

**SERVICE GAP ANALYSIS OF SELECTED BED AND BREAKFAST
HOTELS IN TAGAYTAY CITY, CAVITE**

THESIS

KATHLEEN ASHLEY V. METICA

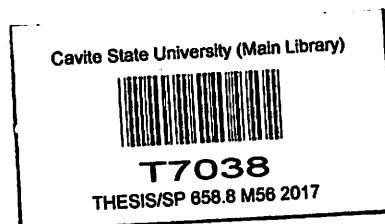
JOAN MAY SERRANO

ALYSSA CAMILLE R. TAPOROC

**College of Economics, Management
and Development Studies**

CAVITE STATE UNIVERSITY

Indang, Cavite

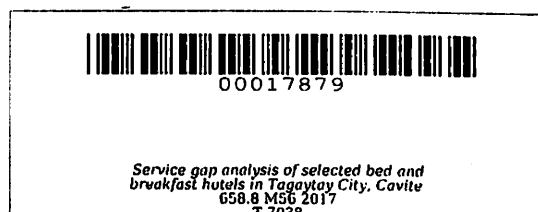


May 2017

**SERVICE GAP ANALYSIS OF SELECTED BED AND BREAKFAST HOTELS
IN TAGAYTAY CITY, CAVITE**

**Undergraduate Thesis
Submitted to the Faculty of the
College of Economics Management and Development Studies
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management**



**KATHLEEN ASHLEY V. METICA
JOAN MAY SERRANO
ALYSSA CAMILLE R. TAPOROC
May 2017**

ABSTRACT

KATHLEEN ASHLEY V. METICA, JOAN MAY SERRANO AND ALYSSA CAMILLE R. TAPOROC. Service Gap Analysis of Selected Bed and Breakfast Hotels in Tagaytay City, Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. May 2017. Adviser: Mr. Gener T. Cueno.

The study was conducted last November 2016 to May 2017 to assess the service gap on selected bed and breakfast hotels in Tagaytay City, Cavite. The study includes the economic profile of the customers of bed and breakfast hotel. This also identified the management perception, customer expectation and customer's assessment of actual service received in terms of service quality dimensions namely, tangibility, reliability, responsiveness, assurance and empathy. The study used descriptive and correlational method of research design. Primary and secondary data were used as sources of information in the study. To determine the B&B hotel who will be the actual participants of the study researchers used convenience sampling while quota sampling was used to determine the actual number of customer respondents. Frequency, percentage, weighted mean, Wilcoxon, signed-rank test and Mann Whitney were the statistical methods used in the study.

The result revealed that there is no significant difference between the management perception and customer expectation. However, the study shows that there is a significant difference between the expectations of customers towards the bed and breakfast hotel services to the actual service they received.

Most of the participants (40.78%) are young adults which are at the age of 25 years old and below, majority are female (54%) and single (66%). Forty six percent had

income ranging from P20,001 to P30,000 per month. Seventy percent of the respondents were employed by private firms.

Based on the survey of the management, all of the selected bed and breakfast hotels offered food services while 4 of them offered other service which included events and room accommodation. The food service was also the usually availed service of the customers.

For the gap between the service quality perception and service expectation, the study reveals that there's a gap on the service quality dimension of reliability and assurance which means that management has higher perception than customers' expectation in terms of their service quality. While the gap between the perceptions of customers towards the bed and breakfast hotel services to actual service received, results revealed that there is a gap on all quality dimensions namely. This means that the customers actual services received from the B&B hotels is different to what they perceived.

TABLE OF CONTENTS

BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGEMENT.....	vi
ABSTRACT.....	xi
LIST OF TABLES.....	xv
LIST OF APPENDICES.....	xvi
INTRODUCTION.....	1
Statement of the Problem.....	3
Objectives of the Study.....	5
Significance of the Study.....	7
Time and Place of the Study.....	7
Scope and Limitations of the study.....	8
Definition of Terms.....	8
Conceptual Framework.....	10
REVIEW OF RELATED LITERATURE.....	12
METHODOLOGY.....	22
Research Design.....	22
Hypotheses.....	23
Sources of Data.....	23
Participants of the Study.....	23
Sampling Technique.....	24
Data Gathered.....	25

Statistical Treatment of Data.....	27
RESULTS AND DISCUSSION.....	30
Services offered by selected B&B hotels in Tagaytay City, Cavite.....	30
Services Commonly Availed by Customers.....	30
B&B Managements' Service Quality Assessment.....	31
The Socio-Economic Profile of the Customer.....	33
Customers' Perception on the Services Offered by Bed and Breakfast Hotel.....	34
Customers Assessment of the Service Received from B&B Hotel.....	37
Gap Between Management Perception and Customers' Expectation on the Services Offered.....	40
Gap Between the Service Expectation and the Service Received Quality by the Customers of Selected B&B Hotels.....	43
SUMMARY, CONCLUSION AND RECOMMENDATION.....	46
REFERENCES.....	50
APPENDICES.....	53

LIST OF TABLES

Table	Page
1 Distribution of participants in selected areas in Cavite.....	24
2 Parameter on customer perception on the service of Bed and Breakfast....	26
3 Parameter on the service received of the customers on the service of Bed and Breakfast.....	26
4 Parameter on management expectation.....	27
5 Services that bed and breakfast offers.....	30
6 Usually availed services of the customer in bed and breakfast hotel.....	31
7 Management assessment on service quality in bed and breakfast hotel.....	32
8 Socio economic profile of the customer in bed and breakfast hotel in Tagaytay City, Cavite.....	34
9 Customers expectation on the service offer of the bed and breakfast in Tagaytay City, Cavite.....	35
10 Customers service received on the service offer.....	40
11 Customers expectation and Management Perception on the service offered.....	42
12 Customers' expectation and service received on the service offered.....	45

LIST OF APPENDICES

Appendix		Page
1	Sample survey questionnaire for the management.....	54
2	Sample survey questionnaire for the customers.....	58
3	Letter of request for selected bed and breakfast hotels in Tagaytay City, Cavite.....	63
4	Letter of request for the customers.....	74
5	Statistical Result.....	76
6	Certificate from the Statistician.....	84
7	Certificate from the ethics review board.....	86
8	Certificate from the English Critic.....	98
9	Routing Slip.....	100

SERVICE GAP ANALYSIS OF SELECTED BED AND BREAKFAST HOTELS IN TAGAYTAY CITY, CAVITE

**Kathleen Ashley V. Metica
Joan May Serrano
Alyssa Camille R. Taporoc**

An undergraduate thesis manuscript submitted to the faculty of the Department of Management, College of Economics, Management, and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing with Contribution No. _____.

Prepared under the supervision of Mr. Gener T. Cueno

INTRODUCTION

After the great recession of 2008, the hospitality industry was influenced dramatically. Customers became more sensitive to the price of services rendered, and to service quality when choosing a hotel. Thus, service quality became the vital factor contributing to success in the highly competitive hospitality industry. This study used Parasuraman's SERVQUAL scale to measure service quality or customers overall satisfaction. According to this scale, quality defines a gap between perceived expectations (E) and performance (P) and if the performance exceeds expectations the customer will attain more satisfaction (Hansemark & Albinson, 2004).

Based on the report of the Department of Tourism in January 2013, a new milestone for Philippine tourism was achieved as arrivals to the country reached 4,272,811 visitors making a 9.07 percent increase from the 3,917,454 tourists who came