SERVICE QUALITY OF BOARDING HOUSES IN CATEEL, DAVAO ORIENTAL

Ai – Ai L. Enriquez, Kristine E. Sibayan, Jilla Mae D. Susada

Department of Bachelor of Science in Business Administration – Major in Financial Management, Davao Oriental State University – Cateel Extension Campus, Cateel, Davao Oriental, Philippines, 8205

ABSTRACT

Boarding houses have long been a fixture in the lodging industry, providing a distinctive and often nostalgic experience for people looking for a temporary home away from home. Furthermore, boarding houses became a common accommodation type in rapidly growing cities because they catered to various people, including students, single workers, immigrants, and travelers. They also provided a sense of community, security, and convenient access to basic amenities. This study aimed to determine the service quality rendered by boarding houses in Cateel, Davao Oriental, specifically in Barangay Poblacion and Barangay Mainit. A quantitative descriptive method was utilized, and data were gathered through survey questionnaires. Respondents were selected via quota sampling. The study profiled respondents, assessed service quality across five dimensions, and examined differences based on age and gender. Most respondents were aged 21 to 30 (54%) and were female (59%). Overall, service quality was rated as average (mean score 3.27), with the highest scores in reliability and responsiveness. Significant differences were found in service quality perceptions related to age and gender. Recommendations include tailoring services to demographic needs, improving assurance, empathy, and tangibles, and conducting further research with diverse methods and broader respondents.

Keywords: *boarding house, ServQual Model, descriptive*

1. INTRODUCTION

In these modern times, boarding houses have become significant in offering affordable room accommodations in various regions, particularly in expensive inner-city locations. However, these establishments often house marginalized tenants who need service quality help (Lemieux et al., 2018). Consequently, boarding houses and other types of accommodations with shared facilities suffer from a negative reputation and are considered undesirable living options (Anderson, 2016). Thus, service sectors must be able to comprehend customers' specific requirements and address them courteously (Akhtar et al., 2016).

The quality of service in boarding houses has become increasingly important as they cater to diverse individuals, including students, young professionals, migrant workers, and those seeking affordable and convenient living arrangements (Lovitos, 2019). In this context, service quality refers to tenant satisfaction derived from their boarding house experience, encompassing physical facilities, amenities, staff interactions, and overall living conditions. A boarding house within 1-5km of the campus can facilitate student mobility (Sikos, 2020). In addition to convenience, factors such as comfort, complete facilities, and tranquility are also considered when selecting a boarding house (Medwin, 2014). Safety concerns in Victoria, such as fires, tenant exploitation, and illegal operations, prompted the Rooming House Standards Taskforce to take action in 2009 (Lockyer, 2012, as cited in Anderson, 2016). Although some recommendations were implemented after a change in government, eleven minimum standards were established, including those related to security, fire safety, overcrowding, and premises registration (Westmore, 2013). Certain authorities acknowledge boarding houses in their policies and plans and enforce licensing, registration, and inspection processes (Anderson, 2016).

The relevance of SERVQUAL to boarding houses lies In its ability to assess and improve service quality, thereby enhancing customer satisfaction and loyalty (Muchran et al., 2019). In the context of boarding houses, which provide accommodation services, implementing the SERVQUAL model can help identify areas for improvement and enhance the overall experience for residents (Kurnianingtyas et al., 2022). With the growing demand for boarding house accommodations and evolving expectations of tenants, the need for suitable accommodations becomes more

significant, and it becomes increasingly imperative for property owners and managers to recognize the significance of service quality and invest in maintaining and improving the quality of services provided in boarding houses (Fachrudin & Fachrudin, 2014). There are numerous boarding houses for students and other boarders around the research locale. Since most students come from outside the school area, they must rent a place as their living space (Oktavallyan et al., 2021). Consequently, the current topic is chosen to reveal the quality of service rendered by boarding houses in the locale area.

1.1 Statement of the Problem

The current study specifically sought to answer the following:
1. What is the profile of the respondents in terms of:
1.1 Age;
1.2 Gender;
1.3 Educational Attainment, and
1.4 Financial Literacy Training?
2. What is the level of service quality among boarding houses, in terms of:
2.1 Reliability;
2.2 Responsiveness;
2.3 Assurance;
2.4 Empathy; and
2. Tangibles?
3. Is there any significant difference in the service quality when respondents are grouped according to the:
3.1 Age;
3.2 Gender;

1.2 Scope and Delimitation

The study was conducted at Cateel, Davao Oriental. It is limited to participants who have been boarders or tenants of boarding houses for 3 months. The study aimed to investigate the level of service quality among boarding houses in terms of reliability, responsiveness, assurance, empathy, and tangibles.

This study was limited to the tenants of boarding houses in Cateel, Davao Oriental. The SERVQUAL survey questionnaire, adapted from Parasuraman et al. (1994), was a mere tool for data gathering.

1.3 Theoretical Framework

This study was based on the SERVQUAL model developed by Parasuraman et al. (1985, 1988). The SERVQUAL model is widely recognized and commonly used to measure service quality and satisfaction in the service industry (El-Saghier & Nathan, 2013). This framework utilizes five dimensions to consider service quality: tangibles, reliability, responsiveness, assurance, and empathy.

Tangibles. This dimension refers to physical facilities, equipment, personnel, and communication material (Bhasin, 2023). Further, Ramya et al. (2019) define tangibility as the appearance of physical facilities, equipment, communication materials, and technology.
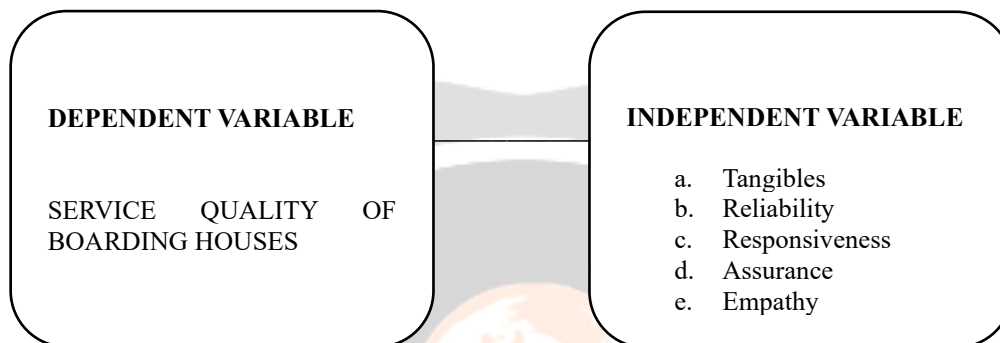
Reliability. This is the ability of the firm to perform the service effectively and accurately. It measures whether or not the firm lived up to its promises (Bhasin, 2023).

Responsiveness. Responsiveness is related to the firm's ability and willingness to aid customers and provide apt service as promised (Bhasin, 2023).

Assurance. This dimension depends on the employees of the firm. Their skill is to produce trust and credibility in the consumer's minds. Assurance requires proper knowledge and dedication (Bhasin, 2023) and skills and competencies to deliver customer services (Zygiaris et al., 2022).

Empathy. This dimension refers to the organization's attention and priority to customer needs and requests (Bhasin, 2023). Empathy is the caring, individualized attention provided to customers by their banks or service firms. This dimension tries to convey the meaning through personalized or individualized services that customers are unique and special to the firm.

Figure 1 shows the conceptual diagram of the study. The study's five (5) independent variables are tangibles, reliability, responsiveness, assurance and empathy.

DEPENDENT VARIABLE

SERVICE   QUALITY   OF
BOARDING HOUSES

INDEPENDENT VARIABLE

a.   Tangibles
b.   Reliability
c.   Responsiveness
d.   Assurance
e.   Empathy

Figure 1. Conceptual Diagram of the Study

2. REVIEW OF RELATED LITERATURE

This chapter outlines the literature review relative to the study. The literature review tries to position this study in the middle of all the studies conducted about the topic under investigation. This section discusses the importance of quality services, service quality, and customer loyalty, the nature of boarding houses, dynamics in the boarding house business, the relevance of SERVQUAL in determining service quality on boarding houses, and the importance of quality services.

2.1 The Importance of Quality Services

Growing demand for higher-quality services in organizations has become a significant trend among consumers (Chen et al., 2019; Osakwe, 2019). Highquality services are crucial for differentiating an organization and gaining a competitive advantage (Mahmoud et al., 2019). Customers' perception of service quality involves a comprehensive assessment of the superiority of a product or service. Service quality is determined by comparing the ideal standards with the customers' perceived performance. Ultimately, customer satisfaction can be achieved by providing good quality services (Susilowati & Yasri, 2019).

Quality is easily recognized when absent, highlighting its importance. Service quality, in general, is considered the most vital aspect that contributes to the credibility and reputation of an organization in the eyes of people (Ali & Yaseen, 2016). It is also essential for satisfying customers and enhancing organizational performance, success, and profitability. According to Carson (2022), customers today demand higher service quality. As a result, companies must offer exceptional customer experiences across every stage of their interaction. It is imperative to evaluate whether the services provided to consumers meet their expectations to enhance the quality of service.

The creation of quality services will undoubtedly create satisfaction with service users. The quality of service itself must begin with the customer's needs and end with the customer's perception or assessment (Susilowati & Yasri, 2019). Lau and Cheung (2013) specifically explained that meeting the customers' expectations will provide customer satisfaction and develop customer loyalty, which will lessen the cases of customer loss rates or improve the retention rate.

2.2 Service Quality and Customer Loyalty

The importance of service quality has increased significantly over the last decade or so, both locally and globally (Carson, 2022). From a global perspective, organizations strive to improve customer experience to strengthen their

brand reputation and increase sales revenues. In other words, companies are now focusing on ensuring that they provide excellent services to customers instead of simply providing them with goods. Customers who exhibit loyalty tend to spread positive word-of-mouth and enhance referrals (Eryandra et al., 2018).

In a handful number of service settings, the effect of service quality on customer loyalty has extensively been examined (Kiran & Diljit, 2017) and appeared as a positive link (Bloemer & Kasper, 1995), explaining that the better the service quality provided, the more the loyalty of customers is expected (Mukherjee, 2018; Zeithaml et al., 1996).

2.3 The Nature of Boarding Houses

Boarding houses house people in exchange for rent and sometimes share chores (Pollick, 2023). The choice of boarding houses that are equipped with all the facilities has become a trend in itself because many of those who are looking for boarding houses do not want to be bothered with the process of looking for all the necessities, such as spring badges (Solehudin, 2022). Informal rented housing, like boarding houses, plays a vital role in many growing cities in the global South (Scheba & Turuk, 2020). Millions of people rely on its flexibility and affordability. Informal renting is one of the few options available to marginalized households, including migrants, informal workers, and female-headed families.

According to Pollick (2023), boarding houses have become a rare sight in the United States, but at one time, they served roughly the same purpose as modern "bed and breakfast" establishments. At least one daily meal would be included in the boarders' rent, whether a communal breakfast, lunch, or dinner. In exchange for a bed and meals, individual tenants might also be expected to share in the maintenance chores and other tasks the landlord or homeowner assigns. General boarding houses accommodate five or more paying residents, excluding the proprietor, the manager, and members of their families. General boarding houses do not include hotels, motels, backpackers' hostels, aged care homes, or other types of premises (Trading, 2023).

In the Philippine Senate, a bill introduced by Senator Manny Villar (2012) in the Fifteenth Congress of the Philippine Republic entitled: An Act Establishing a comprehensive And Integrated National Policy And Program Guidelines For The Operation And Maintenance Of Dormitories And Boarding-Houses, Providing Penalties Therefor, And For Other Purposes. It is stipulated in the policy declaration that the State shall promote and improve the condition of those living in dormitories and boarding houses. Towards this end, the State shall adopt a national standard for operating and maintaining dormitories and boarding houses to make these facilities conducive to living and learning.

2.4 Dynamics in the Boarding House Business

As mentioned above, boarding houses are places to rest, study, discuss, do assignments, and meet other needs (Tumus et al., 2022). The boarding house is a temporary residence in the form of rooms rented for a certain period per the room owner's agreement and the agreed price (Hati & Sari, 2020). For students whose school is outside their hometown, a place to live is significant and a primary need (Rachmawati, 2013). A boarding house is a rental room rented out for a specific time as a temporary residence (Ghifari, 2017).

Gommans et al. (2014) researched how rental houses are managed. They realized that during this modern age of technology, all work was done manually with plenty of paperwork involved, which may be a long-time process, risky, expensive, and challenging task. Considering those facts, they decided to develop a property rental management system that may solve all the problems experienced with this manual system. Although their system was developed in such a way that it provides a maximum user-friendly interface, the system could be more scalable.

## 2.5 The Relevance of SERVQUAL in determining Service Quality on Boarding Houses

Academics and professionals agree that service quality and satisfaction are essential to customers' well-being (Shulga et al., 2021; Toni et al., 2021). In this line of reasoning, Kim and So (2022) argue that accommodation quality is a significant cognitive factor in a guest's decision-making process and creates satisfaction and well-being.

The boarding house business is one of the property business models that provides services for renting boarding rooms (Nursalim, 2020). In building this business, more is needed to focus on market orientation (Crick et al., 2022). This business also has a potential risk of being deserted due to the loss of attractiveness of the boarding house. The attractiveness of boarding houses belongs to the quality of service and boarding house facilities (Katrilia et al., 2022). Katrilia et al. (2022) have proven that the quality of service and boarding facilities need to be followed up for improvement and is a factor that causes a decrease in customer satisfaction and loyalty.

3. METHODOLOGY

3.1 Research Locale

The study was conducted in Cateel, Davao Oriental, specifically in Barangay Poblacion and Barangay Mainit. Cateel is known to have numerous boarding houses. Individuals work or study at specific places but need to have their homes there. Hence, these individuals tend to lodge or use the services of boarding houses. This transient population relies on boarding houses for accommodation, making these areas rich in data and variation for research purposes.
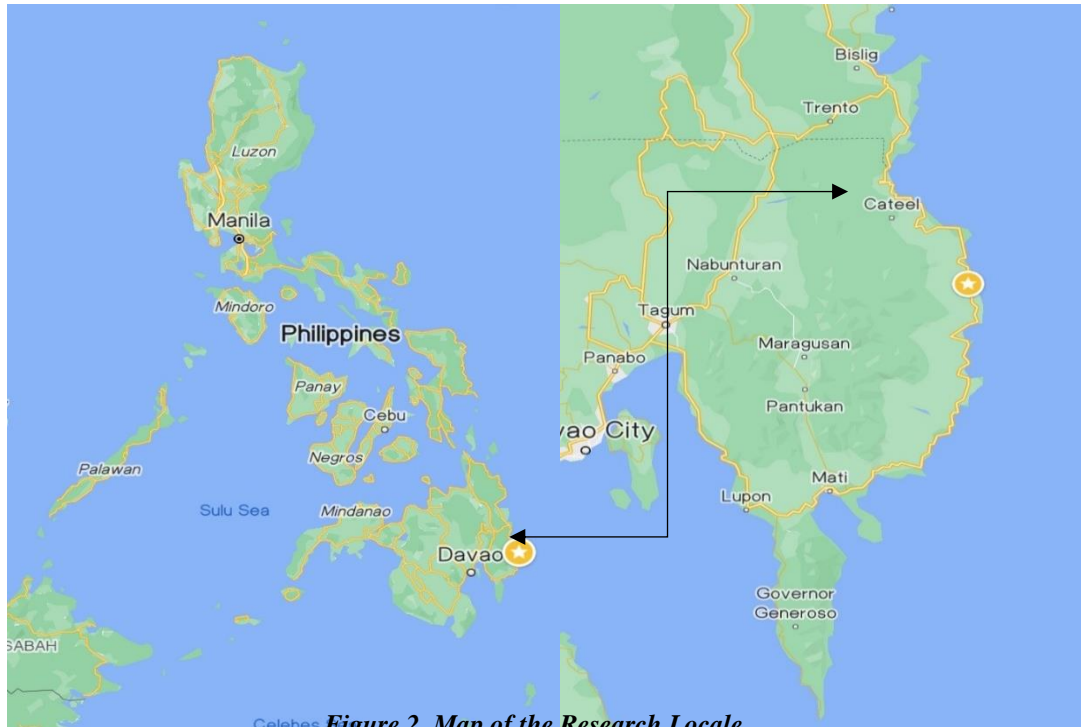
Figure 2. Map of the Research Locale

3.2 Research Design

This study utilized quantitative research methodology, specifically descriptive design. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys or by manipulating pre-existing statistical data using computational techniques. Bhat (2020) implicated that descriptive research is a quantitative method that attempts to collect quantifiable information for statistical analysis of the population sample. This quantitative research focuses on gathering numerical data regarding the service quality of boarding houses through the perspective of a chosen number of boarders/tenants. Thus, the chosen research design is deemed appropriate.

3.3 Research Instrument

Survey questionnaires were the primary tool for collecting quantitative data for this study. The questionnaire comprised two main sections: demographic profile and ServQual questionnaire. The profile contains the age and gender of the respondents. The second section, however, was the adapted service quality instrument by Parasuraman et al. (1994). The questionnaire contains the 5 dimensions SERVQUAL: Reliability, Responsiveness, Assurance, Empathy, and Tangibility. These utilized the five-point Likert scale (5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, and 1=Strongly Disagree).

3.4 Respondents of the Study

The study respondents were from Cateel, Davao Oriental. The respondents included in the survey consisted solely of those who availed of the services or those who tend to rent boarding houses at the research locale. The study targets boarders who have been availing of such services.

Range of Means	Verbal Description	Interpretation	Remarks
1.00 – 1.80	Never	Very Poor	The service needs to meet expectations with significant issues and unprofessional staff behavior.
1.81 – 2.60	Rare	Poor	The service is substandard with noticeable deficiencies and indifferent staff.
2.61 – 3.40	Sometimes	Average	The service meets basic expectations, providing adequate but unremarkable experiences.
3.41 – 4.20	Often	Good	The service is above average, with timely delivery, helpful staff, and well-maintained facilities.
4.21 – 5.00	Always	Excellent	The service exceeds expectations with outstanding performance and exceptional attention to detail.

Table 1. Likert Scale to Interpret the Level of Service Quality

CATEGORY	FREQUENCY	PERCENTAGE
15 to 20 years old	37	37.00
21 to 30 years old	54	54.00
31 to 40 years old	5	5.00
41 to 50 years old	4	4.00

4. RESULTS AND DISCUSSION

This chapter presents the data gathered from the survey, along with its analysis and interpretation. The data are presented, analyzed, and interpreted to address specific research problems. The presentation of data is done through descriptive statistics, and the results are interpreted based on these research problems.

4.1 Profile of the Respondents

Table 2 presents the demographic profile of the respondents.

The data on the age profile of respondents who use boarding house services reveals several key insights. The age group of 15 to 20 comprises 37 respondents, accounting for 37.00% of the total sample. This suggests that many boarding house users, possibly students or individuals, are relatively young at the start of their careers. The largest age group is 21 to 30, with 54 respondents representing 54.00% of the sample. This indicates that most boarding house users are young adults, likely including working professionals or older students. The 31 to 40-year-old category includes 5 respondents, making up 5.00% of the total, suggesting that middle-aged individuals are less likely to use boarding house services. The smallest group, 41 to 50 years old, comprises 4 respondents, or 4.00%. Furthermore, it underscores the trend that boarding house usage declines with age.

The data reveals that more than half of the respondents are young adults aged between 21 and 30, whichh could reflect a demand for affordable and convenient living arrangements among young professionals and students. The usage of boarding houses decreases significantly among individuals over 30, suggesting that older adults might prefer other accommodations.

Table 3. Profile of the respondents in terms of gender

CATEGORY	FREQUENCY	PERCENTAGE
Male	41	41.00

No.	Description	Mean	Std. Deviation	Interpretation
1	The boarding house provides services that are realized as promised and accurately.	3.65	1.14	Good
2	The boarding house provides the services it promises to provide at the time.	3.52	0.99	Good
3	It keeps accurate records (reservations, guest records, bills, orders, etc.).	3.15	1.04	Average
	Average	3.44	0.87	Good

Female	59	59.00	
TOTAL	100	100.00	

The data presents the gender distribution of respondents who utilize boarding house services. According to the data, out of 100 respondents, 59% are female, while 41% are male. This indicates that a majority of the boarding house users are female. The higher percentage of female respondents suggests that women may utilize boarding houses more frequently, which could be attributed to various factors such as the availability of safety preferences or social and cultural influences affecting accommodation choices. The notable difference in gender distribution highlights the importance of considering gender-specific needs and preferences in managing and providing boarding house services.

4.2 Level of Quality of Boarding Houses
Table 4. Level of service quality in terms of reliability of boarding houses

Table 4 presents the analysis of service quality in terms of reliability for boarding houses. Generally, boarding house service reliability garnered an average mean of 3.44, indicating an overall good performance. The boarding houses are generally successful in providing services as promised and delivering them accurately, reflecting a solid commitment to meeting guest expectations. Additionally, they perform well in adhering to their promised timelines, ensuring services are rendered promptly, which is crucial for maintaining guest satisfaction and trust. However, there is a notable improvement in maintaining accurate records, such as reservations, guest records, bills, and orders, with a mean of 3.15. This aspect received an average rating, suggesting that while the boarding houses excel in most areas of reliability, enhancing their record-keeping practices could further bolster their overall service quality. This focus on improving accuracy in administrative tasks could lead to a more seamless and trustworthy experience for guests.

The findings align with several studies on service quality in the hospitality and lodging sectors. According to Parasuraman et al. (1988), reliability is a critical dimension of service quality that significantly influences customer satisfaction and loyalty. Consistent service performance and accurate record-keeping contribute to a perception of reliability (Zeithaml et al., 2017). Furthermore, Lovelock and Wirtz (2016) emphasize the importance of delivering promised services consistently, which directly impacts perceived reliability. Similarly, Kotler et al. (2017) highlight that reliable service delivery is fundamental to establishing customer trust.

Table 5. Level of service quality in terms of responsiveness of boarding houses

No.	Description	Mean	Std. Deviation	Interpretation
1	The boarding house and its facilities have convenient hours for all their guests.	3.65	1.01	Good
2	Easy access to the boarding house (transportation, loading and unloading area, car parking area, etc.).	3.35	1.47	Average

3	Getting information about the facilities and services of the boarding house is easy (reaching information via phone, internet, etc., direction signs, etc.)	3.25	1.16	Average
Average		3.42	0.97	Good

Table 5 presents the analysis of service quality in terms of responsiveness for boarding houses. Boarding house service responsiveness garnered the category mean of 3.42, indicating an overall good performance. The boarding houses generally successfully maintain convenient hours for their guests, which is crucial for guest satisfaction and flexibility. However, the responsiveness regarding accessibility, such as transportation options, loading and unloading areas, and car parking, is rated as average, garnering a mean of 3.35, suggesting room for improvement. Similarly, the ease of obtaining information about the facilities and services through various channels, such as phone,internet, and directional signs, also received an average rating of 3.25. While the responsiveness is good, improving accessibility and information dissemination could enhance the overall guest experience, ensuring guests can easily access and navigate the boarding houses and their services.

Responsiveness involves prompt attention to residents' requests and complaints (Susilowati & Yasri, 2019; Cao et al., 2018) and quick resolution of issues like repairs or maintenance problems (Mukherjee, 2018). It also includes the availability of staff to assist residents at all times (Petzer & van Tonder, 2019). The finding that boarding houses offer convenient hours for guests aligns with existing literature on service quality in the hospitality industry.

Moreover, Lovelock and Wirtz (2016) point out that accessible and accurate information is crucial for helping guests navigate and utilize services effectively. Effective communication, including clear signage and reliable information sources, enhances guest experiences (Hung et al., 2023). Kotler et al. (2017) stress the importance of using multiple communication channels, such as phone, internet, and on-site signage, to ensure guests can easily access necessary information. Zeithaml et al. (2018) also underline the role of effective communication in fostering positive customer experiences and satisfaction.

Table 6. Level of service quality in terms of assurance of boarding houses

No.	Description	Mean	Std. Deviation	Interpretation
1	The boarding house resolves guests' complaints and compensates for the inconvenience.	3.47	0.85	Good
2	The boarding house provides flexibility in services according to guests' demands.	3.28	0.95	Average
3	Consistency of services are provided.	3.47	0.92	Good
4	Knowledge of employees about the work that they are doing (professional abilities, foreign language, communication abilities, etc.), provide	3.13	1.00	Average
Average		3.34	0.75	Average

Table 6 presents the analysis of service quality in terms of responsiveness for boarding houses. Boarding house service assurance had a mean of 3.34, indicating an average category performance. The boarding houses perform well in resolving guest complaints, compensating for inconveniences, and providing consistent services, both rated as good. This suggests that the boarding houses effectively address issues and maintain service consistency, which is critical for guest satisfaction and trust.

In line with the results, assurance is provided through knowledgeable and courteous staff that instills confidence in residents (Ali & Yaseen, 2016; Carson, 2022). It also involves ensuring residents feel secure and safe within the boarding house premises (Misra et al., 2012) and professionally handling all administrative and operational matters (Kiran & Diljit, 2017). According to Ali et al. (2016), service assurance, which includes competence, courtesy, credibility, and security, is crucial in shaping customer perceptions and satisfaction. Similarly, Nimri et al. (2020) emphasize that service quality directly influences customer loyalty and satisfaction in the hospitality sector, with assurance being a key determinant. In the context of boarding houses, studies by Baena (2018) indicate that consistent and reliable service, though only moderately rated, still significantly impacts customer retention and repeat business. Research by Heo and Hyun (2015) also confirms that enhancing service assurance can lead to better customer experiences and increased satisfaction.

Choi and Chu (2015) stressed that service assurance components, such as staff competence and responsiveness, are pivotal in determining customer satisfaction. Similarly, a study by Wong and Sohal (2014) revealed that customers place high value on the assurance of service quality, particularly regarding safety and reliability. This is supported by findings from Dasanayaka et al. (2024), who observed that customers' perceptions of service assurance significantly affect their overall service quality evaluation. Furthermore, Hung et al. (2023) concluded that improving service assurance and employee capabilities directly correlates with higher guest satisfaction and loyalty, reinforcing the necessity for ongoing improvements in these areas.

Table 7. Level of service quality in terms of empathy of boarding houses

No.	Description	Mean	Std. Deviation	Interpretation
1	Employees give guests individualized attention that makes them feel special.	3.41	0.91	Good
2	Employees understand the specific needs of guests	3.53	1.03	Good
3	The boarding house is convenient for disabled guests (necessary arrangements made for people with disabilities)	2.79	1.19	Average
Average		3.24	0.85	Average

Table 7 presents the analysis of service quality in terms of empathy for boarding houses. This category gained an overall mean of 3.24, indicating average performance. The boarding houses generally succeed in providing individualized attention to guests, making them feel special, and understanding their specific needs, rated as good. This reflects a solid commitment to personalizing guest experiences and addressing individual requirements, crucial for enhancing guest satisfaction and loyalty. However, a significant area needs improvement in accommodating disabled guests, which gained the lowest mean of 2.79. The convenience for disabled guests, including necessary arrangements, received an average rating. This suggests that while the boarding houses excel in providing empathetic and personalized service to most guests, they need to enhance their facilities and services to accommodate disabled individuals better.

Relative to the results, empathy is demonstrated by understanding and addressing the specific needs of each resident (Susilowati & Yasri, 2019; Lau & Cheung, 2013). Personalized service, such as remembering residents' preferences and providing tailored assistance, is also essential (Subrahmanyam, 2017). Additionally, showing care and concern for residents' well-being, including mental and emotional support, is crucial (Rokonuzzaman et al., 2020). Service empathy in boarding houses is crucial for creating personalized and inclusive guest experiences. According to Kandampully et al. (2015), providing individualized attention is critical to enhancing guest satisfaction and loyalty.

Their study emphasizes that employees who demonstrate empathy and understanding toward guests' needs significantly contribute to positive guest experiences.

Furthermore, empathy extends beyond mere attentiveness to understanding specific guest needs, as Ali et al. (2016) noted. Their research highlights that empathy in service delivery enhances guests' perceived value and overall satisfaction. Likewise, Priporas et al. (2017) discuss the importance of empathy in creating memorable service experiences. They suggest that employees anticipating and responding to guests' unique preferences and requirements are better positioned to deliver exceptional service. However, the literature also underscores the need for improving accessibility for guests. According to Darcy et al. (2010, as cited in Fuchs, 2024), accessibility in hospitality is a critical aspect of service quality that often goes under-addressed. Their study points out that barriers to accessibility can significantly affect the experiences of disabled guests, leading to lower satisfaction scores

Tsaur et al. (2015) found that empathy in service interactions boosts guest satisfaction and enhances employee satisfaction and motivation, creating a positive feedback loop. Wirtz et al. (2016) discuss how training programs focused on developing empathy skills among staff can lead to more consistent and high-quality service delivery. This aligns with the findings in boarding houses, where employees' empathy contributes to a positive guest environment but also highlights the need for ongoing training and development.

Table 8. Level of service quality in terms of tangibles of boarding houses

No.	Description	Mean	Std. Deviation	Interpretation
1	Visually appealing (buildings and facilities).	3.13	1.12	Average
2	Adequate capacity of the boarding house units (dining rooms, meeting rooms, swimming pools, etc.).	2.70	1.29	Average
3	Modern equipment to look good (air conditioning, furniture, elevator, communication devices, etc.).	2.54	1.34	Poor
4	The atmosphere and equipment are comfortable and appropriate for the stay (beds, chairs, lounges, etc., comfortable, clean, and tranquil).	2.96	1.20	Average
5	Works properly of equipment without causing breakdowns.	3.36	1.03	Average
6	Adequate and sufficient materials for services (soap, shampoo, towel, etc.).	2.68	1.35	Average
7	Food and beverages were served and prepared hygienically, adequately, and sufficiently.	2.73	1.34	Average
8	Good appearance of boarding house employees (as uniforms and personal hygiene).	3.22	1.25	Average

Average	2.92	0.95	Average

Table 8 presents the analysis of service quality in terms of tangibles for boarding houses, indicating an overall average to poor performance. The boarding houses were found to be visually appealing, but only to an average degree, and their capacity in terms of facilities like dining rooms, meeting rooms, and swimming pools was also rated as average.

The most notable section in this category is the modern equipment, such as air conditioning, furniture, elevators, and communication devices, rated poorly with a mean of 2.54, indicating significant room for improvement. This suggests that while there are several areas where the boarding houses are meeting basic standards, significant improvements are needed in modernizing equipment and enhancing various tangible aspects to elevate the overall service quality.

Tangibles refer to the physical aspects of the boarding house, such as the condition and appearance of buildings, rooms, and common areas (Tastzidis, 2023; Fernon, 2021). This includes the quality of furnishings, cleanliness, and overall upkeep of the property (Scheba & Turuk, 2020), as well as the availability of modern amenities and facilities that enhance the residents' living experience (Salindo & Ubat, 2018; Ylagan et al., 2013). The evaluation of service tangibles in your boarding house study reveals several insights. The overall average rating of 2.92 indicates significant room for improvement, particularly in modern equipment, which received a notably low score. This finding is supported by Sikand and Singh (2020), who assert that up-to-date, well-maintained equipment enhances guest satisfaction and overall service quality.

4.3 Level of Service Quality among Boarding Houses
Table 9 Level of Service Quality

No.	Factor	Mean	Std. Deviation	Interpretation
A.	Service Reliability	3.44	0.87	Good
B.	Service Responsiveness	3.42	0.97	Good
C.	Service Assurance	3.34	0.75	Average
D.	Service Empathy	3.24	0.85	Average
E.	Service Tangibles	2.92	0.95	Average
	Service Quality	3.27	0.68	Average

Table 9 presents the overall analysis of service quality for boarding houses across various factors. The analysis shows that service reliability and responsiveness are rated as good. This indicates that the boarding houses generally succeed in providing services as promised and promptly addressing guest needs. However, the overall service quality is rated as average. The factors contributing to this include service assurance, empathy, and tangibles.

4.4 Significant Difference in terms of Profile
Table 10. Service quality satisfaction among respondents in terms of their age bracket

Factors	Fvalue	pvalue	Interpretation	Post Hoc Test

A. Service Reliability	1.211	0.310	Do not differ significantly	Not Applicable
B. Service Responsiveness	0.311	0.817	Do not differ significantly	Not Applicable
C. Service Assurance	0.850	0.470	Do not differ significantly	Not Applicable
D. Service Empathy	1.584	0.198	Do not differ significantly	Not Applicable
E. Service Tangibles	2.632	0.054	Differs Significantly	15 to 20 years old and 21 to 30 years old
Service Quality	0.358	0.783	Do not differ significantly.	Not Applicable

The table shows the satisfaction of service quality among respondents categorized by age bracket. The analysis indicates no significant differences in satisfaction across age groups for service reliability, responsiveness, assurance, empathy, and overall service quality. However, a notable difference is observed in the perception of service tangibles, particularly between the ages of 15 to 20 and 21 to 30, suggesting that these groups have different views on the physical aspects of the service provided.

Table 11. Service Quality Satisfaction Among Respondents in terms of their Sex

Factors	t-value	p-value	Interpretation
A. Service Reliability	1.392	0.167	Do not differ significantly
B. Service Responsiveness	2.183	0.031	Differs Significantly
C. Service Assurance	0.446	0.657	Do not differ significantly
D. Service Empathy	0.085	0.933	Do not differ significantly
E. Service Tangibles	0.424	0.672	Do not differ significantly
Service Quality	1.215	0.227	Do not differ significantly.

The table examines service quality satisfaction among respondents based on their sex. The results show no significant differences in satisfaction between sexes for service reliability, service assurance, service empathy, service tangibles, and overall service quality. However, there is a significant difference in service responsiveness, indicating that males and females perceive the responsiveness of the service differently.

5. CONCLUSION
Based on the study's summarized findings, several key conclusions can be drawn regarding the service quality of boarding houses and the demographics of the respondents. These conclusions highlight essential aspects of the service experience and the influence of demographic factors on service quality perceptions. The following conclusions are derived from the data analysis and offer a basis for practical recommendations.

1. The demographic profile of the respondents shows a predominance of younger individuals, particularly those aged between 21 and 30 years old, with a higher representation of females compared to males. This demographic information is crucial for understanding the target population using boarding house services and may influence the perceived service quality.

2. The overall service quality of boarding houses, based on the five assessed dimensions (reliability, responsiveness, assurance, empathy, and tangibles), is rated as average, with notable strengths in reliability and responsiveness. However, areas such as assurance, empathy, and especially tangibles fall short, indicating potential areas for improvement to enhance the overall service quality.

3. There are minimal significant differences in perceived service quality when respondents are grouped by age and gender. The only significant variations observed were in the tangibles dimension between different age groups and the responsiveness dimension between genders. This suggests that while demographic factors may impact specific aspects of service quality, they do not broadly affect the respondents' overall perception of service quality.

6. REFERENCES

Ali F., Ryu K., Hussain K. (2016). Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism. Journal of Travel & Tourism Marketing, 33(1), 85–G.

Ali, Mona A. and Ehab A. Yaseen. (2016). Service Qualityin PublicServices: A Studyin UrbanEgypt, Available at https://www.pomsmeetings.org/confpapers/043/043-1653.pdf, 2/12/2016

Anderson, T. (2016). Planning Considerations for Private Boarding Houses: A case study approach in Auckland and Dunedin, New Zealand. https://www.semanticscholar.org/paper/Planning-Considerations-for-Private-Boarding-A-case-Anderson/1619e96ca035015f918a3b734b04d2b1d3041b0

Baena, V. (2018). International franchise presence and intensity level: profile of franchisors operating abroad. Management Research Review, 41(2), 202–224. https://doi.org/10.1108/mrr-01-2017-0011

Bhasin, H. (2023). The ServQual Model – Definition, Dimensions, Gaps and Advantages service. Marketing91. https://www.marketing91.com/servqual/

Bhat, A. (2020). Descriptive Research: Definition, Characteristics, Methods, Examples, and Advantages. Question Pro. Retrieved From https://www.questionpro.com/blog/descriptive-research/

Carson, M. (2022). Why is service quality important in business – Service Alliance Group. Service Alliance Group. https://servicealliancegroup.com/blog/whyis-service-quality-important-in-business/

Chen C.-F., Chou S.-H. (2019). Antecedents and consequences of perceived coolness for Generation Y in the context of creative tourism—A case study of the Pier 2 Art Center in Taiwan. Tourism Management, 72, 121–129.

Chen, C. F., & Chen, F. S. (2019). "Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists." *Tourism Management*, 31(1), 29-35.

Choi, T. Y., & Chu, R. (2015). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, 20(3), 277-297. doi:10.1016/S02784319(01)00006-8

Crick,J. M., Karami, M., & Crick, D. (2022). Is it enough to be market-oriented? How coopetition and industry experience affect the relationship between a market orientation and customer satisfaction performance. Industrial Marketing Management, 62-75. https://doi.org/10.1016/j.indmarman.2021.11.002

Darcy, S., Cameron, B., & Pegg, S. (2010). Accessible tourism and sustainability: A discussion and case study. Journal of Sustainable Tourism. 18. 10.1080/09669581003690668.

Dasanayaka, K. D. D. U., Rathnasiri, M. S. H., Jasinghe, D., Dewasiri, N. J., WAID, W., & Singh, N. (2024). Perceived service quality and customer loyalty: A study of online food delivery applications in platform to customer (P2C) service delivery in Sri Lanka. In Emerald Publishing Limited eBooks (pp. 19–36). https://doi.org/10.1108/978-1-80455-342-820241002

El Saghier N., & Nathan D. (2013). Service quality dimensions and customers' satisfactions of banks in Egypt. In Proceedings of 20th International Business Research Conference, (pp. 4–5), Dubai, UAE.

Eryandra A., Sjabadhyni B., Mustika M. D. (2018). How older consumers' perceived ethicality influences brand loyalty. SAGE Open, 8(2). https://doi.org/10.1177/2158244018778105

Fachrudin, K. A. & Fachrudin, H. T. (2014). Tenant satisfaction in boarding house and its relationship to renewal in Medan city, Indonesia. International Journal of Academic Research. 6. 97-101. 10.7813/20754124.2014/62/A.16.

Fernon, T. (2018). UNDERSTANDING THE NEW GENERATION OF BOARDING HOUSES. https://www.linkedin.com/pulse/understanding-new-generationboarding-houses-tom-fernon

Fuchs, K. (2024). An Importance-Performance Analysis of Accessible Tourism: A Tourist and Resident Perspective with Empirical Insights from Phuket. Journal of Environmental Management and Tourism. 15. 107. 10.14505/jemt.v15.1(73).09.

Ghifari, M. (2017). Pengambilan Keputusan Mahasiswa dalam Memilih Indekos di Daerah Universitas Muhammadiyah Surakarta. Skripsi Program Studi Psikologi Fakultas Psikologi, 7.

Gommans, H. P., Njiru, G. M., & Owange, A. N. (2014). Rental House Management System. International Journal of Scientific and Research Publications, 4(11), 1-24.

Hati, S. and Sari, D. (2020). Factors Affecting Workers in Choosing a Boarding Services at Batam City – Indonesia. In Proceedings of the 2nd International Conference on Inclusive Business in the Changing World (ICIB 2019), pages 683-692. DOI: 10.5220/0008435306830692. ISBN: 978-989-758408-4

Heo, C. Y., & Hyun, S. S. (2015). Do luxury room amenities affect guests' willingness to pay? International Journal of Hospitality Management, 46, 161–168. https://doi.org/10.1016/j.ijhm.2014.10.002

Hung, H., Lee, N., & Hu, Y. (2023). Unlocking service provider excellence: expanding the Touchpoints, Context, Qualities framework. Journal of Service Research. https://doi.org/10.1177/10946705231218406

Jackson, E., and T. Butler. (2015). Revisiting 'Social Tectonics': The Middle Classes and Social Mix in Gentrifying Neighbourhoods. Urban Studies 52 (13): 2349–2365. https://doi.org/10.1177/0042098014547370.

Kandampully, J., Zhang, T., & Bilgihan, A. (2015). Customer loyalty: a review and future directions with a special focus on the hospitality industry. International Journal of Contemporary Hospitality Management, 27(3), 379–414. https://doi.org/10.1108/ijchm-03-2014-0151

Kandampully, J., Zhang, T., & Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management, 27*(3), 379-414. https://doi.org/10.1108/IJCHM-03-2014-0151

Kim, H., & So, K. K. F. (2022). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. International Journal of Hospitality Management, 100, 103082. https://doi.org/10.1016/j.ijhm.2021.103082

Kotler, P., Bowen, J. T., & Makens, J. C. (2017). Marketing for Hospitality and Tourism. Pearson.

Kurnianingtyas, C., Katriliya, T., & Bawono, B. (2022). The Influence of Service Quality and Facilities on Customer Satisfaction and Loyalty of Blue Residence's Boarding Room, West Jakarta. IJIEM – Indonesian Journal of Industrial Engineering and Management. 3. 192. 10.22441/ijiem.v3i3.15769.

Lau, M., Cheung R., Lam A., Chu Y. (2013), Measuring service quality in the banking industry: A hong kong based study. Contemporary Management Research, 9(3), pp. 263–283.

Lemieux, S., Price, S., Montgomery, P., & Hawkins, B. (2018). Housing Investigations Involving Marginalized Populations: Summary Report. Sudbury, ON: Public Health Sudbury & Districts.

Lovitos, A. H. (2019). Quality Living Conditions and the Boarding Preferences of UM College Students. International Journal of Humanities, Arts and Social Sciences. Volume 5 issue 2 pp. 54-62 doi: https://dx.doi.org/10.20469/ijhss.5.10002-2

Mahmoud A. B., Ekwere T., Fuxman L., Meero A. A. (2019). Assessing patients' perception of health care service quality offered by COHSASA-accredited hospitals in Nigeria. SAGE Open, 9(2). https://doi.org/10.1177/2158244019852480

Mahmoud, M. A., Hinson, R. E., & Anim, P. A. (2019). "Service quality, customer satisfaction and loyalty: The role of governance in mobile money services." *International Journal of Bank Marketing*, 37(5), 1244-1265.

Medwin, F. (2014). Merancang Kos-kosan Standar Sampai Ekslusif : Okezone Economy. Oke Finance. https://economy.okezone.com/read/2014/03/27/479/961824/merancangkoskosan-standar-sampai-ekslusif (accessedApr. 01, 2020).

Muchran, B. L., Nurinaya, Andayaningsih, S. and Muchran, M. (2019). Effect of Service Quality and Customer Satisfaction on Switching Intention Boarding House in Makassar. International Journal of Economics, Business and Management Research. Vol. 3, No. 12; 2019.www.ijebmr.com

Nimri, R., Patiar, A., & Jin, X. (2020). The determinants of consumers' intention of purchasing green hotel accommodation: Extending the theory of planned behaviour. Journal of Hospitality and Tourism Management, 45, 535–543. https://doi.org/10.1016/j.jhtm.2020.10.013

Nursalim, A. (2020). Akseleran. Retrieved from Akseleran Web site: https://www.akseleran.co.id/blog/koskosan-bisnis-menggiurkan-darijenisproperti-lainnya/

Oktavallyan, D. O., Seftyarizki, D., & Wardhani, F. (2021). Student Boarding House Quality in term of Health Design (Case study: Boarding House near University of Bengkulu). IOP Conference Series. Earth and Environmental Science, 738(1), 012027. https://doi.org/10.1088/1755-1315/738/1/012027

Osakwe C. N. (2019). Understanding customer-perceived quality in informal stores. Journal of Services Marketing, 33(2), 1

Parasuraman A., Zeithaml V. A., Berry L. L. (1985). A conceptual model of service quality and its implication. Journal of Marketing, 49, 41–50.

Parasuraman A., Zeithaml V. A., Berry L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40.

Parasuraman, A. P., Zeithaml, V., and Berry, L. (1994). Alternative Scales for Measuring Service Quality—A Comparative-Assessment Based on Psychometric and Diagnostic Criteria. Journal of Retailing. 70. 201-230. 10.1016/0022-4359(94)90033-7.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multipleitem scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12-40.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2018). "SERVQUAL: A MultipleItem Scale for Measuring Consumer Perceptions of Service Quality."

Petzer D. J., van Tonder E. (2019). Loyalty intentions and selected relationship quality constructs. International Journal of Quality & Reliability Management, 36(4), 601–619. https://doi/abs/10.1108/IJQRM-06-20180146

Pollick, M. (2023). What are Boarding Houses? WiseTour. https://www.wisetour.com/what-are-boarding-houses.htm

Priporas, C. V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. Computers in Human Behavior, 77, 374-381. https://doi.org/10.1016/j.chb.2017.01.058

Priporas, C. V., Stylos, N., Vedanthachari, L. N., & Santiwatana, P. (2017b). Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. International Journal of Tourism Research, 19(6), 693–704. https://doi.org/10.1002/jtr.2141

Priporas, C.-V., Stylos, N., Rahimi, R., & Vedanthachari, L. N. (2017a). Unraveling the diverse nature of service quality in a sharing economy. International Journal of Contemporary Hospitality Management, 29(9), 2279–2301. https://doi.org/10.1108/IJCHM-08-2016-0420

Rachmawati, S. (2013). Analisis Preferensi Mahasiswa Dalam Pemilihan Tempat Kos. Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya, 2 (1), 1-15.

Rokonuzzaman M., Harun A., Al-Emran M., Prybutok V. R. (2020). An investigation into the link between consumer's product involvement and store loyalty: The roles of shopping value goals and information search as the mediating factors. Journal of Retailing and Consumer Services, 52, 101933. https://doi.org/10.1016/j.jretconser.2019.101933

Shulga, L. V., Busser, J. A., & Bai, B. (2021). Hospitality business models, customer well-being and trust: The mediating role of competitive service advantage. International Journal of Contemporary Hospitality Management, 33(9), 3040–3064. https://doi.org/10.1108/IJCHM-09-2020-1033

Sikand, N. H. S., & Singh, N. N. (2020). Exploring the importance of service quality attributes for millennials at boutique budget hotels. Journal of Tourism and Hospitality Management, 8(6). https://doi.org/10.17265/23282169/2020.06.003

Sikos, A. (2020). Types of Boarding Business Based on Designation and Class. https://softwarekost.com/usaha-kost/jenis-usaha-kost.

Singh, S. (2023). The power of empathy in entrepreneurship Can you build successful ventures with compassion? https://www.linkedin.com/pulse/power-empathy-entrepreneurship-can-youbuild-successful-singh-2pfmf

Susilowati, E., & Yasri, A. (2019). "Service quality and customer satisfaction in the hospitality industry." *Tourism Review*, 74(1), 23-37.

Tastzidis, C., & (2023). Why property investors love BOARDING HOUSES. Cstproperties. https://www.google.com/amp/s/www.cstproperties.com/why-propertyinvestors-love-boarding-houses/amp/

Trading, N. F. (2023). Boarding houses. NSW Fair Trading. https://www.fairtrading.nsw.gov.au/housing-and-property/strata-andcommunity-living/boarding-houses

Tsaur, S., Luoh, H., & Syue, S. (2015). Positive emotions and behavioral intentions of customers in full-service restaurants: Does aesthetic labor matter? International Journal of Hospitality Management, 51, 115–126. https://doi.org/10.1016/j.ijhm.2015.08.015

Valderama. J. (2013). Conditions of the Nearby Boarding Houses of a State University in the Northern Philippines: A Benchmark Study.

Van Der Vant, A. R. (2023). Effective Communication with Tenants – Tips and Best Practices   for   Property Owners and   Managers.https://www.linkedin.com/pulse/effective-communication-tenants-tips-bestpractices-van-der-vant

Vijayamohan, P. (2023). Quota Sampling 101: Definition, Methods and Examples. SurveySparrow. https://surveysparrow.com/blog/quota-sampling/A.

Wirtz, J., Chew, P., & Lovelock, C. (2016). Essentials of Services Marketing (3rd ed.). Pearson Education.

Wong, A., & Sohal, A. (2014). Service quality and customer loyalty perspectives on two levels of retail relationships. Journal of Services Marketing/the Journal   of   Services   Marketing,   17(5),   495–513. https://doi.org/10.1108/08876040310486285

Ylagan, A. et al. (2013). Compliance of Lyceum of the Philippines University Accredited Boarding Houses: Basis for a Proposed Plan of Action, 2013.

Yousuf, K. (2017). The Impact of Service Quality on Customer Satisfaction in Banking Sector of Karachi. Market Forces College of Management Sciences, XII (1).

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2017). Services Marketing: Integrating Customer Focus Across the Firm. McGraw-Hill.

Zygiaris, S., Hameed, Z., Alsubaie, M. A., & Rehman, S. U. (2022). Service quality and customer satisfaction in the post pandemic world: A study of Saudi auto care industry. Frontiers in Psychology, 13. https://doi.org/10.3389/fpsyg.2022.842141.