



Beach resort guest satisfaction and loyalty in Dinagat Islands, Philippines

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Abstract

The study assessed the guest loyalty and satisfaction of Beach resorts in Dinagat Islands, Philippines. The study made use of descriptive method and utilized an adapted questionnaire which was distributed among 200 clients of the top 8 most visited beach resorts in Dinagat Islands based on the data provided by the Department of Tourism 2021. In order to interpret the data gathered, statistical tools were used such as percentage and frequency, Kruskal-Wallis Test, Mann Whitney Test and Spearman Rho Correlation. Majority of the guests visiting beach resorts in Dinagat Islands were within 23-33 years old, single and female. The respondents were satisfied with the services of selected beach resorts for they assessed that the timeliness, completeness, courtesy, consistency, accessibility, accuracy, convenience, expectation, customer service, personal relationship and rewards.

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Introduction

The satisfactions of guests are crucial factors in determining their success. In the case of newly established beach resorts, prioritizing the guests and their needs over profit is paramount. The key to achieving success in the industry lies in providing excellent service and products that satisfy the guests' requirements. Contemporary beach resorts are aware of the importance of guest satisfaction for their business to thrive. Typically, guests are people who patronize businesses that fulfill their desires and requirements. They opt to buy particular goods or utilize services that they consider worthwhile in exchange for their money. Consequently, It is crucial for beach resorts to provide top-notch service that matches the expectations of their guests (Khadka & Maharjan, 2017).

Guest loyalty holds significant importance for the success of beach resorts. To foster guest loyalty, beach resorts should prioritize providing exceptional service that satisfies their guests. Offering quality products at affordable prices and delivering excellent service are effective methods to engender guest loyalty. Additionally, providing loyalty cards, rewards, free merchandise, and coupons can encourage guests to revisit and make repeat purchases (Customer loyalty in business, 2018). Guest satisfaction is the top priority for beach resorts in Dinagat Islands. Known for its pristine white sand beaches, Dinagat Islands attracts numerous tourists. This study aims to evaluate several beach resorts in Dinagat Islands, including Jelmars, Bababu Beach, AO Beach, RSG Compe, Duyos Beach, Pagkawasan Beach , Bitaoag Beach and Lutas Beach to impel the level of customers satisfaction and loyalty. The researchers seek to identify areas for improvement that would help retain guests, considering that Dinagat Islands is a renowned tourist destination in Mindanao, despite its remote location and limited accessibility.

Statement of the problem

This study aims to assess the satisfaction and guest loyalty of Beach Resorts in Dinagat Islands.

1. Examine the data related to the guests, which encompasses their age, gender, marital status, and frequency of visits.

2. Evaluate guest satisfaction by ensuring timeliness, thoroughness, politeness, reliability, availability, precision, and responsiveness.
3. Identify the factors that influence guest loyalty towards the resorts, including convenience, expectations, guest service, personal relationships, and rewards.
4. Conduct analysis to determine if there are significant variations in fulfilment and loyalty when the guests are grouped based on their profile variables.
5. Examine the presence of relationship between fulfilment and loyalty of guest using appropriate statistical tests if it is significant or not.

By conducting this study, the researchers aim to understand the factors influencing guests' decisions not to return or repurchase at beach resorts in Dinagat Islands, despite potential obstacles.

Material and method

Research Design

The study used descriptive method to present the data. A type of research where information is gathered without manipulating anything. In other words, it is a study that is not experimental. It answers the questions who, what, when, and where. Descriptive research is performed simply to attempt to identify or describe what is. Researchers that use this type of research simply observe a situation and draw conclusion from it. This is performing by observing a certain behavior for an amount of time. It can range from a survey which describes the status quo, a correlation study which looks for relationships between variables, and developmental studies that look for changes that happened overtime (Reid, 2018).

Research Respondents

The respondents of the study will be the guests from top 8 most visited beach resorts in Dinagat Islands based on the data provided by the Department of Tourism 2021. There were respondents from each beach resort which includes Jelmars, Bababu Beach, AO Beach, RSG Compe, Duyos Beach, Pagkawasan Beach , Bitaoag Beach and Lutas Beach.

Research Instrument

The researchers will utilize an adapted questionnaire based on Guinto *et al.* (2016) study titled "Guest Satisfaction and Guest Loyalty of Selected Hotels in Batangas" to collect data for their own study. The questionnaire includes three sections: Demographic profile: Gathering information on respondents' age, gender, civil status, and visit frequency. Factors affecting guest satisfaction: Examining service quality dimensions such as timeliness, completeness, courtesy, consistency, accessibility, accuracy, and responsiveness. Factors influencing guest loyalty: Investigating convenience, expectations, guest service, personal relationships, and rewards.

Validity

To test the validity of the study it was subjected to scrutiny of the following experts namely: the research adviser, statistician and English teacher.

Reliability

The study was conducted on the actual areas of beach resorts in Dinagat Islands.

Research Gathering Procedure

The researchers will make a letter for the approval of conducting the research to the Department of Tourism in Dinagat Islands. The researchers will also give a letter to the top 8 most visited beach resorts in Dinagat Islands to ask their permission and consent so that the researchers can proceed to the distribution of the questionnaires to their guests. The data collected and gathered will be analyze by the statistician.

Data analysis

Data will be tallied, encoded and analyzed using different statistical tools such as:

Frequency Count and Percentage

These tools are used to describe the profile variables of the guests in terms of age, gender, civil status, and frequency of visit.

Mean and SD

These tools are used to assess and interpret the customers satisfaction using the dimensions of quality service such as timeliness, completeness,

courtesy, consistency, accessibility, accuracy, and responsiveness; also, determine the extent of the factors that affect guest loyalty to the resorts in terms of convenience, expectation, guest service, personal relationships and rewards.

Kruskal-Wallis Test

This is a non-parametric test used to investigate the important variation on satisfaction and loyalty when grouped according to their profile variables such as Beach Resorts, Frequency of Visits, and Age.

Mann Whitney Test

This is a non-parametric test used to analyze the significant variation on satisfaction and loyalty when grouped according to their profile variables such as status and sex.

Spearman Rho Correlation

This tool is a distribution free test used to examine if a significant relationship exists between the guests' satisfaction and loyalty.

Results and discussions

Table 1. Demographic profile of the respondents.

Variables	Frequency (n=200)	Percentage (%)
Age		
12-22 years old	42	21.0
23-33 years old	93	46.5
34-44 years old	53	26.5
45-55 years old	12	6.0
Gender		
Male	64	32.0
Female	136	68.0
Civil Status		
Single	135	67.5
Married	65	32.5
Frequency of Visit		
1	23	11.5
2	46	23.0
3	48	24.0
4	57	28.5
5	26	13.0

The study revealed interesting findings regarding the profile of the respondents. The guests visiting the beach resorts in Dinagat Islands fall within group of 23-33 years old, accounting for 46.5% of the respondents. This indicates that young adults in the active age group are the primary visitors seeking adventure and nature experiences.

The second-largest age group is 34-44 years old, comprising 26.5% of the respondents. Younger guests, aged 12-22 years old, accounted for 21.0% of the respondents, while those aged 45-55 years and above constituted the smallest proportion, with only 6.0%.

In (2018) asserts that millennials, commonly referred to as young people, have a preference for spending their money on travel and exploring nature-based tourism. This inclination arises from their limited exposure to natural environments during their upbringing, as they were heavily immersed in digital technology. Consequently, these individuals are increasingly seeking opportunities to engage with the natural world. To cater to this demand, a growing number of tourist attractions are strategically incorporating natural settings, such as beaches and equestrian activities, to ensure that young travelers can fully appreciate and enjoy nature.

The study also found that the majority of respondents were female, making up 68.0% of the participants, compared to 32.0% male respondents. According to Sanchez (2018) more females are actively participating in beach resort activities and embracing nature tourism. The changing behavior and increased interest of females in enjoying coastal areas and water-based activities, such as kayaking and water skiing, are attributed to societal shifts and increased opportunities for women to engage in such activities.

The study found that single visitor constituted the majority, accounting for 67.5% of the respondents, while married guests made up 32.5%. This implies that single individuals have more flexibility and freedom to visit beach resorts at their convenience. Dawson (2017) proved that singles tend to have a greater interest in travel and exploring different natural environments, as they are not restricted by familial responsibilities.

Regarding the frequency of visits, the highest number of respondents had visited the beach resorts for the fourth time, comprising 28.5% of the participants. The second and third most common visit frequencies

were the third and second time, with 24.0% and 23.0% respectively. The fifth visit frequency accounted for 13.0%, and the first-time visitors represented the smallest proportion, with 11.5%. These findings suggest that the majority of respondents had returned to the beach resorts after their initial visit, indicating a positive experience and a desire to revisit the natural beauty and attractions of Dinagat Islands' beaches. The captivating white sand and scenic beauty of the beaches contribute to their appeal and play a significant role in attracting repeat visitors.

Overall, the study's demographic findings provide valuable insights into the preferences and behaviors of guests visiting beach resorts in Dinagat Islands.

Table 2. Level of Guest Satisfaction in terms of Timeliness.

Statement	Mean	SD	Verbal Interpretation
1. The staff promptly and efficiently serves the guests	2.07	0.74	Fair
2. Front desk agents provide reasonable waiting times for each transaction.	1.69	0.61	Poor
3. Staff members inform the guests about the time allocation for service provision.	1.71	0.62	Poor
4. The staff responds to customer demands in a timely manner.	3.56	1.03	Very Good
5. The food is served within the designated time frame.	1.92	0.74	Fair
Average	2.19	0.38	Fair

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor

Table 2 illustrates the components influencing guest satisfaction, specifically in terms of timeliness. The average mean score of 2.19 indicates that the respondents' assessment was fair. Among the factors, the staff's responsiveness to customer demands in a timely manner received a very good rating with mean of 3.56 (SD= 1.03). However, Item 1, with a mean score of 2.07 (SD= 0.74), and Item 5, with mean of 1.92 (SD= 0.74), were both rated as fair. The remaining items, such as Item 2 and Item 3, were rated as poor.

According to Craig (2017), one way to ensure timely service delivery is by expanding the number of personnel available to attend to customer needs. Customers are contented when services are provided within the timeframe, and they are even happier when they don't have to wait for an extended period.

By focusing on improving timeliness and addressing the areas rated as fair or poor, beach resorts can enhance guest satisfaction and ensure that services are delivered promptly. This could involve streamlining processes, optimizing staff allocation, and providing necessary training to improve service efficiency and meet customer expectations.

Table 3. Level of guest satisfaction in terms of completeness

Statement	Mean	SD	Verbal Interpretation
1. The beach resort ensures that accurate and comprehensive information is provided regarding their services.	3.54	1.18	Good
2. The beach resort provides guests with satisfactory amenities, including toiletries, a coffee and tea setup, and other essential guest needs.	2.02	0.75	Fair
3. Reserved rooms at the beach resort are thoroughly prepared and equipped with all the necessary amenities.	3.55	1.08	Very Good
4. The beach resort maintains a high standard of service quality.	2.90	0.97	Good
5. The beach resort offers various facilities such as dining rooms, meeting rooms, a swimming pool, and a business center.	3.77	1.23	Very Good
Average	3.15	0.73	Good

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor

Table 3 displays the overall assessment of respondents regarding the factors influencing guest satisfaction in terms of completeness. The mean score of 3.15 (SD=0.73) indicates that the beach resorts are rated as good in providing services related to the completeness of their offerings. Item 3 and Item 5

received a verbal interpretation of very good, suggesting that respondents highly agreed with statements such as the beach resort providing a wide range of facilities and services. Item 1 and Item 4 received a verbal interpretation of good, indicating that respondents agreed with statements related to the beach resort's ability to meet their needs and preferences. On the other hand, the statement about the beach resort providing complete amenities to guests, such as toiletries, coffee and tea set-up, and other basic needs, received the lowest mean score of 2.02 (SD=0.75), with a verbal interpretation of fair. Tola, Abebe, Gebremariam, and Jikamo (2017) emphasized the importance of considering the completeness of facilities for service providers in the industry. By accommodating clients at an optimal level and ensuring their needs are met, beach resorts can enhance guest satisfaction and motivate them to return. To improve guest satisfaction in terms of completeness, beach resorts can focus on enhancing the availability and quality of amenities and facilities provided to guests. This may involve conducting regular checks to ensure all necessary items are available, addressing any shortcomings or gaps in the offerings, and continuously striving to exceed guest expectations in terms of completeness and convenience.

Table 4. Level of Guest Satisfaction in terms of Courtesy.

Statement	Mean	SD	Verbal Interpretation
1. The staff warmly greets the guests with joy and enthusiasm.	3.45	1.21	Very Good
2. The staff willingly offers assistance to their guests.	2.33	1.02	Fair
3. The staff demonstrates respect towards the guests by effectively addressing their requests and concerns.	2.84	0.97	Good
4. The staff respects the privacy of the guests.	3.87	1.06	Very Good
5. The staff welcomes and responds to inquiries from the guests.	3.86	2.32	Very Good
Average	3.27	0.75	Good

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor

Table 4 presents the factors influencing guest satisfaction in terms of courtesy, with an overall assessment from respondents rated as good, with a mean score of 3.27 (SD=0.75).

The table shows that staff respecting guests' privacy received the highest mean score of 3.87 (SD=1.06), followed closely by staff welcoming inquiries from guests with a mean score of 3.86 (SD=2.32), and staff greeting guests joyfully with a mean score of 3.45 (SD=1.21). All three factors were rated as very good in terms of verbal interpretation. On the other hand, item 3, which is not specified, received a mean score of 2.84 (SD=0.97) with a verbal interpretation of good. The lowest mean score was for item 2, with a mean of 2.33 (SD=1.02) and a verbal interpretation of fair.

Courtesy is an essential aspect of communication that contributes to positive interactions and guest satisfaction. By respecting guests' privacy, welcoming their inquiries, and greeting them joyfully, staff members create a comfortable and satisfying experience for guests. A sincere greeting can make guests feel valued and appreciated, fostering a desire to return to the beach resort (RetailWise USA, 2017).

Table 5. Level of Guest Satisfaction in terms of Consistency.

Statement	Mean	SD	Verbal Interpretation
1. All staff offer exemplified service.	1.93	0.79	Fair
2. The staff at the beach resort adheres to the uniform standards set by the resort.	1.49	0.67	Poor
3. The allocation of time in providing services is consistent.	1.80	0.80	Fair
4. The staff prioritizes the safety of their guests throughout their stay.	3.45	1.26	Very Good
5. The front desk agent maintains the same level of passion and enthusiasm consistently throughout the day.	1.50	0.58	Poor
Average	2.03	0.45	Fair

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor.

To further enhance guest satisfaction in terms of courtesy, beach resorts can focus on training their staff members to consistently exhibit respectful and friendly behaviors. This includes emphasizing the importance of privacy, providing prompt and helpful responses to guest inquiries, and ensuring that all staff members are

trained in effective communication and customer service skills. By prioritizing courtesy, beach resorts can create a positive and welcoming environment that encourages guest satisfaction and loyalty.

Table 5 presents the overall assessment of respondents on the factors affecting guest satisfaction in terms of consistency. The table shows that the overall assessment was rated as fair, with an average mean of 2.03 (SD=0.45). Among the specific items, item 1 and item 3 received a verbal interpretation of fair, while item 2 and item 5 were rated as poor. The highest mean score in this category was 3.45 (SD=1.26), which indicates a very good rating.

Table 6. Level of Guest Satisfaction in terms of Accessibility.

Statement	Mean	SD	Verbal Interpretation
1. The beach resort is situated in an area that is not congested with traffic, providing a peaceful and convenient location.	3.51	1.20	Very Good
2. There are transportation options available 24 hours a day for guests traveling to and from the beach resort.	3.27	1.18	Good
3. The beach resort is easily accessible by various modes of transportation, accommodating the needs of different guests.	3.60	1.13	Very Good
4. The beach resort can be easily located or tracked, ensuring that guests can find it without difficulty.	2.76	1.14	Good
5. The location of the beach resort is highly favorable for a peaceful stay, as it is free from noise and public disturbances.	3.90	0.87	Very Good
Average	3.41	0.60	Very Good

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor.

Mills (2017) emphasized the importance of consistency in the context of gaining customer loyalty. To improve guest satisfaction in terms of consistency, beach resorts should focus on ensuring consistency in their services, amenities, and overall guest experience. This includes providing consistent quality, timely delivery of services, maintaining

cleanliness, and meeting guest expectations consistently. Implementing standard operating procedures and training staff members to adhere to these standards can help achieve greater consistency in service delivery. By consistently meeting or exceeding guest expectations, beach resorts can build loyalty and satisfaction among their guests.

Table 6 displays the overall assessment of respondents on the factors affecting guest satisfaction in terms of location. The table reveals that the location of the beach resort is favorable for stay, as indicated by the highest mean of 3.90 (SD=0.87). This rating is interpreted as very good. The next highest-rated factors are the accessibility of the beach resort by any modes of transportation, with a mean of 3.60 (SD=1.13), and the location being free from traffic congestion, with a mean of 3.51 (SD=1.20). Both of these factors are also rated as very good. The mean score for the availability of transportation modes to and from the beach resort, being accessible 24 hours, is 3.27 (SD=1.18), which is considered good. On the other hand, the ease of tracking the beach resort, with a mean of 2.76 (SD=1.14), is rated as fair.

The location of a beach resort plays a crucial role in guest satisfaction. A favorable location that is free from noise and disturbances contributes to a serene and enjoyable stay for guests (Darcy, Pegg, & Cameron, 2013). Guests appreciate beach resorts that are easily accessible and located in non-congested areas, as these factors enhance convenience and allow them to fully relax and enjoy their stay.

To further improve guest satisfaction in terms of location, beach resorts can focus on ensuring easy access to the resort through various modes of transportation and promoting their peaceful and serene environment. Providing clear directions and signage can also help guests easily locate the beach resort.

Table 7 presents the overall assessment of respondents on the factors affecting guest satisfaction in terms of accuracy. The table indicates that the accuracy of services and information provided by the beach resorts is rated as very good, with an average mean of 3.03 (SD=0.69).

Table 7. Level of Guest Satisfaction in terms of Accuracy.

Statement	Mean	SD	Verbal Interpretation
1. The beach resort ensures that the information about its services and prices on the website is regularly updated.	1.78	0.68	Poor
2. The quality of food remains consistent between what is listed on the menu and how it is served.	2.31	0.93	Fair
3. The billing process for guests is updated every other day without any discrepancies.	3.86	1.30	Very Good
4. The front desk agent consistently performs the service accurately and without errors for first-time guests.	3.52	1.27	Very Good
5. The tarpaulins and advertisements both inside and outside the beach resort are accurately presented and effectively convey the intended message.	3.67	1.23	Very Good
Average	3.03	0.69	Good

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor.

The factor that received the highest mean score is "billing of guests is updated every other day without discrepancies" with a mean of 3.86, followed by "tarpaulins and ads inside and outside the beach resort are precise" with a mean of 3.67, and "front desk agent performs the service right for the first time (free from error)" with a mean of 3.52. All three factors are rated as very good.

On the other hand, the factor "food quality is consistent on the menu and when served" received a mean score of 2.31, indicating a fair rating. The factor "beach resort information about the services and prices on the website is updated" received the lowest mean score of 1.78, indicating a poor rating.

Accuracy in service delivery and information provision is a vital aspect of service quality. Providing accurate information and ensuring the accuracy of billing processes enhances customer satisfaction and loyalty (Vershina, 2017).

Guests appreciate when the beach resort delivers services without errors and maintains consistency in their offerings.

To improve accuracy and guest satisfaction, beach resorts should focus on maintaining up-to-date information on their website and ensuring the consistency of food quality. Regular monitoring and training can help staff members deliver services accurately and minimize errors in billing and other processes. By prioritizing accuracy, beach resorts can enhance their reputation and attract more customers.

Table 8. Level of Guest Satisfaction in terms of Responsiveness.

Statement	Mean	SD	Verbal Interpretation
1. The staff promptly fulfils guest requests with willingness.	3.73	1.14	Very Good
2. The staff is attentive to the needs and wants of guests.	3.98	1.12	Very Good
3. The staff offers a variety of options when there is a problem with a transaction.	1.89	0.82	Fair
4. The staff demonstrates the ability to anticipate the needs of guests.	1.57	0.64	Poor
5. The staff's responses to guest requests and concerns are abrupt.	2.11	1.24	Fair
Average	2.65	0.50	Good

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor.

Table 8 demonstrates the factors affecting guest satisfaction in terms of responsiveness. The table reveals that the beach resorts are rated as good in terms of responsiveness, with a composite mean of 2.65 (SD=0.50). This indicates that the staffs at the beach resorts are prompt and positive in addressing issues that may arise during the provision of services to guests. They strive to resolve any issues quickly to ensure that guests can continue enjoying their stay. The factor "staff is attentive when it comes to guest needs and wants" received the highest mean score of 3.98, indicating a very good rating. This is followed by "staff's willingness to promptly fulfill

guest requests" with a mean of 3.73, also rated as very good. On the other hand, item 3 and item 5 both received a fair rating, while the factor "staff has the ability to anticipate guest's needs" received the lowest mean score of 1.57, indicating a poor rating. Being responsive to customer needs and requests is crucial for achieving guest satisfaction and ensuring the efficient operation of any organization (Morgan, 2017). When guests feel that the staffs are attentive and responsive to their needs, it enhances their overall satisfaction because they feel valued and prioritized.

Table 9. Level of Guest Loyalty in terms of Convenience.

Statement	Mean	SD	Verbal Interpretation
1. The layout of the beach resort facilitates ease of navigation for guests to find what they need.	1.96	0.75	Fair
2. The structure of the beach resort allows guests to move around without difficulty.	2.62	1.63	Good
3. The operating hours of the beach resort facilities are convenient for the guests.	2.79	1.05	Good
4. The reservation process for the beach resort facilities is easily accessible.	2.67	0.98	Good
5. The beach resort provides convenient facilities for disabled guests, ensuring necessary arrangements are made for their needs.	2.19	0.85	Fair
Average	2.44	0.53	Fair

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor.

To further improve responsiveness and guest satisfaction, beach resorts should focus on training their staff to be more proactive in anticipating guest needs. Additionally, maintaining a culture of attentiveness and promptness in fulfilling guest requests can contribute to a positive guest experience. By continuously striving to be responsive, beach

resorts can create a favorable impression and foster long-term relationships with their guests.

Table 9 presented the overall assessment of respondents on the factors affecting guest loyalty in terms of convenience. The table indicates that the convenience factor received a fair rating, with a composite mean of 2.44 (SD=0.53). This suggests that there is room for improvement in terms of providing convenience to guests at the beach resorts. The item "operating hours of beach resort facilities are convenient to the guests" received the highest mean score of 2.79, which is interpreted as good. This is followed by "reservation process for the beach resort facilities can be obtained easily" with a mean of 2.67, also rated as good. However, item 1 and item 5 both received a fair rating.

Convenience plays a significant role in marketing services and increasing customer satisfaction and loyalty (Pham et al., 2017). In the service industry, it is essential to ensure that clients find the services provided convenient to maximize their satisfaction and encourage repeat visits. To enhance convenience and guest loyalty, beach resorts can consider extending the operating hours of their facilities to accommodate a wider range of guest schedules.

Additionally, streamlining the reservation process and making it easily accessible and user-friendly can contribute to a more convenient experience for guests. By prioritizing convenience and continuously seeking ways to make the guest experience more convenient, beach resorts can improve guest satisfaction and increase the likelihood of guest loyalty and repeat visits.

Table 10 presented the overall assessment of respondents on the factors affecting guest loyalty in terms of expectation. The table indicates that the expectation factor received a fair rating, with an average mean of 2.02. This suggests that there is room for improvement in meeting and exceeding the expectations of guests at the beach resorts.

The item "cleanliness of the area is well-maintained" received the highest mean score of 3.63, indicating a very good rating. However, the rest of the statements were rated as poor in terms of meeting guest expectations.

Table 10. Level of Guest Loyalty in terms of Expectation.

Statement	Mean	SD	Verbal Interpretation
1. The staff demonstrates adherence to professional standards of conduct.	1.58	0.66	Poor
2. All staff members are synchronized in providing quality service.	1.64	0.63	Poor
3. The staff is knowledgeable and well-versed about the products and services offered by the beach resort.	1.79	0.72	Poor
4. All staff are well-trained.	1.49	0.60	Poor
5. Cleanliness of the area is well-maintained.	3.63	1.23	Very Good
Average	2.02	0.40	Fair

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor

Meeting and exceeding customer expectations is crucial for increasing customer loyalty (McCracken, 2018). When management is able to exceed customer expectations, it enhances customer satisfaction and increases the likelihood of repeat patronage.

To improve guest loyalty, beach resorts should focus on understanding and addressing customer expectations. This can be achieved through effective communication with guests, conducting regular assessments of guest expectations, and implementing strategies to consistently meet and exceed those expectations. It is important for beach resorts to invest in cleanliness and maintenance to ensure a positive guest experience. By prioritizing guest expectations and continuously striving to surpass them, beach resorts can enhance guest loyalty and create a positive reputation that attracts more customers.

Table 11. Level of Guest Loyalty in terms of Customer Service.

Statement	Mean	SD	Verbal Interpretation
1. The staff demonstrates a high level of willingness to listen to guest complaints and takes prompt action to resolve them.	2.20	0.95	Fair
2. The staff consistently exhibits courtesy and consideration when interacting with guests.	2.21	0.79	Fair
3. The staff conducts transactions with guests in a professional manner.	3.89	1.07	Very Good
4. The staff willingly shares information and welcomes the opinions of guests.	3.57	1.03	Very Good
5. The staff assures guests that their transactions will be handled with care and utmost quality	2.78	0.92	Good
Average	2.93	0.45	Good

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor

Table 11 presented the overall assessment of respondents on the factors affecting guest loyalty in terms of customer service. The table indicates that the customer service factor received a good rating, with a mean of 2.93. This suggests that the beach resorts are generally effective in providing satisfactory customer service, which is important for fostering guest loyalty.

The highest-rated statement is "staff does the transaction with guest in a professional manner," with a mean of 3.89, indicating a very good rating. This highlights the importance of staff professionalism in creating a positive guest experience. Additionally, the statement "staff is willing to share information freely and open to the opinion of the guests" received a mean of 3.57, also indicating a very good rating. This suggests that staff responsiveness and willingness to engage with guests' opinions and feedback contribute to guest loyalty. The statement "staff is ready to explain to the guests that their transaction will be handled with care and quality" received a mean of 2.78, indicating a good rating. This suggests that there is room for improvement in effectively communicating to guests that their transactions will be handled with care and

quality. Effective customer service plays a significant role in customer loyalty (Ward, 2018). When guests feel that their needs are understood and that staff members are attentive, responsive, and knowledgeable, they are more likely to develop a sense of loyalty towards the beach resort.

To further enhance guest loyalty, beach resorts should focus on providing consistent and exceptional customer service experiences. This can be achieved by training staff in customer service skills, actively listening to and addressing guest concerns and feedback, and ensuring that all interactions with guests are professional, informative, and friendly. By prioritizing customer service excellence, beach resorts can foster guest loyalty, positive word-of-mouth recommendations, and long-term relationships with their guests.

Table 12. Level of Guest Loyalty in terms of Personal Relationship.

Statement	Mean	SD	Verbal Interpretation
1. The staff attentively listens to the guests, demonstrating care and attentiveness.	3.01	2.25	Very Good
2. The staff identifies and acknowledges their loyal guests by using their names when encountering them within the beach resort.	1.74	0.77	Poor
3. All staff members are friendly, providing a warm welcome to loyal guests and creating a pleasant environment during their stay.	2.78	0.89	Good
4. The staff displays genuine concern when guests share their ideas, hopes, feelings, and problems regarding the service of the beach resort.	3.49	1.21	Very Good
5. The staff delivers service to guests not only based on systems, processes, and procedures but also through personal effort and creativity.	2.92	1.03	Good
Average	2.78	0.71	Good

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor.

Table 12 presented the overall assessment of respondents on the factors affecting guest loyalty in terms of personal relationship. The table indicates that the personal relationship factor received a good rating, with an average mean of 2.78. This suggests that the beach resorts are generally effective in establishing personal relationships with their guests, which can contribute to guest loyalty.

The highest-rated statement is "staff shows concern if guests share their ideas, hope, feelings, and problems about the service of the beach resort," with a mean of 3.49, indicating a very good rating. This highlights the importance of staff attentiveness and empathy towards guests' thoughts and concerns. Additionally, the statement "staffs listens with care to the guests" received a mean of 3.01, also indicating a very good rating. This suggests that active listening and attentiveness to guests' needs and feedback contribute to building a personal connection.

The statement "staff recognizes their loyal guests through their names when they encounter them inside the beach resort" received the lowest mean of 1.74, indicating a need for improvement. Personal recognition and addressing guests by name can contribute to a sense of familiarity and enhance the personal relationship between guests and staff. Building personal relationships with guests is crucial for fostering guest loyalty (Maharjan, 2017). When guests feel valued, heard, and understood, they are more likely to develop a sense of loyalty and return to the beach resort. By cultivating a friendly and personalized environment, beach resorts can create a memorable experience for their guests and increase the likelihood of repeat visits.

To enhance the personal relationship factor, beach resorts can implement strategies such as training staff to engage in meaningful interactions with guests, encouraging staff to remember and use guest names, and providing opportunities for guests to provide feedback and share their experiences. By fostering genuine connections and demonstrating care and empathy, beach resorts can strengthen guest loyalty and create a positive reputation for their establishment.

Table 13. Level of Guest Loyalty in terms of Rewards.

Statement	Mean	SD	Verbal Interpretation
1. The beach resort regularly communicates information about their promotions and incentives to their loyal guests.	1.47	0.88	Poor
2. The beach resort offers a sufficient and appealing range of rewards, freebies, and points for their guests.	1.64	0.74	Poor
3. Membership at the beach resort provides advantages, including the ability to avail coupons and other rewards offered.	1.59	0.68	Poor
4. The beach resort provides loyalty cards to guests, allowing them to redeem points at affiliated gasoline stations.	1.55	0.63	Poor
5. The beach resort shows appreciation for their guests by providing rewards and letters of appreciation during special events such as Christmas and the Beach Resort anniversary.	1.47	0.62	Poor
Average	1.54	0.30	Poor

Legend: 4.50-5.00= Excellent; 3.50-4.00= Very Good; 2.50-3.49= Good; 1.50-2.49= Fair; 1.00-1.49= Poor.

Table 13 indicates that the factors affecting guest loyalty in terms of rewards received a poor rating, with an average mean of 1.54. This suggests that the beach resort does not provide interesting rewards, freebies, or points to incentivize and retain their customers. The lack of attractive rewards programs may have contributed to the low rating in this category.

Reward programs are commonly used by various enterprises, including airlines and hotel chains, to promote customer loyalty (Bernazzani, 2015). These programs often offer tiers or levels (e.g., platinum, gold, silver) based on the customer's purchase history and provide benefits and incentives accordingly. To enhance guest loyalty through rewards, the beach resort can consider implementing a rewards program that offers enticing benefits, freebies, and points to their customers. This can incentivize guests to choose the beach resort for their future stays and encourage repeat visits.

It is important to give a rewards program that aligns with the needs and preferences of the guests. This may involve conducting market research to understand what types of rewards would be most appealing to the target audience. Additionally, effective communication and promotion of the

rewards program to guests can help increase awareness and participation. Overall, implementing a well-designed rewards program can positively impact guest loyalty and contribute to the long-term success of the beach resort.

Table 14. Level of Satisfaction when grouped According to Beach Resorts, Frequency of Visits and Age.

Parameters	Group	Mean Rank	Chi-Square	p-value	Remarks	Decision
Beach Resorts	Jelmars	132.92	136.618	.000	Reject Ho	Significant
	Bababu	16.92				
	AO	129.06				
	RSG	72.74				
	Duyos	135.86				
	Pagkawasan	76.46				
	Bitaoag	175.12				
	Lutas	64.92				
Age	12-22	107.85	7.449	.059	Failed to Reject Ho	Not Significant
	23-33	106.53				
	34-44	92.28				
	45-55	64.33				
	1	43.52				
Frequency of Visit	2	77.02	45.876	.000	Reject Ho	Significant
	3	112.21				
	4	116.50				
	5 up	135.75				

Based on the results, it can be observed that the guests from Bitaoag beach resort had the highest level of satisfaction, with a mean rank of 175.12. They were followed by guests from Duyos (mean rank: 135.86) and Jelmars (mean rank: 132.92). The statistically significant difference ($p=.000$; <0.05) in the level of satisfaction among the beach resorts indicates that there are variations in guest satisfaction depending on the beach resort they visited. Therefore, the null hypothesis, which assumes no difference in guest satisfaction among the beach resorts, is rejected.

When analyzing the level of satisfaction based on age groups, guests between the ages of 12-22 (mean rank: 107.85) and 23-33 (mean rank: 106.53) had higher levels of satisfaction compared to guests in the age groups of 34-44 (mean rank: 92.28) and 45-55 (mean

rank: 64.33). However, the difference in satisfaction levels among age groups was not statistically significant ($p=.059$; >0.05). Therefore, the null hypothesis, which assumes no difference in guest satisfaction among age groups, is not rejected.

In terms of the frequency of visits, guests who visited the resort 5 times or more had the highest level of satisfaction (mean rank: 135.75), followed by those who visited 4 times (mean rank: 116.50) and 3 times (mean rank: 112.21). The statistically significant difference ($p=.000$; <0.05) in satisfaction levels based on the frequency of visits indicates that there are variations in guest satisfaction depend on how frequently they visit the beach resort. Therefore, the null hypothesis, which assumes no difference in guest satisfaction based on the frequency of visits, is rejected.

Table 15. Level of Satisfaction when grouped According to Status and Sex.

Parameters	Group	Mean Rank	Mann-Whitney U Test	p-value	Remarks	Decision
Status	Single	109.38	3188.500	.002	Reject Ho	Significant
	Married	82.05				
Sex	Male	96.31	4084.000	.482	Failed to Reject Ho	Not Significant
	Female	102.47				

Alpha value: 0.05

Based on the results, single guests had a higher level of satisfaction (mean rank: 109.38) compared to married guests (mean rank: 82.05). The statistically significant difference ($p=.002$; <0.05) in satisfaction levels based on marital status indicates that there are variations in guest satisfaction between single and married guests. Therefore, the null hypothesis, which assumes no difference in guest satisfaction based on marital status, is rejected.

Regarding the variable of sex, the study examined the satisfaction levels between males (mean rank: 96.31) and females (mean rank: 102.47). However, there was no significant difference ($p= .482$; >0.05) in

satisfaction levels based on sex. Therefore, the null hypothesis is not rejected.

In summary, the result revealed that there is a significant difference in satisfaction levels between single and married guests. Single guests tend to have higher satisfaction levels compared to married guests. On the other hand, there is no significant difference in satisfaction levels between males and females. These findings can provide valuable insights for beach resort management in understanding the factors that influence guest satisfaction based on marital status and sex, and tailoring their services accordingly.

Table 16. Level of Loyalty when grouped According to Beach Resorts, Frequency of Visits and Age.

Parameters	Group	Mean Rank	Chi-Square	p-value	Remarks	Decision
Beaches	Jelmars	137.08	96.977	.000	Reject Ho	Significant
	Bababu	31.82				
	AO	125.58				
	RSG	128.64				
	Duyos	134.36				
	Pagkawasan	101.92				
	Bitaoag	109.22				
	Lutas	35.38				
Age	12-22	101.74	1.794	.616	Failed to Reject Ho	Not Significant
	23-33	103.31				
	34-44	99.25				
	45-55	79.88				
	1	54.41				
Frequency of Visit	2	96.22	21.105	.000	Reject Ho	Significant
	3	119.35				
	4	108.18				
	5 up	97.19				

Based on the results, guests from Jelmars had the highest level of loyalty (mean rank: 137.08) followed by guests from Duyos (mean rank: 134.36) and RSG (mean rank: 128.64). The statistically significant difference ($p=.000$; <0.05) in loyalty levels based on beach resorts indicates that there are variations in guest loyalty between different resorts. Therefore, the null hypothesis, which assumes no difference in guest loyalty based on beach resorts, is rejected.

Regarding the variable of age, the study examined the loyalty levels among guests in different age ranges: 12-22, 23-33, 34-44, and 45-55. The results show that guests in the age ranges 12-22 (mean rank: 101.74) and 23-33 (mean rank: 103.31) had higher levels of loyalty compared to guests in the age ranges 34-44

(mean rank: 99.25) and 45-55 (mean rank: 79.88). However, there was no statistically significant difference ($p=.616$; >0.05) in loyalty levels based on age. Therefore, the null hypothesis, which assumes no difference in loyalty levels based on age, is not rejected. Moreover, the study examined the loyalty levels based on the frequency of visits to the resort. The results indicate that guests who visited the resort 5 times or more had the highest level of loyalty (mean rank: 135.75) followed by guests who visited 4 times (mean rank: 116.50) and 3 times (mean rank: 112.21). There was a statistically significant difference ($p=.000$; <0.05) in loyalty levels based on the frequency of visits. Therefore, the null hypothesis, which assumes no difference in loyalty levels based on the frequency of visits, is rejected.

In summary, the results suggest that there are significant differences in loyalty levels based on the beach resort attended and the frequency of visits. However, there is no significant difference in loyalty levels based on age.

These findings can provide valuable insights for beach resort management in understanding the factors that influence guest loyalty and tailoring their loyalty programs and services accordingly.

Table 17. Level of Loyalty when grouped According to Status and Sex.

Parameters	Group	Mean Rank	Mann-Whitney U Test	p-value	Remarks	Decision
Status	Single	103.50	3982.000	.289	Failed to Reject Ho	Not Significant
	Married	94.26				
Sex	Male	103.80	4141.000	.580	Failed to Reject Ho	Not Significant
	Female	98.95				

Alpha value: 0.05

Based on the results, single guests had a higher level of loyalty (mean rank: 103.50) compared to married guests (mean rank: 82.05). This difference in loyalty levels based on marital status was found to be statistically significant ($p=.002$; <0.05), indicating that there is a meaningful distinction in loyalty levels between single and married guests. Therefore, the null hypothesis, which assumes no difference in loyalty levels based on marital status, is rejected.

Regarding the variable of sex, the study found that male guests had a lower level of loyalty (mean rank: 96.31) compared to female guests (mean rank: 102.47). However, this difference was not found to be statistically significant ($p=.482$; >0.05). Therefore, the null hypothesis, which assumes no difference in loyalty levels based on sex, is not rejected.

It is worth noting that the data obtained from the guests' level of satisfaction and loyalties were not normally distributed. As a result, the non-parametric Spearman rank correlation coefficient (ρ) was employed to analyze the relationships between variables. The use of non-parametric tests is appropriate when data do not meet the assumptions of normality. The Spearman ρ correlation coefficient assesses the strength and direction of monotonic relationships between variables, providing insights into the association between satisfaction and loyalty measures in this study. By using non-parametric tests, the researchers can still analyze the relationships and make meaningful interpretations despite the non-normal distribution of the data.

Table 18. Significant Relationship between the Guests' Satisfaction and Loyalty.

Variables	Correlation Coefficient	p-value	Decision
Extent of Satisfaction Extent of Loyalty	0.439	0.000	Reject HO

Based on the correlation coefficient of 0.439 and a p-value of 0.000 (which is less than the significance level of 0.05), there is a significant moderate positive relationship between the level of satisfaction and the level of loyalty among the guests. This means that as the guests' level of satisfaction with the beach resorts in Dinagat Islands increases, their level of loyalty also tends to increase, and vice versa.

The finding highlights the interdependence between satisfaction and loyalty. When guests are satisfied with their experience at the beach resorts, they are more likely to exhibit loyalty by returning and recommending the resort to others. On the other hand, if guests are dissatisfied, their loyalty may decrease, leading to potential negative word-of-mouth and reduced future visits. It is important for beach resorts to prioritize guest satisfaction in order to foster loyalty among their guests. By continuously striving to meet and exceed guest expectations, resorts can enhance satisfaction levels and ultimately build a loyal customer base.

Conclusions

Based on the results and discussion, several conclusions can be drawn regarding the factors

affecting guest satisfaction and loyalty in the beach resorts of Dinagat Islands.

1. Factors Affecting Guest Satisfaction: The study examined various factors affecting guest satisfaction, including consistency, location, accuracy, responsiveness, convenience, expectation, customer service, personal relationship, rewards, status, and sex. It was found that certain factors, such as consistency, location, accuracy, and responsiveness, received higher satisfaction ratings from guests, indicating their importance in shaping guest experiences. On the other hand, factors like convenience, expectation, customer service, personal relationship, rewards, status, and sex received mixed ratings, suggesting areas for improvement.

2. Factors Affecting Guest Loyalty: The study also explored factors influencing guest loyalty, including convenience, expectation, customer service, personal relationship, rewards, status, and sex. While convenience and personal relationship received relatively higher loyalty ratings, other factors such as expectation, customer service, rewards, status, and sex had lower loyalty ratings, indicating a need for enhancement in these areas.

3. Relationship between Satisfaction and Loyalty: The study revealed a significant moderate positive relationship between guest satisfaction and guest loyalty. This implies that as guest satisfaction increases, their level of loyalty also tends to increase, and vice versa. It highlights the crucial role of guest satisfaction in fostering loyalty and emphasizes the importance of continuously striving to exceed guest expectations.

Recommendations

Based on these conclusions, the following recommendations can be made:

- 1. Enhance Consistency:** Beach resorts should focus on providing consistent experiences to their guests. This includes maintaining service quality, ensuring uniformity in amenities, and delivering reliable and accurate information.
- 2. Improve Customer Service:** Efforts should be made to enhance customer service, including staff professionalism,

attentiveness, responsiveness, and willingness to address guest needs and requests promptly. Training programs and regular feedback mechanisms can help in improving customer service skills.

3. Enhance Convenience and Expectation: Beach resorts should prioritize convenience for guests by offering accessible transportation options, non-congested locations, and convenient operating hours for facilities. Meeting and exceeding guest expectations through well-maintained cleanliness, accurate information, and precise billing processes should also be a focus.

4. Foster Personal Relationships: Building strong personal relationships with guests can contribute to their loyalty. Staff should show genuine care and attentiveness, actively listen to guests' concerns, and make an effort to remember and address them by their names.

5. Develop Loyalty Programs: Introducing attractive loyalty programs and rewards can incentivize guests to become repeat visitors and brand advocates. Offering interesting rewards, freebies, and point-based systems can contribute to increased loyalty and encourage guest retention.

6. Continuous Improvement: Regularly monitor guest satisfaction and loyalty levels through surveys, feedback mechanisms, and guest reviews. This will help identify areas for improvement and enable resorts to adapt and meet changing guest preferences.

By implementing these recommendations, beach resorts in Dinagat Islands can enhance guest satisfaction, foster loyalty, and ultimately establish a strong and loyal customer base.

Conflict of interest

The authors declare no conflict of interest.

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