

# Guest Perception and Preference on Facilities, Ergonomics, and Amenities in Small-Scale Accommodations in Cebu City

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## ABSTRACT

Date Submitted:  
March 28, 2026

Date Accepted:  
April 15, 2026

Date Published:  
May 22, 2026

DOI:  
10.5281/zenodo.20338401

The physical environment of accommodation establishments significantly influences guest satisfaction and accommodation preference, particularly in small-scale lodging operations where comfort, functionality, and service efficiency are essential. This study examined guest perception and preference on facilities, ergonomics, and amenities in selected small-scale accommodations in Cebu City as basis for improvement recommendations. Guided by the Servicescape Theory, Stimulus–Organism–Response (SOR) Theory, and Expectation–Confirmation Theory, the study assessed facility design and layout, ergonomic comfort and usability, amenities quality and functionality, and aesthetic appeal and ambiance. A descriptive–correlational research design was utilized involving 150 respondents selected through purposive and convenience sampling. Data were analyzed using frequency, percentage, weighted mean,

standard deviation, and Pearson Product–Moment Correlation Coefficient. Findings revealed that guest perception was interpreted as “Strongly Agree” ( $M = 3.48$ ), while guest preference was rated “Highly Preferred” ( $M = 3.48$ ). Ergonomic comfort and usability obtained the highest perception rating, while comfort, cleanliness, and functionality emerged as the most preferred accommodation attributes. Significant positive relationships were found between all perception variables and guest preference, indicating that the physical environment strongly influences guest evaluation and accommodation choice.

**Keywords:** *guest perception; guest preference; facilities; ergonomics and amenities; small-scale accommodations; physical environment*

## INTRODUCTION

The hospitality industry is a highly competitive and service-driven sector where guest satisfaction plays a critical role in business success and long-term sustainability (Ariffin et al., 2025; Nanu et al., 2024). As guest expectations continue to evolve, accommodation providers are required to deliver not only basic lodging services but also environments that are comfortable, functional, and capable of producing positive and memorable guest experiences (Ariffin et al., 2025; Nanu et al., 2024). Research indicates that guests evaluate accommodations through multiple dimensions of the servicescape, including physical, social, and experiential factors, which significantly influence satisfaction, loyalty, and behavioral intentions (Ariffin et al., 2025; Nanu et al., 2024).

On a global scale, the physical environment of accommodation establishments has been widely recognized as a key determinant of guest satisfaction (Kim et al., 2022; Nanu et al., 2024). Studies on indoor environmental quality demonstrate that elements such as lighting, air quality, spatial arrangement, and overall physical design significantly influence guests’ comfort, satisfaction, and behavioral responses (Kim et al., 2022). Furthermore, systematic reviews in hospitality research confirm that tangible environmental cues serve as strong predictors of guest evaluation and experience outcomes (Nanu et al., 2024). These findings suggest that the design, organization, and condition of physical

facilities play a central role in shaping guest perceptions and overall accommodation experiences (Kim et al., 2022; Nanu et al., 2024).

In addition to physical design, ergonomic comfort and usability are critical factors influencing guest well-being and satisfaction (El-Sherbeeney et al., 2023; Tutuncu, 2017). Research in tourism and hospitality demonstrates that ergonomics significantly affects comfort, performance, and overall experience within service environments (El-Sherbeeney et al., 2023). Accessibility and user-friendly spatial design further enhance guest satisfaction, particularly for individuals with varying physical needs, by improving ease of movement and usability (Tutuncu, 2017). When accommodation environments are designed to promote comfort, accessibility, and functionality, guests are more likely to develop positive evaluations and favorable behavioral intentions (El-Sherbeeney et al., 2023; Tutuncu, 2017).

The quality and functionality of amenities also play a crucial role in shaping guest perceptions and decision-making (Badraoui & Smith, 2024; Manirochana, 2021). Innovations in hotel interiors and functional design features have been shown to influence guest perceptions and booking responses (Badraoui & Smith, 2024). Similarly, service quality research indicates that the effectiveness and reliability of service components, including amenities, significantly affect satisfaction and behavioral intention (Manirochana, 2021). These findings indicate that amenities are integral to the overall guest experience and contribute to how accommodations are evaluated and preferred (Badraoui & Smith, 2024; Manirochana, 2021).

In the Philippine context, hospitality research likewise emphasizes the importance of service quality and guest-centered approaches in shaping satisfaction and behavioral outcomes (Gador, 2019). Furthermore, service quality dimensions have been found to influence tourist satisfaction in local destinations such as Cebu, where both service delivery and environmental conditions shape guest experiences (Gador, 2019). These findings suggest that guest satisfaction is influenced by both service interactions and the physical environment in which services are delivered (Gador, 2019).

Despite substantial literature on hotel servicescapes, environmental quality, and guest satisfaction, existing studies focus largely on general service quality, sustainability, and overall guest satisfaction, with less attention given to the interaction between specific physical-environment components and guest preference in small-scale accommodation settings. In Cebu City, localized empirical evidence remains limited on how guests perceive and prioritize facilities, ergonomic comfort, and amenities within accommodations operating under spatial and resource constraints (Gador, 2019; Ramirez et al., 2025).

Accordingly, this study investigated guest perception and preference on facilities, ergonomics, and amenities in selected small-scale accommodation establishments in Cebu City. Specifically, it described respondents' demographic and behavioral profile, assessed perception in terms of facility design and layout, ergonomic comfort and usability, amenities quality and functionality, and aesthetic appeal and ambiance, determined guest preference, examined relationships between perception variables and guest preference, and developed improvement recommendations.

## Literature Review

### *Physical Environment and Guest Experience*

The physical environment of accommodation establishments is a major determinant of guest evaluation and behavioral intention. Servicescape-related evidence indicates that tangible cues such as room design, lighting, air quality, spatial arrangement, cleanliness, and environmental organization shape comfort, satisfaction, loyalty, and preference (Ariffin et al., 2025; Kim et al., 2022; Nanu et al., 2024). For small-scale accommodations, these cues are especially important because limited room capacity and compact spaces require efficient design and consistent upkeep to maintain perceived value.

### *Facility Design, Ergonomics, and Amenities*

Facility design and layout influence how guests interpret the functionality of a lodging environment. Efficient spatial organization, clear circulation, and appropriate furniture arrangement support comfort and ease of movement. Ergonomic comfort and usability further refine the guest experience by emphasizing human-centered design,

accessibility, and physical comfort (El-Sherbeeny et al., 2023; Tutuncu, 2017). Amenities quality and functionality likewise contribute to the overall accommodation experience because guests evaluate whether essential features are complete, reliable, clean, and usable (Badraoui & Smith, 2024; Manirochana, 2021).

***Aesthetic Appeal, Ambiance, and Accommodation Choice***

Aesthetic appeal and ambiance affect guests’ emotional and experiential responses. Pleasant lighting, coordinated design, visual order, and a welcoming atmosphere strengthen satisfaction and influence booking or return decisions (Anguera-Torrell et al., 2021; Kim et al., 2022). In local accommodation markets such as Cebu City, where budget-conscious travelers often compare value, comfort, and convenience, these physical-environment factors may help small-scale establishments compete with larger hotels and alternative accommodations (Gador, 2019; Ramirez et al., 2025).

***Theoretical Anchors***

The study was guided by Servicescape Theory, Stimulus-Organism-Response Theory, and Expectation-Confirmation Theory. These perspectives collectively explain how physical environmental cues act as stimuli, shape guest perceptions and emotional responses, and influence preference or satisfaction when the actual accommodation experience confirms or disconfirms guest expectations.

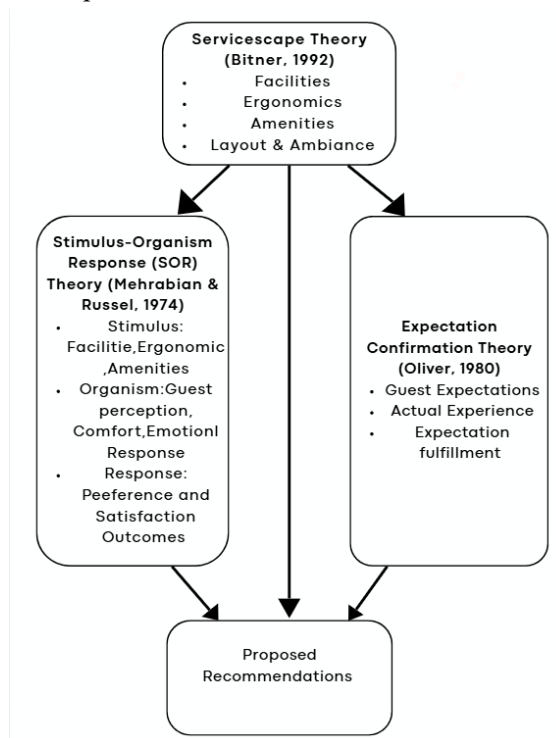


Figure 1. Theoretical and conceptual framework of the study

**METHODS**

**Research Design**

The study employed a descriptive-correlational research design. The descriptive component determined guest profile, perception, and preference on facilities, ergonomics, and amenities, while the correlational component examined whether guest perception variables were significantly related to guest preference.

### Research Locale

The study was conducted in selected small-scale accommodation establishments in Cebu City, particularly Pillow Hotel, Travelbee.ph Inn, Apple Tree Suites Inn, and NS Royal Hotel. These establishments were classified as small-scale based on limited room capacity, modest daily guest volume, compact facilities, and budget-oriented lodging services.

Table 1. *Alignment of Small-Scale Accommodation Classification and Estimated Daily Guest Occupancy*

Accommodation Establishment	Estimated Daily Guest Occupancy	Basis for Small-Scale Classification
Pillow Hotel	25–80 guests per day	Operates with limited room capacity and caters primarily to short-stay and budget-conscious guests.
Travelbee.ph Inn	50 guests and above per day	Maintains standardized but compact facilities with a modest daily guest volume.
Apple Tree Suites Inn	40–50 guests per day	Provides essential amenities and operates within a limited spatial and service scope.
NS Royal Hotel	25-50 guests per day	Provides basic and affordable lodging services primarily for short-stay guests.

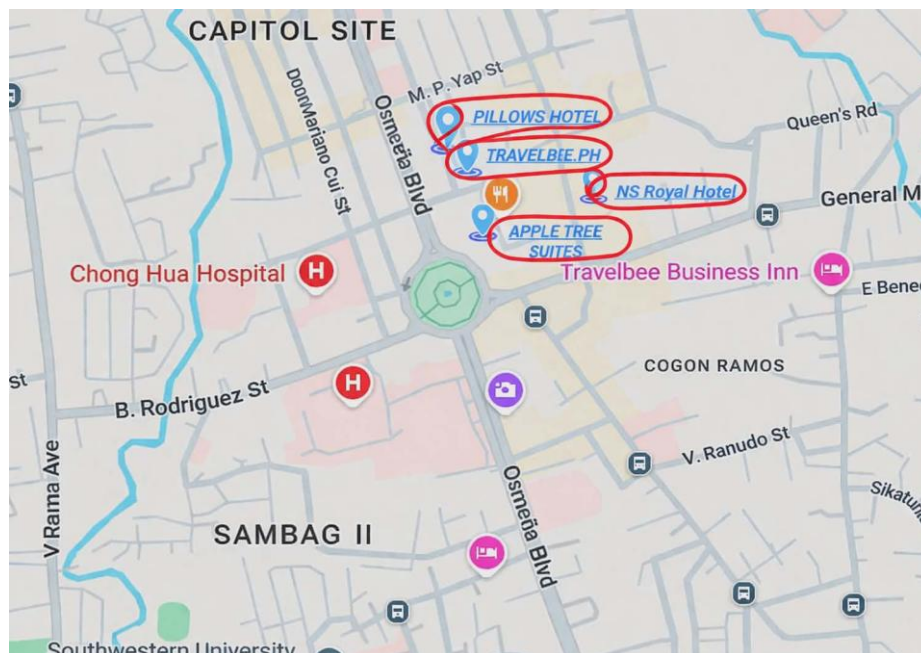


Figure 2. *Location of selected small-scale accommodations in Cebu City*

### Participants and Sampling Technique

The respondents were 150 guests of selected small-scale accommodations in Cebu City. The study used purposive and convenience sampling to include guests who had direct accommodation experience and could evaluate facilities, ergonomics, and amenities based on their stay.

### Research Instrument

The primary instrument was a structured survey questionnaire. It contained items on demographic and behavioral profile, guest perception of facility design and layout, ergonomic comfort and usability, amenities quality

and functionality, aesthetic appeal and ambiance, and guest preference on facilities, ergonomics, and amenities. The instrument used four-point scales for perception and preference.

Table 2. *Reliability Results of the Research Instrument*

Section	Cronbach's Alpha
Section B	.923
Section C	.923

### Data Gathering Procedure

After instrument approval and coordination with the accommodation establishments, the researchers administered the survey to qualified guests. Responses were collected, checked for completeness, encoded, and subjected to statistical treatment. Participation was voluntary and limited to respondents who were willing and able to provide informed answers based on their accommodation experience.

### Data Analysis

Frequency and percentage were used to describe the respondents' profile. Weighted mean and standard deviation were used to determine guest perception and preference levels. Pearson Product-Moment Correlation Coefficient was used to test the relationship between guest perception variables and guest preference.

### Ethical Consideration

The study observed voluntary participation, informed consent, confidentiality, and responsible handling of responses. Respondents were informed about the purpose of the study, and their answers were used solely for academic research purposes. No identifying information was reported in the findings.

## RESULTS AND DISCUSSION

### Profile of the Respondents

The demographic and behavioral profile showed that the largest group of respondents was 25-34 years old (33.3%), followed by 18-24 years old (26.0%) and 35-44 years old (22.0%). Most respondents stayed for 1-3 nights (43.3%), followed by overnight stays (35.3%). In terms of accommodation type, budget hotels accounted for the majority of accommodations availed (62.0%). These findings suggest that small-scale accommodations in Cebu City are commonly patronized by young to middle-aged, short-stay, and budget-conscious guests.

Table 3. *Demographic and Behavioral Profile of the Respondents*

Profile	Frequency	Percentage
18-24 years old	39	26.0
25-34 years old	50	33.3
35-44 years old	33	22.0
45-54 years old	17	11.3
55 and above	11	7.3
Overnight stay	53	35.3
1-3 nights	65	43.3
More than 3 nights	32	21.3
Budget hotel	93	62.0
Inn	49	32.7
Pension hotel	5	3.3
Apartel	3	2.0

### Guest Perception on Facilities, Ergonomics, and Amenities

Guests generally perceived the physical environment of small-scale accommodations positively. The overall perception mean was interpreted as Strongly Agree ( $M = 3.48$ ). Ergonomic comfort and usability obtained the highest factor mean ( $M = 3.50$ ), indicating that guests strongly recognized comfort, ease of movement, usable fixtures, and

physically supportive room arrangements. Aesthetic appeal and ambiance recorded the lowest factor mean ( $M = 3.46$ ), although it remained within the Strongly Agree range.

Table 4. *Summary of Guest Perception on Facilities, Ergonomics, and Amenities*

Domain	Mean	SD	Description
Facility design and layout	3.49	0.48468	Strongly Agree
Ergonomic comfort and usability	3.50	0.46210	Strongly Agree
Amenities quality and functionality	3.47	0.48807	Strongly Agree
Aesthetic appeal and ambiance	3.46	0.46950	Strongly Agree
Aggregate mean	3.48	0.01783	Strongly Agree

### Guest Preference on Facilities, Ergonomics, and Amenities

The level of guest preference was interpreted as Highly Preferred ( $M = 3.48$ ). The most preferred attributes were comfortable and functional rooms and clean, well-maintained accommodations (both  $M = 3.59$ ). These results indicate that guests prioritize practical, comfort-oriented, and cleanliness-related features when choosing small-scale accommodations. The relatively lower rating for practical room layout ( $M = 3.31$ ) suggests that space planning remains an area requiring attention, especially among establishments operating with limited room sizes.

Table 5. *Key Guest Preferences on Facilities, Ergonomics, and Amenities*

Preference Indicator	Mean	SD	Description
Comfortable and functional room	3.59	0.55788	Highly Preferred
Clean and well-maintained accommodation	3.59	0.56872	Highly Preferred
Relaxing and welcoming atmosphere	3.52	0.60998	Highly Preferred
Room that promotes physical comfort	3.51	0.57634	Highly Preferred
Stress-free stay experience	3.49	0.62118	Highly Preferred
Organized facilities	3.47	0.59828	Highly Preferred
Practical room layout	3.31	0.70422	Highly Preferred
Aggregate mean	3.48	-	Highly Preferred

### Relationship Between Guest Perception and Guest Preference

The relationship analysis revealed significant positive correlations between guest preference and all perception constructs. Facility design and layout showed a significant relationship with guest preference ( $r = 0.41570$ ,  $p < .001$ ), indicating that efficient and comfortable spatial organization contributes to accommodation choice. Ergonomic comfort and usability had a stronger significant relationship ( $r = 0.51225$ ,  $p < .001$ ), confirming that physical comfort and usability strongly shape guest preferences. Amenities quality and functionality were also significantly related to guest preference ( $r = 0.45611$ ,  $p < .001$ ), while aesthetic appeal and ambiance showed the strongest relationship ( $r = 0.52223$ ,  $p < .001$ ).

Table 6. *Relationship Between Guest Perception and Guest Preference*

Pair of Variables	r	p-value	Decision
Guest preference and facility design and layout	0.41570	1.22230E-7	Reject null hypothesis
Guest preference and ergonomic comfort and usability	0.51225	2.07736E-11	Reject null hypothesis

Guest preference and amenities quality and functionality	0.45611	4.47640E-9	Reject null hypothesis
Guest preference and aesthetic appeal and ambiance	0.52223	7.18670E-12	Reject null hypothesis

Overall, the findings show that guest perception and preference are strongly interconnected. Functional factors such as facility layout, ergonomic comfort, and amenity reliability matter, but experiential qualities such as ambiance and visual appeal also influence accommodation choice. These results support servicescape and guest-experience literature showing that physical-environment cues shape satisfaction, emotional response, and behavioral intention (Ariffin et al., 2025; Kim et al., 2022; Nanu et al., 2024).

## CONCLUSION

The study concluded that guests of selected small-scale accommodations in Cebu City generally perceived facilities, ergonomics, and amenities positively and highly preferred accommodations that were comfortable, functional, clean, and well maintained. Ergonomic comfort and usability emerged as a strong area of positive perception, while aesthetic appeal and ambiance, although still rated favorably, appeared as a practical area for enhancement. The significant positive relationships between guest preference and all perception variables demonstrated that the physical environment meaningfully influences accommodation choice and guest satisfaction. These findings affirm that small-scale accommodations can strengthen competitiveness by improving comfort, usability, amenity reliability, cleanliness, and visual ambiance.

## Recommendations

Accommodation providers should sustain service quality by maintaining consistent cleanliness, checking beds and furniture regularly, and ensuring that facilities remain usable and guest-friendly.

Facility design and layout should be improved through better furniture arrangement, clearer circulation spaces, and space-efficient planning that enhances privacy and comfort.

Ergonomic comfort should be prioritized by investing in supportive beds, chairs, and fixtures that are easy to use and by designing room arrangements that support ease of movement.

Amenities should be regularly checked and upgraded, particularly Wi-Fi, air-conditioning, television, lighting, and other essential in-room features that influence guest convenience.

Aesthetic appeal and ambiance should be strengthened through improved lighting, coherent color schemes, simple decor enhancements, and consistent visual organization.

Accommodation establishments should apply value-based and competitive pricing so that room rates remain affordable while reflecting the comfort, amenities, and stay experience provided.

Regular maintenance and preventive inspection should be institutionalized to prevent facility breakdowns and preserve positive guest perception.

Sustainable practices such as energy-efficient lighting, proper waste management, and durable eco-friendly materials should be adopted when feasible.

Staff performance should be enhanced through regular training on guest handling, responsiveness, and consistency in service delivery.

Future researchers may examine additional variables such as service quality, staff behavior, digital booking experience, and guest expectations across other locations or larger accommodation establishments.

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