Revitalizing Copacabana Apartment Hotel: An analysis of marketing strategies and guest satisfaction

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Abstract

The study examined the relationship between marketing strategies and guest satisfaction at the Copacabana Apartment Hotel (CAH) using a descriptive-correlational approach with 320 respondents selected through quota sampling. Most participants were male local tourists, primarily first-time guests staying for leisure. Regarding marketing strategies, respondents perceived the Product, Price, Place, Process, and People dimensions as highly extensive and positively received, while Promotion and Physical Evidence were considered extensive but to a lesser degree. Guest satisfaction levels were generally high, especially for Place, Process, and People, while Product, Price, Promotion, and Physical Evidence received moderate satisfaction ratings. Significant differences in marketing strategy perceptions were found based on guest classification, particularly concerning Product, Price, and Process, with variations between local and foreign guests in Physical Evidence and Promotion, indicating differing satisfaction levels depending on guest type. Differences were also observed in perceptions of Place when grouped by guest classification. Additionally, satisfaction levels varied according to the purpose of stay, notably regarding Product, Price, Place, and Physical Evidence. The study concluded a significant relationship exists between the extent of marketing strategies and overall guest satisfaction across all 7Ps dimensions. It emphasized that effective implementation of the marketing mix substantially influences guest satisfaction, aligning with findings from previous research. These results highlight the importance of tailoring marketing strategies to diverse guest profiles to enhance satisfaction and competitive advantage in the hospitality industry.

Suggested Citation:
Relantor, M.I. (2025). Revitalizing Copacabana Apartment Hotel: An analysis of marketing strategies and guest satisfaction. *Journal of Hospitality, Tourism & Cultural Research*, 1(2), 60-91. https://doi.org/10.53378/jhtcr.353220

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1. Introduction

The global pandemic has significantly impacted the Philippine tourism and hotel market, as it has the worldwide tourism industry. The Philippines has faced unprecedented challenges due to the impact of the COVID-19 outbreak, which has led to shifts in customer perceptions and behaviors. Epidemics such as COVID-19 are likely to change consumer perceptions and behaviors toward the tourism and hospitality industry (Yu et al., 2021). The competition in the Philippine tourism and hotel market, which was already highly competitive before COVID-19, with a mix of international hotel chains and local hotel brands, necessitates a reevaluation of competitive strategies, offering promotions and discounts, and investing in technology to bounce back in the market. This puts smaller companies at a disadvantage due to their limited resources. In addition, the emergence of alternative accommodation models such as branded residences, serviced apartments, and condotels, which account for approximately 45–55% of the total formal room supply, raises concerns about hotels' positions in the market and their ability to compete sustainably to satisfy customers (Asian Development Bank, 2023). In general, the COVID-19 pandemic, the highly competitive hospitality industry, and changing dynamics have impacted hotels' occupancy rates. Occupancy rates are crucial for hotels, especially for the sales department (Sada et al., 2013). From the perspective of the hospitality sector, the primary measure of success often hinges on the occupancy rate. The higher the number of rooms occupied, the greater the earnings. Conversely, when occupancy is low, profits are reduced.

Copacabana Apartment Hotel (CAH), among the myriad of establishments fixed in the heart of Pasay City and vying for attention over the past 50 years, has continuously devised its marketing strategies to satisfy guests in the long run; going above and beyond to meet and exceed guests' expectations is no exception. Although hotel occupancy rates have started to increase since the last quarter of 2022, the increase remains below pre-pandemic levels. Based on the hotel's Management Summary Report, the average hotel occupancy was 50–70% in the pre-pandemic period and dropped to 20–30% post-pandemic. Due to low occupancy, the CAH's revenue has also been affected, resulting in cost-cutting measures such as closing several rooms, slowing down renovations, reducing manpower, and delaying the issuance of employees' internal benefits. It has been stated that factors such as marketing strategies and customer satisfaction are crucial to attracting guests and increasing occupancy rates. This is evidenced by the fact that several studies have examined how these two variables relate to one

another. To increase customer satisfaction, which can drive sustainable growth for the company, the integration of the seven marketing principles is a key framework. It offers a comprehensive marketing approach that can be utilized to identify the unique needs of customers. However, the use of the 7Ps framework has been limited in specific hotel contexts. Most studies focus only on the utilization of the 4Ps of marketing (product, price, place, and promotion). The use of the 7Ps in the hotel and related services sector should therefore be further explored to fill the gap and gain new insights. Furthermore, only limited studies have investigated marketing strategies and their impact on guest satisfaction after a pandemic such as COVID-19. The extension of the four-part approach to include the other three elements (people, physical evidence, and process) has helped address the unique problems faced by service organizations.

This study aims to evaluate the integration of the 7Ps in management practices of CAH in relation to its marketing strategies and guest satisfaction initiatives. By doing so, the gaps in its current practices may lead to actionable recommendations for revitalization that include an appropriate marketing mix, satisfied guests, increased revenue, and maintaining competitiveness. Furthermore, this study may contribute valuable empirical data and practical applications of the expanded marketing mix in the hospitality sector. While several studies have explored the link between the marketing mix and guest satisfaction, there has been limited focus on the Philippine context. Thus, this is an opportunity to delve into a local setting, specifically the CAH in Pasay, Manila, Philippines, that may serve as a foundation for how the hospitality sector can maximize the 7Ps of marketing to guarantee guest satisfaction and create strategies to attract both domestic and international guests. Ultimately, the data presented could connect theoretical frameworks with real-world challenges in hospitality marketing and guest satisfaction.

2. Literature review

2.1. Theoretical Framework

The study was based on the 7Ps of the Marketing Mix, according to Zeithaml and Bitner (2018), and the Customer Satisfaction Theory by Kano (1984). The Marketing Mix theory was used to analyze the marketing strategies and their impact on guest satisfaction. On the other hand, the Customer Satisfaction Theory was used to understand customer needs and prioritize product features. This study was supported by Hasan and Islam (2020) that the 7Ps (product,

price, place, promotion, people, process, and physical evidence) have a significant impact on tourists' satisfaction. This was further corroborated by Tan (2023) that the marketing mix has a direct and substantial association with satisfaction.

Marketing Mix. The marketing mix has long been regarded as a fundamental framework in the field of marketing. The original 4Ps (product, price, promotion, and place) were developed by E. Jerome McCarthy in the early 1960s and have since served as the foundation for successful marketing strategies. This framework provides a clear and comprehensive approach for evaluating the essential elements involved in promoting a product or service. According to Wichmann et al. (2022), the marketing mix comprises a set of interrelated strategies and tactics aimed at meeting customer demands and achieving a company's overall marketing objectives. It functions as a structured combination of key components that enable businesses to respond effectively to consumer needs and accomplish organizational goals.

Early marketing scholars distinguished services from tangible goods by emphasizing characteristics such as intangibility, perishability, variability, and the simultaneous production and consumption of services. However, Vargo and Lusch (2004) proposed a broader view, suggesting that these characteristics are not unique to services. They argued that "all products are services" and that "economic exchange is fundamentally about service provision." Despite its abstract nature, this perspective highlights the relevance of service marketing frameworks, tools, and tactics across various business contexts.

To develop a robust service marketing strategy, the original 4Ps are not sufficient. Zeithaml and Bitner (2018) introduced three additional elements, people, process, and physical evidence, resulting in the 7Ps model. According to Zeithaml and Bitner (2018), service consumers are typically present during the service delivery process, interact directly with service personnel, and co-produce the service experience. Thus, the "people" component plays a critical role in shaping customer perceptions and service outcomes. "physical evidence" refers to the environment in which the service is delivered, also known as the servicescape, and includes all tangible cues such as brochures, business cards, signage, and facility design that help communicate the quality of the service. Because services are intangible, customers rely on these physical elements to evaluate quality. Lastly, the "process" element encompasses the procedures, flow of activities, and operational systems involved in service delivery. Customers often judge the efficiency and reliability of a service based on how it is delivered,

making the process as important as the outcome itself. The integration of these three additional Ps into the marketing mix underscores their critical influence in shaping customer experience and service effectiveness.

Each element of the 7Ps framework has specific indicators that can be measured and optimized. The Product includes tangible items, features, quality, packaging, warranties, product lines, and branding. Price involves flexibility, pricing levels, terms, discounts, differentiation, and allowances. Place covers distribution channels, exposure, intermediaries, location, transportation, storage, and channel management. Promotion includes promotional strategies, salesforce selection and training, advertising, media targeting, sales promotions, and publicity. People refers to employees, recruitment, training, motivation, rewards, teamwork, and customer education. Physical Evidence encompasses facility design, equipment, signage, employee uniforms, business cards, statements, and service guarantees. Finally, Process includes the flow of activities, standardization or customization, number of steps, and complexity of service procedures.

Figure 1

*Elements of the 7Ps of marketing mix*
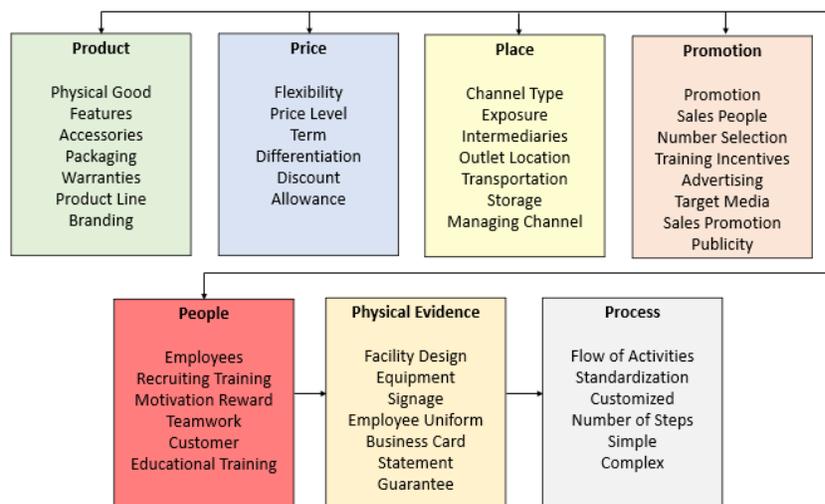
Source: Zeithaml and Bitner (2018)

Customer Satisfaction Theory. Kano's (1984) Model of Customer Satisfaction categorizes service elements based on how customers perceive them and how these elements influence customer satisfaction. This model highlights the nonlinear relationship between the

product and customer satisfaction. The model classifies product attributes into four categories: threshold, performance, excitement, and indifference. Customers constantly compare a desired state with the actual state; when the perception deviates significantly from reality, dissatisfaction arises.

Figure 2

Noriako Kano (1984) Model of Satisfaction
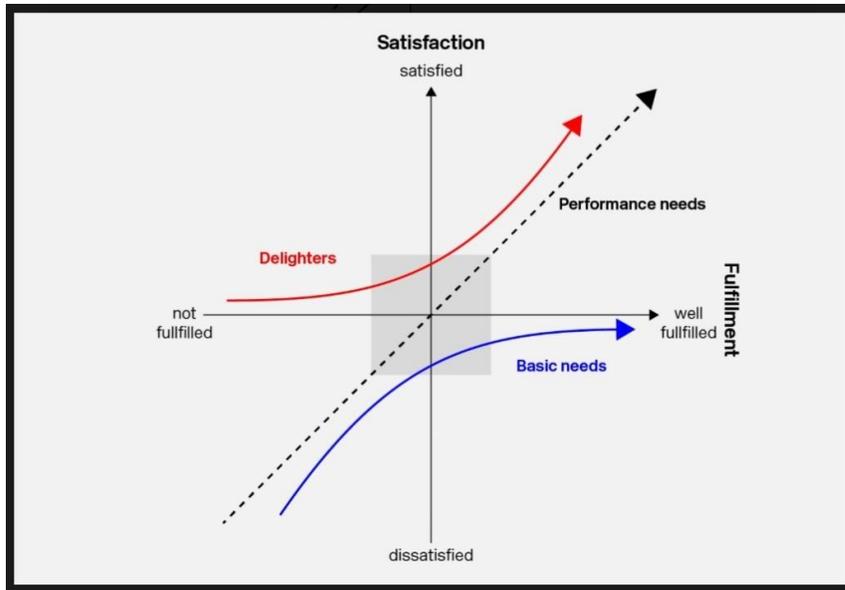
Threshold attributes are the "musts" of a product or service, as they represent what buyers expect. These attributes offer little opportunity for product differentiation. Enhancing the effectiveness of these features may simply increase the product's cost without necessarily improving customer satisfaction. What is more critical is the absence or poor performance of these attributes, which can lead to significant dissatisfaction. Performance attributes, on the other hand, follow a linear pattern: the better their fulfillment, the higher the customer satisfaction. Poor or absent performance attributes decrease satisfaction. These qualities are closely linked to how much a customer is willing to pay for a product. Excitement attributes differ in that clients do not usually express these needs explicitly and are pleasantly surprised when they are present. Their absence does not cause dissatisfaction, but their presence delights the customer and fulfills latent needs. Marketers can capitalize on these attributes to satisfy customers and gain a competitive advantage. Lastly, indifferent attributes are those that do not fall into any of the three aforementioned categories, as they hold little or no relevance to the customer. Nonetheless, they may still influence decision-making.

2.2. Guest Satisfaction in the Hospitality Industry

Customer satisfaction is a significant factor in the hotel and tourism industry. According to Bala (2013), consumer satisfaction is the degree to which a consumer feels content after evaluating how effectively a service or product meets their expectations. This means that customer dissatisfaction may occur when perceived performance falls short of expectations, while satisfaction may arise if the perceived performance exceeds expectations (Lin, 2003). Rao and Sahu (2013) emphasized that customer satisfaction should be the top priority for hotel owners and managers. Given the industry's strong emphasis on providing excellent customer service, service providers, such as hotels, should take appropriate steps to ensure service quality and maintain high standards. Since the tourism industry is highly service-oriented, providers must take necessary actions to uphold service quality. Therefore, there is no doubt that the overall performance of a hotel is directly influenced by the effectiveness of its customer satisfaction management.

Hospitality is considered the most critical element influencing both visitor satisfaction and dissatisfaction (Padma & Ahn, 2020; Radojevic et al., 2015; Heimerl et al., 2020). Other factors, such as service quality (P.J, et al., 2021; Perdomo-Verdecia et al., 2024; Asgeirsson et al., 2024; Nyagadza et al., 2022), cleanliness (Yu et al., 2021; Acampora et al., 2022), hotel facilities (Baquero, 2023; Pişirgen et al., 2024; Yu et al., 2025), room quietness (Kim et al., 2023; Chang & Lin, 2022; Suh et al., 2015), and safety (Amin et al., 2025; Shum & Ghosh, 2022; Kim & Kim, 2022), also significantly impact customer satisfaction.

2.3. Relationship between Marketing Strategies and Guest Satisfaction

Kotler (2011) defined marketing as a social management process that facilitates the creation, provision, and exchange of valuable goods among individuals and groups to help them fulfill their needs and wants. Yelkur (2000) found that the elements of the service marketing mix have a positive impact on customer satisfaction. Thus, the findings of this research support the notion that marketing mix strategies and guest satisfaction are positively correlated.

In the study by Sarker et al. (2012), all marketing mix variables, except price, were found to have a significant relationship with tourist satisfaction. Similarly, the study by Al Muala and Al Qurneh (2012) showed that product had a significant effect on tourist satisfaction, while price, people, and process had no significant impact. The study conducted

by Megatef (2015) concluded that every aspect of the marketing mix significantly impacted tourist satisfaction. Research conducted by Rasyid et al. (2017), Teviana et al. (2017), Tielung and Untu (2021), Hasan and Islam (2020), and Tan (2023) also demonstrated that the marketing mix influences customer satisfaction, establishing a strong and direct association. This is further supported by the findings of Hamadamin and Singh (2012), which indicated that marketing strategies are essential for business success and play a vital role in enhancing customer satisfaction.

3. Methodology

3.1. Research Design

This study aimed to determine the relationship between the extent of marketing strategies employed by CAH as perceived by the respondents and their level of satisfaction. Descriptive-correlational research design was employed in this study. Descriptive-correlation design is applied when the objective of the study is to ascertain a significant connection between two or more variables. With a correlational study design, two variables are measured without the researcher having any control over either one. Correlational research aims to examine "the extent to which differences in one characteristic or variable are related to differences in one or more other characteristics or variables."

Descriptive-correlational was the most appropriate research design for this research because it plans to examine the extent of marketing strategies as perceived by the guests and their relation to the level of satisfaction at the CAH.

3.2. Locale of the Study

This study was conducted at the CAH. It was established in 1974 and has been welcoming guests for over 50 years. It is owned and managed by JRM & Co. and strategically located at 264 EDSA Extension, Pasay City.

CAH is a 3-star, 11-storey apartment-type hotel with 141 full-service suites, each with a separate living and dining room with a fully furnished kitchen. It has seven (7) different room types that have been thoughtfully appointed to cater to the requirements of each guest: Studio Suite, One-Bedroom Standard Suite, One-Bedroom Deluxe Suite, One-Bedroom Premier Suite, Two-Bedroom Deluxe Suite, Two-Bedroom Premier Suite, and Three-Bedroom Suite.

CAH is a DOT-accredited hotel that offers great value for Manila-bound business travelers, tourists, and families. This property offers easy access to popular landmarks like the Mall of Asia and the Cultural Center of the Philippines. Guests can also take advantage of the surrounding hotels, museums, and leisure establishments that the metropolis has to offer. It is a pet-friendly hotel where guests can bring their fur babies while relaxing in the comfort of their rooms.

CAH has the following amenities and services that can make the guests stay longer: poolside café, swimming pool, beauty salon, sauna and massage services, business center, function room, currency exchange, safety deposit box, daily housekeeping, room service, transport service, laundry service, free parking facilities.

Last December 03, 2024, CAH was recognized as one of the Philippine Tourism Excellence Awardees for Apartment Hotel during the Regional Philippine Tourism Awards Recognition and Stakeholders' Appreciation.

3.3. Population and Sampling Techniques

The study respondents were 320 guests with a mix of local and foreign guests. Quota sampling was used in this study. According to Davis (2005), quota sampling is a non-random method where study respondents are selected based on pre-established qualities, making certain that the sample as a whole represents the distribution of characteristics of the broader population.

Table 1

Distribution of respondents by profile variables

Profile Variables	F	%
Sex		
Male	172	53.75
Female	148	46.25
Type of Guest		
Local	168	52.5
Foreign	152	47.5
Purpose of Staying at the Hotel		
Business	77	24.06
Leisure	243	75.94
Guest Classification		
First-timer Guest	168	52.5
Returning Guest	152	47.5
Total	**320**	**100**

Respondents who were included were those who had availed of services and had experienced checking in at the CAH. Guests who were not willing to take part in the research were not included. In addition, all participants in the study were informed that they have the option to withdraw if they feel uncomfortable or unsafe.

3.4. Data Gathering Instrument

A self-administered questionnaire was created by the researcher to collect data. A self-administered questionnaire is a data-gathering tool used to collect information from study subjects. This strategy is the most commonly used for gathering data in research studies. The content of the data-gathering instrument was validated by a panel of experts.

The research questionnaire consisted of three parts; Part I of the survey questionnaire was to determine the respondent's profile, where the respondents were asked about their sex, type of guest, reason for staying at the hotel, and their guest's classification. Part II was to identify the perceived extent of marketing strategies employed by CAH, which was composed of 35 items. Part III was to determine the level of satisfaction of the respondents. The respondents were instructed to check the box that corresponds to their answer by using a scale of 1-4. 1 as the lowest and 4 as the highest. A 4-point Likert-type scale was used to ascertain the range of the 7Ps of the marketing mix and guests' satisfaction at the CAH.

This study utilized Cronbach's alpha index to assess the internal consistency of the questions in this study. Internal consistency refers to the idea that certain questions are viewed as assessing a shared concept. The Cronbach's Alpha Value ought to be .70 or greater. The questionnaire was personally administered by the researcher and pilot-tested among 20 guests who were not included in the study. Tests and retests were used to ensure reliability. The data obtained were the same from both after being counted and compared. The data then underwent an analysis using Cronbach's Alpha. A reliability coefficient of more than .70 was assumed to reflect acceptable reliability. A result that approaches 1 indicates a higher reliability for the test. Values of reliability below .60 are deemed poor, around .70 are acceptable, and above .80 are good.

In this study, a scale of .94 for the extent of marketing and level of satisfaction was obtained, which was higher than .70. Although the result showed that some items need to be reversed in the extent of marketing strategies, generally, the result for the reliability was excellent.

3.5. Data Gathering Procedure

The initial step was to obtain permission from the Management of CAH to conduct the study. After the researcher confirmed that the data gathering instruments were reliable, she then distributed a questionnaire to the target respondents. The researcher provided the respondents with an explanation of the objectives of the research and how to answer the questions before they completed the questionnaire. In addition, the researcher personally guided and supervised the respondents on the procedures. Respondents were requested to read the informed consent, and only those willing to participate were included. In ensuring confidentiality, respondents had the option to provide their names.

Retrieval of the questionnaire came after. Following their collection, the survey results were tallied for statistical evaluation and interpretation. The researcher retained copies of the answered survey questionnaire.

3.6. Statistical Treatment

The data gathered in this study were subjected to appropriate descriptive statistics. The data was processed with SPSS. Various descriptive and inferential statistics were employed to analyze it, including mean and standard deviation, Mann-Whitney U Test and Spearman Correlation Coefficient (p). The significance level is set at .05.

3.7. Ethical Consideration

This research endeavor adhered to the following ethical principles and guidelines throughout:

Voluntary participation. The researcher ensured that the respondents in the study did so voluntarily and that no monetary compensation was given.

Integrity and honesty. The researcher ensured that the data was not misrepresented or fabricated. Data, conclusions, methods, and procedures were gathered and reported with integrity. The researcher consistently acted honorably, kept her word, and acted consistently in both her thoughts and actions.

Fairness. The researcher was expected to steer clear of bias in the data analysis and other study components.

Accountability and transparency. All discussions and agreements with respondents were kept private by the researcher. The researcher distributed the instrument after explaining the study's objective and results.

No fabrication of data. To avoid data outputs from being fabricated, the researcher strictly followed the rule that all data are collected and none are created. Every piece of information that was obtained was meticulously recorded, and no data substitutions were performed.

Protection of the research subject. The researcher protected the privacy of study respondents and ensured that the respondents' data was handled with the highest secrecy. The researcher also respects their right to withdraw at any time.

4. Findings and Discussion

The first objective of the study was to determine the extent of the marketing strategy employed by the CAH in terms of product, price, place, promotion, process, people, and physical evidence.

Table 2

The extent of perceived marketing strategies employed by Copacabana Apartment Hotel

	Mean	**Rank**	**Verbal Interpretation**
Product	3.61	4	Highly Extensive
Price	3.53	5	Highly Extensive
Place	3.68	2	Highly Extensive
Promotion	3.45	6	Extensive
Process	3.63	3	Highly Extensive
People	3.73	1	Highly Extensive
Physical Evidence	3.4	7	Extensive
Overall Mean	**3.57**		**Highly Extensive**

Legend: 1.00-1.49 Not Extensive at All; 1.50-2.49 Slightly Extensive; 2.50-3.49 Extensive; 3.50-4.00 Highly Extensive

Overall, the extent of marketing strategies employed by CAH, as perceived by the respondents, yielded an overall mean of 3.57, described as Highly Extensive. People obtained the highest mean (M = 3.73), which was interpreted as Highly Extensive, indicating a stronger manifestation than the other indicators. Meanwhile, physical evidence obtained the lowest mean (M = 3.40) and was interpreted as Extensive. Furthermore, place (M = 3.68), process (M

= 3.63), product (M = 3.61), and price (M = 3.53) were all interpreted as Highly Extensive. Lastly, promotion (M = 3.45) was interpreted as Extensive.

The second objective of this study was to determine the level of guests' satisfaction at CAH in terms of product, price, place, promotion, process, people, and physical evidence.

As shown in table 3, the overall result on the level of guests' satisfaction as a whole has yielded an overall mean of 3.40 and is described as Satisfied. People obtained the highest mean (M=3.65) and were rated as Highly Satisfied. Meanwhile, physical evidence obtained the lowest mean (M=3.03) and was rated as Satisfied. On the other hand, process (M=3.57) and place (M=3.54) were rated as Highly Satisfied. Lastly, the rating for promotion (M=3.25) was similarly Satisfied.

Table 3

Level of guests' satisfaction

	Mean	Rank	Verbal Interpretation
Product	3.36	5	Satisfied
Price	3.38	4	Satisfied
Place	3.54	3	Highly Satisfied
Promotion	3.25	6	Satisfied
Process	3.57	2	Highly Satisfied
People	3.65	1	Highly Satisfied
Physical Evidence	3.03	7	Satisfied
Overall Mean	**3.4**		**Satisfied**

Legend: 1.00-1.49 Not at All Satisfied; 1.50-2.49 Slightly Satisfied; 2.50-3.49 Satisfied; 3.50-4.00 Highly Satisfied

The ratings provided by the respondents contribute to the overall level of guest satisfaction. This suggested that the CAH did not fully satisfy the customers' expectations. Therefore, to attain highly satisfied guests, the management should enhance its marketing tactics based on the findings of the seven marketing mix principles.

The third objective of the study was to determine the significant differences in the extent of the CAH's marketing strategies in terms of product, price, place, promotion, process, people, and physical evidence as perceived by the respondents collectively when grouped according to their profile variables. Table 4 presents the differences in the extent of marketing strategies employed by CAH as perceived by the respondents when grouped according to their sex.

As presented in table 4, the results of the Mann-Whitney U test revealed no significant differences in the perceived effectiveness of the marketing mix elements, product, price, place, promotion, process, people, and physical evidence, when respondents were grouped by gender. Specifically, the mean rank of product was 161.31 for males and 159.56 for females (U = 12589.00, p = 0.86); price had a mean rank of 158.19 for males and 163.18 for females (U = 12331.50, p = 0.61); place was rated at 162.29 for males and 158.42 for females (U = 12420.00, p = 0.68); and promotion received mean ranks of 162.96 for males and 157.64 for females (U = 12305.00, p = 0.59).

Table 4

Differences in the extent of marketing strategies employed by Copacabana Apartment Hotel according to sex

		Mean Rank	***u***	***p***
Product	Male	161.31	12589	0.86
	Female	159.56		
Price	Male	158.19	12331.5	0.61
	Female	163.18		
Place	Male	162.29	12420	0.68
	Female	158.42		
Promotion	Male	162.96	12305	0.59
	Female	157.64		
Process	Male	161.86	12493.5	0.75
	Female	158.92		
People	Male	158.44	12373.5	0.61
	Female	162.9		
Physical Evidence	Male	157.26	12171	0.49
	Female	164.26		

Significant at p≤0.05

In terms of process, males had a mean rank of 161.86 compared to 158.92 for females (U = 12493.50, p = 0.75); for people, the mean rank was 158.44 for males and 162.90 for females (U = 12373.50, p = 0.61); and physical evidence had a mean rank of 157.26 for males and 164.26 for females (U = 12171.00, p = 0.49). All p-values exceeded the 0.05 significance threshold, leading to the acceptance of the null hypothesis. These findings suggest that gender did not significantly influence respondents' perceptions of CAH's marketing strategies. Both male and female guests viewed the elements of the marketing mix in a similar manner. As

such, it may not be necessary for management to develop gender-specific marketing strategies, since the existing approaches appear to resonate equally with both groups.

The results indicated that all p-values were above the 0.05 significance level, leading to the acceptance of the null hypothesis. This suggests that when respondents were grouped by gender, there were no significant differences in their perceptions of the marketing strategies employed by CAH across all dimensions of the marketing mix. This finding implies that both male and female guests shared similar views regarding the extent of CAH's marketing strategies. Therefore, it may not be necessary for management to design separate marketing approaches based on gender, as the current strategies appear to be equally effective for both groups.

Table 5 presents the differences in the extent of marketing strategies employed by CAH as perceived by the respondents as a whole when grouped according to the type of guest.

Table 5

Differences in the extent of marketing strategies employed by Copacabana Apartment Hotel according to type of guest

		Mean Rank	***u***	***p***
Product	Local	146.86	10476	0.00*
	Foreign	175.58		
Price	Local	148.64	10774	0.01*
	Foreign	173.61		
Place	Local	155.89	11993.5	0.31
	Foreign	165.6		
Promotion	Local	152.07	11351	0.07
	Foreign	169.82		
Process	Local	145.65	10273	0.00*
	Foreign	176.91		
People	Local	151.34	11229.5	0.02*
	Foreign	170.62		
Physical Evidence	Local	160.75	12726	0.95
	Foreign	160.22		

Significant at p≤0.05

The results revealed significant differences in the perceived extent of marketing strategies used by CAH between local and foreign guests for several dimensions of the marketing mix. Specifically, in terms of product, local guests had a lower mean rank (146.86)

compared to foreign guests (175.58), with the difference being statistically significant (U = 10476.00, p = 0.00). This suggests that foreign guests were more likely to perceive CAH's product-related marketing strategies as comprehensive. Similarly, for price, local guests had a mean rank of 148.64, while foreign guests had a significantly higher mean rank of 173.61 (U = 10775.00, p = 0.01), indicating that foreign visitors were more inclined to agree that CAH employed extensive price-related strategies. In terms of process, local guests again had a lower mean rank (145.65) than foreign guests (176.91), with a significant difference (U = 10273.00, p = 0.00), reinforcing the view that international guests perceived the hotel's process-related marketing strategies more favorably. For people, foreign guests had a higher mean rank of 170.62 compared to 151.34 for local guests (U = 11229.50, p = 0.02), indicating divergent perceptions between the two groups regarding staff and service interactions.

Given that the p-values for these four elements, product, price, process, and people, were below the 0.05 threshold, the null hypothesis was rejected. Thus, significant differences exist in how local and foreign guests perceive these aspects of CAH's marketing strategies. These differences may stem from various factors, including cultural values, communication styles, and expectations. For instance, cultural preferences can influence how guests interpret marketing efforts: visitors from high power distance cultures (e.g., many Asian countries) may favor strategies emphasizing hierarchy and authority, while those from high uncertainty avoidance cultures (e.g., Germany) might value detailed information that reduces ambiguity. Guests from cultures that avoid aggressive competitiveness (e.g., the U.S.) may respond better to messages emphasizing experience rather than success. Furthermore, local guests may favor marketing that reflects familiar customs and traditions, whereas foreign guests may be more drawn to novel or unique experiences. These findings highlight the importance of cultural sensitivity and adaptability in hospitality marketing. Management is encouraged to develop tailored marketing strategies to address the distinct needs and preferences of local and international markets more effectively.

In contrast, the results showed no significant difference in guest perceptions with regard to place, promotion, and physical evidence. For place, foreign guests had a mean rank of 165.60, and local guests had 155.89 (U = 11993.50, p = 0.31). Regarding promotion, local guests had a mean rank of 152.07, and foreign guests 169.82 (U = 11351.00, p = 0.06). Lastly, for physical evidence, the mean ranks were nearly identical, 160.75 for foreign guests and 160.22 for local guests (U = 12726.00, p = 0.95). Since all p-values for these variables

exceeded 0.05, the null hypothesis was accepted. This suggests that local and foreign guests held similar views on CAH's strategies concerning place, promotion, and physical evidence. Therefore, it may not be necessary for management to create separate marketing strategies for these elements, as the existing approaches appear to be equally effective for both guest types.

Table 6 presents the differences in the extent of marketing strategies employed by CAH as perceived by the respondents as a whole when grouped according to the purpose of stay.

Table 6

Differences in the extent of marketing strategies employed by Copacabana Apartment Hotel according to the purpose of stay

		Mean Rank	*u*	*p*
Product	Local	177.78	8025	0.04*
	Foreign	155.02		
Price	Local	161.03	9315	0.95
	Foreign	160.33		
Place	Local	152.31	8724.5	0.34
	Foreign	163.1		
Promotion	Local	169.99	8624.5	0.28
	Foreign	157.49		
Process	Local	172.41	8438.5	0.15
	Foreign	156.73		
People	Local	164.29	9063.5	0.62
	Foreign	159.3		
Physical Evidence	Local	160.75	9336	0.97
	Foreign	140.42		

Significant at $p \leq 0.05$

The results of the Mann-Whitney U test indicated a significant difference in the perceived extent of marketing strategies employed by CAH in terms of product, when respondents were grouped according to their purpose of stay. In contrast, no significant differences were found for price, place, promotion, process, people, and physical evidence. Specifically, in terms of product, respondents who stayed for business purposes had a higher mean rank (177.78) than those who stayed for leisure (155.02), with the difference being statistically significant (U = 8025.00, p = 0.04). This result suggests that business travelers were more likely to perceive CAH's product-related marketing strategies as comprehensive

compared to leisure travelers. Since the p-value for product was less than the 0.05 significance level, the null hypothesis was rejected. This indicates a meaningful difference in perception based on the purpose of stay. This difference may reflect the distinct needs and expectations of business versus leisure travelers. Business guests often prioritize functionality, efficiency, and professional amenities, whereas leisure guests may seek unique experiences, relaxation, and entertainment. Other influencing factors could include travel companions, personal preferences, and length of stay. As such, management should consider customizing product offerings to meet the distinct requirements of these two segments.

On the other hand, for all other elements of the marketing mix, no significant differences were observed. In terms of price, business travelers had a mean rank of 161.03 and leisure travelers 160.33 (U = 9315.00, p = 0.95). For place, the mean ranks were 160.33 (leisure) and 152.31 (business) (U = 8724.50, p = 0.34). Regarding promotion, business guests had a mean rank of 169.99 versus 157.49 for leisure guests (U = 8624.50, p = 0.28). In terms of process, business guests scored higher (172.41) compared to leisure guests (156.73), though not significantly (U = 8438.50, p = 0.15). For people, the mean ranks were 164.29 (business) and 159.30 (leisure) (U = 9063.50, p = 0.62), and for physical evidence, they were 160.75 (business) and 160.42 (leisure) (U = 9336.00, p = 0.97).

Since all p-values for these dimensions exceeded the 0.05 significance level, the null hypothesis was accepted. Therefore, the extent of CAH's marketing strategies in terms of price, place, promotion, process, people, and physical evidence was perceived similarly by both business and leisure travelers. This suggests that a unified marketing approach may be sufficient for these dimensions, without the need for differentiated strategies. However, it is important to note the possible disparity in group sizes between business and leisure travelers in the sample, which may influence the reliability of the results. Future studies should aim for a more balanced representation to ensure more robust conclusions.

Table 7 presents the differences in the extent of marketing strategies employed by CAH as perceived by the respondents as a whole when grouped according to guest classification.

Table 7
Differences in the extent of marketing strategies employed by Copacabana Apartment Hotel according to guest classification

	Mean Rank		u	p

Product	First-timer Guest	157.74	12304.5	0.55
	Regular/Returning Guest	163.55		
Price	First-timer Guest	154.8	11811	0.22
	Regular/Returning Guest	166.8		
Place	First-timer Guest	151.59	11271	0.05*
	Regular/Returning Guest	170.35		
Promotion	First-timer Guest	160.02	12587	0.92
	Regular/Returning Guest	161.03		
Process	First-timer Guest	159.93	12672.5	0.9
	Regular/Returning Guest	161.13		
People	First-timer Guest	156.5	12095.5	0.33
	Regular/Returning Guest	164.92		
Physical Evidence	First-timer Guest	160.25	12726	0.95
	Regular/Returning Guest	160.78		

*Significant at $p \leq 0.05$

The results of the Mann-Whitney U test revealed a significant difference in the perceived extent of marketing strategies employed by CAH in terms of place, when respondents were grouped according to guest classification (first-time vs. regular/returning guests). Regular or returning guests had a higher mean rank (170.35) compared to first-time guests (151.59), with the result reaching the threshold of statistical significance (U = 11271.00, p = 0.05). This suggests that returning guests tended to view the hotel's location more favorably than first-time visitors.

As the p-value was equal to the 0.05 level of significance, the null hypothesis was rejected. This difference in perception may be attributed to familiarity. Regular guests are likely more accustomed to the hotel's surroundings, which could lead to greater comfort and a sense of ease, resulting in more positive evaluations. In contrast, first-time guests may not be familiar with the area and might feel uncertain or more critical about the location. Differences in expectations could also explain this gap, returning guests, having prior experience, may hold more realistic expectations, while first-time visitors might expect more than what is delivered, leading to potential dissatisfaction.

In contrast, no significant differences were found in the other elements of the marketing mix when grouped by guest classification. The mean ranks for product, price, promotion, process, people, and physical evidence were relatively close between first-time and returning

guests, and the corresponding p-values were all greater than 0.05. Specifically, in terms of product, the mean rank for first-time guests was 157.74, while for returning guests it was 163.55 (U = 12304.50, p = 0.55). For price, first-time guests had a mean rank of 154.80, compared to 166.80 for returning guests (U = 11811.00, p = 0.22). In terms of promotion, the mean ranks were 160.02 for first-time guests and 161.03 for returning guests (U = 12687.00, p = 0.92). For process, the mean rank was 159.93 for first-time guests and 161.13 for returning guests (U = 12672.50, p = 0.90). Regarding people, first-time guests had a mean rank of 156.50, while returning guests had 164.92 (U = 12095.50, p = 0.33). Lastly, for physical evidence, the mean rank for first-time guests was 160.25, and for returning guests it was 160.78 (U = 12726.00, p = 0.95).

Since all p-values for these elements exceeded the 0.05 significance level, the null hypothesis was accepted for each. This indicates that there were no statistically significant differences in how first-time and returning guests perceived CAH's marketing strategies in terms of product, price, promotion, process, people, and physical evidence. This finding suggests that these marketing elements are equally effective across different guest types; thus, segmentation based on guest classification may not be necessary for these aspects. Overall, while most of CAH's marketing strategies are perceived similarly by both guest types, attention should be given to the element of place. Management may benefit from implementing strategies to enhance first-time guests' familiarity and comfort with the hotel's location. Providing clear directions, transportation assistance, or helpful information about the surrounding area could help improve their initial impressions. By addressing this specific gap, CAH can further enhance guest satisfaction and ensure a more consistent experience across all customer segments.

Table 8 presents the differences in the level of guests' satisfaction when grouped according to sex. The result of the Mann-Whitney U test indicated no significant differences in guest satisfaction levels across all marketing mix elements, product, price, place, promotion, process, people, and physical evidence, when respondents were grouped by sex. Specifically, in terms of product, male respondents had a mean rank of 157.63, while female respondents had a mean rank of 163.84 (U = 12234.00, p = 0.54). For price, males had a mean rank of 161.53, compared to 159.31 for females (U = 12551.50, p = 0.82). Regarding place, the mean rank was 162.40 for males and 158.29 for females (U = 12400.50, p = 0.67). In terms of promotion, male respondents had a mean rank of 160.99, while females had 159.94 (U =

12644.50, p = 0.91). For process, males had a mean rank of 163.20 and females 157.36 (U = 12263.50, p = 0.55). With respect to people, the mean ranks were 160.64 for males and 160.34 for females (U = 12704.50, p = 0.97). Lastly, for physical evidence, male respondents had a mean rank of 153.55, while female respondents had a mean rank of 168.80 (U = 11499.00, p = 0.13). Since all p-values exceeded the 0.05 threshold, the null hypothesis was accepted. This indicates that male and female guests had comparable levels of satisfaction with CAH's marketing strategies across all dimensions of the marketing mix.

Table 8

Significance of differences in the level of guests' satisfaction when grouped according to sex

		Mean Rank	u	p
Product	Male	157.63	12234	0.54
	Female	163.84		
Price	Male	161.53	12551.5	0.82
	Female	159.31		
Place	Male	162.4	12400.5	0.57
	Female	158.29		
Promotion	Male	160.99	12644.5	0.91
	Female	157.36		
Process	Male	163.2	12263.5	0.55
	Female	157.36		
People	Male	160.64	12704.5	0.97
	Female	160.34		
Physical Evidence	Male	153.35	11499	0.13
	Female	168.8		

Significant at p≤0.05

Results showed p-values above the 0.05 level of significance; therefore, the null hypothesis was accepted. When respondents were grouped by sex, there were no significant differences in guest satisfaction levels with regard to product, price, place, promotion, process, people, and physical evidence. This finding indicates that both male and female guests had similar levels of satisfaction with the marketing strategies employed by CAH across the 7Ps of marketing. Thus, management may not need to develop separate marketing strategies tailored specifically to male and female guests.

Table 9 presents the differences in guest satisfaction levels when grouped according to the type of guest. As shown in the table, the Mann-Whitney U test revealed a significant difference in satisfaction in terms of physical evidence when respondents were grouped by guest type. Meanwhile, there were no significant differences in satisfaction levels in terms of product, price, place, promotion, process, and people.

Table 9

Significant differences in the level of guests' satisfaction when grouped according to type of guest

		Mean Rank	u	p
Product	Local	164.24		
	Foreign	156.37	12140.5	0.44
Price	Local	157.69		
	Foreign	163.61	12296	0.55
Place	Local	160.16		
	Foreign	160.88	12711	0.94
Promotion	Local	162.97		
	Foreign	157.77	12352.5	0.6
Process	Local	152.88		
	Foreign	168.93	11487	0.1
People	Local	155.41		
	Foreign	166.12	11913.5	0.24
Physical Evidence	Local	181		
	Foreign	137.84	9323.5	0.00*

Significant at p≤0.05

In terms of physical evidence, local guests reported significantly higher satisfaction (mean rank = 181.00) compared to foreign guests (mean rank = 137.84), with the result being statistically significant (U = 9323.50, p = 0.00). Thus, the null hypothesis was rejected. This suggests that local and foreign guests differ in their expectations and perceptions of the hotel's physical environment, possibly due to cultural differences, varying priorities, sources of information, and demographic factors such as age, income, or education.

For the other marketing mix elements, product (U = 12140.50, p = 0.44), price (U = 12296.00, p = 0.55), place (U = 12711.00, p = 0.94), promotion (U = 12352.50, p = 0.60), process (U = 11487.00, p = 0.10), and people (U = 11913.50, p = 0.24), no significant differences were found between local and foreign guests, as all p-values exceeded the 0.05

threshold. Therefore, the null hypothesis was accepted for these aspects, indicating that both groups had comparable satisfaction levels. This implies that CAH's marketing strategies are generally effective across guest types, allowing the hotel to maintain a unified approach while continuing to enhance the overall guest experience.

Table 10 presents guest satisfaction levels based on the purpose of stay. Significant differences were found in product, price, place, and physical evidence. Leisure guests reported higher satisfaction than business guests in all four areas: product (mean ranks = 166.79 vs. 140.64, U = 7826.50, p = 0.02), price (166.37 vs. 141.99, U = 7930.00, p = 0.03), place (167.87 vs. 137.25, U = 7565.50, p = 0.00), and physical evidence (172.01 vs. 124.18, U = 6558.50, p = 0.00). These results suggest that leisure guests are more satisfied than business guests with these aspects of their stay. Conversely, no significant differences were observed in promotion, process, and people, as p-values exceeded 0.05. This implies that regardless of their purpose, guests share similar perceptions of the hotel's performance in these areas.

Table 10

Significant differences in the level of guests' satisfaction when grouped according to the purpose of stay

		Mean Rank	u	p
Product	Business	140.64		
	Leisure	166.79	7826.5	0.02*
Price	Business	141.99		
	Leisure	166.37	7930	0.03*
Place	Business	137.25		
	Leisure	167.87	7565.5	0.00*
Promotion	Business	146.7		
	Leisure	164.87	8293	0.12
Process	Business	156.88		
	Leisure	161.65	9077	0.67
People	Business	149.82		
	Leisure	163.88	8533	0.18
Physical Evidence	Business	124.18		
	Leisure	172.01	6558.5	0.00*

Significant at p≤0.05

The results showed that p-values below 0.05 were obtained for product, price, place, and physical evidence. Therefore, the null hypothesis was rejected. This indicates a significant

difference in the level of guest satisfaction with respect to these factors when grouped according to their purpose of stay. The findings suggest that guests traveling for business and those on holiday had differing needs and expectations related to the aforementioned dimensions.

For product, leisure travelers may expect more luxurious and comfortable rooms, while business travelers tend to prioritize practicality and efficiency. In terms of price, business travelers may face stricter budget constraints, whereas leisure travelers might be more inclined to spend for added comfort. Regarding place, leisure travelers often prefer locations with easy access to tourist attractions, while business travelers prioritize proximity to conference centers, offices, and transport hubs. Lastly, in terms of physical evidence, leisure travelers may favor hotels with a luxurious ambiance, attractive décor, and scenic views, whereas business travelers may value a functional design, efficient layout, and minimal distractions. These differences imply that management may need to develop tailor-made strategies for each market segment to effectively meet the individual needs and preferences of both business and leisure travelers.

Meanwhile, for promotion, leisure travelers had a mean rank of 164.87, while business travelers had a mean rank of 146.70 (U = 8293.00, p = 0.12). For process, business travelers had a mean rank of 156.88, while leisure travelers had a mean rank of 161.65 (U = 9077.00, p = 0.67). Lastly, for people, leisure travelers had a mean rank of 163.88, compared to 149.82 for business travelers (U = 8533.00, p = 0.18).

The findings indicated that the p-values exceeded the 0.05 significance threshold, leading to the acceptance of the null hypothesis. Consequently, there was no significant difference in guest satisfaction levels regarding promotion, process, and people when categorized by purpose of stay. This suggests that guests, regardless of their reasons for visiting, exhibited similar levels of satisfaction with the hotel's promotional efforts, operational processes, and staff interactions. Therefore, it may not be necessary for the hotel to create purpose-specific strategies for these dimensions, as the existing approaches appear to meet the needs of both business and leisure guests effectively.

Table 11 presents the differences in the level of guests' satisfaction when grouped according to guest classification.

Table 11

Significant differences in the level of guests' satisfaction when grouped according to guest classification

		Mean Rank	u	p
Product	First-timer guest	160.99	12686.5	0.92
	Regular/Returning guest	159.96		
Price	First-timer guest	161.78	12553.99	0.78
	Regular/Returning guest	159.09		
Place	First-timer guest	158.63	12454.5	0.69
	Regular/Returning guest	162.56		
Promotion	First-timer guest	168.33	11452	0.1
	Regular/Returning guest	151.84		
Process	First-timer guest	159.97	12679	0.9
	Regular/Returning guest	161.09		
People	First-timer guest	156.97	12174.5	0.41
	Regular/Returning guest	164.4		
Physical Evidence	First-timer guest	163.73	1226	0.5
	Regular/Returning guest	156.93		

Significant at p≤0.05

The results of the Mann-Whitney U test indicated no significant differences in guests' satisfaction levels regarding product, price, place, promotion, process, people, and physical evidence when respondents were grouped by guest classification. Specifically, the mean rank for product was 160.99 for first-time guests and 159.96 for regular/returning guests (U = 12686.50, p = 0.92). For price, the mean ranks were 161.78 (first-time) and 159.09 (returning) (U = 12553.99, p = 0.78). For place, first-time guests had a mean rank of 158.63, while returning guests had 162.56 (U = 12454.50, p = 0.69). Promotion mean ranks were 168.33 (first-time) and 151.84 (returning) (U = 11452.00, p = 0.10). The mean ranks for process were 159.97 (first-time) and 161.09 (returning) (U = 12679.00, p = 0.90). For people, the mean ranks were 156.97 (first-time) and 164.40 (returning) (U = 12174.50, p = 0.41). Lastly, for physical evidence, first-time guests had a mean rank of 163.73 compared to 156.93 for returning guests (U = 12260.00, p = 0.50).

The results thus indicate that, when categorized by guest classification, satisfaction levels across all seven Ps did not significantly differ. The p-values all exceeded the 0.05 significance threshold, leading to the acceptance of the null hypothesis. This suggests that the hotel's marketing strategies related to product, price, place, promotion, process, people, and physical evidence resulted in similar satisfaction levels for both first-time and returning guests.

Therefore, it may not be necessary for the hotel to develop distinct marketing approaches targeting different guest classifications.

The last objective of the study is to find the significant relationship between the extent of marketing strategies employed by CAH as perceived by the participants and their level of satisfaction.

Table 12 presents the relationship between the extent of marketing strategies employed by CAH as perceived by the participants and the level of guests' satisfaction.

Table 12

Significant relationship between the extent of marketing strategies and level of guest satisfaction

	Spearman Correlation Coefficient	**p**	**Strength of correlation**
Product	0.478	0.00*	Weak
Price	0.438	0.00*	Weak
Place	0.51	0.00*	Moderate
Promotion	0.397	0.00*	Weak
Process	0.537	0.00*	Moderate
People	0.553	0.00*	Moderate
Physical Evidence	0.474	0.00*	Weak

*Significant at p<0.05

The results showed that product, price, promotion, and physical evidence had a weak positive correlation with guest satisfaction, while place, process, and people exhibited a moderate positive correlation. Specifically, Spearman correlation coefficients for place (0.510), process (0.537), and people (0.553) indicate a noticeable, though not strong, relationship between marketing strategies and guest satisfaction in these areas. In contrast, product (0.478), price (0.438), promotion (0.397), and physical evidence (0.474) showed weaker relationships, suggesting minimal influence on satisfaction. The limited association between product and satisfaction may reflect rapidly changing customer preferences, where CAH's offerings may no longer fully meet evolving guest needs. Unmet expectations could also lower satisfaction despite effective marketing. The weak price-satisfaction link could stem from increased price sensitivity among guests, making price a critical but complex factor. Similarly, inconsistent promotional messaging may confuse guests, weakening the promotion-satisfaction connection. For physical evidence, individual tastes in design and ambiance likely

reduce the strength of its impact on satisfaction. Moderate correlations for place and process may be due to factors beyond CAH's control (location) and the importance of multiple guest touchpoints (e.g., reservations, check-in/out) that shape the overall experience. Interactions with staff, especially regarding empathy and problem-solving, are also key drivers of satisfaction.

Measurement limitations and individual differences, such as personality, age, and travel history, may further influence these relationships, highlighting the complexity of guest satisfaction. Importantly, all variables showed statistically significant relationships with guest satisfaction (p = 0.00), confirming that CAH's marketing strategies meaningfully affect satisfaction and warrant continuous optimization. Hotel managers should focus on integrating and refining all marketing mix elements to enhance guest experiences, regularly assessing satisfaction to guide improvements.

These findings support previous studies (Rasyid et al., 2017; Teviana et al., 2017; Tielung & Untu, 2021; Hasan & Islam, 2020; Tan, 2020) that emphasize the positive impact of the marketing mix on customer satisfaction. They also align with Hamadamin and Singh (2012), who stress marketing strategies as key to business success, and WHDP (2014), who highlight service quality's role in building customer confidence and satisfaction. As Drucker (1999) and Fy and Jobber (2006) conclude, sustained customer satisfaction is essential for attracting and retaining customers. However, this study contradicts findings by Al Muala and Al Qurneh (2012), who reported product as the only significant factor, and Sarker et al. (2012), who found all marketing mix elements except price significantly related to tourist satisfaction.

5. Conclusion

Most respondents in the study were male, local, first-time guests who stayed at Copacabana Apartment Hotel (CAH) primarily for leisure. Overall, guests perceived the hotel's marketing strategies related to product, price, place, process, and people as highly extensive, while promotion and physical evidence were seen as moderately extensive. This suggests that CAH's management effectively implements the marketing mix as part of their strategy for organizational success. Guest satisfaction was generally high for place, process, and people, while satisfaction with product, price, promotion, and physical evidence was moderate. Physical evidence received the lowest satisfaction scores, indicating a need for

improvements in the hotel's physical environment, such as the building's appearance and facilities, to boost overall guest satisfaction.

Significant differences in perceptions of marketing strategies were observed based on guest type. Local and foreign guests differed in how they viewed product, price, process, and people, while business and leisure travelers showed notable differences in product preferences. Additionally, perceptions of place varied significantly when grouped by guest classification. These findings highlight the importance of tailoring marketing strategies to address the distinct needs and preferences of different guest segments. Meanwhile, differences in guest satisfaction were also found: local and foreign guests varied significantly in satisfaction with physical evidence, and business and leisure guests differed in satisfaction with product, price, place, and physical evidence.

Correlation analysis showed moderate positive relationships between marketing strategies and satisfaction for place, process, and people, but only weak correlations for product, price, promotion, and physical evidence. Overall, a significant relationship exists between the extent of marketing strategies employed by CAH and guest satisfaction, emphasizing the importance of effectively utilizing all elements of the marketing mix to enhance the guest experience.

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