

REVIEWS FROM AGODA ON CUSTOMER SATISFACTION: THE CASE OF APARTMENT HOTELS IN METRO, MANILA

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Abstract. Prior to making any arrangements, travelers may examine other consumer evaluations on the hotels' websites, which provides them with a vital source of information about a hotel's good and negative characteristics. Customer satisfaction measures how well an organization's goods or services meet or surpass the expectations of its consumers. It is critical to remember that a company's market presence and development are essentially defined by its consumers. The majority of consumers book their hotel rooms through OTAs, or Online Travel Agencies, owing to the simplicity of use and lower pricing. As a result, Agoda.com is one of the most popular OTAs in the Philippines, offering convenient access to online bookings of hotels and apartment rentals in the nation. The goal of reviewing guest feedback is to determine whether the quality of service needs to be improved to boost consumer satisfaction and profitability. This study largely examined reviews and discovered that there were more negative than positive replies for chosen apartment hotels in Metro Manila listed on Agoda. According to the previous study, the researchers did a study on using a travel service (OTA) stage; researchers investigate the links between administration quality, perceived value, and lodging customer retention. Their review's findings support all direct and indirect links between three, four, and five-star inns. The reviews were manually classified and analyzed using sentiment analysis and statistical approaches as part of the process. The results indicated positive as well as negative characteristics across all categories.

Keywords: *apart-hotel, client feedback, online reviews, online travel agencies, service quality*

Introduction

In today's present time, travelers can view other consumer reviews on the hotels' websites before making any reservations, providing them with an invaluable source of information about a hotel's positive and bad features. Travelers can view other consumer reviews on the hotels' websites before making any reservations, providing them with an invaluable source of information about a hotel's positive and bad features. Before making an online reservation, they might also consider how satisfied other travelers are with the hotels because they may depend on what other travelers say about a particular hotel. Customer satisfaction indicates how well an organization's goods or services exceed the customers' expectations. It is essential to remember that a company's existence and growth in the market are primarily determined by its customers. It indicates that businesses should offer clients clear, relevant conditions that fulfill their needs. Accordingly, it is also noted that customer satisfaction significantly impacts every business's ability to provide products and services to its clients. This is because it is the quickest way to build lasting customer relationships. After all, it increases the possibility that they will become loyal customers. According to previous studies, the Philippine economy relies heavily on tourism. For instance, the tourism and travel industry accounted for 12.7 percent of the Philippine GDP in 2019. Every year, millions of foreign visitors visit the country to have a vacation with comfort and relaxation.

These tourists need a home for their trip, and hotels are one of their options for staying. Most travelers make their hotel reservations through OTAs or Online Travel Agencies, mainly due to the ease of browsing and the lower rates it offers. Thus, Agoda.com is one of the popular OTAs in the Philippines, wherein it provides easy access to online bookings of hotels or apartment rentals in the country. With that, the primary function of Agoda is to market and sell accommodation in exchange for commissions on sales and provide other tourism-related services, including flights and car rentals. As a result, this online agency is utilized by hotels to boost their revenue and online exposure.

The purpose of analyzing guest feedback is to identify whether the quality of service requires enhancements to increase customer satisfaction and profitability (Yebron et al., 2022). This research has primarily analyzed reviews and found more negative than positive responses for selected apartment hotels in Metro Manila listed on Agoda. The study aims to evaluate how customer reviews substantially affect guest satisfaction in these establishments and their overall reputation. Moreover, the research highlights aspects contributing to customer satisfaction by identifying the service quality in the selected apartment hotels. This could benefit both the study researchers and the apartment hotels listed on Agoda. Manila is known for its rich history, diverse culture, and vibrant energy. Thus, Manila is also famous for its shopping, street food, and nightlife, which makes it a must-visit destination for anyone traveling to the Philippines. To prevent conforming to the personal assessment and avoid any biases from occurring in this study, the current researcher has selected Agoda to project various reviews from the selected apartment hotels in Metro Manila. The researcher used one (1) online site for reviews to help the study attain its objectives. The chosen OTA for the study is Agoda since it is known for having great deals and offering smaller and cheaper travel experiences. Hence, this website is a valuable resource for evaluating reviews as it garners many online reviews annually. This site can be an effective instrument for ascertaining the performance of these establishments, wherein the potential future hotel guests can set their standards and expectations based on the feedback provided by previous visitors. Based on the customer's reviews, the study will revolve around specifying the review about customer satisfaction in the case of apartment hotels in selected cities in Metro Manila.

Accordingly, the study aims to establish standards for improvement and opportunities for selected apartment hotels in Metro Manila. For instance, these selected apartment hotels are the setting of the study wherein the main objective is to: (1) identify the level of customer satisfaction based on online reviews from Agoda; (2) determine the service quality of the selected apartment-hotels based on the reviews from Agoda which is the service, facilities, cleanliness, location, and value for money; and (3) to evaluate the customer service standards from online reviews using a heatmap. Furthermore, this study will be significant to the selected in the case of apartment hotels in selected cities in Metro Manila. Aside from that, this study will also be significant to the customers, tourism students, local residents, and future researchers. Moreover, the reviews from 2020 to 2022 from Agoda will be utilized as the primary sources of the study.

Literature review and conceptual framework

Customer satisfaction

Achieving customer satisfaction through outstanding service is more challenging than commonly perceived. With evolving guest opinions and behaviors over time, it underscores that individuals have varied viewpoints and are attracted to different aspects. Customer contentment is recognized as a tool to boost success. It is characterized as a comprehensive appraisal of the complete purchasing and usage experience of a product or service over a period. In today's cutthroat business world, satisfied customers are any organization's main driver of motivation. Service suppliers need to comprehend their clients in order to build compelling offerings so that the customer is delighted (Tan, 2019). With that, customers enable an organization to challenge others in the industry. Along these lines, organizations should keep clients fulfilled due to the advantages of satisfied customers, and enterprises strive to guarantee that their clients are dependably satisfied. In a study led in India lavish lodgings in West Bengal, the discoveries uncovered that help quality aspects, such as dependability, straightforwardly affect customer satisfaction. Subsequently, representatives should focus more on the dependability part of service quality, which depends on staff expertise and ability. Furthermore, a study employing content analysis with word frequency analysis found that the main factors of luxury hotel service quality encompass aspects related to the hotel itself, staff performance, travel-specific characteristics, room features, and possible results. The critical incident technique also examined the reasons and effects of hotel guests' happiness and dissatisfaction. The standard of the rooms and interaction in this study with personnel were identified as essential determinants of client word of mouth and propensity to return. In conclusion, in 3-star and 4-star hotels, it was shown that tangibility had the most significant effect on customer satisfaction (Padma and Ahn, 2020).

A review on customer satisfaction mentioned that a compelling methodology to increment consumer loyalty is to give higher levels of service quality. Therefore, researchers conclude that travel agents must understand and differentiate between satisfaction levels, satisfaction with tourism services, and satisfaction with the tourism experience. Additionally, a quality assessment may be required in order to maintain a strategic shift. The objective is to develop a manageable set of criteria that hotel owners or managers can use to judge the caliber of the services. In the review, a model for estimating the complete nature of an e-administration was fostered that included seven e-administration quality dimensions (fulfillment, usability, security, personalization, website design, and responsiveness) and overall e-administration quality. Results showed that dependability, security, satisfaction, convenience, and responsiveness are the appropriate administration quality aspects that affect absolute e-administration quality. In any case, administration quality aspects are expected to give chiefs data to assess and further develop their e-channel administration conveyance (Ighomereho et al., 2022). Moreover, a study was conducted utilizing a qualitative approach, and the acquired data were analyzed using content analysis. Results show that staff administration additionally assumes a significant part in the business visitors' fulfillment. However, conveniences are a considerable variable impacting recreation visitors' fulfillment with lavish inns in Beijing. According to their research data, professionalism, service attitude, efficiency, and facilities are important factors that influence customer satisfaction (Zhao, 2018). Similarly, service quality is one of the main elements affecting inn visitors' fulfillment. One explanation could be that achievement is not entirely set in stone by service quality; in this way, most visitors center around the assistance quality.

Location: it refers to a hotel's location that is associated with the hotel's accessibility or the distance from city or tourist attractions; service: it refers to a work performed in connection with the operation of a hotel such as providing assistance and addressing the needs of the customers; cleanliness: it refers to the quality or state of being clean that maintains a clean and odor-free environment for the guest rooms in a hotel; value for money: it refers to an assessment of what the hotel guests think about the hotel whether the price is worth or not; facilities: it refers to a utility or area that is designated to facilitate an activity. This includes the hotel's building, guest room, and the like. According to the study conducted by Valentin and O'Neil (2019), the hotel's location has been recognized as a significant factor in terms of hotel guests' satisfaction, performance, and success. Location plays a crucial role in a traveler's choice of hotel, as it significantly affects the demand they generate for the hotel. A study by Poly (2020) titled "Right Location? That Depends as Factors that Determine the Importance of Hotel Location Differ According to Regions in a City" posited that hotel patrons prefer the most convenient locations. They may prioritize easy access to attractions, business districts, airports, convenient transportation, and parking. However, hotels in prime locations might experience higher occupancy rates, revenue per available room, and profitability. The study focused on Hong Kong, a city described as having a "mature hotel industry" due to decades of tourism development. The research began by mapping the locations of hotels in Hong Kong that opened before the end of 2010, using location data from the hotels' websites. The map also featured the distribution of amenities such as metro stations and tourist attractions. The researchers identified an "extremely high" density of hotels in the Kowloon-Hong Kong Island area and considerable concentrations in Tsuen Wan and Lantau Island. They noted a significant feature of Hong Kong: many hotels close to commercial and business areas, despite lacking significant historical landmarks and heritage sites compared to European and mainland China tourist destinations. According to the study, the region heavily depends on business travelers, tourists visiting friends and relatives, and shoppers. The study concluded that transport's impact was relatively minor in the city's central areas. This suggests that hoteliers might consider other factors when determining the ideal location for a hotel in the city center, as all areas feature excellent transportation facilities appealing to tourists (Poly, 2020). The terms "service quality" and "quality of service" are two separate concepts. A service refers to any intangible act one individual can perform for another. Conversely, quality is an instrument used to achieve superior results and effectiveness. Service quality is a business's capacity to deliver services that ensure efficiency and customer satisfaction. It has been widely accepted that quality is crucial for an organization's success. Its significance stems from its connection to customer satisfaction and profit growth. For market success, every company must prioritize quality. Businesses offering high-quality products or services pose a competitive threat to others. Additionally, exceptional service quality boosts customer satisfaction, subsequently increasing customer loyalty. A study on the service quality in luxury hotels in Oman identified vital factors that can foster customer satisfaction and loyalty. The study concluded that customers of Oman's luxury hotels held high expectations regarding service quality. However, the results showed that the quality across all five distinct dimensions significantly influenced customer loyalty and satisfaction.

According to Atalian Global Services (2019), the supremacy of cleanliness is what a guest seeks when booking a hotel. Thus, hotel owners must understand the importance

of hygiene and sanitation when operating a hotel business. Thus, a clean and sanitized hotel may acquire the hotel to gain customer loyalty since the hotels may receive positive online reviews from guests. Hotel cleanliness can significantly enhance a customer's experience, creating the most comfortable and hygienic environment. Therefore, hotels should employ high-quality cleaning services to ensure consistent customer satisfaction (Atalian Global Services, 2019). A survey by the American Hotel & Lodging Association (AHLA) found that cleanliness is a top priority for most travelers when deciding on their next hotel stay, with 81% of respondents expressing more comfort in a clean hotel (Turner, 2020). In a separate survey commissioned by P&G Professional and conducted by the Institute Hospital in 2019, results showed that 78% of hotel guests considered cleanliness the critical determinant in their choice of accommodation. Furthermore, the study revealed that 71% of guests would likely leave if they found dirty bed sheets, while unclean bathrooms would repulse 69%, and 65% would be disappointed by a foul-smelling guest room (Institute of Hospital, 2019). In the study conducted by Temelkov (2020) entitled: "Overview of perceived value for money score for five-star hotels in selected cities-a comparison of online reviews," The notion of value for money has attracted significant research attention in recent years due to shifts in consumer preferences and technological advancements. As such, value for money should be a key consideration in strategic decision-making for hotel managers, especially in an industry where customer satisfaction is paramount. This study's findings indicate varied perceptions of value for money among five-star hotels in different economies. Therefore, future research should focus on uncovering the reasons behind the higher perceived value of services offered by hotels in emerging and less developed economies. Consequently, the researcher advises hotel managers to identify and comprehend the specific hotel attributes that contribute to guests' perceived value for money. Additionally, a deeper understanding of how customers perceive the value provided by hotels is essential, as this can influence various hotel activities. Moreover, this study highlighted certain aspects valued more by customers that could be instrumental in expanding the customer base and increasing the number of loyal customers (Temelkov, 2020).

Consequently, facilities management is a crucial concept in the hospitality industry, as it influences the quality of services a hotel provides to its customers, as highlighted by Ivy Panda (2020). Good facilities can make a guest's stay more enjoyable, considering that the primary objective of a hotel is to meet the guests' needs beyond just comfort and enjoyment. A study conducted by Were and Maranga (2022) investigated the impact of hotel facilities management practices on employee performance. The researchers chose three- to five-star hotels in Nairobi County for the study, as these establishments typically have higher staffing levels and a more comprehensive range of facilities than unrated hotels. Their findings revealed that hotel facilities management practices accounted for 35.8% of the variance in employee performance. Additionally, they discovered a significant relationship between hotel facility management practices and employee performance in these three- to five-star hotels. Furthermore, well-maintained hotel facilities can lead to positive customer reviews, as they ensure a safe and comfortable environment for guests and enhance the overall reputation of hotels (Hotelier Life, 2020). In accordance with the study conducted by previous study, the researchers conducted a study about utilizing a travel service (OTA) stage; researchers explore the connections between administration quality, saw worth, and lodging consumer loyalty. The discoveries of their review support all immediate and circuitous

connections between three, four, and five-star inns. Besides, the outcomes demonstrate that apparent worth goes about as a middle person in the connection between consumer loyalty and administration quality. These outcomes affirm the meaning of inn star appraisals in tweaking the connection between administration quality and saw esteem. For instance, their outcomes additionally uncover that, following apparent worth, three-star inns hoping to develop consumer loyalty should focus on working on the nature of their administrations, rest quality, tidiness, and rooms. With that, the administration, tidiness, room, and rest quality should be prioritized in 4-and 5-star hotels (Wong et al., 2020).

Materials and Methods

A qualitative method will be used in this research wherein the information gathered, including customer reviews from online travel agencies are the subjects and will be utilized to assess and examine the state of customer satisfaction and service quality in the case of apartment hotels in selected cities in Metro Manila using the conceptual framework of the study (*Figure 1*). The customer feedback will be used to enhance the quality of experience and the efficiency that would employ the hotel resources. In order to examine the aspects of the hotel services linked to both satisfied and dissatisfied guests, the researchers will utilize a Descriptive Research design using the Sentiment Analysis, wherein it will determine if the information collected is positive, negative, or neutral. For instance, since sentiment analysis can process classifying articles as positive or negative based on their opinion or referred to as reviews, the researcher intends to apply it in the study. Additionally, as the researcher had gathered information from reviews of selected online travel agencies, this aids in the finest examination of objectives by the researcher. In order to attain customer satisfaction, this will help better comprehend the needs of customers through the analysis of their sentiments. The research population of the study is travelers/tourists who have been to and have experienced the services and accommodation in the selected apartment hotels in the study. In order to identify customer satisfaction, the data and information must be obtained directly from customers, who are one of the most crucial elements of a successful organization. Additionally, the researchers have sent a letter to the selected apartment hotels, informing them there will be a study conducted on customer satisfaction about their establishment. The personal information of the respondents gathered from Agoda will be kept confidential. In this manner, the selected apartment hotel's personal information, as well as the privacy of the respondents was protected. Furthermore, the researcher will primarily focus on the 1,894 customer reviews (*Table 1*) in order to get a more effective sampling of reviews from the Agoda, which will be utilized to have enough reviews that occurs from 2020 to 2022, respectively. In addition, the sampling method of the study is purposive sampling, a non-probability sampling. As sentiment analysis is the study's research design, online reviews from selected travel agency websites are being used to collect secondary data. Websites, libraries, books, articles, and other sources are all valuable things to look for secondary data. Agoda and Booking.com have been viewed as one of the most noticeable web-based audit locales for inns, which indicates that many people and tourists decide to post their reviews and comments on the following platform. Furthermore, all the reviews from customers of the selected apartment hotels, whether positive or negative,

help assess if their customers are satisfied with their services and which components they found dissatisfying.

Table 1. Online review on Agoda web portal.

Apartment hotel	Location	Total number of reviews	Year
Selah Lofts Hotel	Passay, Manila	300	2020-2022
AAM Transient House	Passay, Manila	222	2020-2022
Lovely Condo	Passay, Manila	30	2020-2022
Eighty One Newport Boulevard	Passay, Manila	39	2020-2022
One Palm Tree Apartments	Passay, Manila	30	2020-2022
Kassel Residences Hungary	Parañaque, Manila	20	2020-2022
JB Valdres Apartment	Parañaque, Manila	173	2020-2022
Jen's Apartment in Parañaque	Parañaque, Manila	42	2020-2022
OYO 145 Conrado's Apartelle	Parañaque, Manila	14	2020-2022
Cozy Homestay at Azure	Parañaque, Manila	19	2020-2022
Swiss-Belhotel	Makati, Manila	371	2020-2022
Makati Riverside Inn	Makati, Manila	237	2020-2022
Circuit Manor	Makati, Manila	19	2020-2022
Aruga Apartments by Rockwell Makati	Makati, Manila	174	2020-2022
Affordable Makati Serviced Apartments	Makati, Manila	204	2020-2022
Total		1894	

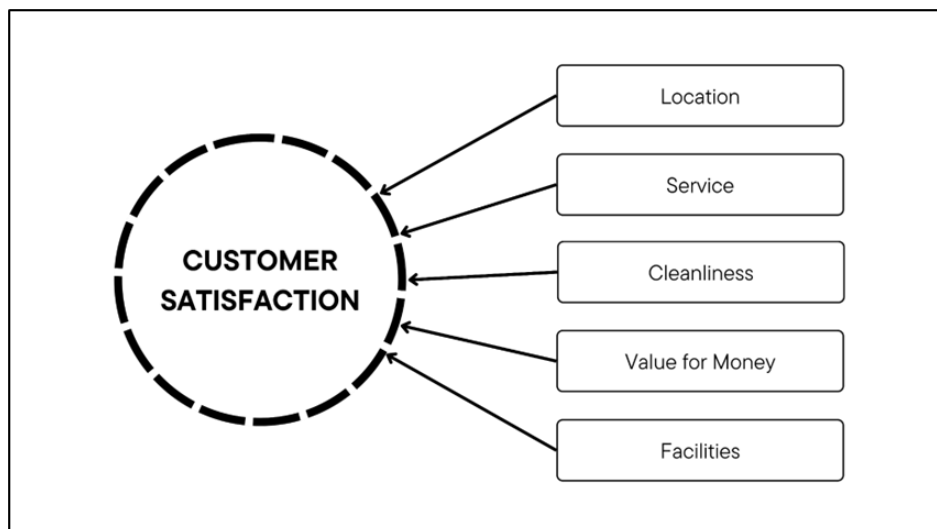


Figure 1. Conceptual framework of the study.

Accordingly, the primary approach to collecting the data in this study is manually classifying the evaluations based on the selected apartment hotels in Agoda. The rubric will be based on the Sentiment analysis, which ranges from highly positive to highly negative, and will categorize and measure the online reviews. The researcher will analyze to determine whether the information in such reviews was pertinent to customer satisfaction in the selected apartment hotels shown in *Table 1*. In addition, this study will utilize the conceptual framework as a method to define the quality of service of the selected apartments in terms of their location, service, cleanliness, value for money, and facilities. Furthermore, the data that will be gathered is categorized and analyzed using Microsoft Excel and will be determined using the statistical method, such as the weighted mean, percentage, and ranking of the results.

Results and Discussion

Table 2 shows the heat map index for the selected apartment hotels in Metro Manila. Based on the findings, the highest score in cleanliness is the Cozy Homestay at Azure, Makati Riverside Inn, Aruga Apartments by Rockwell Makati, and Swiss-Belhotel, with an overall score of 9.4 and 8.7, respectively. Meanwhile, the lowest rank for this category is Jen's Apartment in Parañaque, with an overall score of 4.9. For instance, a study conducted by Atalian Global Services (2019) revealed that the supremacy of cleanliness is what a guest seeks when booking a hotel. Thus, hotel owners must understand the importance of hygiene and sanitation when operating a hotel business. Thus, a clean and sanitized hotel may acquire the hotel to gain customer loyalty since the hotels may receive positive online reviews from guests. The highest score in location is the Eighty One Newport Boulevard, One Palm Tree Apartments, Affordable Makati Serviced Apartments, and Aruga Apartments by Rockwell Makati, with an overall score of 9.0, 9.2, and 9.4. In contrast, the lowest score in this category is Jen's Apartment in Parañaque, with an overall score of 4.9. That said, Valentin and O'Neil (2019) stated that the hotel's location had been recognized as a significant factor in terms of hotel guests' satisfaction, performance, and success, considering that a location is one of the top selection criteria for travelers when choosing a hotel since it will significantly impact the hotel demand they will generate. The highest score in the value for money category is the Makati Riverside Inn and Circuit Manor, with an overall score of 9.2 and 9.1, respectively. The lowest score in this category is Jen's Apartment in Parañaque, with an overall score of 5.6 in the reviews found in Agoda. Accordingly, the concept of value for money has received a fair amount of research in the last couple of years because of the changes in customer preferences and changes coming from technological developments. With that, value for money should become an integral part of the strategic decision for hotel managers since it is precisely for an industry where customer satisfaction is the primary goal. Moreover, value for money has certain areas valued more by customers that could be used to increase the customer base and augment the number of loyal customers (Temelkov, 2020).

Table 2. Heat map index for selected apartment hotels in Metro Manila.

Apartment hotel	Cleanliness	Location	Value for money	Facilities	Service
Selah Lofts Hotel	7.6	8.1	7.9	7.3	8.0
AAM Transient House	6.1	7.3	6.4	5.2	6.5
Lovely Condo	6.9	8.4	7.0	6.5	7.0
Eighty One Newport Boulevard	8.9	9.2	8.9	8.7	8.6
One Palm Tree Apartments	8.4	9.2	8.2	8.5	8.4
Kassel Residences Hungary	6.8	7.8	7.2	7.8	6.9
JB Valdres Apartment	8.1	7.8	8.3	7.6	9
Jen's Apartment in Parañaque	4.7	4.9	5.8	4.9	5.1
OYO 145 Conrado's Apartelle	8.1	7	8.4	7.5	8.8
Cozy Homestay at Azure	9.4	8.9	9.1	9	8.9
Swiss-Belhotel	8.7	8.6	8.8	8.4	8.9
Makati Riverside Inn	9.3	7.9	9.2	8.5	9.4
Circuit Manor	9	8.8	9.1	8	8.7
Aruga Apartments by Rockwell Makati	9.3	9.4	8.7	8.9	9.2
Affordable Makati Serviced Apartments	8.6	9	8.8	8.5	8.6

The facilities with the highest score on agoda.com are the Cozy Homestay at Azure and Aruga Apartments by Rockwell Makati, with an overall score of 9.0 and 8.9, respectively. The lowest score obtained in this category is AAM Transient House and Jen's Apartment in Parañaque, with scores of 4.9 and 5.2. According to IvyPanda (2020), facilities management in a hotel is an essential concept in hospitality since it

determines the quality of services an establishment offers its target consumers. For instance, having good facilities in a hotel can make a guest's stay more pleasant, considering the prominent role of a hotel is to fulfill the guests' needs rather than provide comfort or enjoyment. Lastly, for the reviews obtained for the services of the selected apartment hotels in Metro Manila, the highest score for this category is the JB Valdres Apartment, Aruga Apartments by Rockwell Makati, and Makati Riverside Inn with an overall score of 9.0, 9.2, and 9.4. The lowest score obtained regarding their services is Jen's Apartment in Parañaque, with an overall score of 5.1, respectively. Additionally, services in apartment hotels have the ability of a company to provide services that guarantees efficiency and client satisfaction is referred to as service quality. It is additionally broadly recognized that quality is essential for an association's prosperity. Its importance comes from its relationship with client fulfillment and benefit development. Companies must focus on quality to succeed in the marketplace.

Table 3 shows the weighted mean, percentage, and ranking of the reviews for the selected apartment hotels in Pasay, Metro Manila. The findings show that One Palm Tree Apartment and Eighty-One Newport Boulevard have the highest weighted mean of 8.76 and 8.34, respectively. In comparison, the lowest weighted mean obtained was AAM Transient House, with an overall mean of 6.28, respectively. With that, the apartment hotels need to consider their customer satisfaction and customer reviews because the purpose of specifying the feedback from the actual experiences of the guests is to determine the service if it needs improvement in terms of the quality of the service that could push it through with more profitable and delighted customers (Yebron et al., 2022). Aside from that, excellent customer satisfaction and review aim to improve the company's quality control since it provides valuable insights into the strengths and weaknesses of the hotel's guest experience, facilities, and overall services. Moreover, this could also help the hotels to analyze this feedback to identify areas of improvement, address specific issues, and enhance their offerings by maintaining and enhancing the quality of their services (Poly, 2020). *Table 4* shows the weighted mean, percentage, and ranking of the reviews for the selected apartment hotels in Parañaque that can be found on Agoda.com. Based on the findings, the highest weighted mean obtained by the research is the Cozy Homestay at Azure and JB Valdres Apartment, with an overall mean of 9.06 and 8.18, respectively. The lowest mean attained was Jen's Apartment in Parañaque, with an overall mean of 5.08. Additionally, acquiring positive reviews can attract more potential guests and build trust, while negative reviews can deter potential customers. With that, these apartment hotels should encourage and respond to the feedback given by the guests since this could exemplify the hotel's commitment to accountability and transparency. Moreover, this could show that these hotels value the opinions of their guests because it can acquire the hotels to build trust and stimulate a positive relationship between the hotel and its guests (Institute of Hospital, 2019).

Table 3. *Weighted mean, percentage and ranking of the reviews found in Agoda web portal (Pasay).*

Accommodation (Pasay)	Weighted mean	Percentage (%)	Ranking
Lofts Hotel	7.78	78.00	3
AAM Transient House	6.28	62.80	5
Lovely Condo	6.96	69.60	4
Eighty-One Newport Boulevard	8.76	87.60	1
One Palm Tree Apartments	8.34	83.40	2

Table 4. Weighted mean, percentage and ranking of the reviews found in Agoda web portal (Parañaque).

Accommodation (Parañaque)	Weighted mean	Percentage (%)	Ranking
Kassel Residences Hungary	7.2	72.00	4
JB Valdres Apartment	8.18	81.80	2
Jen's Apartment in Parañaque	5.08	50.80	5
OYO 145 Conrado's Apartelle	7.76	77.60	3
Cozy Homestay at Azure	9.06	90.60	1

Table 5 shows the weighted mean, percentage, and ranking of the reviews obtained by the researcher on Agoda.com. The results revealed that the highest weighted mean attained was the Aruga Apartments by Rockwell Makati and Makati Riverside Inn, with an overall mean of 9.1 and 8.86, respectively. At the same time, the lowest mean that was gathered was the Swiss-Belhotel, with an overall mean of 8.68. According to Were and Maranga (2022), customer feedback can help hotels to benchmark themselves against their competitors because they can identify their unique selling points. Aside from that, hotels can also navigate and understand their competitive advantage, which could help them differentiate themselves in the market. Moreover, having a good location, cleanliness, value for money, facilities, and good hotel services can generate a positive review from the customers since this will ensure a safe and comfortable environment for the guests and hotels in general (Hotelier Life, 2020).

Table 5. Weighted mean, percentage and ranking of the reviews found in Agoda web portal (Makati).

Accommodation (Makati)	Weighted mean	Percentage (%)	Ranking
Swiss-Belhotel	8.68	86.80%	5
Makati Riverside Inn	8.86	88.60%	2
Circuit Manor	8.72	87.20%	3
Aruga Apartments by Rockwell Makati	9.1	91.00%	1
Affordable Makati Serviced Apartments	8.7	87.00%	4

Discussion

The summary of the findings that were revealed in the heat map index for the selected apartment hotels in Metro Manila showed that the highest score in cleanliness was the Cozy Homestay at Azure, Makati Riverside Inn, Aruga Apartments by Rockwell Makati, and Swiss-Belhotel. In contrast, the lowest score obtained in the customer reviews on Agoda.com was Jen's Apartment in Parañaque. The highest score obtained in location was the Eighty One Newport Boulevard, One Palm Tree Apartments, Affordable Makati Serviced Apartments, and Aruga Apartments by Rockwell Makati. Meanwhile, the lowest score was still Jen's Apartment in Parañaque. As per the value for money, the highest score obtained from the customer reviews was the Makati Riverside Inn and Circuit Manor. In comparison, the lowest score was Jen's Apartment in Parañaque. In the facilities, the highest score attained is Cozy Homestay at Azure and Aruga Apartments by Rockwell Makati, and the lowest score for this category is the AM Transient House and Jen's Apartment in Parañaque. Moreover, the reviews obtained for the services of the selected apartment hotels in Metro Manila, the highest score for this category is the JB Valdres Apartment, Aruga Apartments by Rockwell Makati, and Makati Riverside Inn.

Additionally, the highest weighted mean, percentage, and ranking of reviews found in Agoda.com for the selected apartment hotels in Pasay were the One Palm Tree Apartment and Eighty-One Newport Boulevard; the selected apartment hotels in Parañaque were the Cozy Homestay at Azure and JB Valdres Apartment. Lastly, the highest score obtained in the selected apartment hotels in Makati was the Aruga Apartments by Rockwell Makati and Makati Riverside Inn. Moreover, the results in this study may imply that One Palm Tree Apartment, Eighty-One Newport Boulevard, Cozy Homestay at Azure, JB Valdres Apartment, Aruga Apartments by Rockwell Makati, Makati Riverside Inn offers the best and excellent customer services to their guests, as these had acquired the highest ranking based on the results that were collected in Agoda.com. Thus, this may also imply that these apartment hotels have already developed a top-quality establishment-considering they consistently deliver exceptional experiences to their guests. Lastly, these apartment hotels continuously improve their services to meet and exceed the guests' expectations.

Conclusion

This study aimed to assess the service quality and customer satisfaction of selected apartment hotels in Metro Manila based on online reviews from Agoda. The conceptual framework, comprising location, service, cleanliness, value for money, and facilities, guided the evaluation of these hotels. The methodology involved manually classifying and analyzing the reviews using sentiment analysis and statistical methods. The findings revealed both positive and negative aspects across the different dimensions. The highest scores for cleanliness were obtained by Cozy Homestay at Azure, Makati Riverside Inn, Aruga Apartments by Rockwell Makati, and Swiss-Belhotel. Regarding location, Eighty-One Newport Boulevard, One Palm Tree Apartments, Affordable Makati Serviced Apartments, and Aruga Apartments by Rockwell Makati Apartments received the highest scores. Makati Riverside Inn and Circuit Manor were rated highly for value for money. Cozy Homestay at Azure and Aruga Apartments by Rockwell Makati excelled in facilities. At the same time, JB Valdres Apartment, Aruga Apartments by Rockwell Makati, and Makati Riverside Inn received the highest service scores. Moreover, this study provides valuable insights for the selected apartment hotels in Metro Manila to further improve their services. Recommendations include enhancing communication channels, addressing accessibility issues, maintaining the physical condition of the property, diversifying breakfast options, and reviewing the online booking process. Implementing these recommendations will help enhance guest satisfaction, improve operational efficiency, and maintain a competitive edge in the hospitality industry.

From the conclusion drawn above, the following points are strategic and tactical points that the apartment hotels may utilize and future researchers can pursue further research: (1) Apartment Hotel Owners: The apartment hotel owners should prioritize enhancing communication channels to promptly address guest inquiries and feedback. Addressing accessibility issues within the properties will ensure inclusivity for all guests. Aside from that, the owners should also conduct maintenance and updates to the property's physical condition, as well as diversifying breakfast options, which can greatly enhance the guest experience. Lastly, it is important to streamline the online booking process to contribute to a smoother reservation experience; (2) Tourism Industry: The tourism industry should promote best practices in service quality and

customer satisfaction. Thus, the stakeholders should disseminate the findings among apartments. Lastly, the industry must also establish quality assurance programs or certifications focused on service quality and customer satisfaction to uphold industry standards and recognize outstanding performers; (3) Hotel Guests: The hotel guests can actively contribute to their own satisfaction and enhance their overall experience. Thus, guests can help apartment hotel owners identify areas for improvement; and (4) Future Researchers: To enhance the depth of research, future studies can consider expanding the sample size to increase representativeness. Thus, future researchers may acquire other qualitative research methods, such as interviews or focus groups, that can provide deeper insights into customer perceptions and experiences.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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