


Service Quality of Selected Resorts in the Central Philippines

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Abstract

The state of the hotels, resorts, and restaurant industry is dependent upon the quality of service exhibited by its frontliners and personnel. This study is to measure the service quality of selected resorts in the Municipality of Dauin, province of Negros Oriental, Philippines using a descriptive-correlational design. 120 customers of the six selected resorts that served as the respondents of this research. This study aims to measure the levels of customer satisfaction using the five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. Data were collected mainly from the six selected resorts, after which results were tabulated, presented, analyzed, and interpreted. The findings show that tangibility is the weakest dimension while assurance is the strongest dimension of service quality. This implies that the level of satisfaction in all dimensions is yielding a positive SERVQUAL response. Hence, customers were satisfied with all dimensions of service quality.

Keywords

Tourism And Hospitality Industry, Service Quality, Resorts, Descriptive-Correlational Design, Central Philippines.

Introduction

The tourism industry, where hotels, resorts, and restaurants belong, accounts for more than 80 percent of the country's gross domestic product. This was revealed by Philippine Tourism Department Secretary Bernadette Romulo-Puyat in a press conference during a pit stop visit to Dumaguete City and Negros Oriental on February 25, 2021. Thus, it is imperative that the quality of service among the stakeholders in the industry is top-notch and excellent.

Because the tourism industry and its various components are highly service-oriented, the demand for service quality is also high. Aside from its growing importance and impact on the country's gross domestic product, the tourism industry likewise is attributed to 87 percent of the country's employment, easing out manufacturing and other industries (Kandampully & Suhartanto 2000).

Many are dependent on the service sector in all aspects. Because of its very competitive nature, businesses under the industry are continuously on the lookout for innovative and creative service processes. As the playing field grows wider and bigger, businesses also try to look for avenues or strategies where their particular service may be different or a notch higher than the others. In sundry ways, these will serve to attract and retain more customers, thereby, making a big gain in their investment (Lewis, 2002).

Service quality is a significant source of sustainable competitive advantage, as it affects the constant improvement of service performance by increasing market share and profit growth. Such view of service quality yields an increase in financial results and achieves a sustainable competitive advantage (Johnson & Karlay, 2018). It affects their buying decision since everyone looks for the most appreciated quality that meets customer desire. It is possible to introduce a new mindset on service quality by formulating the concept of quality to be used for customer satisfaction in the context of service and cost (Vargo & Lusch, 2004). By far, studies on service quality have focused on the banking sector, airline industry, educational institutions, and the hotel, resort, and restaurant industry.

Accommodation is considered to be the main pillar of the tourism industry. It represents the core element of this industry where tourists, transport, accommodation, tourism attractions, and general tourists are considered the main tourism components (Vine, 1981). The hospitality and tourism industry contributes heavily to increasing the employment rate by hiring a considerable ratio where it can stimulate the economic cycle in the country and share other local industries in improving the general condition of the country.

The service industry is considered one of the most fluctuating industries. It needs effective standards and measurement tools to improve and enhance even to oversee the procedures of such industry. The SERVQUAL model is one of the most effective measurement instruments to measure service quality. Parasuraman, Zeithaml and Berry developed SERVQUAL in 1985. The SERVQUAL scale is the most accurate method of measuring customers' satisfaction of a firm, organization, or establishment's quality of service with adjustments according to the specific context of a situation (Johnson & Karlay, 2018).

The theory as espoused by Aga & Safakli (2007) and Ismail, et al. (2006) encapsulates that service quality provides a positive outcome on customer satisfaction. It refers to the cost of the services as compared to service quality, which directly influences each other. Moreover, Aga & Safakli (2007) recommend that empathy is parallel to customer satisfaction because it emphasizes the individual needs of customers. Other theorists like Naidoo (2011, 2014) and Jayasundara, et al. (2009) likewise outline that empathy, reliability, and assurance have significant influence on customer satisfaction. These thoughts of Parasuraman, Zeithaml and Berry (1985) who articulate that service quality is not the same or uniform in specific situations, organizations, or localities.

As competition increases, companies and businesses opt to expand and diversify their market reach and cater to customer expectations by embracing new technology and adapting strategies (Lin, Lai, & Yeh, 2007). The factors that influence in the increased number of resorts are recreational activities, resting and relaxation, personal value, enriching and learning experiences, and social experiences (Tubog & Tayco, 2017). Today, businesses including the tourism industry (hotels, resorts, restaurants) are called upon to be more "customer-centric" (Khan & Fasih, 2014). The quality of a service positively influences customer satisfaction and, as such, service quality is of vital importance to customer satisfaction (Kaura, et al., 2012).

It is essentially because of the urgent and immediate need to observe high service quality of resorts. Since one of the most effective tools in the success of the tourism industry is service quality, it is imperative that hotels, resorts, and restaurants focus on how to improve their service to achieve customer satisfaction. This industry is, after all, highly service-oriented. The members of the industry are considered as frontliners because they meet customers who form their opinions through their actual encounters with the personnel and how these compare with their expectations.

This study was anchored on the Service Quality Model of Parasuraman, Zeithaml & Berry (1985). They define service quality as the discrepancy

between a customers' expectation of a service and the customers' perception of the service offering. The SERVQUAL approach has been applied in service organizations. The data were grouped into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The main objective of this research was to investigate the service quality of selected resorts in the Municipality of Dauin, province of Negros Oriental, Philippines. The study aimed to:

1. determine the socio-demographic profile of the respondents; and
2. assess the levels of satisfactions of the respondents towards service quality.

Method

A descriptive-correlational design was utilized to elicit information from the customers visiting the selected resorts in the municipality of Dauin, province Negros Oriental. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied (Cherry, 2020). It is also correlational in the sense that it will find out whether a significant relationship exists between the customers' profile and their level of satisfaction on the selected resorts.

Service quality will be assessed adapted from Parasuraman, Zeithaml, and Berry (1985) as the main instrument for data collection. The SERVQUAL instrument has been applied in designing the questionnaire by using the five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. Slight modifications will be made to reflect the exact situation of the study. Interviews were conducted to answer clarifications, verify the answers of the respondents, and to solicit additional information. The questionnaire aimed to determine the level of customers' satisfaction with service quality.

The research was conducted in the Municipality of Dauin which is located 15 kilometers south of Dumaguete City, the capital of the province of Negros Oriental. Classified as a fourth class municipality, it is composed of 23 barangays and belongs to the Third District of the province of Negros Oriental. According to the 2020 census, it has a population of 30,018 people (Philippine Statistics Authority).

Convenient sampling was used by the researchers to identify the possible customers who act as the respondents of the study. To arrive at the number of resorts, the researchers used purposive sampling. The selection of the resorts was based on the criteria: 1) still operating amidst the pandemic; 2) resorts with operating rooms and restaurants; 3) resorts operating from Mondays to Sundays; and 4) resorts who gave their full consent to serve as

locale of the study. A minimum of six selected resorts shall be determined based on the purposive sampling criteria. There are 20 respondents from each selected resorts. For this study, a total of 120 respondents were customers that comprised the sample size. The main instrument for data gathering was a survey questionnaire adapted from the SERVQUAL model of Parasuraman, Zeithaml, and Barry (1985). Slight modifications were made to reflect the exact situation of the study. Through a pre-test, there were 15 customers who served as respondents to answer the questionnaires in nearby resorts outside of the municipality of Dauin. The questionnaire was composed of two major parts. The first part will provide background information through the socio-demographic profile of the respondents. The second part will focus on level of satisfactions towards service quality on tangibility, reliability, responsiveness, assurance, and empathy.

The data collected was analyzed using percentage, weighted mean, and chi square test of independence. Percentage was used in presenting the distribution of the respondents across categories. Weighted mean on the other hand was employed so as to determine the extent of their satisfaction. Moreover, chi square test of independence was utilized to ascertain if a significant relationship exists between the profile and level of satisfaction.

RESULTS AND DISCUSSION

The results of this study are divided into three parts: the profile of the respondents, level of customers' satisfaction, and test of hypothesis. Part 1 shows the summary of the respondent's profile focused on the gender, age, civil status, address, occupation, purpose of trip, and the frequency of visit. The focus of the second part looked into the five dimensions of service quality, namely: tangibility, reliability, responsiveness, assurance, and empathy. The third part shows the test of the hypothesis.

Profile of the Respondents

Table 1 shows the relevant data relative to the personal, purpose of trip, and the professional background of the respondents.

The table shows that there were more female customers than male. This shows that women often visit the resort than men. These days, women have their own quality time and self-care.

Most respondents' age which ranges from 17-69 years old and above. The largest age group was between 22 to 39 years of age. This age group are young professionals who want to have leisure and adventure.

Majority of the respondents were single and few were married. The respondents who were single are mostly with friends for relaxation and bonding.

For the address of the respondents, it shows that most of the respondents were residents within Negros Oriental. Many of the respondents are from Dumaguete City, and some are living on the other cities and municipalities in Negros Oriental. Few of the respondents are non-residents of Negros Oriental. They are from the province of Negros Occidental, Siquijor and Cebu City. This explains that most of the respondents are within Negros Oriental because of the proximity from the municipality of Dauin. Convenience plays a vital role when having a vacation.

Table 1 also shows the occupation sector of the respondents. Majority of the respondents are privately employed, while some are students, and few of them were in the government service. The private employees were able to visit often on the resorts since most of them are on work-from-home schedule. While the students were accompanied by their parents and others are working students who also wants to have a breather from work.

Furthermore, table 1 also highlights the frequency of visit of the respondents in the selected resorts in the Municipality of Dauin. It shows that some of the respondents stayed at the resorts more than four times. This means that they are repeat customers. There were also who stayed at the resort for the first time. The respondents who stayed more than four times are mostly within Negros Oriental. This is a quick vacation getaway from locals due to proximity, convenience and value for money.

Variables	N	%
Gender		
Male	48	40
Female	72	60
Age Range (years old)		
18-21	23	19.17
22-39	77	64.17
40-65	19	15.83
More than 69	1	0.83

Civil Status

Married	38	31.67
Single	80	66.67
Widowed	2	1.67
Address		
Within Negros Oriental	111	92.5
Outside Negros Oriental	9	7.5
Occupation		
Government Employee	23	19.17
Private Employee	67	55.83
Student	30	25
Purpose of Trip		
Business	1	0.83
Honeymoon	2	1.67
MICE	18	15
Vacation	96	80
Others	3	2.5
Frequency of Visit		
Once	37	30.83
Twice	25	20.83
Thrice	11	9.17
Four Times	7	5.83
More than four times	40	33.33

Levels of Satisfactions towards Service Quality

This section presents the customers' level of satisfaction towards service quality of selected resorts in the municipality of Dauin, province of Negros Oriental, Philippines. Service quality is composed of tangibility, reliability, responsiveness, assurance, and empathy. The 120 respondents were asked to rate each statement concerning their level of satisfaction between December 23, 2021 to February 7, 2022. Table 2 below show the findings of the service quality of each dimension.

The respondents are very satisfied (VS) with their levels of satisfactions towards service quality of the selected resorts in the municipality of Dauin in terms of tangibility, reliability, responsiveness, assurance, and empathy

To begin with, the respondents are very satisfied with **tangibility** specifically on the items: the resort has up-to-date equipment, has visually

appealing facilities, uses modern technological means to serve customers, employees are well dressed and appear neat, and employees provide services with a smile. This would translate that if a resort would invest on new equipment customers would be very satisfied on their stay. In addition, it is very appealing and pleasant if the resort has visually appealing facilities and uses modern technological means to serve the customers.

The findings were supported by Wong et al. (1999), who studied service quality dimensions in the hospitality and tourism industry. They found that service quality was related to the tangible behaviour and appearance of both facilities and appearance of employees. The best predictor of overall service quality was the tangibility dimension. The tangibility dimension refers to physical evidence of the service (Dabholkar, et al., 1996).

In addition, the overall customer satisfaction of the respondents towards **reliability** dimension is also very satisfied. The respondents are very satisfied with the items: resort keeps its promise of doing things on time, provides services as promised, staff provide customers accurate information, procedures are characterized by simplicity, and keeps customers informed of the performance of services.

This rating is supported by comments by a frequent guest at the hotel who wrote “I requested for an early check in at 12 noon, the room is ready on time and I get the late check out until 2 p.m.”. This is because the resort staff provides the service accurately and keeps their promises to customers. In addition, the customers feel satisfied with the reliability of the service.

This result is consistent with (Poku, Zakari, & Soali, 2013), who studied service quality in the hotels and resorts in the Middle East. They found that reliability was the most important factor for ensuring customer satisfaction on service. For example, the resort keeps customers informed of the performance of services, and the resort procedures are characterized by simplicity. By focusing on this dimension, the hotels and resorts in the Middle East achieved high levels of satisfaction. The reliability dimension refers to the ability to perform the promised service dependably and accurately (Dabholkar, et al., 1996).

Moreover, the overall customer satisfaction of the respondents towards **responsiveness dimension** also very satisfied. It is highly possible that customers are satisfied when the staff are always willing to help. This is supported by a second-time customer who commented that, “the staff are always willing to help me on gastronomic adventures in Negros Oriental, they are happy to serve”. These findings are consistent with Parasuraman et al. (1998), who measured consumer perceptions of service quality. They found that “responsiveness” was the most important factor in determining customer

satisfaction with service. The responsiveness dimension refers to the quality of reacting quickly, promptly, rapidly, instantly and positively to every situation (Dabholkar, et al., 1996).

Furthermore, overall customer satisfaction towards **assurance dimension** was very satisfied, with trustworthiness ranking most important. Most customers expect resort employees to make them feel safe when staying at the hotel. In addition, cashiers should be credible and responsible when handling expenses of money from guests. The resort employees must have broad and deep knowledge with high efficiency in performing their duties and to have the required skills in terms of security and safety standards. The assurance dimension refers to the state of being sure or certain about something (Parasuraman, 1998).

Lastly, the table also shows that overall customer satisfaction towards **empathy dimension** very satisfied. The convenience of resorts' flexible operating hours was considered the most important. The result is consistent with Kelley (1958) that convenience is one of backbone of any successful business. The resort staff represents the hotel and communication is vitally important. Effective communication among divisions in the hotel is one of the main factors that contribute to customer satisfaction. The empathy dimension refers to caring individualized attention the firm provides its customers (Parasuraman, 1998).

Variables	WM	SD
1. Tangibility	3.34	VS
1.1 The resort has up-to-date equipment	3.46	VS
1.2 The resort has visually appealing facilities	3.35	VS
1.3 The resort uses modern technological means to serve customers	3.33	VS
1.4 The resort employees are well dressed and appear neat	3.30	VS
1.5 The resort employees provide services with a smile	3.27	VS
2. Reliability	3.38	VS
2.1 The resort keeps its promise of doing things on time	3.42	VS
2.2 The resort provides services as promised	3.41	VS
2.3 The resort provide customers accurate information	3.40	VS
2.4 The resort procedures are characterized by simplicity	3.33	VS

2.5 The resort keeps customers informed of the performance of services 3.33 VS

3. Responsiveness

3.45 VS

3.1 The resort employees are always willing to help customers 3.59 VS

3.2 The resort provides flexibility of service according to customer demand 3.43 VS

3.3 The resort employees tell you exactly when services will be provided 3.43 VS

3.4 The resort employees give you prompt service 3.41 VS

3.5 The resort employees respond to your requests quickly 3.40 VS

4. Assurance

3.50 VS

4.1 Guests are able to trust resort employees 3.58 VS

4.2 You feel safe in your dealing with resort employees 3.54 VS

4.3 The resort employees are polite at all times 3.50 VS

4.4 The resort has the required security and safety standards 3.45 VS

4.5 The staff is characterized by high efficiency in performing their duties 3.43 VS

5. Empathy

3.44 VS

5.1 The resort has operating hours convenient to you 3.47 VS

5.2 The resort employees understand your specific needs 3.46 VS

5.3 The resort employees have customers' best interest at heart 3.48 VS

5.4 The resort employees have excellent communication skills 3.43 VS

5.5 The resort provides you with individual attention 3.37 VS

Legend: 3.26 - 4.00 (VS) Very Satisfied
 2.51 - 3.25 (S) Satisfied
 1.76 - 2.50 (LS) Less Satisfied
 1.00 - 1.75 (NS) Not Satisfied

Overall customer satisfaction towards service quality

Table 3. Overall mean score of customer satisfaction towards service quality

Five Dimensions	WM	SD
• Tangibility	3.34	VS
• Reliability	3.38	VS
• Responsiveness	3.45	VS
• Assurance	3.50	VS
• Empathy	3.44	VS
Overall mean score	3.42	VS

Table 3 shows that overall customer satisfaction towards the five dimensions was very satisfied. The result of customers' satisfaction showed that assurance got the highest scores, follow by responsiveness, empathy, reliability, and tangibility. Most customers expected the resort staff to be trustworthy because they are responsible for the hotel expenses or collecting money from hotel guests.

Customer's suggestions or recommendations towards service quality

Table 4. Customer's suggestions or recommendations towards service quality

Customers' suggestions	N	%
Compliments	53	44.17%
Complaints	22	18.33%
No answer	45	37.50%
Total	120	100%

Table 4 shows that the majority of customers complimented the services of the resort. Customers reported that the resort staff were very nice and provided a quick and smooth check-in. They also felt very comfortable during their stay. The front office staff are willing to help customers by guiding them to nearby attractions. On the other hand, few of the respondents made complaints that the select resorts should improve their service and communication skills. Some of the respondents also suggested the renovation of their restaurants and rooms. To conclude, it is obvious that most customers

felt satisfied with the service quality of selected resorts in the municipality of Dauin, province of Negros Oriental.

Test of Hypotheses

To check the validity of the statement of the null hypothesis, the data gathered were subjected to a Two-Sample T-Test, using the minitab software. The details of the results are as follows:

Table 5. The t-Test Results on the Difference in the level of satisfaction of the respondents across categories and residents (within and outside Negros Oriental)

Tangibility		U	P
Mean Ranks for			
Within Neg Or	Outside Neg Or		
61.1	52.5	427.5	0.48
Reliability			
Mean Ranks for			
Within Neg Or	Outside Neg Or		
60.2	64.7	537	0.71
Responsiveness			
Mean Ranks for			
Within Neg Or	Outside Neg Or		
60.4	61.5	508.5	0.94
Assurance			
Mean Ranks for			
Within Neg Or	Outside Neg Or		
60	67	558	0.56
Empathy			
Mean Ranks for			
Within Neg Or	Outside Neg Or		
60.3	62.6	518	0.86
Overall			
Mean Ranks for			
Within Neg Or	Outside Neg Or		
60.3	62.8	520.5	0.84

Note: For a significant difference to exist, the p value must be equal to or lesser than the alpha or the margin of error at 05.

U =Mann-Whitney U test; Z =is the Z standard distribution; p = probability value.

Shown in Table 5 are the results of the comparative analysis using Mann-Whitney U test (U). As delineated, **no significant difference** exists between the two groups of respondents in all the categories such as tangibility, reliability, responsiveness, assurance, and empathy. Hence, it does not come as a surprise that there is also no significant difference when the groups of respondents were compared across categories.

This is exemplified in the comparison per category as well as across categories wherein the p value is greater than the alpha or the margin of error at 0.05 since for a significant difference to exist, the p value must be equal to or lesser than the alpha. This signifies that the guests both the within and outside of Negros Oriental have the same level of satisfaction pertaining to the services rendered by the resorts' personnel.

This is elucidated in the grand or overall weighted means of the two groups (within and outside of Negros Oriental) which are within the category/verbal description, high. Though is already a commendable performance on the part of the resort management, however this also indicates that there is still room for improvement by enhancing the quality of their services and raising the guests' level of satisfaction to very high.

Table 6. Results on the relationship between gender and the level of satisfaction

Variables	Correlation Coefficient	p-value
Gender & Tangibility	rpb=0.13	0.16
Gender & Reliability	rpb=0.12	0.2
Gender & Responsiveness	rpb=0.20	0.03*
Gender & Assurance	rpb=0.15	0.11
Gender & Empathy	rpb=0.18	0.04*
Gender & Overall	rpb=0.18	0.04*

The results of the correlational analysis are shown in Table 6. Considering the level of measurement of the data analyzed, three statistical tools were employed, namely: point biserial correlation coefficient (rpb), Pearson r (r), and chi-square test of independence (χ^2). As delineated, gender and responsiveness, gender and empathy, and gender and the overall ratings manifested a significant relationship. This is indicated in the p value which is lesser than the alpha. Scrutinizing the data, has led to the specific findings that in all the three variables, the female respondents appeared to have a significantly higher weighted mean compared to their male counterparts. This

signifies that between the females and males, the former were more satisfied of the services offered by the resort management through their personnel.

Table 7. Results on the relationship between age and the level of satisfaction

Variables	Correlation Coefficient	p-value
Age & Tangibility	r=0.09	0.32
Age & Reliability	r=0.08	0.36
Age & Responsiveness	r=0.11	0.25
Age & Assurance	r=0.05	0.6
Age & Empathy	r=0.08	0.36
Age and overall	r=0.07	0.42

Table 7 delineates the results of the correlational analysis using Pearson r to ascertain whether age and level of satisfaction are significantly related. For a significant relationship to exist, the p value must be equal to or lesser than the alpha/margin of error which in this study is set at 0.05. As shown, all the p values are greater than the alpha. Hence, it can be construed that age and level of satisfaction are not significantly related. This goes without saying that one's level of satisfaction is not in any way related to age or vice versa. Succinctly speaking, someone can be very dissatisfied, dissatisfied, moderately satisfied, satisfied or very satisfied regardless of age.

Table 8. Results on the relationship between civil status and the level of satisfaction

Variables	Correlation Coefficient	p-value
Civil Status & Tangibility	rpb=0.11	0.22
Civil Status & Reliability	rpb=0.03	0.76
Civil Status & Responsiveness	rpb=0.09	0.31
Civil Status & Assurance	rpb=0.07	0.47
Civil Status & Empathy	rpb=0.02	0.83
Civil Status & Overall	rpb=0.04	0.64

Table 8 delineates the results of the correlational analysis point biserial correlation coefficient to ascertain whether civil status and level of satisfaction are significantly related. For a significant relationship to exist, the p -value must be equal to or lesser than the alpha/margin of error which in this study is set at 0.05. As shown, all the p values are greater than the alpha. Hence, it can be construed that civil status and level of satisfaction are not significantly related. This goes without saying that one's level of satisfaction is not in any way related to civil status or vice versa. Succinctly speaking, someone can be

very dissatisfied, dissatisfied, moderately satisfied, satisfied, or very satisfied regardless of civil status.

Table 9. Results on the relationship between residence and the level of satisfaction

Variables	Correlation Coefficient	p-value
Residence & Tangibility	rpb=0.06	0.54
Residence & Reliability	rpb=0.04	0.68
Residence & Responsibility	rpb=0.03	0.73
Residence & Assurance	rpb=0.06	0.53
Residence & Empathy	rpb=0.04	0.65
Residence & Overall	rpb=0.03	0.77

Table 9 delineates the results of the correlational analysis using point biserial correlation coefficient to ascertain whether residence and level of satisfaction are significantly related. For a significant relationship to exist, the p value must be equal to or lesser than the alpha/margin of error which in this study is set at 0.05. As shown, all the p values are greater than the alpha. Hence, it can be construed that residence and level of satisfaction are not significantly related. This goes without saying that one's level of satisfaction is not in any way related to residence or vice versa. Succinctly speaking, someone can be very dissatisfied, dissatisfied, moderately satisfied, satisfied or very satisfied regardless of residence.

Table 10. Results on the relationship between occupation and the level of satisfaction

Variables	Correlation Coefficient	p-value
Occupation & Tangibility	$\chi^2=6.83$	0.03*
Occupation & Reliability	$\chi^2=0.91$	0.63
Occupation & Responsiveness	$\chi^2=0.02$	0.99
Occupation & Assurance	$\chi^2=0.47$	0.79
Occupation & Empathy	$\chi^2=1.50$	0.47
Occupation & Overall	$\chi^2=1.09$	0.58

Table 10 shows that in terms of occupation and tangibility, the data revealed that the government employees were the most satisfied, followed by the private employees and last in the sequence were the students.

Table 11. Results on the relationship between purpose of trip and the level of satisfaction

Variables	Correlation Coefficient	p-value
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Purpose of Trip & Tangibility	$\chi^2=5.54$	0.02*
Purpose of Trip & Reliability	$\chi^2=1.26$	0.26
Purpose of Trip & Responsiveness	$\chi^2=0.47$	0.49
Purpose of Trip & Assurance	$\chi^2=0.01$	0.92
Purpose of Trip & Empathy	$\chi^2=0.27$	0.6
Purpose of Trip & Overall	$\chi^2=1.29$	0.26

Table 11 shows that pertaining to the purpose of the trip, those who were there for meetings, incentives, conferences, and events were more satisfied than those for vacation. As to those on vacation, the data indicate that in terms of tangibility and reliability, and empathy they were moderately satisfied. On the other hand, in terms of responsiveness and assurance, they were highly satisfied. However, with regards to their overall level of satisfaction across categories, it appeared that they were very satisfied.

Table 12. Results on the relationship between frequency of visit and the level of satisfaction

Variables	Correlation Coefficient	p-value
Frequency of Visit & Tangibility	$\chi^2=4.84$	0.3
Frequency of Visit & Reliability	$\chi^2=1.19$	0.88
Frequency of Visit & Responsibility	$\chi^2=5.08$	0.28
Frequency of Visit & Assurance	$\chi^2=9.43$	0.06
Frequency of Visit & Empathy	$\chi^2=1.27$	0.87
Frequency of Visit & Overall	$\chi^2=9.46$	0.06

The results of the correlational analysis as delineated in Table 12 indicate the absence of a significant relationship between any pair of variables. As for a significant relationship to exist, the p value must be equal to or lesser than the alpha which in this study is set at 0.05. This signifies that the guests' level of satisfaction does not in any way relate to the frequency of their visit. Whether they have visited the place once, twice, thrice, four times or more, this does not affect their motivation level. And it is a welcome development on the part of the establishments since as revealed in Table 2, the guests' overall level of satisfaction is very satisfied.

Conclusion

Based on the findings of this study, the service industry has been growing rapidly in recent decades, while customer demand for high-quality service is

increasing. This is certainly the case at the resorts in the municipality of Dauin, province of Negros Oriental. To remain competitive, the resort needs to analyze customer satisfaction towards service quality.

The results revealed that the “assurance” dimension raised the highest level of satisfaction, whereas the “tangibility” dimension was shown to be the weakest dimension of satisfaction. The results showed that the overall mean score of the level of satisfaction in all dimensions yielded a positive SERVQUAL response. Hence, customers were satisfied with all dimensions of service quality.

In this study, the findings showed that most of the respondents identified assurance as the most important factor in determining customer satisfaction. This was supported by the compliments from the respondents. The resort employees are trustworthy. They are very efficient in performing their duties. They are polite at all times and a superb safety and security standards.

Recommendation

The analysis of the results can help the resort staff to find out their weakness and strength toward service quality in order to be successful in the competitive market. The resort staff must fulfill their guests’ needs, and deliver better service quality.

To improve the service quality of selected resorts in the municipality of Dauin, province of Negros Oriental, below are the proposed recommendations of this study.

With the results as reference data, the proposed activities in the action plan will primarily focus on improving and enhancing the identified variables in the study. Tangibility was shown to be the weakest dimension of satisfaction. Therefore, the resort management should improve the physical evidence of service. The select resorts should update their equipment and facilities. This includes room accommodation and amenities. The resort staff should dress well and appear neat. The resort should also use modern technological means to serve customers and provides the service with a smile.

Assurance was shown to be strongest dimension of satisfaction. Therefore, resort management should maintain the attributes of assurance service quality at the resort. The resort staff should maintain trust and confidence from the customers. Human Resource management should arrange in-house training program to improve the main goal of the hospitality industry. To inspire and recognize employee contribution, employee

development and promotion. A satisfied employee would lead to customer satisfaction.

In a competitive environment of the hospitality industry, it is essential that hotels and resorts should measure their customers' satisfaction. In this evaluation the hotel management can find out a lot of real data and information to improve and increase the quality of the services.

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