

# Guests' Satisfaction and Behavioral Intention on Services of DOT Accredited Mabuhay Accommodations in Misamis Occidental

**Arniel M. Elmedulan Jr.**

Faculty, College of Business and Management, Misamis University, Ozamiz City, Philippines

*E-mail:* [arniel.elmedulan@gmail.com](mailto:arniel.elmedulan@gmail.com)

**Abstract**— The Philippine Department of Tourism (DOT) spearheads the establishment of stringent standards for accrediting and evaluating businesses, aiming to uphold unparalleled levels of quality across all tourism-related facilities and services, while concurrently promoting the nation as a premier, healthy, and secure travel destination. This study aimed to analyze the guest satisfaction and behavioral intention on services of DOT-accredited Mabuhay accommodations in Misamis Occidental. The descriptive-correlational research design was used with 385 respondents who were guests from DOT-accredited Mabuhay accommodations in Misamis Occidental and were chosen through a purposive sampling technique. Frequency distribution, percentage, weighted mean, ANOVA, and Spearman rho were used as statistical tools. Based on the result, the majority of the respondents were ages 17-25 years old; female; stayed in DOT-accredited Mabuhay accommodations for their reasons; spent overnight; and stayed there once a year. The guests were satisfied with the services provided as to ambiance, hospitality services, and added value. Based on the behavioral intention, they agreed that they have the intention to revisit the place, convince others, and become an advocate in making referrals to their community circles, and they are willing to pay more for the services provided. The relationship between guest satisfaction and behavioral intention on the services was highly significant. In this vein, Mabuhay Accommodations may improve their facilities to attract and enhance guests' experience, and even train employees to improve the delivery of their services.

**Keywords**— Behavioral Intention, Guest Satisfaction, Mabuhay Accommodations, Misamis Occidental

## I. INTRODUCTION

The Philippine Department of Tourism (DOT) establishes standards for accrediting or evaluating businesses to maintain the highest possible levels of quality in all tourism-related facilities and services and to market the nation as a healthy and safe travel destination (Department of Tourism, 2022). In the agency's Progressive Accreditation System (PAS), accommodation establishments were classified into different categories namely apartment hotels, homestays, hotels, Mabuhay accommodations, and resorts.

Tourist inns, pension houses, motels, beds and breakfast inns, vacation rental homes, hostels, and other similar lodging facilities are referred to as Mabuhay accommodations (Department of Tourism, 2022). These are popular among tourists, especially those who are seeking budget-friendly accommodation. These are usually located near tourist destinations and offer basic amenities and services to their guests.

Many different components of the tourism and hospitality industry involve customer service. It is an

industry known for providing its customers with an enjoyable experience in their establishments. Customers anticipate a high level of flexibility, and visitors expect competent service in a pleasant environment when they arrive at a hotel (Secchi, Roth & Verma, 2020). The industry comprises several service components which include accommodations, food, and beverage, as well as all other connected services that are intended to satisfy all the needs of tourists, including accommodation and services for a particular product in the industry (Barusman and Rulian, 2020). Contextually, accommodation represents one of the largest segments of the tourism sector making the accommodation facilities provide utmost convenience to their guests including good ambiance and atmospheric presence (Deng et al., 2013; Bauer, 2022).

However, maintaining customer satisfaction is one of the biggest difficulties facing managers in the service sector today (Ali et al., 2021). The challenge led the accommodation establishments to focus on service quality as an essential tactic to maintain competitiveness, keep on top of current customers, and draw in new ones (Nunkoo et al., 2020). In recent years,

experts in the tourism and hospitality sectors have observed an upsurge in customer demand for high-quality goods and services by consistently meeting customer satisfaction (Al-Ababneh, 2017).

Customer satisfaction is considered to be crucial to a business's long-term success as it is the least expensive kind of advertising because satisfied customers will always make positive referrals to their social circles with the experience they received (Pizam et al., 2016). Subsequently, customer satisfaction, which is used to gauge client loyalty and retention has a positive influence on service quality (Afthanorhan et al., 2019). In this vein, service quality plays a significant role in service industries to ensure that the clientele will keep on coming back, especially in the hospitality industry.

Customer satisfaction positively and significantly influences behavioral intention (Cuong, 2020). Behavioral intention is a representational construct that may forecast one's future behavior and has been widely used in tourist studies (Park et al., 2020). Likewise, studies have shown that satisfaction is both a predictor and a mediator of service quality, as well as behavioral intention. Because of this, service quality directly affects behavioral loyalty, asserting its influence on behavioral intention and customer satisfaction (Lee et al., 2004).

Customer retention based on customer loyalty and behavioral intentions will lead to customer satisfaction in the service business (Cuong, 2020). Behavioral intentions are the customer's psychological tendency to perform the behavior (Ming & Chong, 2018). Ideally, it is an individual's conscious decision to perform a particular behavior which is influenced by attitude, subjective norms, and perceived behavior control (Aziz et al., 2019). Thus, behavioral intentions influence consumer loyalty.

Concurrently, the hospitality sector has been expanding steadily since the middle of the 20th century. Moreover, other forward-thinking Asian nations have shown that the service sector contributes more than 60% of the nation's GDP (Park & Shin, 2012; Ocampo et al., 2018). The Philippines is one of the most well-liked tourism destinations in Asia which boasts an astonishingly rich biodiversity, a variety of historic cities, tropical beaches, lush jungles, incredible diving locations, and more (Howe, 2022). In the Philippine setting, the services industry is responsible for over 57 percent of employment and 60 percent of the country's GDP

including those Mabuhay accommodations. Thus, Northern Mindanao had the seventh-largest regional economy in 2018, wherein this study was conducted (Seráfica et al., 2021).

Compared to other accommodation types, Mabuhay accommodations are not so popular. This is a type of accommodation that has not yet fully evolved in terms of the quality of its product and service offerings, due to the lack of attention given by local authorities and even its owners to the quality of services that they have. To help these establishments improve the quality of their services, the researcher conducted this study which aimed to analyze the guest satisfaction and behavioral intention on services of DOT-accredited Mabuhay accommodations in Misamis Occidental.

The study conducted by TeamBaF (2022) highlights Misamis Occidental as one of the Philippines' emerging tourism destinations, boasting a blend of natural and cultural attractions. Its findings contribute significantly to the enhancement and readiness of local accommodation establishments for the province's anticipated tourism growth, aiding them in discerning crucial aspects of service satisfaction and encouraging repeat visits. Moreover, it offers valuable insights for the local government unit and the Department of Tourism office of Misamis Occidental, facilitating the development of tailored programs and project action plans to benefit the accommodation sector. Furthermore, this research serves as a valuable resource for future students and researchers interested in conducting similar studies in their respective regions.

## **Conceptual Framework**

### **Guest Satisfaction**

Guest satisfaction has been crucial for the service industry for a long time. Enhancing customer satisfaction and providing high-quality service are commonly acknowledged as crucial elements influencing the effectiveness of businesses involved in the hospitality, catering, and tourism sectors (Choi & Chu, 2001). Several factors contribute to a hotel's ability to satisfy its guests, including the ambiance and the hospitality of the service (Sim et al., 2006).

One of the most important challenges managers face in the service business today is ensuring and maintaining customer satisfaction (Ali et al., 2021). Due to this, the struggle for client retention, service quality, and customer pleasure is becoming more and more crucial.

In recent years, experts in the travel and hospitality sectors have observed an upsurge in customer demand for high-quality goods and services (Al-Ababneh, 2017). These services have become widely regarded as a vital aspect of any business's success among all customer demands including the hospitality sector.

The hospitality sector is known for providing its customers with a delightful experience at its establishments, and customer service engages in a wide range of activities within this sector. When guests check into a hotel, they want professional service in a welcoming environment, and customers demand a high level of flexibility (Secchi et al., 2020). Accordingly, hotels must make adjustments to achieve the desired hotel classification, including enhancing the quality of room décor, adding superior guest room amenities, offering superior furniture, and hiring a qualified staff (Sufi & Singh, 2019).

One domain in assessing satisfaction is the ambiance. The term ambiance refers to the mood or setting of a place (<https://www.merriam-webster.com/dictionary/ambience>). In the modern world, it is crucial to understand how physical surroundings affect customer satisfaction (Jysmä, 2012). Han and Hyun (2017) found that the physical environment influences the value that guests perceive and that this value—which includes things like décor and cleanliness—is a significant factor in customer satisfaction. This is also supported by the studies of Ali (2015) on Malaysian resort hotels.

Similarly, Liu & Hu (2021) assert that higher customer satisfaction levels were more likely to be impacted by favorable evaluations of hotel decor, staff courtesy, food and beverage options, staff performance and knowledge, reservation services, and financial value. Customer satisfaction is influenced by the hotel's ambiance and the friendly service provided to the client making them more hospitable in accommodating their guests (Skogland & Signaw, 2004).

Hospitality is the act of welcoming or entertaining guests (Hotel Tech Report, 2022; Sim et al., 2006). Customers in the hotel business have become more demanding and diverse as they look for high-quality and consistent hospitality services. Customers who have had their expectations met by the hotel's performance are likely to be associated as satisfied customers (Anwar, 2017). In this vein, hoteliers may better satisfy the needs

and preferences of their clients when customers' expectations are met or exceeded (Mohajerani & Miremadi, 2012).

Added value may refer to the structured flow of activities, resources, and partnerships necessary for the creation and transfer of economic, social, and environmental value to consumers and the value network (Delgadillo et al., 2021). Value was considered to be one of the key factors impacting consumers' overall satisfaction levels and inclination to stay at the same hotels, according to Choi & Chu (2001).

The "added value" influencing satisfaction and retention is also a crucial factor. The cost-effectiveness of hotel food and beverages and rooms were two of the numerous factors that made up the component "value", which was connected to tourists' perceptions of value for money (Sim, Mak, & Jones, 2006). Customers, therefore, want to experience good activities and get their money's worth. (Jiony et al., 2021).

Meanwhile, the location of the hotel near attractions, restaurants, shopping, free or affordable parking, and in-room amenities are some examples of added value components. Accordingly, in-room technology, internet connectivity, and business-friendly amenities were all directly related to hotel guests' overall satisfaction (Cobanoglu et al., 2011). In earlier research, the effect of facilities was evaluated on satisfaction levels but not directly on inclinations to return (Bhatnagar & Nim, 2019).

### **Behavioral Intention**

The theory of planned behavior (TPB) asserts three factors—attitude toward behavior, subjective norms, and perceived behavioral control that could impact people's behavioral decision-making (Ajzen, 1991). The theory posits the anticipation that engaging in one's behavior includes the likelihood, favorability, and assessment of the significance of the activity conducted (Klockner, 2013). TPB has been frequently used in the study of behavior and desire to participate (Liu et al., 2020).

The representational concept of behavioral intention has been employed extensively in tourism research that can predict one's future conduct. Behavioral intention is an aspect of consumer behavior that can be defined as "a decision or intent within a deliberation process" providing product evaluation and choice (Park et al.,

2020). Behavioral intention refers to how consumers make decisions about which brands, products, or services are worth buying (or not) (Cuong, 2020). The concept suggests why customers are inclined than others to acquire particular goods or services making a crucial point crucial for brand loyalty (Han & Kim, 2009).

Accordingly, the first-class customer and the repeat customer are the two kinds of clients in the tourist industry which are shaped and influenced with their past experiences (Kement et al., 2021). For first-class customers, it may be based on information gleaned from a variety of sources, and for returning customers, it may be based on first-time customer experience (Um et al., 2006).

Numerous researches in the literature assert how this attitude can develop into a variety of behaviors, such as expressing satisfaction or dissatisfaction with others, returning or forgoing visits, and being willing to pay more, or less (Hansen et al., 2004; Vesci and Botti, 2019). Similarly, the behavioral objectives included leaving the business, spending less money there, spreading unfavorable news about the business, and taking legal action are factors affecting behavioral intention (Ladhari, 2009).

Concerning revisit intention, customers see the level of service quality as high when it exceeds expectations, which in turn affects customer satisfaction and revisit intentions. Therefore, it is important to offer personalized services through the unique features of the tourists to maximize guest satisfaction through the provision of high-quality hotel services and to promote intent to return through recommendations from others. Visitor satisfaction has been underlined in other studies as a significant factor in repeat visits (Vassiliadis et al., 2021).

Previous experiences could influence customers' revisit intention making them purchase again from the same company (Çavuşoğlu & Bilginer, 2018). Relatively, travelers with diverse levels of prior travel experience have different travel preferences and patterns making a strong probability to return (Clarke & Bowen, 2021; Tan, 2017; Han et al., 2009).

A study by Lee and Beeler (2009) argues in favor of the relationship between customer satisfaction and destination loyalty or repeat visits, implying that satisfied customers are more likely to have positive

attitudes on the experience, have greater intentions of returning to a destination, or buy tourism-related goods (Chi & Qu, 2008). Due to the time and financial constraints that are frequently involved in the decision to return to a location, Michels and Bowen (2005) noted that the strength of such an effect is likely to be constrained.

According to Kozak (2001), a rise in customer satisfaction will lead to more customers that are coming back, especially if the competitors are not making any counterproductive strategic actions. Visitors who have more destination-related experience are more likely than those who have less to plan future visits to the same place (Park et al., 2019; Rather et al., 2022).

The intention to return has drawn a lot of attention as one of the most prevalent indicators of visitors' behavioral intentions and loyalty (Hung et al., 2016; Sthapit et al., 2020; Zhang et al., 2018). Thus, when a visitor has pleasant experiences of a particular travel encounter, they frequently have higher inclinations to return and to suggest the location to others (Ali et al., 2016). Repeat visitors are seen by destination management as an effective strategy for ensuring long-term destination growth (Ali, Ryu, & Hussain, 2016).

Moreover, a sort of communication known as "word-of-mouth intention" is described as having no commercial goal and emerging as a result of people passing on their perceptions of the worth of products and services to other people (Kement et al., 2018). As one of the most successful marketing tactics and a determinant of consumer behavior, word-of-mouth (WOM) has long been acknowledged (Guo, Susilo, & Pernestl, 2022).

Word-of-mouth marketing is defined as casual, one-on-one discussions about a company, product, organization, or service between a communicator and a recipient who perceives the exchange as noncommercial (Harrison-Walker, 2001). A variety of diverse phenomena have been labeled as "word of mouth" phenomena.

Various means of spreading information exist, including sharing concepts and actions through social media channels such as Facebook, Twitter, and Instagram, expressing attitudes and opinions on open forums like Yelp or Trip Advisor, and relying on friends' opinions to make purchasing decisions. In this vein, tourists

frequently share their experiences online promptly, proving to be a more beneficial and efficient method compared to traditional word-of-mouth communication (Sotiriadis, 2017).

The concept of "Willingness to Pay more" encompasses the maximum amount consumers are willing to spend on goods or services, often based on their perceived value derived from the consumption experience. Customers typically reserve hotels to access the benefits of the services provided. Cost-benefit analysis aids in understanding how customers assess the utility of their purchases. For instance, in a study on green hotels by Chi et al (2022), the primary expense is determined by the cost of hotel rooms. Customers are better equipped to make decisions when considering both cost and benefit factors.

In the accommodation industry material features, reputation, and context are crucial in determining customers' spending preferences and loyalty. Loyalty represents a steadfast commitment to continue patronizing a particular product or service, resulting in repeat purchases despite external influences such as marketing campaigns promoting switching behaviors. Maintaining customer loyalty is economically advantageous, as it is more cost-effective to retain existing customers than to acquire new ones.

Research by Kim et al. (2015) suggests that customer satisfaction, service quality, and brand perception significantly impact loyalty, which is essential for sustained profitability and corporate survival. In the hotel industry, Amin et al. (2013) found a substantial correlation between service excellence and customer satisfaction. In this vein, the level of loyalty is measured from rewarding past visits making them likely to return and recommend the business to others (Zoghbi et al., 2014).

### **Statement of the Problem**

This study aimed to analyze the guest satisfaction and behavioral intention on services of DOT-accredited Mabuhay accommodations in Misamis Occidental. Mainly, this sought to answer the following research questions:

1. What is the demographic profile of the respondents in terms of age, civil status, sex, the purpose of stay, length of stay, and frequency of stay?

2. What is the level of satisfaction of the guests with the services provided in Mabuhay accommodations in terms of ambiance, hospitality services, and added value?
3. What is the level of behavioral intention of the guests as to revisit intention in Mabuhay accommodations in terms of word-of-mouth, willingness to pay more, and loyalty?
4. Is there a significant relationship between guests' satisfaction and behavioral intention?
5. What is the proposed action plan based on the results generated in the study for the improvement of the hotel services of the DOT-accredited Mabuhay accommodations in Misamis Occidental?

### **Null Hypothesis:**

There is no significant relationship between guests' satisfaction and behavioral intention.

## **II. RESEARCH METHODOLOGY**

The study utilized a descriptive-correlational analysis to assess guest satisfaction and behavioral intention towards services provided by DOT-accredited Mabuhay accommodations in Misamis Occidental. Utilizing a quota sampling method, 385 respondents, guests from the mentioned accommodations, participated in the study, selected based on arrivals. The research employed a modified questionnaire for data collection, examining guest satisfaction and behavioral intention across various dimensions. The questionnaire's validity and reliability were ensured through expert evaluation and statistical analysis, yielding strong internal consistency. Data were gathered through face-to-face interactions and online surveys, with statistical tools utilized for analysis. Ethical guidelines were strictly followed, ensuring participant dignity, privacy, and consent. The study contributes insights into understanding guest preferences and intentions, crucial for improving service quality and customer experiences in the hospitality industry.

## **III. RESULTS AND DISCUSSION**

### **Percentage Distribution of the Respondents' Profile**

Table 1 shows the profile of the respondents in terms of age, civil status, sex, purpose of stay, length of stay, and frequency of stay. The results showed that there were (67%) of the respondents were between the ages of 17 – 25, followed by 26 – 41 years old with 86 responses (22.30%), while 42 – 57 years old have 39 responses

(10.10%), and 58 – 67 years old with 2 responses (0.50%).

However, when it comes to their civil status, the majority of the respondents were composed of single individuals with 321 (83.4%) followed by married individuals with 60 (15.6%), separated 3 (8%), and widowers with 1 (3%).

Meanwhile, when it comes to sex, most of the respondents were female which is 214 or 55.60% of the respondents compared to male with 171 or 44.40% of the respondents. On the other hand, most of the respondents of the study were single with 321 responses (83.40%); followed by married with 60 responses (15.60%); separated with 3 responses (0.80%); and widowed with 1 response (0.30%).

However, for the purpose of their stay in the Mabuhay accommodations, most respondents stayed at the accommodation for personal reasons with 139 responses (36.10%), followed by entertainment & outdoor recreation with 106 responses (27.50%), visiting friends & relatives with 93 responses (24.20%), other purpose with 21 responses (5.50%), convention/seminar & meetings with 16 responses (4.20%), and business purpose with 10 responses (2.60%).

Moreover, the majority of the respondents stayed in the accommodation overnight with 317 responses (82.30%), while 15.10 % or 58 respondents answered that they stayed for 2 to 3 nights, 1.60% or 6 respondents stayed for 6 nights and above, and 1% or 4 respondents stayed for 4 to 5 nights.

Consequently, the frequency of stay revealed that 69.10% or 266 of the respondents stayed once a year in Mabuhay accommodations, followed by 2 to 3 times in a year with 85 responses (22.10%), and 4 to 5 times in a year and 6 times in a year and above with both 17 or 4.40% of responses each.

The findings revealed a significant portion of today's travelers, particularly the younger generation, are taking advantage of relaxed travel restrictions that were imposed during the pandemic. Younger travelers are eager to reconnect with friends and explore nearby destinations. Due to limited financial resources, they often seek budget-friendly accommodations during their trips.

For women, travel is seen as an investment in health and self-actualization, contributing to feelings of independence and empowerment. Many women choose to travel alone to express their sense of self and enjoy the liberating experience it offers.

Meanwhile, marital status plays a role in holiday decisions, with single respondents more inclined to stay in accommodations tailored to their preferences. Married individuals, constrained by familial obligations, may find less enjoyment in leisure activities.

However, guests staying in Mabuhay accommodations typically seek short breaks from their busy schedules, attending events, or bonding with friends and family. Overnight stays are common, providing guests with a quick escape from their usual environment. Many guests engage in weekend staycation activities, opting for nearby hotels for convenience.

In the study of Irimias et al (2016), they discovered that travelers' motivations vary with age. However, Wang et al (2020), said that most solo travelers are young adults with modest consumption levels making them more inclined to anticipate paying a low rate for accommodations. Additionally, they mentioned that compared with other travelers, this group of travelers appears to be very price-sensitive. Therefore, offering substantial discounts to this kind of traveler may be a strategic approach.

However, the reason for travel habits depends upon the gender. Women can gain both personally and socially from travel (Collin and Tisdell, 2002). Prior research indicates that travel experiences can transform women and promote self-actualization (McClinchey, 2015). Women may utilize solo travel as a way to circumvent perceived social and sexualized monitoring, reflect on their lives, develop as people, and learn about the larger world by overcoming the travel restrictions imposed by family and society (Jordan & Gibson, 2005).

Furthermore, singles prefer shorter, more frequent trips as they want to indulge in a range of activities like playing musical instruments, singing, dancing, watching TV, and hanging out with friends (Biernat & Lubowiecki-Vikuk, 2012; Lee & Bhargava, 2004). Similarly, moms who were never married had more free time than mothers who were married (Passias et al., 2017). However, according to Vernon (2010), married women have more free time than single moms.

Nevertheless, demographic characteristics have an impact on tourists' participation in tourism-related activities and choice of travel destination (Collin & Tisdell's, 2002). The study of Packer (2021) asserts that respondents that female respondents usually take a quick break or go on a longer vacation can have measurable restorative effects, as shown by objective (cognitive test results) and subjective (self-report) measurements. However, the length of the holiday itself had no impact on restorative outcomes. So, the benefit of short trips

over holidays is probably attributable to the activities people partake in rather than the number of days spent away (Marzuq & Drach-Zahavy, 2012).

The research indicates that guests tend to stay in Mabuhay accommodations once a year, often due to the accessibility and convenience of hotel stays. Some guests may extend their stays unexpectedly or seek a change from their routine, contributing to a diverse range of experiences in hotel accommodations.

*Table 1: Percentage Distribution of the Respondents Profile*

Age	Frequency	Percentage (%)
17 – 25 years old	258	67.0
26 – 41 years old	86	22.3
42 – 57 years old	39	10.1
58 – 67 years old	2	.5
<b>Civil Status</b>		
Single	321	83.4
Married	60	15.6
Widow	1	.3
Separated	3	.8
<b>Sex</b>		
Male	171	44.4
Female	214	55.6
<b>Purpose of Stay</b>		
Convention/ Seminar & Meetings	16	4.2
Entertainment & Outdoor Recreation	106	27.5
Business	10	2.6
Visiting Friends & Relatives	93	24.2
Personal	139	36.1
Others	21	5.5
<b>Length of Stay</b>		
Overnight	317	82.3
2 to 3 nights	58	15.1
4 to 5 nights	4	1.0
6 nights and above	6	1.6
<b>Frequency of Stay</b>		
Once a year	266	69.1
2 to 3 times in a year	85	22.1
4 to 5 times in a year	17	4.4
6 times a year and above	17	4.4

### *Guests Satisfaction in Terms of Ambiance*

The assessment of visitor satisfaction about ambiance is shown in Table 2. The composite mean of 4.08 that was obtained as a consequence shows that respondents are generally satisfied. The first of the cited factors, the atmosphere makes me feel welcome, comfortable, and at ease has a weighted mean of (4.17), was followed by

the statement that this hotel has a genuine atmosphere of friendliness and warmth (4.14), and the statements that I am very impressed with the architectural design, interior decorating, accessory selections, artwork, and overall color and décor of this hotel (4.10) and the hotel has beautiful accommodations (4.10). Verbally, all four elements were perceived as being satisfied.

The hotel atmosphere is a very important element for maintaining and improving the quality of services. It is not just about providing a comfortable place to sleep, but also about creating an atmosphere that will make guests feel like they are visiting their own homes.

The finding revealed that the ambiance at the Mabuhay accommodations was satisfactory to the guests implying that visitors feel welcomed, at ease, and comfortable. In this vein, establishing an environment for seamless enjoyment, relaxation, and stimulation during a visit to a certain site may alter visitor’s behaviors and attitudes while staying in the province.

In the hospitality industry such as hotels/resorts, ambiance plays an important role in enhancing the ‘experience’ offered by hotels/resorts as it evokes feelings and emotions toward certain things.

The finding of the study is consistent with the different pieces of literature emphasizing how the atmosphere influences consumer behavior, but little empirical research has been done on how different atmosphere components in a hotel environment affect guest pleasure (Heung & Gu, 2012). According to Ali et al (2016), customers are more inclined to be satisfied when the atmosphere meets their expectations for that class of hotel. Similarly, the hotel atmosphere purports relevant factors including social, public space, guestroom design, and ambiance. Accordingly, when these factors are well-executed, guests will be more satisfied and become more appreciative of the services they receive (Choi & Kandampully, 2019).

However, items such as employee dress code, color harmony, and audio effects of this hotel all merge extremely well to create an elite environment (4.02), the ambiance at this hotel provides me with a lifelong setting of elegance (4.01), and the hotel has a beautiful and unique ambiance (3.99) rated the least. The Mabuhay accommodation in the province shows that they are not quite fantastic and unique since it has the lowest rating as to satisfaction. This is because most of these establishments only offer basic features in their facilities. In this case, the said accommodations are not at par with other classifications of accommodations.

As per Sim, Mak, and Jones (2006), a better ambiance will signify an improved perception of the hotel's service quality, which also improves the environment that is crucial for employee output and interpersonal interactions. This is also corroborated by research done in 2022 by Bangwal, Suyal, and Kumar, who found that building design in the hospitality sector had a greater impact on worker performance and was crucial to both employee and guest satisfaction.

Thus, it can be implied that ambiance significantly influences guests' perceptions and experiences in hospitality establishments like hotels and resorts, it follows that meticulous attention to creating a welcoming, comfortable, and stimulating environment can effectively shape visitors' behaviors and attitudes during their stay. In this vein, investing resources in crafting an ambiance that fosters enjoyment, relaxation, and engagement may lead to a notable enhancement in the overall guest experience and satisfaction levels at the establishment.

*Table 2: Guest Satisfaction in terms of Ambiance*

Indicators	Weighted Mean	Verbal Interpretation
1. This hotel gives me a feeling that I am staying at a high-class luxury hotel.	4.07	Satisfied
2. I am very impressed with the architectural design, interior decorating, accessory selections, artwork, and overall color and décor of this hotel.	4.10	Satisfied
3. This hotel has beautiful accommodations.	4.10	Satisfied
4. This hotel has a fantastic and unique ambiance.	3.99	Satisfied
5. There is an ambiance of genuine friendliness and warmth at this hotel.	4.14	Satisfied
6. The atmosphere makes me feel welcome, comfortable, and at ease.	4.17	Satisfied
7. The ambiance offers me the lifetime setting of elegance at this hotel.	4.01	Satisfied
8. The employee dress code, color harmony, and audio effects of this hotel all blend very well to create an elite atmosphere.	4.02	Satisfied
<b>Composite Mean</b>	4.08	Satisfied



Legend: 4.50 – 5.00 = Highly Satisfied; 3.50 – 4.49 = Satisfied; 2.50 – 3.49 = Moderately Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

### ***Guests' Satisfaction in Terms of Hospitality Services***

The assessment of customer satisfaction with hospitality services is shown in Table 3. The composite mean of 4.05 that was obtained as a consequence shows that respondents are generally happy. The item workers are positive toward consumers and never say things like, "We can't do that," ranked highest while employees making them feel secure ranked second, and then staff are kind, happy, courteous, and responsive ranked third with 4.12. Verbally, all three items were determined to be satisfied.

Findings revealed that guests are satisfied with the hospitality services of the Mabuhay accommodations. It is given that hospitality workers will do everything just to satisfy the needs and wants of their guests. Mabuhay Accommodations' employees show a positive attitude toward their guests by having a can-do attitude and never say "we can't do such and such" to them.

In the hospitality industry, saying "yes" is how an employee should always give solutions or provide specific services to guests rather than refusing to do it directly. Creating a positive customer experience is the aim of the hotel sector. Hotel owners and operators are working to establish a culture of yes at their establishments to guarantee that their goals are continuously met and that hotel personnel are doing all possible means to provide hotel guests with the highest level of service.

Customer satisfaction and other outcomes are positively correlated with employee customer orientation, which mediates individual's behavior (attitude) representing a worker's posture toward serving customers' requirements" (Grizzle et al., 2009). Service-minded staff members can provide the customer with a favorable impression of the company in a hospitality setting.

According to Yang et al. (2022), hoteliers rely on the service innovation behavior of their staff to increase customer satisfaction and loyalty as well as attract new customers. For firms in customer-focused industries like the accommodation sector to attract more customers and earn their loyalty, corporate profitability, and organizational growth could increase (Oh & Kim, 2017, Prentice, Dominique, & Wang, 2020).

However, factors like staff members attending to all requirements without asking them have a weighted mean score of (3.98), feeling as though treated like a queen or king at this hotel has a weighted mean score of (3.97), and this hotel meets all want without asking for them has a weighted mean score of (3.96) which was ranked the lowest.

Although Mabuhay accommodations are rated satisfied in this area, they must still make improvements, especially on how the establishment provides the needs of the guests without asking, because it significantly affects how satisfied the guests are. Anticipating the needs of the guests when delivering hospitality services is the best ability for setting a hotel apart from others.

Simple anticipatory measures, like handing an umbrella to clients on their way when there is predicted rain could affect guests' satisfaction. With this, it can be said that anticipating guests' needs is a key aspect of guest services and it is one of the hallmarks of hospitality that Mabuhay Accommodations needs to improve. Training effective staff members must be a priority for hospitality managers.

The evaluation of employee behavior during interactions with visitors is pivotal for Mabuhay accommodations. Initiative-taking and anticipatory measures are crucial parts of any hotel's operations, and these measures can be used to distinguish Mabuhay accommodation services from other establishments in the area. The ability to anticipate guests' needs has become increasingly important to winning over repeat business from customers who have high expectations. These are all particularly important in deciding whether they will return to this hotel in the future.

Accordingly, customers in the accommodation industry have grown pickier and more diversified, and they constantly seek high-quality and reliable hospitality services (Anwar, 2017). Customers will be satisfied when their expectations are met or exceeded. An analysis of customer satisfaction helps hotels pinpoint their advantages and weaknesses so they may better satisfy the needs and wants of their guests (Mohajerani & Miremadi, 2012).

*Table 3: Guest Satisfaction in terms of Hospitality Services*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. The employees meet all of my needs without having to ask them.	3.98	Satisfied	10
2. The employees at this hotel always greet me with courtesy and smiles.	4.05	Satisfied	7
3. The employees are friendly, cheerful, polite, and responsive.	4.12	Satisfied	3
4. This hotel provides me with all my needs without having to ask for them.	3.96	Satisfied	12
5. The employees are patient and spend time responding and explaining things to me.	4.08	Satisfied	5
6. The employees always make me feel very important at this hotel.	4.03	Satisfied	8
7. The employees communicate well and are good listeners.	4.11	Satisfied	4
8. The employees at this hotel can anticipate my unmet needs.	3.99	Satisfied	9
9. The employees make me feel protected and secure.	4.12	Satisfied	2
10. The employees are positive towards customers and never say negative things, such as “We can’t do such and such”.	4.13	Satisfied	1
11. At this hotel, the staff creates a special mood of comfort and relaxation.	4.06	Satisfied	6
12. I feel as if I am treated like a queen/king at this hotel.	3.97	Satisfied	11
<b>Composite Mean</b>	4.05	Satisfied	

Legend: 4.50 – 5.00 = Highly Satisfied; 3.50 – 4.49 = Satisfied; 2.50 – 3.49 = Moderately Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

**Guest Satisfaction in terms of Added Value**

The evaluation of visitor satisfaction with additional value is shown in Table 4. The composite mean of 4.05 that was obtained as a consequence shows that respondents are generally happy. Among the items cited, this hotel is conveniently located for me to take advantage of near area low-cost attractions, dining, shopping, and groceries within walking distance (4.09) ranked first, followed by this hotel offers a great value for 24-hour free or reduced parking (4.07), and this hotel offers a great value for local calls (4.06). The verbal interpretation of all three items is satisfied.

Generally, having a low-cost attraction, dining, shopping, grocery stores, and even transportation hubs near the hotel where guests are staying is an advantage. This will make the hotel's customers' lives easier, which will enhance customer satisfaction and increase the hotel's profit. Guests will also be happy if they can find affordable or cheap services around or within the hotel where they are staying for their vacation. In this vein, most of the guests who will stay in a Mabuhay accommodation want to save money as much as possible and convenience is one way to help them save money.

Contextually, one of the businesses with the highest levels of competition is the hotel sector. Hospitality firms, in their struggle for competitive advantage, can

add value to their service offerings by enhancing or reinforcing them with the use of differentiating elements. Depending on the type of hospitality organization, a customer chooses to either work with or patronize, they will view value differently. Applying service concepts to hospitality organizations will bring value, but it is always vital to think about other alternatives that are not typically used. Value can be viewed by customers in different ways. The key to providing added value is by trying different methods to see what works for the establishment. Nowadays, keeping customers satisfied and coming back is crucial. As a result, managers have had to find creative solutions to guarantee that they can continue to satisfy the rising expectations of such clientele.

The stipulated findings were supported by several related studies which affirm that the location of the hotel near attractions, restaurants, shopping, free or affordable parking, and in-room amenities are some examples of added value components. Hotel location including its accessibility to tourist sites and distance from transportation hubs is considered as their top priority (Zheng et al., 2022). In this vein, being close to these areas allows visitors to move more quickly and affordably, which is seen to be a key factor for guest satisfaction.

Meanwhile, indicators 4 and 5, "this hotel offers a variety of awesome amenities," with a mean of 4.03, and "this hotel has great in-room facilities, such as a coffee maker, mini-refrigerator for my daily conveniences," with a mean of 4.00, are ranked the least significantly.

In the realm of hospitality, in-room amenities encompass a diverse array of facilities, the majority of which significantly enhance guest satisfaction. These amenities afford guests a sense of domesticity within their lodging, owing to the incorporation of cutting-edge technologies. Notably, contemporary Mabuhay accommodations feature amenities such as flat-screen or smart televisions, thereby amplifying the overall comfort and enjoyment of guests during their stay. Moreover, complimentary internet access is a commonplace convenience extended by many establishments. While certain hotels furnish in-room conveniences such as coffee makers, hair dryers, and ironing boards, and even offer safes for safeguarding valuables like currency and jewelry, such luxuriant provisions are not typically found in Mabuhay accommodations.

The value of hotel amenities raises the value of a guest room, the primary asset of a hotel (Dev, et.al, 2018). The

growth of in-room technology in the hotel industry and their study revealed that customers appreciate many technological features in the modern market, including music systems and connection for visitor gadgets (Bilgihan, et.al, 2016). According to Cobanoglu, Berezina, Kasavana, and Erdem (2011), in-room technology, internet connectivity, and business-friendly amenities were all directly related to hotel guests' overall satisfaction. A once enjoyable stay can be made or broken by amenities. In earlier research, the effect of facilities was evaluated on satisfaction levels but not directly on inclinations to return (Bhatnagar & Nim, 2019).

The provision of diverse in-room amenities within the hospitality sector not only enhances guest satisfaction but also fosters a sense of home-like comfort through the integration of advanced technologies, particularly evident in contemporary Mabuhay accommodations. While complimentary internet access is a common convenience, the absence of certain luxury provisions like coffee makers, hair dryers, and safes in Mabuhay accommodations underscores the strategic differences in amenities catering to distinct guest preferences and expectations.

*Table 4: Guest Satisfaction in terms of Added Value*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. This hotel is conveniently located for me to take advantage of nearby area low-cost attractions, dining, shopping, and groceries within walking distance.	4.09	Satisfied	1
2. This hotel offers a great value for 24-hour free or reduced parking.	4.07	Satisfied	2
3. This hotel offers great value for local calls.	4.06	Satisfied	3
4. This hotel offers an array of awesome amenities.	4.03	Satisfied	4
5. This hotel has great in-room facilities, such as a coffee maker, and mini-refrigerator for my daily conveniences.	4.00	Satisfied	5
<b>Composite Mean</b>	4.05	Satisfied	

Legend: 4.50 – 5.00 = Highly Satisfied; 3.50 – 4.49 = Satisfied; 2.50 – 3.49 = Moderately Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

**Summary Table on Guest Satisfaction**

The overall overview of customer satisfaction is shown in Table 5 with the weighted values: ambiance (4.08), hospitality services (4.05), and added value (4.05), which are all verbally interpreted as satisfied. This shows that all of the indicators stipulated for guest satisfaction meet the prescribed preferences among guests as they stay in the Mabuhay accommodations. The composite mean of 4.06 shows that respondents are

content with the atmosphere, hospitality services, and additional value.

The finding reveals that the overall atmospheric presence and services showed that guests value innovative facilities to enhance their hotel stays. A better ambiance signifies a higher perception of the hotel's service quality. Meanwhile, guests are also satisfied with the services shown by the hotel staff since they

consistently attend to the queries and concerns of the guests. More so, the Mabuhay accommodations provided additional attributes for the guests to feel that they are valued and deserve to be provided with utmost care and hospitality to have a memorable staycation experience.

Customers' perceptions are influenced by the hotel's ambiance as well (Jani and Han, 2014). Ambiance is a crucial component of total service quality that boosts customer happiness (Amin et al., 2013). Superior hotel ambiance is a sign of better service, which affects how satisfied guests are with the hotel. Customer happiness is largely based on hotel ambiance (Jani and Han, 2014).

Accordingly, the hospitality sector is known for providing its customers with a delightful experience at its establishments, and customer service engages in a wide range of activities within this sector. Customers need a great degree of flexibility, and when they check into a hotel, they want competent service in a friendly atmosphere (Secchi, Roth, & Verma, 2020). In this vein, hotels must adjust to achieve the desired hotel classification, including enhancing the quality of room décor, adding superior guest room amenities, offering

superior furniture, and hiring qualified staff (Sufi and Singh, 2019).

Meanwhile, value was then identified as one of the critical variables affecting customers' overall satisfaction levels and inclination to return to the same hotels. (Choi and Chu, 2001). Another critical element is the "added value" that affects retention and customer satisfaction. Two of the numerous factors that made up the component "value," which was related to travelers' opinions of value for money, were hotel food and beverage value for money and room value for money (Sim, Mak, & Jones, 2006). In conclusion, individuals desire to experience useful activities and get their money's value. (Jiony et al., 2021).

Thus, the provision of additional attributes in Mabuhay accommodations highlights a strategic approach to fostering guest satisfaction and creating memorable staycation experiences, thereby emphasizing the importance of personalized care and hospitality in the said industry.

*Table 5: Summary Table on Guest Satisfaction*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Ambiance	4.08	Satisfied	1
Hospitality Services	4.05	Satisfied	2.5
Added Value	4.05	Satisfied	2.5
Composite Mean	4.06	Satisfied	

Legend: 4.50 – 5.00 = Highly Satisfied; 3.50 – 4.49 = Satisfied; 2.50 – 3.49 = Moderately Satisfied; 1.50 – 2.49 = Less Satisfied; 1.00 – 1.49 = Not Satisfied

***Behavioral Intention in Visiting Mabuhay Accommodations in Terms of Revisit Intention***

The behavioral intent of guests staying in Mabuhay accommodations in terms of intent to return is shown in Table 6. The composite mean of 4.17 that was obtained shows that respondents mostly agreed. The willingness to stay here when visiting Misamis Occidental (4.24) came as the highest, followed by wanting to return to this lodging in the future. (4.19). The verbal interpretation of "agree" was used for all the items above.

The finding reveals that respondents agreed that they have a revisit intention when visiting Mabuhay accommodations. The idea of behavioral intention describes some behaviors that customers display

because of post-sale consideration and whose impacts are quite significant for Mabuhay accommodations. One of these is the tendency for customers to revisit. Their familiarity and understanding of the Mabuhay accommodation made them decide to revisit including the accessible location with low-cost attractions, dining, shopping, and groceries.

According to Abubakar et al (2017), first-time visitors often make decisions on where to go based on information learned or recommendations from previous clients, having expectations for both the service and the provider. This eagerness has been referred to as the intention to travel, as opposed to the readiness to return and book a hotel room.

Similarly, tourists who have more destination-related experience are more likely than those who have less to plan future visits to the same place (Park et al., 2019; Rather et al., 2022). Therefore, when a traveler has a positive experience, they typically have a stronger propensity to return and recommend the destination to others (Ali et al., 2016). Repeat visitors are seen by destination management as an effective strategy for ensuring long-term destination growth (Ali et al., 2016).

However, using this lodging more frequently (4.13) and trying to use this lodging when visiting Misamis Occidental (4.11) were rated the lowest.

The findings emphasize that the success of Mabuhay accommodations lies upon the satisfaction of their guests, as repeat visits are contingent upon guest satisfaction during their stay. As customer expectations escalate, delivering a delightful experience becomes more demanding. There is no justification for not prioritizing customer interactions; personalized services significantly surpass generic value propositions in terms of guest contentment. For guests to be genuinely motivated to revisit Mabuhay accommodations, hotels must consistently elevate the guest experience and ensure that expectations are not only met but exceeded.

Accordingly, travelers with diverse levels of prior travel experience have different travel preferences and patterns. In memorability research, the intention to return has drawn a lot of attention as one of the most prevalent indicators of visitors' behavioral intentions and loyalty (Hung et al., 2016; Sthapit et al., 2020; Zhang et al., 2018).

Thus, it can be implied that repeat patronage is directly linked to guest contentment during their stay. With rising customer expectations, the challenge of delivering exceptional experiences becomes more significant. Neglecting to prioritize personalized customer interactions is inexcusable, given that tailored services notably outperform standardized value offerings in enhancing guest satisfaction. To cultivate genuine guest loyalty and encourage return visits, hotels may continually enhance the guest experience, striving not just to meet but to surpass guest expectations at every opportunity.

**Table 6: Behavioral Intention in Visiting Mabuhay Accommodations in Terms of Revisit Intention**

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. I am willing to visit this accommodation when traveling to Misamis Occidental.	4.24	Agree	1
2. I like to come back to this accommodation in the future.	4.19	Agree	2
3. I like to come more often to this accommodation.	4.13	Agree	3
4. I will make an effort to visit this accommodation when traveling to Misamis Occidental.	4.11	Agree	4
Composite Mean	4.17	Agree	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

**Behavioral Intention in Visiting Mabuhay Accommodations in terms of Word-of-Mouth**

Table 7 displays the word-of-mouth behavioral intention to stay at Mabuhay lodgings. The composite mean of 4.19 shows that respondents mostly agreed. The first-placed and vocally translated as agreeing with the remark was the willingness to suggest this accommodation to friends and others (4.20), followed by speaking well of this accommodation to others (4.20).

The findings indicate that respondents actively share positive recommendations and feedback regarding Mabuhay accommodations with others. Ideally, these accommodations offer affordability and essential amenities, enhancing the guest experience. This underscores the enduring competitive advantage of word-of-mouth in the hospitality sector, highlighting the importance of customer care and experience enhancement. While the concept of value has evolved and has been assessed through various lenses, its

significance remains pivotal for operational success and customer satisfaction.

A sort of communication known as "word-of-mouth intention" is described as having no commercial goal and emerging as a result of people passing on their perceptions of the worth of products and services to other people (Kement et al., 2018). As one of the most successful marketing tactics and a determinant of customer behavior, word-of-mouth (WOM) has long been acknowledged (Guo et al., 2022).

"Informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service" is the definition of word-of-mouth marketing (Harrison-Walker, 2001). The urge to promote positive word of mouth, especially when past customers' testimonials may inspire present or future consumers to feel trusting or confident about their purchase choice (Sivadas & Jindal, 2017).

However, recommending family and friends to persuade others to use this hotel after positive experiences with it (4.17), was rated the least favorable. Word-of-mouth influences how consumers behave and how often they recommend an accommodation to others. In this study, the findings demonstrate that, despite respondents' claims that they would suggest the Mabuhay accommodation to friends and family, there will be an instance that even if they recommend it, there is a chance that those whom they recommended to will not be convinced.

The result implies that there is a chance of word-of-mouth being not effective when selecting an accommodation in visiting a destination. Hence, optimistic word-of-mouth can affect tourists' behavioral intentions, but the tourism and hospitality sectors must step in to boost visitors' behavioral intentions to endorse a particular accommodation option. Word-of-mouth marketing in the travel and hospitality sector holds

considerable potential for enhancing brand loyalty and attracting more potential guests to lodgings. The location should offer guests a sense of value, and engage with them to understand their preferences. A well-planned word-of-mouth marketing strategy can effectively generate excitement among prospective visitors, serving as a long-term, profit-oriented approach that helps organizations achieve their objectives.

The term "word of mouth" has been used to describe several different phenomena. These include the spread of ideas and behaviors in social media such as Facebook, Instagram, and Twitter; attitudes expressed, emotions, and opinions through public forums such as Yelp or TripAdvisor; and even the tendency for people to decide on products based on their friends' opinions.

Modern travelers frequently share their experiences online rapidly because of social media and technological advancements, which is more practical and effective than traditional word-of-mouth (Sotiriadis, 2017). Word-of-mouth intention is a particularly alluring indication since it has a greater effect on customer purchase decisions than other types of marketing communication (Kimmel and Kitchen, 2014).

Thus, word-of-mouth in the hospitality sector, shows guests actively share positive recommendations about Mabuhay accommodations, which ideally offer affordability and essential amenities, enhancing the guest experience. While optimistic word-of-mouth influences tourists' intentions, proactive efforts are necessary to amplify visitors' endorsement while presenting an opportunity for fostering brand loyalty and attracting potential guests, emphasizing the value proposition, and engaging with guests to discern their preferences. A meticulously planned word-of-mouth marketing approach can stimulate enthusiasm among potential visitors, serving as a sustainable, profit-oriented mechanism for long-term organizational success.

*Table 7: Behavioral Intention in Visiting Mabuhay Accommodations in terms of Word of Mouth*

Indicators	Weighted Mean	Verbal Interpretation	Rank
<b>1. I will encourage my friends and relatives to visit this accommodation when traveling to Misamis Occidental.</b>	4.18	Agree	3
<b>2. I will recommend this accommodation to my friends or others.</b>	4.20	Agree	1.5
<b>3. I will say positive things about this accommodation to others.</b>	4.20	Agree	1.5

<b>4. Because of my experiences with this accommodation, I will convince others to try this accommodation.</b>	4.17	Agree	4
<b>Composite Mean</b>	4.19	Agree	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

**Behavioral Intention in Visiting Mabuhay Accommodations in terms of Willingness to Pay More**

The behavioral intention of guests staying in Mabuhay accommodations is shown in Table 8 along with their willingness to pay additional fees. The 3.96 composite mean of the final results shows that respondents generally agreed. Being prepared to pay more for this accommodation received a weighted mean of 3.95, which is orally translated as agree, and feeling “okay to pay more” for this accommodation received a weighted mean of 4.00, which is rated on top. But, always paying more for this lodging does not annoy me (3.94), and being prepared to pay more for this lodging (3.93) is rated the least.

The finding of the study revealed that it is acceptable for a guest to pay more for the different services that the Mabuhay accommodations are offering. The willingness of the guest to pay is determined by their perception of a given service offered by the hotel, which is influenced by the extent to which it satisfies their functional and emotional needs. Mainly, they have considered price as an indicator that would influence their decision. From business perspective, price is one of the variables that can lead to maximizing the establishments’ profit. Also, it captures what people are willing to pay for something even though they may not be able to articulate it directly.

The expected positive behaviors of the guests postulate that they would like to avail the services if it will provide them with economic value and reasonable rate with the

services they received. Although the general assumption is that respondents are willing to pay more for Mabuhay accommodations, there are times when visitors are not willing to pay more or purchase a product or service due to certain adverse aspects. However, the amount varies depending on the kind of accommodations they would prefer. It is crucial to remember that just though someone is ready to spend more, it does not always indicate they can or want to.

In the study of Chi et al (2022) about green hotels, they said that primary expense is a monetary one that is determined by the cost of the hotel rooms. Customers are better equipped to evaluate options when costs and benefits are offered. The hotel sector is primarily a buyer's market, thus a detailed analysis that takes into account a hotel's physical attributes, reputation, and surrounding circumstances may help determine how eager customers are to pay for a room (Abrate and Viglia, 2016).

Thus, the significance of understanding guests' functional and emotional needs in influencing their willingness to pay is important. While price remains a significant factor, it is not the sole determinant; guests evaluate the value of services based on their ability to meet both functional and emotional requirements. In this vein, Mabuhay Accommodations can optimize profitability by aligning pricing strategies with perceived value while meeting customer expectations and acknowledging their willingness to pay for satisfying experiences that can maximize their revenues.

*Table 8: Behavioral Intention in Visiting Mabuhay Accommodations in terms of Willingness to Pay More*

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>	<b>Rank</b>
<b>1. It is acceptable to pay more for this accommodation.</b>	4.00	Agree	1
<b>2. I am willing to pay more for this accommodation.</b>	3.93	Agree	4
<b>3. I am willing to spend extra on this accommodation.</b>	3.95	Agree	2
<b>4. I pay more every time for this accommodation does not bother me.</b>	3.94	Agree	3
<b>Composite Mean</b>	3.96	Agree	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

**Behavioral Intention in Visiting Mabuhay Accommodations in terms of Loyalty**

Table 9 shows the behavioral desire of the guests to stay in Mabuhay accommodations in terms of loyalty. The final composite mean of 4.02 shows that respondents generally agreed. First place went to the verbally interpreted as "agree" feeling better when using this lodging than others (4.06), which was followed by the intention to keep using this lodging (4.04).

The finding of the study revealed that the respondents feel better when they go to the Mabuhay accommodation than other establishments. Relatively, it is realistic to anticipate that customers will feel better when they go back to their usual accommodation and become more loyal if their experiences are enjoyable. Additionally, the customer's experience with the product and service is a crucial factor that affects their future behavioral intentions. They tend to remain loyal to the Mabuhay accommodation, once the guests are satisfied with its products and services.

Accordingly, the customer's experience with the product and service is a crucial factor that may have an impact on future behavioral intentions (Kim & Ritchie, 2014; Lu & Gursoy, 2017; Rajaobelina, 2018; Sipe & Testa, 2018). Similarly, customer loyalty is significantly influenced by the customer experience with which satisfied customers are more likely to remain loyal (Stein & Ramaseshan, 2019). Numerous researchers in the tourism industry have also looked specifically at how past experiences affect tourists' propensity to make repeat purchases (Kim & Ritchie, 2014; Marschall, 2012).

However, considering this accommodation as first choice (4.03), and considering oneself loyal to this accommodation (3.97) rated the least.

The finding shows that the guests of Mabuhay accommodation do not consider themselves loyal to the accommodation since it got the lowest rating. A consumer's willingness to repurchase or suggest one

item or service over another is referred to as guest loyalty. It may be viewed as a brand or company's capacity to retain clients over time.

Although guests feel better when they go to a certain Mabuhay accommodation other than others, they still do not consider themselves loyal to the establishment even when they revisit or repurchase products or services on the Mabuhay accommodation they are staying with. Considerable factors include room availability and affordability. Guests also commonly make repeat purchases when there is no psychological link, even if a good opinion about a product or service is the basis for this activity (i.e., no loyalty or commitment).

According to the study by Zoghbi et al (2014), repeating rewarding visits is the only way to increase consumer loyalty. Since keeping consumers is less expensive than acquiring new ones, loyalty is an important marketing success factor (Kim et al., 2015). The desire of customers to make repeat purchases is an essential part of behavioral intention, along with spreading word of mouth. Dean (2007) asserted that there is a strong indirect correlation between customer feedback and customer loyalty as measured by emotional commitment.

Han et al. (2009) assert that a person's repurchase intention reflects the extent to which they have made conscious preparations to engage in or refrain from doing a certain action in the future. Repurchase intention is the propensity to repurchase a certain item or service, whether or not one has a favorable view of it.

Thus, it can be implied that despite guests feeling better at the Mabuhay accommodation compared to other establishments, there is an unexpected lack of perceived loyalty among them, as indicated by the accommodation's lowest rating. Guest loyalty, which reflects a consumer's willingness to repurchase or recommend a product or service is influenced by factors like room availability and affordability rather than positive experiences alone.

**Table 9: Behavioral Intention in Visiting Mabuhay Accommodations in terms of Loyalty**

Indicators	Weighted Mean	Verbal Interpretation	Rank
<b>1. I intend to continue choosing this accommodation.</b>	4.04	Agree	2
<b>2. I consider this accommodation as my first choice.</b>	4.03	Agree	3
<b>3. I feel better when I go to this accommodation other than others.</b>	4.06	Agree	1



<b>4. I consider myself loyal to this accommodation.</b>	3.97	Agree	4
<b>Composite Mean</b>	4.02	Agree	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

### Summary Table on Behavioral Intention in Visiting Mabuhay Accommodations

Table 10 presents the overall summary of guests' behavioral intention in visiting Mabuhay accommodations with the following weighted values: word of mouth (4.19), revisit intention (4.17), loyalty (4.02), and willingness to pay more (3.96), which was verbally interpreted as agree. This shows that all of the indicators stipulated for the guest's behavioral intention meet the prescribed preferences among guests as they stay in the Mabuhay accommodations. The composite mean of the results, which was 4.08, shows that respondents agreed on their plans to revisit, spread the word, be more loyal, and pay more.

According to the study's findings, it was clear that visitors' intentions to return, readiness to pay more for services, favorable word-of-mouth recommendations, and loyalty to the accommodation business were all present. Intentions based on experience will be stronger than intentions derived from hearsay and/or other forms of indirect information. Customers will be aware of the worth of the product or service when they are prepared to make a purchasing choice or when they get the service for the first time.

Therefore, the more satisfied a client is with the perceived level of service, the more likely it is that they will act in ways that are advantageous to the accommodations. However, customers who are dissatisfied with a service will respond in ways that are harmful to the company. In this vein, when visitors receive high-quality service, they are more inclined to spend more, recommend the location to other potential tourists, and stay at the accommodation again.

Relatively, Phun, Kato, and Yai (2018) claim that the measurement of behavioral intention was linked to both behavior—like the desire to use the service or product again—and attitude—like the readiness to suggest the service or product to others. The inclination to conduct by one's sentiments, knowledge, and assessments derived from one's prior experiences is referred to as behavioral intention (Keun et al., 2014).

Additionally, customer behavior is predicted by behavioral intention, which is a person's attempt to attain a goal. (Jin et al., 2015). Researchers Hansen et al. (2004) and Vesci and Botti (2019) have shown how this attitude may translate into a range of behaviors, including telling others that you are happy or unhappy, going back or skipping out on visits, and being ready to spend. This is reinforced by research by Ladhari (2009), who said that behavioral intentions included leaving the company, spending less money there, spreading unfavorable news about the business, and taking legal action.

Thus, it can be implied that visitors' intentions to return, their willingness to pay more for services, positive word-of-mouth recommendations, and loyalty to the accommodation business are all influenced by their direct experiences. In this vein, do not just rely on hearsay or indirect information, but rather on their customer satisfaction in promoting beneficial behaviors towards the accommodations, while dissatisfaction may lead to harmful repercussions for the company.

**Table 10: Summary Table on Behavioral Intention in Visiting Mabuhay Accommodations**

Indicators	Weighted Mean	Verbal Interpretation	Rank
<b>1. Revisit Intention</b>	4.17	Agree	2
<b>2. Word of Mouth</b>	4.19	Agree	1
<b>3. Willingness to Pay More</b>	3.96	Agree	4
<b>4. Loyalty</b>	4.02	Agree	3
<b>Composite Mean</b>	4.08	Agree	

Legend: 4.50 – 5.00 = Strongly Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

***Relationship Between Guest Satisfaction and Behavioral Intention in Visiting Mabuhay Accommodations***

The relationship between visitor pleasure and behavioral intention is seen in Table 11 utilizing the computed p-values and alpha level, and the ensuing rho-values showed a strong direct association. This shows that there was a strong correlation between the level of satisfaction of the guests and their intention to return to the location.

The findings revealed that the significant relationship between guest satisfaction to ambiance towards the behavioral intention as to guests' revisiting intention, word-of-mouth, their willingness to pay, and loyalty is highly significant because the Mabuhay accommodations make the guest feel more welcome, comfortable, and at ease.

Meanwhile, the ambiance of Mabuhay accommodation enhances the feeling of welcome and warmth at the hotel which enhances guests' satisfaction that will lead to their intent to repeat visits, the possibility of paying more for the products/services offered, showing loyalty, and even attract more new customers entering the hotel. Therefore, Mabuhay Accommodations should highly consider improving its ambiance for a better customer experience.

Relatively, several literatures and studies stipulate that consumption results in immediate satisfaction (Culiberg & Rojek, 2010). In the studies of Hsu et.al (2010) and Bayih and Singh (2020), they found that satisfaction with the physical environment significantly and favorably affects respondents' intentions to return. In a restaurant setting, offering a beautiful eating area and exquisite fine dining also persuades customers to spend more for the goods and services provided (Liu, et.al, 2022).

In the study of Dabija & Băbuț (2014), the atmosphere has a significant effect on loyalty. The atmosphere affects not just the customers' moods and inclination to stay and remain in the institution, but also how they perceive its quality and image. When customers are in a good mood, they are more satisfied, which encourages loyalty and further visits (Dabija & Băbuț, 2014). Additionally, the atmosphere influences how often and to what extent customers complement the business in word-of-mouth communications (Al-Kilani & El Hedhli, 2021).

Aside from ambiance, the findings also revealed that there is a highly significant relationship between guest satisfaction with hospitality service the behavioral intention as to guests' revisiting intention, word-of-mouth, their willingness to pay, and loyalty because the staff at Mabuhay accommodations always project a friendly attitude toward its guests and never criticizes them.

In this vein, it is recommended that accommodations should do their best service and quality to meet customer satisfaction because it will be beneficial for the company. Thus, customer satisfaction has been an important aspect of behavioral intention as to guests' revisiting intention, word-of-mouth, their willingness to pay, and customer loyalty in a particular business.

Customer satisfaction, loyalty, and prospective behavioral intentions have all been demonstrated to be impacted by consumer emotions during service interactions (Mishra, Bakshi, & Singh, 2016). The research findings of Prebensen et al (2014) on tourists' behavior made it abundantly evident that the degree of satisfaction of visitors affects how loyal they become.

Similarly, empirical data demonstrate how commitment is impacted by customer pleasure based on the cognitive process, which both directly and indirectly encourages the intention to revisit (Han et al., 2011). Customers' good attitudes toward a product or service and their desire to buy and use it often improve when they are satisfied.

Subsequently, if a restaurant personnel tends to patrons throughout service interactions, patrons may feel appreciative and enhance their willingness to pay more (Jin et al., 2018). Positive word-of-mouth has been associated with customer satisfaction with service recovery, and it is more likely to spread when customers obtain satisfactory services.

Nevertheless, Collier and Bienstock (2006) claimed that when customers who are unsatisfied with service recovery engaged in bad word of mouth customer satisfaction has been explored as a negative aspect of consumer intentions for word of mouth (Jung & Seock, 2017).

The findings of the study also show that the significant relationship between guest satisfaction and added value towards the behavioral intention as to guests' revisiting

intention, word-of-mouth, willingness to pay, and loyalty is highly significant because the Mabuhay accommodation was ideally situated close to inexpensive sights, restaurants, shopping, and groceries that were accessible on foot.

The Mabuhay accommodations showed significant attributes for the guests to be satisfied by letting them experience the added features and benefits while allowing them to feel at ease when they shop for commodities or stuff that they need. Apart from that, the Mabuhay accommodations are usually situated in strategic locations where they can be accessed easily as they are situated at the heart of the city or municipality. In this vein, guests are more delighted.

The "added value" is highly influenced by satisfaction and retention which is also a crucial factor. A guest room, a hotel's main asset, is worth more when it has hotel facilities (Dev, et.al, 2018). Two of the numerous factors that made up the component "value," which was

related to travelers' opinions of value for money, were hotel food and beverage value for money and room value for money (Sim et al., 2006). Conclusively, consumers want to experience good activities and get their money's worth including the extra value that the Mabuhay accommodations offer (Jiony et al., 2021).

Thus, it can be implied that the crucial role of ambiance and added value in guest satisfaction at Mabuhay Accommodations, directly influences guests' behavioral intentions such as revisiting, word-of-mouth promotion, willingness to pay more, and loyalty. The welcoming and comfortable ambiance contributes significantly to guests' satisfaction and their propensity to repeat visits, pay premium prices, exhibit loyalty, and attract new customers. Similarly, the convenient location close to affordable amenities enhances the overall guest experience, emphasizing the importance for Mabuhay Accommodations to prioritize improvements in ambiance and capitalize on added value offerings to ensure enhanced customer satisfaction and loyalty.

**Table 11: Relationship Between Guest Satisfaction and Behavioral Intention in Visiting Mabuhay Accommodations**

Ambiance	rho	p-value	Interpretation
Revisit Intention	.718**	0.000	Highly Significant
Word of Mouth	.747**	0.000	Highly Significant
Willingness to Pay More	.683**	0.000	Highly Significant
Loyalty	.720**	0.000	Highly Significant
Hospitality Services			
Revisit Intention	.716**	0.000	Highly Significant
Word of Mouth	.709**	0.000	Highly Significant
Willingness to Pay More	.703**	0.000	Highly Significant
Loyalty	.714**	0.000	Highly Significant
Added Value			
Revisit Intention	.711**	0.000	Highly Significant
Word of Mouth	.721**	0.000	Highly Significant
Willingness to Pay More	.718**	0.000	Highly Significant
Loyalty	.717**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

**Table 12: Proposed Action Plan to Enhance the Level of Guest Satisfaction and Behavioral Intention in Visiting Mabuhay Accommodations**

Key Result Areas/Objectives	Strategies/Program	Outcome
Ambiance  To provide a fantastic and unique ambiance.	Renovation or improvement of the establishment's physical structure.	Prospective guests will be enticed to stay in the accommodation.
Hospitality Services	Send employees to a series of seminars/trainings to become more proactive in the execution of the services.	Guests will be impressed with the delivery of service and

<b>To provide all guests' needs without asking.</b>		may also have fewer complaints.
<b>Added Value</b>  <b>To provide in-room facilities, such as a coffee maker, and mini-refrigerator for guests' daily convenience.</b>	Mabuhay accommodations must offer additional in-room facilities.	Guests will feel more convenient
<b>Revisit Intention</b>  <b>To make guests revisit the accommodation when traveling to Misamis Occidental.</b>	Offer discounts to repeat visits of the guests.	Guests will be enticed to revisit the accommodation.
<b>Word of Mouth</b>  <b>To make the guests convince others to try this accommodation.</b>	Create infomercials that will highlight the positive experiences of their guests and post them on social media platforms for the widest dissemination of information.	The guests will share the infomercial with the virtual or social community groups.
<b>Willingness to Pay More</b>  <b>To make guests pay more willingly during their stay.</b>	Create a quality checking and control process to assure the quality of the products and services offered.	This will attract guests to purchase products/ services offered by the establishment.
<b>Loyalty</b>  <b>To make guests loyal to the accommodation.</b>	Create loyalty membership to guests and give discounts on the different products/ services offered.	The guests will be enticed to join the loyalty membership to avail of member discounts.

*Table 13: Policy Recommendation for DOT to Improve the Level of Guest Satisfaction and Behavioral Intention in Visiting Mabuhay Accommodations*

<b>Key Result Areas</b>	<b>Proposed Policies</b>
<b>Ambiance</b>  <b>To provide a fantastic and unique ambiance.</b>	DOT may create monthly/quarterly programs with different themes (like Filipino festivals) to present the locality's culture, wherein Mabuhay accommodation establishments will create artistic/unique decorations with an ambiance representing the theme.
<b>Hospitality Services</b>  <b>To provide all guests' needs without asking.</b>	Employees (especially the new ones) of Mabuhay Accommodations shall undergo training to provide excellent service to guests.
<b>Added Value</b>  <b>To provide in-room facilities, such as a coffee maker, and mini-refrigerator for guests' daily convenience.</b>	Mabuhay accommodation establishments must provide at least one in-room facility for guests' convenience.
<b>Revisit Intention</b>  <b>To make guests revisit the accommodation when traveling to Misamis Occidental.</b>	DOT may frequently monitor the different services provided by Mabuhay accommodation establishments to ensure the quality of service rendered to its guests.

<p><b>Word of Mouth</b></p> <p><b>To make the guests convince others to try this accommodation.</b></p>	DOT may mandate quarterly promotional campaigns to Mabuhay accommodation establishments.
<p><b>Willingness to Pay More</b></p> <p><b>To make guests pay more willingly during their stay.</b></p>	DOT may frequently monitor the different products provided by Mabuhay Accommodations to ensure the quality of products offered to its guests.
<p><b>Loyalty</b></p> <p><b>To make guests loyal to the accommodation.</b></p>	DOT may grant free accommodations and/or services to loyal customers of Mabuhay accommodation establishments.

#### IV. CONCLUSION AND RECOMMENDATIONS

The study's findings reveal key characteristics of the respondents, predominantly aged 17 to 25, single females, who opt for Department of Tourism (DOT) accredited Mabuhay accommodations for personal reasons, typically spending one overnight stay annually. Their satisfaction with the accommodations stems from the welcoming ambiance, positive hospitality services, and added value of nearby inexpensive activities, dining, shopping, and groceries. Notably, guests express behavioral intentions favoring revisits, advocacy through referrals, and a willingness to pay more for services within Misamis Occidental's Mabuhay accommodations. The significant relationship observed between guest satisfaction and behavioral intentions underscores the importance of enhancing service quality to meet guest expectations. The researcher's proposed action plan aims to elevate guest satisfaction levels and reinforce positive behavioral intentions, offering valuable insights for improving the guest experience in Misamis Occidental's Mabuhay accommodations.

Mabuhay accommodations can enhance their appeal and guest experience by investing in facility improvements, focusing on aesthetics and architectural design to exude elegance. Implementing uniform requirements for employees during shifts can enhance professionalism and recognition. The Department of Tourism in Misamis Occidental could institute policies or programs to improve nearby recreation sites and activities, aligning with the Mabuhay accommodations' offerings. The proposed action plan aims to elevate guest satisfaction levels and enhance intentions to revisit. Future research could explore additional variables, such as employee behavior, as determinants of guest satisfaction and behavioral intention, offering valuable insights for further improvement.

#### REFERENCES

- [1] Abrate, G., & Viglia, G. (2016). Strategic and tactical price decisions in hotel revenue management. *Tourism Management*, 55, 123-132.
- [2] Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220-227.
- [3] Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 9(1), 13-24.
- [4] Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- [5] Al-Ababneh, M. M. (2017). Service quality in the hospitality industry. Available at SSRN 3633089.
- [6] Ali, B. J., Gardi, B., Jabbar Othman, B., Ali Ahmed, S., Burhan Ismael, N., Abdalla Hamza, P., ... & Anwar, G. (2021). Hotel service quality: The impact of service quality on customer satisfaction in hospitality. Ali, BJ, Gardi, B., Othman, BJ, Ahmed, SA, Ismael, NB, Hamza, PA, Aziz, HM, Sabir, BY, Anwar, G.(2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14-28.
- [7] Ali, F., (2015). Service quality as a determinant of customer satisfaction and resulting behavioral intentions: an SEM approach towards Malaysian resort hotels. *Tourism* 63 (1), 37-51.
- [8] Ali, F., Amin, M., & Ryu, K. (2016). The role of physical environment, price perceptions, and consumption emotions in developing customer

- satisfaction in Chinese resort hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 17(1), 45-70.
- [9] Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories, satisfaction, and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100.
- [10] Al-Kilani, S., & El Hedhli, K. (2021). How do restaurant atmospherics influence restaurant authenticity? An integrative framework and empirical evidence. *Journal of Retailing and Consumer Services*, 63, 102729.
- [11] Ambiance. (2022). In Merriam-Webster.com. Retrieved September 17, 2022, from <https://www.merriam-webster.com/dictionary/ambiance>
- [12] Amin, M., Yahya, Z., Ismayatim, W.F.A., Nasharuddin, S.Z., Kassim, E., (2013). Service quality dimension and customer satisfaction: an empirical study in the Malaysian hotel industry. *Serv. Market. Quart.* 34 (2), 115–125.
- [13] Andronikidis, A., Vassiliadis, C., & Masmanidis, T. (2008). Evaluation of the compatibility degree of constraint variables for the demand for ski center services. *Journal of vacation marketing*, 14(3), 211-220.
- [14] Anwar, K. (2017). ANALYZING THE CONCEPTUAL MODEL OF SERVICE QUALITY AND ITS RELATIONSHIP WITH GUESTS'S SATISFACTION: A STUDY OF HOTELS IN ERBIL. *The International Journal of Accounting and Business Society*, 25(2), 1-16.
- [15] Bangwal, D., Suyal, J., & Kumar, R. (2022). Hotel building design, occupants' health, and performance in response to COVID-19. *International Journal of Hospitality Management*, 103, 103212.
- [16] Barusman, A. R. P., & Rulian, E. P. (2020). Customer Satisfaction and Retention and its Impact on Turism in Hotel Industry. *Utopía Y Praxis Latinoamericana*, 25(1), 117-126.
- [17] Bauer, Julien (2022), What are the different types of accommodation? Date Retrieved: August 14, 2022, from <https://www.amenitiz.com/blog/what-are-the-different-types-of-accommodation>
- [18] Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction, and tourist behavioral intentions. *Heliyon*, 6(9), e04839.
- [19] Becker, T. E., Atinc, G., Breugh, J. A., Carlson, K. D., Edwards, J. R., & Spector, P. E. (2016). Statistical control in correlational studies: 10 essential recommendations for organizational researchers. *Journal of Organizational Behavior*, 37(2), 157-167.
- [20] Bhatnagar, E., & Nim, D. (2019). Impact of housekeeping services and practices on customer satisfaction and repeat business. *Prabandhan: Indian Journal of Management*, 12(8), 46-57.
- [21] Biernat, E., & Lubowiecki-Vikuk, A. P. (2012). Tourist activity among urban singles in view of socio-demographic factors. *Studies in physical culture and tourism*, 19(2), 86-93.
- [22] Bilgihan, A., Smith, S., Ricci, P., & Bujisic, M. (2016). Hotel guest preferences of in-room technology amenities. *Journal of Hospitality and Tourism Technology*.
- [23] Boardman, A. E., Greenberg, D. H., Vining, A. R., & Weimer, D. L. (2017). *Cost-benefit analysis: concepts and practice*. Cambridge University Press.
- [24] Bryman, A. & Bell, E. (2007). *Ethical Considerations*. Retrieved from <https://research-methodology.net/research-methodology/ethical-considerations/>
- [25] Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. doi:10.1108/tr-02-2018-0025
- [26] Çavuşoğlu, S., & gül Bilginer, F. (2018). Tüketici deneyimlerinin tekrar ziyaret etme niyetine etkisi: Bingöl ili örneği. *Türk Sosyal Bilimler Araştırmaları Dergisi*, 3(1), 72-85.
- [27] Chaudhari, M. P. S. (2021). Hotel Housekeeping Services And Customer Satisfaction. *Ilkogretim Online*, 20(1), 5837-5844.
- [28] Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction, and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636.
- [29] Chi, C. G., Chi, O. H., Xu, X., & Kennedy, I. (2022). Narrowing the intention-behavior gap: The impact of hotel green certification. *International Journal of Hospitality Management*, 107, 103305.
- [30] Choi, H., & Kandampully, J. (2019). The effect of the atmosphere on customer engagement in upscale hotels: An application of SOR paradigm.

- International Journal of Hospitality Management, 77, 40-50.
- [31] Choi, T. Y., & Chu, R. (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International journal of hospitality management*, 20(3), 277-297.
- [32] Clarke, J., & Bowen, D. (2021). Repeat tourists and familiar place formation: Conversion, inheritance, and discovery. *Journal of Destination Marketing & Management*, 20, 100605.
- [33] Cobanoglu, C., Berezina, K., Kasavana, M. L., & Erdem, M. (2011). The impact of technology amenities on hotel guests overall satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4), 272-288.
- [34] Collier, J. E., & Bienstock, C. C. (2006). Measuring service quality in e-retailing. *Journal of Service Research*, 8(3), 260-275.
- [35] Culiberg, B., & Rojšek, I. (2010). Identifying service quality dimensions as antecedents to customer satisfaction in retail banking. *Economic and business review*, 12(3), 151-166.
- [36] Cuong, D. T. (2020). The effect of physical environment and perceived value on customer satisfaction and behavioral intention at the cinema in Vietnam. *Test Engineering and Management*, 82(1-2), 1665-1674.
- [37] Dabija, D. C., & Băbuț, R. (2014). Enhancing consumers' satisfaction and loyalty of retailers in Romania through store ambiance and communication. *Procedia Economics and Finance*, 15, 371-382.
- [38] De Bloom, J., Geurts, S. A., & Kompier, M. A. (2013). Vacation (after-) effects on employee health and well-being, and the role of vacation activities, experiences, and sleep. *Journal of Happiness Studies*, 14(2), 613-633.
- [39] Dean, A. M. (2007). The impact of the customer orientation of call center employees on customers' affective commitment and loyalty. *Journal of Service Research*, 10(2), 161-173.
- [40] Delgadillo, E., Reyes, T., & Baumgartner, R. J. (2021). Towards territorial product-service systems: A framework linking resources, networks, and value creation. *Sustainable Production and Consumption*, 28, 1297-1313.
- [41] Deng, W. J., Yeh, M. L., & Sung, M. L. (2013). A customer satisfaction index model for international tourist hotels: Integrating consumption emotions into the American Customer Satisfaction Index. *International journal of hospitality management*, 35, 133-140.
- [42] Department of Tourism (2022). Revised Interim Guidelines Governing Application for Accreditation during the State of Calamity Due to COVID-19. (Memorandum Circular no. 2022-001). Retrieved from: 2022-158\_MC+No2022-001.pdf (squarespace.com)
- [43] Dev, C. S., Hamilton, R. W., Rust, R. T., & Valenti, M. V. (2018). What do hotel guests really want? Anticipated versus actual use of amenities.
- [44] Etcuban, J. O. (2019). Housekeeping Standard Practices of Resorts in Bohol, Philippines. *International Journal of Business and Social Science*, 10(4).
- [45] Grizzle, J. W., Zablah, A. R., Brown, T. J., Mowen, J. C., & Lee, J. M. (2009). Employee customer orientation in context: How the environment moderates the influence of customer orientation on performance outcomes. *Journal of Applied Psychology*, 94(5), 1227.
- [46] Guo, J., Susilo, Y., Antoniou, C., & Pernestål, A. (2022). Word of mouth and behavioral intentions of the automated bus service. *Cities*, 126, 103668.
- [47] Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82-92.
- [48] Han, H., & Kim, W. (2009). OUTCOMES OF RELATIONAL BENEFITS: RESTAURANT CUSTOMERS' PERSPECTIVE. *Journal of Travel & Tourism Marketing*, 26(8), 820-835.
- [49] Han, H., Back, K. J., & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International journal of hospitality management*, 28(4), 563-572.
- [50] Hansen, T., Jensen, J. M., & Solgaard, H. S. (2004). Predicting online grocery buying intention: a comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management*, 24(6), 539-550.
- [51] Harrison-Walker, L. J. (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer

- commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.
- [52] Heung, V. C., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*, 31(4), 1167-1177.
- [53] Hotel Tech Report (2022, January 26). What is Hospitality? An In-depth Look for Professionals. Retrieved from: <https://hoteltechreport.com/news/what-is-hospitality>
- [54] Howe, K. (2022, April 28). Why is the Philippines one of the Most Popular Tourist Destinations in Asia? Mr&MrsHowe I Travel, Lifestyle & Coaching by Kach Howe. <https://mrandmrshowe.com/lifestyle-blog/philippines-popular-destination>
- [55] Hsu, M. K., Huang, Y., & Swanson, S. (2010). Grocery store image, travel distance, satisfaction, and behavioral intentions: Evidence from a Midwest college town. *International Journal of Retail & Distribution Management*.
- [56] Hung, W. L., Lee, Y. J., & Huang, P. H. (2016). Creative experiences, memorability, and revisit intention in creative tourism. *Current Issues in Tourism*, 19(8), 763-770.
- [57] Ing, P. G., Zheng Lin, N., Xu, M., & Thurasamy, R. (2019). Customer loyalty in Sabah full-service restaurant. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1407–1429. doi:10.1108/apjml-07-2019-0437
- [58] Irimias, A., Mitev, A., & Michalko, G. (2016). Demographic characteristics influencing religious tourism behavior: evidence from a Central-Eastern-European Country. *International Journal of Religious Tourism and Pilgrimage*, 4(4), 3.
- [59] Jani, D., & Han, H. (2014). Personality, satisfaction, image, ambiance, and loyalty: Testing their relationships in the hotel industry. *International Journal of Hospitality Management*, 37, 11-20.
- [60] Jin, N., Lee, S., & Lee, H. (2015). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors. *International journal of tourism research*, 17(1), 82-95.
- [61] Jin, N., Line, N. D., & Yoon, D. (2018). Understanding the role of gratitude in building quality relationships. *Journal of Hospitality Marketing & Management*, 27(4), 465-485.
- [62] Jiony, M. M., Lew, T. Y., Gom, D., Tanakinjal, G. H., & Sondoh Jr, S. (2021). Influence of cultural intelligence and psychological capital on service quality: A study of the hotel industry in Sabah, Malaysia. *Sustainability*, 13(19), 10809.
- [63] Jordan, F., & Gibson, H. (2005). “We’re not stupid... But we’ll not stay home either”: Experiences of solo women travelers. *Tourism Review International*, 9(2), 195-211.
- [64] Jung, N. Y., & Seock, Y. K. (2017). Effect of service recovery on customers’ perceived justice, satisfaction, and word-of-mouth intentions on online shopping websites. *Journal of Retailing and Consumer Services*, 37, 23-30.
- [65] Jysmä, E. (2012). The physical environment and its relevance to customer satisfaction in boutique hotels; Hotel Haven, Helsinki.
- [66] Kement, U., Cavusoglu, S., Bukey, A., & Bashar, B. (2018). Investigation of the Intention to Revisit and Recommend in Thermal Tourism Enterprises: The Regulatory Role of Hotel Ambience, 19th National Tourism Congress, 17(21), 800-810.
- [67] Kement, Ü., Çavuşoğlu, S., Bükey, A., Göral, M., & Uslu, A. (2021). Investigation of the Effect of Restaurant Atmosphere on Behavioral Intention: Kement, Ü., Çavuşoğlu, S., Bükey, A., Göral, M., Uslu, A. (2021). Investigation of the Effect of Restaurant Atmosphere on Behavioral Intention. *Journal of Tourism and Services*, 12(12), 222-242. *Journal of Tourism and Services*, 12(22), 222-242.
- [68] Kim, H. S., & Shim, J. H. (2019). The effects of quality factors on customer satisfaction, trust, and behavioral intention in chicken restaurants. *The Journal of Industrial Distribution & Business*, 10(4), 43-56.
- [69] Kim, J. H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable tourism experience scale (MTES). *Journal of Travel Research*, 53(3), 323-335.
- [70] Kim, M., Vogt, C. A., & Knutson, B. J. (2015). Relationships among customer satisfaction, delight, and loyalty in the hospitality industry. *Journal of Hospitality & Tourism Research*, 39(2), 170-197.
- [71] Kimmel, A. J., & Kitchen, P. J. (2014). WOM and social media: Presaging future directions for



- research and practice. *Journal of Marketing Communications*, 20(1-2), 5-20.
- [72] Koo, S. K. S., Byon, K. K., & Baker III, T. A. (2014). Integrating Event Image, Satisfaction, and Behavioral Intention: Small-Scale Marathon Event. *Sport Marketing Quarterly*, 23(3).
- [73] Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of tourism research*, 28(3), 784-807.
- [74] Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioral intentions: A study in the hotel industry. *Managing Service Quality: An International Journal*.
- [75] Lee, J., & Beeler, C. (2009). An investigation of predictors of satisfaction and future intention: Links to motivation, involvement, and service quality in a local festival. *Event management*, 13(1), 17-29.
- [76] Lee, J., Graefe, A. R., & Burns, R. C. (2004). Service quality, satisfaction, and behavioral intention among forest visitors. *Journal of Travel & Tourism Marketing*, 17(1), 73-82.
- [77] Lee, Y. G., & Bhargava, V. (2004). Leisure time: Do married and single individuals spend it differently? *Family and Consumer Sciences Research Journal*, 32(3), 254-274.
- [78] Liat, C.B., Mansori, S., Huei, C.T., (2014). The associations between service quality, corporate image, customer satisfaction, and loyalty: evidence from the Malaysian hotel industry. *J. Hosp. Market. Manage.* 23 (3), 314–326.
- [79] Liu, C. R., Kuo, T. M., Wang, Y. C., Shen, Y. J., Chen, S. P., & Hong, J. W. (2022). Perceived luxurious values and pay a price premium for Michelin-starred restaurants: A sequential mediation model with self-expansion and customer gratitude. *International Journal of Hospitality Management*, 103, 103185.
- [80] Liu, K. N., & Hu, C. (2021). Investigating the impacts of hotel brand experience on brand loyalty: the mediating role of brand positioning. *International Journal of Hospitality & Tourism Administration*, 1-23.
- [81] Liu, X., Wang, Q., Wei, H. H., Chi, H. L., Ma, Y., & Jian, I. Y. (2020). Psychological and demographic factors affecting household energy-saving intentions: a TPB-based study in Northwest China. *Sustainability*, 12(3), 836.
- [82] Lu, L., & Gursoy, D. (2017). Would consumers pay more for nongenetically modified menu items? An examination of factors influencing diners' behavioral intentions. *Journal of Hospitality Marketing & Management*, 26(3), 215-237.
- [83] Marzuq, N., & Drach-Zahavy, A. (2012). Recovery during a short period of respite: The interactive roles of mindfulness and respite experiences. *Work & Stress*, 26(2), 175-194.
- [84] Masiero, L., Heo, C. Y., & Pan, B. (2015). Determining guests' willingness to pay for hotel room attributes with a discrete choice model. *International Journal of Hospitality Management*, 49, 117-124.
- [85] McClinchey, K. A. (2015). Lifestyle mobilities: intersections of travel, leisure, and migration.
- [86] Michels, N., & Bowen, D. (2005). The relevance of retail loyalty strategy and practice for leisure/tourism. *Journal of Vacation Marketing*, 11(1), 5-19.
- [87] Mishra, P., Bakshi, M., & Singh, R. (2016). Impact of consumption emotions on WOM in movie consumption: Empirical evidence from emerging markets. *Australasian Marketing Journal (AMJ)*, 24(1), 59-67.
- [88] Mohajerani, P., & Miremadi, A. (2012). Customer satisfaction modeling in the hotel industry: A case study of Kish Island in Iran. *International Journal of Marketing Studies*, 4(3), 134.
- [89] Myo, Y. N., Khalifa, G. S., & Aye, T. T. (2019). The impact of service quality on customer loyalty of Myanmar hospitality industry: the mediating role of customer satisfaction. *International Journal of Management and Human Science (IJMHS)*, 3(3), 1-11.
- [90] Nassaji, H. (2015). Qualitative and descriptive research: Data type versus data analysis. *Language teaching research*, 19(2), 129-132.
- [91] Nguyen, N., & Leblanc, G. (2002). Contact personnel, the physical environment, and the perceived corporate image of intangible services by new clients. *International Journal of Service Industry Management*, 13(3), 242 - 262. doi: <https://doi.org/10.1108/09564230210431965>
- [92] Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, 91, 102414.
- [93] Ocampo, L. A., Tan, T. A. G., & Sia, L. A. (2018). Using fuzzy DEMATEL in modeling the causal relationships of the antecedents of

- organizational citizenship behavior (OCB) in the hospitality industry: A case study in the Philippines. *Journal of Hospitality and Tourism Management*, 34, 11-29.
- [94] Oh, H., & Kim, K. (2017). Customer satisfaction, service quality, and customer value: years 2000-2015. *International Journal of Contemporary Hospitality Management*.
- [95] Packer, J. (2021). Taking a break: exploring the restorative benefits of short breaks and vacations. *Annals of Tourism Research Empirical Insights*, 2(1), 100006.
- [96] Park, D., & Shin, K. (2012). The service sector in Asia: is it an engine of growth? *Asian Development Bank Economics Working Paper Series*, (322).
- [97] Park, E., Kang, J., Choi, D., & Han, J. (2020). Understanding customers' hotel revisiting behavior: a sentiment analysis of online feedback reviews. *Current Issues in Tourism*, 23(5), 605-611.
- [98] Park, J. Y., Bufquin, D., & Back, R. M. (2019). When do they become satiated? An examination of the relationships among winery tourists' satisfaction, repeat visits, and revisit intentions. *Journal of Destination Marketing & Management*, 11, 231-239.
- [99] Passias, E. J., Sayer, L., & Pepin, J. R. (2017). Who experiences leisure deficits? Mothers' marital status and leisure time. *Journal of Marriage and Family*, 79(4), 1001-1022.
- [100] Phun, V. K., Kato, H., & Yai, T. (2018). Traffic risk perception and behavioral intentions of paratransit users in Phnom Penh. *Transportation research part F: traffic psychology and behavior*, 55, 175-187.
- [101] Pizam, A., Shapoval, V., & Ellis, T. (2016). Customer satisfaction and its measurement in hospitality enterprises: A revisit and update. *International Journal of Contemporary Hospitality Management*, 28(1), 2-35.
- [102] Prebensen, N.K., Woo, E., Uysal, M.S., 2014. Experience value: antecedents and consequences. *Curr. Issues Tourism* 17 (10), 910-928.
- [103] Prentice, C., Dominique Lopes, S., & Wang, X. (2020). The impact of artificial intelligence and employee service quality on customer satisfaction and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 739-756.
- [104] Rajaobelina, L. (2018). The impact of customer experience on relationship quality with travel agencies in a multichannel environment. *Journal of Travel Research*, 57(2), 206-217.
- [105] Rather, R. A., Hollebeck, L. D., & Rasoolimanesh, S. M. (2022). First-time versus repeat tourism customer engagement, experience, and value cocreation: An empirical investigation. *Journal of Travel Research*, 61(3), 549-564.
- [106] Roldan, A. S. and Crespo, A. M. (2016). *Housekeeping Management. Revised Edition 2016. Skills Development & Management Services*.
- [107] Secchi, E., Roth, A., & Verma, R. (2020). The effect of service improvisation competence on hotel performance. *International Journal of Operations & Production Management*.
- [108] Serafica, Ramonette B.; Vergara, Jean Colleen M.; Oren, Queen Cel A. (2021). *Regional Analysis of the Philippine Services Sector*. © Philippine Institute for Development Studies. <http://hdl.handle.net/11540/13753>.
- [109] Shammout, A. B. (2020). An empirical investigation of relational bonds on attitudinal and behavioral customer loyalty for Arabic luxury hotel customers. *International Journal of Hospitality & Tourism Administration*, 21(3), 221-241.
- [110] Sim, J., Mak, B., & Jones, D. (2006). A model of customer satisfaction and retention for hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 7(3), 1-23.
- [111] Sipe, L. J., & Testa, M. R. (2018). From satisfied to memorable: An empirical study of service and experience dimensions on guest outcomes in the hospitality industry. *Journal of Hospitality Marketing & Management*, 27(2), 178-195.
- [112] Sivadas, E., & Jindal, R. P. (2017). Alternative measures of satisfaction and word of mouth. *Journal of Services Marketing*.
- [113] Skogland, I. & Siguaw, J. A. (2004). Are your satisfied customers loyal? *Cornell Hotel and Restaurant Administration Quarterly*, 45 (3), 221-234.
- [114] Sotiriadis, M. D. (2017). Sharing tourism experiences in social media: A literature review and a set of suggested business strategies. *International Journal of Contemporary Hospitality Management*.

- [115] Stein, A., & Ramaseshan, B. (2020). The customer experience–loyalty link: moderating role of motivation orientation. *Journal of Service Management*.
- [116] Sthapit, E., Del Chiappa, G., Coudounaris, D. N., & Björk, P. (2019). Tourism experiences, memorability, and behavioural intentions: a study of tourists in Sardinia, Italy. *Tourism Review*.
- [117] Sufi, T., & Singh, S. (2019). A critical evaluation of the hotel classification system of India. *Prabandhan: Indian Journal of Management*, 12(2), 49-61.
- [118] Tan, W. K. (2017). Repeat visitation: A study from the perspective of leisure constraint, tourist experience, destination images, and experiential familiarity. *Journal of destination marketing & management*, 6(3), 233-242.
- [119] TeamBaF (2022). 2022 DOT-Accredited Hotels in Misamis Occidental. Retrieved from: <https://busesandferries.com/dot-accredited-hotels-in-misamis-occidental/>
- [120] Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of tourism research*, 33(4), 1141-1158.
- [121] Vassiliadis, C. A., Mombeuil, C., & Fotiadis, A. K. (2021). Identifying service product features associated with visitor satisfaction and revisit intention: A focus on sports events. *Journal of Destination Marketing & Management*, 19, 100558.
- [122] Vernon, V. (2010). Marriage: for love, for money... and for time? *Review of Economics of the Household*, 8(4), 433-457.
- [123] Vesci, M., & Botti, A. (2019). Festival quality, theory of planned behavior and revisiting intention: Evidence from local and small Italian culinary festivals. *Journal of Hospitality and Tourism Management*, 38, 5-15.
- [124] Wang, L., Wang, X. K., Peng, J. J., & Wang, J. Q. (2020). The differences in hotel selection among various types of travelers: A comparative analysis with a useful bounded rationality behavioral decision support model. *Tourism Management*, 76, 103961.
- [125] Yang, M., Luu, T. T., & Qian, D. (2022). Can group diversity translate adhocracy culture into service innovative behavior among hospitality employees? A multilevel study. *International Journal of Hospitality Management*, 107, 103332.
- [126] Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of destination marketing & management*, 8, 326-336.
- [127] Zheng, W., Gao, S., & Fang, B. (2022). How Does Public Transportation Influence Hotel Demand? Evidence From a Natural Experiment. *International Journal of Hospitality Management*, 107, 103338.
- [128] Zoghbi-Manrique-de-Lara, P., Suárez-Acosta, M. A., & Aguiar-Quintana, T. (2014). Hotel guests' responses to service recovery: How loyalty influences guest behavior. *Cornell Hospitality Quarterly*, 55(2), 152-164.