

CUSTOMERS' SATISFACTION ON ONLINE RESERVATION AMONG SELECTED FIVE-STAR HOTELS



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Abstract

The study delved into the level of customers' satisfaction on online hotel reservations among the selected five-star hotels using the demographic profile of the respondents and the survey questionnaire that contains the levels of satisfaction. The descriptive method of research was utilized to describe systematically, factually, accurately, and objectively a situation, problem, or phenomenon. The respondents were 30 hotel guests and 5 five-star hotels. The results of the statistical treatment showed that tangibility, reliability, responsiveness, user-friendliness, guaranty, and empathy got a highly satisfied rating. Thus, there is no significant relationship between the respondents' age, gender, and socio-economic status and the levels of satisfaction on online hotel reservations.

Keywords:

level of satisfaction, demographic profile

