriptive-correlational design. The data of an individual or of a group of individuals are describe through descriptive research (Ranganathan and Aggarwal, 2018). On the other hand, correlational

research can be used to forecast occurrences based on available data and expertise, as well as to ascertain whether there are correlations among variables (Curtis et al., 2015). The descriptive method was used to describe the respondent's selected socio-demographic profile, service quality management in terms of product and services, and the customer satisfaction in terms of service quality, empathy, and cost. On the other hand, the correlational method was used to determine if there was a significant relationship between quality service management and customer satisfaction in selected service industries in the Province of Capiz. The descriptive-correlational method was deemed suitable for this study because its purpose was to discover the relationship between the level of quality service management and the degree of customer satisfaction in selected service industries in the Province of Capiz experienced by their customers. The respondents of this study were one hundred five local and foreign guests of selected hotel resorts within the Province of Capiz. Respondents were selected using the following inclusion criteria such as respondents must be current guests of the hotel resort; and respondents are willing to share their socio-demographic profile. The precise number of guests per day in the service industry was considered classified data by management. Therefore, quota sampling was used for the study. Edeeca Beach Resort, Fervet Beach Resort, and Maribert Inland Resort were the settings of the study, with thirty-five respondents each. Quota sampling is especially crucial if the study you have targeting a very specific group of individuals and unsure of the exact population beforehand (Lamm et. al., 2019, Page 55).

A researcher-made questionnaire was created to gather the data needed for the study. It included a cover letter explaining its purpose and letting respondents know about the confidentiality of their responses. The questionnaire consisted of three sections --- the socio-demographic profiles of the respondents, quality service management, and customer satisfaction. The frequency, percentage, mean, t-test, ANOVA, and Pearson product moment correlation coefficient were the statistical tools used to analyze and interpret the gathered data. A research expert, an English critic, and a statistician, are the panel of experts who validated the researcher-made questionnaire. When the instrument was modified, their advice and suggestions were taken into considerations. The validity of the questionnaire as a research instrument refers to its ability to measure a variable and its content. The following scale (ranging from outstanding to very poor), verbal interpretation, and meaning of verbal interpretation were used to record the answers of the respondents.

Results and Discussion
Level of Quality Service Management as a whole
The mean of the level of quality service management in selected service industries as a whole is 3.752, which is verbally interpreted as "very satisfactory," which means that the condition of the statement exceeded expectations and was demonstrated to be of a certain quality and in a consistent manner. In terms of the product and services, the result shows they obtained a mean score of 3.791 and a mean score of 3.713, respectively. The level of quality service management of selected service industries as a whole is shown in Table 1.

Table 1. Level of Quality Service Management as a Whole.

Level of Quality Service Management of Selected Service Industries	Mean	Verbal Interpretation
Product	3.791	Very Satisfactory
Service	3.713	Very Satisfactory
As a Whole	**3.752**	**Very Satisfactory**

NOTE: Components are presented from highest to lowest.

Generally, this implies that the quality service management of selected service industries in the Province of Capiz is significant in the resort hotel sector in the province. The management of resort hotels was able to achieve this satisfaction by exceeding the expectations of their guests. The result of the study finds support in the study of Ali et al. (2021), in a market that is competitive, having excellent values and a tool for improving service quality is crucial. The level of quality service that a hotel provides is determined by how well it meets the expectations of its clients. Almost all hotels are able to do this by offering excellent client care. Resort's Hotel in the Province of Capiz quality service management must be improve to attract more guest, both local and foreign.

Degree of Customer Satisfaction as a whole
The mean of the degree of customer satisfaction of selected service industries as a whole shown in Table 2 is 3.633 which is verbally interpreted "very satisfactory". As for its components, quality service had a mean of 3.751, empathy had a mean 3.681, and for cost had a mean of 3.468. All components are interpreted as "very

satisfactory" which means that the condition of the statement exceeded the expectations. It is demonstrated to a certain quality and in a consistent manner.

Table 2. Degree of Customer Satisfaction of Selected Service Industries as a Whole and in Terms of Service Quality, Empathy, and Cost

Degree of Quality Service Management of Selected Service Industries	Mean	Verbal Interpretation
Quality Service	3.751	Very Satisfactory
Empathy	3.681	Very Satisfactory
Cost	3.468	Very Satisfactory
As a Whole	3.633	**Very Satisfactory**

NOTE: Components are presented from highest to lowest.

Result of the study finds support of Vasant et al. (2021) which customer satisfaction also creates a consistent and devoted customer base, which lowers cash flow volatility and future capital expenses while also boosting customer loyalty, strengthening the brand image of the business, reducing transaction costs, and boosting staff productivity.

Differences on the Level of Quality Service Management when grouped according to the Selected Profiles
To aid the presentation, analysis, and interpretation on the difference in the level of quality service management and in the degree of customer satisfaction when grouped according to the selected profiles of the respondents, shown on Table 3.

Table 3. Profile of the Respondents

Profile		Frequency	Percentage (%)
Reason of Stay	Vacation	67	63.8
	Work Related	15	14.3
	Family/Friend Event	23	21.9
	Total	**105**	**100**
Type of Guest	New Guest	73	69.5
	Repeat Guest	32	30.5
	Total	**105**	**100**
Nationality of Guest	Local Guest	102	97.1
	Foreign Guest	3	2.9
	Total	**105**	**100**

Reason of stay. The data shown that majority of the guest of the three resort hotel were there for vacation which was 67 (63.8%) respondents. The remaining 38 (36.2%) respondents were made up of 15 (14.3%) respondents for work related reason and the 23 (21.9%) respondents were there for family/friends events. Type of guest. The type of guest was identify that 73 (69.5%) respondents were new or it was their first time coming to the resort hotel and 32 (30.5%) respondents were repeated guests. This finding implied that most of resort hotel received new guest to take advantage of their accommodation.

Nationality of guest. The respondent's nationality was shown on the table. It appeared that only 3 (2.9%) of the respondents were foreign guests, and 102 (97.1%) respondents were local guests. This data implied that most of the three hotel guest are local guest. The difference in the level of quality service management when grouped according to selected profile such reason of stay, type if guest, and nationality of guest are shown in Table 4.

Table 4. Difference in the Level of Quality Service Management

Socio-Demographic Profile	T/F Sig. Value	Significant Value	Probability
Reason of Stay	0.377	0.687	ns
Type of Guest	0.059	0.953	ns
Nationality of Guest	0.36	0.719	ns

When the data was grouped by guest type, nationality, and purpose of stay, it revealed no significant differences in the quality of service management. Thus, when respondents were classified according to reason of stay, kind of guest, and guest's country, the null hypothesis—which indicated that there is no significant difference in the degree of quality service management of chosen service industries in the Province of Capiz—is accepted.

Differences in the Degree of Customer Satisfaction when grouped according to the Selected Profiles
The data showed that there were no significant differences in the degree of customer satisfaction when grouped according to reason of stay, type of guest, and nationality of guest. Thus, the null hypothesis, which state that there is no significant difference in the degree of customer satisfaction in the selected service industries in the Province of Capiz when grouped according to reason of stay, type of guest, and nationality of guest is accepted. The difference in the degree of customer satisfaction when categorized according to the selected profile is shown in Table 5.

Table 5. Difference in the degree of customer satisfaction

Socio-Demographic Profile	T/F Sig. Value	Significant Value	Probability
Reason of Stay	1.788	0.173	ns
Type of Guest	1.412	0.161	ns
Nationality of Guest	0.521	0.604	ns

Relationship of Quality Service Management and Customer Satisfaction of the Respondents

Table 6. Relationship between Quality Service Management and Customer Satisfaction

Variables	Pearson Correlation	Significant Value	Probability
Level of Quality Service Management Degree of Customer Satisfaction	0.526	0.000	s

According to the result, there is a significant relationship between the level of quality service management and the degree of customer satisfaction, as the Pearson-r value of 0.526 with a significant value of 0.000 is lower than 0.05 alpha. At resort hotels, the degree of customer satisfaction rises with improved quality management. Consequently, the null hypothesis—which claims that there is no significant correlation between the degree of customer satisfaction in the chosen service industries in the Province of Capiz and the quality of service management—is rejected. It implies that the three resort hotels, as selected service industries in the Province of Capiz, had very satisfactory quality service management, could be attributed to the satisfaction of their guest. This could happened through the collaboration among product, services, management, employee, and guest. The result of the study supports the findings of Ali et al. (2021) they discovered that the quality of the hotel's services increased guest satisfaction. Providing excellent customer service would help the hotel management reach their objective. In the absence of excellent management, customers cannot be certain of receiving outstanding products or services, nor can they be assured of equity and consistency throughout their whole customer journey. Customer happiness is correlated with high service quality.

3. Conclusions and Recommendation

The level of quality service management of the three selected resort hotel in the Province of Capiz exceeds the expectation of their guest in consistent manner. The degree of customer satisfaction of the respondents at the three resort hotels exceeds the guests' expectations. It is demonstrated to a certain quality and in a consistent manner. Regardless of the profile of the respondents, the level of quality service management of selected resort hotel in the Province of Capiz is the same. The selected profile of the respondents, when grouped according to reason of stay, type of guest, and nationality of guest, does not affect the degree of the customer satisfaction of the resort hotel guest. And the three selected resort hotels level of quality service management and degree of customer satisfaction are mutually dependent. The resort hotel in the province of Capiz may improve their service and exceeds customer satisfaction by letting their housekeeping staff attend seminars or training to develop their skills. Create a checklist to make sure everything is covered. And management may perform housekeeping audit. Resort hotels in the Province of Capiz may offer different beverages from cheaper to luxury type of beverages, so that, guests will have options to choose what beverages they want and what can they

afford to buy. As well for their prices, it must follow the selling retail price mandated by Department of Trade and Industry. They can put a label or price tag on their menu list so that guest will be knowledgeable of the beverages prices. They can look for suppliers that can give them cheaper price. The management may improve their product and services. They may enhance and add new amenities like smart television in rooms, and other recreation stuff that guests may enjoy while staying at their resort hotel. As well as, their human capital development, management may arrange trainings to develop their staff skills and it should be practiced within their area of responsibility. Staff must be a good communicator to avoid any miscommunication with guests, this will them to build a strong relationship and they can rapport effectively with them. Resort hotel staff must be trained to handle the customer's complaints and know how to resolve it proactively to avoid any escalation that may result guests dissatisfaction. They may improve the quality service of the resort hotel by improving guest relation, make use of technology, and customized the guest experience, and staff's trainings and rewards to increase the customer satisfaction and gain their loyalty for the resort hotel in the Province of Capiz.

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