# HOTEL ATTRIBUTES: A BASIS FOR CONSUMER DECISION-MAKING IN HOTEL RESERVATION

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## ABSTRACT

This study focused on the impact of hotel attributes in decision making of consumers in hotel reservation here in Batangas. Specifically, the study determined the attributes of the hotel in terms of facilities, hotel location, cleanliness, price, brand image, number of reviews and hotel service that influence consumers decision making process on hotel reservation.  The study covers profile of the respondents in terms of age, sex, civil status, estimated monthly income, occupation, educational attainment, civil status, classification of hotel and purpose of the reservation that influence their decision making on hotel reservation. To support the study, the researchers used the descriptive type of research design. The respondents of the study are 100 consumers from different places who book the hotels in the Province of Batangas. Different statistical tools were used such as frequency and percentage, Weighted Mean, ANOVA and T-test. Majority of the customers were in the age of 18-23, woman, having an estimated monthly income of less than PHP 10,481, it is belonged to white collar, college undergraduate, single, lima park hotel, family occasion. Positive assessment on the hotel attributes were evident on the result. There were significant differences in terms of hotel attributes in terms of sex, occupation, and civil status on consumer decision making, when grouped according to profile. On the other hand, there is no significant differences in terms of age, estimated monthly income, educational attainment, classification of hotel, purpose of the hotel reservation. Consideration of sex, occupation and civil status of hotel customers may be considered by hotel administration in designing their hotel reservation process.

*Keywords: Hotel Attributes, Decision-Making, Hotel Reservation, Consumer*