

## DESCRIPTIVE STUDY ON EMPLOYEES' SOFT SKILLS AND MARKETING PERFORMANCE IN MAKILING CONFERENCE CENTER, THE PHILIPPINES

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### ABSTRACT

It is common knowledge that in hotel and tourism industry, dealing with the customers is an important factor to attain guest satisfaction. It is also a way to increase the number of repeated guests. One of the areas that guests would look at is the good attitude of the staff or employees. Evaluating their soft skills, the way and manner in which a person relate to another person, is one of the strategies to measure good attitude. In this case, it is the staff to customers. The author tried to evaluate and describe the presence of soft skills among the employees of the conference center as well as the presence of the aspects of marketing performance. Since these two have a wide scope or coverage, the author limited the research to some soft skills, in particular, teamwork, time management, and communication skills. On the other hand, the aspects of marketing performance was limited also to guests' satisfaction, revisit intention, and promotion through word of mouth.

The goal of this research is to describe the presence of soft skills especially teamwork, time management and communication skills among the employees of Makiling Conference Center. Moreover, it is administered to measure the undertaking's marketing performance in the aspects of satisfaction, revisit intention, and word of mouth. This research also describes the relationship among the specified soft skills and the aspects of marketing performance. The author chose that title because the main aim of the study is to evaluate the presence of soft skills and the aspects of marketing performance in the said conference center.

Data are collected using questionnaires, conducting interviews and by observations. Validity and reliability test are performed before analyzing the data. Data are analyzed using three techniques. The first technique was using Cronbach Alpha to test the data quality. The second one was making use of descriptive statistics and finally, applying the Pearson correlation to see the relationship among the variables.

The research outcomes are: (1) Soft skills emphasized on this research are present among the employees of Makiling Conference Center, (2) The same soft skills are related to each other as all the aspects of marketing performance are, and (3) Soft skills are important to marketing performance.

*Keywords: Soft skills, teamwork, communication skills, time management, aspects of marketing performance*

## BACKGROUND OF STUDY

Modern era marks the rise of tourism industry to its highest level as far as demands are concern. History shows that this industry slowly evolves as time passed by. Starting from travelling on foot to taking airplanes and cruises, staying from small rented houses to high rising hotel buildings, from manual to online travel and hotel bookings, and many others. These only show that tourism is reaching its peak.

Tourism constitutes an industry that produces large profit if managed or executed properly. This is a never-ending sector because what it offers are services. Just looking at people or tourists visiting a place after another, here and abroad we can somehow sense its great impact to other sectors that are related to tourism industry. One clear proof is in the area of hotel industry.

We know that hotel and tourism industry are closely related to each other. Hotel industry serves as the “backbone” that supports the establishment of tourism industry. Hotel industry has a lot of implication to the development and formation of the world of tourism. It is a “must-have” if we want to promote and invite tourists and visitors to come to a certain place because it provides man’s basic needs like food and shelter. The repetitive comings of the said people can only happen if their needs and wants are met and they are satisfied at that. We can also say that we can measure the successes of these industries if the customers are contented and that contentment pushes them to bring new people to that place.

This process eventually increases the growth and development of these industries. Yet, in order to obtain guests satisfaction is not that easy because each guest or customer has his own preferences and level of satisfaction even if the products that are offered are just the same. Fulfilling guest satisfaction does not only need a service support system. For the guests to feel happy and comfortable, we should reach a high level of quality service. Usually, customers are after those “just” services, which means that they are already fine if they get what they are paying for. But quality service does not rest only on that “just” plane. It goes beyond merely rendering services. It is not only to produce material products as good food, clean rooms, complete facilities, and many more. It is to somehow exceed their expectations.

High quality service gives more importance to the person who would use those products. After all it is what matters more because we look at the person as human beings with bodies and souls who are capable of accepting or rejecting and loving or hating our services. With this view in mind, we need to consider that they have to choose the part of accepting and loving our services. And this is where soft skill plays its part. As it is defined, soft skills are personal attributes that enable a person to interact effectively and harmoniously with other people. It is like the “force” behind how and why we do the things for the others.

A front office staff, for example, could be neat and physically pleasant but is not communicating properly lessens guests interests in coming again. Another example could be a waitress who is serving a well plated food but is not smiling or lacks presence of mind could be bothersome.

On the other hand, a customer may find the place with incomplete facilities, but the staffs are all courteous and ready to serve will make him return because of the proper treatment that

he receives. These and many other examples could prove that having the right attitude in work especially in dealings with guests produces an impact in quality service, thus, obtaining guests satisfaction. And this satisfaction will lead one to visit again the same venue. Furthermore, he will even promote to others through word of mouth his good experience of that said venue.

In this study, the author wishes to prove the importance of having soft skills in hotel and tourism industry and how it affects the guests' satisfaction. In effect, the customers would intend to visit again and even more, promote it to others. The author chose a specific venue to perform this research which is Makiling Conference Center located in the Philippines. Because of this, the author entitled her study "Descriptive Study on Employees' Soft Skills and Marketing Performance in Makiling Conference Center, Philippines."

## **LITERATURE REVIEW**

### **A Definition Of Soft Skill**

Soft skill is a sociological term that relates to emotional intelligence, personality traits, social skills, communication, language, personal habits, friendliness, and optimism that characterize one's abilities in dealing with others. Soft skills concern a person's personal character that can enhance individual interaction, job performance and career prospects. Unlike hard skills relating to the ability to absorb knowledge or expertise and the ability to perform certain types of tasks or activities, soft skills relate to a person's ability to interact effectively with others both inside and outside the workplace.

In facing competition in the global era, companies are required to work more efficiently and effectively. Increasingly tighter competition causes companies to be required to increase competitiveness in order to maintain the survival of the company. The company must have a resource plan human resources, because human resource planning is a must to overcome limitations significant time and usually occurs between the discovery of human resource needs to fill job and get the appropriate people and qualifications to fill that need (Al fajar, 2010: 44).

The success of an agency / organization is not only determined by the capital and facilities it owns, but also the availability of reliable human resources. Elements of Human Resource Management are Humans who are workers in the company (Syafrina, 2017). Human Resource Management is the potential which is an asset and functions as capital (non material / non financial) in business organization, which can be realized into physical and non-physical real potential realizing the existence of the organization (Sulistiyani and Rosidah, 2009: 11).

One of the causes of the decline in employee performance in an agency / organization is due to it mismatch between the level of ability possessed by employees, with the development needs and dynamics of problems faced by an increasingly competitive world of work. Therefore, management by conducting training for employees so they can compete in the needs of the world of work today so that organizational success can be achieved. Employee performance must be primarily managed to achieve productivity and effectiveness in order to design building success, both individually and organization, (Rahadi, 2010: 6).

Unlike hard skills, according to (Elfindri, 2010: 67), said soft skills are skills and life skills, whether for alone, in groups, or in society, as well as with the creator. The rest by having soft skills will make one's presence more felt in society.

Communication skills, emotional skills, language skills, group skills, have ethics and morals, manners, and spiritual skills, hard skills have absolutely nothing to do with it with skills relating to other people (Arlina, 2018).

In the world of work, hard skills and soft skills are very influential on employee performance and prestige. Both of them are very important and complement each other. There is an assumption that it is hard skills are more important than soft skills. It is not necessarily wrong, considering that with hard skills you can know what to do from start to finish in accordance with the field we are in. But on the other hand, companies that offer jobs are also very considerate of soft roles skill. They assume that technical skills can still be taught through training and not take too long. Unlike the character of someone who is inherent since childhood and tends to difficult to change, according to (Dianti, 2017: 14), the abilities of each person have different levels.

In short, why hire people who are smart and skilled but difficult to manage, a lot complaining, often late and dishonest. We must pay attention to the above because in the future there will be problems as well the challenges to be faced will be even more severe and complex. At this time management attention HR relies on talent management as the most critical topic of conversation in the world, (Wahjono, 2015: 19). For that, it requires reliable human resources to anticipate various things the problem

Soft skill is defined as interpersonal and intrapersonal behavior that is able to develop and maximize humanistic performance. Soft skills attributes include values, motivation, behavior, habits, character, and attitude. Soft skills attributes are owned by people in different levels that are influenced by habits of thinking, saying, acting, and behaving. (Ramdhani Neila (2008). Active learning & soft skills)

- a. Communication Skills are abilities used when giving and receiving different kinds of information. Some examples include communicating ideas, feelings or what's happening around us. Communication skills involve listening, speaking, observing and empathizing.
- b. Time Management. It is the ability to prioritize, schedule, and carry out individual responsibilities for individual satisfaction (Kusnadi,2009). Time management is a personal managerial skill. This is a process for setting and achieving goals, estimating the time and sources of time needed to achieve each goal and disciplining oneself to focus on those goals.
- c. Teamwork. Tracy (2006) states that teamwork is an activity that is managed and carried out by a group of people who are members of an organization. Teamwork can enhance collaboration and communication within and between parts of the company. Usually teamwork consists of people who have different expertise so that it is used as a strength in achieving company goals. The above statement is reinforced by Dewi (2007) teamwork is a form of work in groups that must be well organized and managed. The team consists of people who have different expertise and are coordinated to work closely with the leadership.

There is a strong interdependence of one another to achieve a goal or complete a task. By doing teamwork the results are expected to exceed more than if it is done individually.

### **Definition of Marketing Performance**

Marketing performance refers to the end results of these policies—the relationship of selling price to costs, the size of output, the efficiency of production, progressiveness in techniques and products, and so forth. (Britannica.com)

The performance of a firm which can be measured through sales revenue, market share, profitability, competitive advantage, customer satisfaction and loyalty. (IGI.Global.com)

### **Definition of Satisfaction**

Satisfaction as is defined is the fulfilment of one's wishes, expectations, or needs, or the pleasure derived from this. A person has that feeling of happiness and contentment because his desires are met. According to Kotler (2008) satisfaction is the level of contentment of a person after comparing the performance or perceived results compared with his expectations. So, satisfied or not satisfied is the conclusion of the interaction between expectations and experience after using the services provided. If it appears less than expected, then the customer is not satisfied, but if the outcome is in line with the expectation, the customer is satisfied. In cases that the outcome exceeds the customer's expectation, it is very satisfying.

Oliver defines satisfaction as the level of one's feelings after comparing the performance or perceived results with expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, then the customer will be very disappointed, but vice versa if the performance is as expected, then the customer will be satisfied, and if the performance exceeds customer expectations, he will be very satisfied. Customers' expectations are shaped by the past comments from relatives, and other information from various media. Satisfied customers will be more loyal and are less price sensitive. They also make good comments about the company.

Wijono (1999) argues that satisfaction is the level of a person's perceived condition which is the result of comparing the appearance or outcome of a resident felt in relation to one's expectations. There are three levels of satisfaction that is, if the appearance is less than the expectations, the customer is not satisfied. When the appearance is proportional to the expectations; the customer is satisfied. If the appearance exceeds expectations, the customer is very satisfied or happy. According to Muninjaya (2004) satisfaction is the level of contentment of a person after comparing the perceived performance or results compared to his expectations. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experience after using the services provided.

### **Customer Satisfaction In Relation To Revisit Intention**

General understanding on the satisfaction or customer dissatisfaction is the result of the difference between the expectations of consumers with the performance perceived by consumers

(Flint, Blocker, & Boutin, 2011; Mahamad & Ramayah, 2010). From various definitions of customer satisfaction which has been researched and defined by marketing experts, it can be concluded that customer satisfaction is a behavioral response of consumers in the form of after-purchase evaluation of the goods or services performance compared with consumer expectations (Carlson & O’Cass, 2010; J. Huang & Hsu, 2010; Mihelis, Grigoroudis, Siskos, Politis, & Malandrakis, 2001). Many other researchers believe that consumer satisfaction is highly dependent on the perceptions and expectations of consumers themselves. Factors that influence the perceptions and expectations of consumers when making purchases of goods or services among others are the need and desire felt by the consumer when purchasing goods or services, past experience when consuming goods or services and the experiences of friends who have consumed goods or services and advertising (Matzler, Bailom, Hinterhuber, & Renzl, 2004).

In a competitive environment, indicators that can show customer satisfaction is whether consumers will do repurchase and tell others to buy the product. Many other researchers have revealed that customer satisfaction is a leading indicator to influence customer to revisit a destination in the future (Kim & Park, 2014)

#### **Definition of Revisit Intention**

Revisit intention is defined as “the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior” (Warshaw & Davis, 1985, p. 214).

From the perspective of the consumer, the behavior of visitors can be divided into three stages: pre-visit, during the visit, and post-visit (N. Chen & Funk, 2010). Something similar is mentioned by other researcher that behavior is inclusive of tourists visiting selection, the next evaluation, and future intentions behavior (Som, Marzuki, & Yousefi, 2012). The next evaluation is a travel experience or value and satisfaction received by visitors as a whole. Whereas the visitor’s intention of future behavior refers to the corresponding visitors’ assessment to return to the same purpose and their willingness to recommend it to others. The concept comes from the intention to repurchase. (Um, Chon, & Ro, 2006). The possibility of tourists to have revisit intention depends on their previous experiences (Nyaga, n.d.; Raza, Siddiquei, & Awan, 2012).

#### **Definition of Word Of Mouth (WOM)**

WOM is a statement (personal or non-personal) delivered by other people apart from organization to customer (Tjiptono, 2014). Hasan (2008) said that WOM is part of promotion strategy in marketing activity by involving satisfying of people to stimulate others in order to improve product awareness and produce certain sale level. A powerful emotional response like trust encourages someone to give positive comment about their service provider. More, Assael (2004) describes WOM as a private communication between two or more individuals, for instance between costumer and seller or among members of a group. Based on those definition, it can be concluded that WOM is a statement or information about a product or service that is delivered to other people. WOM is measured by saying positive things related to the products and services, suggesting other people to join, recommending other people about the products and services,

persuading other people to join. (Bloemer et al., 1999; Taghizadeh et al. 2013; Kailani & Ciobotar, 2015).

## METHODOLOGY RESEARCHES

### Place of Research

The location of this research is in Makiling Conference Center located in Calamba, Laguna, Philippines. Makiling Conference Center located in Calamba, Laguna in the southern part of Luzon is one of the main projects of The Philippine Foundation for Cultural and Educational Development, Inc. The Foundation's vision being the seedbed for positive social change through educational and cultural programs that are grounded on spiritual and human values. Its mission is to effectively contribute in providing the country with morally upright citizens who will work towards professional excellence, a growing concern for the social welfare and progress of the less privileged, having a specific goal to the development of the genuine cultural, moral, and human values of the Filipino people. Thus, Conference Centers are set up to serve as venues for the exchange of ideas, to provide an environment for the study of important social questions, and to imbue the considerations of those issues with positive outlook. As venues with those aims, hotel level services are thus provided. These include reception services, food and beverage services, room services, housekeeping and maintenance services, and laundry services among others. It is complete with the facilities necessary to meet those aims like study rooms, conference rooms, and computer areas. It also includes sports facilities and recreation areas. The food and beverage service areas are equipped with high class machines in a work-friendly and well-designed hot and cold kitchen, bakery and pantry areas. It is a complete packaged of a hospitality institution.



### Description Of Respondents

In this study, the researcher conducted her fact-finding in Makiling Conference Center with its employees as subjects of the said research. She also did a survey among the guests to measure

out their satisfaction. She gave out tools such as survey questionnaires to be filled out by the guests and by the employees.

In the first variable namely soft skills, she conducted the survey among the employees of the conference center. These are permanent employees which means that they are provided with board and lodging during their period of employment in the conference center. There were 40 of them who were given this set of questionnaires.

In this study, they had examined themselves on how they go about in different situations of their work especially in dealings with their co-workers and with the guests. The questionnaires implicitly point out if they have the soft skills especially those regarding teamwork, communication skills, and time management. They also evaluate themselves if the outcome of their work, their workplace and their attitude towards work eventually would satisfy the guests.

Another set of respondents were the customers. A total of 40 guests were given questionnaires to evaluate or grade their satisfaction of the services rendered to them. The questionnaire also tests if they have the intention to visit the venue again and if they are willing to promote it to others. The average age of the respondents was 45 years old. There were few in their 20's and 30's, but most of them were of the same age bracket. Most of these respondents were working in their own profession like dentists, doctors, managers, teachers, and supervisors among others. The researcher thought that it was a good group for this study since they have a high standard when it comes to their own satisfaction given the idea that they already have a lot of experience in these matters. They have been attending seminars in different places, so they are very familiar on how they are being dealt with. The following sets of questionnaires were given to the employees in order to gauge the presence of soft skills in their work area specifically teamwork, communication skill and time management. These questionnaires were already proven valid by previous studies. There are corresponding points for scoring with 4 as the highest and 1 as the lowest score

Each employee beginning from the manager and supervisors down to their subjects answered these questionnaires freely and with truthfulness so as to make this research paper valid, reliable, and original. On the other hand, each customer was given a survey sheet to test the marketing performance in the aspects of satisfaction, revisit intention, and word of mouth. It also has the same scoring system as the soft skill questionnaires. (See Appendix 3.2) The survey sheet is as follows:

The first three questions refer to customers satisfaction. They examined themselves if they received their deserved treatment as guests in this conference center. This will lead to the fourth and fifth questions which pertain to the revisit intention as the effect of this satisfaction. And the last one is for the word of mouth aspect which automatically comes out of a satisfied person.

### **Observation**

The author had the firsthand experience of witnessing the presence of soft skills in the work area of the conference center through observation and interviews that she did. She focused more the attention on the three soft skills that she wanted to research on, namely teamwork, communication skill, and time management. The description of her observation on each soft skill is as follows:



a. Teamwork.

To start with, the conference center has an organizational chart wherein everything about the employees and their jobs are posted there. Each post has its own job description that is devotedly followed. Substitution is also a must so as not to disrupt the flow of work. They also have a team spirit that even if it is not one's job, the other one is just so willing to help. The atmosphere in the work area is not a competition or a boss-servant type of work but a pleasant one where each one is free to speak and express herself. Each one respect the hierarchy of authority for reason of order and discipline. And most of all, they have the same goal which they can achieve faster and better if they work as a team.

b. Communication Skills.

Another important aspect in the work area is communication skills. Each employee is equipped with the knowledge of their job and of the other's. This way, they can figure out right away what has gone wrong so it could be addressed as soon as possible. Minor problems or difficulties can be addressed right away in the place of work. Major difficulties and concerns that need the attention of each one are addressed during the weekly and monthly meetings. In these meetings, each one is free to say anything related to the said problem whether it is a suggestion, comment, or recommendation. Each one has the duty also to listen well and be open to any of these. This way communication is always alive and effective and at the same time, problems and concerns are resolved.

c. Time Management.

There is a set of schedules that is followed by each one. Most of the time it is followed but for some reason, punctuality may also be lacking. Though this happens, they still try to cope up with the time that they must deliver all the services. Each one is trained from the very beginning to do multi tasking to maximize their time, making it fruitful and effective. There is the balance in the use of time that one does not feel so overworked. Break time for meals are followed. Their free time is usually spent in more meaningful ways by giving them the choice to join activities like reading, doing arts and crafts, and many others. They can also opt to use it in whatever way they want to. The idea is that they follow the timetable with renewed energy each time.

All of these are in line with that mission vision of the foundation through this conference center which is to give holistic formation to all their employees, thus helping the society to produce better people.

## **Interviews**

The author also conducted interviews with the manager and supervisor of the conference center. She proposed three questions to each of them to know the presence of soft skills in particular teamwork, time management, and communication skills among the employees of the conference center.

- A. The first interviewee was one of the managers of the conference center. She has been working there for quite a number of years already. Her answers were brief but to the point. The following are her complete statement:

*Answer 1:* There is a need to always foster camaraderie among the employees so as to solicit soft skills in each one of them. Since there is a yearly addition and rotation of staff, it is quite a challenge to be able to constantly nurture these in them.

*Answer 2:* There is a yearly seminar given to address this area of concern. Training and professional classes are also conducted to new employees that are given by the supervisors.

*Answer 3:* I cannot say that we always please our client but needless to say we have repeat clients who come in a yearly basis and it must be because of the pleasant experience they have with the ones working here.

- B. The other interviewee was one of the supervisors who really work directly with the employees in the work area. She has a lot of experience also in dealings with the guests. She has the same questions to answer. Her answers are the following:

*Answer 1:* I believe that the employees of this conference center have the soft skills like teamwork, time management, and communication skills. We are aware that without these skills it would be very difficult to go about with one's work and that of the others. It would also have a negative impact on our guests. On the other hand, having the soft skills create an orderly, peaceful and manageable work area that help the human, social, and professional growth of the employees.

*Answer 2:* Yes. We do conduct activities like seminars and classes for the new ones so that they right away can start acquiring those soft skills. They also are exposed to situations that will make them practice those soft skills. For example, they are trained to communicate to each one during meetings and also in the midst of their busy work because it is the true test of those values. They are not to work alone but as a team and with a certain schedule of activities that they have to follow.

For the others who are employed for a long time already, they also have classes and seminars to review them at least theoretically. Practically, they are to be the trainers of the new ones. This way, aside from learning again, they are being consistent in living those soft skills. They learn and share.

*Answer 3:* Yes. I do believe that the customers are somehow satisfied with our services. Though in different percentage, we can see that they are affected in one way or another. The fact that they return and invite their friends to join them is already a sign that they are satisfied. I guess that soft skill plays a major part in this because we usually attract the customers not only by our tangible but especially by our intangible services. We are always open to suggestions, comments or feedback that would come from the customers because that is a way for us to improve and serve them better.

- C. The author also interviewed one customer to know if she is satisfied with the services rendered to her by the conference center. Her answers are as follow:

*Answer 1:* Aside from the fact that it is known to many, I learned about the conference center when a friend invited me to attend an activity there to experience what it offers.

*Answer 2:* I am very satisfied with their services because of the following: friendly, accommodating and well-trained staff, clean and orderly facilities with a homey atmosphere, a place conducive for some quiet moments and solitude, and of course great food.

*Answer 3:* Given a chance, I would love to attend activities there again.

## RESEARCH TEST RESULTS

### Data Analysis

The data quality as mentioned above is tested by validity and reliability test. The results are as follows:

- a. Tw1 to Tw10 are all significantly correlated to total. So, Tw1 to Tw10 indeed measure team group.
- b. Cs1 to Cs10 are all significantly correlated to total. Thus, Cs1 to Cs10 all measure communication skills effectively.
- c. Tm1 to Tm9 are all significantly correlated to total. Therefore, Tm1 to Tm9 all measure time management effectively.
- d. S1 to S3 are all significantly correlated to total. So, S1 to S3 measure customer satisfaction properly.
- e. Rv1 to Rv2 are all significantly correlated to total. Thus, Rv1 to Rv2 measure revisit intention properly.
- f. Cronbach Alpha for Tw, Cs, Tm, S, and Rv are respectively 0.79, 0.776, 0.840, 0.852, 0.778. All of them are above 0.60; hence all of them are reliable. Using the same questionnaire distributed to the same respondents at a different time will give the same result..

The following acronyms stand for the following:

- a. Tw - Teamwork
- b. Tm - Time Management
- c. Cs - Communication Skill
- d. S – Satisfaction
- e. Rv - Revisit Intention

To come up with this data analysis, the author distributed questionnaires to the employees of Makiling Conference Center to measure their soft skills in teamwork, communication skills, and time management. On the same way, she distributed another set of questionnaires to the customers to measure their marketing performance in the aspects of customer satisfaction, revisit intention, and word of mouth. So, the analysis is performed through Descriptive Statistics. Soft

skills and marketing performance data cannot be regressed because they are not filled in by the same respondents.

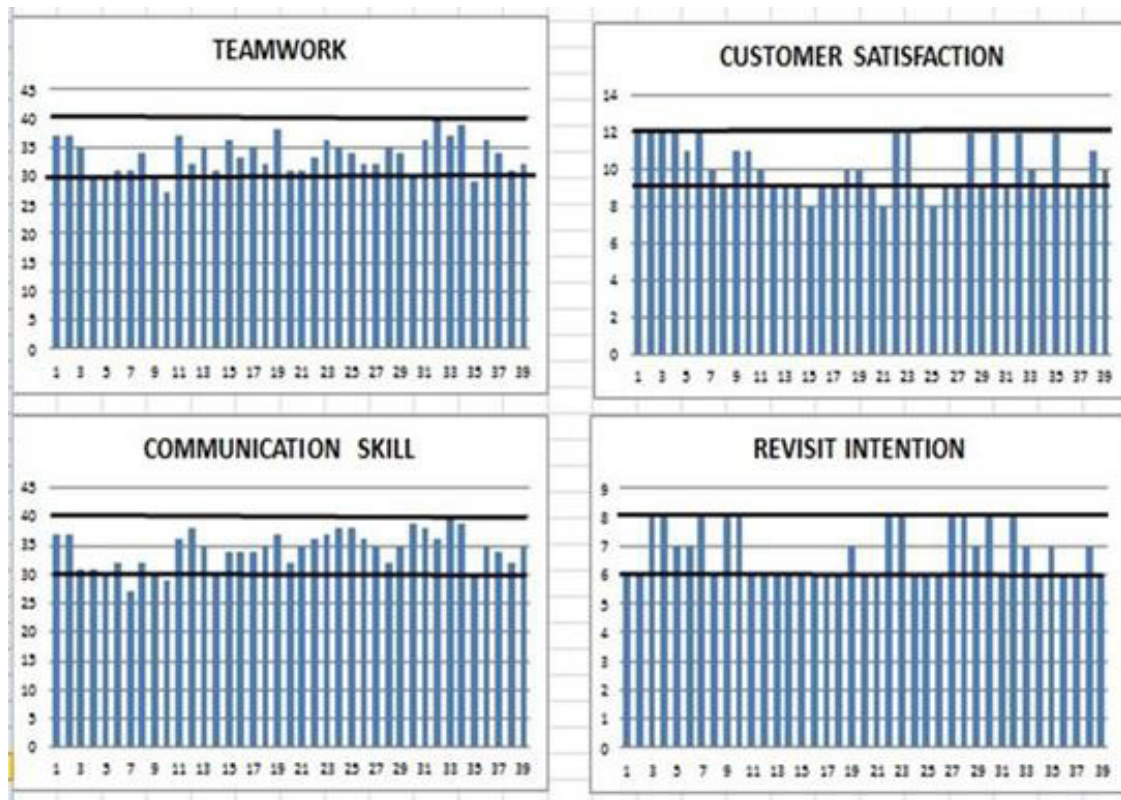
The idea that soft skill affects the marketing performance is purely based on observations. Statistics is not used to prove it. Coincidentally both scores, the soft skill perceived by the employees and the marketing performance perceived by the consumers are both good. Employees are good in communication skill, teamwork, and time management. Consumers, on the other hand, are satisfied, wanting to revisit, and have the desire of promoting the conference center.

The reason why soft skill questionnaire was not distributed to the customers is that it was designed to measure soft skill of the employees in all departments including those at the back and who are not in direct contact with the customers.

Soft skill such as teamwork, communication skill, and time management are all good. Most of the scores of teamwork are in between 30 to 40 grade range target. Most of the scores of communication skill are in between 30 to 40 the grade range target. Most of the scores of time management are in between 27-36.

Marketing performance in customer satisfaction, word of mouth, and revisit intention are all good. Most of the satisfaction scores are in between 9 to 12, the grade range target. All of the scores of word of mouth are in between 3 to 4 range target. And all the scores of revisit intention are in between 6 to 8 the grade range target.

The findings are shown on the figure below:





The following statements describe the relationship among the soft skills:

- a. Teamwork and communication skills are significantly and positively related (0.616).
- b. Teamwork and time management are significantly and positively related (0.591).
- c. Communication skills and time management are significantly and positively related (0.654).

On the other hand, the relationship among satisfaction, word of mouth, and revisit intention are described as follows:

- a. The aspects of satisfaction and revisit intention are positively and significantly related (0.669).
- b. The aspects of satisfaction and word of mouth are also positively and significantly related (0.568).
- c. The aspects of word of mouth and revisit intention are positively and significantly related (0.534).


### Relationship Among The Soft Skills

There is a close relationship among teamwork, time management and communication skills. Looking from the results of the data analysis above, from the interviews conducted and observation done by the author, it is obvious that these three skills are closely related to each other. The presence of communication skill leads to a good teamwork. A good teamwork creates a good time management for each employee. And a good time

### CONCLUSION

After this research was conducted, the author concludes that soft skills are necessary for an efficient and effective workflow. The three soft skills focused on this study namely teamwork, time management and communication skills which have certain correlations with each other also play major roles in customer satisfaction.

This descriptive study on the presence of soft skill in Makiling Conference Center is a verification of how relevant the aforementioned skills are. It is like the “spirit” behind the tangible



things that can be perceived by our senses - invisible to the naked eye but transcends comprehension. It is but fitting to say that teamwork, time management, and communication skills are related to each other as evident in the statistical data shown above. Their connection is confirmed through the author's observation and interview with the concerned subject.

The relationship of teamwork, time management and communication skills is like a continuous cycle which means that one depends on the other. If there is teamwork, each member of the team respects one's time of work. This implies that each one has to manage his time well in order to have a smooth flow of operation. Teamwork is also a result of good communication skill. This ability is the starting point in forming a team since all inputs, suggestions, and comments are communicated and considered. Furthermore, good communication within a team is necessary to manage time properly.

On the other hand, customers are satisfied when they are treated well aside from just getting mere products. They appreciate good services brought about by the values behind those services. They may not see soft skill per se, but they know and feel its presence through what they perceived as good like punctuality in food service, efficient housekeeping, attending to their special requests, and others. These are obviously brought about by time management, communication and teamwork among the employees. Taken into consideration those factors, they will have the desire to revisit the conference center and even invite others to visit. Thus, the conference center and the customers mutually benefit from each other - the customers are satisfied and in effect they desire to return and even recommend it to others.

The relationship between soft skills and guest satisfaction was not regressed but through observation, interview and data analysis, the conclusion that soft skills affect customer satisfaction can be derived.

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