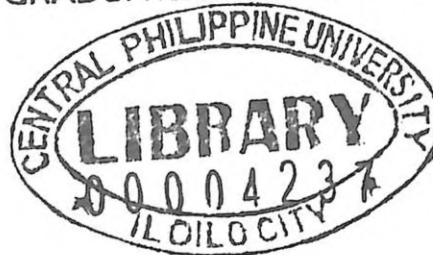


**CLIENT SATISFACTION AMONG HOMETELS IN STATE UNIVERSITIES AND  
COLLEGES IN THE PROVINCE OF ILOILO GEARED TOWARD FACILITIES  
UPGRADING**

A Dissertation  
Presented to  
The Faculty of the College of Liberal Arts  
GRADUATE PROGRAM  
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Barotac Nuevo, Iloilo

In Partial Fulfillment  
of the Requirements for the Degree  
**DOCTOR in DEVELOPMENTAL MANAGEMENT**  
**(ECOLOGICAL TOURISM)**

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by

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Luceño, M. T. Client Satisfaction Among Hometels In State Universities And Colleges In The Province Of Iloilo Geared Toward Facilities Upgrading.

**ABSTRACT**

This descriptive study was undertaken to determine the level of satisfaction of clients among hometels in State Universities and Colleges in the Province of Iloilo. This descriptive study utilized a one-shot design which used a modified questionnaire based from the Department of Tourism National Accommodation Standards in Hotel, a survey questionnaire of 4-point Likert Scale. T-test and One-Way ANOVA at 0.05 was used to find out the significant difference. The result revealed that the clients were satisfied with the physical structure in terms of arrival and departure, safety and security as well as with the bathroom of the hometels; on the other hand the respondents were dissatisfied with the entrance/exit and parking area, reception area, public areas, rooms, food and beverages services and amenities and services. Also, the results showed that there were no significant difference on the level of clients satisfaction in all variables stated except for the length of stay on the area of food and beverages. Since lodging plays an important role in the hospitality and tourism industry for people who travel and stay away from home for more than a day, delivering of quality service to ensure their satisfaction and gain their loyalty and subsequently repeat business. As a result, the administrators,



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management and other stakeholders need to consider the upgrading of all the structures, facilities, amenities and services of the hometels in the State Universities and Colleges (SUC's) in the Province of Iloilo to improve. This is not only for the benefit of the guests/clients who will be staying with them, but it will serve as a training venue as well for the students.

Keywords: Client Satisfaction, Facilities Upgrading, Descriptive-Survey, Iloilo