

Guest Satisfaction and Loyalty among Beach Resorts in Laiya, Batangas

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ABSTRACT

The study assessed the satisfaction and guest loyalty of Beach Resorts in Laiya, Batangas. The study made use of descriptive method and utilized an adapted questionnaire which was distributed among 250 customers of top 10 beach resorts in Laiya, Batangas. In order to interpret the data gathered, statistical tools were used such as percentage and frequency, weighted mean and analysis of variance. Majority of the guests visiting beach resorts in Laiya, San Juan Batangas were within 18-26 years old, single females, and have been in the resort for second time. The respondents were satisfied with the services of selected beach resorts for they assessed that the timeliness, completeness, courtesy, consistency, accessibility, accuracy, and responsiveness were very good. They perceived that their loyalty was affected by convenience, expectation, guest service, personal relationships and rewards and assessed that the beach resorts provide such in a very good manner. There is significant difference on the assessment of customer satisfaction on accessibility and responsiveness when grouped according to age; and completeness, courtesy, and accessibility when grouped according to civil status. While the assessment of customer loyalty in terms of convenience, expectation and rewards when grouped according to age; and convenience, expectation, personal relationship, and rewards when grouped according to civil status. There is a highly significant relationship between the factors affecting customer satisfaction and customer loyalty.

Keywords: Guest Satisfaction, Guest Loyalty, Laiya San Juan Batangas

INTRODUCTION

The success of every Beach resorts depends on how satisfied their guest gets on the quality of the product and services that the resort provided. For a newly established Beach resort, guests must always be the business priority then second is the profit. A Beach Resort that provides quality service and product to satisfy the needs of their guests are mostly the ones who will succeed. Beach Resorts nowadays are likely to be familiar how the industry today works which that the key for the business to succeed is to satisfy the guests. In general, the guests are people who patronize or buy the goods and the services of businesses that meet the wants and needs of the guest. Guests buy the certain product or purchases a service that they think are worth their money. Therefore, the Beach Resorts should level their pricing to the product quality that can

attract guests and leads to their loyalty to the resort. The Beach Resorts should always give their best in providing quality service to their guests that they deserve (Khadka & Maharjan, 2017).

When guests are loyal to the business, the business will surely be successful. A guest's loyalty is very important when it comes to beach resorts. And in order to gain guest loyalty a beach resort should always prioritize giving the best service to its guest that will satisfy them. Giving quality products in an affordable price and providing excellent service is one way to gain guest loyalty. Another way to encourage the guests to visit again or purchase again is that the beach resorts should provide loyalty cards, rewards, free merchandise and coupons because a satisfied guest have a big chance that they will come back to repurchase. Guest loyalty can also help the beach resorts to save money in advertising because it is much cheaper to retain old guests than to attract new ones. Also, guests who experienced a good or better service in a beach resort has a chance to spread their happiness by telling other people, and that's advertising through the word of mouth (Customer loyalty in business, 2018).

In the resorts of Laiya, Batangas, guest satisfaction is their priority. Laiya boasts of wide stretches of white sands that are comparable to those of Boracay making them popular to the tourists. There are several beach resorts in Laiya that the researchers are going to evaluate to determine their guest's level of satisfaction and loyalty: Kabayan, La Luz, Blue Coral, Virgin Beach, One Laiya, Laiya White Cove, Laiya Coco Grove, Palm Beach, and Calubcob Bay. This is the list of the top 10 most visited beach resorts in Laiya for the year 2017 based on the data provided by the Department of Tourism.

The researchers wish to determine the factors on what are the things that the beach resort should improve to retain their guests since Laiya, Batangas is one of the famous tourist destinations in Batangas especially when it comes to beaches. The researchers would also like to know why some or most of the tourists in Laiya still return or revisit the place despite the fact that it is too far, and the place is not easily accessible (Directory of beach resorts, 2018).

The researchers conducted the study in order to know and identify the factors that's keeping the guests from returning or repurchasing to the beach resorts in Laiya even if there are reasons for them not to return. They also chose this topic for it can help them in their future careers as hospitality professionals or beach resort owners.

OBJECTIVES OF THE STUDY

This study generally aimed to assess the satisfaction and guest loyalty of Beach Resorts in Laiya, Batangas. Specifically, it presented the demographic profile of the guests in terms of age, gender, civil status, and frequency of visit; assessed the guest satisfaction using the dimensions of quality service such as timeliness, completeness, courtesy, consistency, accessibility, accuracy, and responsiveness; determined the factors that affect guest loyalty to the resorts in terms of convenience, expectation, guest service, personal relationships and rewards; tested the significant difference on satisfaction and loyalty when grouped according to the profile variables; tested the significant relationship between guest's satisfaction and loyalty; and proposed plan of action base on the results of the study.

METHODS

Research Design

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

Participants of the Study

The respondents of the study were the guests from top 10 most visited beach resorts in Laiya, Batangas based on the data provided by the Department of Tourism 2017. There were respondents from each beach resort which includes Kabayan, La Luz, Blue Coral, Virgin Beach, One Laiya, Laiya White Cove, Laiya Coco Grove, Palm Beach, and Calubcob Bay. With an effect size of 0.25, a power probability of 0.95 and an α level of 0.05 using G* Power 3.1.9, it is computed that a total of 250 respondents were needed to conduct the study.

Instrument

The researchers used an adapted questionnaire based from the study research study of Guinto, Basit, Lorenzo, Pilobello, & Soriano (2016) entitled "Guest Satisfaction and Guest Loyalty of Selected Hotels in Batangas" to gather data that will be used in the study. The first part of the questionnaire deals with the demographic profile of the respondents in terms of age, gender, civil status, and frequency of visit. The second part comprises the factors affecting guest satisfaction under service quality dimensions such as timeliness, completeness, courtesy, consistency, accessibility, accuracy, and responsiveness. And the last part comprises the factors affecting guest loyalty such as convenience, expectation, guest service, personal relationships, and rewards.

Procedure

The researchers made a letter for the approval of conducting the research study at Laiya San Juan Batangas. The study is about the satisfaction and guest loyalty among beach resort in Laiya Batangas. The researchers gave the letter to the top 10 most visited beach resorts in Laiya to ask their permission and consent so that the researchers can proceed to the distribution of the questionnaires to their guests. Some of the beach resorts asked the researchers to just leave them some questionnaires and they would be the ones to distribute it to their guests. The researchers then leave some questionnaires to them and just returned the next day to retrieve it. Other beach resorts gave the researchers the opportunity to be the one to distribute the questionnaires to the guests. Most were willing to participate in the study, but some refused. After collecting and gathering all the data the researchers sent it to the analyst to decipher the appropriate responses of the respondents.

Data Analysis

All gathered data were tallied, encoded and analyzed using different statistical tools such as frequency distribution, weighted mean, independent sample t-test and analysis of variance (ANOVA). These tools were used based on the objectives of the study. In addition, all data were treated using statistical software, PASW version 10 to further interpret the results of the study.

Ethical Considerations

The researchers submitted a letter to every beach resort included in the top 10 most visited beach resorts in Laiya, Batangas asking permission to distribute the questionnaires to their guest. They also made sure that all guests who participated in the research were not forced and voluntarily answered the given questionnaire. The researchers also ensured the management of the beach resort that all the information that are gathered were used for educational purposes only.

RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
Age		
18-26 years old	97	38.8
27-35 years old	88	35.2
36-44 years old	50	20.0
45 years old and above	15	6.0
Gender		
Male	116	46.4
Female	134	53.6
Civil Status		
Single	144	57.6
Married	106	42.4
Frequency of Visit		
2 nd time	117	46.8
3 rd time	111	44.4
4 th time	21	8.4
5 times and above	1	.4

In terms of age, the highest numbers of the respondents came from the age group of 18-26 years old with the frequency of 97 and percentage of 38.8, followed by 27-35 years old with the frequency of 88 or 35.2 percent. It also shows that the ages 36-44 with the frequency of 50 or 20.0 percent, and the least is those who are 45 years old and above with the frequency of 15 or 6.0 percent.

This means that most of the guests of the beach resorts are young adult who are very active age group who are seeking adventure from the nature. Beach resorts are part of the coastal and environmental tourism where they give pleasure and provide experience to the guests of the natural environment and marine

biodiversity. The younger generation tend to explore the environment because they are still young and physically fit to explore the water-based activities.

According to Im (2018), young people or now already known as millennials would prefer to spend money to travel and visit nature tourism because of their insufficient exposure to nature. They are starting to engage to natural environment since they were unable to do so when they were still young due to being exposed to digital technology. More and more attractions are utilizing natural environment to assure that the young travelers will be able to enjoy the nature such as beaches and equestrian.

Majority of the respondents were female with 134 or 53.6 percent while male got 116 or 46.4 percent. This means that during the distribution of questionnaire more females participated in the study. It can be seen that there is small difference on the frequency of female and male respondents. However, this implies those females are already open to explore the natural environment of beaches and join water-based activities because of the changes in the behavior of women. Naturally, female population tends to be passive and would prefer to stay at home, but now that the behavior and perception of female population changes, they are starting to engage in different water-based activities.

According to Sanchez (2018) even the countries with very strict law regarding women being seen in the beaches are now adapting to changes the way females behave. They are now becoming one of the men population to enjoy the natural scenery of water and coastal areas. Addition to this, water-based activities are starting to be appealing to females such as kayaking and water skiing.

In terms of civil status, majority of the respondents were single guests with 144 or 57.6 percent while married guests with 106 or 42.4 percent. This means that most of the guests were single and were able to have vacation or visit beach resorts any time they want. This is because they have no other family obligations or kids to care for, so they are able to travel anytime.

Dawson (2017) proved that single people are very interested to travel since they are not really family oriented or do not need to stay at home to care for their family. When a person travels, it would take time and money to be able to visit different natural environment. Advised by travel experts, that until a person is already married; he/she must enjoy his life by travelling and visiting different sites.

As for the frequency of visit, more respondents have gone to the beach resort for the 2nd time with 117 or 46.8 percent, followed by 3rd time with 111 or 44.4 percent, followed by 4th time with 21 or 8.4 percent, and 5th time and above or .4 percent.

This means that the respondents have been in the beach resort for their second time because they already enjoyed their first experience in Laiya, Batangas. The place is very preserved and conserved and the beauty of natural environment is still present in the place. San Juan beach resorts are considered to be one of the most preserved and called as “virgin” beach resorts in Batangas. There is available white sand which is not man-made unlike from other beach resorts.

According to Greenlily (2017), most travelers keep coming back to the beaches found in Laiya, San Juan Batangas. The review about its natural white sand is superb and it is one of the reasons why most of the guests keep coming back. On one interview, the guest said that the natural white sand of the beach adds to its beauty and factors considered by most travelers to visit the beaches.

Table 2 presents the factors affecting guest satisfaction in terms of timeliness. The composite mean of 4.41 reveals that the assessment of the respondents was very good. The respondents assessed to be very

good the timeliness of the services provided to them by the beach resorts in Laiya, San Juan, Batangas because of their sufficient number of staffs who will provide the needed services of their guests. Though there are only few staff who are officially employed, during peak season, more staff are hired to be able to accommodate high number of guests. Further, the local residents are very helpful and would make extra service (on call) for the guests since they also know (relative) the owner of these resorts.

Table 2. Factors Affecting Guest Satisfaction in terms of Timeliness

Indicators	WM	VI	Rank
1. Staff serves the guest fast and efficiently.	4.66	Excellent	1
2. Front desk agent gives reasonable waiting time for each transaction.	4.27	Very Good	5
3. Staff informs the guest of time allocation when services will be provided.	4.40	Very Good	3
4. Staff responds to the customer's demands in a timely manner.	4.28	Very Good	4
5. Foods are being served within the time frame.	4.42	Very Good	2
Composite Mean	4.41	Very Good	

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

Craig (2017) to be able to provide the services in a timely manner is to increase the number of personnel supply the needs of the customers. The customers are satisfied when the services are given to the promised time frame and would be happier if they will not wait longer. It is a fact that the success of any organization is to achieve the satisfaction of their customers. They will need to compromise their products and services to assure that the needs and preference of the clients are attained.

It can be seen that the respondents assessed to be very good is the staff serves the guest fast and efficiently was the only item that was rated excellent with a mean value of 4.66 and verbal interpreted as excellent, followed by foods are being served within the time frame (4.42) and staff informs the guest of time allocation when services will be provided (4.40) and all having the verbal interpretation of very good.

This implies that the fast transaction and efficient services are provided by the beach resort staff due to being knowledgeable of their own services and products. Staff serves the guest fast and efficiently throughout the day. No matter how hectic the daily life of the beach resort staff is, they always make sure that they will be able to cater to the needs and requests of their guests. Staffs are always ready to assist the guests with their things when they ask for it.

Serving the guests in a timely manner is a sign of professionalism; it shows that the beach resort staffs are reliable and trustworthy. Being able to give the guests what they asked for fast and efficiently will surely satisfy them and make them happy with the beach resort. It also shows that the staffs are dependable workers that the management could rely on (Tucker, 2018).

Other items were rated very good; however, staff responds to the customer's demands in a timely manner and front desk agent gives reasonable waiting time for each transaction got the lowest rank with weighted mean score of (4.28) and (4.27) respectively.

This means that the respondents assessed to be very good about the front desk agent who are giving reasonable waiting time for each transaction because all staff are knowledgeable of the check-in and out processes as well as the billing. They can provide sufficient information about each transaction and its costs. Front desk agent gives reasonable waiting time for each transaction despite of having high occupancy rate of

the beach resort, rooms and cottages, they are able to manage the situation satisfying the expectations off the guests.

The key to completing assignments and projects on time is punctuality. Because a huge amount of people goes to beach resorts, it is expected of them to be able to accommodate them all; being able to do so ensure the guests that the beach resort is serious about their business and that they can depend on them to make their stay as enjoyable as possible. Without professional punctuality, the guests will search for alternative beach resorts that would be able to meet their demands (Tucker, 2018).

Table 3. Factors Affecting Guest Satisfaction in terms of Completeness

Indicators	WM	VI	Rank
1. Beach resort provide correct and complete information about their services.	4.46	Very Good	1
2. Beach resort provides complete amenities to the guest such as toiletries, coffee and tea set-up, and other basic needs of a guest.	4.20	Very Good	5
3. Reserved rooms are prepared with complete amenities.	4.32	Very Good	3
4. Provide services of a standard to the beach resort.	4.24	Very Good	4
5. Beach resort has several facilities such as dining rooms, meeting rooms, swimming pool, business center.	4.41	Very Good	2
Composite Mean	4.33	Very Good	

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

Table 3 shows overall assessment of respondents on the factors affecting guest satisfaction in terms of completeness was very good with the composite mean of 4.33.

This means that the beach resorts are very good in providing services in relation to the completeness of service and products because they are able to provide it all and foresee the future needs of their customers. There are available facilities and amenities that the beach resort know would be useful during the stay of their guests.

According to Tola, Abebe, Gebremariam, and Jikamo (2017) the importance of completeness of facilities should be considered by and industry who are providing services because they need to accommodate the clients at optimum level to ensure that they are satisfied and motivate them to return.

The highest mean is beach resort provide correct and complete information about their services with the weighted mean of (4.46) or in the verbal interpretation of very good followed by beach resort has several facilities such as dining rooms, meeting rooms, swimming pool, business center (4.41) and reserved rooms are prepared with complete amenities (4.32) all are having the verbal interpretation of very good.

Customers preferred to stay at those beach resorts that are giving them complete information of the services and activities that they are providing in order for them to be aware of what is and what isn't in the resort. Information like accommodation rates and the packages they are promoting can be found in their social media sites and tarpaulins. This is one of the things that the guest considers when looking for the perfect destination for their vacation.

Beach resorts should provide an overview of the products and services that they are offering because guests have the right to know what exactly they are paying for before they purchase the service or product.

Guests prefer to analyze first how a certain product or service work and its conditions before availing or buying the product (Glenn, 2017)

Provide services of a standard to the beach resort with the weighted mean (4.24) and beach resort provides complete amenities to the guest such as toiletries, coffee and tea set-up, and other basic needs of a guest (4.20) got the verbal interpretation of very good.

Providing guests with complete amenities like toiletries, coffee and tea set-up and other basic needs makes them feel at home and comfortable. They can relax knowing that even if they are not in their own home they have their basic needs just inches away from them which are provided by the beach resort.

Amenities are very important in the Hospitality industry for its purpose is to give extra comfort, service and pleasure to the guests. It enhances the desire of the guest to stay in the beach resort. Amenities gives satisfaction for it is very convenient that makes them feel comfortable to the place (Bari, 2015).

Table 4. Factors Affecting Guest Satisfaction in terms of Courtesy

Indicators	WM	VI	Rank
1. Staff greets the guests joyfully.	4.53	Excellent	1
2. Staff offers help to their guest with willingness.	4.35	Very Good	4
3. Staff shows respect to their guests by handling their requests and concerns	4.45	Very Good	3
4. Staff respects guest's privacy.	4.31	Very Good	5
5. Staff welcomes inquiries from the guests.	4.49	Very Good	2
Composite Mean	4.43	Very Good	

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

As cited on the Table 4 factors affecting guest satisfaction in terms of courtesy, the overall assessment of respondents was very good with the weighted mean of 4.43.

The result revealed that the beach resort staffs are very good in showing courteousness among their guests because they know that to increase the willingness of the customers to acquire their services is to make them feel welcome and appreciated.

In addition, Krautzel (2017) the meaning of respect and courtesy are the same and when the service staff tend to provide one of them, they will gain both from the customers and colleagues. The professional setting is where the person would need to show courtesy towards the management, other co-workers and their clients. This enhances the satisfaction felt by all people and stakeholders because they are feeling positive vibes and goodness from the person showing these core values.

Staff greets the guests joyfully got the highest weighted mean of (4.53) followed by staff welcomes inquiries from the guests (4.49) and staff shows respect to their guests by handling their requests and concerns (4.45) all having the verbal interpretation of very good.

Staff are courteous and always appear happy in front of the guests. This shows that they are welcoming to the guests and are always willing to help them, thus making the guests want to come back to the beach resort. It makes them feel comfortable that the employees treat them nicely. When the researchers are conducting the survey, they witness the employees' joyfulness in assisting the guests in Kabayan Beach Resort and that served as the evidence why the customer comes back there.

Courtesy is one function of communication that gives positive conversations. It helps make the guest comfortable. Greeting them first before starting a conversation is a must to avoid getting a negative response. A sincere greeting makes the guest comfortable and satisfied as they don't want to feel that they are just guests and that they only visit the beach resort to experience the service. There is a possibility that the guest will enjoy the experience and may want to come back to the beach resort (RetailWise USA, 2017).

Staff offers help to their guest with willingness with the weighted mean of 4.35 and staff respects guest's privacy (4.31) both indicators got very good in the verbal interpretation.

The respondents assessed that the staff respects guest's privacy as very good performance because there are available amenities that allow the guest to use such as bathroom, shower room, and cottages. These facilities allow them to do whatever personal things they need to do. Addition to this, there are staff that monitors the guests' behavior to be able to control it immediately especially when it comes to privacy of other guests.

Migdal and Palmer (2016) stated that the importance of the guest privacy must be one of the top priorities of any service company. The guest privacy is connected to their safety and security that may increase their satisfaction and motivation to return and repurchase the services. Addition to this, there should be consistency with the experiences of the customers so the management must make sure all procedures and operations are implemented efficiently as well as effectively.

Table 5. Factors Affecting Guest Satisfaction in terms of Consistency

Indicators	WM	VI	Rank
1. All staff offer exemplified service.	4.55	Excellent	1
2. Beach resort staff observes resort's uniform standards.	4.25	Very Good	5
3. Time allocation in service is consistent.	4.45	Very Good	2
4. The staff ensures the safety of their guests during their stay.	4.28	Very Good	4
5. Front desk agent delivers on the same passion throughout the day.	4.39	Very Good	3
Composite Mean	4.38	Very Good	

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

Table 5 depicts the overall assessment of respondents on the factors affecting guest satisfaction in terms of consistency was very good with the composite mean of 4.38.

The result implies that the consistency of services provided by the beach resorts is very good because they are able to provide it all to their customers that acquire satisfaction of clients. Consistency of services is one of the competitiveness of the beach resorts because the guest will use word-of-mouth to refer the resort to others by telling them of what is being provided for them during their stay. So when others learn about this, then they will expect of the same extent of services to be provided for them when they decide to visit the resort.

Mills (2017) pointed that consistency is important when any business are providing customer service. Important factor for them is to gain loyalty which requires time before they attained it from their

customers. So, they will need to provide the same exact service to assure that their customers are satisfied and acquire their patronage. Furthermore, the customers are one way to market any kind of business since their experience will be the basis for service quality and market value who will deliver the information to other prospective clients in the future.

The highest mean is all the staff offer exemplified service with the weighted mean of (4.55) or in the verbal interpretation of excellent followed by time allocation in service is consistent (4.45) and front desk agent delivers on the same passion throughout the day (4.39) both having the verbal interpretation of very good.

The result means that the staff of beach resorts provides necessary information about their services and suggest to the customers which is the best package to acquire from them because they have enough knowledge of the common packages they have. Since they have been part of the resort management for a long time, they became familiar with different packages they have and suggest it to the guest that is highly applicable to the situation.

According to Queensland (2017) the knowledge of the staff about their products and services will benefit the management since they will be able to provide necessary information and acquire satisfaction among their customers. The clients will not over think of which package or services is most appropriate because the employees are providing options for them.

The staff ensures the safety of their guests during their stay with the weighted mean (4.28) and beach resort staff observes resort's uniform standards (4.25) got low results with the verbal interpretation of very good.

The beach resort's staff used standard protocol about the use of their uniform because they need to be distinguished by the guest which beach resort they are working for. More so, the customers will be able to identify if they are employees or other guests in the resort. When the customers determine who are the employees, it would be easy for them to approach the personnel in case they needed something from them.

Karch and Peter (2017) supported this claim by conducting a study how personnel uniform impact the satisfaction among customers and the employees themselves. It was found out that uniforms have major role in influencing the function of the employees and the guest satisfaction. When there are official uniform, the personnel will feel confident and proud since they know that they belong to the organization. It will give distinction on their job roles and function that allow the customers or clients to understand that they must seek help from these people and that they are the most appropriate person to do specific tasks.

More so, issuing a uniform for the staff is a way of advertising the beach resort; this increase the awareness for the brand which makes them more memorable to the guests. Both small and large businesses, especially those that are just starting out, use this tactic to get their brand out there.

Table 6 below reveals that very good was the overall assessment of respondents on the factors affecting guest satisfaction in terms of accessibility with the composite mean of 4.08. This means that the respondents assessed that the beach resort are accessible and rated it to be very good.

The accessibility of a beach resort is very important to the tourists and traveler for it will determine if the place is reachable or not. Laiya, San Juan Batangas have access road and connected to different highways and transport infrastructure as part of the urbanization and development of the municipality.

Table 6. Factors Affecting Guest Satisfaction in terms of Accessibility

Indicators	WM	VI	Rank
1. The beach resort is located on a non-traffic congested area.	4.19	Very Good	1
2. Modes of transportation going to and from the beach resort are available 24 hours.	3.97	Very Good	5
3. The beach resort is accessible by any modes of transportation.	4.08	Very Good	3
4. The beach resort can be tracked easily.	4.00	Very Good	4
5. The location is favourable for stay (free from noise and public disturbances.)	4.18	Very Good	2
Composite Mean	4.08	Very Good	

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

According to Castillo, Comia, De Chavez, Perez, Ricalde, and Sabido (2018), Laiya San Juan, Batangas has been coping with the changes that innovation brings. From infrastructure, to transport networks, attractions and even the implementation of ecological fee was done in order to support the sustainable tourism they have. They were able to market their very own virgin beaches and used funds to enhance the accessibility of the municipality.

The beach resort is located on a non-traffic congested area got 4.19 and was ranked first followed by the location is favourable for stay (free from noise and public disturbances.) (4.18) and the beach resort is accessible by any modes of transportation (4.08) all the indicators got very good as verbal interpretation. Being in a modern era, the guest preferred to choose the beach resort which is placed in a non-traffic area. Most of the beach resorts the researchers have visited are along the road, and there is no traffic encountered along the way. Being located in a place where traffic is not an issue and where the guest will be able to enjoy the serenity of the place without having to deal with the noise of the city is much favorable to the beach resort (Darcy, Pegg, & Cameron, 2013).

The beach resort can be tracked easily with the weighted mean (4.00) and modes of transportation going to and from the beach resort are available 24 hours (3.97) both got the verbal interpretation of very good. Modes of transportation going to and from the beach resort are available 24 however, there are specific pickup time. The earliest trip to and from Laiya, Batangas is at 4 in the morning and the last trip leave at 10 in the evening. Moreover, there are other modes of transportation available like rented jeepney/van/tricycle for use.

Transport to and from the beach resort should easily be found and it should be easily tracked by the guests. Also, having the option of going to the beach resort any time of the day is important to guests especially if they will be commuting to get there. Even those who don't plan on going to the beach resort any time soon values having the option of the modes of transportation on how they could get there for their future use (Litman, 2018).

Table 7 shows the overall assessment of the respondents on the factors affecting guest satisfaction in terms of accuracy was very good with the composite mean 4.37. This means that the accuracy of services and information provided by the beach resorts tend to be very good based on the assessment of the respondents. The information they give their guest at first contact must be accurate to reduce the risk for confusion. When there are clear and accurate information given to them, the guests would feel satisfied that they know everything before they make decisions in acquiring the services.

Table 7. Factors Affecting Guest Satisfaction in terms of Accuracy

	Indicators	WM	VI	Rank
1.	The beach resort information about the services and prices on the website is updated.	4.52	Excellent	1
2.	The food quality is consistent on the menu and when served.	4.20	Very Good	5
3.	The billing of guests is updated every other day without discrepancies.	4.46	Very Good	2
4.	Front desk agent performs the service right for the first time (free from error.)	4.24	Very Good	4
5.	The tarpaulins and ads inside and out the beach resort are precise.	4.44	Very Good	3
	Composite Mean	4.37	Very Good	

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

According to Vershinina (2017) the accuracy is part of the service quality dimensions. The study explores how it could help the overall satisfaction among customers of service industry when accurate information is given to them. The accuracy of service is a competitive advantage on the part of the business owners because they will gain more and more customers to acquire their services. This is linked to trust and respect between the services provider and customers.

The beach resort information about the services and prices on the websites is updated got the highest weighted mean score of (4.52) or in the verbal interpretation of excellent followed by the billing of guest is updated every other day without discrepancies (4.46) and the tarpaulins and ads inside and out the beach resort are precise (4.44) both got the verbal interpretation of very good.

Beach resorts make sure that they update their social media and most especially their own website. Guests prefer to look on websites because it is much easier to access compared if they will visit from place to place. There is a saying that “First impression lasts” and that is also true when it comes to the online representation of a beach resort. If a guest found the website of a beach resort and all the information stated there appears to be wrong when they arrive at the beach resort, the guests would get irritated and might consider going to other resorts (Jackson, 2018).

Other items were rated very good, however, Front desk agent performs the service right for the first time (free from error) and the food quality is consistent on the menu and when served got the lowest rank with weighted mean score of (4.24) and (4.20) respectively.

Guests visiting the beach resort for the 2nd time or more stated that the taste of the food offered to them always tastes the same. No matter how long ago their last visit was, the food has remained delicious when they came back.

Table 8 presents the factors affecting guest satisfaction in terms of responsiveness was very good with the composite mean of 4.40. This implies that the beach resorts are very good in the area of responsiveness because whenever issue arises while providing services to their guests, the staffs are able to act quickly and positively in these situations. They wanted to resolve the issues quickly so that the guest will be able to continue enjoying their stay at the resort.

Table 8. Factors Affecting Guest Satisfaction in terms of Responsiveness

Indicators	WM	VI	Rank
1. Staff's willingness on doing guest request is done promptly.	4.52	Excellent	1
2. Staff is attentive when it comes to guest needs and wants.	4.30	Very Good	4
3. Staff offers variety of options if there is a problem in the transaction.	4.43	Very Good	3
4. Staff has the ability to anticipate guest's need.	4.33	Very Good	5
5. Staff responses abruptly with guest's requests and concerns.	4.44	Very Good	2
Composite Mean	4.40	Very Good	

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

Morgan (2017) study found out that responsive practices among employees towards their customers will be the key to gain satisfaction and efficient operation of any organization. It is normal to face problems and challenges, but it must resolve quickly by responding to it as soon as possible. When the customers feel that the employees are responsive, they will be satisfied because they are prioritized and accommodated immediately.

Staff's willingness on doing guest request is done promptly got the highest weighted mean of 4.52 and with the verbal interpretation of excellent followed by staff responses abruptly with guest's requests and concerns (4.44) and staff offers variety of options if there is a problem in the transaction (4.43) both having the verbal interpretation of very good.

Staff of the beach resort attends to guests' request promptly and with willingness. They are always happy to help a guest in need especially when they see that the guest could use some help with their things upon arriving at the beach resort. Staff are also happy to assist the guest to get to their rooms.

Guests are much appreciative to the staff who is always ready and willing to assist them with their luggage and questions. It emphasizes the amount of attention a beach resort is able to give their guests be it by answering questions, granting requests or managing complaints and problems. Responsiveness is the ability of the beach resort to customize their services so that it will be able to cater to the guests' needs (Lu, Berchoux, Marek, & Chen, 2015).

Staff is attentive when it comes to guest needs and wants with the weighted mean (4.30) and staff has the ability to anticipate guest's need (4.33) both got the verbal interpretation of very good. Beach resort staffs are able to provide the guests what they need without having them to say it out loud. Upon arrival of the guest to the beach resort, staff is immediately by their side to escort them to the front desk where they will be checking in.

Some guests will tell the staff what they need, but it is up to the staff on how he can exceed the guests' experience. Giving the guest more than what he asked for will result to a more satisfied and loyal guest. This also makes the beach resort stand out because only few of them are able to give this kind of service (Williams, 2018).

Table 9 shows the overall assessment of respondents on the factors affecting guest loyalty in terms of convenience was very good with the composite mean of 4.10. This means that the beach resorts provide convenience among their guests and were assessed to be very good because the staff knows that the reason why guests visited is to feel relaxed. So, they have to make sure that the guests are convenient while staying

in their accommodation. Addition to this, convenience is a resource of the customer and not an attribute for good service which means that they seek quality accommodation to make themselves convenient while on vacation.

Table 9. Factors Affecting Guest Loyalty in terms of Convenience

Indicators		WM	VI	Rank
1.	The beach resort layout makes it easy for the guests to find what they need.	4.29	Very Good	1
2.	The beach resort structure enables guest to move around without difficulty.	3.99	Very Good	5
3.	The operating hours of beach resort facilities are convenient to the guests.	4.11	Very Good	3
4.	Reservation process for the beach resort facilities can be obtained easily.	4.00	Very Good	4
5.	The beach resort also provides convenient facilities for disabled guests (necessary arrangements made for the disable).	4.12	Very Good	2
Composite Mean		4.10	Very Good	

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

Based on the study of Pham, Tran, Misra, Maskeliunas and Damasevicius (2017) convenience is a way to market the services of any business. When the service industry is providing service, they need to make their clients convenient as possible to increase their satisfaction and gain loyalty. The customers would feel that the cost they paid is according to the convenience they felt when they acquire such services.

The highest mean is the beach resort layout makes it easy for the guests to find what they need with the weighted mean of (4.29) followed by the beach resort also provides convenient facilities for disabled guest (necessary arrangements made for the disable) (4.12) and the operating hours of beach resorts facilities are convenient to the guests (4.11) all having the verbal interpretation of very good.

Many beach resorts have good layouts that made it easy for their guests to find what they need. This is a big advantage for the guests because they are able to identify the exact location of their facilities easily saving them the time that they will spend finding the same facilities had the beach resort's layout been hard to figure out.

According to Kovacs and Kot (2017) layout is a problem most of the companies faced and failed to resolve because of the cost and expenditure they need to provide. So, before any plant or floor is built, they need to make a possible and efficient layout and location. This is to ensure that the customers and clients will be able to determine the part and areas of one place. The facilities and amenities must be located based on its function and how the customers will be able to find it easily.

Reservation process for the beach resort facilities can be obtained easily with the weighted mean (4.00) and the beach resort structure enables guest to move around without difficulty (3.99) both got the verbal interpretation of very good.

Beach resort structure enables guest to move around without difficulty, but it is not that satisfactory to the guests who have handicapped companions because they are hard to move them around the beach resort. There are no pathways wherein wheelchairs could pass through making it hard for them to transfer the guest from one place to another.

Disabled guests find it unfair that they cannot enjoy the services of a beach resort because of their disabilities. Services and facilities offered to them are only limited and not satisfying enough. The beach

resorts are limiting more the opportunities of these individuals to have fun with their loved ones. Their facilities were designed not to accommodate disabled guests; the beach resorts have uneven terrain and gravel surfaces (Rimmer, 2017).

Table 10. Factors Affecting Guest Loyalty in terms of Expectation

Indicators	WM	VI	Rank
1. Staff is adhering to professional standards of conduct.	4.26	Very Good	1
2. All staffs are synchronized with quality service.	4.07	Very Good	4
3. Staff is well-versed about the products and services offered by the beach resort.	4.14	Very Good	3
4. All staff are well-trained.	4.06	Very Good	5
5. Cleanliness of the hotel is well-maintained.	4.16	Very Good	2
Composite Mean	4.14	Very Good	

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

Table 10 shows the overall assessment of respondents on the factors affecting guest loyalty in terms of expectation was very good with the composite mean of 4.14. The beach resorts are very good in acquiring and providing the expectations of the customers because they make strategic plans and change management to increase their operation and productivity. This will be helpful for them to increase the loyalty and patronage among their guests. McCracken (2018) stated the expectation of the customers is highly reliable to increase their loyalty towards the business. When the management are able to exceed their expectations, then there is a chance that the customer will patron the service and accommodation.

The highest mean is staff is adhering to professional standards of conduct with the weighted mean of (4.26) followed by cleanliness of the hotel is well-maintained (4.16) and staff is well-versed about the products and services offered by the beach resort (4.14) all having the verbal interpretation of very good.

All staff is adhering to professional standards of conduct to give quality and consistent service to gain the loyalty of their guests. Staffs are well trained when it comes to interacting with the guests. They do not fight with them when the guest is being disruptive and hard to handle, instead they talk with them politely and explained why it took them too long to deliver their requests.

The hospitality industry vowed to put their guests' needs first and to deliver quality service. Though the industry is facing a diverse number of guests, employees are expected to interact with them professionally, with respect, and they should be responsive to the wants and needs of the guests (Wolter, Bock, Smith, & Cronin, 2017).

All staffs are synchronized with quality service with the weighted mean (4.07) and all staff are well-trained (4.06) both got the verbal interpretation of very good. All the staff is well-trained on how to properly interact with the guests however, some of them are new staffs of the beach resort who are still learning the ways of the industry and they are failing to satisfy the guest thru service.

New employees of the beach resort may be having difficulty in meeting the beach resort's standards. They lack knowledge and therefore not giving the guest what they paid for. Some beach resorts are not training their staff enough for them to perform well so the staff are learning the ways of the industry thru trial and error (Petersen, 2018).

Table 11. Factors Affecting Guest Loyalty in terms of Customer Service

Indicators	WM	VI	Rank
1. Staff is expressing their willingness in listening to guest complaints and does quick action about it.	4.50	Excellent	1
2. Staff is courteous and considerate on dealing with guests.	4.27	Very Good	5
3. Staff does the transaction with guest in a professional manner.	4.36	Very Good	3
4. Staff is willing to share information freely and open to the opinion of the guests.	4.31	Very Good	4
5. Staff is ready to explain to the guests that their transaction will be handled with care and quality.	4.41	Very Good	2
Composite Mean	4.37	Very Good	

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

Table 11 shows the overall assessment of respondents on the factors affecting guest loyalty in terms of customer service was very good with the composite mean of 4.37.

This means that the beach resorts are providing customer service towards their guest because they wanted to accommodate them by being able to guide them, support them and provide their needs during their stay. This is to ensure that all their needs are given to them to enjoy their stay and the scenery of the beach.

Ward (2018) article were able to distinguish how customer service affect the loyalty of the clients. The customers will assume that the organization has already forethought their needs and prefer to be guided and supported by the staff and employees.

The highest mean is staff expressing their willingness in listening to guest complaints and does quick action about it with the weighted mean of (4.50) or in the verbal interpretation of excellent followed by staff is ready to explain to the guests that their transaction will be handled with care and quality (4.41) and staff does the transaction with guest in a professional manner (4.36) both having the verbal interpretation of very good.

Staff is expressing their willingness in listening to their guests' complaints and does quick action about it which the guests liked because they can feel that the staff are concerned for them and are willing to make their stay as comfortable as possible. Guest's complaints about how their cottage is still dirty were handled professionally by the staff because they apologized and cleaned the cottage promptly.

Beach resort staffs should be willing to listen to their problems with the beach resort and be able to suggest actions on how they can help resolve it. Make sure that the employees know all the services offered by the beach resort so that they would be able to help the guests with their requests (Thompson, 2018).

The staff is willing to share information freely and open to the opinion of the guest with the weighted mean (4.31) and staff is courteous and considerate on dealing with guest (4.27) got the verbal interpretation of very good.

The staffs are courteous because they wanted to make the guests feel welcome and appreciate them by being helpful to them and their needs. Being courteous make the guest feel happy and it can lead to positive transaction, acquisition of services and accommodation.

Being courteous to both guests and co-employees is a trait that every beach resort should implement. Simple things like smiling and looking the guest in the eye when talking to them is a sure way of making

them feel valued. Being courteous to the guests demonstrates respect and is contagious in the workplace. It makes both guest and employee happy with their (Krautzel, 2017).

Table 12. Affecting Guest Loyalty in terms Factors of Personal Relationship

Indicators	WM	VI	Rank
1. Staff listens with care to the guests.	4.42	Very Good	1
2. Staff recognizes their loyal guests through their names when they encountered them inside the beach resort.	4.19	Very Good	5
3. All staffs are friendly and give warm welcoming to their loyal guest and offers good environment during the stay.	4.37	Very Good	3
4. Staff shows the concern if guests share their ideas, hope, and feelings and problems about the service of the beach resort.	4.23	Very Good	4
5. Staff delivers service to guest is based not just on systems, processes, and procedures but also on personal effort and creativity.	4.40	Very Good	2
Composite Mean	4.32	Very Good	

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

Table 12 shows the overall assessment of respondents on affecting guest loyalty in terms factors of personal relationship was very good having a composite mean of 4.32. The results revealed that the beach resort and their staff establish personal relationship among their customers to increase their loyalty because once the client become friends with anyone in the beach resort employees, they will prefer to come back.

Khadka and Maharjan (2017) posited that the personal relationship between the employees and their customers has high impact to customer loyalty. The personal relationship may build friendship that would encourage customers to return and acquire the same services because they personally know the employees.

The highest mean being staff listen with care to the guests with the weighted mean of (4.42) or in the verbal interpretation of excellent followed by staff delivers service to guest is based not just on systems, processes, and procedures but also on personal effort and creativity (4.40) and all staffs are friendly and give warm welcoming to their loyal guest and offers good environment during the stay (4.37) both having the verbal interpretation of very good.

Staff listens attentively and with care to their guests who are having complaints to the facilities of the beach resort. Even though their facilities are hard to find, the helpfulness of the staffs made up for it leaving the guests happy and willing to come back to the beach resort.

Guests and staff are human beings who crave positive interactions and friendship. It just makes sense that guests would be more satisfied in a beach resort where they can have positive interactions with the staff who shows that they care about them. Personal relationship with the guest is important because this ensures that the guest is being well taken care of (Silket, Z, 2017).

The staff shows the concern if guests share their ideas, hope, and feelings and problems about the service of the beach resort with the weighted mean (4.23) and staff recognizes their loyal guests through their names when they encountered them inside the beach resort (4.19) got the verbal interpretation of very good.

Some staff recognizes their loyal guests through their faces when they encountered them inside the beach resort, but some do not know them by name. Other staff does not know them by face causing them to ignore the guest.

Recognizing guests even just by their face shows that the beach resort cares about them. It means that they know that the guest is a regular in the resort and that they recognize them for their loyalty. This encourages other guests to come to the same resort because they see that the beach resort values their guests so much that they know them personally by name (Williams, 2018).

Table 13. Factors Affecting Guest Loyalty in terms of Rewards

Indicators	WM	VI	Rank
1. The beach resort sends information of their promos and incentives to their loyal guests.	4.09	Very Good	1
2. The beach resort has enough and interesting rewards, freebies and points that is offered to beach resort's guests.	3.75	Very Good	4.5
3. Beach resort membership provides an advantage to avail coupons and other rewards offered by the beach resort	3.95	Very Good	2
4. The beach resort provides loyalty cards where guests having this card may redeem the points at gasoline stations.	3.75	Very Good	4.5
5. The beach resort provides reward and letter of appreciations at special events like Christmas and Beach Resort anniversary.	3.89	Very Good	3
Composite Mean	3.89	Very Good	

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

Table 13 presents the factors affecting guest loyalty in terms of rewards which obtained the composite mean of 3.89 and verbally interpreted as very good. The beach resorts provide rewards for their customers to increase their patronage because it will encourage them to return to avail it. This is a marketing strategy which is used by many businesses and beach resorts can easily acquire the loyalty of their guests when their customers know that they will gain as they return to the beach resort.

A powerful tool in marketing industry is the use of loyalty programs to encourage the customers to patronage the products and services. The use of such technique can benefit both the customers and the enterprise because they will be profited and satisfied in the end. The loyalty program tends to become one of the important issues for the positive success of any enterprise and organization because it can encourage or enthusiast the customers to avail same products and services (Singh & Khan 2013).

Different enterprise tried to use different kinds of loyalty program such as airlines and hotel chains who provide reqrd system for their customers who patronage their products and services. They used such as platinum, gold and silver program that is based on the number and extent of purchases by their customers (Bernazzani, 2015).

It shows that the beach resort sends information of their promos and incentives to their loyal guests got the highest weighted mean of 4.09 followed by beach resort membership provides an advantage to avail coupons and other rewards offered by the beach resort with 3.95.

The result revealed that the beach resorts are sending information to their guests about the promos and incentives they promote because they wanted to make their loyal customers are top priority to avail it because they prefer to have repeat customers compared to new ones. Old customers would eventually understand the process flow of the management and services since they already experienced it before. They will not be too much demanding and that their patronage can bring more income profit for they are sure consumers or buyers of services.

According to Nethercott (2018), repeat customers provide more benefits than acquiring new one because they will spend more money since they understand the worth of paying more to gain additional services. They are also easier to sell to or will eventually buy more products because of being satisfied with their previous experiences. However, the beach resort provides reward and letter of appreciations at special events like Christmas and Beach Resort anniversary got the weighted mean of 3.89 and the least is the beach resort have enough and interesting rewards, freebies and points that is offered to beach resort's guests., and provides loyalty cards where guests having this card may redeem the points at gasoline stations with lowest mean score of 3.75.

This means that the beach resorts are providing loyalty cards where it is earning points that could be redeem in any way such as freebies or gain points at gasoline station to increase their likeliness to acquire the resort accommodation and services.

The customers are aware of the advantage of having a loyalty card and be informed about the promotions and discounts of having the card. More so, the loyalty cards can be the source of information and recommendation among the customers when they felt that using or acquiring it adds to the satisfaction they felt when they wanted to acquire the servies (Florendo, De Chavez, Gamab, Lescano, & Ona, 2016).

Table 14. Difference of Responses on Factors Affecting Guest Satisfaction When Grouped According to Age

	F-value	p-value	Interpretation
Timeliness	0.471	0.703	Not Significant
Completeness	1.880	0.134	Not Significant
Courtesy	2.193	0.089	Not Significant
Consistency	1.123	0.340	Not Significant
Accessibility	3.196	0.024	Significant
Accuracy	0.627	0.598	Not Significant
Responsiveness	3.224	0.023	Significant

Legend: Significant at p-value < 0.05

As seen from the result, there was a significant difference observed on the factors affecting guest satisfaction in terms of accessibility and responsiveness when grouped according to age because the obtained p-value of 0.024 and 0.023 were less than 0.05 alpha level. This means that the responses varies significantly and was found out from the post hoc test that those who are 45 years old and above have higher assessment on accessibility while those who are 18 to 26 years old have higher assessment on responsiveness.

Being young adult can differ on the assessment of guest satisfaction with regards to accessibility because younger generation are used to easy access to any place due to being part of the digital technology

era. Furthermore, the extent of being responsive of the staff of the beach resort will differ based on the age group of the respondents because of their maturity in understanding the services and by being patient in dealing with the staff. Neckarova (2016) posited that the ages of the tourist have no significant difference to their satisfaction because they have different interest in life. Whatever it is that the resort or attraction have will come up with the same satisfaction because it depends on the extent of services provided for them.

Table 15. Difference of Responses on Factors Affecting Guest Satisfaction When Grouped According to Gender

	t-value	p-value	Interpretation
Timeliness	-0.079	0.937	Not Significant
Completeness	1.452	0.148	Not Significant
Courtesy	1.174	0.241	Not Significant
Consistency	0.763	0.446	Not Significant
Accessibility	1.401	0.162	Not Significant
Accuracy	-0.144	0.885	Not Significant
Responsiveness	0.888	0.375	Not Significant

Legend: Significant at p-value < 0.05

Table 15 reveals that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and implies that male and female both assessed the factors affecting guest satisfaction equally. Male and female will have the same extent of satisfaction and it will greatly depend on how the beach resort provides services to them. All activities and accommodation provided by the management is appropriate for both sexes so their satisfaction will greatly be influenced with how the staff assist them with their needs. This is supported by the study of Mansoor (2017) where he found out no difference were found on the satisfaction between men and women because the service sector effort will increase their feeling of satisfaction. Men and women greatly depend on the availability of services for them and the existence of need facilities and amenities.

Table 16. Difference of Responses on Factors Affecting Guest Satisfaction When Grouped According to Civil Status

	t-value	p-value	Interpretation
Timeliness	1.061	0.290	Not Significant
Completeness	2.124	0.035	Significant
Courtesy	2.506	0.013	Significant
Consistency	1.589	0.113	Not Significant
Accessibility	2.737	0.007	Significant
Accuracy	1.476	0.141	Not Significant
Responsiveness	1.946	0.053	Not Significant

Legend: Significant at p-value < 0.05

As seen from the result, there was a significant difference observed on the factors affecting guest satisfaction in terms of completeness, courtesy and accessibility when grouped according to age because the

obtained p-value of 0.035, 0.013 and 0.007 were less than 0.05 alpha level. This means that the responses varies significantly and was found out from the post hoc test that those who are single higher assessment on completeness and courtesy while those who are married have higher assessment on accessibility.

There is difference with completeness factor that affect satisfaction because married people have higher assessment due to the needs of their family and children when they visit beach resorts. Family oriented people are conscious of the completeness of facilities because they are foreseeing the needs of their families

According to the study of Melkis, Hilmi and Mustapha (2014), they found out that marital status has influence to the satisfaction in the emerging market of service industry. Further, courtesy has different assessment based on the marital status of the respondents because of the values and beliefs uphold by the Filipino families which is carried out when they seek service from beach resort. They wanted that the family and children are influence with good courtesy and respect which common values of the local people.

This is supported by the study of Sivanandamoorthy (2013) where he found out the difference found in the demographic profile of civil status and age in assessing customer satisfaction. The customer perspective of how staff were able to be courteous can increase their satisfaction because they feel they are welcome and that the staff are showing positive behavior that could influence the values of the guests.

Addition to this, accessibility is one of the factors that affect the satisfaction of the customers which depends on their marital status. People with family coming with them would require easily accessible beach resorts because of the hassles they will face while travelling especially when there are kids and young children.

The study of Serin, Balkan and Dogan (2013) found out significant difference were found with marital status and the accessibility of destination. This demographic factor can affect the perception of satisfaction since it gained competitiveness and advantage to the destination.

Table 17. Difference of Responses on Factors Affecting Guest Satisfaction When Grouped According to Frequency of Visit

	F-value	p-value	Interpretation
Timeliness	0.436	0.728	Not Significant
Completeness	0.862	0.462	Not Significant
Courtesy	0.930	0.427	Not Significant
Consistency	0.439	0.725	Not Significant
Accessibility	0.625	0.599	Not Significant
Accuracy	0.497	0.684	Not Significant
Responsiveness	0.685	0.562	Not Significant

Legend: Significant at p-value < 0.05

Table 17 reveals that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and implies that those visited the beach resort all assessed the factors affecting guest satisfaction equally.

It can be gleaned that even though the respondents have been in the beach resort one or twice, their satisfaction will depend on how the management and staff provide the services because of its consistency and competitiveness. According to Guest (2016), frequency of visit does not affect the satisfaction of the

customers because they returned to the attraction or destination due to their experiences and activities that they wanted to do.

Table 18. Difference of Responses on Factors Affecting Guest Loyalty When Grouped According to Age

	F-value	p-value	Interpretation
Convenience	4.517	0.004	Significant
Expectation	4.240	0.006	Significant
Customer Service	0.584	0.626	Not Significant
Personal relationships	2.019	0.112	Not Significant
Rewards	4.162	0.007	Significant

Legend: Significant at p-value < 0.05

Based on the results, it shows that there is significant difference on the respondents of the respondents about factors affecting guest loyalty in terms of convenience, expectation, and rewards when grouped to their age since the computed values are less than 0.05 level of significance, therefore it reject the null hypothesis.

This implies that the age group of the respondents has different assessment of convenience because of their level of maturity and understanding of the goal of the beach resorts which is to provide leisure experience and to make the customers convenient while they are enjoying their stay. This is supported by the findings of the study of Williams (2018), no difference was found with the age of the respondents and their customer satisfaction variable. This may be contributed to the different level of maturity and needs that is given to the customers during their visit in beach resorts.

Further, age group has different satisfaction depending on their expectation because of the different interest they have related to water activities. Younger generation prefers activities that are enjoyable and new, while those who are older expect that the beach resort is a place to relax and sleep. Habel, Alavi, Wieseke Schmitz, & Schneider (2016) study found a difference on the guest satisfaction perspective among respondent from different age group. Correlation were found with these variables since different age groups belong to different generation, exposure and experiences so they will expect more from the destination they wanted to visit.

Table 19. Difference of Responses on Factors Affecting Guest Loyalty When Grouped According to Gender

	t-value	p-value	Interpretation
Convenience	1.384	0.168	Not Significant
Expectation	0.660	0.510	Not Significant
Customer Service	0.606	0.545	Not Significant
Personal relationships	0.416	0.678	Not Significant
Rewards	0.942	0.347	Not Significant

Legend: Significant at p-value < 0.05

Table 19 reveals that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. It means that there is no significant difference on the factors affecting guest loyalty when grouped according to gender. This means that male and female have same assessment of factors affecting guest loyalty because their likeliness to return to the beach resort is based on their experiences and how they enjoyed the available activities and accommodation provided to them. Salleh, Said, Abu Bakar, Ali and Zakaria (2016) study found out that there are no significant differences among guests and their satisfaction towards the services. However, service failure can lead to dissatisfaction.

Based on the results on Table 20, it shows that there is significant difference on the respondents of the respondents about factors affecting guest loyalty in terms of convenience, expectation, personal relationship and rewards when grouped to their civil status since the computed values are less than 0.05 level of significance, therefore it reject the null hypothesis.

Table 20. Difference of Responses on Factors Affecting Guest Loyalty When Grouped According to Civil Status

	t-value	p-value	Interpretation
Convenience	3.026	0.003	Significant
Expectation	2.456	0.015	Significant
Customer Service	0.868	0.386	Not Significant
Personal relationships	2.004	0.046	Significant
Rewards	2.910	0.004	Significant

Legend: Significant at p-value < 0.05

This means that the single respondents prefer to be accommodated in beach resorts by being convenient in their stay, having high expectation of the services, depends on the personal relationship gained and the rewards provided by the staff and management. They wanted to really enjoy their stay in a beach resort and aimed at relaxation than enjoyment. Jasinkas, Streimikiene, Svagzdiene and Simanavicius (2015) study found no difference exist between the loyalty of guest and their civil status. The business of service industry is rapidly growing and the factors that could affect the loyalty of the customers which is based on the services provided for them.

Table 21. Difference of Responses on Factors Affecting Guest Loyalty When Grouped According to Frequency of Visit

	F-value	p-value	Interpretation
Convenience	0.477	0.699	Not Significant
Expectation	0.352	0.788	Not Significant
Customer Service	0.395	0.757	Not Significant
Personal relationships	0.589	0.623	Not Significant
Rewards	0.615	0.606	Not Significant

Legend: Significant at p-value < 0.05

Table 21 shows that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. It means that there is no significant difference on the factors affecting guest

loyalty when grouped according to frequency of visit. This means that there will be no difference on the assessment of the respondents even they have been in the beach resort for several times because their loyalty is gained based on their intention why they visit the place.

The loyalty is not affected by the number of visits of the customers because other factors may be associated why they return to repurchase the products and services. They may return due to the presence of other products they were unable to buy during their previous visits (Reddy, 2017).

Table 22 below signifies that the computed r-values indicates a moderate direct correlation and the resulted p-values were all less than 0.01 alpha level, thus the null hypothesis is rejected. This means that a significant relationship exists and implies that the more positive is their assessment on the factors affecting guest satisfaction, the more positive is the assessment on loyalty in terms of convenience.

Table 22. Relationship Between the Factors Affecting Guest Satisfaction and the Factors Affecting Guest Loyalty in terms of Convenience

	r-value	p-value	Interpretation
Timeliness	.302**	0.000	Highly Significant
Completeness	.480**	0.000	Highly Significant
Courtesy	.311**	0.000	Highly Significant
Consistency	.419**	0.000	Highly Significant
Accessibility	.801**	0.000	Highly Significant
Accuracy	.341**	0.000	Highly Significant
Responsiveness	.414**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

This means that the guest satisfaction is affected by the loyalty of the clients based on the convenience of the place because they visit nature-based attraction to relaxed and would not think of anything else. So, they seek accommodation from them to be able to focus on relaxation without hassle. The study of Greenlily (2017), found out that when the customers are convenient with the services provided to them, then their satisfaction and loyalty increased. This factor is congruent to the fact that the people loyalty and satisfaction is needed by any enterprise and to achieve this is to assure that they are always convenient while they are within the accommodation.

Table 23. Relationship Between the Factors Affecting Guest Satisfaction and the Factors Affecting Guest Loyalty in terms of Expectation

	r-value	p-value	Interpretation
Timeliness	.303**	0.000	Highly Significant
Completeness	.332**	0.000	Highly Significant
Courtesy	.390**	0.000	Highly Significant
Consistency	.445**	0.000	Highly Significant
Accessibility	.679**	0.000	Highly Significant
Accuracy	.389**	0.000	Highly Significant
Responsiveness	.457**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 23 shows that the computed r-values indicates a moderate direct correlation and the resulted p-values were all less than 0.01 alpha level, thus the null hypothesis is rejected. This means that a significant relationship exists and implies that the more positive is their assessment on the factors affecting guest satisfaction, the more positive is the assessment on loyalty in terms of expectation.

This means that the satisfaction felt by the respondents is affected by their expectation of the accommodation and services that the beach resorts provide. They expect that they will be accommodated properly and will be satisfied when they feel that all of their expectations are met.

Zephan (2018) study was able to find out the relationship that exist between customer satisfaction and loyalty with the element of expectation that influence them. The businesses may only increase customer retention when they exceed to their expectation.

Table 24. Relationship Between the Factors Affecting Guest Satisfaction and the Factors Affecting Guest Loyalty in terms of Customer Service

	r-value	p-value	Interpretation
Timeliness	.618**	0.000	Highly Significant
Completeness	.558**	0.000	Highly Significant
Courtesy	.579**	0.000	Highly Significant
Consistency	.628**	0.000	Highly Significant
Accessibility	.373**	0.000	Highly Significant
Accuracy	.657**	0.000	Highly Significant
Responsiveness	.660**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 24 presents that the computed r-values indicates a moderate direct correlation and the resulted p-values were all less than 0.01 alpha level, thus the null hypothesis is rejected. This means that a significant relationship exists and implies that the more positive is their assessment on the factors affecting guest satisfaction, the more positive is the assessment on loyalty in terms of customer service.

It implies that the guest satisfaction is affected by the customer service that the beach resort provides to support and assist them during the whole duration of their stay. They wanted to feel that they are prioritized and that the staff are eager to help them with their needs.

According to Rodriguez (2018) that relationship will exist between satisfaction and loyalty because they could affect one another. When the customers were able to feel satisfaction towards the product and services, they may feel acquainted with the business itself that lead to loyalty towards the organization. Addition to this, the study of Bernazzani (2015) found out the importance of satisfaction is very essential to the customer loyalty. The ultimate goal of acquiring loyalty is assurance that the customer will always be satisfied based on their preference and expected services.

Table 25 reveals that the computed r-values indicates a moderate direct correlation and the resulted p-values were all less than 0.01 alpha level, thus the null hypothesis is rejected. This means that a significant relationship exists and implies that the more positive is their assessment on the factors affecting guest satisfaction, the more positive is the assessment on loyalty in terms of personal relationship.

Table 25. Relationship Between the Factors Affecting Guest Satisfaction and the Factors Affecting Guest Loyalty in terms of Personal Relationships

	r-value	p-value	Interpretation
Timeliness	.569**	0.000	Highly Significant
Completeness	.558**	0.000	Highly Significant
Courtesy	.506**	0.000	Highly Significant
Consistency	.635**	0.000	Highly Significant
Accessibility	.426**	0.000	Highly Significant
Accuracy	.629**	0.000	Highly Significant
Responsiveness	.620**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

This shows that the respondents' assessment of guest satisfaction is influenced with the personal relationship they established with the staff and management of beach resorts because they feel acquainted with them, more so, befriended them. When they feel like this, they will be at ease when they are being accommodated by those people whom they feel they know. Guenzi, and Pelloni (2014) stated that the customer satisfaction is driven with interpersonal relationship that will exist between the customers and the staff or service providers.

Table 26. Relationship Between the Factors Affecting Guest Satisfaction and the Factors Affecting Guest Loyalty in terms of Rewards

	r-value	p-value	Interpretation
Timeliness	.269**	0.000	Highly Significant
Completeness	.407**	0.000	Highly Significant
Courtesy	.269**	0.000	Highly Significant
Consistency	.377**	0.000	Highly Significant
Accessibility	.706**	0.000	Highly Significant
Accuracy	.381**	0.000	Highly Significant
Responsiveness	.358**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 26 reveals that the computed r-values indicates a moderate direct correlation and the resulted p-values were all less than 0.01 alpha level, thus the null hypothesis is rejected. This means that a significant relationship exists and implies that the more positive is their assessment on the factors affecting guest satisfaction, the more positive is the assessment on loyalty in terms of rewards.

This means that the rewards can be a distinction of guest satisfaction because of the freebies that the management provides for their customers. It can be overwhelming to feel that the guests are prioritized and were acknowledge through this.

Soderlund and Colliander (2015) were able to discuss in the results of the study that loyalty program rewards have its impact to the satisfaction and patronage among customers. Offering rewards to their guests increases the chances of them returning to the beach resort again. By giving such rewards, the beach resort is showing its guests that they are willing to do everything in order to maintain their guest which is why the guests are always left satisfied. This was found with the correlation result of 0.005 level of significance; thus hypothesis is proven to be not accepted.

Table 27. Proposed Plan of Action to Enhance the Satisfaction and Loyalty Among Guests of Beach Resorts in Laiya, San Juan Batangas

Key Result Area Objectives	Activities	Expected Outcome
Guest Satisfaction		
Timeliness To reduce waiting time for customers and guest transaction	Provision of self-check in machines inside the resort	Since some customers are able to check in themselves, they are less likely to get irritated by long lines in the front desk
Completeness To enhance the complete amenities for the guest such as toiletries, coffee and tea set-up, and other basic needs of the clients	Provision of beverage facilities	There are complete amenities for the guests
	Segregate places for comfort room, bathroom, shower room and additional locker room for the guests	
Courtesy To enhance the staffs' courteousness and respects guest's privacy	Trainings for the beach resort employees about courteousness	The staffs are very courteous and were able to respect and secure the privacy of the guests
	Secure the rooms for privacy purposes. Make sure no holes or damaged in the room and bathroom (shower room)	
	Provide more personnel to accommodate the guests' private rooms and cottages	
Consistency To enhance the uniform standards among beach resort personnel	Checking of proper uniform before and after the shift of each staff Provision of uniform for the beach personnel with color coding based on their job description	The uniform standards of the beach resorts are well implemented
Accessibility To enhance the modes of transportation going to and from the beach resort and its availability	Beach resorts may provide shuttle or transport services for their guests Utilization of private hire car concept like Grab and U-Hop services	There are available transport services for the guests of beach resorts in Laiya, San Juan, Batangas

Accuracy To maintain the food quality listed on the menu when served	Food and beverage trainings for all staff Require NC II for those staff handling food and beverage services	The food handlers are well trained and were able to maintain the food quality listed on the menu
Table 27 Continuation		
Responsiveness To enhance the ability of the staff on anticipating the needs of their guests	Trainings for the staff about Service Quality Posting of Service Quality information in bulletin boards around the premises of beach resorts	The staffs of the beach resorts are able to anticipate the needs of the guest by recommending or providing suggestions to them
Guest Loyalty	Activities	Expected Outcome
Convenience To enables guest to move around without difficulty	Guide the guests to different areas of the beach resorts Orient the guests of each area and inform them how to use the facilities and amenities of the beach resorts Provide a map for each guest that may guide them when the roam around the beach resort	The guest has no difficulty in moving around the different areas of the beach resort
Expectation To ensure that the staff are well-trained	Post in the bulletin boards different trainings the staff underwent Coordinate with the local tourism of San Juan about the available trainings for beach resort innovation and services Encourage personnel to attend trainings and seminars related to beach resort services	All staff are competent and well trained in relation to the services of beach resorts
Customer Service To enhance the courteousness among the staff of beach resorts	Service Quality Training and Seminar	The beach resort staff are very courteous to their customers and guests
Personal Relationship To increase the recognition of loyal guests through their names when they encountered them inside the beach resort	Provision of data base about the personal information of the guests Verification of names of the guests in the system	Guests are officially known by names and were recognized through the data base and system used by the beach resorts
Rewards To enhance the rewards system of the beach resorts and customer loyalty programs	Provide customer loyalty cards with point-earning that could be converted to services and water-recreational activities Coordinate with other redeeming services such as gasoline, beach products and food	The guests are using loyalty cards that is earning points as rewards system that increase their patronage to the beach resorts.

CONCLUSIONS

Majority of the guests visiting beach resorts in Laiya, San Juan Batangas were within 18-26 years old, single females, and have been in the resort for second time. The respondents were satisfied with the services of selected beach resorts for they assessed that the timeliness, completeness, courtesy, consistency, accessibility, accuracy, and responsiveness are very good. They perceived that their loyalty is affected by convenience, expectation, guest service, personal relationships and rewards and assessed that the beach resorts provide such in a very good manner. There is significant difference on the assessment of customer satisfaction on accessibility and responsiveness with the age group 18-26; and significant difference was also found in the variable's completeness, courtesy, and accessibility with those who are single. There is significant difference on the assessment of customer loyalty in terms of convenience, expectation and rewards with the age group 18-26; and significant difference was also found in the variable's convenience, expectation, personal relationship, and rewards with those who are single. The more that the customer is satisfied, the more they become loyal to the beach resort. A proposed plan of action was developed to enhance the customer satisfaction and loyalty among guests visiting beach resorts in Laiya, San Juan, Batangas

RECOMMENDATIONS

It is recommended that the local government of Laiya, San Juan may establish good access for their beach resorts such as building more roads and infrastructure to cater the transport of the tourists going there. The beach resorts may include in their packages provision of transport services to allow the tourists move around the area without difficulty. The local government may provide financial support from local cooperatives to allow the beach resorts to complete their facilities and amenities for increase customer satisfaction and loyalty. The beach resorts may provide customer loyalty cards or another rewards system to encourage them to return and revisit Laiya, San Juan Batangas. The beach resort management may ask their customers about their feedback about the current services to be able to determine which part and aspect needs innovation and change.

The proposed plan of action may be utilized by the beach resorts management to enhance the guest satisfaction and loyalty. A future study is recommended using other factors affecting the satisfaction and loyalty among customers and tourists visiting Laiya, Batangas such as: reliability, assurance, empathy and tangibles.

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