

The Role of Customer Relationship Management in Enhancing Loyalty among Hotel Patrons in Metro Manila

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Abstract

This study aimed to examine the role of Customer Relationship Management (CRM) in enhancing loyalty among hotel patrons in Metro Manila, with particular focus on the perceived effectiveness of CRM strategies, their contribution to guest satisfaction, and the challenges in their implementation. The research also investigated whether demographic variables influence customer loyalty and sought to provide strategic recommendations for CRM improvement in the hospitality industry. A quantitative research design was employed, utilizing purposive sampling to select 100 hotel patrons in Metro Manila who had availed hotel services at least twice in the past year. Data were gathered through a structured survey questionnaire based on a 4-point Likert scale, validated through expert review and reliability-tested using Cronbach's alpha, which yielded acceptable results above 0.80. Statistical tools included percentage distribution for demographic profiles, weighted mean for perceptions and challenges, Pearson r for correlations, and independent t-test and ANOVA for significant differences. Findings revealed that CRM strategies such as loyalty programs, personalized services, and digital CRM tools are perceived to enhance guest satisfaction and loyalty. Customer engagement activities and personalized interactions emerged as the most influential in fostering repeat patronage. Significant differences in loyalty were observed across age, educational attainment, and frequency of hotel visits, while gender and purpose of stay showed no significant variations. Challenges identified include inconsistent CRM delivery, technical limitations, limited personalization, and insufficient staff training. The study concludes that effective CRM—supported by technology, personalization, and targeted engagement—plays a pivotal role in cultivating guest loyalty. Recommendations include enhancing personalization, improving mobile CRM platforms, offering flexible loyalty programs, strengthening real-time customer support, and investing in staff training to improve CRM execution.

Keywords: Customer Relationship Management, Hotel Loyalty, Guest Satisfaction, Hospitality Industry, Metro Manila