Chapter 2

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter will focus on the review related literature that contains foreign and local studies and the literature that relates to the proponent system and study. This way the proponent will use this similar study as reference to gain idea to have a successful study.

Foreign and Local Literature

Foreign Literature

Customer Relationship Management in the Service Industry:

The Case of Housekeeping Services

Juliana Silva et. al. "Customer Relationship Management in the Service Industry: The Case of Housekeeping Services" (2019) This Brazilian academic paper explores how housekeeping businesses can leverage customer relationship management (CRM) strategies to improve customer satisfaction and loyalty. A reservation and management system can be a key tool within a CRM strategy.

The Impact of Information Technology on the Cleaning Industry

David Jones (2020). "The Impact of Information Technology on the Cleaning Industry" This article, published in a British trade journal, discusses how information technology (IT) is transforming the cleaning industry. The article highlights how

reservation and management systems can improve efficiency, communication, and customer service.

The Digital Transformation of the Cleaning Industry: Embracing

Technology for Growth

Association Française de la Propreté (France) (2022). The Digital Transformation of the Cleaning Industry: Embracing Technology for Growth - This report by the French cleaning industry association explores the digital transformation of the sector. It discusses how reservation and management systems can optimize scheduling, automate tasks, and improve communication, leading to business growth.

Local Literature

A Cross-Platform Scheduling and Appointment Reservation System

Mark Angelo M. Dela Fuente, Joshua A. Facunla, Hannah Noreen

F. De Guzman, Emille F. Jacinto, Justine B. Hilario, Cris Norman

P. Olipas, & Angelito I. Cunanan. (2023). Project Clinik: A CrossPlatform Scheduling and Appointment Reservation System. *Formosa Journal of Computer and Information Science*, The study aimed to design, develop, and assess a cross-platform scheduling and appointment reservation system for clinics. The software development life cycle (SDLC) was used to guide the development of the system, which included planning, defining requirements, design and prototyping, development, testing, and operations and maintenance. A developmental expert research

design was employed, and the technical features of the system were assessed by IT following the ISO 25010 standards, while end-users evaluated the quality of using the system based on selected ISO 25010 standards. The results showed that the SDLC was appropriate in developing the system, and both IT experts and end-users found the system to be of high quality. Based on the results, the researchers drew conclusions and provided recommendations for future studies. The study revealed that a cross-platform scheduling and appointment reservation system for clinics can be developed using the SDLC with the involvement of IT experts and end-users in the assessment process. It is crucial to incorporate the ISO 25010 standards to ensure that the system is of high quality and meets the needs of the end-users

Booking and Reservation System: A Unified Application Using

Location-Based Services for Sustainable Tourism Networks
The LakByahe Application offers a ground-breaking

solution to revolutionize tourism in Nasipit, Agusan del Norte, Philippines. It is a unified application aiming to address existing challenges by incorporating user-centric features. Through an advanced location-based services and streamlined booking processes, the application intends to enhance efficiency, accessibility, and sustainability in the tourism sector. By providing real-time tracking, efficient transit solutions, and a comprehensive directory of establishments, the LakByaheapp fills information gaps and fosters economic growth by connecting tourists with local businesses. The study adopts a mixed-method research approach, combining quantitative techniques with qualitative methods to comprehensively investigate and enhance the booking and reservation system.

Nuay, A.., Nacario, J.., Tabianan, R.., Abarcar, A., Salvame, R..,

& Villablanca, C. L... (2020). Customer Relationship Management.

Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research, A hotel restaurant management system (HRMS) is a business that caters to the different needs and wants of the guests. The subsystem of customer relationship management (CRM) manages the guests' needs, such as complaints, promos, events, and discounts. CRM has submodules, such as newsletter, guest profile, guest loyalty, complaints, guest database, travel agent/corporate database, and SMS and email notification. A newsletter is a way to show the customer current activities and promotions. The guest profile shows the record of the guests. A guest database stores the basic information of the guest. Guest loyaltyis the strategy to have more guests. The travel agent/corporate database is the list of third-party agents on the hotel. SMS and email notification are the way to communicate to the guests by giving those newsletters for upcoming events and promotions and sending feedback about the action of the complaints.

Foreign and Local Studies

Foreign Studies

Appointment Scheduling Systems and Customer Experience in Service

Industries: A Case Study in the Cleaning Sector

Maria Garcia (Spain) (2021) "Appointment Scheduling Systems and Customer Experience in Service Industries: A Case Study in the Cleaning Sector" - This Spanish case study examines how a cleaning service implemented an online appointment system and analyzes its impact on customer experience metrics like satisfaction, convenience, and booking efficiency.

The Digital Transformation of Facility Management: Leveraging

Reservation Systems for Improved Efficiency

"The Digital Transformation of Facility Management:

Leveraging Reservation Systems for Improved Efficiency" (2022) by

Verband der Gebäudedienstleister (Germany) - This report by the

German Facility Management Association analyzes how reservation systems can optimize cleaning service operations by improving scheduling, resource allocation, and data-driven decision making.

Modernization of Cleaning Services with Mobile Apps and Online

Reservations

"Modernization of Cleaning Services with Mobile Apps and Online Reservations" (2023) by Anna Petrova (Russia) - This Russian study explores how integrating mobile apps with online reservation systems can modernize cleaning services. It analyzes user preferences and functionalities for mobile app booking and service management.

Local Studies

Customer Satisfaction and Sentiment Reviews On Selected

Booking Sites of Manila De Manor

Gadat, A., Rabanal, J. M., Ramos, L. P., & Esplanada, D. E.

(2023). Customer Satisfaction and Sentiment Reviews On Selected

Booking Sites Of Manila Manor Hotel 2019-2021. *Quantum Journal of Social Sciences and Humanities*, one approach to significantly enhance hotel products, services, and marketing strategies is through online guest evaluations. However, few research has examined online reviews utilizing a SERVQUAL model for sentiment analysis, therefore addressing this gap, notably in the Philippine hotel industry. The SERVQUAL model, which was modified in accordance with the purpose of the study, served as the foundation for the framework. Customers who had stayed at and evaluated the establishment on Agoda, Kayak, and Booking Web Portal served as subjects, and Qualitative Sentiment Analysis Research design was used. The results were divided into positive and negative sentiments and categorized using the five RATER

(Reliability, Assurance, Tangibles, Empathy, and Responsiveness) dimensions of service quality.

The Assessment of an Online Minibus Ticket

Reservation System Jerome P. Cabatit Jr,

Mariya Donica Leinne B. Capia, Jan Lorenz P.

Tubije, Sean Kent P. Hermoso, & Cris Norman P.

Olipas.

(2023). Viajeros: The Assessment of an Online Minibus Ticket Reservation System. *International Journal of Integrative Sciences*, transportation issues persist due to the pandemic, limited public transportation, and strict passenger capacity regulations. Traditional systems requiring physical visits to terminals for ticket purchases and fare payments pose difficulties for commuters. To address these challenges, the researchers developed the Viajeros web application, benefiting both the company and customers. Using a developmental research design, they assessed the system's technical aspects and quality with input from IT experts and endusers. Results revealed high satisfaction with the system's technical features and usability. The solution effectively resolved problems related to ticket and seat reservations for minibuses, improving transportation efficiency and convenience. Recommendations include incorporating an alternative payment option to accommodate smartphones without QR scanning capabilities and enhancing the user interface for

better user experience. These findings can guide the development of similar reservation and management systems, benefiting future researchers and

practitioners. Implementing these recommendations can advance the field, benefiting residents of Rizal, Nueva Ecija, and potentially influencing global systems.

A Mobile-Based Parking Booking System

Brillantes, J. R. M., Francisco, J. V., Veluz, D. G. P., &

Villaruel, L. M. (2021). PARKING BOY: A MOBILE-BASED PARKING BOOKING SYSTEM. A mobile app that breaks the traditional parking method for a convenient and hassle-free experience with integration of modern technologies. With the unique features such as cashless paying method, using Google Maps for location and GPS, and centralized app for drivers and parking Owners.

Synthesis

System/Study Name	Reservation	Service Management	Mode of Payment	Employee Management	backing	Web Application	Mobile Application
1. Customer Relationship Management in the Service Industry: The Case of Housekeeping Services	✔	✔	✗	✗	✗	✔	✗

2. The Impact of Information Technology on the Cleaning Industry	✔	✔	X	✔	X	✔	X
3. The Digital Transformation of the Cleaning Industry: Embracing Technology for Growth	✔	✔	✔	X	X	✔	X
4.A Cross-Platform Scheduling and Appointment Reservation System	✔	✔	✔	✔	✔	✔	X
5.Booking and Reservation System: A Unified Application Using LocationBased Services for Sustainable Tourism Networks	✔	✔	✔	✔	✔	✔	✔
6. Hotel Restaurant Management System	✔	✔	✔	✔	✔	✔	X
7. Appointment Scheduling Systems and Customer Experience in Service Industries: A Case Study in the Cleaning Sector	✔	✔	X	X	✔	✔	X

Study							
8. The Digital Transformation of Facility Management: Leveraging Reservation Systems for Improved Efficiency	✔	✔	✗	✗	✔	✗	✗
9. Modernization of Cleaning Services with Mobile Apps and Online Reservations	✔	✔	✔	✔	✔	✔	✔
10. Customer Satisfaction and Sentiment Reviews on Selected Booking Sites of Manila De Manor	✔	✔	✔	✗	✗	✔	✗
11. The Assessment of an Online Minibus Ticket Reservation System	✔	✔	✔	✗	✗	✔	✔
12. A Mobile-Based Parking Booking System	✔	✔	✔	✗	✗	✗	✔

The proponent's research aligns closely with existing literature on the modernization of cleaning services through technology. Studies like " Booking and Reservation System: A Unified Application Using Location-Based Services for Sustainable

Tourism Networks ", "A Cross-Platform Scheduling and Appointment

Reservation System", "Hotel Restaurant Management System" and

"Modernization of Cleaning Services with Mobile Apps","Online

Reservations and A Cross-Platform Scheduling and Appointment

Reservation System", "Hotel Restaurant Management System" and "Booking and Reservation System"" provide valuable insights into the integration of mobile applications and web-based platforms to enhance efficiency and accessibility in the cleaning industry. These studies highlight the potential benefits of implementing features such as online reservations, scheduling, mode of payment, customer management, service management, and employee management. These features not only streamline operations for cleaning service providers but also offer a more convenient and customer-centric experience. By incorporating these elements into the proposed system, Germ Buster Bacolod can significantly improve its service delivery and customer satisfaction.