**Bibliography**

**Abstract**

•This research study aims to determine the Customer satisfaction on new services introduced o hotels in Olongapo City. The study design utilized Quantitative research, particularly Descriptive Research. Data collection was conducted through survey questionnaires. Data analysis was performed using various statistical and logical methods.

The results of the study showed that there is no significant relationship between the customer satisfaction on new services when grouped according to age and sex, while there is significant difference of customer satisfaction on new services introduced when grouped according to civil status. Most respondents are guest from hotels in Olongapo City. Customer satisfaction is important because it shows whether your customer or guest approves of what you're doing. According to research, excellent customer satisfaction increases customer retention, increases customer lifetime value, and boosts business reputation. Low customer satisfaction ratings are also significant.

Keywords: Customer satisfaction, new services, Olongapo City

**Acknowledgement**

• Mentioned Mr. Dante P. Sardina as research statiscian.

• To Mr. Dante P. Sardina, whose statistical expertise was invaluable during the analysis and interpretation of the data that has been collected.

**Research Design**

• This research study will use quantitative research method. Quantitative method involves understanding certain characteristics of a phenomenon or sample of population in terms of numerical representation. Quantitative research usually uses statistical tools/ instruments, either descriptive and/ or inferential to deal with the gathered data from the samples involved in the study. Quantitative research also involves certain numbers of respondents (in terms of sample) that will represent a definite population for the study (Asio, 2021).

G\*Power is a free-to use software used to calculate statistical power. The program offers the ability to calculate power for a wide variety of statistical tests including t-tests, F-tests, and chi-square-tests, among others. Additionally, the user must determine which of the many contexts this test is being used, such as a one-way ANOVA versus a multi-way ANOVA.

**STATEMENT OF THE PROBLEM**

**• STATEMENT OF THE PROBLEM**

This study was directed toward its main objective on defining the new services introduced in hotels.

Specifically, the researchers sought answer to the following questions:

1. What is the demographic profile of the respondents be described in terms of:

1.1 age;

1.2 sex; and

1.3 civil status?

2. How may customer satisfaction with application-based checks and controls, contactless payment solution, and health protocols for a new service be described in terms of:

2.1 tangibility;

2.2 reliability;

2.3 empathy;

2.4 assurance; and

2.5 responsiveness?

5. Is there a significant difference in customer satisfaction with application-based checks and controls, contactless payment solution, and health protocols for new services when grouped according to profile variables?

6. What plan may be proposed based on the result of the study.

**STATISTICAL TREATMENT**

Add statistical treatment tools and change descriptive interpretation

**STATISTICAL TREATMENT OF DATA**

Statistical treatment of data is essential to make use of the data in the right form. Raw data collection is only one aspect of any experiment. The organization of data is equally important so that appropriate conclusions can be drawn. The researcher used a non-parametric test

SCALE

RANGE

LEVEL

DESCRIPTIVE INTERPRETATION

4

3.25-4.00

Very Satisfied (VS)

The respondents has high impact that the situation is very accurate of their choice

3

2.50-3.24

Satisfied (S)

The respondents moderate impact that the situation is very accurate of their choice

2

1.75-2.49

Fairly Satisfied (FS)

The respondents low impact that the situation is very accurate of their choice

1

1.00- 1.74

Not Satisfied (NS)

The respondents very low impact that the situation is very accurate of their choice

Statistical Tools Used:

Frequency -makes it easy for the researcher to quickly skim over all data.

Percentage – is the one being particularly helpful when establishing comparisons, they are also valuable for examining differences from a reference point or starting point.

Mean- is utilized a benchmark for all over observations since it may be used to indicate the typical value.

Shapiro- Wilk Test – has more power to detect the non-normality and this is the most popular and widely used method. Kruskal- Wallis Test - is used to compare the alternative hypothesis that at least one population varies against the null hypothesis, which states tat all k independent samples originate from populations with equal means.

Post hoc Analysis- is when examining error rates, evaluating the importance of hypotheses,

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• Used past tense phrases

• Add more discussions on tables

• Checked the manuscript for comments and suggestions