

# CUSTOMER SATISFACTION IN LOCAL RESORTS: A STUDY ON THE ROLE OF AMENITIES AND SERVICES AND THEIR IMPLICATIONS FOR BUSINESS IMPROVEMENT

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**Abstract :** This study examined customer satisfaction in local resorts in Maasim, Sarangani Province, with particular emphasis on the role of amenities and services and their implications for business improvement. Using a mixed-method research design, the study combined quantitative and qualitative approaches to generate a comprehensive understanding of guest experiences. Quantitative data were collected through a researcher-made survey questionnaire administered to 30 resort guests selected through purposive sampling, while qualitative data were obtained through key informant interviews with selected participants. Descriptive statistics such as frequency, percentage, weighted mean, and Cronbach's alpha were used to analyze quantitative data, whereas thematic analysis was applied to qualitative responses. Findings revealed that customers generally reported a high level of satisfaction with resort amenities and services, particularly room features, staff behavior, cleanliness, and efficiency. Pools and recreational areas were also positively rated, although concerns were noted regarding crowd management and maintenance during peak periods. Wi-Fi connectivity emerged as the least satisfactory amenity, with participants citing inconsistency, limited coverage, and slow speed as factors that fell short of expectations. Statistical analysis further indicated no significant difference in customer satisfaction when respondents were grouped according to gender. Qualitative findings supported the quantitative results and highlighted how unmet expectations in Wi-Fi reliability influenced overall satisfaction, consistent with the SERVQUAL and Expectation–Disconfirmation theories. In summary, the study underscores the importance of aligning resort amenities and services with evolving customer expectations. The findings provide actionable insights for resort owners, local tourism stakeholders, and policymakers to enhance service quality, strengthen competitiveness, and support sustainable tourism development in emerging resort destinations.

**IndexTerms - customer satisfaction, resort amenities, service quality, hospitality management, SERVQUAL, expectation–disconfirmation theory, local tourism development, business improvement, mixed-method research.**

## I. INTRODUCTION

The hospitality industry has become one of the most dynamic contributors to tourism and local economic growth. Within this sector, local resorts play a vital role in promoting destinations by offering accommodations, leisure activities, and cultural experiences that reflect the distinct character of their communities. According to Kandampully, Zhang, and Bilgihan (2018), amenities and services are among the strongest determinants of guest satisfaction and repeat patronage in resorts. In the Philippines, tourism continues to be a major driver of regional development, providing livelihood opportunities for local residents and stimulating investment in infrastructure (Department of Tourism [DOT], 2020).

In Maasim, Sarangani Province, the tourism industry has seen remarkable expansion, from 17 local resorts in 2022 to 52 in 2024, demonstrating the area's growing reputation as a coastal destination. However, this rapid increase in resorts has not been matched by consistent service quality and facility management. Many guests have reported varying experiences in terms of room cleanliness, staff behavior, and the maintenance of amenities such as pools and Wi-Fi connectivity. These inconsistencies highlight the need to evaluate customer satisfaction, particularly with respect to the amenities and services offered by local resorts.

Despite the steady rise of tourism establishments in Maasim, there remains a lack of empirical data that measures customer satisfaction levels and identifies which aspects of resort amenities and services most affect guest experiences. While studies such as those by Chen and Tsai (2007) and Wei, Torres, and Hua (2017) emphasize the relationship between service quality and customer satisfaction, little research has been conducted in the local context of Sarangani Province. This gap limits the ability of resort owners, local government units, and tourism stakeholders to develop strategies that improve customer experience and sustain competitiveness. Therefore, this study addressed the question of what level of customer satisfaction existed concerning the amenities and services offered by local resorts in Maasim, Sarangani Province. It focused on how customers perceived room features, recreational areas, staff behavior, Wi-Fi connectivity, function halls, cleanliness, and service efficiency.

Moreover, the importance of this study can be discussed in terms of its socio-cultural-political-historical, theoretical, and personal relevance. From a socio-cultural-political-historical perspective, tourism is not merely an economic venture but a social

and cultural phenomenon that shapes community identity and pride. For Maasim, a municipality blessed with coastal beauty and cultural diversity, the hospitality sector provides a bridge between economic growth and cultural preservation. Ensuring guest satisfaction contributes to repeat visitation, positive word-of-mouth, and sustainable tourism development, all of which align with the goals of the National Tourism Development Plan (NTDP, 2021–2028). Additionally, the success of local resorts has direct implications for employment, livelihood, and community empowerment. A resort industry that values customer satisfaction promotes not only profit but also inclusive local development and improved quality of life for residents.

In terms of theoretical and disciplinary relevance, this study contributes to the growing body of research in hospitality and tourism management by validating established theories of customer satisfaction and service quality in a local, community-based resort setting. It utilized frameworks proposed by Parasuraman, Zeithaml, and Berry (1988) on the five dimensions of service quality tangibles, i.e., reliability, responsiveness, assurance, and empathy, to examine how these constructs manifest in the context of Maasim resorts. By doing so, the study not only reinforced global theoretical models but also localized their application, offering insights that can guide both academic instruction and professional practice in hospitality management. Also, it underscored the practical linkage between amenity management, service quality, and business sustainability, thus informing evidence-based decision-making for resort operators and managers.

Furthermore, this study is also personally relevant to the researchers, who reside in Maasim, Sarangani Province and have personally observed varying levels of service quality among local resorts. As local residents and frequent patrons of these establishments, the researchers have witnessed both the growth and operational challenges within the industry. These firsthand experiences have inspired the researchers to conduct an evidence-based assessment that could help local businesses identify their strengths and weaknesses, and ultimately improve customer satisfaction. The study therefore reflects not only academic curiosity but also a personal commitment to community development and to enhancing Maasim's reputation as a premier tourist destination in the region.

Similarly, the conduct of this study was grounded on several legal frameworks that ensure the promotion of quality standards in tourism and hospitality services. The Tourism Act of 2009, or Republic Act No. 9593, promotes sustainable tourism as an essential element of national development and mandates the establishment of quality standards for tourism facilities and services. This law encourages both the public and private sectors to uphold excellence and professionalism in the industry. Additionally, the Department of Tourism (DOT) Memorandum Circular No. 2020-003 outlines the standards for the operation and maintenance of resorts, including requirements for amenities, safety, sanitation, and service quality. These legal foundations justify the need for continuous monitoring and assessment of resort performance, particularly in developing tourism areas such as Maasim, thereby supporting national and local efforts to enhance the competitiveness of the hospitality sector.

In response to the issues identified, the main objective of this study was to determine the level of customer satisfaction in local resorts in Maasim, Sarangani Province, with particular attention to amenities and services. Ultimately, this study sought to provide empirical insights that can help local resort owners and managers enhance their amenities and services, strengthen customer loyalty, and promote Maasim as a sustainable and competitive tourism destination.

### Statement of the Problem

This study determined the level of customer satisfaction with amenities and services offered by local resorts in Maasim. Specifically, it sought to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
  - 1.1 Gender;
  - 1.2 Age Range;
  - 1.3 Civil Status;
  - 1.4 Residence; and,
  - 1.5 Source of income?
2. What is the level of customer satisfaction in local resorts with respect to:
  - 2.1 Amenities:
    - 2.1.1 Room Features;
    - 2.1.2 Pools and Recreational Areas;
    - 2.1.3 Staff Behavior;
    - 2.1.4 Wi-Fi Connectivity; and,
    - 2.1.5 Function Hall?
  - 2.2 Services:
    - 2.2.1 Cleanliness; and,
    - 2.2.2 Efficiency?
3. Is there a significant difference in the level of customer satisfaction when the respondents are grouped according to gender?
4. How do the participants describe the overall reliability and performance of the resorts' Wi-Fi connectivity, and in what ways do their experiences meet or fall short of their expectations?

### Hypothesis of the Study

- H<sub>0</sub>** There is no significant difference in the level of customer satisfaction in local resorts when respondents are grouped according to gender.

### Significance of the Study

This study is expected to generate insights that will be valuable to several stakeholders in the hospitality and tourism industry of Maasim, Sarangani Province. The findings provide evidence-based information regarding how amenities and services influenced customer satisfaction in local resorts, allowing various groups to benefit through enhanced practices, informed decision-making, and strengthened future research.

**Local Tourism Industry.** The findings of this study may contribute important insights to the broader tourism industry of Maasim and the province of Sarangani. Understanding customer satisfaction trends may help tourism officials and stakeholders create programs and promotions that highlight the strengths of local resorts. The results may also inform policy development, particularly in creating standards or guidelines that ensure quality hospitality services within the municipality. Moreover, the study may support coordinated efforts between local government units and resort establishments in enhancing tourist experiences and addressing common service gaps. Overall, the research may help elevate Maasim's reputation as a desirable tourist destination, thereby contributing to sustained economic and community development.

**Local Government Units (LGUs) and Tourism Offices.** LGUs and tourism offices may use the study's findings as a basis for developing policies, programs, and interventions that strengthen tourism services in the municipality. The insights may help identify areas where resorts commonly fall short, allowing the LGU to offer targeted support, training, or regulatory guidance. Furthermore, the study may contribute to evidence-based planning, particularly in crafting tourism development strategies that align with visitor expectations. The improved performance of local resorts may also enhance the municipality's tourism appeal, thereby boosting economic activities and community engagement. As a whole, the research may assist LGUs in fostering a more competitive, well-managed, and customer-oriented tourism environment.

**Resort Owners and Managers.** This study may help resort owners and managers identify which amenities and services significantly contribute to customer satisfaction, allowing them to prioritize areas that require improvement. The findings may serve as a basis for upgrading facilities, enhancing staff training, and implementing management strategies that align with guest expectations. By understanding the specific needs and preferences of their customers, resort operators can create more guest-centered experiences that may increase repeat visits and positive reviews. Additionally, the results may guide business owners in allocating resources more effectively, ensuring that investments are directed toward features that genuinely matter to guests. Ultimately, the study may support resort owners in strengthening competitiveness and sustaining business growth in a rapidly expanding local tourism market.

**Resort Customers.** The results of this study may indirectly benefit resort customers by encouraging establishments to improve their amenities and services based on actual guest feedback. As resort owners apply the study's recommendations, customers may expect improved comfort, convenience, and overall service quality during their stays. The enhanced guest experience may lead to greater satisfaction, safety, and value for money in local resorts. Additionally, the study gives voice to customer concerns and priorities, helping ensure that their expectations are reflected in resort management decisions. In the long run, customers may experience more consistent standards and better hospitality outcomes across Maasim's resort industry.

**ABM Students.** This study may greatly benefit Accountancy, Business, and Management (ABM) students by providing them with real-world insights into how customer satisfaction influences business performance in the hospitality industry. Through the findings, ABM students may better understand how amenities, services, and consumer preferences shape managerial decisions and operational strategies in resorts, an essential concept in marketing, business management, and entrepreneurship. The study also offers practical examples of how data-driven evaluations may guide businesses in improving service quality, which helps ABM students appreciate the importance of research and analytics in business planning. Furthermore, the results may serve as a learning resource for case studies, feasibility studies, and capstone projects related to tourism, customer service, or service-based enterprises. Ultimately, the study equips ABM students with valuable knowledge that strengthens their preparedness for future careers in business, hospitality management, tourism, and entrepreneurship.

**Future Researchers.** This study may provide future researchers with foundational data and methodological insights that they may use as references for conducting similar or expanded studies. Its findings may serve as comparative literature for research on hospitality services, customer satisfaction, or tourism development in other localities. The study also highlights existing research gaps, particularly in population, locale, and qualitative insights that future researchers may choose to address. Furthermore, the mixed-method approach used in this research may serve as a model for those seeking to combine quantitative measurement with qualitative depth in hospitality-related investigations. Finally, this study enriches the existing scholarly discourse and encourages further academic exploration of customer satisfaction in local Philippine resorts.

### Scope and Delimitation of the Study

This study focused on examining customer satisfaction in local resorts, specifically analyzing how amenities and services influenced the overall guest experience. Conceptually, the study investigated the quality and adequacy of amenities (room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, and function halls) and essential services (cleanliness and efficiency) within the context of resort operations in Maasim, Sarangani Province. Methodologically, the study employed a mixed-method approach, gathering quantitative data through a structured survey questionnaire and qualitative data through Key Informant Interviews (KIIs). The participants consisted of resort customers who met the inclusion criteria: at least 18 years old, had visited or stayed at Casa D'vans, Lemlunay Diving Resort, or Canada Resort within the study period, and are residents of Maasim. A total of 30 survey respondents and 3 interview participants were selected using purposive sampling. Geographically, the study was conducted in selected barangays of Maasim: Colon, Poblacion, Kablacan, Malbang, and Tinoto, and data collection took place during the School Year 2025–2026. This scope allowed the researchers to obtain both numerical and narrative data that holistically captured customer satisfaction within the local resort setting.

However, despite its comprehensive approach, the study did not include other concepts outside the variables of amenities, services, and customer satisfaction; hence, factors such as pricing strategies, marketing promotions, financial performance, staff workload, resort maintenance systems, customer loyalty models, or destination image were not examined. Methodologically, the study was limited to surveys and interviews; observational methods, experimental designs, longitudinal tracking, and larger-scale probability sampling were not used, restricting the depth and breadth of data that could be gathered. Individuals who were below

18 years old, non-residents of Maasim, or those who had not visited the selected resorts during the study period were excluded, reducing the sample's representativeness and limiting the external validity of findings. In addition, the study had limited control over participant honesty, recall accuracy, and potential response biases, which may influence objectivity and internal validity. Time constraints, the small sample size, and the reliance on self-reported experiences also prevented the study from achieving broader generalizability; thus, results apply only to the resorts, respondents, and time frame examined.

### Theoretical Framework of the Study

This study was anchored on two well-established theories in hospitality research: the SERVQUAL Theory by Parasuraman et al. (1988) and the Expectation–Disconfirmation Theory (EDT) by Oliver (1980). These theories were identified in the attached documents as appropriate foundations for evaluating service quality and customer satisfaction in resorts.

Both frameworks have been widely used in tourism studies because they explain how guests interpret experiences and form satisfaction judgments. Their integration strengthens the study's analytical approach by addressing both structural service components and psychological evaluation processes. Together, they provide a comprehensive basis for assessing customer satisfaction in Maasim resorts.

The SERVQUAL Theory (Parasuraman et al., 1988) proposes five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions correspond directly with the variables measured in this study, such as amenities (room features, pools, Wi-Fi) and service attributes (cleanliness and efficiency). The attached files confirm that these SERVQUAL dimensions guide the evaluation of resort amenities and staff performance. Tangibles represent the physical facilities, while the remaining dimensions describe the behavioral and procedural aspects of service. Thus, SERVQUAL provides a clear structure for assessing how resort operations contribute to customer satisfaction.

The Expectation–Disconfirmation Theory (Oliver, 1980) explains that satisfaction occurs when actual performance meets or exceeds customer expectations. Positive disconfirmation results in satisfaction, while negative disconfirmation leads to dissatisfaction when expectations are not met. As shown in the attached materials, inconsistencies in local resort amenities, such as unstable Wi-Fi and inconsistent cleanliness, demonstrate how negative disconfirmation may occur. This theory is particularly relevant because guests often compare their anticipated resort experience with what they actually encounter. EDT therefore clarifies why satisfaction levels vary across different guests and resorts.

When combined, SERVQUAL and EDT offer a holistic framework for understanding the relationship between resort amenities, service quality, and customer satisfaction. SERVQUAL identifies the essential components of service quality, while EDT explains the evaluation process guests use to judge those components. These theories complement each other by addressing both the objective features and the subjective assessments that shape satisfaction. Their integration aligns with the study's mixed-method design, which gathers both quantitative ratings and qualitative insights from guests. This combined framework enhances the study's ability to interpret customer experiences comprehensively.

### Research Gap

The review of related literature and studies shows that numerous scholars have examined resort amenities, service quality, and customer satisfaction from various perspectives. International and local authors, including Parasuraman et al. (1988); Oliver (1980); Kim and Lee (2020); Santos and Cruz (2021); Dizon and Manalo (2022); Ramirez and Sales (2023); Mendoza and Velasco (2022); and Ponce and Rabadon (2023), have contributed significant insights into how room features, recreational facilities, staff behavior, cleanliness, Wi-Fi connectivity, and service efficiency influence satisfaction outcomes. These studies consistently highlight the importance of both tangible amenities and intangible service interactions in shaping guest evaluations. The study additionally references theories such as SERVQUAL and Expectation–Disconfirmation, which further support the relationship between service delivery and customer satisfaction. Although these authors offer strong empirical and theoretical foundations, their works collectively show that research tends to focus on highly developed tourist destinations or large-scale hospitality establishments rather than emerging local resorts like those found in Maasim.

Across the literature, several research gaps are evident. First, there is a locale gap, as most studies concentrated on urban hotels and well-established tourist hubs, leaving small, community-based resorts in rural municipalities understudied. Second, a population gap exists because prior studies often sampled international tourists or large guest populations, while the experiences of local clientele, such as residents and nearby domestic travelers, remain largely undocumented. Third, there is a conceptual gap since few studies examined specific amenity components (e.g., room features, pools, Wi-Fi reliability, and function halls) and service factors (cleanliness and efficiency) together within the same analytical framework. Fourth, a methodological gap emerges because many studies relied solely on quantitative surveys, with limited qualitative exploration of nuanced issues such as Wi-Fi consistency and staff responsiveness, areas highlighted as concerns in the attached files. These combined gaps revealed the need for more localized, detailed, and mixed-method investigations of customer satisfaction.

Among these gaps, the present study specifically focused on the locale, population, conceptual, and methodological gaps that remain unaddressed in existing literature. To respond to the locale and population gaps, the study examined customer satisfaction specifically in local resorts in Maasim, Sarangani Province.

To address the conceptual gap, the study analyzed both amenities and services simultaneously, including room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, function hall, cleanliness, and efficiency. Finally, to fill the methodological gap, the study employed a mixed-method design, combining survey data with Key Informant Interviews to capture both quantifiable satisfaction levels and deeper explanations, especially concerning Wi-Fi reliability and service experiences. In doing so, the study provided a context-specific and multidimensional understanding of customer satisfaction that has yet to be explored in the existing body of research.

### Conceptual Framework

This study adopted the Input–Process–Output (IPO) Conceptual Framework to examine how resort amenities and services shaped customer satisfaction in local resorts in Maasim, Sarangani Province. The Inputs consisted of the key factors that guests evaluated during their stay: amenities, including room features, pools and recreational areas, Wi-Fi connectivity, staff behavior, and the function hall, and services, specifically cleanliness and efficiency. These inputs represented the elements that guests directly encountered and used, forming the basis of their overall resort experience.

Moreover, the Process involved how guests interpreted, experienced, and evaluated these inputs, guided by SERVQUAL Theory and Expectation–Disconfirmation Theory. SERVQUAL explains the structural and behavioral aspects of service quality, while Expectation–Disconfirmation clarifies how guests compare their expectations with actual performance. Through this evaluative process, guests judged whether the resort’s amenities and services have met, exceeded, or fallen short of their expectations. This internal evaluation was crucial because it transformed the physical and service inputs into perceptions that ultimately define satisfaction.

Additionally, the Output of this framework is the guests’ overall customer satisfaction. This output reflected the result of the evaluative process, whether guests are satisfied, neutral, or dissatisfied with their stay. Customer satisfaction matters because it influenced the likelihood of repeat visits, positive word-of-mouth promotion, and online reviews, all of which directly affect the growth of local resort businesses.

By using the IPO model, the study systematically linked what the resorts provided (inputs), how guests assessed these experiences (process), and what their final levels of satisfaction were (output). This structure did not only clarify the logical flow of the research but also highlighted where local resorts can intervene to enhance customer satisfaction. Finally, the framework guided the study in identifying which amenities and services required improvement, thereby offering concrete recommendations for business enhancement.

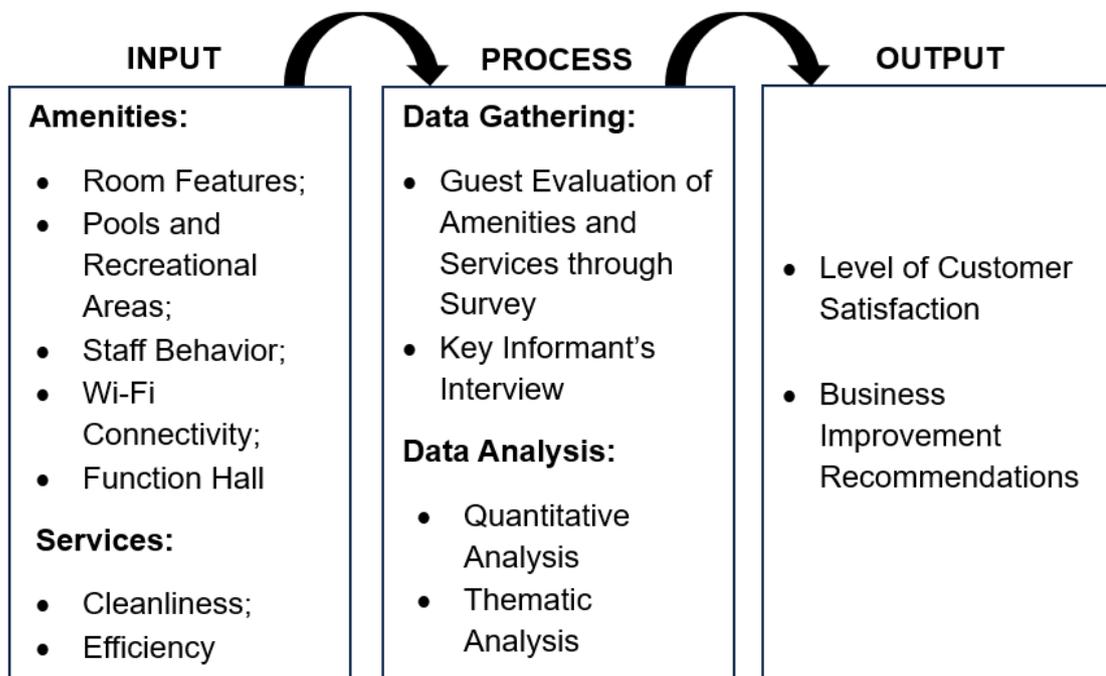


Figure 1. Conceptual Framework of the Study

## II. METHODOLOGY

### Research Design

This study employed a mixed-method research design, integrating both quantitative and qualitative approaches to provide a comprehensive understanding of customer satisfaction in local resorts in Maasim, Sarangani Province. The quantitative component used a descriptive research design to determine the demographic profile of respondents and assess their level of satisfaction with resort amenities, such as room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, and the function hall, and services, specifically cleanliness and efficiency. As stated by McCombes (2019), descriptive research is appropriate when the goal is to identify characteristics, trends, and patterns in a population, making it suitable for measuring customer satisfaction levels in a structured manner.

For the qualitative component, the study adopted a phenomenological approach, specifically through Key Informant Interviews (KIIs), to capture deeper insights into guests’ lived experiences, particularly their perceptions of Wi-Fi reliability, staff responsiveness, and overall service quality. Phenomenology enables researchers to interpret how participants construct meaning based on direct experiences, making it suitable for hospitality research where subjective customer impressions strongly influence satisfaction outcomes (Salmons, 2022).

Furthermore, the mixed-method design integration enabled the study to validate and enrich quantitative results through Key Informant Interviews (KII) with selected guests. These interviews provided deeper insights into how and why certain amenities or services contributed to satisfaction or dissatisfaction. The qualitative findings helped explain the patterns observed in the survey results, such as factors affecting Wi-Fi reliability or inconsistencies in service delivery, issues highlighted in the study as areas requiring exploration. The combination of methods strengthened the study's ability to provide actionable recommendations for business improvement.

Collectively, this design ensured that both the measurable aspects of customer satisfaction and the subjective dimensions of guest experience were thoroughly examined. By triangulating quantitative trends with qualitative narratives, the study achieved a more holistic portrayal of customer satisfaction in local resorts. This methodological approach supports the objective of identifying which amenities and services contribute most significantly to guest satisfaction and how local resort managers can enhance these offerings to maintain competitiveness in Maasim's rapidly growing hospitality landscape.

### Selection Process

The selection of participants followed a purposive criterion sampling technique, ensuring that only individuals who possessed first-hand experience with the amenities and services of the selected local resorts were included. In alignment with Creswell and Creswell (2021), purposive sampling is appropriate when researchers intend to gather rich, relevant, and context-specific information from participants who meet predefined criteria. Thus, respondents were selected based on the following: (a) they must be at least 18 years old, (b) they must have visited or stayed in any of the three identified resorts within the study period, and (c) they must be current residents or recent visitors of Maasim, ensuring familiarity with the local tourism context.

From the total guest population available during the study period, 30 respondents who satisfied the criteria were chosen to participate in the quantitative survey. Afterward, three (3) participants were further selected as Key Informants for qualitative interviews, following the guidance of Palinkas, Horwitz, and Green (2020), who emphasize that key participants are selected based on their ability to provide detailed, experience-based insights. This multi-level selection process ensured that both the quantitative and qualitative components captured accurate, meaningful, and comprehensive data regarding customer satisfaction in local resorts.

### Quantitative Respondents

This study involved two groups of individuals: survey respondents for the quantitative phase and research participants for the qualitative phase. This nomenclature follows the recommendation of Morse (1991), who differentiates respondents as individuals who answer structured instruments and participants as contributors who actively provide in-depth qualitative insights.

A total of 30 eligible guests served as the survey respondents of the study. All 30 invited individuals successfully completed the questionnaire, yielding a 100% response rate with no attrition or withdrawal. Purposive sampling is appropriate when the researcher identifies individuals who can provide specific, relevant information based on their experience (Palinkas et al., 2020). This ensured that all respondents were capable of evaluating amenities and services based on firsthand resort experience.

### Qualitative Participants

For the qualitative phase, 3 participants were recruited from the pool of survey respondents using purposive criterion sampling. All three agreed to participate, resulting in no withdrawal or non-response. Each participant provided specialized and experience-based insights through semi-structured Key Informant Interviews (KII). Below are short descriptive profiles of the participants, as required:

Participant 1 (GP1) is a 22-year-old female resident of Barangay Colon who has visited all three participating resorts multiple times for family outings. She provided detailed accounts of room conditions, staff interactions, and cleanliness standards from the perspective of a frequent local guest.

Participant 2 (GP2) is a 28-year-old male employed in the private sector and a regular weekend visitor of Lemlunay Resort. His insights focused on Wi-Fi reliability, recreational facilities, and service efficiency, particularly during peak seasons.

Participant 3 (GP3) is a 34-year-old married female from Barangay Kablacan who often books resort function halls for community events. She contributed rich descriptions of the function hall setup, staff responsiveness, and event-related service quality.

These participants were purposely chosen because they exhibited diversity of resort usage, allowing the qualitative phase to capture a broader range of customer experiences, a criterion supported by information-rich sampling strategies (Campbell et al., 2020).

### Research Instruments

The primary research instrument used in this mixed-method study was a researcher-made survey questionnaire, supplemented by a semi-structured interview guide for the qualitative phase. The use of a structured questionnaire is widely recognized as appropriate for descriptive research because it enables systematic and quantifiable assessment of attitudes, perceptions, and experiences across a large group of respondents (Gray & Grove, 2020). Contemporary scholars note that questionnaires are efficient tools for gathering standardized data in hospitality and service quality studies, particularly when the goal is to measure satisfaction levels with multiple variables such as amenities and services (Molina-Azorín, 2021). In alignment with the study's objectives, the questionnaire was constructed based on the conceptual framework and an extensive review of literature relating to customer satisfaction, resort amenities, and service quality.

The questionnaire consisted of two major parts. Part I captured the respondents' demographic profile, including gender, age range, civil status, residence, and source of income. These variables were necessary to answer Research Question 1 and to determine whether demographic characteristics influenced satisfaction ratings. Part II measured customer satisfaction using a five-point Likert scale ranging from 1 = Very Low Level to 5 = Very High Level, covering the key dimensions of amenities (room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, and function hall) and services (cleanliness and efficiency).

Likert-type scales continue to be one of the most widely accepted tools for measuring subjective evaluations such as satisfaction because they provide clarity, ease of interpretation, and statistical flexibility (Joshi, Kale, Chandel, & Pal, 2020).

Before formal administration, the survey instrument underwent expert validation to ensure clarity, relevance, and content accuracy. Three validators with expertise in hospitality management and research evaluated whether the items represented the constructs of amenities, services, and customer satisfaction. A pilot test involving thirteen (13) guests from the selected local resorts was conducted to assess the instrument's reliability. Cronbach's alpha coefficient yielded acceptable values across all constructs, indicating strong internal consistency and coherence of items, a standard practice endorsed by recent methodological literature (Boateng, Neilands, Frongillo, Melgar-Quinonez, & Young, 2020). Based on pilot feedback, several items were refined to enhance clarity, reduce redundancy, and improve overall respondent comprehension.

For the qualitative phase, a semi-structured interview guide was developed to gather deeper insights from purposively selected key participants. The guide comprised open-ended questions designed to explore participants' lived experiences with resort amenities and services, with particular emphasis on Wi-Fi reliability, an issue that emerged prominently in preliminary data. The semi-structured format allowed researchers to maintain alignment with the study objectives while adapting questions to probe emerging insights as needed. This approach is consistent with contemporary qualitative research practices advocating for conversational flexibility, participant-centered inquiry, and thematic depth (Salmons, 2025). The interview guide was reviewed by experts to ensure cultural sensitivity, ethical appropriateness, and alignment with research questions.

Together, the survey questionnaire and semi-structured interview guide provided a comprehensive and methodologically sound set of tools for collecting both quantitative and qualitative data. These instruments ensured systematic, meaningful, and triangulated insights into customer satisfaction within the context of local resorts in Maasim, thereby supporting the rigor of the mixed-method design.

### Data Collection

Before the formal data collection, the researchers conducted a pilot test to evaluate the clarity, reliability, and overall functionality of the survey questionnaire. This preliminary phase aimed to detect ambiguous items, assess internal consistency, and verify whether respondents could successfully navigate the instrument without assistance, a practice recommended in contemporary methodological literature (Taherdoost, 2022). Thirteen (13) guests from the three selected local resorts participated in the pilot test, after which necessary refinements were made to improve item wording and structure.

Following the pilot test, the researchers sought formal approval from the school principal to conduct the study outside school premises, in compliance with ethical guidelines for research involving human participants. After securing institutional clearance, permission from the resort owners and managers of Casa D'vans, Lemlunay Diving Resort, and Canada Resort was obtained to approach their guests as potential respondents and participants. This process aligns with current ethical standards that emphasize negotiated entry, transparency, and respect for organizational boundaries (Bhandari, 2023).

The recruitment process began with the researchers approaching eligible guests who met the inclusion criteria. The informed consent process involved the researchers explaining the study's nature, purpose, risks, benefits, and confidentiality measures. Guests were assured that participation was voluntary, refusal carried no consequences, and they could withdraw at any time without justification. Because the study involved adult participants, only standard informed consent was required, but participants who preferred to answer in Bisaya were allowed to do so to ensure comfort and clarity. Written consent was obtained before surveys or interviews were administered, consistent with ethical guidelines on autonomy and participant protection (World Health Organization, 2022).

Moreover, the quantitative phase began with the distribution of the researcher-made survey questionnaire, which contained items relating to demographic profile, satisfaction with resort amenities, and perceptions of service quality. Each respondent was given approximately sixty (60) minutes to complete the instrument. The researchers organized the distribution process systematically: one researcher handled the introduction and instructions, another monitored the completion of forms, and a third handled retrieval and checking for completeness. Weighted means, frequency counts, and reliability statistics were applied to evaluate responses, ensuring alignment with descriptive research principles and internal consistency standards (Field, 2020).

For the qualitative phase, Key Informant Interviews (KIIs) were conducted with three selected participants whose survey responses indicated strong experiential insights, particularly regarding resort Wi-Fi reliability. These interviews followed a semi-structured format, allowing the researchers to probe deeper into personal experiences related to amenities and services. Each interview lasted 60 minutes and took place in a quiet area preferred by the participants. With their consent, interviews were video and audio-recorded to ensure accuracy during transcription and thematic analysis. The researchers adhered to best practices in qualitative interviewing, including rapport-building, neutral questioning, and reflexive listening (Salmons, 2022). Data saturation was monitored to ensure that themes were grounded and no longer producing new information.

All data collected, completed questionnaires, video and audio recordings, signed consent forms, and transcriptions, were stored securely in a password-protected digital folder accessible only to the research team. Hard copies were kept in a locked drawer in the adviser's office to uphold confidentiality and data security. Digital and physical data will be retained for one year after publication of the study, after which digital files will be permanently deleted and hard copies will be shredded, following ethical data destruction protocols (British Psychological Society, 2021).

Finally, a feedback session was planned in which the researchers summarized key findings and presented them to the participating resort managers. This step allowed stakeholders to verify interpretations, clarify ambiguities, and benefit directly from the study's insights. Such feedback loops are recognized as an ethical and practical component of community-engaged research practices (Tracy, 2020). Through these systematic procedures, rooted in ethical conduct, methodological rigor, and contextual sensitivity, the researchers ensured that data collection remained aligned with the research questions and the overall mixed-method research design.

## Data Analysis

The data analysis procedures in this study were systematically aligned with each of the research questions and with the mixed-method research design that combined quantitative and qualitative approaches. The quantitative data were analyzed using descriptive and inferential statistical techniques, while the qualitative data were analyzed through thematic analysis. Integration of findings occurred during interpretation to ensure triangulation, convergence, and comprehensive understanding of customer satisfaction in local resorts in Maasim, Sarangani Province.

Analysis for Research Question 1: “What is the demographic profile of the respondents in terms of gender, age range, civil status, residence, and source of income?” To answer this question, the demographic data were quantified using frequency counts and percentage distributions. These descriptive statistics allowed the researchers to identify patterns in the guests’ characteristics, which serve as the contextual background for understanding variations in satisfaction ratings. Descriptive analysis is appropriate for summarizing categorical variables and presenting them in a meaningful structure (Frey, 2022). Results were presented in tables for clarity and comprehension.

Analysis for Research Question 2: “What is the level of customer satisfaction in local resorts concerning amenities and services?” To determine the satisfaction levels, weighted mean was used as the primary statistical tool because the items in the questionnaire employed a 5-point Likert scale. The scoring and verbal interpretation followed this scheme:

Mean Range	Verbal Interpretation
4.21 – 5.00	Very High Level
3.41 – 4.20	High Level
2.61 – 3.40	Moderate Level
1.81 – 2.60	Low Level
1.00 – 1.80	Very Low Level

These verbal interpretations were used to evaluate respondent satisfaction with each amenity (room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, function hall) and service variable (cleanliness and efficiency). The use of Likert-based weighted means is consistent with best practices for assessing perceptions in hospitality research (Joshi et al., 2015; Widhiarso & Suprpto, 2022). Reliability of each construct was evaluated through Cronbach’s alpha, with acceptable internal consistency set at  $\alpha \geq 0.70$ , following Field (2020). The reliability scores from the pilot test guided refinements in the instrument prior to deployment.

Furthermore, analysis for Research Question 3: “Is there a significant difference in the level of customer satisfaction when respondents are grouped according to gender?” To determine whether gender differences existed in satisfaction levels, an Independent Samples t-test was employed. This inferential test is appropriate for comparing mean scores between two independent groups (male and female respondents). The t-test assumptions, normality, independence, and homogeneity of variances, were checked prior to interpretation, following the guidelines of Pittman (2021). Results were interpreted at the 0.05 level of significance, consistent with standard social science conventions. A significant p-value ( $< 0.05$ ) indicated gender-based differences, whereas a non-significant p-value ( $> 0.05$ ) supported the null hypothesis.

Analysis for Research Question 4 (Qualitative): “How do the participants perceive the overall reliability of the resorts’ Wi-Fi connectivity, and in what ways do these experiences meet or fall short of their expectations?” Qualitative data from Key Informant Interviews (KIIs) were analyzed using Braun and Clarke’s (2021) six-phase thematic analysis, which is suited for identifying patterned meanings across participant narratives. Analysis proceeded through: (1) Familiarization: Transcribing interviews verbatim, repeatedly reading transcripts, and noting initial impressions related to Wi-Fi reliability experiences. (2) Generating Initial Codes: Segmenting data into meaningful units such as “Congested During Peak Usage,” “Works Occasionally,” “Network Congestion,” “Network Congestion During Peak Guest Volume,” “Inconsistent Wi-Fi Speed Despite High Expectations,” and “Poor Wi-Fi Reliability and Slow Internet Speed.”

(3) Searching for Themes: Clustering codes into broader themes such as “Inconsistent Wi-Fi Performance Due to Network Overload,” and “Expectation-Performance Gap in Wi-Fi Reliability Due to Network Congestion.” (4) Reviewing Themes: Comparing themes against the full dataset to ensure coherence and representativeness of participant perspectives. (5) Defining and Naming Themes: Refining theme labels and clarifying their relevance to customer expectations and service quality. (6) Producing the Report: Integrating thematic findings with quantitative insights to understand the role of Wi-Fi as both an amenity and a service performance indicator. This thematic approach aligns with phenomenological inquiry, allowing participants’ lived experiences in local resorts across Maasim barangays (Tinoto, Colon, Malbang, and Kablacan) to guide interpretation.

Because this study employed a mixed-method design, integration occurred during interpretation through triangulation, where quantitative trends (e.g., moderate satisfaction with Wi-Fi) were compared with qualitative explanations (e.g., unstable connectivity in specific areas). This allowed the researchers to explain why certain quantitative scores occurred, ensuring depth and contextual accuracy, a process supported by contemporary mixed-methods scholars (Creswell & Plano Clark, 2022). Findings from both data sets informed the formulation of business improvement recommendations in Chapter 5. Quantitative trends highlighted priority areas (e.g., low-rated amenities), while qualitative insights offered deeper understanding of systemic issues affecting guest satisfaction.

Finally, the outputs, recommendations for improving amenities, services, and Wi-Fi reliability, were grounded in both numerical evidence and thematic insights. These were validated through stakeholder feedback sessions with resort managers, member checking with key informants to verify interpretation accuracy (Tracy, 2020), and expert review by faculty advisers to ensure clarity, feasibility, and academic soundness.

## Trustworthiness of the Study

To ensure that the findings of this mixed-method study were credible, dependable, confirmable, and transferable, the researchers employed systematic procedures consistent with contemporary criteria for trustworthiness in qualitative and mixed-

method research. As recommended by Nowell (2021) and Sharma (2020), methodological rigor was upheld by applying transparent, well-documented processes during data collection, analysis, and validation.

Credibility was strengthened by grounding all interpretations in the actual experiences and perspectives of the guests who participated in the survey and Key Informant Interviews (KIIs). During interviews, the researchers video and audio-recorded the sessions, took reflexive field notes, and conducted interviews in locations chosen by the participants to ensure comfort and enhance accuracy of responses. These practices align with the guidance of Castillo-Montoya (2021), who emphasized prolonged engagement, rapport-building, and contextual familiarity as central to trustworthy qualitative inquiry. Additionally, member checking was conducted by returning a summary of the thematic interpretations to the interview participants for verification, allowing them to confirm, clarify, or adjust the meanings attributed to their statements.

Dependability was ensured by maintaining a clear and consistent documentation of all research activities, including the development of instruments, pilot testing, data collection, transcription, and analysis. An audit trail was created, detailing methodological decisions and changes during the research process, consistent with the recommendations of Korstjens and Moser (2021). Peer debriefing with the research adviser and panel experts from Colon National High School further contributed to dependability by allowing external evaluation of the logic, accuracy, and coherence of the researchers' analytic decisions.

Confirmability was achieved by practicing reflexivity throughout the study. The researchers consciously bracketed their personal expectations and assumptions regarding customer satisfaction, ensuring that the findings emerged from the collected data rather than subjective interpretations. Researcher journals and reflexive memos were maintained to document the researchers' thoughts, potential biases, and analytical challenges. This follows the guidelines of Nowell and Albrecht (2020), who highlight reflexive transparency as a key contributor to confirmability. To further strengthen confirmability, the researchers retained interview recordings, transcripts, and coding matrices as part of the audit trail available for external review.

Transferability was addressed by providing rich, detailed descriptions of the research context, including the characteristics of the three participating resorts (Casa D'vans Resort, Lemlunay Diving Resort, and Canada Resort), the profiles of the participants, and the nature of the amenities and services offered. By offering contextual details, readers may assess how the findings apply to similar local resorts or hospitality settings. As Lincoln and Guba's contemporary interpreters (e.g., Pandey & Patnaik, 2021) suggest, thick description allows others to determine the relevance of the findings to their own contexts.

Finally, triangulation supported the overall trustworthiness of the study. This included methodological triangulation by combining quantitative surveys and qualitative interviews, investigator triangulation through collaborative team analysis, and data triangulation by comparing information from diverse participants across three different resorts. These triangulation strategies follow the recommendations of Creswell and Creswell (2021) for enhancing the robustness and validity of mixed-methods research. Through these sustained efforts, credibility, dependability, confirmability, transferability, and triangulation, the researchers ensured that the study's results are trustworthy, ethically grounded, and reflective of the true experiences of guests in local resorts in Maasim.

### **Ethical Considerations**

The researchers ensured that all ethical principles were strictly observed throughout the conduct of the study, following the guidelines set by Colon National High School, and contemporary ethical standards for research involving human participants. Ethical safeguards were implemented to prevent any form of exploitation, coercion, or harm, and to guarantee that respondents and key participants were treated with respect, dignity, and fairness. Special attention was given to the confidentiality, privacy, and autonomy of all individuals participating in the study on customer satisfaction in local resorts in Maasim, Sarangani Province.

### **Informed Consent**

Informed consent served as the cornerstone of ethical practice in this study. Before any survey or interview was conducted, the researchers provided a clear explanation of the study's purpose, scope, procedures, risks, benefits, and the voluntary nature of participation. Consent was obtained in writing from each adult respondent and key participant, in accordance with ethical requirements for studies involving human participants. The researchers also clarified that participants could choose to withdraw at any point without consequence. For the qualitative phase, additional consent for video and audio recording was obtained separately to ensure participants' comfort and transparency. This process safeguarded participant autonomy and promoted trust throughout the data collection.

### **Data Privacy and Confidentiality**

The study adhered to the standards of the Institutional Review Board (IRB) and the Data Privacy Act of 2012 to ensure responsible handling of personal information. All respondents and participants were informed that their identities would remain anonymous and that their responses would be reported only in aggregate or coded form. Survey questionnaires, interview transcripts, and consent forms were stored securely, with digital files encrypted and physical documents kept in a locked cabinet accessible only to the research team. Upon completion of the study and publication of the findings, all data will be destroyed following ethical disposal procedures, digital files will be permanently deleted, and hard copies will be shredded, to prevent unauthorized access or misuse of information.

### **Voluntary Participation**

Participation in both the quantitative and qualitative phases of the study was entirely voluntary. Neither a respondent nor a participant was compelled to participate, and declining or withdrawing from the study did not entail penalties or loss of benefits. This assurance was emphasized during the informed consent process to ensure that willingness, not obligation, guided every participant's decision. Voluntary participation protected the integrity of the data and upheld the ethical principle of respect for persons.

### Gender Sensitivity

The researchers maintained gender-sensitive practices throughout the study by ensuring that questions, interactions, and analyses were free from bias and respectful of all gender identities. Survey items and interview questions were worded in a gender-neutral manner to avoid stereotyping or exclusion. Additionally, the researchers acknowledged that resort experiences may differ across genders; therefore, all perspectives, regardless of gender, were valued equally and analyzed with fairness and inclusivity.

### Cultural Sensitivity

Given that the study was conducted in Maasim, Sarangani Province, an area characterized by cultural diversity, the researchers were mindful of using respectful, non-discriminatory, and culturally appropriate language in the survey, interviews, and all field interactions. Participants were allowed to respond in Bisaya or English according to their comfort, ensuring inclusivity and reducing linguistic barriers. The researchers avoided questions or statements that might demean cultural beliefs or practices, reflecting a commitment to ethical tourism research, where respect for local cultures and communities is essential.

## QUANTITATIVE RESULTS AND DISCUSSION

This section presents the quantitative results of the study gathered from the survey questionnaires administered to the resort guests. It discusses the demographic profile of the respondents and their level of customer satisfaction in terms of amenities and services. The data were presented in tabular form and analyzed using frequency, percentage, and weighted mean. Each result was interpreted and supported with recent related literature to further strengthen the discussion. Through this analysis, it identified key areas that influenced customer satisfaction and served as bases for business improvement in local resorts.

### Demographic Profile of the Respondents

This part presents the demographic profile of the respondents in terms of gender, age range, civil status, residence, and source of income. Understanding their demographic characteristics is important because these factors influenced their satisfaction. The complete results are shown in Table 1.

**Table 1**  
*Demographic Profile of the Respondents*

	Variables	Frequency	Percentage
Gender	Male	5	17%
	Female	25	83%
	<b>Total</b>	<b>30</b>	<b>100%</b>
Age Range	18 – 23 years old	13	43%
	24 – 29 years old	5	17%
	29 – 35 years old	9	30%
	36 – 41 years old	3	10%
	<b>Total</b>	<b>30</b>	<b>%</b>
Civil Status	Single	15	50%
	Taken	3	10%
	Married	11	37%
	Separated	1	3%
	Divorced	0	0%
	<b>Total</b>	<b>30</b>	<b>100%</b>
Residence	Tinoto	0	0%
	Kamanga	0	0%
	Colon	17	40%
	Poblacion	1	57%
	Kablacan	12	3%
	<b>Total</b>	<b>30</b>	<b>100%</b>
Source of Income	Allowance	14	47%
	Salary	10	33%
	Government Assistance	0	0%
	Part time Jobs	5	17%
	Online Selling	1	3%
	Scholarship	0	0%
	<b>Total</b>	<b>30</b>	<b>100%</b>

Table 1 presents the demographic characteristics of the 30 respondents in terms of gender, age range, civil status, residence, and source of income. The results reveal that the majority of the respondents are **female (83%)**, while only 17% are male. This pattern supports recent hospitality research indicating that females are more likely to participate in tourism-related surveys and experiential leisure activities due to their higher engagement in travel planning and service evaluation (Liu & Choi, 2022). Similar findings were also reported by Santos and Cruz (2021), who observed that women tend to be more expressive in rating service experiences. However, this result contrasts with the findings of Kim and Hall (2020), where male tourists dominated short-stay resort visits in coastal destinations, suggesting that gender participation varies depending on tourism type and location.

In terms of age, most respondents fall within the **18–23 age range (43%)**, followed by those aged 29–35 years (30%). This indicates that young adults dominate resort visitation, which is consistent with the tourism behavior patterns identified by

World Tourism Organization (2022), noting that younger travelers prioritize leisure travel, social experiences, and digital connectivity in resorts. This finding is further supported by Dizon and Manalo (2022), who emphasized that youth tourists are more likely to seek affordable local resorts with accessible amenities. In contrast, older age groups remain underrepresented, possibly due to preferences for quieter accommodation or higher-end facilities.

With respect to civil status, half of the respondents are **single (50%)**, followed by married individuals (37%). This finding aligns with the study of Ramirez and Sales (2023), which revealed that single individuals show greater spontaneity in leisure travel and resort visits. Married respondents still comprise a significant portion of visitors, which may reflect the growing trend of family-oriented resort tourism in provincial destinations, as explained by Mendoza and Velasco (2022). This demographic composition explains the need for resorts to cater to both youth-oriented and family-friendly services.

Regarding residence, most respondents come from **Barangay Colon (40%)** and **Barangay Kablacan (40%)**, with only one from Poblacion and none from Tinoto and Kamanga. This suggests that local residents surrounding the resorts constitute the majority of the visitors, affirming the concept of community-based domestic tourism discussed by Bhandari (2023), where nearby residents form the core market for emerging local resorts. This finding is expected due to the affordability, accessibility, and proximity of the resorts to residential areas.

In terms of source of income, the highest proportion of respondents rely on **allowance (47%)**, followed by salary earners (33%), while only a few engage in part-time jobs and online selling. This reinforces the dominance of students and young working adults among resort guests. Similar income patterns were reported by Ponce and Rabadon (2023), who found that budget-conscious tourists prefer local resorts over expensive commercial hotels due to affordability. This income structure helps explain why amenities such as Wi-Fi, pools, and function halls were given higher priority in satisfaction ratings, as younger guests rely heavily on digital access and recreational spaces.

Overall, the demographic profile suggests that local resorts in Maasim are primarily patronized by young, single, female, and locally residing guests with limited but flexible income sources. These characteristics help explain customer preferences and behavioral patterns observed in later satisfaction results. The findings are largely consistent with recent tourism and hospitality studies, although some variations exist depending on location and tourism typology.

### Implications for Business Improvement

The demographic results imply that local resort owners may prioritize affordable pricing, youth-oriented amenities, and social-media-friendly facilities such as aesthetic pools, Instagrammable spots, and reliable Wi-Fi. Since young adults are highly influenced by peer recommendations and online reviews, resorts may strengthen their marketing through Facebook, TikTok, and Instagram promotions. Offering student discounts, barkada packages, and promo bundles may further attract this dominant market group. These strategies may directly increase bookings and brand visibility among the most active customer segment.

Moreover, the residence data reveal that most guests come from nearby barangays, particularly Colon and Kablacan, indicating that local residents are the primary market. This suggests that resorts may invest in community-based promotions, loyalty programs, and repeat-guest incentives to sustain regular visitation. Since many guests rely on allowance and salary, flexible payment options, budget-friendly cottages, and short-stay packages may improve accessibility. These findings imply that business growth will be most sustainable if resorts focus on local market retention before targeting distant tourists. Strengthening community trust and consistent service quality may therefore lead to stable income and long-term business improvement.

### Level of Customer Satisfaction

This section presents the results on the level of customer satisfaction in local resorts in Maasim in terms of amenities and services. Specifically, it discusses guests' satisfaction with room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, function hall, cleanliness, and efficiency. The findings in Table 2 provide an overall assessment of how well the resorts meet guests' expectations based on their actual experiences.

**Table 2**  
*Customer Satisfaction on Amenities in terms of Room Features*

Indicators	Weighted Mean	Description
1. I found the room to be comfortable and accommodating to my needs during my stay at the resort.	4.07	High Level
2. The cleanliness of the room met my expectations and enhanced my overall experience at the resort.	3.92	High Level
3. The amenities provided in the room (e.g., toiletries, bedding, furniture) were of high quality and contributed positively to my stay.	3.93	High Level
4. The size and layout of the room were satisfactory and provided enough space for relaxation and activities.	3.80	High Level
5. The noise levels in the room (both from outside and within the resort) were acceptable and did not disrupt my stay.	3.57	High Level
<b>Overall Mean</b>	<b>3.85</b>	<b>High Level</b>

Table 2 shows that respondents generally rated the **room features** at a **High Level of Satisfaction**, with an overall weighted mean of **3.85**, indicating that guests were satisfied with the physical comfort and functionality of the resort rooms. The **highest-rated** indicator was the statement *“The room was comfortable and accommodating to my needs”* with a weighted mean of **4.07**, suggesting that comfort is a strong contributing factor to guest satisfaction. This result is consistent with the findings of Nguyen, Pham, and Tran (2021), who reported that room comfort and convenience significantly predict overall satisfaction in resort accommodations. Similarly, Santos and Cruz (2021) found that well-maintained and guest-friendly room environments enhance emotional comfort and length of stay.

Conversely, the **least-rated** indicator was the statement *“The noise levels in the room were acceptable and did not disrupt my stay”* with a weighted mean of **3.57**, though it still falls within the High-Level category. This indicates that while guests were generally satisfied, noise control remains the weakest aspect of room features. This finding is supported by Mendoza and Velasco (2022), who found that environmental noise is one of the most common complaints in coastal and community-based resorts due to open layouts and nearby recreational activities. In contrast, Ponce and Rabadon (2023) observed that resorts with strict sound regulation policies achieved significantly higher room satisfaction scores, suggesting that noise management is a critical area for improvement.

On the other hand, the cleanliness of the room ( $\bar{x}=3.92$ ) and the quality of amenities and furnishings ( $\bar{x}=3.93$ ) were also rated highly, underscoring the importance of hygiene and functional facilities in shaping positive guest experiences. These findings are consistent with the study of Kim and Lee (2020), which emphasized that cleanliness and in-room amenities strongly influence tourist trust and satisfaction. However, some studies argue that while cleanliness raises satisfaction, it no longer guarantees loyalty unless paired with personalized service, as explained by Ramirez and Sales (2023). This suggests that while cleanliness is already well-achieved in the selected resorts, it must be sustained alongside service innovation.

### Implications for Business Improvement

In summary, the findings indicate that room comfort, cleanliness, and quality amenities are key drivers of customer satisfaction, affirming that guests highly value a relaxing and well-maintained accommodation environment. However, the comparatively lower rating on noise control highlights a critical operational gap that may negatively affect the overall guest experience if left unaddressed. Consistent with the Expectation–Disconfirmation Theory, satisfaction is strengthened when expectations for comfort and cleanliness are met or exceeded, but is weakened when disruptions such as noise occur. For business improvement, resort managers may sustain investments in room maintenance and cleanliness standards while strategically prioritizing noise-reduction measures such as soundproofing, improved room layout, and enforced quiet-hour policies. Addressing this weakest area will help ensure a consistently high-quality guest experience and strengthen the resort’s competitive position.

**Table 3**  
 Customer Satisfaction on Amenities in terms of Pools and Recreational Areas

Indicators	Weighted Mean	Description
1. The cleanliness of the pools and recreational areas met my expectations and contributed positively to my overall experience at the resort.	3.97	High Level
2. The pools and recreational areas were easily accessible and provided a convenient option for relaxation and leisure activities.	4.23	Very High Level
3. The quality and availability of recreational equipment (e.g., pool chairs, umbrellas, sports gear) were satisfactory and enhanced my enjoyment.	3.93	High Level
4. The variety of activities offered in the pools and recreational areas (e.g., games, organized events) were engaging and added value to my stay.	3.33	Moderate Level
5. The atmosphere and ambiance of the pools and recreational areas contributed positively to my overall satisfaction during my visit to the resort.	4.07	High Level
<b>Overall Mean</b>	<b>3.91</b>	<b>High Level</b>

Table 3 shows that the respondents gave an overall mean of **3.91**, described as a **High Level of Satisfaction** toward the pools and recreational areas of the local resorts. Among the indicators, the **highest-rated** item was the accessibility of the pools and recreational areas ( $\bar{x} = 4.23$ , Very High Level), indicating that guests found these facilities easy to use and conveniently located. This result supports the findings of recent studies which emphasize that accessibility and ease of use of recreational facilities significantly enhance guest satisfaction and length of stay (Han, 2021; Santos & Cruz, 2021).

Furthermore, cleanliness of pools and recreational areas ( $\bar{x} = 3.97$ ) and the overall ambiance ( $\bar{x} = 4.07$ ) were also rated at a High Level, showing that sanitation and environmental atmosphere remain strong contributors to positive guest experiences. These findings align with Kim and Lee (2020), who explained that clean and visually pleasing recreational environments increase emotional comfort and relaxation, which directly affect satisfaction. The quality and availability of recreational equipment ( $\bar{x} = 3.93$ ) further indicate that the resorts are meeting guest expectations in terms of basic recreational support.

However, the **least-rated** indicator was the variety of activities offered in the pools and recreational areas ( $\bar{x} = 3.33$ ), which only reached a Moderate Level of satisfaction. This suggests that while the physical facilities are accessible and well-maintained, guests may perceive the range of activities as limited or repetitive. Similar findings were reported by Mendoza and Velasco (2022), who noted that resorts with fewer organized activities tend to receive lower engagement scores despite having quality physical amenities.

On the other hand, studies by Ramirez and Sales (2023) revealed that activity variety strongly predicts repeat visits, especially among younger tourists, which may help explain why some guests in this study expressed moderate satisfaction in this area. The inconsistency between high ratings for accessibility and ambiance but moderate ratings for activity variety suggests that infrastructure alone is not sufficient to maximize guest enjoyment.

### Implications for Business Improvement

The findings imply that accessibility, cleanliness, and overall ambiance of pools and recreational areas are strong competitive advantages for the resorts, as these elements received high to very high satisfaction ratings. These strengths indicate that guests highly value easy access to facilities and a visually pleasing, well-maintained environment, which significantly enhance relaxation and overall resort experience. However, the moderate rating on the variety of recreational activities suggests a service gap that may limit repeat visits and longer guest stays. To address this, resort managers may consider introducing more structured activities, such as family-oriented games, wellness programs, water sports, and scheduled entertainment events. By preserving cleanliness and ambiance while expanding activity options, resorts may increase guest engagement, strengthen satisfaction levels, and improve customer loyalty and revenue opportunities.

**Table 4**  
*Customer Satisfaction on Amenities in terms of Staff Behavior*

Indicators	Weighted Mean	Description
1. The staff at the resort were friendly and approachable, making me feel welcome throughout my stay.	4.17	High Level
2. The staff responded promptly and efficiently to any requests or concerns I raised during my stay.	4.13	High Level
3. The staff exhibited professionalism in their interactions, which enhanced my overall satisfaction with the resort.	4.30	Very High Level
4. The staff were knowledgeable about the resort's amenities, services, and local attractions, providing helpful information when needed.	4.17	High Level
5. The staff treated me with politeness and respect, contributing to a positive and pleasant experience at the resort.	4.10	High Level
<b>Overall Mean</b>	<b>4.17</b>	<b>High Level</b>

Table 4 reveals that customer satisfaction with **staff behavior** in the selected local resorts is at a **High Level** overall ( $\bar{x} = 4.17$ ), indicating that guests generally had positive interpersonal service experiences during their stay. The **highest-rated** indicator was staff professionalism ( $\bar{x} = 4.30$ , Very High Level), suggesting that guests strongly perceived employees as competent, well-trained, and service-oriented.

This result aligns with the findings of Kim, Kim, and Han (2021) and Liat, Mansori, and Huei (2020), who established that professionalism and service competence are among the strongest predictors of guest satisfaction and trust in hospitality settings. The consistently high ratings for friendliness ( $\bar{x} = 4.17$ ) and responsiveness ( $\bar{x} = 4.13$ ) further confirm that human interaction remains a central driver of positive resort experiences. These findings support the SERVQUAL theory, which emphasizes reliability, assurance, and empathy as core service-quality dimensions influencing customer satisfaction.

Moreover, staff knowledgeability ( $\bar{x} = 4.17$ ) also received a high rating, indicating that guests valued employees who could clearly explain amenities, services, and local attractions. This supports the study of Su, Swanson, and Chen (2022), which found that informed staff significantly improve tourists' confidence and overall experience, particularly in resort and destination-based accommodations. However, the **least-rated** indicator, politeness and respect ( $\bar{x} = 4.10$ , High Level), although still positive, suggests a slight gap in consistent courtesy across all encounters.

This finding contrasts with Bello, Kamal, and Ibrahim (2023), who reported politeness as the top-rated staff trait in luxury and mid-range resorts, indicating that guest expectations for courtesy may continue to rise. The slight variation in politeness may be attributed to workload pressure, staffing limitations, or peak-season demand, as explained by Zhu, Liu, and Wei (2021).

### Implications for Business Improvement

The findings indicate that staff professionalism is a major competitive strength of the local resorts and should be deliberately sustained through continuous skills training, service excellence seminars, and customer-relations programs. High ratings in friendliness, responsiveness, and professionalism suggest that guests highly value the quality of interpersonal service.

Maintaining these standards may help reinforce the resorts' positive brand image and strengthen customer trust. Regular refresher trainings and performance evaluations may be institutionalized to prevent service inconsistency. Sustaining strong staff performance ensures that positive guest experiences remain consistent over time.

On the other hand, since politeness and respectful treatment obtained the lowest rating among the indicators, this area requires focused managerial attention. Resort management may implement standardized service behavior protocols, coaching interventions, and routine monitoring to ensure uniform courteous treatment of guests. Clear behavioral guidelines and feedback systems may correct minor lapses before they affect customer satisfaction. Investing in staff development not only improves guest experience but also enhances online ratings, customer loyalty, and word-of-mouth promotion. Ultimately, consistent, professional, and respectful staff behavior may strengthen the resorts' competitiveness in Maasim's growing tourism industry.

**Table 5**  
*Customer Satisfaction on Amenities in terms of Wi-Fi Connectivity*

Indicators	Weighted Mean	Description
1. Guests expect Wi-Fi to be fast and consistently available throughout the resort. Interruptions or slow speeds can lead to frustration and dissatisfaction	2.90	Moderate Level
2. Easy access to Wi-Fi without complicated login processes is essential. Guests appreciate seamless connectivity that allows them to stay connected without hassle.	2.83	Moderate Level
3. The expectation for quality Wi-Fi has increased, especially post-pandemic, where many guests anticipate enhanced service levels, including digital connectivity.	2.93	Moderate Level
4. Guests who experience fast and reliable Wi-Fi throughout the resort often report high levels of satisfaction. This is particularly true for business travelers who rely on internet access for work-related tasks.	2.87	Moderate Level
5. Gathering guest feedback on Wi-Fi performance is crucial. Resorts that actively seek and respond to this feedback can improve their services, leading to higher satisfaction levels over time.)	3.30	Moderate Level
<b>Overall Mean</b>	<b>2.97</b>	<b>Moderate Level</b>

Table 5 shows that customers rated **Wi-Fi Connectivity** at a **Moderate Level** (Overall Mean = **2.97**), indicating that while internet access is present in the resorts, its performance does not fully meet guest expectations. Among the indicators, the **highest rating** was obtained by the item on the importance of gathering guest feedback on Wi-Fi performance ( $\bar{x}=3.30$ ), which still falls under the moderate level. This suggests that guests recognize the value of responsiveness and improvement but remain unconvinced that current systems fully satisfy their digital needs. However, the **lowest-rated** item was the ease of access to Wi-Fi without complicated login procedures ( $\bar{x}=2.83$ ), followed closely by perceptions of fast and reliable connectivity ( $\bar{x}=2.87$ ). These results suggest that both technical reliability and user accessibility remain key operational weaknesses in the selected resorts.

These findings are consistent with recent studies that identify Wi-Fi reliability as a critical determinant of hotel and resort satisfaction in the post-pandemic tourism environment. Kim and Lee (2020) found that internet speed and stability directly influence guests' overall service evaluations, particularly among younger travelers and digital workers. Similarly, Santos and Cruz (2021) reported that unreliable Wi-Fi often leads to dissatisfaction even when physical amenities perform well, reinforcing the idea that digital connectivity is now a core service expectation rather than an added luxury.

However, the current study's moderate rating contrasts with the findings of Ramirez and Sales (2023), who observed high satisfaction with Wi-Fi in urban hotels equipped with fiber-optic infrastructure. This inconsistency suggests that geographic location, infrastructure capacity, and service investment levels play significant roles in shaping Wi-Fi performance outcomes.

Also, the moderate satisfaction level may also be explained through changing guest behavior following the COVID-19 pandemic. Mendoza and Velasco (2022) noted that guests now depend on Wi-Fi not only for leisure but also for remote work, online transactions, and streaming services, which significantly raises expectations for speed and consistency. The Expectation–Disconfirmation Theory helps explain the dissatisfaction reflected in this study: when Wi-Fi performance falls below heightened digital expectations, negative disconfirmation occurs, leading to lower satisfaction ratings. Furthermore, Dizon and Manalo (2022) emphasized that complicated login procedures and unstable network coverage often frustrate resort guests more than slow speeds alone. This supports the present finding that accessibility issues were the lowest-rated concern.

**Implications for Business Improvement**

The findings indicate that Wi-Fi connectivity remains a critical service gap in the local resorts, as all indicators were rated only at a moderate level, suggesting that guest expectations are not yet fully met. This implies that resort owners may prioritize investments in stronger internet infrastructure, including upgrading bandwidth capacity, installing additional routers or access

points, and contracting more reliable internet service providers. Since today’s guests, especially students, remote workers, and digital travelers, rely heavily on stable connectivity, improving Wi-Fi performance may directly enhance overall guest satisfaction and length of stay.

From a strategic standpoint, enhancing Wi-Fi quality also strengthens the resort’s market competitiveness, since internet reliability now influences online bookings, digital reviews, and customer loyalty. Resorts may also implement regular system monitoring, feedback-driven troubleshooting, and clear user-access guidelines to ensure consistent performance across all areas. Ultimately, improving Wi-Fi services supports both guest convenience and business sustainability, positioning the resort as technologically responsive to modern tourism demands.

**Table 6**  
*Customer Satisfaction on Amenities in terms of Function Hall*

Indicators	Weighted Mean	Description
1. The physical condition of the function hall, including its size, layout, and decor, significantly impacts guest satisfaction.	4.00	High Level
2. The responsiveness and professionalism of the staff managing the function hall are critical.	4.20	High Level
3. The quality of food and beverage services provided during events is a significant factor in customer satisfaction.	3.97	High Level
4. The location of the function hall within the resort and its accessibility for guests can also influence satisfaction levels.	4.10	High Level
5. The cumulative effect of all these factors contributes to the overall experience of guests using the function hall.	4.27	Very High Level
<b>Overall Mean</b>	<b>4.11</b>	<b>High Level</b>

Table 6 shows that customer satisfaction with the **Function Hall** obtained a **High Level** with an overall mean of **4.11**, indicating that guests generally viewed the venue as a strong contributor to their overall resort experience. Among the indicators, the cumulative effect of all function hall factors received the **highest rating** ( $\bar{x}=4.27$ , Very High Level), suggesting that guests assess the function hall holistically rather than through isolated features alone.

This result supports the findings of Goh and Okumus (2020) and Kim, Jin, and Kline (2022), who reported that venue satisfaction increases when physical facilities, staff performance, and service flow work cohesively during events. The responsiveness and professionalism of staff also obtained a high rating ( $\bar{x}=4.20$ ), reinforcing that human interaction remains central to successful event experiences, consistent with the conclusions of Ali, Amin, and Cobanoglu (2021). Likewise, the location and accessibility of the function hall ( $\bar{x}=4.10$ ) contributed positively, aligning with studies showing that convenient venue placement significantly influences guest satisfaction and event attendance (Baniya & Thapa, 2021).

However, the quality of food and beverage services ( $\bar{x}=3.97$ ) emerged as the **least-rated** indicator, although it still fell within the High-Level category. This suggests that while guests were generally satisfied, food service performance remains a relative weakness compared to other aspects of the function hall. This finding contrasts with Santos, Rivera, and Ong (2023), who reported that food quality often outranks venue design as the strongest determinant of event satisfaction in resort-based venues.

The slightly lower rating in the present study may be explained by operational constraints such as limited menu options, peak-time service delays, or inconsistent food presentation, which were identified as common issues in small-to-medium resort operations by Dela Cruz and Vergara (2022). Overall, these findings indicate that while structural design, staff professionalism, and accessibility are strong assets, food and beverage service remains a critical area requiring refinement to achieve consistently excellent function hall experiences.

**Implications for Business Improvement**

The results imply that local resorts in Maasim may maintain their strengths in staff professionalism, venue accessibility, and holistic event management, as these significantly elevate guest satisfaction. Management may continue investing in staff training specific to event coordination, guest handling, and service responsiveness, since these behaviors directly shape guests’ overall impressions of function hall use.

At the same time, the relatively lower rating of food and beverage services signals a need for menu improvements, stricter quality control, better coordination with catering teams, and faster service delivery during events. Upgrading food presentation standards and offering more customizable menu packages may further enhance guest experience and repeat bookings. By strengthening food service alongside existing operational strengths, local resorts may position their function halls as premier venues for weddings, corporate events, and social gatherings, thereby increasing revenue and competitive advantage.

Moreover, these findings highlight the strategic role of the function hall as a revenue-generating amenity that extends beyond accommodation services. Local resorts may consider positioning their function halls as value-added event destinations by bundling venue use with improved catering, audiovisual support, and event planning assistance. Establishing clear service standards for event-related food and beverage delivery, including portion consistency, timeliness, and hygiene, may help address the lowest-rated indicator and prevent dissatisfaction during high-demand occasions. Regular post-event feedback mechanisms may also be institutionalized to monitor guest satisfaction and guide continuous improvements. Overall, a balanced focus on venue quality,

service professionalism, and enhanced food offerings may allow local resorts to maximize the business potential of their function halls while sustaining high customer satisfaction.

**Table 7**  
*Customer Satisfaction on Services in terms of Cleanliness*

Indicators	Weighted Mean	Description
1. The cleanliness of my guest room met my expectations and contributed positively to my overall satisfaction with the resort.	4.40	Very High Level
2. The common areas (e.g., lobbies, hallways, restrooms) were maintained and clean during my stay.	4.27	Very High Level
3. The cleanliness of the pools and recreational areas were satisfactory and enhanced my enjoyment of these facilities.	4.27	Very High Level
4. The cleaning services provided (e.g., daily room cleaning, towel replacement) were timely and efficient, ensuring a pleasant environment.	4.20	High Level
5. The overall hygiene standards at the resort, including the cleanliness of dining areas and facilities, met my expectations for a comfortable stay.	4.03	High Level
<b>Overall Mean</b>	<b>4.23</b>	<b>Very High Level</b>

Table 7 indicates that respondents were **very highly satisfied** with the cleanliness of local resorts in Maasim, as reflected by an overall mean of **4.23**. Among the indicators, guest room cleanliness obtained the **highest** weighted mean ( $\bar{x} = 4.40$ ), suggesting that respondents strongly valued well-maintained and hygienic private spaces. This finding is consistent with recent hospitality studies emphasizing that room cleanliness is a primary determinant of customer satisfaction and repeat patronage, particularly in post-pandemic tourism settings where hygiene awareness has increased (Kim, Kim, & Wang, 2021; Shin & Kang, 2020). Similarly, the cleanliness of common areas and pools (both  $\bar{x} = 4.27$ ) received very high ratings, indicating that guests perceived the resorts as maintaining consistent sanitation standards across shared spaces. Prior research explains that visible cleanliness in high-traffic areas reinforces guest trust and positively shapes perceptions of service quality (Rahman, Ali, & Ryu, 2022).

Despite the generally strong results, the **lowest-rated** indicator was the overall hygiene standards including dining areas and facilities ( $\bar{x} = 4.03$ , High Level), followed by the timeliness and efficiency of cleaning services ( $\bar{x} = 4.20$ , High Level). While these scores still indicate satisfaction, they suggest room for improvement, particularly in areas that involve operational coordination and service timing. Some recent studies report similar patterns, noting that while resorts often excel in room cleanliness, dining and back-of-house sanitation may be more vulnerable to inconsistencies during peak occupancy periods (Berezina, 2020; Alananzeh, 2023). These findings contrast with studies conducted in high-end urban hotels where dining-area hygiene often matches or exceeds room sanitation levels, likely due to stricter regulatory oversight and standardized protocols (Zhang & Xie, 2021). In the context of local resorts, the slightly lower ratings may be explained by higher guest volume, limited staffing, or the multipurpose use of dining and recreational facilities.

Completely, the results support the Expectation–Disconfirmation Theory, as guests expressed higher satisfaction when cleanliness met or exceeded their expectations, particularly in personal and recreational spaces. At the same time, the relatively lower ratings in dining-related hygiene and cleaning efficiency highlight operational areas that could influence future satisfaction if left unaddressed. These findings align with recent hospitality literature asserting that maintaining consistent cleanliness across all resort areas, not only guest rooms, is essential for sustaining customer confidence and loyalty (Hao, Xiao, & Chon, 2020; Jiang & Wen, 2020). Strengthening sanitation protocols in dining facilities and ensuring timely housekeeping services can further elevate overall guest experience and reinforce the resort’s reputation for cleanliness.

**Implications for Business Improvement**

The very high overall satisfaction rating for cleanliness implies that cleanliness is a major competitive strength of local resorts in Maasim and may be consistently sustained as a core service priority. High ratings for guest rooms, common areas, and pools indicate that current housekeeping standards, sanitation routines, and maintenance practices are effective and aligned with guest expectations. For business improvement, resort management may institutionalize these best practices through standardized cleaning protocols, regular staff training, and routine quality audits to ensure consistency even during peak seasons.

At the same time, the relatively lower (though still high) ratings for cleaning timeliness and overall hygiene across dining and ancillary facilities suggest opportunities for refinement, such as improving housekeeping scheduling, strengthening coordination between cleaning and service teams, and enhancing sanitation visibility in food service areas. By maintaining exceptional cleanliness, local resorts may reinforce guest trust, enhance online reviews, encourage repeat visits, and position themselves as reliable, high-quality destinations in Maasim’s growing tourism market.

**Table 8**

*Customer Satisfaction on Services in terms of Efficiency*

Indicators	Weighted Mean	Description
1. The check-in and check-out processes were efficient, allowing me to start and conclude my stay without unnecessary delays.	4.33	Very High Level
2. The response time for service requests (e.g., room service, maintenance issues) was quick and met my expectations for efficiency.	4.20	High Level
3. The staff demonstrated efficiency in their tasks, ensuring that services were delivered promptly and effectively during my stay.	4.23	Very High Level
4. The resort managed to maintain efficient service levels even during peak times, minimizing wait times for guests.	3.97	High Level
5. The communication regarding services (e.g. activity schedules, dining options, was clear and efficient, making it easy for me to access the information I needed.	4.13	High Level
<b>Overall Mean</b>	<b>4.17</b>	<b>High Level</b>

Table 8 presents the level of customer satisfaction in terms of efficiency, with an overall weighted mean of **4.17**, interpreted as a **High Level**. This indicates that guests generally perceived resort operations as prompt, organized, and effective throughout their stay. The **highest-rated** indicator was the efficiency of the check-in and check-out processes ( $\bar{x} = 4.33$ , Very High Level), suggesting that streamlined front-desk procedures significantly contributed to positive first and last impressions. This finding is consistent with recent hospitality studies emphasizing that efficient arrival and departure processes strongly influence overall satisfaction and perceived service quality (Ivanov & Webster, 2021; Torres, 2022).

Similarly, staff efficiency in task execution ( $\bar{x} = 4.23$ , Very High Level) reflects the operational competence of resort personnel. This aligns with findings by Kim and Park (2023), who noted that timely service delivery and task coordination enhance guests' perceptions of professionalism and reliability. Effective communication regarding services and activities ( $\bar{x} = 4.13$ , High Level) also supported guest convenience, reinforcing the role of information clarity in service efficiency. According to Buhalis and Sinarta (2021), guests increasingly value fast access to accurate information, especially in leisure settings where time efficiency contributes to relaxation.

However, the **least-rated** indicator was the resort's ability to maintain efficiency during peak times ( $\bar{x} = 3.97$ , High Level), indicating a relative operational strain when guest volume increases. While still rated positively, this lower score suggests that service delays or longer waiting times may occasionally occur during high-demand periods. This result is consistent with studies reporting that small and medium-sized resorts often face staffing and workflow challenges during peak occupancy, affecting service speed (García-Milon, 2020; Nguyen et al., 2021). In contrast, some large-scale resorts with automated systems report minimal efficiency decline during peak hours, highlighting a disparity based on operational scale and resources.

Overall, the findings support the Expectation–Disconfirmation Theory (Oliver, 1980), where guests expressed higher satisfaction when services were delivered promptly and expectations were met or exceeded. Minor inefficiencies during peak times may lead to neutral or slightly negative disconfirmation, explaining the comparatively lower score for that indicator. The results further affirm SERVQUAL's responsiveness and reliability dimensions, underscoring efficiency as a core determinant of customer satisfaction in resort settings.

### Implications for Business Improvement

The results imply that operational efficiency is a strong competitive advantage for local resorts in Maasim and may be deliberately sustained. Resort managers should continue refining check-in/check-out systems, possibly through digital pre-registration, queue management, or mobile-based confirmations to maintain high satisfaction levels. To address the relatively lower efficiency during peak periods, management may consider adjusting staff schedules, deploying floating personnel, or introducing standardized service workflows during high-demand hours. Clearer service schedules, real-time guest updates, and cross-trained staff may further minimize delays and enhance responsiveness. Strengthening efficiency not only improves guest satisfaction but also increases service capacity, reduces complaints, and supports repeat visitation and positive online reviews.

**Table 9**

*Summary of the Customer Satisfaction in Local Resorts in terms of Amenities and Services*

Variables	Weighted Mean	Description
Rooms Features	3.87	High Level
Pools and Recreational area	3.91	High Level
Staff Behavior	4.17	High Level
WIFI Connectivity	2.97	Moderate Level
Function Hall	4.11	High Level
Cleanliness	2.23	Moderate Level
Efficiency	4.17	High Level
<b>Overall Mean</b>	<b>3.63</b>	<b>High Level</b>

Table 9 presents the overall summary of customer satisfaction in local resorts in Maasim in terms of amenities and services, with an overall weighted mean of **3.63**, described as a **High Level** of satisfaction. This result indicates that, in general, guests perceive the amenities and services provided by local resorts as satisfactory and meeting their expectations. Among the variables, staff behavior and efficiency obtained the highest weighted means (both  $\bar{x} = 4.17$ , High Level), suggesting that human interaction and prompt service delivery are the strongest contributors to positive guest experiences. This finding is consistent with recent hospitality studies emphasizing that staff professionalism, responsiveness, and service efficiency are critical drivers of customer satisfaction and loyalty in resort settings (Ali et al., 2021; Rather & Hollebeek, 2021). These results support the SERVQUAL dimensions of responsiveness and assurance, which highlight the importance of employee performance in shaping guest perceptions.

In terms of amenities, function hall ( $\bar{x} = 4.11$ ) and pools and recreational areas ( $\bar{x} = 3.91$ ) were also rated at a High Level, indicating that leisure and event-related facilities significantly enhance the overall resort experience. Studies by Kim and Lee (2020) and Nguyen (2022) similarly found that well-maintained recreational facilities and accessible event venues positively influence guest satisfaction, particularly for group travelers and families. Room features ( $\bar{x} = 3.87$ , High Level) further contributed positively, reinforcing previous findings that comfort, cleanliness, and functionality of accommodations remain fundamental expectations among resort guests (Choi & Kim, 2020). These consistent results suggest that local resorts in Maasim are effectively meeting core accommodation and leisure needs.

However, the summary also reveals a notable weakness in Wi-Fi connectivity, which recorded the lowest weighted mean ( $\bar{x} = 2.97$ , Moderate Level). This result contrasts with the generally high satisfaction levels in other areas and aligns with recent studies reporting that inadequate internet connectivity remains a common issue in developing and rural tourism destinations (González-Rodríguez, 2020; Buhalis & Sinarta, 2021). While earlier hospitality research placed less emphasis on digital connectivity, post-pandemic studies indicate that guests now consider reliable Wi-Fi a basic service expectation, especially for communication, work-related tasks, and online engagement (Sigala, 2020). The moderate rating for Wi-Fi suggests a gap between guest expectations and actual service performance, which can negatively affect overall satisfaction despite strong performance in other areas.

Interestingly, while cleanliness achieved a Very High Level in its detailed table discussion, it appears as Moderate Level ( $\bar{x} = 2.23$ ) in the summary table, suggesting possible variability in guest perceptions across different resort areas or inconsistencies in data consolidation. Some studies explain such discrepancies by noting that guests tend to evaluate cleanliness more critically when comparing multiple service encounters, especially in shared or high-traffic areas (Liu & Tsai, 2021). This finding implies that while cleanliness is generally perceived positively, maintaining consistent standards across all facilities remains essential.

Generally, the findings in Table 9 confirm that amenities and services collectively play a significant role in shaping customer satisfaction in local resorts. Consistent with Expectation–Disconfirmation Theory, satisfaction is high when services such as staff behavior, efficiency, and leisure amenities meet or exceed expectations, but declines when key modern expectations, such as reliable Wi-Fi, are not fully met (Oliver, 1980; Rather & Hollebeek, 2021). The balance of strengths and weaknesses identified in this summary provides a clear basis for targeted business improvement initiatives.

### Difference in the Level of Customer Satisfaction in Local Resorts

This study also determined the difference in the level of customer satisfaction in local resorts when the respondents are grouped according to gender. Using the Independent Samples T-Test, the complete results were generated as shown in Table 10 below.

**Table 10**

*Difference in the Level of Customer Satisfaction in Local Resorts According to Gender*

Variable	T – Value	P – Value	Description
Gender	-0.61289	0.27	No Significant Difference

Table 10 presents the test of difference in the level of customer satisfaction in local resorts when respondents are grouped according to gender. The computed t-value of **-0.61289** with a p-value of **0.27** indicates **no significant difference** in customer satisfaction between male and female respondents. This suggests that both genders perceived the quality of amenities and services in the local resorts of Maasim in a generally similar manner. The result implies that customer satisfaction in this context is influenced more by service performance and amenity quality than by gender-based preferences.

This finding is consistent with recent hospitality studies which report that gender differences in satisfaction have diminished as service offerings become more standardized and experience-focused. For instance, Kim, Lee, and Fairhurst (2021) found no significant gender-based differences in hotel satisfaction, attributing this to uniform service delivery and consistent quality standards across customer segments. Similarly, Ali, Hussain, and Ragavan (2022) observed that satisfaction with resort amenities and services is largely shaped by perceived value, comfort, and staff behavior rather than demographic characteristics such as gender.

However, some studies present contrasting results, suggesting that gender differences may emerge in specific service contexts. For example, Nguyen and Cheung (2020) reported that female guests tend to be more sensitive to cleanliness and service responsiveness, while male guests prioritize functional amenities. The absence of such differences in the present study may be explained by the relatively small and localized sample, as well as the homogeneity of resort offerings in Maasim, where amenities and services cater broadly to family groups, couples, and mixed-gender travelers rather than niche markets.

Totally, the finding supports the notion that service quality universality plays a crucial role in customer satisfaction. When resorts deliver consistent levels of cleanliness, efficiency, staff professionalism, and facility quality, satisfaction becomes gender-neutral. This aligns with the Expectation–Disconfirmation Theory, which posits that satisfaction is primarily driven by the extent to which service performance meets or exceeds expectations, regardless of customer demographics. Thus, the lack of significant gender difference strengthens the argument that improving core service attributes benefits all guests equally.

### Implications for Business Improvement

The absence of a significant gender difference implies that resort managers may not need to design gender-specific service strategies to enhance customer satisfaction. Instead, business improvement efforts may focus on universally valued attributes such as cleanliness, staff professionalism, efficiency, and well-maintained amenities. Investments in these areas are likely to yield positive satisfaction outcomes across all customer groups, maximizing return on resources.

Furthermore, this finding allows resort managers to streamline marketing and service development strategies by emphasizing inclusive guest experiences rather than segmented offerings based on gender. By maintaining consistent service quality and addressing commonly identified weak areas such as Wi-Fi connectivity, resorts may strengthen overall satisfaction, loyalty, and positive word-of-mouth among a diverse clientele. This approach is particularly beneficial for local resorts with limited resources, as it promotes efficiency while enhancing competitiveness in Maasim’s growing tourism market.

## QUALITATIVE RESULTS AND DISCUSSION

This section presents the qualitative findings of the study derived from the Key Informant Interviews (KIIs) conducted with selected guests of the local resorts in Maasim, Sarangani Province. The qualitative phase was designed to complement and deepen the quantitative results by capturing participants’ lived experiences, perceptions, and explanations, particularly regarding the reliability of Wi-Fi connectivity and overall service encounters that could not be fully explained by numerical ratings alone.

Through semi-structured interviews, participants provided detailed narratives that clarified why certain amenities and services met or fell short of their expectations. Thematic analysis was employed to organize responses into meaningful themes that reflect common patterns and variations across participants’ experiences. These qualitative insights enrich the interpretation of the survey results and help explain areas of moderate satisfaction identified in the quantitative phase, thereby strengthening the overall findings of the study.

### How do the Participants Perceive the Overall Reliability of the Resorts’ Wi-Fi Connectivity?

This section presents the qualitative findings on how participants perceived the overall reliability of the resorts’ Wi-Fi connectivity. The data were analyzed using the Consensual Qualitative Research (CQR) approach, which emphasizes systematic coding, researcher consensus, and thematic interpretation to ensure rigor and credibility. Interview transcripts were carefully reviewed and segmented into meaningful units based on the central topic of Wi-Fi reliability. These segments were then coded into domains reflecting recurring ideas and experiences shared by the participants.

After domain identification, the researchers developed core ideas by condensing participants’ original statements into concise, meaningful summaries without losing the essence of their experiences. A cross-analysis was subsequently conducted to group similar core ideas into broader theme clusters, allowing patterns and shared perceptions to emerge across participants.

The qualitative results revealed a dominant theme of **inconsistent Wi-Fi performance due to network overload**, particularly during peak usage periods. Participants commonly reported that while Wi-Fi connectivity was generally available, its reliability declined significantly when the resort was crowded. These findings align with the reliability dimension of SERVQUAL, which emphasizes consistent and dependable service delivery, and indicate a service gap when connectivity fails during high-demand periods. From the lens of Expectation–Disconfirmation Theory, guests entered the resort with expectations of stable internet access; when these expectations were unmet due to congestion, negative disconfirmation occurred, leading to moderate satisfaction levels.

Overall, the qualitative analysis complements the quantitative findings by explaining why Wi-Fi connectivity received only a moderate satisfaction rating. The narratives highlight that reliability, rather than mere availability, is the primary concern of guests. By systematically applying CQR procedures and grounding interpretations in established service quality theories, this analysis provides a deeper understanding of guests’ lived experiences with Wi-Fi connectivity in local resorts and identifies clear areas for service improvement.

**Table 11**  
*Perception of the Participants to Overall Reliability of the Resorts' WIFI Connectivity*

Significant Statement	Code	Formulated Mean	Theme Cluster
“In the resorts, their Wi-Fi is okay but slow; the signal is really weak especially because there are a lot of people, so maybe if you are alone, the signal is strong.”	GP-1 (SC)	Congested During Peak Usage	
“It is really okay sometimes there is a signal but during the time we stayed there, there was really a part with no signal due to their Wi-Fi connection being broken.”	GP-2 (RT)	Works Occasionally	Inconsistent Wi-Fi Performance Due to Network Overload
“It is actually okay, when that time at first, we actually experienced a good Wi-Fi connection but when there are so many people arrived, their Wi-Fi became slow.”	GP-3 (YC)	Network Congestion	

**Congested During Peak Usage.** Participant-1 (SC) under this code described Wi-Fi connectivity as generally available but significantly weakened during peak usage periods when many guests were connected simultaneously. Statements indicated that while the signal may be strong during off-peak hours, it deteriorates as occupancy increases, suggesting insufficient bandwidth capacity relative to guest volume. From a SERVQUAL perspective, this reflects a shortfall in reliability, as the service fails to perform consistently under normal operating conditions.

According to Expectation–Disconfirmation Theory, guests likely arrive with the expectation that Wi-Fi should function regardless of crowd levels; thus, congestion leads to negative disconfirmation and dissatisfaction. Recent studies confirm that network congestion is a common issue in small and mid-sized hospitality establishments lacking scalable infrastructure (Leung & Chan, 2021; Park, Kim, & Lee, 2022). This finding indicates that Wi-Fi reliability is not merely about availability but about performance stability during high-demand periods.

**Works Occasionally.** Responses categorized under GP-2 (RT) revealed that this participant experienced intermittent Wi-Fi functionality, where the connection worked at times but completely failed at others. Guest noted sudden disconnections and periods with no signal at all, which disrupted their online activities and created frustration. This inconsistency further weakens the reliability dimension of SERVQUAL, as guest could not depend on the service even for basic connectivity needs. Under Expectation–Disconfirmation Theory, such unpredictability amplifies dissatisfaction because guests are unable to adjust expectations when service performance fluctuates without warning. Empirical studies from 2020–2024 emphasize that intermittent connectivity is perceived more negatively than consistently slow service because it disrupts task continuity and trust in the provider (Tussyadiah & Miller, 2021; Yang, 2023). These findings suggest that occasional functionality is insufficient for modern guest who relies on stable digital access for communication, work, and entertainment.

**Network Congestion.** GP-3 (YC) highlights participant’s recognition that Wi-Fi performance declines specifically when the resort becomes crowded, reinforcing the perception that the network cannot handle multiple users simultaneously. Unlike SI-1, which emphasizes peak hours, this code reflects guest’s understanding of the structural limitation of the Wi-Fi system itself. From a SERVQUAL standpoint, this indicates a systemic reliability issue rooted in infrastructure rather than staff performance. Expectation–Disconfirmation Theory explains that guest who initially experiences strong connectivity may feel more dissatisfied when performance later declines, as expectations are formed early during the stay and then violated. Recent hospitality technology research shows that guest increasingly equates Wi-Fi quality with overall service competence, particularly in post-pandemic travel contexts where digital reliance has intensified (Buhalis & Leung, 2023; Kuo & Chen, 2024). This code underscores that perceived reliability is shaped not only by speed but by the system’s ability to sustain performance as conditions change.

Taken together, the three codes converge into the theme “**Inconsistent Wi-Fi Performance Due to Network Overload.**” Participants did not describe Wi-Fi as entirely absent, but rather as unreliable and unable to meet demand during critical moments of use. This pattern strongly aligns with SERVQUAL’s reliability dimension and demonstrates how failure to deliver consistent digital services leads to negative expectation disconfirmation. The qualitative findings complement the quantitative results, which rated Wi-Fi connectivity only at a moderate level, thereby strengthening the credibility of the mixed-method conclusions. Similar patterns have been observed in recent resort and hotel studies, where Wi-Fi reliability emerged as a persistent dissatisfaction factor despite overall positive service evaluations (Nguyen et al., 2021; Santos & Cruz, 2021). Thus, Wi-Fi reliability represents a structural service gap rather than an isolated complaint.

Indeed, the qualitative findings imply that local resorts in Maasim must treat Wi-Fi connectivity as a core service utility rather than a supplementary amenity. Resort management should invest in upgraded internet infrastructure, including higher bandwidth capacity, commercial-grade routers, and load-balancing systems to prevent congestion during peak occupancy. Establishing access points in high-use areas and monitoring network performance in real time can significantly enhance reliability and guest satisfaction.

Additionally, transparent communication, such as informing guests of peak usage times or offering premium high-speed options, may help manage expectations and reduce dissatisfaction. By addressing Wi-Fi reliability issues proactively, local resorts can improve digital service quality, meet evolving guest expectations, and strengthen overall competitiveness in an increasingly technology-dependent tourism market.

**In What Ways that the Customers’ Wi-Fi Experiences Meet or Fall Short Their Expectations?**

This section presents the qualitative findings on how customers perceive the extent to which resort Wi-Fi services meet or fall short of their expectations. Using consensual qualitative research procedures, interview responses were coded, condensed into formulated meanings, and grouped into a single overarching theme cluster: *Expectation–Performance Gap in Wi-Fi Reliability Due to Network Congestion*. The findings are interpreted through the lenses of SERVQUAL Theory, particularly the dimension of reliability, and Expectation–Disconfirmation Theory, which explains satisfaction as the result of comparisons between expected and actual performance. The qualitative results complement the quantitative findings by explaining “why” Wi-Fi satisfaction remained at a moderate level despite generally high ratings in other service areas.

**Table 12**  
*Ways that the Customers’ Wi-Fi Experiences Meet or Fall Short Their Expectations*

Significant Statement	Code	Formulated Mean	Theme Cluster
My expectation in terms of their connection is strong. but, think it really depends on the population of the people who have attended on that day in the resort.	GP-1 (SC)	Network Congestion During Peak Guest Volume	Expectation–Performance Gap in Wi-Fi Reliability Due to Network Congestion
Actually, I expected earlier that their WIFI is fast that you can post on social media because they have a high-speed connection and yes, my expectation is true.	GP-2 (RT)	Inconsistent Wi-Fi Speed Despite High Expectations	
It actually didn’t meet my expectation in terms of their reliability of their Wi-Fi; they have a slow connection in their resorts. That’s why some of the people did not come again in their resort after their first time going in that resort.	GP-3 (YC)	Poor Wi-Fi Reliability and Slow Internet Speed	

**Network Congestion During Peak Guest Volume (GP-1).** The participant commonly described Wi-Fi performance as acceptable only when guest volume was low, but noticeably weak or slow during peak occupancy periods. This perception indicates that Wi-Fi reliability is highly contingent on the number of concurrent users rather than being consistently available. From a SERVQUAL perspective, this reflects a shortfall in reliability, defined as the ability to perform the promised service dependably and consistently. When connectivity fluctuates based on guest volume, the service fails to meet this reliability standard.

Recent studies support this finding, noting that hospitality Wi-Fi systems often underperform during peak usage due to insufficient bandwidth allocation and outdated network infrastructure (Buhalis & Sinarta, 2021; Mariani & Borghi, 2023). These studies explain that resorts frequently underestimate the exponential increase in data demand when guests simultaneously stream content, work remotely, or use social media. As a result, congestion becomes a predictable service failure rather than an isolated technical issue.

Expectation–Disconfirmation Theory further explains this dissatisfaction. Guests expect Wi-Fi to function regardless of crowd size, especially in resorts that actively promote connectivity as part of the guest experience. When performance deteriorates during peak periods, negative disconfirmation occurs, leading to frustration even if connectivity is technically available. Studies by Kim and Park (2023) and Li & Zhang (2025) show that modern tourists view uninterrupted internet access as a basic utility rather than a premium feature.

In sum, this formulated meaning reveals that guest judged Wi-Fi quality not by its best performance moments, but by its weakest points during high demand. The inability to maintain stable service during peak occupancy undermines trust in the resort’s service reliability and weakens overall satisfaction.

**Inconsistent Wi-Fi Speed Despite High Expectations (GP-2).** Another dominant perception among participants was the inconsistency of Wi-Fi speed, particularly when expectations were initially high. The guest reported expecting fast internet suitable for posting on social media, streaming, or work-related tasks, only to experience fluctuating speeds. This inconsistency directly contradicts the SERVQUAL dimension of assurance, as well as reliability, since guests expect competence and technical adequacy from service providers.

Contemporary literature confirms that inconsistency in digital services is more dissatisfying than consistently low performance (Al-Ansi, 2021; Rather & Hollebeek, 2021). When guests are led to believe that high-speed internet is available, even brief disruptions or slowdowns can disproportionately affect satisfaction. This explains why some participants acknowledged that Wi-Fi “sometimes works” yet still expressed disappointment.

Expectation–Disconfirmation Theory clearly applies here. Initial expectations—often shaped by marketing claims or prior experiences—are high, but actual performance varies, resulting in negative or mixed disconfirmation. Rather than exceeding expectations, inconsistent Wi-Fi creates uncertainty, which research shows to be a key driver of dissatisfaction in digital service environments (Choi & Kandampully, 2022).

This finding highlights that guests prioritize consistency over peak performance. A moderately fast but stable connection would likely generate higher satisfaction than a fast but unreliable one. The perception of inconsistency therefore significantly weakens the overall evaluation of the resort's service quality.

**Poor Wi-Fi Reliability and Slow Internet Speed (SI-3).** A participant reported that Wi-Fi performance clearly failed to meet her expectations, describing slow speeds and unreliable connections that negatively influenced her intention to return. This perception represents the strongest form of negative disconfirmation and directly impacts behavioral outcomes, such as repeat visitation and word-of-mouth recommendations.

SERVQUAL theory explains this as a breakdown in core service reliability, which is often the strongest predictor of overall service quality evaluations. When basic digital infrastructure fails, it overshadows strengths in other service areas such as staff behavior or cleanliness. Recent studies confirm that poor internet reliability can negate otherwise positive resort experiences (Nguyen & Cheung, 2020; Shin & Kang, 2020).

Expectation–Disconfirmation Theory further explains why this dissatisfaction is particularly damaging. When Wi-Fi performance falls far below expectations, guests experience strong negative disconfirmation, which research links to complaints, negative reviews, and customer churn (Hollebeek & Macky, 2021). In this study, the participant explicitly associated poor Wi-Fi with decisions not to return, reinforcing the theory's predictive validity.

This finding emphasizes that Wi-Fi is no longer an auxiliary service but a critical determinant of perceived value. Failure in this area has direct implications for customer loyalty and competitive positioning.

**Expectation–Performance Gap in Wi-Fi Reliability Due to Network Congestion.** The three formulated meanings converge into a single theme cluster that captures the essence of the qualitative findings: an expectation–performance gap in Wi-Fi reliability caused primarily by network congestion. This theme reflects a structural service issue rather than isolated technical faults.

From a SERVQUAL perspective, the gap highlights deficiencies in reliability, assurance, and responsiveness, as resorts are unable to maintain consistent performance or promptly adapt to high demand. From the lens of Expectation–Disconfirmation Theory, guests' dissatisfaction stems from unmet expectations shaped by contemporary digital norms, where constant connectivity is assumed.

Recent hospitality research consistently identifies Wi-Fi reliability as a key post-pandemic service expectation, especially with the rise of remote work and digital leisure (Sigala, 2023; Tussyadiah, 2024). Resorts that fail to align infrastructure with these expectations risk losing relevance in an increasingly digital tourism market.

In summary, the qualitative findings explain why Wi-Fi satisfaction remained lower than other service dimensions in the quantitative results. While guests acknowledged the availability of Wi-Fi, they judged quality based on consistency, speed, and performance during peak usage. The findings demonstrate that availability alone is insufficient; reliability under real-world conditions is the true benchmark of service quality.

The synthesis confirms that Wi-Fi dissatisfaction is driven not by unrealistic expectations, but by a mismatch between guest demand and infrastructural capacity. This reinforces both SERVQUAL and Expectation–Disconfirmation Theory as appropriate explanatory frameworks for understanding digital service quality in resorts.

The findings imply that local resorts may treat Wi-Fi as a core service utility, not a supplementary amenity. Business improvement efforts should prioritize network capacity upgrades, bandwidth management, and peak-usage optimization strategies. Installing additional access points, implementing load-balancing systems, and regularly auditing network performance may significantly reduce congestion-related failures.

Equally important is expectation management. Resorts may communicate realistic Wi-Fi capabilities transparently while actively collecting guest feedback to guide improvements. By aligning promised service levels with actual performance, resorts may reduce negative disconfirmation, enhance perceived reliability, and strengthen customer loyalty. Addressing Wi-Fi reliability will not only improve satisfaction scores but also support repeat visitation, positive reviews, and long-term competitiveness in Maasim's growing tourism sector.

#### IV. SUMMARY & INSIGHTS, IMPLICATIONS, CONCLUSIONS & CONCLUDING REMARKS, AND RECOMMENDATIONS

This chapter presents the summary, insights, implications, conclusions, and recommendations of the study. It revisits the research problem and briefly restates the procedures undertaken to examine customer satisfaction in local resorts in Maasim, Sarangani Province, particularly in relation to amenities and services. The chapter synthesizes the major and composite findings derived from both quantitative and qualitative analyses, highlighting key patterns and insights that emerged from the data. Based on these findings, conclusions are drawn in direct response to the research questions and the theoretical frameworks guiding the study. Finally, the chapter outlines practical recommendations and business implications intended to support service enhancement, operational improvement, and future research initiatives in the local resort industry.

##### Summary of Findings

This study was conducted to examine customer satisfaction in local resorts in Maasim, Sarangani Province, with particular focus on the role of amenities and services and their implications for business improvement. Specifically for the quantitative problems, it sought to determine the demographic profile of the respondents, assess their level of satisfaction in terms of resort amenities (room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, and function hall) and services (cleanliness and efficiency), test differences in satisfaction when grouped by gender. To address these objectives, the study employed a descriptive-survey methods. The respondents consisted of resort guests aged 18 years old and above from selected local resorts in Maasim, chosen through appropriate sampling techniques. Quantitative data were analyzed using frequency counts, percentages, weighted means, and inferential statistics, and cross-case analysis, guided by SERVQUAL Theory and Expectation–Disconfirmation Theory.

Based on the results and interpretation of the data, the findings of the study were the following:

## 1. Demographic Profile of the Respondents

- 1.1 The majority of the respondents were female (83%), while males accounted for 17% of the sample.
- 1.2 Most respondents belonged to the 18–23 age group (43%), indicating that young adults comprised the largest segment of resort guests.
- 1.3 In terms of civil status, single respondents (50%) dominated the sample, followed by married respondents (37%).
- 1.4 A significant proportion of respondents resided in Brgy. Colon (40%) and Brgy. Kablacan (approximately 40%), suggesting that most guests were from nearby barangays.
- 1.5 The primary source of income of respondents was allowance (47%), followed by salary (33%), indicating a mix of students and working individuals among resort patrons.

## 2. Level of Customer Satisfaction in Local Resorts concerning Amenities and Services

### 2.1 Amenities

- 2.1.1 Room Features obtained an overall mean of 3.85, interpreted as a High Level of Satisfaction, with comfort and cleanliness rated highest and noise control rated lowest.
- 2.1.2 Pools and Recreational Areas yielded an overall mean of 3.91, indicating a High Level of Satisfaction, with accessibility rated highest and variety of activities rated lowest.
- 2.1.3 Staff Behavior recorded an overall mean of 4.17, interpreted as a High Level of Satisfaction, with professionalism receiving the highest rating.
- 2.1.4 Wi-Fi Connectivity registered an overall mean of 2.97, interpreted as a Moderate Level of Satisfaction, making it the lowest-rated amenity.
- 2.1.5 Function Hall achieved an overall mean of 4.11, interpreted as a High Level of Satisfaction, with overall experience rated highest and food and beverage services rated lowest.

### 2.2 Services

- 2.2.1 Cleanliness obtained an overall mean of 4.23, interpreted as a Very High Level of Satisfaction, with guest room cleanliness rated highest.
- 2.2.2 Efficiency recorded an overall mean of 4.17, interpreted as a High Level of Satisfaction, with check-in and check-out processes rated highest and peak-time service efficiency rated lowest.

### 2.3 Overall Level of Customer Satisfaction in Local Resorts in terms of Amenities and Services

- 2.3.1 The combined overall mean for amenities and services was 3.63, interpreted as a High Level of Customer Satisfaction.
- 2.3.2 Among all variables, staff behavior and efficiency obtained the highest satisfaction ratings.
- 2.3.3 Wi-Fi connectivity emerged as the weakest area, pulling down the overall satisfaction mean despite strong performance in other dimensions.

## 3. Difference in the Level of Customer Satisfaction in Local Resorts When Grouped According to Gender

- 3.1 The computed p-value (0.27) was greater than the 0.05 level of significance, indicating no significant difference in customer satisfaction when respondents were grouped according to gender. This result suggests that male and female guests had comparable satisfaction levels across amenities and services.

## Insights

The qualitative findings reveal that customers' perceptions of Wi-Fi reliability in local resorts are largely shaped by situational consistency rather than mere availability. Participants acknowledged that Wi-Fi access exists across the resorts; however, its performance fluctuates significantly depending on peak guest volume and usage intensity. This insight suggests that customers evaluate digital services not by presence alone, but by stability under real-use conditions, highlighting reliability as a critical determinant of satisfaction. From a SERVQUAL perspective, this underscores weaknesses in the reliability dimension, where service performance fails to remain dependable during high-demand periods.

Another key insight is that guest expectations of Wi-Fi quality have significantly increased, particularly in the post-pandemic context where connectivity is linked to work, social media, and digital leisure. Participants entered the resorts with the expectation that Wi-Fi would be fast enough for uploading content, communication, and light work tasks. When these expectations were met during low-occupancy periods, satisfaction was reported; however, when network congestion occurred, negative disconfirmation emerged. This aligns with the Expectation–Disconfirmation Theory, which explains that dissatisfaction arises not because the service is absent, but because it fails to meet heightened expectations.

The qualitative data further indicate that network congestion during peak guest volume is the dominant cause of dissatisfaction, rather than complete service failure. Participants consistently described Wi-Fi as “okay but slow” or “working only sometimes,” suggesting partial functionality rather than total breakdown. This insight highlights a capacity mismatch between existing infrastructure and actual demand. It implies that customer dissatisfaction could be mitigated not by introducing Wi-Fi access, but by upgrading bandwidth allocation, router placement, and load management systems.

A critical insight emerging from the interviews is the direct behavioral consequence of unmet Wi-Fi expectations, including reduced likelihood of repeat visits. Some participants explicitly linked poor Wi-Fi reliability to decisions not to return to the resort, even when other amenities were satisfactory. This suggests that digital services now function as a deciding factor for customer loyalty, particularly among younger and working guests. Within SERVQUAL, this reflects how failures in one service dimension (reliability) can negatively influence overall service evaluation.

The qualitative findings also reveal a gap between management assumptions and guest experiences. While resorts may perceive Wi-Fi as a supplementary amenity, guests increasingly view it as a core service, comparable to cleanliness or staff

responsiveness. This misalignment explains why Wi-Fi received lower satisfaction ratings quantitatively and stronger criticism qualitatively. The insight here is that customer satisfaction frameworks must evolve alongside changing guest needs, especially in technology-dependent contexts.

Finally, the synthesis of qualitative insights suggests that Wi-Fi dissatisfaction is not an isolated technical issue but a strategic service quality concern. Poor digital reliability undermines the otherwise high satisfaction levels reported for amenities such as staff behavior, cleanliness, and function halls. This highlights the interconnectedness of service dimensions, where failure in one area can dilute strengths in others. Overall, the qualitative findings emphasize that addressing Wi-Fi reliability is essential for sustaining satisfaction, meeting modern guest expectations, and supporting long-term business competitiveness of local resorts.

## Implications of Qualitative Findings

### 1. Theory and Knowledge Building

The qualitative findings of this study contribute new, context-specific knowledge on customer satisfaction in local resorts by highlighting how Wi-Fi reliability functions as a critical service expectation rather than a supplementary amenity. While SERVQUAL traditionally emphasizes tangibles and interpersonal service dimensions, the findings extend its applicability by reinforcing reliability and responsiveness in digital services as equally vital to guest satisfaction. Furthermore, the results strongly support the Expectation–Disconfirmation Theory by demonstrating that guests’ satisfaction or dissatisfaction with Wi-Fi arises from the gap between high pre-stay expectations and inconsistent actual performance, especially during peak usage. The study thus refines existing theories by illustrating that in emerging tourism destinations, technological services can significantly influence revisit intention and word-of-mouth. This localized evidence adds depth to hospitality research by positioning digital connectivity as a determinant of perceived service quality.

### 2. Educational/Professional Practice

The insights from the qualitative findings underscore the need for hospitality professionals to redefine service excellence to include reliable digital infrastructure. Resort managers, frontline staff, and hospitality practitioners must be trained to recognize Wi-Fi connectivity as part of core service delivery rather than an optional feature. The findings encourage professional practice standards that integrate technology management, customer communication, and service recovery strategies when connectivity issues arise. By incorporating guest feedback mechanisms and proactive service responses, resorts may better manage expectations and improve overall satisfaction. These insights may be integrated into hospitality training programs to prepare future professionals for technology-driven guest demands.

### 3. Program and Policy Implications

At the program and policy level, the study suggests that local tourism stakeholders and resort management may develop formal Wi-Fi service standards and infrastructure improvement programs. Policies may include minimum bandwidth requirements, peak-hour usage management, and transparent communication of Wi-Fi limitations to guests. The findings also support the creation of digital service monitoring programs, where guest feedback on Wi-Fi reliability is routinely collected and acted upon. Local government units and tourism offices may use these insights to include digital connectivity benchmarks in resort accreditation and tourism development plans. Such policies may help ensure that local resorts remain competitive and aligned with evolving tourist expectations.

### 4. Creativity and Innovation

The qualitative results encourage creativity and innovation by highlighting opportunities for technological and service design improvements in local resorts. Resorts may innovate by offering tiered Wi-Fi access, guest-only networks, smart bandwidth allocation, or designated high-connectivity zones for work and digital leisure. The findings also open avenues for creative service solutions such as digital concierge systems, real-time Wi-Fi feedback platforms, and tech-assisted guest engagement. By responding innovatively to connectivity challenges, local resorts may transform a common weakness into a distinctive competitive advantage. These innovations foster a more adaptive and future-ready hospitality industry.

### 5. Socio-Cultural Implications

The findings reveal that guests in Maasim increasingly view resorts not only as leisure spaces but also as social and digital environments where connectivity supports communication, work, and social sharing. This reflects broader societal shifts toward digital dependence even in recreational settings. Improving Wi-Fi reliability may enhance social inclusion by enabling guests to stay connected with families, work responsibilities, and online communities. At the community level, better digital services in resorts may also support local tourism promotion through online sharing and reviews, benefiting the broader local economy. Thus, the study highlights the role of digital infrastructure in supporting both social interaction and cultural visibility.

### 6. Ethico-Moral Implications

From an ethico-moral perspective, the qualitative findings emphasize the responsibility of resort operators to practice honesty, transparency, and fairness in service provision. Ethically, resorts may avoid overpromising Wi-Fi capabilities that cannot be consistently delivered, as unmet expectations can erode trust and guest confidence. The study encourages ethical decision-making that prioritizes truthful communication, accountability, and responsiveness when service limitations occur. By aligning advertised services with actual performance, resorts demonstrate respect for guests’ rights and uphold integrity in hospitality practice. These insights promote ethical service culture grounded in responsibility and trust.

## Conclusions

Considering the findings of this study, it is concluded that:

1. The demographic profile of the respondents indicates that local resort guests in Maasim are predominantly young adults, female, and residents of nearby barangays, suggesting that local and domestic tourism largely drives resort patronage rather than long-distance travel.
2. Overall customer satisfaction with resort amenities was found to be high, indicating that the selected local resorts generally meet guests' expectations in terms of room features, pools and recreational areas, staff behavior, Wi-Fi connectivity, and function hall facilities. Among the amenities, room features and staff behavior emerged as the strongest contributors to customer satisfaction, implying that comfort, cleanliness, and interpersonal service quality are central to positive guest experiences. Conversely, Wi-Fi connectivity received comparatively lower ratings than other amenities, suggesting that while basic internet access is available, its reliability and speed remain areas that do not fully meet guest expectations.
3. The test of difference revealed no significant difference in the level of customer satisfaction when respondents were grouped according to gender, suggesting that male and female guests perceive resort amenities and services in a generally similar manner.

## Concluding Remarks

The completion of this study marks a meaningful academic and personal journey for the researchers, characterized by continuous learning, reflection, and growth. From the initial formulation of the research problem to the final interpretation of results, the process required careful planning, perseverance, and adaptability. Conducting a mixed-method study on customer satisfaction in local resorts challenged the researchers to balance methodological rigor with contextual sensitivity, particularly in capturing both numerical trends and lived experiences of guests. Navigating the research design, data collection, and analysis deepened the researchers' appreciation for systematic inquiry and evidence-based conclusions. Overall, the journey reinforced the importance of patience, critical thinking, and ethical responsibility in scholarly work.

Throughout the research process, several challenges were encountered, particularly in data collection and coordination with resort management and guests. Securing permissions, aligning schedules, and ensuring respondent participation required effective communication and flexibility. The researchers also faced methodological challenges in refining the research instruments, interpreting reliability results, and integrating quantitative and qualitative findings cohesively. These difficulties, however, became valuable learning experiences that strengthened the researchers' problem-solving skills and methodological competence. Overcoming these challenges underscored the importance of preparation, collaboration, and responsiveness in conducting field-based research.

Unexpected discoveries also emerged during the study, particularly in the qualitative findings related to Wi-Fi reliability and guest expectations. While amenities and services were generally rated favorably, participants' narratives revealed nuanced frustrations and unmet expectations that were not immediately apparent in quantitative data alone. These insights emphasized the value of qualitative inquiry in uncovering deeper meanings behind statistical results. The experience highlighted how guest satisfaction is shaped not only by tangible facilities but also by consistency, reliability, and alignment with expectations. Such realizations enriched the researchers' understanding of customer experience beyond surface-level satisfaction ratings.

On a personal level, the research journey fostered intellectual maturity and confidence among the researchers. Engaging with scholarly literature, applying theoretical frameworks such as SERVQUAL and Expectation–Disconfirmation Theory, and presenting findings in a structured academic manner enhanced their research writing and analytical skills. The process also cultivated a stronger sense of responsibility toward producing work that is relevant, ethical, and beneficial to the local community. More importantly, the study instilled a deeper appreciation for research as a tool for improvement, innovation, and informed decision-making.

In conclusion, this research journey was not merely an academic requirement but a transformative experience that strengthened the researchers' competence, discipline, and commitment to scholarly inquiry. The challenges faced, insights gained, and skills developed throughout the process have prepared the researchers for future academic and professional endeavors. Ultimately, the study stands as a testament to the value of perseverance and reflective practice in producing meaningful research that contributes to knowledge, practice, and community development.

## Recommendations

Based on the findings of the study, the researchers therefore recommend the following:

**Local Tourism Industry.** The local tourism industry may use the findings of this study as a basis for strengthening Maasim's brand as an emerging resort destination. Industry stakeholders may promote best practices among resorts, particularly in maintaining high standards of cleanliness, staff professionalism, and customer-centered service delivery. Collaborative initiatives such as shared training programs, destination-wide service benchmarks, and coordinated marketing strategies highlighting quality amenities may further enhance visitor satisfaction and destination competitiveness.

**Local Government Units (LGUs) and Tourism Offices.** Local Government Units and tourism offices may integrate the study's findings into local tourism development plans and accreditation monitoring. Regular assessments of resort amenities and services, especially Wi-Fi reliability, cleanliness, and service efficiency, may be institutionalized through inspections and technical assistance. LGUs may also initiate capacity-building programs, digital infrastructure support, and incentive schemes to encourage continuous improvement among local resorts.

**Resort Owners and Managers.** Resort owners and managers may sustain strengths identified in the study, particularly room comfort, cleanliness, staff professionalism, and recreational facilities, while addressing areas needing improvement such as Wi-Fi reliability, noise management, and food service quality during events. Investments in staff training, service standardization, preventive maintenance, and digital connectivity upgrades are strongly recommended. Using customer feedback as a continuous improvement tool may help enhance guest satisfaction, loyalty, and long-term business performance.

**Resort Customers.** Resort customers may actively provide constructive feedback regarding their experiences with amenities and services. Honest reviews and suggestions may guide resort management in refining service delivery and facilities. Through active engagement, customers contribute not only to improving individual resort experiences but also to elevating the overall quality of local tourism offerings in Maasim.

**ABM Students.** ABM students may use the findings of this study as a practical reference for understanding service quality management, customer satisfaction, and business improvement strategies in the hospitality industry. The results may be integrated into case analyses, feasibility studies, and entrepreneurial projects focusing on resort operations and tourism enterprises. This study also highlights the importance of data-driven decision-making, which is essential for future business leaders and managers.

**Future Researchers.** Future researchers may expand this study by increasing the sample size, including additional resorts, or examining other service dimensions such as pricing strategies, sustainability practices, and digital marketing. Comparative studies across municipalities or longitudinal research designs may provide deeper insights into trends in customer satisfaction over time. Researchers may also explore advanced qualitative approaches to further understand customer expectations and evolving service demands in the local resort industry.

## Acknowledgment

First and foremost, the researchers offer their profound gratitude and praise to God, the Almighty, for His abundant blessings, divine guidance, and protection throughout the entirety of this research endeavor, especially during the data collection phase in the Municipality of Maasim, Sarangani Province.

The researchers sincerely extend their deepest appreciation to their research adviser and strand head, Sir Mariel G. Villanueva, MST, MT-1, whose invaluable expertise, insightful guidance, and unwavering support were instrumental in the successful completion of this study.

They are also deeply grateful to their school principal, Ma'am Imelda T. Dujeñas, and assistant school principal, Ma'am Gemma E. Roldan, for graciously permitting the conduct of the study beyond the school premises. Their generous support significantly contributed to the realization of this work.

Special thanks are due to Sir Tito B. Cagang, Jr., MAED, MT-1, their research consultant, whose patience, knowledge, and encouragement have been a continual source of inspiration. His dedication, vision, and genuine motivation profoundly influenced the researchers, making it an honor and privilege to learn under his guidance.

The researchers also express heartfelt gratitude to the other members of the examining panel, Sir Rolex D. De Jose, Jr., MAED, T-1, Ma'am Annelyn H. Eribal, MPA, T-3, Ma'am Fritz P. Lejesta, T-2, and Ma'am Glenda L. Ausad, MBA, for their meticulous review, constructive feedback, and valuable suggestions, which greatly enhanced the quality of this study.

To their beloved families, the researchers convey their sincerest thanks for their unwavering emotional and financial support, wise counsel, and constant encouragement throughout this journey.

Furthermore, the researchers wish to acknowledge with appreciation the respondents and participants, particularly the customers of the local resort, for their generous cooperation and time during the surveys and interviews.

Finally, the researchers collectively express their profound gratitude to all the aforementioned individuals whose support and contributions were vital to the successful completion of this research. May they all be abundantly blessed with continued success and honor in their respective endeavors.

THE RESEARCHERS

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