

**SERVQUAL AND GUEST SATISFACTION DURING COVID-19 PANDEMIC IN
SELECTED DESTINATIONS IN NUEVA ECIJA**

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This undergraduate thesis entitled **“SERVQUAL AND GUEST SATISFACTION DURING COVID-19 PANDEMIC IN SELECTED DESTINATIONS IN NUEVA ECIJA,”** prepared and submitted by **SHANE YRA D. BALMEO, CHRIS DENNIEL M. BALTAZAR, WENDELL S. VILLAFUERTE,** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT,** is hereby accepted:


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BIOGRAPHICAL SKETCH

Shane Yra Dela Cruz Balmeo was born on October 16, 2001 in Cabanatuan City, Nueva Ecija. She completed her elementary education at Bakal I Elementary School where she graduated as the Class Valedictorian. Her dedication and commitment to learning continued throughout her secondary education at Munoz National High School – Main Campus, where she graduated with honors. Her passion for education and commitment to excellence has since guided her to pursue a Bachelor’s Degree in Tourism Management at Central Luzon State University for her tertiary education.

In addition to her academic endeavors, she has also gained some valuable experiences along the way. Her professional journey has included roles in a law office as a legal assistant, as well as internships at the Department of Labor and Employment (DOLE), and as an administrative assistant in a reputable multi-builder company. Her diverse encounters in various work settings have further honed her skills and provided her with practical insights to apply them into real world situations.

Chris Denniel Malang Baltazar was born in the Kingdom of Saudi Arabia on July 3, 2001. He is the youngest child of Mr. and Mrs. Baltazar. He is currently residing in San Jose City, Nueva Ecija.

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He initially decided to pursue STEM (Science and Technology, Engineering, and Mathematics) because of his dream to become an engineer. However, he eventually decided to get into a career program where he could be a flight attendant to get closer to

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Wendell Salamanca Villafuerte, born on June 05, 2001 in Talavera, Nueva Ecija resides in Santo Domingo, Nueva Ecija. He is the eldest son of Mr. Antonio Villafuerte and Mrs. Eva Salamanca. He attended primary school in Sto. Domingo Central School and completed high school in PHINMA Araullo University where he took up Technical Livelihood Education (TVL) and graduated with honors.

As a teenager, he has always wished to explore different places and got interested in world geography, and eventually, learn about different people, places, and their culture.

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ABSTRACT

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Adviser: ASSOC. PROF. RACHELLE A. SORIANO, MHRIM

The tourism and hospitality industry may be considered the largest service-based industry in the world, with a rapidly expanding market. In 2020, COVID-19 pandemic forced the majority of tourism destinations to cease operations as a result of lockdown procedures, travel prohibitions, cancelled reservations, and local logistics. In the current global setting, it is important to explore and understand guest behavioral and emotional responses toward the environment, health and safety, and security to enhance guest satisfaction, loyalty, sustainability, and profitability of the organization.

This study utilized correlational study design to investigate the relationship between service quality and guest satisfaction. A descriptive correlational design was employed to examine service quality, its dimensions, and the rate of guest satisfaction in three selected destinations in Nueva Ecija. Primary data were collected through a structured questionnaire based on the SERVQUAL model. A non-probability sampling, specifically snowball sampling, was used to recruit participants who have visited these destinations during the pandemic. The Statistical Package for Social Sciences (SPSS) was employed to analyze the data using mode responses and Spearman's Rank-Order Correlation to assess the degree of relationship between service quality and guest satisfaction.

The findings revealed that while guests may agree with statements on service quality, their overall satisfaction was seen to vary due to unmet expectations and individual preferences. The study highlighted the significance of reliability as a determinant of service quality based on previous research, and identified a notable shift in guest satisfaction where health and safety have emerged as the most important dimension. This shift indicated guests' heightened awareness and sensitivity toward potential risks, emphasizing the crucial role of effective health and safety protocols in shaping overall guest satisfaction. The results would contribute to a better understanding of guest expectations and the evolving dynamics of service quality in the context of a crisis.

Keywords: Service Quality; Guest Satisfaction; ServQual Dimensions; Health & Safety; COVID-19 Pandemic

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