Effectiveness of handling guest complaints

Business, Industries

EFFECTIVENESS OF HANDLING GUEST COMPLAINTS BY FRONT OFFICE DESK STAFF AS OBSERVED BY THE GUEST AT SELECTED HOTELS A Research Presented to the Faculty of College of Hospitality and Institutional Management Our Lady of Fatima University In Partial Fulfillment of the Requirements for the Degree Bachelor ofSciencein Hotel and Restaurant Management ROBIN JUDE B. ELAURIA KATRINA CARLA G. GERALDINO AILEEN JOY A. QUIDULIT CHRISTOPER S. ROSALES GENESIS D. C. SUSANA October 2011 ACKNOWLEDGEMENT

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To Ms. Maria Paz T. Castro, our adviser, who's not tired of answering our question and few complains, teach us on how to exert effort in every task that we should do and sharing her knowledge and expertise in doing this research guiding until the final defense. To Mr. Cledante Navalta, our statistician, for their effort and time in plateful them to accomplish the statistical analysis of the research studies. To our parents who always supported us for financial all the way through the process of our research studies.

Last but not the least, the omnipresent God, for answering our prayers for giving us the strength to plod on despite our constitution wanting to give up and throw in the towel make us realize that there's always a key in every lock, Thank you so much Dear Lord. ABSTRACT Title: EFFECTIVENESS OF HANDLING GUEST COMPLAINTS BY FRONT OFFICE DESK STAFF AS OBSERVED BY THE GUEST AT SELECTED HOTELS Proponents: ROBIN JUDE B. ELAURIA, KATRINA CARLA G. GERALDINO, AILEEN JOY A. QUIDULIT, CHRISTOPER S. ROSALES, GENESIS D. SUSANA Adviser: MS. MARIA PAZ CASTRO

Degree: BACHELOR OF SCIENCE IN HOTEL AND RESTAURANT MANAGEMENT Date Completed: OCTOBER 2011 The researchers conducted this study to determine the Effectiveness of Handling Guest Complaints by Front Office Desk Staff as Observed by the Guest at Selected Hotels. Specifically aims to answer the following questions about the profile of the respondents, how satisfied the respondents regarding their service satisfaction, recommendations that can provide solutions to the said problems and there is no significant relationship between the satisfaction of the respondents and their demographic profile of the respondents.

A descriptive method of research was used together with the questionnaire as the main instrument in gathering the needed data and information. Fifty (50) Guest at Nice Hotel in Cubao Quezon City was considered for the study. In analyzing and interpreting the data gathered, the statistical treatments used were, the percentage which was used to compare the frequencies of responses to the total number of responses, and the weighted mean which

was used in measuring the Effectiveness of Handling Guest Complaints by Front Office Desk Staff as Observed by the Guest at Selected Hotels.

The chi-square test is used to determine whether there is no significant relationship between the expected frequencies and the observed frequencies in one or more categories. With all the gathered information, the researchers arrived at the following conclusion: (1) most of the guests are 30-39 years old, male, guests (2) most of them are satisfied regarding the effectiveness of handling guest complaints by front office desk staff at Nice Hotel in Cubao Quezon City. (3) It was recommended that the front office desk staff of the hotel should initiate talk with the guest to get feedback about their service to improve their service. 4) In terms of age and gender there is no significant relationship between the effectiveness in handling guest's complaints by the front office desk staff in selected hotels and their demographic profile. In terms of educational attainment and status of employment there is a significant relationship between the effectiveness in handling guest's complaints by the front office desk staff in selected hotels and their demographic profile TABLE OF CONTENTS Page TITLE

complaints by the front office desk staff in selected hotels in Manila and the demographic profile of the respondents

Curriculum vitae GERALDINO, KATRINA CARLA G. Domingo de ramos street largo, Quezon city Contact no: 09461113536 Email address: com -- EDUCATIONAL BACKGROUND 2009-Present : Bachelor of Science in Hotel and Restaurant Management Our lady of Fatima University Hilltop Subdivision, Lagro, Quezon City 2005-2008 : Secondary

Roxas National High School Roxas, San Isidro, Surigao del Norte 1999-2004 : Elementary Sto Nino Elementary School Sto Nino, San Isidro, Surigao del Norte -- PERSONAL BACKGROUND Gender: Female Age : 19 years old Birth date : June 09, 1992 Height : 5'4 Civil Status : Single _____ GERALDINO, KATRINA CARLA G. ELAURIA, ROBIN JUDE B.

Blk2 Lt27 Marvi Hills, Gulod Malaya San Mateo, Rizal Mobile number: 09213336967 Email address:com EDUCATIONAL BACKGROUND| 2009-PresentBachelor of Science in Hotel and Restaurant Management Our lady of Fatima University Hilltop Subdivision, Lagro, Quezon City 2004-2008Secondary St. Mathhew College Miguel Cristi St. San Mateo, Rizal 1997-2003Elementary Gulod Malaya Elementary School Barangay Gulod Malaya, San Mateo Rizal PERSONAL BACKGROUND| Gender : Male Age: 19 years old Birth date: November 12, 1991 Height: 5'6 Civil Status: Single _____ Robin Jude Elauria AILEEN JOY A.

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Age: 20 yr/old Birth date: November 10, 1990 Weight: 95 lbs Height: 5'2'' Civil Status: Single _____ AILEEN JOY A. QUIDULIT ROSALES, CHRISTOPER S. Blk 47 Lot 18 Area B lower 4 Sapang Palay City of San Jose Del Monte Bulacan Mobile number: 09106184955 Email address: com/com EDUCATIONAL BACKGROUND| 2009-PresentBachelor of Science in Hotel and Restaurant Management Our lady of Fatima University Hilltop Subdivision, Lagro, Quezon City 2004-2007Associate in Hotel and Restaurant Management Academia De San Lorenzo Tialo Sto. Cristo, City of San jose Del Monte Bulacan 000-2004Secondary Sapang Palay National High School Area E Sapang Palay City of San Jose Del Monte Bulacan 1994-2000 Elementary Barangay Bagong Buhay III Elementary School Barangay Bagong Buhay III Area B SapangPalay City of SJDBMB PERSONAL BACKGROUND| Gender : Male Age: 23 years old Birth date: November 05, 1987 Height: 5'7 Civil Status: Single _____ Rosales, Christoper S. SUSANA GENESIS C. 83 E Maginoo St. Kalayaan Quezon, City Cell Number: 09151908382com

EDUCATIONAL BACKGROUND| 2009-Present Bachelor of Science in Hotel and Restaurant Mngt. Our Lady of Fatima University 1 Esperanza St. Hilltop Mansion Heigths Lagro Quezon, City 2000-2004 Amadeo National High School Amadeo, Cavite 1994-2000 Amadeo Elementary School Amadeo, Cavite PERSONAL BACKGROUND| Gender: Female Age: 23 Heigth: 5'4 Civil Status: Single _____ GENESIS C. SUSANA Computation Table 1 Table 1: Frequency and Percentage Distribution of Respondents in Terms of Age n= 50 Age| F| P= f/n*100| %| Rank| 9 below| 3| (3/50*100)| 6| 5| 20-29| 13| (13/50*100)| 26| 2| 30-39| 17| (17/50*100)| 34| 1| 40-49| 12| (12/50*100)| 24| 3| 50 above| 5| (5/50*100)| 10| 4| Total| 50| | 100| | Computation Table 1. 1 Frequency and Percentage Distribution of Respondents in Terms of Gender n= 50 Gender| F| P= f/n*100| %| Rank| Male| 27| (27/50*100)| 54| 1| Female| 23| (23/50*100)| 46| 2| total| 50| | 100| | Computation Table 1. 2: Frequency and Percentage Distribution of Respondents in Terms of Educational Qualification n= 50 Educational Qualification| f| P= f/n*100| %| Rank| Elementary Grad. | 11| (11/50*100)| 22| 3| High School Grad. 14| (14/50*100)| 28| 2| College Grad. | 17| (17/50*100)| 34| 1| Post Grad. | 8| (8/50*100)| 16| 4| Total| 50| | 100| | Computation Table 1. 3: Frequency and Percentage Distribution of Respondents in Terms of Status of Employment n= 50 Status of Employment| f| P= f/n*100| %| Rank| Worker| 19| (19/50*100)| 38| 2| Employee| 21| (21/50*100)| 42| 1| Self-employed| 10| (10/50*100)| 20| 4| Total| 50| | 100| | Table 2: Common guest's complaints handled by the front office desk staff in selected hotels in Manila Situation| WM| Interpretation| Rank| 1. Missing of personal belonging| 3. 40| Good| 10| 2. Faulty equipments and facilities| 3. 2| Very Good| 7| 3.

Lack of courtesy of the front office staff in dealing with the guest| 3. 64| Very Good| 3| 4. Slow and ineffective reservation procedures| 3. 82| Very Good| 1| 5. Neigbors intolerable noises| 3. 76| Very Good| 2| 6. Unsatisfactory of concierge| 3. 58| Very Good| 5| 7. Not well attended by front office staff| 3. 42| Good| 9| 8. Wrong room assignment or type of room given to the guest| 3. 56| Very Good| 6| 9. Poor service of the staff| 3. 48| Good| 8| 10. Delayed service of the front office desk staff| 3. 62| Very Good| 4| Grand Mean| 3. 62| Very Good| | Computation in terms of Age E= RT*CT/50Observed

Age	Poor	Average	Good	Very Good	Excellent	RT
19 below	0	0	0	3	0	3
20-29	0	0	5	7	0	12
30-39	0	0	9	7	1	17
40-49	0	0	7	6	0	13
50 above	0	0	2	3	0	5
CT	0	0	23	26	1	50

Expected

Age	Poor	Average	Good	Very Good	Excellent
19 below	0	0	1. 38	1. 56	0. 06
20-29	0	0	5. 52	6. 24	0. 24
30-39	0	0	7. 82	8. 84	0. 34
40-49	0	0	5. 98	6. 76	0. 26
50 above	0	0	2. 30	2. 60	0. 10

$X^2 =(O-E)^2/E$

Age	Poor	Average	Good	Very Good	Excellent
19 below	0	0	1. 38	1. 90	0. 06
20-29	0	0	0. 05	0. 09	0. 24
30-39	0	0	0. 18	0. 38	0. 6
40-49	0	0	0. 17	0. 09	0. 26
50 above	0	0	0. 04	0. 06	0. 10

$X^2 = 5. 56$ Computation in terms of Gender E= RT*CT/50Observed

Gender	Poor	Average	Good	Very Good	Excellent	RT
Male	0	0	13	14	0	27
Female	0	0	22	27	1	23
CT	0	0	35	41	1	50

Expected

Gender	Poor	Average	Good	Very Good	Excellent
Male	0	0	11. 88	14. 58	0. 54
Female	0	0	10. 12	12. 42	0. 46

$X^2 =(O-E)^2/E$

Gender	Poor	Average	Good	Very Good	Excellent
Male	0	0	0. 11	0. 02	0. 54
Female	0	0	0. 12	0. 03	0. 63

$X^2 = 1. 45$ Computation in terms of Educational Qualification E= RT*CT/50Observed

Educational Qualification	Poor	Average	Good	Very Good	Excellent	RT
Elementary Grad.	0	0	4	7	0	11
High School Grad.	0	6	11	1	0	14
College Grad.	0	0	7	9	1	17
Post Grad.	0	0	4	4	0	8
CT		6	22	21	1	50

Expected Educational Attainment	Poor	Average	Good	Very Good	excellent
Elementary Graduate	0	1.32	4.84	4.62	0.22
High School graduate	0	1.68	6.16	5.88	0.28
College Graduate	0	2.04	7.48	7.14	0.34
Post Graduate	0	0.96	3.52	3.36	0.16

$X^2 = (O-E)^2/E$

Educational Qualification	Poor	Average	Good	Very Good	Excellent
Elementary Grad.	0	1.2	0.15	1.23	0.22
High School Grad.	0	11.11	0.11	4.05	0.28
College Grad.	0	2.04	0.03	0.48	1.28
Post Grad.	0	0.96	0.07	0.12	0.16

$? X^2 = 23.61$

Computation in terms of Status of Employment E= RT*CT/50

Observed Status of Employment	Poor	Average	Good	Very Good	Excellent	RT
Worker	0	0	7	12	0	19
Employee	0	0	6	4	0	10
Self-employed	0	0	9	11	1	21
CT	0	0	22	27	1	50

Expected Status of Employment	Poor	Average	Good	Very Good	Excellent
Worker	0	0	8.36	10.26	0.38
Employee	0	0	4.40	5.40	0.20
Self-employed	0	0	9.24	11.34	0.42

$X^2 (O-E)^2/E$

Status of Employment	Poor	Average	Good	Very Good	Excellent
Worker	0	0	0.22	0.30	0.38
Employee	0	0	0.58	0.36	0.20
Self-employed	0	0	9.24	0.01	0.80

$? X^2 = 12.09$

Table 3 Summary & Chi-square test on the significant relationship between effectiveness in handling guest's complaints by the front office desk staff in selected hotels in Manila and the demographic profile of the respondents

Demographic Profile	ComputedX?	TabulatedX?	df	?	Comparison	Decision	Conclusion
Age	5.56	15.51	8	0.05	Less than	Accept Ho	There is no significant relationship
Gender	1.45	5.9	2	0.05	Less than		

Accept Ho| There is no significant relationship| Educational attainment| 23. 61| 16. 92| 9| 0. 05| Greater than| Reject Ho| There is a significant relationship| Status of Employment| 12. 09| 9. 49| 4| 0. 05| Greater than| Reject Ho| There is a significant relationship| Hypothesis Testing: Ho: There is no significant relationship between the effectiveness of handling guest complaints by the front office desk staff at selected hotels in Manila. Ha: There is a significant relationship between the effectiveness of handling guest complaints by the front office desk staff at selected hotels in Manila.