
| RESEARCH ARTICLE

Effects of Customer Service Strategies on Sales Performance of the Hotel Industry

De La Cruz, Angeline¹, Lagno, Loremae S² ✉ Mandinganon, Ana Marie R³, Perocho, Lovely Jean⁴, Villalon, Rachel M⁵ and Cherry Rafer Teh⁶

¹²³⁴⁵⁶*Bukidnon State University- Baungon Campus, Philippines*

Corresponding Author: Lagno, Loremae S., **E-mail:** 2202100143@sc.buksu.edu.ph

| ABSTRACT

Customer service strategies play a vital role in the hotel industry by enhancing guest experiences, increasing satisfaction, and promoting customer loyalty. These strategies directly influence customer perception, repeat business, and positive reviews. This study aimed to assess the effects of customer service strategies on sales performance in the hotel sector and to understand how these strategies contribute to overall operational success. The study involved three managers from selected 3-star hotels in Cagayan de Oro City as primary respondents, along with clients who had experienced their services. A simple random sampling method was used to avoid bias, and Sloven's formula determined a sample size of 131 respondents. The data collection tools measured socio-demographic profiles and customer experiences regarding service quality. Statistical tools such as mean, standard deviation, T-test, ANOVA, and Pearson R were used to analyze the data. Results showed an overall mean of 3.38 for customer service strategies and 3.87 for sales performance, both interpreted as "very high". The findings revealed no significant difference in the effects of customer service strategies on sales performance when respondents were grouped according to profile. However, a significant positive relationship was found between the two variables, indicating that as service quality and strategy effectiveness improve, sales performance also increases. Hence, key factors contributing to this relationship included quick response channels, courteous staff, and consistent follow-ups, which led to positive guest feedback and repeat visits. Employee training emerged as a strong determinant of effective guest interaction and customer retention. Furthermore, customer satisfaction metrics were identified as essential for monitoring and improving service quality. The use of multiple service channels enhanced accessibility and responsiveness, contributing to higher revenue and a growing customer base. Overall, well-planned customer service strategies strengthened customer relationships and improved both short and long-term sales outcomes. In conclusion, customer service strategies significantly influence the sales performance of hotels. Proper implementation promotes higher retention, satisfaction, and profitability. Continuous investment in staff development, modern communication systems, and feedback monitoring is essential for adapting to client needs, maintaining competitiveness, and sustaining business growth.

| KEYWORDS

Customer Service, Strategies, Sales Performance.

| ARTICLE INFORMATION

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1. Introduction

Customer service strategy entailed a formalized plan of action designed to assist businesses in managing customer interactions effectively, addressing issues, and offering support consistently over the entire customer journey. With this, outstanding customer service is increasingly acknowledged as a significant factor in the success and

sustainability of a business in the current highly competitive market (Smith, 2020). Furthermore, effective customer service strategies improved brand reputation, encourage repeat business, and created positive customer experiences.

In addition, amidst the advancement of digitalization, businesses now possess access to a diverse set of customer service strategies. Nonetheless, not all customer service approaches exhibit equal effectiveness, and the selection of a strategy can profoundly impact an establishment's capacity to attract, retain, and delight customers. Positive customer experiences have contributed to increasing revenues, decreasing customer turnover, lowering expenses, and fostering enduring brand loyalty (Jones, 2016). Furthermore, businesses are constantly trying to find a new strategy that helps gain loyal customers, in order to avoid the considerable cost of attracting new customers. The rise of service orientation has elevated customer service to a crucial performance metric and a substantial predictor of overall corporate performance and profitability across diverse industries (Lee & Johnson, 2022).

Smith (2020) presented a comprehensive perspective on customer service, highlighting customer experience facilitated by policies, processes, technologies, and employee assistance. Such businesses consistently strive to explore new and inventive methods or approaches to deliver high-quality services and differentiate their service offerings. Thus, customer service strategies are really useful for any business looking to improve customer satisfaction, loyalty, and overall sales performance. Hence, ensuring service quality significantly contributed to customer satisfaction and consequently yielded customer loyalty.

The study was anchored on Kamin's Theory (2006). This theory indicates that excellent customer service is necessary for the survival of the business.

The study was supported by Customer Service Theory; Meaningful Service Simplified (Jeremy Zuber, 2017). It asserted that customer service theory played a vital role in bridging the gap between the customer and the customer service professional. This theory outlined life lessons within each segment that illustrated how to effectively understand customer needs and reduce emotional strain during service delivery.

On the other hand, Johnson and Clark (2008) highlighted that the service concept was characterized as a shared comprehension of the nature of the service being provided and received. This theory asserts that the service concept must communicate details regarding the fundamental aspects of the service, the experience associated with it, and the outcomes derived from it.

To sum up, these theories collectively emphasize that effective customer service is not about meeting customer needs, but also about providing a meaningful customer service strategies experience that shapes customer satisfaction and loyalty. Thus, by ensuring a clear service concept and maintaining consistent, thoughtful interactions, businesses are better positioned to achieve sustainable growth and long-term success.

Furthermore, customer service strategies are the cornerstone of competition as they have a direct influence on a business's capacity to attract, retain, and please customers. Thus, outstanding customer service served as a key distinguishing factor, generating a favorable customer journey that cultivates loyalty. Through the consistent provision of exceptional service, organizations established a solid reputation, nurtured trust, and ultimately surpassed competitors.

1.1 Research Questions:

This study seeks to answer the following core question: *What are the effects of customer service strategies on sales performance of the hotel industry?* The supporting question examines the relationship between customer service strategies and sales performance of the hotel industry.

1.2 Purpose of the Study:

The purpose of this study is to identify the effects of customer service strategies on sales performance of the hotel industry in order to better understand how they influence the business environment. Additionally, it looked at how diverse strategies, such as personalized services, fast problem solving, and proactive communication might affect

important indicators like customer's loyalty. It enabled businesses to make informed decisions through their customer approach.

Further, these dynamics helped businesses optimize their customer service practices to meet the evolving needs and expectations. Any business makes sure that it is provided with full services. Moreover, effective implementation of customer service strategies holds a long-term relationship between the customer and the business revenue itself. In line with this, the researchers wanted to explore different customer service strategies in business, offering valuable insights that benefit both academic understanding and practical applications in the business world. More so, this study identified the effects of customer service strategies, providing businesses with knowledge and guiding best practices that applied for better improvement and more sales in business operations.

1.3 Significance:

The results of the study will benefit Business owners/Entrepreneurs, BSBA students, Institutions, Future Researchers, Staff and Faculty, Employees, Society, and financial services. Business owners or entrepreneurs can use the findings to seek the most effective customer service strategies that can assist in the stability and growth of their business. Through this, they can utilize these strategies as guides for better improvement and development in implementing effective customer service strategies. And for BSBA students, they will gain additional knowledge on customer service strategies as they may possibly become business owners in the future. This helps them understand how different customer service strategies depend on business growth and success.

While institutions will understand how structure shapes and influences the way businesses operate, compete, and contribute to the overall business. Additionally, for staff and faculty, it results in higher student enrollment, better academic performance, and a more positive school reputation. It assists schools in developing critical skills such as effective communication, problem-solving, and empathy. Employees will explore various employees' experiences, including job satisfaction, engagement, motivation, and individual performance. It's important to know how to manage customer interactions that make them more confident and effectively engage in work. And to future researchers, it will help them provide results on the effects of different customer service strategies on a business and use it as a preference. Financial services help to understand the outcomes, needs, and preferences of the customers. Effective customer service strategies will help in minimizing risks by ensuring clear communication and ethical practices. Lastly, society may gain a wide understanding of how business can effectively meet and exceed customer expectations, which directly impacts customer satisfaction and loyalty.

2. Methods:

2.1 Research Design

The study used descriptive quantitative research that helped researchers gain a deeper understanding of a specific issue and provide valuable insights that can inform future studies and observations based on data collection. These approaches involve gathering and analyzing data, producing statistical information. The values of objectivity, neutrality, and gaining a wide range of knowledge form the foundation of quantitative research. And this strategy works well when the main goal is to clarify or assess (Leavy, 2014).

2.2 Participants and Sampling Method

The respondents of this study were three (3) 3-star hotel managers/heads who supervised the aforementioned growing businesses, particularly in the hotel industry within Cagayan de Oro City. This study utilized simple random sampling. To avoid biases, the study added supplementary information for customers who would be the respondents of the study. This study utilized random sampling based on a population of 194 customers from the three (3) star hotels. The researchers used Slovin's formula with a 0.05 level of error, or a 5% margin of error, and were able to determine the sample size of 131 respondents.

Inclusion criteria included:

- (1) Three (3)-star hotel,
- (2) Letters and Informed consent provided via visitation.

These three (3) hotels in Cagayan de Oro City, categorized as three (3)-star hotels, were selected because they particularly use customer service strategies in their day-to-day operations.

2.3 Research Instrument

Data were gathered using a structured questionnaire with two main sections:

- **Part I:** contained items pertaining to the socio-demographic profile of the respondents, such as types of business, number of years in a business, and average monthly sales.
- **Part II:** covered questions relating to the assessment of the effects of customer service strategies on sales performance of the hotel industry.

The questionnaire on the assessment related to the effects of customer service strategies on sales performance of the hotel industry was adapted from a previous study by Temkin Group (2010), which was modified to suit the variables of the present study. The researchers sought the permission of the aforementioned rightful owners of the instrument to give proper credit to their work.

2.4 Data Gathering Procedure

The researcher sought consent from the Research Adviser and Campus In-Charge before formally informing them of the intention to survey chosen hotel industry managers/heads as the respondents of the study. The Research Adviser endorsed the aforementioned letter. The survey was carried out in reality. Additionally, the key informant interview was undertaken to gather useful insights and a broader understanding of how customer service strategies affect sales performance.

2.5 Ethical Considerations

The study ensured ethical compliance by:

- Securing informed consent from participants,
- Guaranteeing anonymity and confidentiality of responses,
- Protection of participants' rights,
- Allowing voluntary participation with the option to withdraw at any time.

2.6 Data Analysis

The collected data were encoded and analyzed. The following statistical tools were used:

- **Descriptive statistics:** Frequency, percentage, mean, and standard deviation to describe the demographic profile and assess responses.
- **Pearson r:** To examine the relationship between the customer service strategies and sales performance.
- **T-test and ANOVA:** To determine significant differences based on the socio-demographic profile.
- Responses were quantified using a **four-point Likert scale**, interpreted as follows:

Score	Range of Mean	Response	Interpretation
4	3.26–4.00	Strongly Agree	Very High
3	2.51–3.25	Agree	High
2	1.76–2.50	Disagree	Poor
1	1.00–1.75	Strongly Disagree	Very Poor

3. Results

Table 1. Demographic Profile of Respondents (Business)

Factor	Frequency	Percentage (%)
Types of business		
Hotel	3	100
Apartelle	0	0
Number of years in a business		
10 years below	1	33
11 years to 20 years	0	0
21 years and above	2	67
Average monthly sales		
Php 50,000.00 below	0	0
Php 50,001.00 to Php 100,000.00	0	0
Php 100,001.00 to 150,000.00	1	33
Php 150,001.00 and above	2	67

Table 2. Summary of Average Mean Distribution of Respondents' Customer Service Strategies

Customer Service Strategies was evaluated in three domains: **customer service channels, employee training, and customer satisfaction metrics.**

Items	Ave. Mean	Std. Deviation	Description	Interpretation
Customer Service Channel	3.67	0.46	Strongly Agree	Very High
Employee Training	3.6	0.23	Strongly Agree	Very High
Customer Satisfaction Metrics	2.88	0.46	Agree	High
Overall mean	3.38	0.38	Strongly Agree	Very High

Table 3. Summary of the Average Mean Distribution of Respondents' Sales Performance'

Items	Ave. Mean	Std. Deviation	Description	Interpretation
Revenue	3.93	0.12	Strongly Agree	Very High
Marketing	3.87	0.13	Strongly Agree	Very High
Operational Efficiency	3.80	0.35	Strongly Agree	Very High
Overall mean	3.87	0.20	Strongly Agree	Very High

Table 4. A Significant Difference Between Customer Service Strategies and Sales Performance When the Respondents are Grouped According to Profile

Profile	Revenue		Sales Performance Marketing		Operational Efficiency	
	p-value	Decision on H0	p-value	Decision on H0	p-value	Decision on H0
Type of Business	Not Applicable: No variation in responses					
Number of Years in the Business	>0.05	Accept	>0.05	Accept	>0.05	Accept
Average Monthly Sales	>0.05	Accept	>0.05	Accept	>0.05	Accept

Significant if p-value <0.05
 Legend: Ho is rejected if significant
 Ho is accepted if Not Significant

Table 5. A Significant Relationship Between Customer Service Strategies and Sales Performance of Hotel Industry

Variables	SALES PERFORMANCE	
	R	P
Customer Service Strategies Strength Interpretation	0.74836	<0.001
	Strong Very Highly Significant	

Legend STRENGTH:
 0.00-0.09 Very Weak
 0.20-0.39 Weak
 0.40-0.59 Moderate
 0.60-0.79 Strong
 0.80-1.00 Very Strong

INTERPRETATION
 p ≤ 0.05 Significant
 p ≤ 0.01 Highly Significant
 p ≤ 0.001 Very Highly Significant

4. Discussion

This study explored the effects of customer service strategies on the sales performance of the hotel industry and how these, in turn, contribute to the overall growth of the business. By examining the relationship between service quality and financial outcomes, the study highlights an important role of effective customer service strategies in sustaining competitiveness within the hospitality sector. Thus, the output of the study will be the basis for a strategy manual that will help to enhance the overall performance of hotels. This manual will not only provide concrete guidelines for improving service delivery but will also serve as a valuable reference for hotel managers, staff, and employees in formulating plans and making firm decisions.

Additionally, by applying these strategies, hotels will be better equipped to create meaningful guest interactions, adopt effective service approaches, and deliver consistent customer satisfaction. Ultimately, this will lead to improved sales performance, stronger customer loyalty, and long-term business growth.

4.1 Interpretation of Results

The study revealed that customer service strategies in the hotel industry have a very strong positive effect on sales performance. All variables, such as revenue, marketing, and operational efficiency, earned very high ratings, indicating that respondents strongly believe these practices contribute to overall business success.

These findings show that effective marketing efforts, efficient operations, and sound revenue management significantly supported industry growth. Likewise, consistent service quality and prompt handling of guest needs helped strengthen loyalty and maintain a competitive edge.

On the other hand, customer satisfaction results highlighted weaker areas, especially in feedback utilization and complaint management. This suggests that while hotels excel in service delivery and marketing, more structured approaches to managing guest feedback are needed to maintain long-term trust and satisfaction.

Further analysis showed no significant differences in the effectiveness of customer service strategies when grouped according to socio-demographic profile in terms of type of business, number of years in a business, and average monthly sales. This indicates that strategies were applied consistently across hotels, regardless of size or experience.

Statistical testing also confirmed a very strong and significant relationship ($p=0.001$; $r=0.7486$) between customer service strategies and sales performance. This means that better implementation of customer service directly leads to stronger sales outcomes.

Therefore, hotels must continue improving their customer service strategies, especially in staff training, communication, and feedback management, to achieve sustainable revenue growth, stronger brand loyalty, and long-term competitiveness in the hospitality industry.

4.2 Comparison with Existing Literature

Based on the previously attached manuscript, the comparison between the results of the current study and existing literature reveals both alignments and affirmations with prior research.

The findings of the study affirm the conclusions of Hill (2020), emphasizing that successful businesses understand that building strong customer relationships by providing high-quality services and products, along with utilizing service strategies to gain a competitive edge, is essential to their success.

Similarly, the study of Verhoef et al. (2015) found that customers increasingly expect reliable service across different communication platforms. Hotels that do not provide support through multiple channels run the risk of harming customer trust and diminishing guest loyalty. Consequently, businesses frequently utilize these channels to engage with customers more swiftly than traditional approaches. These platforms facilitate direct connections and foster relationship building, eliminating the need for customers to visit a physical location.

Further, the findings of Arulsamy and Singh (2023) stated that employees with the necessary skills and talents to effectively fulfill their job responsibilities tend to remain in their roles longer due to increased job satisfaction. Training is an essential approach to enhancing employee performance and promoting growth in efficiency, productivity, job satisfaction, motivation, and innovation within the organization.

Furthermore, Zhang et al. (2020) emphasized that efficiently addressing customer complaints in a timely manner greatly enhances how guests perceive the service, leading to higher satisfaction levels. It highlighted where

customer experience excellence goes beyond basic hospitality - it becomes a tool for brand loyalty and long-term success.

Moreover, the study of Smith (2020) suggests that enhancing the quality of amenities and providing real value through promotional offers can significantly improve the guest experience and contribute to increased revenue, especially in the hotel industry.

Additionally, according to Torres et al. (2017), favourable online reviews significantly shape customer perceptions and loyalty, highlighting the critical role of feedback-driven marketing strategies. Businesses can leverage customer feedback as a marketing tool to build trust, attract new customers, and retain existing ones.

Lastly, in connection with the studies of Zhao et al. (2014), underscore the importance of leveraging customer feedback and adopting flexible staffing strategies to effectively manage service challenges and maintain operational stability. Furthermore, integrating workforce technologies may support reliable service delivery and improve overall profitability by streamlining tasks and enabling faster, more accurate responses to guest needs.

In summary, the findings of the present study confirm and extend prior research by showing that customer satisfaction and loyalty in the hotel industry are best achieved through a holistic approach. This includes building strong customer relationships, adopting multi-channel communication, investing in employee training, handling complaints effectively, enhancing amenities, leveraging online feedback, and applying flexible workforce strategies. Collectively, these factors drive not only guest satisfaction but also long-term competitiveness and profitability.

5. Conclusion and Implications of the Findings

The findings of the study strongly imply that customer service strategies are vital determinants of hotel success, going beyond simply satisfying guests to directly influencing the financial performance of businesses. The significant positive relationship established between customer service practices and sales performance demonstrates that customer-centered strategies, such as efficient service channels, responsive staff, and proactive communication, contribute to increased revenue, stronger marketing results, and greater operational efficiency. This means that hotels that consistently invest in creating excellent customer experiences are more likely to secure repeat visits, positive reviews, and word-of-mouth referrals that sustain long-term growth. In today's highly competitive hospitality sector, the ability to provide superior service is no longer an optional value-add but a critical survival tool for maintaining profitability and achieving stability.

Another important implication of the findings is that the positive effects of customer service strategies on sales performance are consistent across different hotel profiles, regardless of business type, length of operation, or monthly sales income. This suggests that customer service excellence is a universal competitive advantage that applies to both emerging and established hotels. Newer and smaller hotels, which may lack the resources of larger chains, can still thrive and gain customer loyalty if they focus on implementing effective service practices. On the other hand, established hotels must not rely solely on their reputation or longevity, but should continue to improve and innovate their customer service strategies to stay relevant in a market where client expectations are rapidly evolving.

The role of employee training also emerges as a crucial implication of the study. Training equips staff with the necessary skills to handle guests' needs effectively, foster positive interactions, and resolve issues in a professional manner. This highlights that investment in continuous training is not simply an expense but a long-term strategy that leads to improved guest trust, brand loyalty, and higher retention rates. Hotels that neglect employee development risk inconsistencies in service delivery, which could result in guest dissatisfaction, negative reviews, and loss of market competitiveness. Moreover, trained employees are more confident and motivated, which improves not only customer interactions but also internal productivity and morale within the organization.

On the other hand, the lower scores observed in customer satisfaction metrics suggest that many hotels may not yet be fully utilizing customer feedback as a tool for improvement. This has significant implications, as failing to systematically measure and respond to guest feedback can limit a hotel's ability to adapt to customer needs and expectations. By strengthening systems that gather and analyze customer satisfaction data, such as surveys, reviews, and service evaluations, hotels can identify weaknesses, implement corrective actions, and ensure continuous improvement. Guest feedback is not only a performance indicator but also a guide for innovation, allowing hotels to design services that are more personalized and relevant to their target market.

Overall, the study implies that customer service strategies are a cornerstone of both short-term and long-term hotel performance. Effective service approaches build loyalty, secure repeat business, and attract new customers, all of which are essential for financial sustainability in a competitive market. Hotels that actively prioritize service quality, staff training, and feedback monitoring will not only enjoy improved sales outcomes but also gain a stronger reputation and competitive advantage. In contrast, those that overlook customer service as a strategic element risk losing market share to more service-oriented competitors. Thus, the findings reinforce that in the hotel industry, customer service is not just about meeting basic expectations; it is a powerful business strategy that drives profitability, resilience, and sustainable success.

5.1 Limitations

The study was limited to examining the effect of customer service strategies on the sales performance of the hotel industry. It only covered three (3) selected hotels on 3-star hotel managers/heads who supervised the aforementioned growing businesses, particularly in the hotel industry within Cagayan de Oro City. The study also focused solely on customer service strategies and considered factors such as customer service channels, employee training, and customer satisfaction metrics that may also influence sales performance.

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