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Service Marketing Assessment of Select Hotels in Tagum City

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Abstract: The study was initiated to assess the service marketing of selected hotels in Tagum City. This study employed a quantitative design that involved 400 customers as participants of the study. Participants were selected because they are customers of selected hotels in Tagum. Results show that a high level of service marketing (x=4.21) among select hotels in Tagum City. This is based on the measures of service marketing; service concept (x=4.16), accessibility of service (x=4.14), interactive personnel(x=4.27) axillary service(x=4.18) and consumer influences(x=4.19). In addition, all measures of service marketing garnered a descriptive level of high. Recommendations were made to address the results.

Keywords: Service Marketing, Service Strategy, Hotels, Tagum City

1. INTRODUCTION

Hotels with undesirable services will suffer from a very weak competitive position against other hotels. This can be attributed to various shortcomings in the operation [1]. Making customers dissatisfied may hurt chances of customers returning. This can cripple hotels because dissatisfied customers change service provider or share their negative experience to other potential customers [2].

The hotel industry emphasizes on creating a meaningful experience and relationship with customers. This is the kind of marketing that encourages customer return. As such, hotels rely on service marketing to have a competitive edge over other hotels [3-4]. This is evident in benefits reaped by hotels in the form of customer loyalty [5].

There are several studies that have examined service marketing in hotels [6-8]. However, there is a need to examine the service marketing of hotels in the locale. This is based on limited studies in the locale. It is essential to study service marketing in select hotels because

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the findings may provide better understanding of Tagum city hotels. accurate picture of a single industry.

2. METHODOLOGY

The study investigated the service marketing of selected hotel in Tagum city. The study used a quantitative design since it involved the collection of numerical data. Quantitative studies are designed to collect and analyze data which are then statistically treated [9]. The study is also descriptive since it sought to describe identified variables. More specifically the identified variables for service marketing are Service concept, Accessibility of the service, customer communication, Auxiliary services, and Consumer influences. A survey was used to gather data from 400 participants. It was suggested that quantitative studies should have a sample size that range from 30-500 [10]. This suggestion was observed in other quantitative studies [11-14]The participants of the study were four hundred (400) customers of selected hotels in Tagum City. This means that participants had experienced service marketing. The participants were asked to answer the research instrument that listed questions relating to service marketing of hotels in Tagum City.

3. RESULT AND DISCUSSION

Service Marketing among the Hotels in Tagum City

Table 1 reveals the level of service marketing among hotels in Tagum. Results show that the overall mean is 4.18. Furthermore, all measures of service marketing garnered a high descriptive value. From the five measures, Customer communication garnered the highest mean (x=4.27), this is followed by Customer Influences (x=4.19), Auxiliary Services (x=4.18), Service Concept (x=4.16), and Accessibility of Service (x=4.14).

Table 1. Service Marketing among the Hotels in Tagum City

Indicators	X	SD	Descriptive Level
Service Concept	4.16	0.72	High
Accessibility of Service	4.14	0.73	High
Customer Communication	4.27	0.66	High
Auxiliary Services	4.18	0.71	High
Consumer Influences	4.19	0.66	High
Overall	4.18	0.69	High

The data indicates that service marketing of hotels in Tagum is much observed. The high descriptive value can be attributed to the customer's experience of service marketing. This means that the services offered by the hotels in Tagum were demonstrated thoroughly. The results are attributed to a comprehensive awareness of the commodities and services offered by hotels. Successful companies utilize market research to their advantage. Doing so allows hotel employees to understand crucial customer preferences [15]. This forms part of the strategic plans that are geared towards the demands of customer. In the hospitality industry, consistently meeting the demands of customer is prominent indicator of success [16].

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4. CONCLUSION

The conclusions are drawn based on the results of the study. It is observed that the overall level of Service Marketing among the Hotels in Tagum City is high. The result is also consistent in terms of the five measures of service marketing: Service Concept, Accessibility of Service, Customer Communication, Auxiliary Services and Consumer Influences. The results support that service marketing necessitates businesses to provide a quality service. Quality services has been identified by previous hospitality related studies as contributing measure for customer return [17-19]. As such hotels must strive for quality service as this becomes a marketing system that does not require funds for hotels to mobilize.

Recommendations
Given that the results of the study revealed high level of service marketing, the following recommendations were made. The key points of the recommendation are encapsulated into the following terms: **Sustain** the quality services, **Conduct** further trainings, and **Explore** future research.

1. Hotels must **sustain** the quality services it offers to customers. Doing so provides customers with an experience that results to overall satisfaction. The quality services in hotels are very significant as it will attract potential customers because satisfied customers are likely to share their positive experience to other customers.

2. The hospitality industry is a very competitive industry. To keep up with current demands, hotels must **conduct** further trainings. Through further trainings, the hospitality work force is strengthened. The team will become more effective in rendering services. Moreover, customer needs are met and will strengthen the customer relationship.

3. This study was conducted to assess the service marketing of selected hotels in Tagum. The study was able to contribute to existing knowledge in the hospitality industry however there is room for future exploration of studies. Future research may **explore** service marketing in other sectors of the hospitality industry. Future studies can delve into the following: Tourism, Recreation and Entertainment.

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