

REVIEWS FROM TRIPADVISOR ON SERVICE QUALITY IN SELECTED BED AND BREAKFAST IN TAGAYTAY CITY

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Abstract. Exceeding the customer's expectations and making them feel like they received their money's worth is the key to providing high-quality service. This study sought to gather reviews from TripAdvisor regarding their experiences with the chosen bed and breakfast in Tagaytay (Casa Maria y Martha, The Boutique Bed and Breakfast, and Joaquin's Bed and Breakfast). TripAdvisor is a travel information and booking website with reviews, photos, and discussions about hotels and resorts all around the world. Users leave reviews for other users about the places they have stayed, so you can learn everything you need to know about a place before booking your stay. Using the explanatory with the use of thematic analysis, it was concluded that the chosen B&B is still in need of some factors with regards to providing quality service to its guests or customers. Ten (10) relevant reviews were picked by the researchers in order to achieve the authenticity of data. Themes were further analyzed using the data analysis and transcription that was provided in order to justify the placement of the sentences. Event Management Facilities, Personalized Stuff, and In-need of Effective Managerial Team were the major key take-away of this study. Therefore, these key take-aways were the highlighted concerns of the customers who have stayed in their places.

Keywords: *bed and breakfast, quality service, TripAdvisor, amenities, facilities*

Introduction

The Department of Tourism has named Tagaytay City the top tourist destination in Region 4-A. In 2018 alone, the city welcomed a total of 4.22 million tourists (Nazario et al., 2019) Furthermore, it only tallied day tourists to the city and did not include overnight guests, bringing the total to 982,120 (Arnaldo, 2020). In Tagaytay City, as in other tourist areas, there are numerous hotels and lodging places to welcome travelers and give them a comfortable stay. Included in this are Bed and Breakfast (B&B) businesses with more specific services to provide tourists a place to stay the night and have meals in the morning. B&B provides a unique local experience and personal ambiance than hotels and bigger lodging establishments. However, choosing which B&B to stay in can be difficult for tourists, especially first-time visitors. For that reason, websites like TripAdvisor, whose design and purpose is to collect reviews about several aspects of an establishment, including service quality for lodging businesses, and provide comparisons to other similar companies, have become prominent in the travel industry.

The purpose of the researchers is to gather and evaluate the reviews from TripAdvisor regarding the quality service of Selected Bed and Breakfast in Tagaytay City. The selected B&B are The Boutique Bed and Breakfast, Casa Maria y Martha Bed and Breakfast, and Joaquin's Bed and Breakfast the researchers choose this B&B because these are the top and most reviewed B&B on the TripAdvisor website. Also, this B&B is categorized as three-star and the price are ranges from ₱4,000 to ₱5,000

based on the average rates for a standard room according to TripAdvisor.com. The Boutique Bed and Breakfast has 15 overnight guests, Casa Maria y Martha Bed and Breakfast has 16 overnight guests, while Joaquin's Bed and Breakfast has 39 overnight guests from the year 2017 to 2019. The way customers rate the quality of service directly impacts the company's bottom line. Customer evaluations on multiple platforms are critical for a Bed and Breakfast business to entice new and repeat customers. Understanding how customers rate the service provided by B&Bs can benefit corporations and the industry as a whole.

By utilizing Service Quality (SERVQUAL), customer opinions about service quality in chosen B&B establishments in Tagaytay City will be determined and analyzed. Process quality aspects of assurance, empathy, reliability, responsiveness, and tangible, as well as outcome quality dimensions of sociability, should match the needs of tourists to improve tourist loyalty through customer perception (Keshavarz and Jamshidi, 2018). The researchers chose the topic because they had been interested in Tagaytay City's B&B industry, and this establishment is most reviewed on TripAdvisor. Moreover, doing so would help the B&B establishments become aware of the service quality they give. The research "Guest Experiences of Service Quality in Bed and Breakfast Establishments in East London, South Africa" (Tichaawa and Mhlanga, 2017) advocates developing a service excellence strategy to help B&Bs enhance customer happiness and performance in developing countries. The study examines and evaluates guests' experience and the factors of a demographic profile at B&B in terms of the service provided by the establishment. The study under evaluation is comparable to a research survey in that it intends to assess and evaluate the service quality of a B&B by evaluating each guest's experience.

Most of the previous studies focus on the hotel, customer satisfaction, and hospitality industry which is not specific and directly about Bed and Breakfast in Tagaytay. Also, some of the Literature and previous study is outdated. Through that, this study will discuss, clarify and update the service quality of selected B&B in Tagaytay using the SERVQUAL method. Also, this study will utilize the growing importance and influence of the Internet and the digital world by solely gathering information from an online travel website called TripAdvisor. Using the theory of Parasuraman et al. (1985), this will help the researchers to evaluate service quality. To do so, the researchers used the SERVQUAL model, which aims to understand both customers' and employees' perceptions of the quality of service they provide. Bed and Breakfast is the place of getaway wherein hosts welcome guests and provide a private room and complimentary breakfasts. Located in the heart of Tagaytay City, The Boutique Bed & Breakfast sets high standards for a boutique hotel. It offers personalized services inside its dramatic and emotional rooms. The primary reasons people visit this type of B&B are the quality, cleanliness, and good service quality. Additionally, tourists nowadays also seek out genuine, one-of-a-kind situations. This encourages people to book boutique hotels while on vacation. Boutique hotels, according to the Turkish Culture and Tourism Ministry, are one-of-a-kind establishments that must have architectural authenticity, historical worth, environmental traits, aesthetic value, structures that represent local brands, and top management decorating and layout (Çavdırılı, 2015). Boutique hotels are genuine in terms of building, texture, and design, high quality and standard management techniques and services, trained and experienced staff. Çavdırılı (2015) emphasizes that characteristics of service quality, unique design, location, and a combination of facilities may help describe a boutique hotel as well.

With that, the Casa Maria y Martha Bed and Breakfast guarantees guests a pleasant stay, whether in Tagaytay, for business pleasure. The facilities and services it provides ensure a pleasant stay for guests. Besides, the Hotel Host of recreational offerings includes plenty to do during your stay. The Casa Maria y Martha Bed and Breakfast is the perfect venue for an exhilarating breakaway. Joaquin's Bed and Breakfast is an excellent choice for rest and rejuvenation. Well-known for its romantic environment and proximity to great restaurants, Joaquin's Bed and Breakfast makes it easy to enjoy the best of Tagaytay. This research aims to evaluate the service quality of a selected Tagaytay B&B based on TripAdvisor reviews from customers. The specific objectives were created to attain the general goal: (1) to gather reviews from TripAdvisor regarding service quality provided by Tagaytay's selected bed & breakfasts; and (2) to evaluate the reviews gathered from TripAdvisor regarding service quality provided by Tagaytay's selected bed & breakfasts through thematic analysis.

B&B establishments, guests, future academics, and Tourism and Hospitality Management students will benefit from the research. It gives the selected B&B establishments an awareness of their image based on every client review on TripAdvisor. Furthermore, it aims at them in comprehending what clients require and desire in terms of lodging, allowing them to develop so that the business may provide the high-quality service that the customers want. Other B&B establishments or the entire industry, in general, may also benefit from the research by seeing the strengths and weaknesses of their competitors and comparing it to their business. Customers will also better understand what to expect from the venues' service and facilities. Future researchers and Tourism and Hospitality Management students will also benefit from this, as it provides insight, updates, and background information on the topic. Lastly, the Department of Tourism can have a better understanding of what tourists look for in an accommodation and apply the knowledge they got to other places in the Philippines with lower tourists count.

This study primarily focused on the reviews of selected B&B in Trip Advisor located in Tagaytay. The Joaquin's Bed and Breakfast and Casa Maria y Martha Bed and Breakfast are located at Emilio Aguinaldo Hwy, Crossing Silang East, Tagaytay, Cavite. Meanwhile, The Boutique Bed and Breakfast is located in Tagaytay City. The reviews of three selected established B&B taken from TripAdvisor will be from 2017-2019. This study gathered reviews from TripAdvisor regarding service quality provided by Tagaytay's selected bed & breakfasts. This aim promotes the level of service quality of the selected Bed and Breakfast.

Literature review and conceptual/theoretical framework

The goal of the study paper is to assess the quality of service. The researchers used the SERVQUAL model developed by Parasuraman et al. (1985) to do so accurately (*Figure 1*). The research method SERVQUAL is a study approach for determining the quality of service. It evaluates the five elements: assurance, empathy, reliability, & responsiveness. Its aim is to understand the reviews of both customers about their needs and employees about the quality of service they provide. To assess service quality using SERVQUAL, the five dimensions mentioned earlier must be examined through the reviews of customers from TripAdvisor. In B&B enterprises, one of the most critical factors in their success or failure is service quality. The service in B&B is complex and often a point of differentiation from other accommodation options. The service must be friendly but professional; attentive but unobtrusive; warm but not overbearing. There

are many different ways the service can be delivered in B&B, and it must be consistently provided in a manner that best suits the patrons (Chen, 2015).

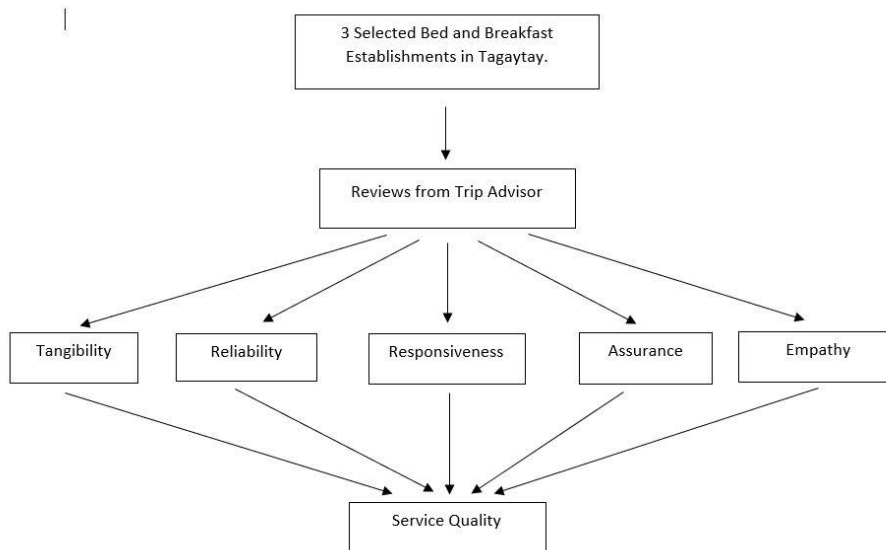


Figure 1. Conceptual framework.
Source: Parasuraman et al. (1985)

Reliability, for most people, the first thing that comes to mind when they think of B&B is a quaint, romantic experience. In reality, however, most B&Bs are more like your typical hotel: comfortable, quiet places where guests can expect a certain level of service and amenities. In addition to the usual amenities offered by a hotel room, B&Bs may offer discounts on local attractions and tours, early check-in and late check-out, and other perks. While these perks are nice, they're not the reason most people visit B&B. Instead, these are the three main reasons people choose B&B over a hotel: location, value, and service (Hoffman and Bateson, 2016). Assurance, essential to the business strategy, creates a unique way of providing trustworthy services that can transform not only a specific B&B but also the entire industry. The assurance process is designed to be simple, transparent, and fair. Also, it provides the guests with additional value and helps build a trusting relationship. The assurance process is a vital part of the service, and it is something that most B&B owners care about (Johnston, 1997).

Tangibility, in the case of B&B to identify what makes a particular space tangible, tangibility in furniture and decor, associated with specific lengths, must be explored. For example, the use of windows on the west side of the building facilitates the establishment of a tangible area that is more spacious and airy than rooms on other sides of the building. The use of physical space in the walls, windows, doorways, and other physical features also affects the flow of information between the B&B and occupants. Finally, how B&B uses physical space to create a sense of tangibility can help develop an understanding of privacy (Hoffman and Bateson, 2016). Empathy, the unique selling point of B&B, is its more personal and less formal atmosphere than hotels and other bigger lodging establishments. They provide ambiance similar to home, from the layout of the rooms and the entire building to how the staff communicates with guests. Maintaining a professional image while behaving more friendly and approachable to

guests, B&B staffs are expected to readily listen to guest concerns and quickly provide solutions to their problems (Parasuraman et al., 1985).

Responsiveness, one of the essential things B&B can do is make its guests feel comfortable. It means that the staff needs to be flexible and, most importantly, responsive to their guests. It has been suggested that the owners of B&B should train a staff in good customer service practices and ensure they are attentive to the guests' needs. It helps the B&B owners achieve their goal of providing personalized, high-quality customer service. When a B&B owner can provide customer service that makes their guests feel comfortable, they get word-of-mouth advertising, resulting in repeat business, and a boost in profits. Thematic analysis has become more popular as a strategy for analyzing qualitative data (Braun and Clarke, 2012). Analyzing the data from interviews on TripAdvisor in order to discover any critical factors (Baker et al., 2013), it is possible to identify the quality of service in a particular data collection or a single topic, which allows for more in-depth analysis (Braun and Clarke, 2012). In the data set, there may be implicit or clear themes. Within the context of a single interview, as well as across interviews with different subjects, they often surface many times. There must also be a connection between the study topic and a theme that is meaningful to the participants. It is crucial to remain consistent in finding and developing themes, regardless of the goal and theoretical framework of the research.

The main goal of the study is to assess the quality of service of a selected B&B in Tagaytay. This study is similar to the Researcher's instrument in which the tourism and hotel businesses are mutually beneficial, and there is a significant dependency between both. Hoteliers focus on keeping clients happy, and service quality plays an essential role in achieving this goal. The study examines and evaluates guests' experience and the factors of a demographic profile at Bed & Breakfast in terms of the level of service provided by an establishment (Tichaawa and Mhlanga, 2017). The study applies the SERVQUAL instrument to identify and analyze Prabhusrushti Niwas Nyahari's service quality while also considering sustainable practices that influence the design and performance (Naik and Daptardar, 2019). It advocates developing a service excellence strategy to help B&Bs enhance customer happiness and implementation in developing countries. Measuring the quality of services in hotels improves the competency and performance of hotel workers and employees. The study looks at services such as a friendly hospitality environment, exceptional guest service skills, and prizes for guest pleasure. It can also assist in developing and maintaining the hotel's foundation to create and maintain a high level of service quality. As a result, employees and staff should improve, facilitate, and continue to put forth effort in serving a guest (Pabatang et al., 2021). The study evaluated the hospitality establishments' equipment, facilities and operations in Moalboal, Cebu, in the Philippines. It is important to differentiate between rates or amenities and services, as well as customers' influence in evaluating the value. In conclusion, the industries are deemed remarkable regarding clientele services. Also, customer influence made a significant difference. Adopting a long-term development strategy and expanding into new local and worldwide markets are highly encouraged (Gador, 2019). The top attributes for the quality of customer service in Bangkok boutique hotels are environment, facilities, services, hotel design, management, hotel staff, and atmosphere (Cao, 2019).

Rural homestays are emerging as a new form of tourism development in rural China, but their quality of service is delayed. This study aims to promote local homestay development and tourism development better (Yaru et al., 2018). A text mining study

was used to identify elements in hotel reviews. Staff, room quality, facilities and amenities, comfort, and service were also the essential performance factors in the hotel industry (Amador and Estember, 2021). The intricacies of user evaluations, as well as travelers' different times and locations, are revealed in this study. It also suggests that the data source is insufficient to verify the validity of hotel ratings and reviews. This paper makes a substantial contribution by proposing a system for collecting, processing, and extracting data in order to classify aspect-level information on TripAdvisor (Chang et al., 2019). The relevant service quality of hotels that provide sports tourism to athletes is based on various factors (Osmanoglu and Üzümlü, 2018). Sports facilities, staff, entertainment, hygiene, room quality, and room quality are among 28 categories on the scale, separated into five sub-dimensions. According to Nengovhela (2018), in contrast to the previous decade, the expansion of accommodation places in South Africa's Vhembe District Municipality has boosted industry rivalry, threatening the profitability of some businesses. Even with that, management will never place a significant focus on employee training as a means of boosting the company's success (Shah et al., 2018) use the SERVQUAL model to investigate the impact of quality of service and client satisfaction on hotel performance using the role of quality service and customer satisfaction. The SERVQUAL model was used in another study to investigate the impact of client satisfaction and quality service on hotel performance (Sadick, 2020). To effectively compete in the global hotel business market, they must teach their workforce on quality of service. It has a big influence in customer fulfillment, particularly empathy.

In contrast to this study, According to Utomo (2019), the purpose is to determine the difference between visitors' expectations and perceptions and their level of satisfaction with the service provided by Bunk Bed and Breakfast. When it comes to picking a service provider, one of the pull and push considerations for prospective consumers is service quality. One of the factors of visitor enjoyment and a selling point for service businesses aiming to attract new customers is service quality. To back up this assertion, the research Guest Satisfaction with Staff Services at the Fernandina 88 Suites Hotel found that providing high-quality service is one of a hotel's top goals. Examined by Lui et al. (2020), the relationship between the answers of service providers and the perceived helpfulness of potential customers in the Sharing Economy is investigated in this study. Furthermore, the impact of customer reviews on consumer purchasing decisions and business sales has been extensively studied. In the study by Somocor (2017), the use of a marketing strategy in the hotel industry business-critical effectiveness of marketing initiatives for hotels can be refers to the marketing qualities that advertisers employ to target a specific tourist or market, such as businesses, transients, organizations, conventions, recreation, and other customers. Earlier studies used time-series data from 56,284 hotel reviews on TripAdvisor at more than 1000 hotels. The impact of an online customer review on physical occupancy rates is calculated using the following formula (Xie et al., 2016). In Auckland's 3-star hotels, location, room cleanliness, and room facilities were the most critical factors determining customer satisfaction. The findings provide a management framework for hotels to use essential review features strategically to increase their online visibility on social media platforms. E-Complaints and service quality in hotels are also a focus of the project to assess how reliable e-complaints are in the hotel industry (Sangpikul, 2021). This is important for hotel management since it differentiates between legitimate and emotional complaints. The SERVQUAL five dimensions divide factual and non-factual judgments

into two categories, showing that hotels have difficulty delivering service. This study differs from the previous one in that it focuses on Tripadvisor client complaints about the quality of service they received. While Pi and Zheng (2017) customers' complaints about Bed and Breakfast Based on Online Reviews Analysis focused on dissatisfaction with Bed and Breakfast facility equipment, business services, and overall evaluation, as well as safety and hygienic aspects, this study focused on the customers' complaints are primarily about dissatisfaction with Bed and Breakfast facility equipment, business services, and overall evaluation. It focuses mainly on customer complaints or unfavorable reviews of Bed and Breakfast establishments. It does not take into account positive consumer feedback.

Most of the previous studies focus on the hotel, customer satisfaction, and hospitality industry which is not specific and directly about the selected B&B in Tagaytay. Instead, this study will evaluate the service quality of selected B&B in Tagaytay. Also, this study will utilize the growing importance and influence of the Internet and the digital world by solely gathering information from an online travel website called TripAdvisor.

Materials and Methods

To be more specific, the researchers chose a qualitative study design and applied an explanatory form to the thematic analysis. The explanatory study seeks to understand and respond to descriptive data. The illustrated research looks for causes, explanations, and facts to support a conclusion. An approach for examining qualitative data is thematic analysis. Data that requires searching through a set of data to explore, examine and report on recurring patterns (Braun and Clarke, 2012). This study was chosen by the researchers because through the gathered consumer reviews of a selected B&B in Tagaytay on TripAdvisor it explains, understands, interprets, and describing the service quality on reviews using the thematic analysis. It can also evaluate the quality of service provided by a selected Tagaytay B&B. Moreover, by attempting to comprehend a group of experiences, thoughts, or behaviors throughout a data set, thematic analysis is a suitable and strong strategy to employ (Braun and Clarke, 2012).

Non-probability Sampling has 3 basic types: (1) Purposive, (2) Quota, and (3) Convenience (Lund Research Limited, 2012). However, the researchers used convenience sampling because according to Lavrakas (2008) convenience sampling is a sort of nonprobability sampling in which persons are randomly selected since they are "convenient" data sources for researchers. The researchers used convenience sampling since the participants are accessible on the TripAdvisor website. Moreover, the research is about collecting and evaluating the customer's reviews of selected B&B in Tagaytay based on the service quality in TripAdvisor from the year 2017 to 2019. The procedure of this study is to gather all the data from TripAdvisor. The Researcher's participants are the customers who visited the three selected B&B in 2017-2019 and posted their reviews on TripAdvisor. The researcher's gathered 30 reviews and have a transcription of data. The researchers encoded Transcription and Lines which highlighted the pertaining reviews about service quality. All the data interpret and analyze using the Transcription of Data. The researchers will be utilizing the theoretical framework which is the SERVQUAL model by Parasuraman et al. (1985) to categorize data collected from the internet site booking that shows a review on the TripAdvisor website. The SERVQUAL model contains five dimensions: Assurance, Empathy, Reliability, Responsiveness, and Tangibility.

Table 1 shows the names of three selected B&B in Tagaytay City, their numbers of reviews, and the links to their websites. Thematic analysis is a method for analyzing qualitative data that entails searching across a data set to identify, analyze, and report repeated patterns (Braun and Clarke, 2012). It is a method for describing data, but it also involves interpretation in the processes of selecting codes and constructing themes. A distinguishing feature of thematic analysis is its flexibility to be used within a wide range of theoretical and epistemological frameworks and to be applied to a wide range of study questions, designs, and sample sizes. Content Validation, the goal of this research is to show how to perform content validity research, including how to obtain precise data from a panel of experts to get the most of them. This includes instructions for calculating a content validity index, a factorial validity index, and an interrater reliability index, as well as a guide for understanding these indices. The implications for practitioners and researchers of performing a content validity study are explained (Rubio et al., 2003).

Table 1. Website for selected bed and breakfast in Tagaytay City.

Selected bed & breakfast on Tagaytay City	Number of reviews	TriAdvisor website links
The Boutique Bed and Breakfast	15	https://www.tripadvisor.com.ph/Hotel_Review-g317121-d655477-Reviews-The_Boutique_Bed_Breakfast-Tagaytay_Cavite_Province_Calabarzon_Region_Luzon.html
Casa Maria y Martha Bed and Breakfast	16	https://www.tripadvisor.com.my/Hotel_Review-g317121-d8780891-Reviews-Casa_Maria_y_Martha_Bed_and_Breakfast-Tagaytay_Cavite_Province_Calabarzon_Region_Luzon.html
Jacquins Bed and Breakfast	39	https://www.tripadvisor.com.ph/Hotel_Review-g317121-d1976154-Reviews-Joaquin_s_Bed_and_Breakfast-Tagaytay_Cavite_Province_Calabarzon_Region_Luzon.html
Total	70	-

Results and Discussion

The objective 1 is to gather reviews from TripAdvisor regarding service quality provided by Tagaytay's selected bed & breakfasts. *Table 2* is the summary of the gathered reviews of the respondents. This study only required ten (10) posted comments or reviews in the TripAdvisor due to the authenticity of data. Casa Maria y Martha, The Boutique Bed and Breakfast, and Joaquin's Bed and Breakfast were the chosen hotel reviewed online. These places were considered as one of the top places reviewed by different customers staying in Tagaytay. They are also categorized as three (3) stars and the price range is considerable to its customers. In the hotel industry, service quality is a critical component of success. The current trend of total quality management in the hotel sector ensures hotel firms' competitive advantage and is thus the focus of current study into service quality in the hotel industry (Gržinić, 2007). Chen and Chen (2014) investigated the relationship between marketing and corporate image to the service

quality. It was found out that the variables stated positively affects consumer perception about the hotel's corporate image and service quality, as well as the hotel's operational image perception, physical equipment, decor, and atmosphere, and the hotel's responsiveness to customer perception, are all interconnected and impacted.

Table 2. Reviews on service quality by Tagaytay's selected bed & breakfast from TripAdvisor.

Bed and Breakfast	Number of reviews
Casa Maria y Martha Bed and Breakfast	10
The Boutique Bed and Breakfast	10
Joaquin's Bed and Breakfast	10

Table 3 shows the analysis of the context of the gathered posted reviews and comments regarding Casa Maria y Martha Bed and Breakfast's services. Different anonymous people posted their experiences and narratives on the TripAdvisor regarding their stay in the said Bed and Breakfast. It can be noted from their reviews that the place is somehow relaxing, but it requires special attention to its facilities, amenities, and services that can be offered to their guest. The source of their elaborated reviews is also attached to the analysis of data in this chapter. The given reviews are gathering with the information about their Wi-Fi, bedroom, and accessibility to different places in Tagaytay. Casa Maria y Martha Bed and Breakfast's services highlight that some of their amenities, such as the Internet and guestrooms, are the most concern components of the bed and breakfast. As a result, the business requires improvement and special attention towards its amenities, which is related to tangibility. The image of facilities provided, devices, staff, amenities, and equipment is described as its tangibility. Customers demand neat and tidy equipment and establishments, well-groomed and neat staff, and well-designed products, including menus, online platforms, and displays. A small detail can show that the organization values consumer pleasure. Although style is not the most essential part of service, it does influence how people view the company, specifically if the brand offers a high or luxury experience.

Table 3. Reviews/comments on Casa Maria y Martha Bed and Breakfast (with sub-theme: need an upgrade).

No	Reviews
1	Staffs are nice. Rooms' basic but comfortable bed. WiFi did not work in our room it did not reach. But other areas WiFi was ok Aircon ok shower ok. Breakfast simple but ok. Close to shopping mall. Quiet location.
2	The staffs here were very helpful. There were minor issues with the shower but we got through the intermittent temperature. It has two small parking spaces good for 3-4 cars each. And they lock the gate at 12:00mn for security reasons. While it is just across the mall, there is no way to go to that mall unless you walk to the footbridge some meters away or drive to make a U-turn as there is a barricade in the center of the road.
3	Spectacular View of Taal Volcano. It is refreshing to stay here. It reminds me to enjoy the simple life away from my busy daily grind at the city. I love the view at the veranda both at daytime and nighttime. If you love natural beauty, chirping birds, sky, moon, stars, and sun,...you'll love to commune with nature. I'll book here again.
4	A homey place to stay. Stayed here for a night. The exterior is not impressive. Even the lobby area and the halls leading to the room. But the room itself is amazing. We got the deluxe room for 2 pax. It's priced at 4,000 pesos since it's a weekend. Prices are cheaper by 500 pesos during weekdays.
5	My only concern was the lack of security guard (that's why you cannot stay out past midnight because gates are locked by 12 AM). For me, in can be a nightmare, that nobody checks who goes out and who come in.
6	We booked family budget room for us but they transferred us to more comfortable room. The food was delicious. The place is very convenient near to the mall, restaurants, church and highway.
7	Quite impressive. I stayed here for one night, after attending an event at a nearby location. The place is dated, but well maintained and admirably clean. The rooms were spacious and fitted with the basic amenities. The room rate already included plated breakfast. Will definitely recommend.
8	It is very cosy since the hotel has only has 13 rooms. They allow food and drinks to brought in and be consumed in the dining area. It is quite a romantic spot. Breakfast is a plus since it comes with the rate. As previously mentioned in an earlier review, try contacting the hotel first before booking. They may have cheaper rates and promos. I actually got a higher room rate in Agoda.

- 9 There is also a Wifi but it's only for the lobby but it cant reach in our room, you just have to ask the reception the password. In the bathroom, it is also spacious but the door in the shower room is not align, that can be broken if not seen by a guest or fix immediately. For breakfast, it is not buffet, its ala cart. You have to go to there dining area either inside or outside.

The importance of amenities in the hospitality and tourism industries is widely acknowledged (Lee et al., 2018). Their study has provided evidence that amenities were relatively related to the hotel offers regarding quality service. According to Kim et al. (2021) to upgrade items, hotels frequently utilize branded amenities. Despite their relevance, branded amenities are rarely researched as a management tool for hotel brands. Their study has included signaling theory which emphasized the brand amenities which is fitted as one of the vital strategies for hotels. In a study done by Berezina and Cobanoglu (2010) results showed that there are three (3) important technologies for a traveler. They named it as (1) express check-in/check-out, (2) high speed internet access, and (3) easily accessible electrical facilities. Given the fact that guests have provided their comments or reviews on it, Casa Maria y Martha Bed and Breakfast evidently needs an upgrade with regards to their amenities and technology related stuff.

Table 4 presents the gathered reviews and comments about their hotel services. It can be gleaned that variety of comments were put by the anonymous hotel guests focuses much more on their delightful experience regarding the room of this Bed and Breakfast hotel. People were happier experiencing specific kinds of stuff of this hotel. As stated by Gumaste (2019), the hotel's major revenue-generating product is its guest rooms. Different themes, current designs, and distinctive facilities and services are used to keep people coming back. Hotels that can please and retain customers have a better chance of surviving in a competitive market, earning higher revenue, higher occupancy rates, and higher operating income. When it comes to hotel choices, men and women have different tastes. The hotels keep their patrons by offering strong loyalty programs, while some 'wow' them with unusual themes and contemporary designs, while yet others provide unique amenities and services. For the most part, hotels rely on corporate customers for the majority of their revenue. In order to maximize market share, hotel firms with a diverse brand portfolio must clearly position each of their brands in the eyes of the consumer. The degree of luxury and comfort of the physical amenities, as well as the ambiance and location of the hotel, are used to differentiate the hotel brands. Hotel, conference rooms, business center, restaurants, swimming pool and fitness facilities, quiet, safety, and cleanliness, as well as special rewards programs for frequent visitors.

Table 4. *Reviews/comments on The Boutique Bed and Breakfast (with sub-theme: Delightful experience).*

No.	Reviews
1	I won't recommend this hotel, i stayed here last night and around midnight theres something too smelly like somethin from a septic tank. Maybe im exaggerating but thats how i will describe it. And the most worse is someone broke inside the room and took my expensive watch and some cash. The management just refunded the room amount but not the whole amount thats been stolen from us. They said have to wait the investigation and the security agencys action. Hope they do something about it. Beware of this hotel.
2	The bed is supper comfy the quality is so Hotel like from beddings, pillow, we had feather pillows and lots of throw pillows around that makes your sleeping experience to dream for. A terrace that is equipped with small table and chairs.
3	This is a really small boutique hotel (aptly named) just across from the Ayala mall on the main highway. The location is convenient. But most of all, our stay was unforgettable. Upon check-in, we had the option of selecting the type of soap we wanted (they sliced a piece from one of the several soap bar options), and room scent (they poured the essential oil we picked and placed it in a diffuser).
4	Breakfast in bed, with lots of choices - Selection of scents for toiletries-Relaxing complimentary facial and foot massage. Personalized service. Staff constantly reminded us to avail of our complimentary welcome drinks, hot

- chocolate and massages. Comfortable bed and pillows. In-room wifi is fast enough.
- 5 The place is so small that all the staff have to congregate on the guest area and sit on the guest stairway for their breaks. The room is so small that you dont even have the space to place your luggage. Its like being trapped in a shoe box.
 - 6 The welcome massage is great. But the rooms are simply disappointing. They need to either invest some money to vamp up the rooms (and bathrooms!), or lower their Rates. We were given a 20% voucher for our next stay (because of the problems we encountered), but we definitely will not be staying again. There are much better places to stay (for the same (high) price).
 - 7 The service was excellent. The food was great. You must have the breakfast in bed. On the negative side, you can hear traffic noise in your room. I wish they would do a better job of sound insulating the rooms.
 - 8 Part of the check in procedure is to choose your scent for the room, kind of homemade soap, and toiletries. It's a nice way to personalize your stay. I've stayed here a few times and the rooms are comfortable.
 - 9 It was so pretty and has the perfect view of taal lake. there were goodies prepared in the room and was given a choice of pamper me toiletries and scent in the room. perhaps they can improve the quality of their linens and towels as they were a bit old already.
 - 10 They attend to all your needs-whims and all. We were taken care of instantly the moment we stepped out of the car. We were guided to the powder room to select our choice of beauty and bath essentials from their own line called "Pamper Me".

The tangibility elements of service, food quality, and meal pricing have a major impact on consumer satisfaction. It demonstrates that habit has the largest influence on deliberate continuous intention to use, which is associated with performance expectations and social impact. In order to establish a successful relationship with consumers, the hotel must invest money, especially in training its employees to develop their customer service skills. The issue typically arises when employees are unable to put all of their knowledge to use, especially when interacting with customers. Enhancing customer loyalty and providing excellent service are critical aspects of the hospitality industry that can decide a company's overall success. If these companies do not reach high levels of customer satisfaction, they are likely to fall behind their rivals. Customer loyalty increases when the hotel delivers high-quality services. Furthermore, Luo et al. (2021) stated in their study that location is the most highlighted sentiments can be associated with the guest's experiences in staying in a hotel or bed and breakfast type of staycation. They have also revealed that facilities, service, price, image, and reservation experience also come along. On the other hand, prominent features also covered the sound insulation, air conditioning, beddings, windows, toilets, TV sets, Wifi signals, towels, elevators, hair dryers, slippers, and toilet bowls. Thus, coming up into a general context of different people online, it can be noted that they have acquired delightful experience from The Boutique Bed and Breakfast.

Table 5 gathered the responses of customers of Joaquin's Bed and Breakfast in Tagaytay. From the gathered responses, people have posted reviews which refer to improving the quality staff of the hotel. A significant factor in determining the quality of personnel is their ability to fulfill their obligations in a dependable and precise manner. As a consequence of the feedback provided by clients, Joaquin's Bed and Breakfast is required to have a staff that is dependable and accurate, as well as dynamic. Only then will the guests find their service reliable. This is a requirement of the service that they provide. The quality of the service provided by the staff is the best indicator of the quality of the service provided by the company. Therefore, Joaquin's Bed and Breakfast staff are required to have the best possible skills and abilities to provide quality service, as well as why the company has invested in the training of all of their staff. This is the only way to ensure that the staff is able to meet the high standards of the company.

Table 5. *Reviews/comments on Joaquin's Bed and Breakfast (with sub-theme: Requires dynamic team/staff).*

No.	Reviews
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1	Great View. Accommodating Staff Members. Food Tastes Great. The Room Is Cozy. The Bathroom Is Comfort. The Airconditioning Is Nice. And The Room is Great. The Place Is Good. And They A Fish Tank. Lobby Area Is Good. Hope I Will Come Back Thank You!
2	Room was nice. Bathroom was clean and well designed. Nothing special about the food.
3	Food servings were huge, and we had a fruit plate to go with our meal. The only downside is serving time was at least 40 minutes because priority was given to checked in guests.
4	It is always a pleasure to stay here...always giving you that familiar homey feeling when you come home from a week's worth of work. Nothing to do but just pure relaxation with a view. Over the years, they have retained that quaintness with some improvements-that still exude that feeling of being at home
5	The Bed is very squeaky as if like if you move it will be broken, they placed a hanging vail on top of our bed like an old school bed but its quite dirty since the color is white so you may notice it very easy. the AC was quite terrible i switch on the AC but it stops in 30 min. I try to remove the timer maybe it was on the remote but it was useless even you remove
6	We had problems with parking that stressed us a bit, others had to park behind each other but it's okay. What was disappointing is when we came back after dinner around 11:30, the staff in the reception was sleeping, he looked confused and smelled like alcohol.
7	Its our second time here and definitely not the last... the only place we can think of when it comes to tagaytay.. this a boutique b&b that may no t suitable to all but its perfect for us... all our great memories in tagaytay are attached with this place... can't wait to be back.
8	Room was fantastic with a great view of the lake. We went here for rest and quiet time and thats what we got. Room is well maintained, cozy and very comfortable. It comes with good wifi 10-11mbps net speed, led tv with signal cable (good channels). So far booking is fast and staffs are very accommodating.
9	A bit disappointed on my special request upon booking online. I've requested for something special so our honeymoon will be memorable as I've informed them that we will have our honeymoon here. Nothing's really special about the room which I was not expecting.
10	All the staff were very professional and helpful. They'll try their best to accommodate your every request (within reason of course) and do it very promptly. Breakfast servings, especially the Filipino breakfast was rather large for me.

As stated by Betts (2020), human resources are an organization's most precious and unique asset. Successful human resource management is an exciting, dynamic, and difficult undertaking, especially at a time when the globe has become a global village and industries are in flux. The most influential aspect was Quality of Staff Performance, which was followed by Quality of Room Facilities, Value for Money, Variety and Efficient Services, Business Related Services, and Safety and Security. Human resources training that emphasize the importance of service quality as an integral component of each employee's job should have a major impact on guest repurchase intent. Hoteliers cannot neglect the role of value segmentation. Travelers will continue to demand hotels to give greater value-for-money services and amenities, and they will be more likely to base their purchasing decisions on cost.

Table 6 gathered the reviews of customers regarding their experiences with the three (3) given Bed and Breakfast of this study. Different point of views was posted and analyzed through the thematic analysis. Thematic analysis is a qualitative data analysis method. It's commonly used to describe a group of texts, like an inquiry or transcripts. The researcher studies the data carefully in order to uncover recurring themes-subjects, ideas, and patterns of meaning (Caulfield, 2022). After conducting the data gathering from the TripAdvisor, the researchers have provided a transcription in which the comments will be used as a source in defining the codes and providing themes for each B&B. Ten (10) ideal reviews were collected by the researchers of this study in order to achieve the authenticity of data. The context of each reviews has codes in order to arrive with a specific subtheme which is needed to formulate a master theme as it is the answer to given objective of the study. Upgrade, delightful experience, and needs of dynamic team were the subtheme emerged from the codes given. On the other hand, event management facilities, personalized stuff and in-need of effective managerial team were considered as the master theme of the data gathered.

Table 6. The reviews based on theme from TripAdvisor.

Bed and Breakfast	Codes	Master-theme	Sub-theme
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Case Maria y Martha Bed and Breakfast (10 reviews)	Inadequate amenities (x2) Downturn facilities (x2) Freshing view Cozy (x3) Lack of security Orderly	Event management facilities	Upgrade
The Boutique Bed and Breakfast (10 reviews)	Pleasant supplementary (x4) Untidy Commodious Cramped Unpleasant stay Turbulent Accommodating	Personalized stuff	Delightful experiance
Joaquin's Bed and Breakfast (10 reviews)	Satisfaction (x2) Discontented Lack of staff members Comfortable stay Unpleasant supplementary No sensible staff Memorable Unsatisfied Quality staff	In-need of effective managerial team	Needs dynamic team

In the center of Tagaytay City, there is a Bed & Breakfast (*Figure 2*). In front of the recently constructed Ayala Mall Serin, this has a variety of restaurants, shops, and a supermarket. Our Lady of Lourdes Church is a five (5) minute walk away. A home-away which refers as away from home with a view of Taal Volcano will leave you breathless. The Boutique Bed & Breakfast is an excellent choice for travelers visiting Tagaytay, offering a romantic environment alongside many helpful amenities designed to enhance your stay. While staying at The Boutique Hotel, visitors can check out Paradizoo (2.6 mi), which is a popular Tagaytay attraction. Rooms at The Boutique Bed & Breakfast offer air conditioning and a desk providing exceptional comfort and convenience, and guests can go online with free Wifi. Room service, a coffee shop, and shops are some of the conveniences offered at this bed and breakfast. Free breakfast will also help to make your stay even more special. If you are driving to The Boutique Hotel, free parking is available. Everyone needs a place to lay their weary head. For travelers visiting Tagaytay, Joaquin's Bed and Breakfast is an excellent choice for rest and rejuvenation. Well-known for its romantic environment and proximity to great restaurants, Joaquin's Bed and Breakfast makes it easy to enjoy the best of Tagaytay (*Figure 3*). Free internet access is offered to guests, and rooms at Joaquin's Bed and Breakfast offer a flat screen TV, air conditioning, and a minibar.



Figure 2. The Casa Maria y Martha Bed and Breakfast.



Figure 3. The Joaquin Bed and Breakfast.

Conclusion

There are a lot of factors that can be included in providing quality service. It includes facilities, amenities, and providing efficient and effective management staff. Casa Maria y Martha Bed and Breakfast is still in need of upgrade with regards to their amenities. Furthermore, they also need to focus with regards to their event management facilities, as the reviews also provide in-depth analysis relating to their existing service. Also, The Boutique Bed and Breakfast also provided a context of data that pertains to delightful experience which was due to the place's theme of entertaining the guest with their personal scent can be applied to their room. Lastly, Joaquin's Bed and Breakfast provided a subtheme which relates to needs of a dynamic team due to the comments provided by the guest. Their place lacks security features and manpower. Thus, its resulting in a master theme of in-need of an effective managerial team.

Joaquin's Bed and Breakfast are required to have a staff that is dependable and accurate, as well as dynamic. This is the only way to ensure that the staff is able to meet the high standards of the company. A significant factor in determining the quality of personnel is their ability to fulfill their obligations in a dependable and precise manner. Tangibility in boutique bed and breakfast is about service, food quality, and meal pricing, all of which have a significant impact on customer satisfaction. Enhancing customer loyalty and providing excellent service are critical aspects of the hospitality industry. If these companies do not reach high levels of customer satisfaction, they are

likely to fall behind their rivals. Casa Maria y Martha Bed and Breakfast's services highlight that some of their amenities, such as the Internet and guestrooms, are the most concerning components of the bed and breakfast. The image of facilities provided, devices, staff, amenities, and equipment is described as its tangibility. Although the style is not the most essential part of service, it does influence how people view the company, specifically if the brand offers a high or luxury experience.

Based on the results, this research would like to recommend the following. First Casa Maria y Martha Bed and Breakfast is still in need of an upgrade with regards to its amenities. There must be a schedule for checking the status of WiFi and adding more of it so that customers will not go out and stay in the lobby just to connect to the WiFi. The signal in the area might be weak. It is better to have a backup. It is more convenient for the customers that the service in the B&B has an accommodation with free internet. The Boutique Bed and Breakfast with the positive responses coming from the customers, the hotel must be able to provide the delightful experience that the customers want. The services that they provide must have an option for the customers so that they can pick what option is best for them, especially with their products of candles and scented toiletries. These can be used as a selling point. Joaquin's Bed and Breakfast must have a proper schedule for cleaning and checking the beds, monitoring the AC, and other equipment that will be used by the customers. With regards to the parking area, the hotel must renovate or find a bigger place for their customers' cars so that each customer who has a personal car will no longer have a problem finding a parking space.

In the case of the bed and breakfast, the goal is to draw attention to the facilities, amenities, and staff, which need to be innovated, not only in terms of the image but also in terms of the level of service that is provided. Interviews with current and former guests regarding on the bed and breakfast facility is important to understand the impact of the image on their experience. The guests at the B&B need to get a sense of the exceptional level of service that the establishment is capable of providing and that the client desires. Interviews with future potential guests of the bed and breakfast facility to understand their perception of the image and their expectations for the level of service the facility is capable of providing. Lastly, future researchers should do face-to-face interviews with clients so that they may get immediate and new data responses and much authentic.

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Conflict of interest

The authors validate that there is no conflict of interest with any parties involved in the study.

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