



**ZAMBOANGA PENINSULA
POLYTECHNIC STATE
UNIVERSITY**



**SCHOOL OF BUSINESS
ADMINISTRATION**

AREA V: Research

**BACHELOR OF
SCIENCE IN**

**HOSPITALITY
MANAGEMENT**

LEVEL 2



PARAMETER A:

PRIORITIES AND RELEVANCE

OUTCOME/S

O.1. Priority researches are identified and conducted.



ZAMBOANGA PENINSULA POLYTECHNIC STATE Manual of Research Operations

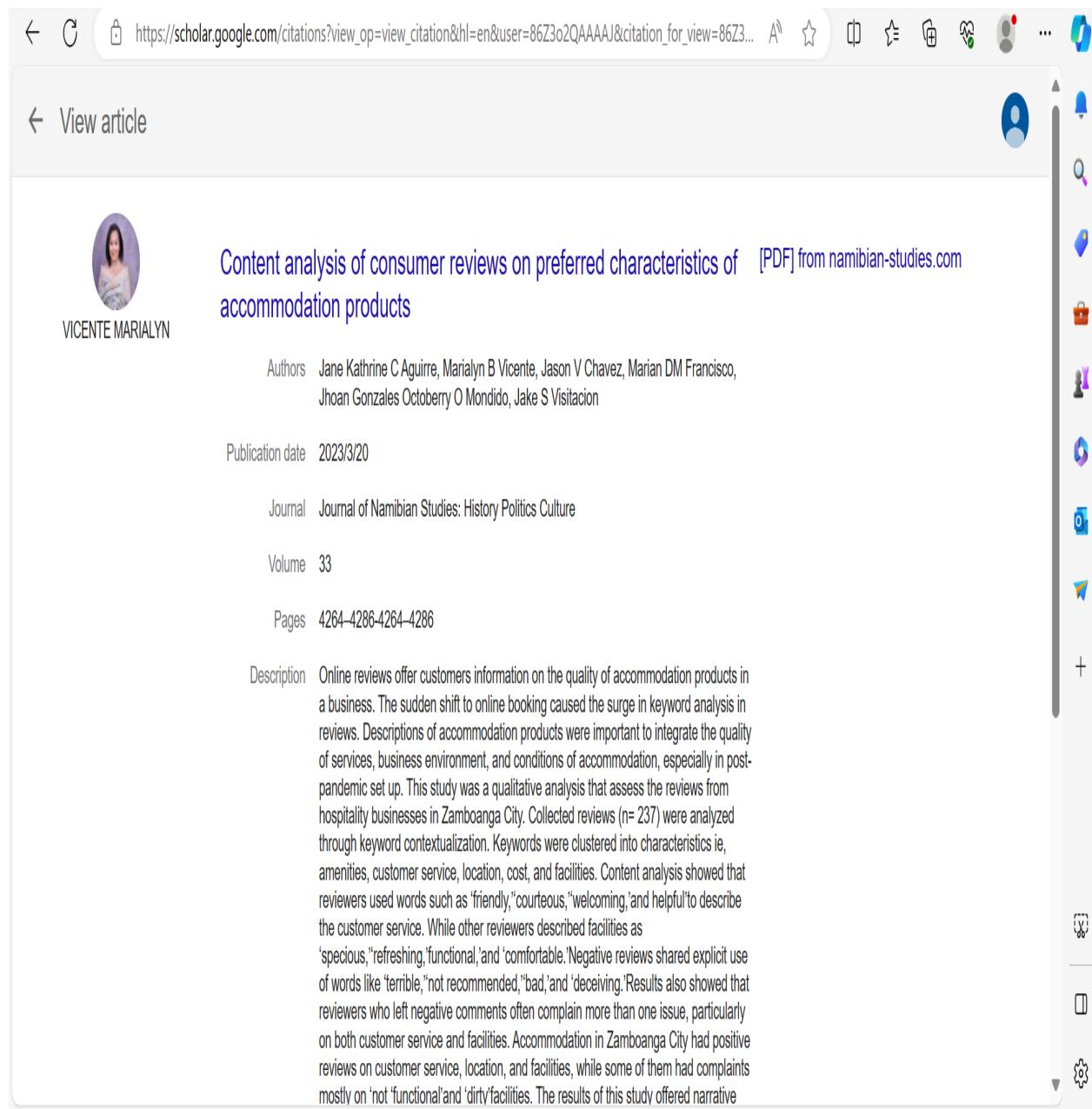
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O.2. Researches results are published.

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Content analysis of consumer reviews on preferred characteristics of accommodation products



Content analysis of consumer reviews on preferred characteristics of accommodation products [PDF] from namibian-studies.com

Authors: Jane Kathrine C Aguirre, Marialyn B Vicente, Jason V Chavez, Marian DM Francisco, Jhoan Gonzales Octoberry O Mondido, Jake S Visitacion

Publication date: 2023/3/20

Journal: Journal of Namibian Studies: History Politics Culture

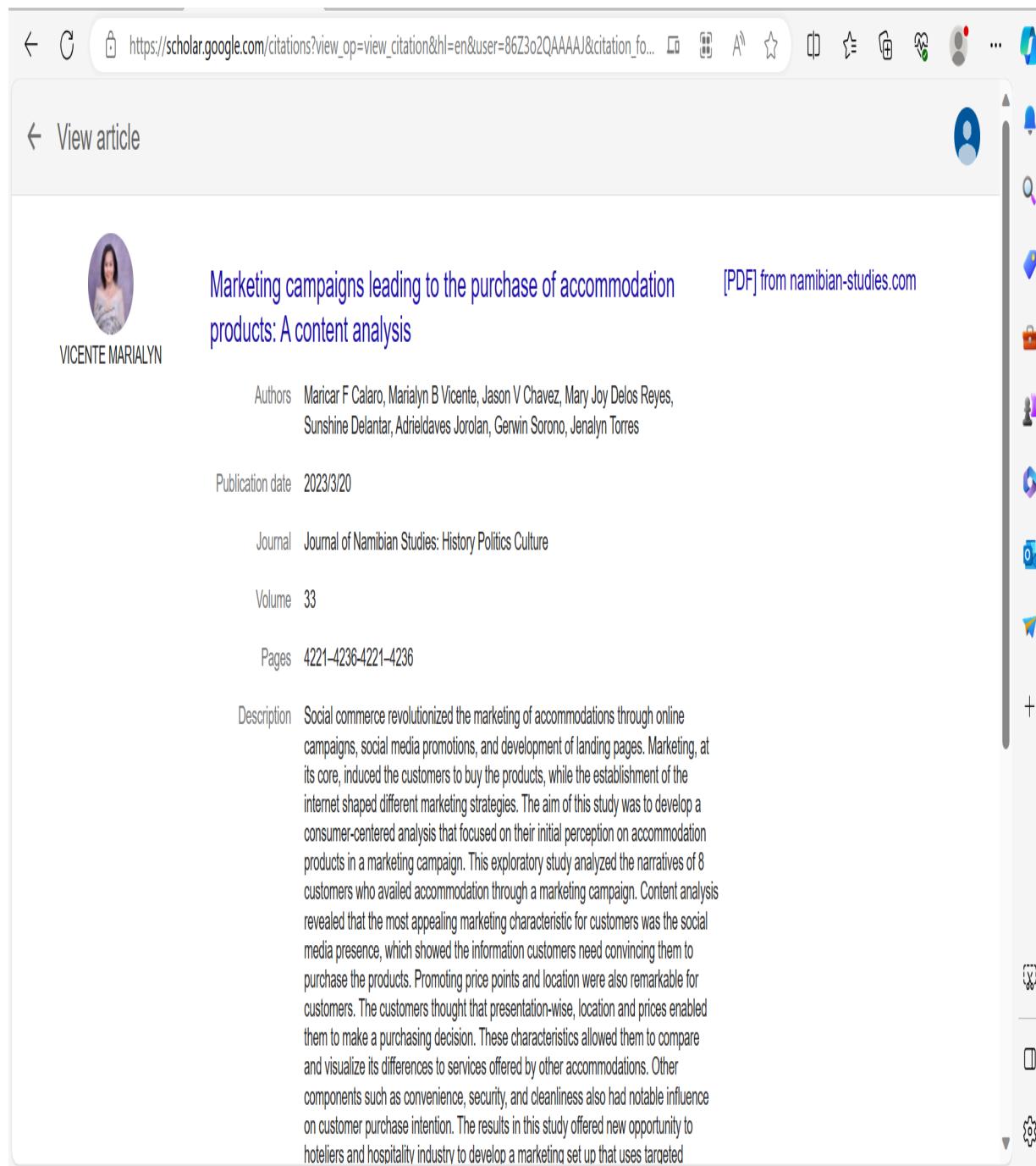
Volume: 33

Pages: 4264-4286-4264-4286

Description: Online reviews offer customers information on the quality of accommodation products in a business. The sudden shift to online booking caused the surge in keyword analysis in reviews. Descriptions of accommodation products were important to integrate the quality of services, business environment, and conditions of accommodation, especially in post-pandemic set up. This study was a qualitative analysis that assess the reviews from hospitality businesses in Zamboanga City. Collected reviews (n=237) were analyzed through keyword contextualization. Keywords were clustered into characteristics ie, amenities, customer service, location, cost, and facilities. Content analysis showed that reviewers used words such as 'friendly,' 'courteous,' 'welcoming,' and 'helpful' to describe the customer service. While other reviewers described facilities as 'spacious,' 'refreshing,' 'functional,' and 'comfortable.' Negative reviews shared explicit use of words like 'terrible,' 'not recommended,' 'bad,' and 'deceiving.' Results also showed that reviewers who left negative comments often complain more than one issue, particularly on both customer service and facilities. Accommodation in Zamboanga City had positive reviews on customer service, location, and facilities, while some of them had complaints mostly on 'not functional' and 'dirty' facilities. The results of this study offered narrative

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Marketing campaigns leading to the purchase of accommodation products: A content analysis



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 VICENTE MARIALYN

Marketing campaigns leading to the purchase of accommodation products: A content analysis [PDF] from namibian-studies.com

Authors Maricar F Calaro, Marialyn B Vicente, Jason V Chavez, Mary Joy Delos Reyes, Sunshine Delantar, Adriedaves Jorolan, Gerwin Sorono, Jenalyn Torres

Publication date 2023/3/20

Journal [Journal of Namibian Studies: History Politics Culture](#)

Volume 33

Pages 4221-4236-4221-4236

Description Social commerce revolutionized the marketing of accommodations through online campaigns, social media promotions, and development of landing pages. Marketing, at its core, induced the customers to buy the products, while the establishment of the internet shaped different marketing strategies. The aim of this study was to develop a consumer-centered analysis that focused on their initial perception on accommodation products in a marketing campaign. This exploratory study analyzed the narratives of 8 customers who availed accommodation through a marketing campaign. Content analysis revealed that the most appealing marketing characteristic for customers was the social media presence, which showed the information customers need convincing them to purchase the products. Promoting price points and location were also remarkable for customers. The customers thought that presentation-wise, location and prices enabled them to make a purchasing decision. These characteristics allowed them to compare and visualize its differences to services offered by other accommodations. Other components such as convenience, security, and cleanliness also had notable influence on customer purchase intention. The results in this study offered new opportunity to hoteliers and hospitality industry to develop a marketing set up that uses targeted

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Food Servicing Characteristics Of The Accommodation Products As Deal-Breakers Of Consumer Purchasing Behaviors

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 VICENTE MARIALYN

Food Servicing Characteristics Of The Accommodation Products As Deal-Breakers Of Consumer Purchasing Behaviors

[\[PDF\]](#) from namibian-studies.com

Authors: Darwin V Mendoza, Marialyn B Vicente, Jason V Chavez

Publication date: 2023/5/16

Journal: Journal of Namibian Studies: History Politics Culture

Volume: 33

Pages: 1695-1719

Description: Customers' perceptions of value have a direct impact on their overall experience and behavioral intentions of purchasing a product. Analyzing customers' intentions and motivations behind their food service experiences can shed light on the factors that influence their decision to visit specific establishments, their likelihood of revisiting, and their willingness to recommend the place to others. The purpose of this study was to explore the characteristics of food servicing and how it could influence customers to purchase accommodation. This study employed qualitative analysis to explore the experiences of customers in availing an accommodation. Customers (n= 32) were interviewed about their experiences seeking information on which characteristics served as purchasing deal-breakers for them. The findings reveal that customers prioritize high-quality and appealing food products and menu offerings (healthy, local food), service quality (attitudes and behavior of the service crew), area (overall atmosphere, furniture), and pricing (discounts, low price points). These characteristics could influence their purchasing intention for an accommodation highlighting the need to meet the expectations and individual needs of the customers. These priority food servicing characteristics highlight the potential of food tourism within accommodation establishments. Understanding and addressing these factors can significantly impact

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Date: 18-04-2023

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AUTHOR/S: Christine Marie B. Fernandez

Your article has been accepted for publication in regular issue in the Journal of Namibian Studies

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Dr. Jimmy Associate Editor



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