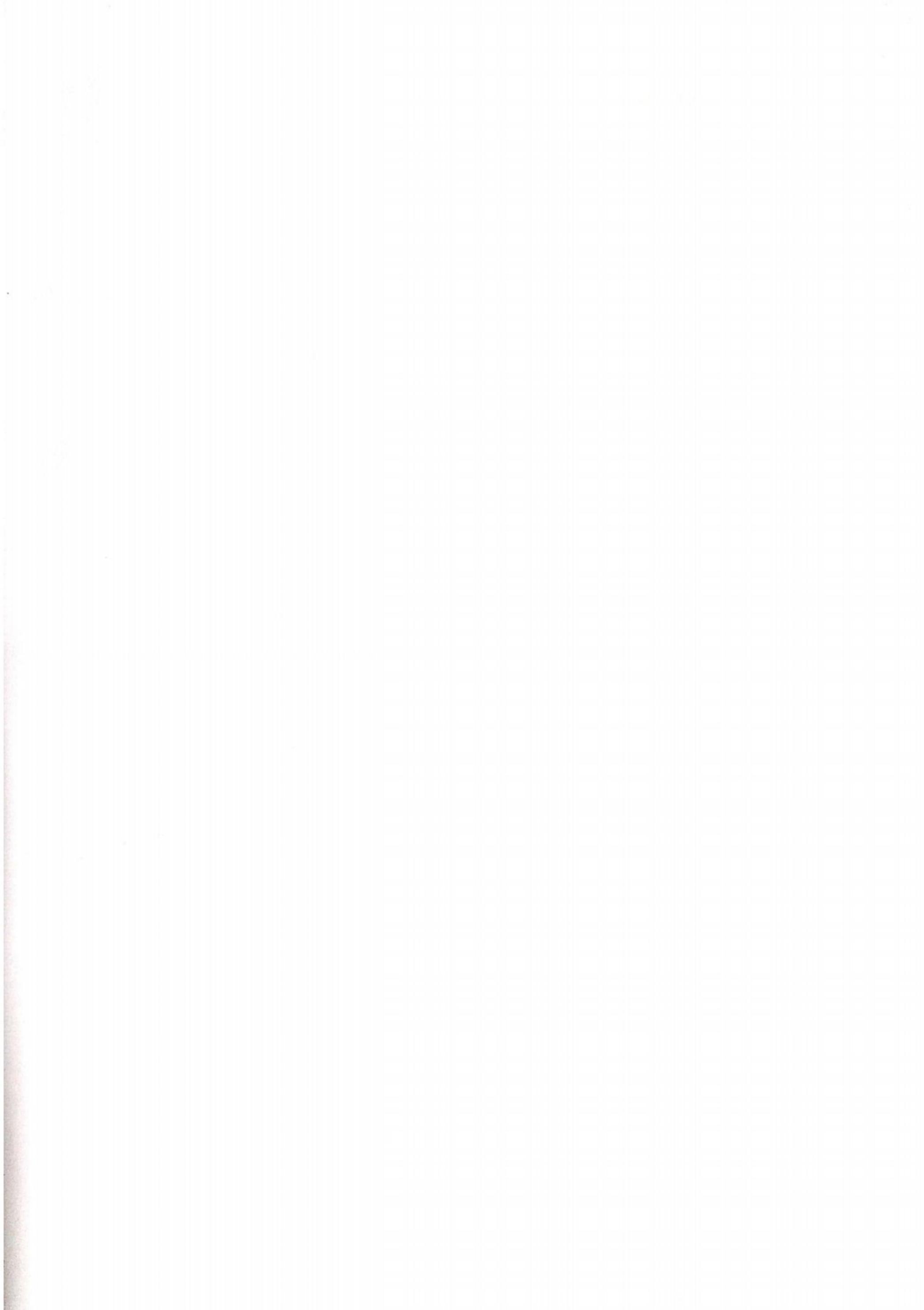


**EMPLOYEES JOB SATISFACTION AND QUALITY OF SERVICE
ON THE TOURIST DESTINATION IN BILAR**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

**NOEL R. DANO
EDWARD M. DAPAR
FRANCES G. HINGHING
PRISCILA E. SARONG**

February 2022



EMPLOYEES JOB SATISFACTION AND QUALITY OF SERVICE ON THE TOURIST
DESTINATION IN BILAR

A thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

In partial fulfillment
of the Requirements for the Degree of
Bachelor of Science in Hospitality Management

Dano, Noel
Dapar, Edward
Hinghing, Frances
Sarong, Priscila

FEBUARY 2022

EMPLOYEES JOB SATISFACTION AND QUALITY OF SERVICE ON THE
TOURIST DESTINATION IN BILAR

A thesis
Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

In partial fulfillment
of the Requirements for the Degree of
Bachelor of Science in Hospitality Management

Dano, Noel
Dapar, Edward
Hinghing, Frances
Sarong, Priscila

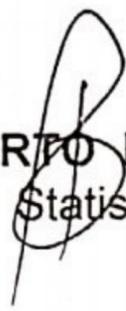
FEBUARY 2022

APPROVAL SHEET

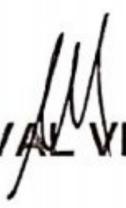
This thesis entitled "EMPLOYEES JOB SATISFACTION AND QUALITY OF SERVICE ON THE TOURIST DESTINATION IN BILAR", prepared and submitted by Edward Dapar, Noel Dano, Frances Hinghing, and Priscila E. Sarong, in partial fulfillment of the requirements for the degree Bachelor in Science in Hospitality Management has been examined and recommended for acceptance and approval for oral defense.

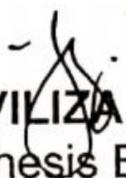
THE THESIS COMMITTEE


NELIA Q. CATAYAS, PhD
Chairperson


HERBERTO PIOLLO MS Math
Statistician


MEARIE JEAN A. FAUSTINO, MAEd
Editor


VAL VINCENT M. LOSARIA
Adviser


JERVILIZA A. ITEM
Thesis Expert

Approved by the Examining Panel during the Oral Examination conducted on February 2022 with a rating of 1.98.

THE EXAMINING PANEL


ALENE B. GUDMALIN, PhD
Chairman


NELIA Q. CATAYAS, PhD
Member


RENANTE AVERGONZADO, PhD
Member


VAL VINCENT M. LOSARIA
Member


KEVIN B. GASATAN, MSc
Member

Accepted and Approved as partial fulfillment of the requirements for the degree of Bachelor of Science in Hospitality Management.

May 23, 2022
DATE OF ORAL DEFENSE


MARIETTA C. MACALOLOT, PhD
Campus Director

ACKNOWLEDGMENT

It is the researcher's genuine and cordial conveyance of gratefulness and recognition, first and foremost to **JESUS CHRIST** our **GOD** the Almighty, for his never ending love, countless blessings, grace, divine providence for the strength and intellectual enlightenment for the accomplishment of this study, without Him this will not be possible;

The researchers would also like to express their profound gratitude and sincerest appreciation to the following individuals and institutions for, without their contributions, this valuable piece of work would not have been possible and complete.

Val Vincent Losaria, Thesis Adviser, for the time, effort, guidance, and endless help, great ideas and great proposition to enhance and make this study successful;

Jerviliza A. Item, Thesis Expert, for her expertise guidance corrections and for his undying support to make this revision realistic;

Mearie Jean A. Faustino, MAEd, Thesis Editor, who exerted his time and efforts in constructing indispensable corrections and comments for the completion of the manuscript;

Herberto Piollo MS Math, Thesis Statistician, for his expertise in statistical calculation and analysis and also for giving enough time for the correction of the interpreted data;

Arlen B. Gudmalin, PhD, Dean of the College of Technology and Allied Sciences, for the approval to conduct of the study

Marietta C. Macalolot, PhD, Campus Director, for her approval of the manuscript;

With great honor, the researchers also wished to carry their grateful acknowledgement to their **beloved parents and guardians** for the financial, moral and spiritual support and for setting the example of boundless energy, constant source of strength and understanding beyond measure.

To the **researchers' sibling, relatives, circle of friends, and loved ones** who have showed both their economic and moral support, prayers, inspiration, encouragement, assistance, patience, love and understanding to help realize and pursue this research paper.

To the **respondents**, for their time and patience in answering the questionnaires, sincerity and generosity and for the active cooperation in contributing the needed data for the study.

To all the surveyed **establishments**, in which we conduct the study for letting us in and welcoming us openly with great support and encouragement and the cooperation in contributing the needed data for the study.

The researcher would also like to extend their great appreciation and enormous thanks to all people whose names are not mention here but who have

directly or indirectly extended their effort and support in the realization of this endeavor.

THANK YOU SO MUCH AND GOD BLESS!

Edward, Noel, Frances and Priscila

ABSTRACT

This study aimed to determine the level of employee's job satisfaction and quality of their rendered service and to know if there is a significant relationship between the two. It also aimed to know and understand the challenges and difficulties they are facing as of today. To obtain the needed data, this study used the descriptive method which utilized the modified survey questionnaire to 10 visiting tourists who were selected through purposive sampling while the employees were selected through complete enumeration. The data obtained from the survey were organized and analyzed through percentage and frequency counts, weighted mean and Pearson Correlation Coefficient. There were 112 respondents composed of 80 customers and 32 employees. Upon the conduct of the study, respondents were given a printed questionnaire with proper safety protocols to follow. The customers were mostly satisfied in terms of Responsiveness and Assurance, Reliability, Empathy and Tangibility. Meanwhile the aspect of Resources and Corporate Image get a predominant feedback of satisfied. On the other hand, most employees partly agreed to the statements pertaining to job satisfaction. Based on the result, there is no significant relationship between employee's job satisfaction and customer's satisfaction on the quality of service rendered by the employees which means that job satisfaction of the employees does not influence on how they handle and provide satisfaction to customers. The study concludes that the services rendered by the employees of the surveyed tourist destinations were not influenced by the level of their job satisfaction. Hence, clients remain to be very satisfied on the responsiveness, assurance, reliability, empathy and tangibility of their services.

TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER		
I. THE PROBLEM AND ITS SCOPE		
Rationale	1
Literature Background	2
THE PROBLEM		
Statement of the Problem	12
Significance of the Study	13
RESEARCH METHODOLOGY		
Design	14
Environment and Participants	15
Instruments	18
Procedure	19
Statistical Treatment	20
DEFINITION OF TERMS	22

2. PRESENTATION AND ANALYSIS AND INTERPRETATION OF DATA

3. SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Summary of Findings	32
Conclusions	33
Recommendations	34
REFERENCES	36
APPENDICES		
A. Letter	39
B. Transmittal Letter	40
C. Questionnaire	41
D. Documentary Pictures	45
CURRICULUM VITAE	47

LIST OF TABLES

1. Table 1.1 Profile of the Employees-Respondents	25
2. Table 1.2 Profile of the Customers-Respondents	26
3. Table 2.0 Employee's Job Satisfaction	27
4. Table 3.0 Customer's Satisfaction in terms of Responsiveness and Assurance, Reliability, Empathy, Resources and Corporate Image, Tangibility	30
5. Table 4.0 Relationship between customers satisfaction and quality of service	31

LIST OF FIGURES

Figure

Page

Theoretical and Conceptual Framework of the Study 7

Map of Bohol 17

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

The COVID-19 has altered and changed the standard, settings, and nature of all jobs in various establishments, forcing employees and employers to adapt in any way possible. Businesses all around the world have been scrambling to address workplace safety while maintaining staff productivity and customer service. The labor market is constantly changing and the role of employee is incredibly important since they are one of the key stockholders in the formation and for the development of the organizations human and social capital and are one of the key source of knowledge and support for the development and implementation of sustainable human resource management or the manpower category.

To identify the factors influencing the service quality is also of great importance in all organizations especially in the hospitality sector. It seems that job satisfaction may influence on the quality and performance of the employee and can dissatisfy guest that can leads to the loss of the company so to prove and provide evidence, the researchers are very willing to conduct this study to determine the level of job satisfaction and quality of service and to know if there is a strong relationship between the two during the new normal. Currently, amidst the pandemic there are still some of the tourism sectors in Bilar, Bohol that are still open but through limited operation and limited employees

Municipality of Bilar, as one of those towns force to adapt to the new normal, has also their strategies in response to this usual health crisis in providing quality service to guests and considerations about their job satisfaction.

The above-mentioned scenario motivated the researchers to determine how the employee's job satisfaction affects the quality of service to be rendered for the satisfaction of the customers during this pandemic. Thus, the result of this study will serve as the tool that would determine the importance of job satisfaction to the employee that will motivate them to provide top tier service and for the company as well as the staff to be ready to cater to the needs and demands of the customers in any situations possible through this survey in every hospitality business in the municipality of Bilar.

Literature Background

Many studies have highlighted the fact that employee motivation influences job satisfaction, while the level of motivation has an impact on productivity and therefore on company's performance. To better understand these concepts, the researchers draws on various theories about the impact of job satisfaction to the quality of service to be rendered for the satisfaction of the customers.

One of these is the REPUBLIC ACT 11199 also known as the Social Security Law. According to this law, It aims to establish develop, promote and perfect a sound and viable tax-exempt social security system suitable to the

needs of the people throughout the Philippines which shall promote social justice through savings, and ensure meaningful social security protection to members and their beneficiaries against the hazards of disability, sickness, maternity, old age, death and other contingencies resulting in loss of income or financial burden. Towards this end, the state shall endeavor to extend social security protection to Filipino workers, local or overseas, and their beneficiaries.

The employee's perceptions of the nature of their work have a considerable impact on job satisfaction level, with financial compensation having a significant impact on overall employee satisfaction.

EMPLOYEE RIGHTS 101 otherwise known as Labor code of the Philippines. Employment law covers all rights and obligations within the employer-employee relationship, including not only current employees but also former employees and job applicants. Many of the legal disputes involving businesses are related to employee rights and regulations. Because of the complexity of employment relationships and the wide variety of situations that can arise.

REPUBLIC ACT No. 11058 is an Act Strengthening Compliance with Occupational Safety and Health Standards and Providing Penalties for Violations Thereof. The state shall ensure a safe and healthful workplace for all working people by affording them full protection against all hazards in their work environment. It shall ensure that the provisions of the Labor Code of the Philippines, all domestic laws, and internationally-recognized standards on

occupational safety and health are being fully enforced and complied with by the employers, and it shall provide penalties for any violation thereof.

Expectation Theory (also commonly known as Expectancy-Disconfirmation Theory) is the most widely accepted theory concerning customer's satisfaction processes. It is written by Richard L. Oliver in 1977 and 1980. The theory holds that satisfaction/dissatisfaction results from a customer's comparison of performance (of a product or service) with predetermined standards of performance. According to the view, the predetermined standards are the customer's predictive expectations. Three possible outcomes of the comparison are possible. Positive disconfirmation occurs when performance is perceived to be better than the predetermined expectations. In this scenario, customer is delighted. Zero disconfirmation occurs when performance is perceived to be exactly equal to expectations-customers are likely to be satisfied. Finally, negative disconfirmation occurs when performance is lower than expectations. Of course, negative disconfirmation leads to dissatisfied or unhappy customers. The difference between initial expectation or desire and perceived experience or performance is known as Disinformation of expectation or desire. It means that disconfirmation of expectation or desire can be positive or negative. When customer's perceived performance over the quality of specific product or service is higher than the customer's expectation or desire, the positive disconfirmation will occur. In the same way, when customers perceive performance is worse than what they expected or desired about the quality of specific product or services, the negative disconfirmation will happen. According

to a study, positive disconfirmation leads to the customer's satisfaction and negative disconfirmation means perceived performance of products or services couldn't attract the customer satisfaction.

Balance Theory is applied to services quality. A focus on the organization, provider and consumer Triad. According to Heider's (1958) balance theory is applied to explain how service organizations, service providers and consumer inter-relationships influence service quality.

According also to Social Exchange Theory, if an employer provides pleasant working conditions that make employees happy, they will be more likely to go above and beyond for the company as a means of repaying the kindness they have received (Wayne, Shore, & Linden, 1997; Flynn 2005) As a result, the researchers hypothesized that satisfied staff will be more motivated to provide better service to clients (Loveman, 1998; Silvestro and Cross, 2000; Yoon & Suh, 2003). The Social Exchange Theory (Konovsky & Pugh, 1994) support the impact of client happiness on employee satisfaction (Robinson & Morrison, 1995). The norm of reciprocity lies at the heart of both systems. Customers who are satisfied will feel engaged and cooperate with others who are pleasing or beneficial to them (Bateman & Organ, 1993). Customers who form relationships with employees, according to Beaty and Lee (1996), allow the employee to devote more time to the client. In other words, positive customer reinforcement will boost customer satisfaction with the staff who have served them.

Another is the Value Theory by E.A. Locke. This theory states that job satisfaction occurs where job outcomes an employee receives matches with those desired by him. Accordingly, the more the employee receives as outcomes they value, the more they feel satisfied; the less they receive as outcome they value, the less they feel satisfied.

In other words, the discrepancy between present aspects of the job and the aspect desired by the employee generates job dissatisfaction. The greater the discrepancy, the greater the job dissatisfaction and vice versa. This theory invites the attention of management to those aspects of job which cause dissatisfaction and transform them so that employee feels satisfied.

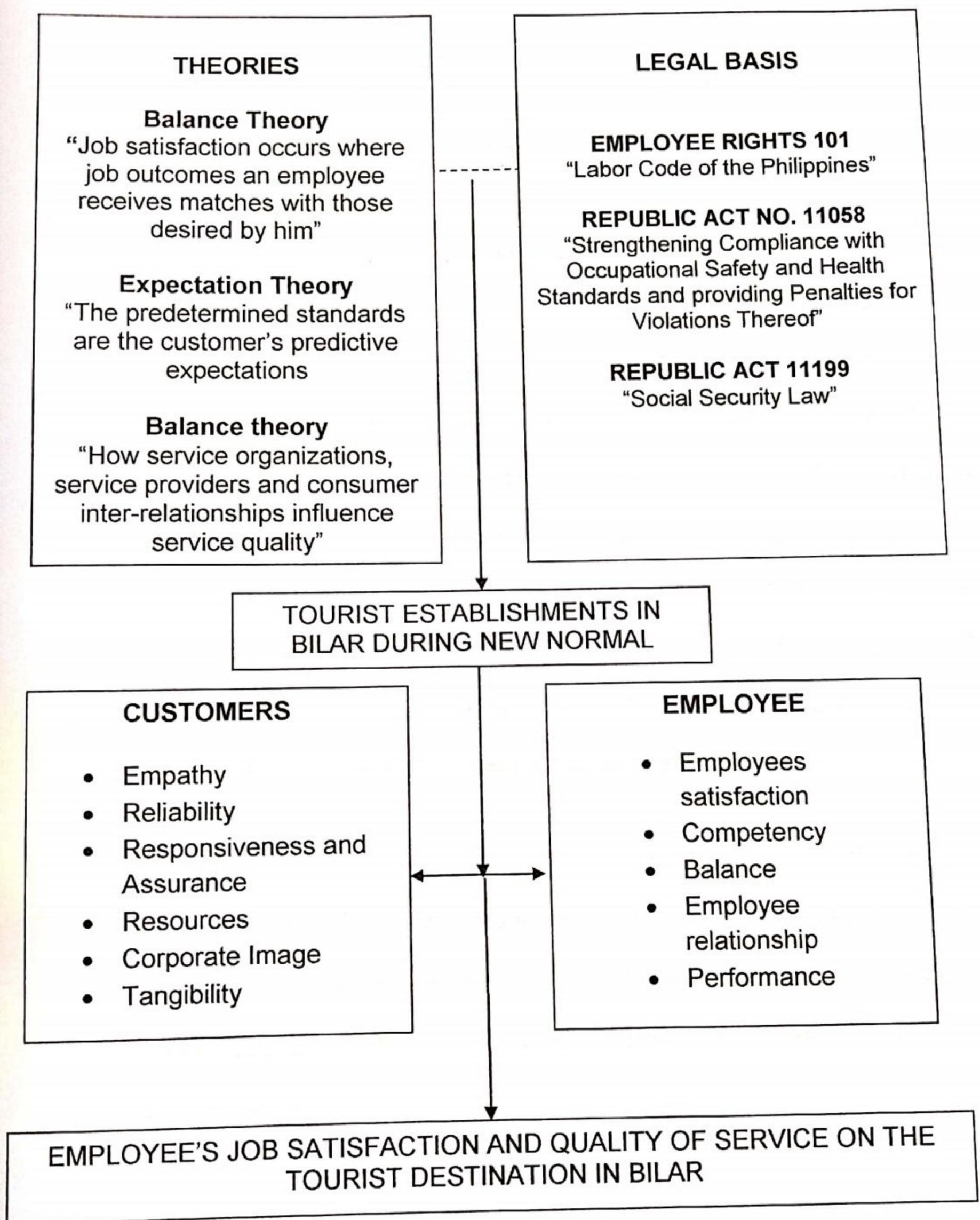


Figure 1. Theoretical and Conceptual Framework

The following are the related studies of this research:

Employee satisfaction, customer satisfaction, and service quality are the three most critical factors in a service business (Lam, Zhang, & Baum, 2001). Previous studies have discovered a link between employee satisfaction and consumer satisfaction. (Koys, 2003; Wagenheim, Evanchitzky, & Wonderlich, 2007). Employee satisfaction is one of the antecedents of consumer satisfaction (Wagenheim, et al., 2007; Yee, Yeung, & Cheng, 2008). The implicit assumption underpinning the relationship between customer happiness and employee satisfaction is that higher staff satisfaction will lead to higher customer satisfaction as a result of improved service quality. The majority of past research indicates that there is a favorable association between staff and customer satisfaction (Schlesinger & Zernitsky, 1991; Schlesinger & Heskett, 1991; Schneider & Bowen, 1985; Yee et al., 2008). As a result, favorable shifts in employee attitudes will result in increased customer satisfaction.

Existence of dissatisfaction in workers make them not to do their best on the expected responsibilities. As a result, the organization goes on with the least efficiency. This will have a negative impact on the organization's growth and advancement. Job satisfaction is one of the metrics of life quality used in human resource management. There's no denying that people who are happy with their employment feel successful at the end of the day. Employee performance and job satisfaction both improve when people become more aligned with business goals and incentives. Hoy and Clover (1996).

Wangenheim (2007) suggested positive association between job satisfaction and customer satisfaction. Chi and Gursoy (2009) advocated the presence of casual relationship between the two variables. Naeem (2013) suggested the presence of correlation between the job satisfaction and the customer satisfaction. Kermani (2013) also founded that job satisfaction has significant impact on the customer satisfaction. Amoopour et al. (2014) also supported the arguments of positive relationship between the two variable.

In service firms, employee happiness is measured by internal satisfaction. Employees who are satisfied, according to Bulgarella, are motivated to express their concern for others (Paul, 2013). Employees who are satisfied are employees who can be empowered. In other words, satisfied staff will have the resources and obligation to understand and meet the wants and needs of customers. Employees who are satisfied are judged to have sufficient emotional resources to demonstrate empathy, understanding, respect, and focus on the customer.

Service quality is a complicated topic and its definition consists of five aspects physical aspects, reliability, responsiveness, assurance and empathy which are used to state gap definitions. This gap is based on the difference between the customer's expectation of service and implication sand their comprehension of what they receive. Considering the importance of the quality in competitive areas, service quality is known as one of the keyissues (Bahreini, shah-Alizadeh&Noraee, 2009).

Job satisfaction is defined as the effective orientation that an employee has toward his or her work (Safari & Judge 2004). Dissatisfied employees are likely to leave their jobs, thus understanding of employee's job satisfaction and its contributing variables are important for any organization to exist and prosper (Majid, 2010).

Employee job satisfaction is important to achieving quality and accountability of the organization. Employees will be more productive as they are satisfied with the work and the environment in which employees work can improve the quality of the organization. Trivalles and Dargenidou (2009) research result showed that employee job satisfaction is caused by human relations and job enrichment, as well as the work environment that is positively related to the quality of administration. These employees not only deliver and create services, but also become part of the service, so that employee's satisfaction will improve the quality of service.

Oh and Yoon (2011) found that job satisfaction of employees in the service sector has a significant influence on the service quality and concluded that job satisfaction also affects customer satisfaction. Meanwhile, Zeithaml and Bitner found the existence of mutual influence (reciprocal effect) between employee satisfaction and customer satisfaction (Paul 2013). Employees who are satisfied will try to satisfy the customer. Furthermore, customer satisfaction will strengthen employee satisfaction on the job. The relationship between employee satisfaction and customer satisfaction shows that employee's

satisfaction will increase when customers appreciate his/her efforts and employees service. In other words, the relationship between customer satisfaction and employee satisfaction are complex.

Assessment of service quality performed during the service delivery process which usually requires the presence of a relationship between the customers and employees who provide services. Results of research conducted by Priyathanalai and Moenjohn (2012) showed a positive and significant relationship between employee satisfaction and service quality. Job satisfaction and service quality are also investigated by Schlesinger and Zornitsky (1991), who find that employee perceptions of job happiness and ability to serve have a positive association with service quality perceptions. Bitner (1990) discovered that low job satisfaction can cause service performance to suffer.

Employees who are happy will provide excellent service. As a result, the employee will make satisfied customers feel satisfied as well (Schlesinger & Zornitsky, 1991). According to Bolton and Drew (1991), job satisfaction has a direct impact on consumers' perceptions of service quality. In other words, job satisfaction has a positive impact on the service quality which will affect customer satisfaction. Employees who are unsatisfied or unhappy are unable to deliver exceptional customer service (Sclesinger & Zornitskly, 1991; Brief & Motowidlo, 1986; Brown & Lam, 2008).

THE PROBLEM

Statement of the Problem

This study aims to determine the level of employee's job satisfaction and quality of service of the tourist establishments in Bilar, Bohol, Philippines.

Specifically, the study seek to answer the following:

1. What is the demographic profile of the participants in terms of:
 - 1.1 for employees;
 - 1.1.1 age
 - 1.1.2 gender;
 - 1.1.3 civil status;
 - 1.1.4 type of employees;
 - 1.1.5 educational attainment and;
 - 1.1.6 salary
 - 1.2 for guest
 - 1.2.1 age;
 - 1.2.2 gender;
 - 1.2.3 citizenship;
 - 1.2.4 occupation and;
 - 1.2.5 educational attainment?
2. What is the level of job satisfaction of the employees in the tourist establishments in Bilar?

3. What is the quality of service of tourists establishment as perceived by the customer in terms of:
 - 3.1 responsiveness and assurance
 - 3.2 reliability;
 - 3.3 empathy;
 - 3.4 resources;
 - 3.5 corporate image and;
 - 3.6 tangibility?
4. Is there a significant degree of relationship between employee's job satisfaction and the quality of their service?
5. What action plan can be proposed based on the results of the study.

Hypothesis

There is no significant relationship between job satisfaction and quality of Service.

Significance of the Study

The result of the study will be beneficial to the following:

Community. This study will help the community to be progressive and well known to locals as well as to reach the international audience for its mesmerizing tourism establishments with excellent service.

Establishment. This study will help the establishment to determine the specific goals and priority to provide good quality service for both guest and employees to boost satisfaction despite of this pandemic.

Future Researchers. The result of this study will serve as a reference for the future researchers who will conduct related studies about job satisfaction and quality of service during New Normal.

Government. This study will help to generate job opportunities for everyone that can cater unemployed personnel especially in this time of Pandemic where everyone is affected and in needs.

Tourism Industry. This study will provide a comprehensive information to the industry to promote job satisfaction and provide quality service to the guest.

Tourists. They will be given a chance or avenue to help employee as well as the establishment for the improvement and development of the entire lapses of delivery on any services rendered through suggestions and ratings.

Owner or Manager. The result of this study will serve as a basis in handling their employees overall job satisfaction as part of their daily motivations at work to provide long-lasting quality service for the satisfaction of the customers.

RESEARCH METHODOLOGY

Design

This research study utilized a descriptive research design. According to Creswell (2022), survey research design methodology in quantitative research is where the researchers manage a survey to the sample or to the whole population

to describe attitudes, opinions, behaviors or characteristics of the population. This study evaluated the job satisfaction and quality of service of the employees of the tourism destinations in Bilar during the New Normal.

Environment and Participants

The locale of the study will cover all the tourism hospitality in Bilar, namely;

Bilar Man-made forest which is located in the border of Loboc and Bilar town is popular and stands out to everyone because of the uniformity in height of the big trees stretching in a two kilometer stretch of densely planted Mahogany trees.

Bohol Boutique Hotel located at Yanaya, Bilar, Bohol along the highway just a few meters away from the Habitat Butterfly Conservation Center. The place offers luxury stay, tasty foods and many amenities to enjoy. They also offer milktea for milkea lovers.

Bilar Enchanted Garden is located at Roxas, Bilar, Bohol. It is a nature friendly place to unwind or where one can experience and see the beautiful flowers of different kinds, or feed many exotic animals.

Logarita Spring and Pool is located at Riverside Bilar Bohol. The fresh water from the pool actually came from the spring inside Raja Sikatuna National Park. The water is known for its crystal, cool, clear and refreshing natural flowing water properties that makes a tired body feel reinvigorated.

RDJ mountain view resort is located at Poblacion, Bilar, Bohol. It offers pool with slide, restaurant and room for accommodations. A great place to visit and enjoy with your friends and family.

Pangas Falls is located at Dagohey, Bilar, Bohol. It is a great place for nature lovers. It has a mesmerizing falls with a cave behind it. You can also dive from the top of the falls for some fun adventure.

Bilar Hill Park and Restaurant is located at Cansumbol, Bilar, Bohol. It offers delicious and affordable foods from their restaurant. You can also see some animals inside the park but the most highlight one is the python in which you can hold and take picture with.

Duwangon spring is located at Zamora, Bilar, Bohol. It is a natural spring with a natural flowing with a hint of freshness and coolness feeling of water from the mountain.

The participants of the study were thoroughly selected. The visiting tourists were selected through purposive sampling and limited only to 10 person per tourism establishments who are knowledgeable enough to give efficient answers while for the employee, it is a complete enumeration per tourism establishment since they have limited staff working due to the pandemic. The study greatly depends on the sincerity of the respondents who were only tasked to answer the situations given from the survey questionnaire. The target of the study was selected through complete enumeration but due to pandemic, these are the only establishments who were allowed to finally open their place to the tourists.



Research Instruments

The researcher used a standardized survey questionnaire as the data gathering tool of the study. In order to get the response of the customer satisfaction, the researcher utilized the SerVqual, a standardized questionnaire by the American marketing gurus Valarie Zeithaml, A. Parasuraman and Leonard Berry in 1988. It is a multi-dimensional research instrument designed to capture consumer expectations and perception off a service along five dimensions that are believed to represent service quality. Part 1 of the instrument was intended to assess the demographic profile of the respondents wherein for the customers, it corresponds their name, age, citizenship, civil status, occupational, educational attainment and gender and for the employees it corresponds their age, gender, civil status, type of employees, educational attainment and salary. Part II: Is a 30-item survey to determine the level of customer's satisfaction towards quality of service offered in every tourism establishment in Bilar in terms of responsiveness and assurance, reliability, empathy, resources & corporate image and lastly tangibility.

Lazarus and Folkman's standardized questionnaire was used by the researchers to ask the employees about their job satisfaction and was divided into the following parts: Part I. Contains the demographic profile of the participants including the name, age, gender, civil status, educational attainment, and the type of employees. The job satisfaction related is covered in Part II.

The participants were then asked to provide an honest assessment using the provided rating scales, with responses ranging from (1) Not at all satisfied (2) Partly satisfied (3) Neutral (4) Satisfied and (5) Very satisfied.

Procedure

To have a liable and thorough gathering process, the researchers submitted first the letter of request to the campus director, recommended by the dean of the college with the notification of the advisers that marks the completion and delivery of some parts of the research to have permission to proceed with the other parts of the process which was essential for the study. A request letter was sent to the owner or manager in a certain tourism destination to do a survey within the area and the questionnaires were distributed by the researchers and the safety protocols were followed to ensure safeness.

The respondents were given enough time to fill up every data that were asked. The researchers would remind the participants to ask any questions that were confusing about any aspects of the questionnaire. They will be given strict assistance by the researchers until they completed the questionnaires and were requested to return them.

The gathered data was recorded, tabulated and analyzed to determine the level of job satisfaction and the quality of service being rendered for customers satisfaction as well as determining the relationship between the two by using a formula in computing the gathered data.

Statistical treatment

To interpret the data effectively, the researchers used the following statistical treatment:

1.) Percentage

This used to determine the frequency counts and percentage distribution of the demographic profile of the respondents.

$$\text{Formula: } P = \frac{f}{n} \times 100$$

Where:

P- is the percentage

f- is the frequency

n- total number of respondents

100- the constant value

2.) Average Weighted Mean

To determine the level of job satisfaction and Quality of service in every tourism hospitality in Bilar during New Normal, Average Weighted Mean is used.

$$\text{Formula: WMS} = \frac{5(f_5) + 4(f_4) + 3(f_3) + 2(f_2) + 1(f_1)}{n}$$

Where:

WMS= Weighted Mean Score

f_5 = frequency of response for very satisfied

f_4 = frequency of response for satisfied

f_3 = frequency of response for neutral

f_2 = frequency of response for partly satisfied

f_1 = frequency of response for not at all satisfied

n = number of respondents

3. PEARSON CORRELATION COEFFICIENT

Pearson correlation coefficient was used to determine the level of Employees Job satisfaction and customer's satisfaction through quality of service being rendered in every tourism establishments in Bilar.

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- r_{xy} – the correlation coefficient of the linear relationship between the variables x and y
- x_i – the values of the x -variable in a sample
- \bar{x} – the mean of the values of the x -variable
- y_i – the values of the y -variable in a sample
- \bar{y} – the mean of the values of the y -variable

DEFINITION OF TERMS

To fully understand, the following terms are defined operationally:

Assurance. The knowledge and courtesy of employees and their ability to gain trust and confidence. It means that the behavior of the employees make them feel safe. In addition, employees have the ability to answer the customer's questions and are always polite.

Empathy. Refers to providing of care and individualized attention to the customers. It means the employee's ability to understand customer's problems, acting towards their benefit and treating them as individuals. It includes also that the opening times of the company are suitable.

Job satisfaction. It describes the feelings or preference of Employees regarding with their work.

Reliability. Ability to perform the promised service dependably and accurately. It means that the service company offers accurate and flawless service to customers directly from the first time on and does that in the promised time.

Resources. Assets that can be drawn on by an organization in order to function effectively. It is also the ability to find quick and clever ways to overcome difficulties and the possibility to aid customers for assistance.

Responsiveness. Willingness to help customers and provide prompt service. It means the willingness of the employees in the service companies to help customers, answer their request, tell the customers when the service is provided, and provide prompt and reliable service.

Service quality. It is the quality of work performed by the employees.

SERVQUAL Method. Is a multi-dimensional research Instrument designed to capture consumer expectations and perceptions of a service along with five dimensions that are believed to represents service in assessing service quality offered by the tourism destination.

Tangibility. The physical facilities, equipment and personal appearance. It consists of the pleasantness of the companies' physical facilities, equipment, personnel, and communication materials. It also includes the external appearance of the customer staff.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the analysis and interpretation of data gathered from the thirty-two (32) employees and eighty (80) customers from the tourism establishments in Bilar. It also presented the level of job satisfaction and quality of service from the participants. The data included the demographic profile of the respondents, employee's level of job satisfaction and customer's satisfaction in terms of the quality of service rendered by the employees.

Demographic Profile of the Participants

The profile of the participants included the age, gender, civil status, educational attainment, type of employees and the employee's salary are essential to determine the profile of every participants administered through survey in this research study.

Table 1.1 presents the demographic profile of employees-respondents in terms of age, gender, civil status, educational attainment, type of employee and salary.

Data reveals that out of the 32 respondents, majority (53.125%) were from the ages 26 to 35 years old, while the least were 15-25 years old. As to civil status, most were married (50%) and the least were widowed (6.25%). The female respondents got a higher percentage than male which is 20 (62.5%) while male were 12 (37.5%). Meanwhile in terms of educational attainment, college

levels got the highest percentage (40.625%), while the least (6.25%) were elementary graduates. In terms of the type of employees, 12 (37.5%) were casuals, then the regular with 11 (34.375%), contractual with 6 (18.75%) and the on-call employee with 3 (9.375%). Majority of the employees got the highest salary percentage of 29 (90.625%) ranging from 1k to 10k followed by 2 (6.25%) ranging from 11k to 20k and lastly the 1 (3.125%) salary range from 21k to 30k who got the lowest score.

Table 1.1
Profile of the Employees-Respondents
N=32

Profile of the respondents	Frequency (f)	Percent
Age		
15 to 25 years old	4	12.5%
26 to 35 years old	17	53.125%
36 to 45 years old	6	18.75%
46 to 55 years old and Above	5	15.625%
Gender		
Male	12	37.5%
Female	20	62.5%
Civil Status		
Married	16	50%
Single	14	43.75%
Widowed	2	6.25%
Educational Attainment		
Post Graduate studies		
College Graduate	7	21.875%
College Level	13	40.625%
High School Graduate	7	21.875%
High school level	3	9.375%
Elementary Graduate	2	6.25%
Elementary Level		
Employee Status		
On call	3	9.375%
Regular	11	34.375%
Casual	12	37.5%
Contractual	6	18.75%
Salary		
1,000-10,000	29	90.625%
11,000-20,000	2	6.25%
21,000-30,000	1	3.125%

Table 1.2 presented the demographic profile of customer-respondents in terms of age, gender, civil status and educational attainment.

Data revealed that out of the 80 respondents, majority (57.5%) were from the ages 15 to 25 years old, while the least were (3.75%) ages 46 to 55 years old and above. As to civil status, majority were single with (72.5%) and (27.5%) were married. Meanwhile In terms of educational attainment, college graduate got the highest percentage with (42.5%) while the high school graduate got the lowest rank with (10%).

Table 1.2
Profile of the Customer-Respondents
(n=80)

	Frequency	Percent
Age		
15 to 25 years old	46	57.5%
26 to 35 years old	24	30%
36 to 45 years old	7	8.75%
46 to 55 years old and above	3	3.75%
Gender		
Male	44	55%
Female	36	45%
Civil Status		
Married	22	27.5%
Single	58	72.5%
Widowed		
Educational Attainment		
Post Graduate studies		
College Graduate	34	42.5%
College Level	25	31.25%
High School Graduate	8	10%
High school level	13	16.25%

Table 2.0 presents the Employees level of Job satisfaction in the workplace. It was found out that "I really enjoy my work" got the highest weighted mean score of 4.219 followed by the "The degree to which you feel motivated by your job" with 4.19" then, "My job improves my Quality of life", "The head of the organization usually tell when I have done a good job" and "Communication and the way information flows around your organization" with 4.094 and "I am strongly committed to the organization I work for" got the lowest weighted mean score with 3.531. Generally, it has 4.26 weighted mean score implied as "Strongly Agree" further interpreted as "Satisfaction is on the highest level". If it is interpreted further, Employee happiness according to Bulgarella, can be determined by internal satisfaction. Employees are more likely to be empowered. There's no denying that people who are satisfied with their jobs feel successful at the end of the day, according to Hoy and Clover (1996).

Table 2.0
Employee's Job Satisfaction
N=32

Items	Mean	Descriptive interpretation
1. My job improves my Quality of life.	4.094	Partly Agree
2. I am strongly committed to the organization I work for	3.531	Partly Agree
3. I have great deal of control over my work.	3.625	Partly Agree
4. My job is enjoyable than it used to be.	4	Partly Agree
5. I really enjoy my work.	4.219	Strongly Agree
6. I feel comfortable asking my co-workers for their help.	3.938	Partly Agree
7. The work I do is appreciated.	3.813	Partly Agree
8. The head of the organization usually tell when I have done a good job.	4.094	Partly Agree
9. People offer to help me without having to be asked	3.844	Partly Agree
10. It is easy to get help from my colleagues.	4	Partly Agree
11. I only get told how I am doing when things go wrong.	3.594	Partly Agree
12. Communication and the way information flows around your organization.	4.094	Partly Agree
13. The degree to which you feel motivated by your job.	4.19	Partly Agree
14. The style of supervision that your superiors use.	4.03	Partly Agree
15. The way changes and innovations are implemented.	3.88	Partly Agree
16. The kind of work or tasks you are required to perform.	3.75	Partly Agree
17. The degree to which you feel that you can personally develop or grow in your job.	3.844	Partly Agree
18. The way in which conflicts are resolved in your organization.	3.844	Partly Agree
19. The psychological 'feel' or climate that dominates your organizations.	3.69	Partly Agree
Total	4.26	Strongly Agree

Legend:

- Range
- 4.20-5.00
- 3.40-4.19
- 2.60-2.39
- 1.80-2.59
- 1.00-1.79

Description
Strongly Agree
Partly Agree
Neutral
Partly Disagree
Strongly Disagree

Descriptive Interpretation
Satisfaction is on the highest level
Level of satisfaction is minimum
Satisfaction is undecided
Hardly give satisfaction
Not at all satisfied

Table 3.0 presents the Service quality rendered by the employees. Its definition consists of five aspects physical aspects, reliability, responsiveness, assurance and empathy which are used to state gap definitions. This gap is based on the difference between the customer's expectation of service and implications and their comprehension of what they receive (Bahreini, shah-Alizadeh & Noraee, 2009).

Responsiveness and Assurance. Data revealed that "willing to help" obtained the highest weighted mean of 5 described as "very satisfied" followed by the "telling when the service to be performed" with 4.35, described as "very satisfied", then the "employees consistent courtesy" and "readiness for customer's service" with 4.33 interpreted as "very satisfied" and "Never too busy to respond" and "availability of rescuers and first aid kits" got the lowest mean with 4.18 interpreted as "satisfied. To discuss further, this means that the customers are very helpful, reliable and being responsive in aiding any Customer's needs. They always make time and being available anytime at work.

Reliability. Presentation revealed that the "provision of service rights" got the highest obtained mean of 4.35 interpreted as "Very Satisfied" followed by "completion of promised tasks" with 4.25 interpreted as "Very Satisfied", then the "provision of exact service" with 4.19 interpreted as "Satisfied" and the "maintaining the error-free records" got the lowest weighted mean with 4.16 interpreted as "Satisfied". It means that the customers are satisfied on how the employees are reliable to handle guests in any situation. They are being dependable and always provide the exact service that the guest wanted.

Empathy. Results showed that the “personal attention by the employees” got the highest weighted mean of 4.48 interpreted as “Very Satisfied” followed by the “having Customer’s best interest” with 4.45 interpreted as “Very Satisfied” then, the Individual attention by the establishment” with 4.25 interpreted as “Very Satisfied” and the “convenient operating hours” got the lowest weighted mean with 4.18 interpreted as “Satisfied” further interpreted as “Level of satisfaction is minimum. The result shows that the customers are satisfied with how the Employees catch their interests and how understanding and compassionate the employees are in handling their guest.

Resources and Corporate image. Data implied that the “Employee’s Product or service knowledge” got the highest weighted mean score of 4.213 interpreted as “Very Satisfied” Followed by the “Projection of quality service image” with 4.19 interpreted as “Satisfied” then, the “promotion strategies to project image” with 4.213 interpreted as “Satisfied” and the “Adequate capacity” got the lowest weighted mean with 4.05 interpreted as “Satisfied”. To sum it up, the employees showed how knowledgeable they are towards their product and services. The establishment should developed and increase the capacity in the area and their resources to give more satisfactions to customers.

Tangibility. The presentation of the results revealed that the “Visually appealing materials associated with service” got the highest weighted mean of 4.25 interpreted as “Very Satisfied” followed by the “Visually appealing facilities” with 4.3 interpreted as “Very Satisfied” then the “Advancement or modernity in technology” with 4.15 interpreted as “Satisfied” and lastly the “Appealing office

doors" got the lowest with 4.113 interpreted as "Satisfied" further interpreted as "Level of satisfaction is minimum". The result showed that they need to enhance their doors to make it more appealing to guest and put some more advance technology for the development of their establishment.

Table 3.0
Customer's Satisfaction on the Quality of service
N=80

RESPONSIVENESS AND ASSURANCE		Mean	Descriptive interpretation
Willing to help		5	Very Satisfied
Telling when service to be performed		4.35	Very Satisfied
Readiness for customer's service		4.33	Very Satisfied
Understanding of customer's needs		4.33	Very Satisfied
Employee's consistent courtesy		4.33	Very Satisfied
Prompt service		4.31	Very Satisfied
Making customer's feel safe in their transaction		4.31	Very Satisfied
Safety protocols for Covid 19		4.29	Very Satisfied
Instilling confidence in customer's		4.29	Very Satisfied
Availability of Rescuers and first aid kits		4.18	Satisfied
Never be too busy to respond		4.18	Satisfied
Total		4.35	Very Satisfied
RELIABILITY		Mean	Descriptive interpretation
Provision of service rights		4.35	Very Satisfied
Completion of promised tasks		4.25	Very Satisfied
Dependability in handling customer's service problems		4.24	Very Satisfied
Solving customer's problems		4.24	Very Satisfied
Provision of exact service		4.19	Satisfied
Maintaining error-free records		4.16	Satisfied
Total		4.23	Very Satisfied
EMPATHY		Mean	Descriptive interpretation
Personal attention by the employees		4.48	Very Satisfied
Having customer's best interest		4.45	Very Satisfied
Individual attention by the establishment		4.25	Very Satisfied
Convenient operating hours		4.18	Satisfied
Total		4.34	Very Satisfied
RESOURCES AND CORPORATE IMAGE		Mean	Descriptive interpretation
Employee's product or service knowledge		4.21	Very Satisfied
Projection of quality service image		4.19	Satisfied
Promotion strategies to project image		4.18	Satisfied
Sufficient resources		4.11	Satisfied
Adequate capacity		4.05	Satisfied
Total		4.14	Satisfied
TANGIBILITY		Mean	Descriptive interpretation
Appealing office door		4.113	Satisfied
Advancement or modernity in technology		4.15	Satisfied
Neat employees with professional appearance		4.23	Very Satisfied
Visually appealing facilities		4.3	Very Satisfied
Visually appealing materials associated with service		4.25	Very Satisfied

Legend:

- Range
- 4.20-5.00
- 3.40-4.19
- 2.60-2.39
- 1.80-2.59
- 1.00-1.79

- Description
- Vey Satisfied
- Satisfied
- Neutral
- Partly Satisfied
- Not at all satisfied

- Descriptive Interpretation
- Satisfaction is on the highest level
- Level of satisfaction is minimum
- Satisfaction is undecided
- Hardly give satisfaction
- Not satisfied at all

Table 4

Relationship between Job Satisfaction of Employees and Quality of Service

Table 4 represents the relationship between Job satisfaction and Quality of service. The results show that $r(78) = .01$, $p < .005$ or the computed p-value is 0.92 which is greater than the Alpha .05 is not significant and since the correlation coefficient of Multiple R or $r=0.01$ is no negligible relationship that means that there is no significant relationship between Job satisfaction and Quality of service. The Job Satisfaction of the Employee doesn't matter on how they handle and provide quality service to customers. Whether they are satisfied or not, they still provide quality service as an employee and they are obliged to provide such services.

Variables	Correlation coefficient	Description	DECISION
JOB SATISFACTION AND QUALITY OF SERVICE	-0.010135981	Negative Correlation	Accept null Hypothesis

CORRELATION VALUES

+ .70 or higher	Very strong positive relationship
+ .40 to + .69	Strong positive relationship
+ .30 to + .39	Moderate positive relationship
+ .20 to + .29	weak positive relationship
+ .01 to + .19	No or negligible relationship
0	No relationship [zero correlation]
- .01 to - .19	No or negligible relationship
- .20 to - .29	weak negative relationship
- .30 to - .39	Moderate negative relationship
- .40 to - .69	Strong negative relationship
- .70 or higher	Very strong negative relationship

Chapter 3

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter deals with the summary of the findings of the study, the conclusion drawn and recommendations made.

Summary of findings

The study was conducted on the selected tourist establishment in Bilar, Bohol which includes the Bilar Man-made forest, Bohol Boutique Hotel, Bilar enchanted, Bilar Hill Park and Restaurant, Rdj Mountain View Resort, Logarita spring and pool and Pangas Falls. The researchers asked permission to the owner or manager of the establishment to conduct the study. It was conducted on the period of November 2021 in which the researchers as well as the respondents followed the set health protocols for everyone's safety. The main purpose of the study was to determine the level of employee's job satisfaction, customer's satisfaction on the quality of service rendered by the employees as well as to determine if there is a significant relationship between the two. Specifically, this sought to find out the profile of the respondents in terms of age, gender, civil status, educational attainment, type of employees and the salary for the employees while age, gender, civil status and educational attainment for the customers. The participants of the study was selected through purposive sampling. The study was limited only to 10 visiting customers per tourism establishment who are knowledgeable enough to give efficient answers while as for the employees, it was through complete enumeration per tourism

establishment since they only have limited staffs working due to the pandemic. There were 112 respondents composed of 80 customers and 32 employees. Upon the conduct of the study, respondents were given a printed questionnaire. The customers were mostly satisfied in terms of Responsiveness and Assurance, Reliability, Empathy and Tangibility. Meanwhile the aspect of Resources and Corporate Image get a predominant feedback of satisfied.

On the other hand, most employees partly agreed to the statements pertaining to job satisfaction. Based on the result, there is no significant relationship between employee's job satisfaction and customer's satisfaction on the quality of service rendered by the employees which means that job satisfaction of the employees does not influence on how they handle and provide satisfaction to customers.

Conclusion

The study concludes that the services rendered by the employees of the surveyed tourist destinations were not influenced by the level of their job satisfaction. Hence, clients remain to be very satisfied on the responsiveness, assurance, reliability, empathy and tangibility of their services.

Recommendations

Employees

1. There should be enough benefits for the employees.
2. Trainings and seminars should be frequently done to improve their knowledge and skills.
3. Team buildings should be done to strengthen the bond, teamwork and trusts for each other.
4. Superiors should value their employees equally and support them with their up's and down's through recognitions and awards.
5. Head of the establishments shouldn't give too much pressure to their employees.
6. Implement free vacations with financial allowance to their employees.
7. Let the employees enjoy their work.

Establishments

1. Must provide rescuers and first aid kits in case an emergency occurs.
2. Renovate any unpleasing sight within the vicinity.
3. Establishments must be decorated and fully furnished.
4. Provide sufficient and enough resources to cater everyone.
5. Advanced technology is a bonus points,
6. The establishment's surroundings must be visually appealing to attract customers.

Customers

1. Employees must immediately respond to customer's request no matter how busy you are.
2. Rendered exact and error free services to customers.
3. Employees should give unforgettable experience to customers
4. Employees must be neat and professionals to handle customers.
5. Employees must have enough patient and kindness to the customers.
6. Give the customers a comfortable and convenient tour as they pleased.

REFERENCES

- Arellano (2018). LawPhil: Republic Act No. 11058. August 17, 2018.
https://www.lawphil.net/statutes/repacts/ra2018/ra_11058_2018.
- Arellano (2018). LawPhil: Republic Act No. 11165. December 20, 2018
https://lawphil.net/statutes/repacts/ra2018/ra_11165_2018.html.
- Arellano (2019). LawPhil: Republic Act No. 11199. February 7, 2019.
https://lawphil.net/statutes/repacts/ra2019/ra_11199_2019.html
- Arellano (2020). LawPhil: Republic Act No. 11494. September 11, 2020.
https://lawphil.net/statutes/repacts/ra2020/ra_11494_2020.html
- Arora, S. (2020). Job Satisfaction at the Time of COVID-19: An Investigation of Information Technology Sector in India. September 2020.
https://www.researchgate.net/publication/344229117_Job_satisfaction_at_the_time_of_COVID19_An_investigation_of_information_technology_sector_in_India
- Bohol Philippines Travel Guide (2020). Bohol Philippines.com: Best Ecotourism Destination. <https://www.bohol-philippines.com/bilar.html> \
- Custom Insight (2022). Diversity, Equity, and Inclusion Samples. <https://www.custominsight.com/diversity-equity-inclusionsurvey/samples.asp>
- Oliver, R. L. (1977). "Effect of expectation and disconfirmation on postexposure product evaluations: an alternative interpretation." *Journal of Applied Psychology*, 62(4), 480-486.
- Santos, J., & Boote, J. (2003). "A theoretical exploration and model of consumer expectations, post purchase affective states and affective behaviour." *Journal of Consumer Behaviour*, 3(2), 142-156.
- Picazo-Vela, S. (2009). The Effect of Online Reviews on Customer Satisfaction: An Expectation Disconfirmation Approach. AMCIS 2009 Doctoral Consortium.
- Jackson, J. and Mathis, R. (2011). Human Resources Management.
https://slideplayer.com/slide/6846073/?_gl
- Liedke, L. (2020). Top 8 Questions to Ask on an Employee Satisfaction Survey. Nov 20, 2020. <https://wpforms.com/top-questions-to-ask-on-an-employee-satisfaction-survey/>

- Official Gazette (1989). Republic Act No. 6715 March 2, 1989.
<https://www.officialgazette.gov.ph/1989/03/02/republic-act-no-6715/>
- Osei Boakye, E. (2015). The Impact of Teamwork on Employee. November, 2015performance.
https://www.researchgate.net/publication/284732729_The_impact_of_teamwork_on_employee_performance
- Reutors, T. (2019). FindLaw: Employee Rights 101. March 31, 2019.
<https://www.findlaw.com/employment/employment-discrimination/employees-rights-101.html>
- Sogo Survey (2022). Employee Safety Survey.
<https://www.sogosurvey.com/survey-templates/employee/employee-safety-survey/>
- Wahyu Ariani, D. (2015). Employee Satisfaction and Service Quality: Is There Relations? January 2015.
https://www.researchgate.net/publication/318946232_Employee_Satisfaction_and_Service_Quality_Is_There_Relations
- Cropanzano, Russell and Mitchell, Marie S. "Social Exchange Theory: An Interdisciplinary Review", Journal of Management, Vol. 31 No. 6, pp. 874-900, 2005.
- Locke E.A (1976) "Value theory" <https://www.economicdiscussion.net/human-resource-management/job-satisfaction-theory/31947>

Republic Act of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol
DEPARTMENT OF HOSPITALITY MANAGEMENT AND INDUSTRIAL
TECHNOLOGY

**SURVEY QUESTIONNAIRE ON THE
“JOB SATISFACTION AND QUALITY OF SERVICE IN BILAR DURING NEW
NORMAL”**

Dear Sir/Madam:

Greetings of peace!

The undersigned students of Bohol Island State University (BISU) Bilar Campus with the course Bachelor of Science in Hospitality Management are conducting a research entitled **A SURVEY ON JOB SATISFACTION AND QUALITY OF SERVICE IN BILAR DURING NEW NORMAL.**

Any information and idea that you will share through the survey questionnaire is a valuable input in achieving the objectives of this research. Rest assured that your answers will be handled with utmost confidentiality.

We sincerely request your cooperation by answering the questionnaires honestly.
Thank you very much.

Respectfully Yours,
The researchers



APPENDIX A
 Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 Zamora, Bilar, Bohol



Vision: A premier S & T university for the formation of a world-class and virtuous human resource for the sustainable development in Bohol and the country.

Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

COLLEGE OF TECHNOLOGY AND ALLIED SCIENCES (CTAS)

October 14, 2021

MARIETTA C. MACALOLOT, PhD
 Campus Director

Madam:

Good Day!

We, the fourth year college student taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, "**EMPLOYEES JOB SATISFACTION AND QUALITY OF SERVICE ON THE TOURIST DESTINATION IN BILAR**" as a requirements for HPC 12- Research in Technology 2.

In this connection, we would like to request permit from your office to conduct this study.

Thank you very much and God bless!

Respectfully yours,
 NOEL R. DANO
 EDWARD M. DAPAR
 FRANCES G. HINGHING
 PRISCILA E. SARONG

Noted by:
VAL VINCENT M. LOSARIA
 Research Adviser

Recommending Approval

ARLEN B. GUDMALIN PhD
 Dean, CTAS

Approved by:

MARRIETTA C. MACALOLOT, PhD
 Campus Director



APPENDIX B
 Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 Zamora, Bilar, Bohol



TRANSMITTAL LETTER

Owner/Manager
 Bilar, Bohol

Greetings!

We, the underlined third-year students taking up the degree of Bachelor of Science in Hospitality Management of Bohol Island State University (BISU) Bilar Campus, Zamora, Bilar, Bohol are currently conducting a research study entitled "EMPLOYEES JOB SATISFACTION AND QUALITY OF SERVICE ON THE TOURIST DESTINATION IN BILAR".

In line with this, the researchers would like to ask permissions to conduct a study in your establishments wherein this examines the level of employee's job satisfaction and customer's satisfaction on the quality of service rendered by the employees during new normal.

We are looking forward to your positive response on this matter.

Thank you very much and God bless!

Respectfully yours,

NOEL R. DANO
 EDWARD M. DAPAR
 FRANCES G. HINGHING
 PRISCILA E. SARONG

Noted by:

VAL VINCENT M. LOSARIA
 Research Adviser

HERBERT PIOLLO
 Chairperson

ARLEN B. GUDMALIN
 Dean, CTAS

Approved by:

MARRIETTA C. MACALOLOTT, PhD
 Campus Director

 Owner/Manager

APPENDIX C
JOB SATISFACTION AND QUALITY OF SERVICE IN THE TOURISTS
ESTABLISHMENTS IN BILAR

QUESTIONNAIRE

Name (Optional):

Age:

Civil Status:

Gender: Male

Educational Attainment:

Female

Post Graduate studies

Type of employee:

College Graduate

On-Call employee

College Level

Regular Employee

High School Graduate

Casual Employee

High School Level

Contractual Employee

Elementary Graduate

Elementary Level

Salary:

1,000-10,000 21,000-30,000 41,000-50,000 1,000-70,000

1,000-20,000 31,000-40,000 51,000-60,000 71,000-80,000

Instructions: Please check the column and identify the appropriate responds for each items. There's no such thing as wrong or correct answer therefore, feel free to responds honestly. Kindly use the scale below to answer each questions.

EMPLOYEE'S JOB SATISFACTION

Legend:

5-Strongly Agree

4-Partly Agree

3-Neutral

2-Partly Disagree

1-Strongly Disagree

RATINGS					
	5	4	3	2	1
1. My job improves my Quality of life.					
2. I am strongly committed to the organization I work for.					
3. I have great deal of control over my work.					
4. My job is enjoyable than it used to be.					
5. I really enjoy my work.					
6. I feel comfortable asking my co-workers for their help.					
7. The work I do is appreciated.					
8. The head of the organization usually tell when I have done a good job.					
9. People offer to help me without having to be asked.					
10. It is easy to get help from my colleagues.					
11. I only get told how I am doing when things go wrong.					
12. Communication and the way information flows around your organization.					
13. The degree to which you feel motivated by your job.					
14. The style of supervision that your superiors use.					
15. The way changes and innovations are implemented.					
16. The kind of work or tasks you are required to perform.					
17. The degree to which you feel that you can personally develop or grow in your job.					
18. The way in which conflicts are resolved in your organization.					
19. The psychological 'feel' or climate that dominates your organizations.					

JOB SATISFACTION AND QUALITY OF SERVICE ON THE TOURIST ESTABLISHMENTS IN BILAR

QUESTIONNAIRE

Name (Optional):

Age:

Citizenship:

Occupation:

Educational Attainment:

Civil Status:

Post Graduate studies

College Graduate

College Level

High School Graduate

High School Level

Elementary Graduate

Elementary Level

Gender Female

Male

Instructions: Please check the column and identify the appropriate responds for each items. There's no such thing as wrong or correct answer therefore, feel free to responds honestly. Kindly use the scale below to answer each questions.

CUSTOMER'S SATISFACTION ON THE QUALITY OF SERVICE

Legend:

Description

5-Very Satisfied

Satisfaction is on the highest level

4-Satisfied

Satisfied with the services rendered

3-Neutral

Level of satisfaction is minimum

2-Partly Satisfied

Hardly give satisfaction

1-Not at all

Not at all satisfied

		RATINGS				
		5	4	3	2	1
Responsiveness And Assurance	Willing to help					
	Prompt service					
	Employee's consistent courtesy					
	Never be too busy to respond					
	Readiness for customer's service					
	Telling when service to be performed					
	Availability of Rescuers and first aid kits					
	Understanding of customer's needs					
	Instilling confidence in customer's					
	Making customer's feel safe in their transaction					
	Safety protocols for Covid 19					
Reliability	Provision of exact service					
	Solving customer's problems					
	Completion of promised tasks					
	Provision of service rights					
	Maintaining error-free records					
	Dependability in handling customer's service problems					
Empathy	Convenient operating hours					
	Individual attention by the establishment					
	Personal attention by the employees					
	Having customer's best interest					
Resources & Corporate Image	Adequate capacity					
	Sufficient resources					
	Employee's product or service knowledge					
	Promotion strategies to project image					
	Projection of quality service image					
Tangibility	Appealing office door					
	Advancement or modernity in technology					
	Neat employees with professional appearance					
	Visually appealing facilities					
Visually appealing materials associated with service						

APPENDIX D
PHOTO DOCUMENTATION
(DURING THE CONDUCT OF THE STUDY)



EMPLOYEES

Republic of the Philippines
ORION ISLAND STATE UNIVERSITY
 Boac Campus
 Zamora Boac Bofod

Name (Optional) Liam T. Polino Age 56
 Civil Status Married Gender Male Female

Educational Attainment

Post Graduate studies
 College Graduate
 College Level
 High School Graduate
 High School Level
 Elementary Graduate
 Elementary Level

Type of employee

On-Call employee
 Regular Employee
 Casual Employee
 Contractual Employee

Salary

1,000-10,000 21,000-30,000 41,000-50,000 61,000-70,000
 11,000-20,000 31,000-40,000 51,000-60,000 71,000-80,000

Instructions: Please check the column and identify the appropriate responds for each items. There's no such thing as wrong or correct answer therefore, feel free to responds honestly. Kindly use the scale below to answer each questions

CUSTOMERS

Republic of the Philippines
ORION ISLAND STATE UNIVERSITY
 Boac Campus
 Zamora Boac Bofod

Name (Optional) Jay Va. Ia Age 11
 Citizenship Phil. Occupation _____
 Educational Attainment _____ Civil Status Single

Post Graduate studies
 College Graduate
 College Level
 High School Graduate
 High School Level
 Elementary Graduate
 Elementary Level

Gender Female Male

Instructions: Please check the column and identify the appropriate responds for each items. There's no such thing as wrong or correct answer therefore, feel free to responds honestly. Kindly use the scale below to answer each questions

Customer's satisfaction on the Quality of service

Legend:

5-Very Satisfied
 4-Satisfied
 3-Neutral
 2-Partly Satisfied
 1-Not at all

Employee's Job Satisfaction

Legend:

5-Strongly Agree
 4-Partly Agree
 3-Neutral
 2-Partly Disagree
 1-Strongly Disagree

RATINGS

	5	4	3	2	1
1. I often have too much to do in too little time					
2. My job improves my Quality of life					
3. Reorganization places strain on staff for little or no benefit					
4. I worry about the future of my job.					
5. I am strongly committed to the organization I work for					
6. There is too much change within my organization.					
7. I have great deal of control over my work					
8. The people I work for find it easier to blame than to praise					
9. My job is enjoyable than it used to be					
10. I really enjoy my work.					
11. The people I work with frequently discuss changing their jobs					
12. I feel comfortable asking my co-workers for their help					
13. Unrealistic deadlines for the completion of work are a regular occurrence					
14. The work I do is appreciated					
15. There is a general lack of stability within the organization					

RATINGS

	5	4	3	2	1
Willing to help					
Friend service					
Employee's consistent courtesy					
Never be too busy to respond					
Responsiveness					
Readiness for customer's service					
And					
Telling when service to be performed					
Assurance					
Availability of Rescuers and first aid kits					
Understanding of customer's needs					
Instilling confidence in customer's					
Making customer's feel safe in their transaction					
Safety protocols for Covid 19					
Provision of exact service					
Solving customer's problems					
Completion of promised tasks					
Reliability					
Provision of service rights					
Maintaining error-free records					
Dependability in handling customer's service problems					
Convenient operating hours					
Individual attention by the establishment					

RATINGS

	5	4	3	2	1
16. The head of the organization usually tell when I have done a good job					
17. I get little support from my co-workers					
18. The head of the organization doesn't understand what I actually do					
19. People offer to help me without having to be asked					
20. I often feel undervalued					
21. It is easy to get help from my colleagues					
22. I only get told how I am doing when things go wrong					
23. Communication and the way information flows around your organization					
24. The degree to which you feel motivated by your job					
25. The style of supervision that your superiors use					
26. The way changes and innovations are implemented					
27. The kind of work or tasks you are required to perform					
28. The degree to which you feel that you can personally develop or grow in your job					
29. The way in which conflicts are resolved in your organization					
30. The psychological feel or climate that dominates your organizations					

Empathy

Personal attention by the employees					
Having customer's best interest					
Adapted capacity					
Sufficient resources					
Resources & Corporate Image					
Employee's product or service knowledge					
Promotion strategies to project image					
Projection of quality service image					
Appealing office decor					
Advancement or modernity in technology					
Neat employees with professional appearance					
Tangibility					
Visually appealing facilities					
Visually appealing materials associated with service					

CURRICULUM VITAE

PERSONAL BACKGROUND

Name : Frances G. Hinghing
 Citizenship : Filipino
 Civil Status : Single
 Age : 23
 Address : Yanaya, Bilar, Bohol
 Date of Birth : May 08, 1998
 Father's Name : Carlo Q. Hinghing
 Mother's Name : Romana G. Hinghing



EDUCATIONAL BACKGROUND

Elementary : Yanaya Elementary School
 : Yanaya, Bilar, Bohol
 : S.Y. 2011-2012
 Secondary Junior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S.Y. 2015-2016
 Secondary Senior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S.Y. 2017-2018
 College : Bohol Island State University-Bilar Campus
 : Zamora, Bilar, Bohol
 Achievement : NCII BREAD & PASTRY
 : NCII F & B
 : NCII COOKERY

CURRICULUM VITAE

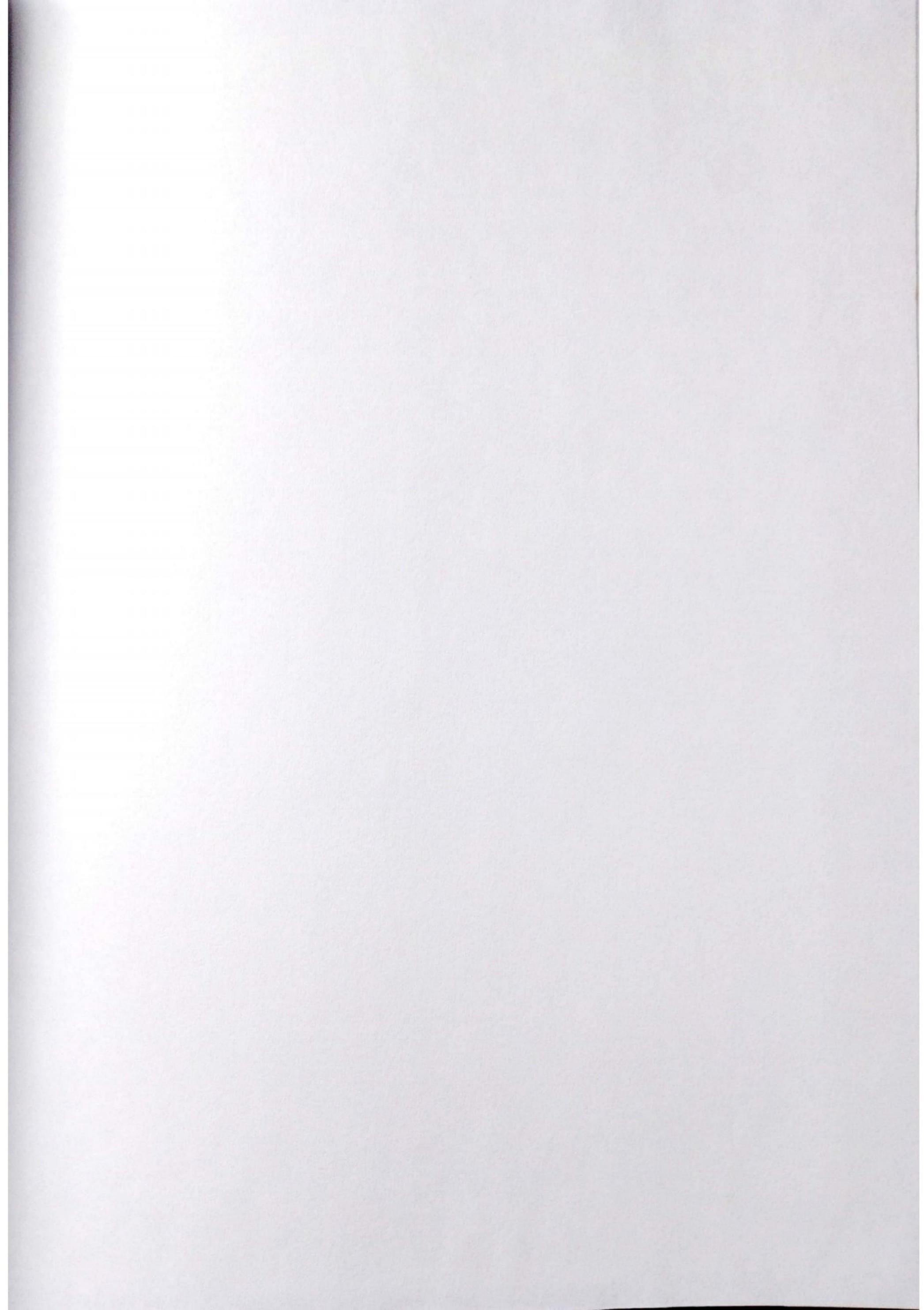
PERSONAL BACKGROUND

Name : Priscila E. Sarong
 Citizenship : Filipino
 Civil Status : Single
 Age : 21
 Address : Quezon, Bilar, Bohol
 Date of Birth : April 24, 2000
 Father's Name : Rolando M. Sarong
 Mother's Name : Prima E. Sarong



EDUCATIONAL BACKGROUND

Elementary : Bilar Central Elementary School
 : Poblacion, Bilar, Bohol
 : S.Y. 2011-2012
 Secondary Junior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S.Y. 2015-2016
 Secondary Senior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S.Y. 2017-2018
 College : Bohol Island State University-Bilar Campus
 : Zamora, Bilar, Bohol
 Achievement : NCII TOURISM PROMOTION
 : NCII COOKERY
 : NCII HOUSEKEEPING





**EMPLOYEES JOB SATISFACTION AND QUALITY OF SERVICE
ON THE TOURIST DESTINATION IN BILAR**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

**NOEL R. DANO
EDWARD M. DAPAR
FRANCES G. HINGHING
PRISCILA E. SARONG**

February 2022

