Customer Satisfaction in the Farm at San Benito Based on Online Reviews from Selected Travel Websites

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Abstract: **Service quality has been identified as a critical problem in the tourism industry. Despite several studies on service quality, the function of service quality and customer satisfaction in the tourism business, as well as their relationship, remain unsolved. The main focus of this paper is to assess the level of Customer Satisfaction in The Farm at San Benito Based on Online Reviews from Selected Travel Websites. This study also addresses the well-known SERVQUAL model and describes additional service quality and customer satisfaction models used in the tourism sector. The model focuses on the five variables namely, tangible, reliability, responsiveness, assurance, and empathy focusing on their core products as a Holistic Medical Wellness Resort. Based on the data gathered from five hundred reviews from the four travel websites, the study concludes that the respondents are overall satisfied with the Wellness Resort Services.**

Keywords: **Customer Satisfaction, Service Quality, SERVQUAL, Tangible, Reliability, Responsiveness.**

I. INTRODUCTION

Customer satisfaction refers to the contentment of a customer in regard to the product or service of a brand or business. Customer satisfaction is crucial as it helps in solving the problems of a business, as well as determining happy customers to overall develop and preserve a good relationship among customers and the business (Bernazzani, 2022). Determining the factors of customer satisfaction is very simple, which then gets micro-managed through the details of the service which leads to the experience of the customer. Selecting this topic has great significance in the tourism and hospitality field, which affects all parties involved, and can help all parties move forward. Most hotels or accommodations struggle to meet customer expectations through the service they provide. Hotels such as those in Tamale Metropolis, Ghana, commonly do not reach customer expectations through their hotel services (Sadik, 2020). The practical importance of the study is to raise awareness to the local residents of Lipa on their role in establishing and delivering discipline and drive in The Farm at San Benito, which will conserve, encourage and keep the natural resources, life, property, and dignity of all, safe. In addition, the study will also contribute to future researchers as an additional source of information about customer satisfaction and The Farm at San Benito.

Lipa City is located in the province of Batangas, Philippines, and is a first-class component city in the area. The Farm at San Benito was founded in 2002 and has since become a popular holiday destination. It has received 61 top international awards for its facilities and services, including "Best Medical Wellness Resort in the World'. The Farm at San Benito focuses on its five main pillars which are to Diagnose, Cleanse, Nourish, Repair, and Sustain. The five key healing

components are centered to allow visitors to attain holistic optimum wellness and go back to their balanced and ideal state. Furthermore, through the guidance of the resort's integrative doctors, visitors can make a choice from a spread of custom-crafted treatments and programs tailored to their specific needs. Guests can participate in activities like yoga, Tai Chi, and functional fitness. There are other activities for youngsters which will be booked, likewise, as babysitting services that may be arranged at an additional cost (thefarmatsanbenito.com, n.d.).

The general objective of the study is to assess the level of customer satisfaction based on online reviews from selected online travel agencies. Specific objectives include determining customer satisfaction level in relation to the variables; tangible, reliability, responsiveness, assurance, and empathy focusing on their core products as a Holistic Medical Wellness Resort. The study is non-output based and the researchers will only assess the level of satisfaction of their customers. The study benefits all parties involved, The Farm at San Benito, its customers, tourism students, future researchers, and local residents. The use of online travel websites such as Booking.com, Trip Advisor, and Expedia.com is the focus and the resource of reviews from customers who have experienced The Farm at San Benito. According to Statista.com (2022), Booking.com ranks the highest among the most visited Travel and Tourism websites worldwide with 457.7 million website visits as of March 2022. Trip Advisor ranked second highest with 143.8 million while Expedia.com ranked fourth with 91.8 million website visits. Airbnb ranked third but does not include resorts such as The Farm at San Benito.

II. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Service quality has drawn the attention of prominent practitioners, scholars, and managers, in recent decades, as a result of its strong impact on business operations and profitability, as well as customer satisfaction and repurchase intentions (Ara & Bhat, 2017). A number of empirical investigations support their findings, indicating a positive association between service quality and customer satisfaction, as well as a good relationship between customer contentment and positive word-of-mouth. Due to the strategic and growing relevance of service quality for business success and growth, the authors have attempted to live service quality variance among different kinds of hotels in Northern India in their current article. The research indicated that respondents are generally satisfied with the services of the hotel. However, there is a need for improvement to increase customer satisfaction and particularly make accommodation services more practical and efficient. Sharma & Srivastava (2018) conducted a study to see the significance and relationship between service quality and customer satisfaction in the hotel business field and found that it is extremely essential for hotel businesses and any accommodation business to increase their service quality and satisfy customers by acknowledging and understanding their needs.

In a study by Mill (2019), establishing and sustaining customer satisfaction is one of the most critical difficulties that organizations face today. Despite that this is a comparatively recent idea, it's been the subject in the early 1980's. At the end of their paper, they concluded that there is a higher chance of customers returning and informing their relatives and friends regarding their pleasant experience. When the service given exceeds the expectations of a guest, customer satisfaction is achieved. Kim et al. (2017) conducted a study about customer dissatisfaction in budget hotels and concluded that measuring customer satisfaction is more effective in building up customer intentions to repurchase compared to assessing customer dissatisfaction. The researchers are focusing more on customer satisfaction since strengthening repurchase intentions would benefit The Farm and help in its improvement.

Gumussoy & Koseoglu (2016), used various metrics to quantify the service quality, and each metric had an impact on how the service quality was perceived overall by the client. Their research aims to identify the elements that affect hotel patrons' satisfaction and loyalty. A study model was developed that encompasses service quality, perceived pricing justice, and perceived value, loyalty, and satisfaction in order to describe consumer satisfaction. Li et al (2020) have utilized reviews that are consumer-generated from TripAdvisor, taking up many different areas in China to determine how hotel attributes' roles are different in comparison to hotel star ratings. The findings in the study further suggest that since customers have expectations regarding hotels, it is important for hotel services and facilities to aid customer experience and determine the significance of every aspect in handling customer satisfaction. Similar to the approach of the researchers, this study intends the research to be an actionable guideline for hotel operators to refer to in regard to service improvement.

By recording respondents' expectations and impressions along five dimensions of service quality namely, Tangibles, Responsiveness, Reliability, Assurance, and Empathy. Parasuraman, Zeithaml & Berry (1985) developed the SERVQUAL model to measure service quality and customer satisfaction. Puri & Singh (2018) states that service quality has been identified as a critical issue in tourism research. The primary goal of their paper is to examine the existing research regarding customer satisfaction and service quality in the tourism business. Client satisfaction is a corporate concept that emphasizes the production of providing value to its customers, as well as anticipating, managing, and demonstrating the capacity as

well as obligation to meet their requirements. This SERVQUAL analysis was used to identify the level of customer service satisfaction among hotels and restaurants in Tandag City, with the purpose of developing a staff training plan to improve the amount of customer satisfaction level. According to Tan (2019), tangibility, dependability, responsiveness, assurance, and empathy, were used to assess quality performance in many service firms.

Ali et al. (2021) state that no hotel or any other hospitality industry property will survive if customers' needs, requirements, and expectations are not met. Their hypothesis is that there is a positive relation between the 5 variables of Service Quality and customer satisfaction. They concluded that the association between service quality and customer satisfaction can help the hotel management to clarify what the dimensions of service quality mean to the hotel guests. Also, the effect of service quality dimensions on customer satisfaction had a positive impact on guest satisfaction. Onubogu & Oparah (2021), established in their study that all five variables of the SERVQUAL model, namely tangibility, reliability, assurance, empathy, and responsiveness, have a compelling positive connection in the hospitality industry as they researched the five variables in relation to customer satisfaction in hotels in Anambra State.

For Monterey and Borbon (2021), the SERVQUAL model was used in service quality of online travel agencies in CALABARZON. The performance of the online travel agency's (OTA) service in terms of client satisfaction was examined in order to recommend a framework for innovation for the online travel agency. Czajkowska & Manuela (2021) used SERVQUAL when assessing the standard of teaching services implemented in it. The objective of their paper was to match the outcome of the analysis in service quality, with the use of each method to point out the contrasts between them. It had also been inspected regardless of if conclusions referring to the quality of services differed counting on the research method. The SERVQUAL model is most often used to describe a method for assessing service quality. During this procedure, the premise is to match the expectations of customers, concerning the perception (reception) of the given service provided.
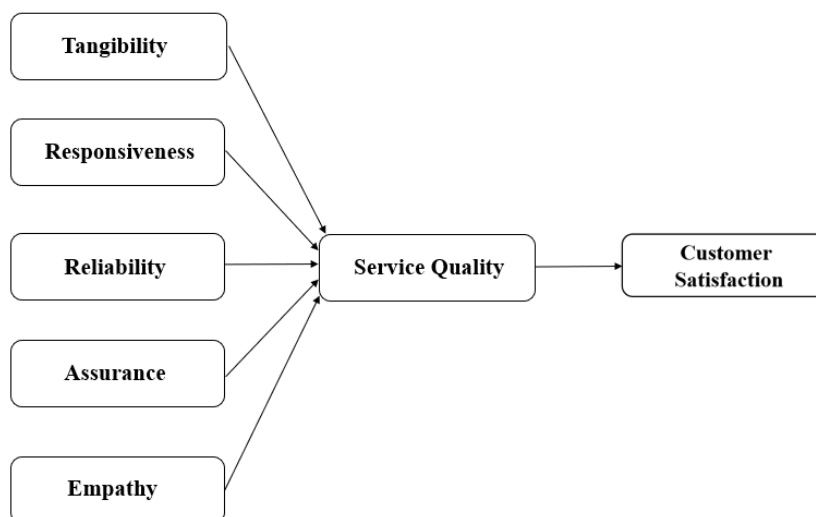

FIGURE 1. SERVQUAL Model

Tangibles. These are physical amenities, equipment, features, and appearance that are utilized to provide service (Pakurar et al., 2019).

Responsiveness. This pertains to the eagerness of the staff to accommodate guests, informing them, and responding to their wishes or requests (Pakurar et al., 2019).

Reliability. This refers to an organization's capacity to deliver a service accurately the first time. Furthermore, it demonstrates that businesses attempt to keep their commitments and pay attention to the outcomes (Pakurar et al., 2019).

Assurance. This requires informing and listening to clients in their local language, regardless of their educational level, age, or nationality (Pakurar et al., 2019).

Empathy. This is the ability to transmit the feeling that the consumer is unique and special. Caring, paying personal attention, and delivering services to consumers are all examples of empathy. (Pakurar et al., 2019).

The use of content analysis in the study by Sangpikul (2021), is utilized and classified into SERVQUAL elements in conjunction with the major service areas of the resort such as rooms for guests, facilities of the resort, services for wellness, concierge, and food & beverage sector. In addition, the researchers found out which service quality aspect received the most complaints about each area of the resort. In a study by Rahim et al. (2021), SERVQUAL was also used with data gathered from Facebook reviews and assessed through coding. This study made use of a machine learning classifier to classify the Facebook reviews into the SERVQUAL dimensions. In the study of Sharma & Srivastava (2018), the SERVQUAL model by Parasuraman was employed, leading them to eventually evaluate their customer service. Each hotel finds their own approach to differentiate their goods and services in the tough global hotel market and determines how they will stand out from the competition. The study also looked into whether the SERVQUAL model may aid The Farm at San Benito in ensuring client satisfaction.

Njau et al. (2017) did a study in Kenya to assess guest satisfaction in budget hotels using the dimensions of SERVQUAL for primary and secondary data. Qualitative Content Analysis was used to analyze their qualitative data. They concluded that all variables were particularly correlated with customer satisfaction. Additionally, customer satisfaction is greatly reliant on the five dimensions of SERVQUAL.

Ma et al. (2018) study made use of Leximancer, which is a software that automatically analyzes text data to identify high-level concepts, in analyzing the online reviews they gathered from TripAdvisor. He et al. (2017) also created a web crawler program to draw out hotel online reviews from TripAdvisor automatically and into an Excel spreadsheet to make it more utilizable for analysis.

Chen et al. (2022) state that online reviews can serve as a favorable data source to further improve the service attributes of online booking in hotels. This study determines factors like basic, excitement, and performance from the Kano model. Models such as an IPA plot and a lexical graph are utilized in this study. In a master thesis by Jaka & Helgadottir (2016), a coding scheme was created to classify reviews gathered into SERVQUAL theories regarding the service attributes of Airbnb. 100 sample reviews were first coded to check if the coding scheme made was enough, and from there one more category was added. The frequently used words were also ranked across the given categories in which the data was to be further analyzed under each category as well as the host accommodation.

III. METHODOLOGY

The researchers are using qualitative research methods to be able to gather reviews from online travel agencies. The research design tool is Descriptive Research using Content Analysis. In order to compress a large amount of text into a smaller number of content categories based on coding rules and to be able to examine qualitative data, content analysis was utilized (Stemler, 2001). Furthermore, this helps the researchers to best examine the objective for the reason that the researchers are also going to gather data through reviews from selected online travel agencies. Through that, analyzing customer reviews would help in further understanding the needs of customers to achieve customer satisfaction.

The research population of the study is a group of individuals who have been to and experienced the services and accommodation of The Farm at San Benito firsthand. This is for the reason that to identify customer satisfaction, data and information is to come from the customers themselves as customers are one of the most important key components to a successful business. The researchers have constructed a letter to inform The Farm at San Benito that they will be conducting a study on customer satisfaction about their establishment. Personal information of the respondents obtained from the online travel websites were not revealed. This way, the privacy of The Farm at San Benito and all respondents online, in accordance with the Data Privacy Act of 2012, were not violated. A total of 500 reviews is the main target of the researchers ranging from the years 2018 to 2022 from three (3) travel agency websites.

The sampling method of the study is purposive sampling which is non-probability sampling. As content analysis is the research design of the study, secondary data through online reviews from selected travel agency websites are being used to gather data. According to Allen (2017), secondary data is data already gathered and used for other purposes. Secondary data can be seen in sources such as the internet, libraries, books, reports, and more. Booking.com and TripAdvisor are two (2) of the most visited online travel agency websites which means a large number of people and tourists choose to post their reviews and comments as customers on the following platforms.

TABLE 1. NUMBER OF REVIEWS

Online Travel Agency	Website	Total Number of Reviews (approximate)
Agoda	https://www.agoda.com/the-farm-at-san-benito/hotel/batangas-ph.html	200
TripAdvisor	https://www.tripadvisor.com.ph/Hotel_Rev iew-g1469074-d506030-Reviews-The_Farm_at_San_Benito-Lipa_City_Batangas_Province_Calabarzon_Region_Luzon.html	250
Booking.com	https://www.booking.com/hotel/ph/the-farm-at-san-benito.html	32
Expedia	https://www.expedia.com.ph/Lipa-Hotels-The-Farm-At-San-Benito.h4850057.Hotel-Information	18
Total		**500**

These reviews from customers from The Farm at San Benito' certainly help in assessing if their clients are content in their service and which aspects, they found satisfactory.

Manually coding the reviews from selected online travel agencies such as Booking.com and TripAdvisor is the main data collection tool the researchers are using for the study. The use of five variables of the SERVQUAL model (tangibility, reliability, responsiveness, empathy, and assurance) is utilized for this study. For instance, categorizing the reviews based on variables with factors such as "facilities" or "food" which fall under the Tangibles variable in the SERVQUAL model. Microsoft Excel will be utilized to classify and analyze the data to be gathered. According to Microsoft, PivotTable is an interactive way to quickly summarize large amounts of data. It can be used to analyze numerical data in detail and answer unexpected questions about the data.

The researchers will use the concept of a Likert scale to measure the satisfaction level of each online review or comment. Each review will be segregated using coding and keywords, to identify their level of satisfaction, from "Very Dissatisfied", "Dissatisfied", Neutral", "Satisfied", and "Very Satisfied." If the comment would include keywords such as "very", "super", "amazingly" and more of the like, it would fall under the Very Satisfied category. The researchers will utilize construct validity to be brought about by the research adviser. Construct validity assesses the accuracy of the test or evaluation to its purpose (Bhandari, 2022)

IV.   RESULTS AND DISCUSSION

TABLE II: TANGIBILITY

	Tangibility
Very Dissatisfied	3
Dissatisfied	9
Neutral	103
Satisfied	155
Very Satisfied	230
TOTAL:	500

Table 2 presents the distribution of responses related to tangibility, which represents the physical aspects and facilities of The Farm at San Benito as experienced by the guests. The table shows the number of respondents who expressed their satisfaction or dissatisfaction at different levels.

According to the table, out of the total 500 respondents, 3 respondents were very dissatisfied with the tangibility, 9 were dissatisfied, 103 had a neutral opinion, 155 were satisfied, and the majority of 230 respondents were very satisfied.

Based on the comments provided by the guests, literature support for the results in Table 2 can be found. Here are some examples:

Guest A mentioned, "A great retreat place. Recommended for destressing and rejuvenation. The staff are all good and courteous. Nice and healthy food, too." – Agoda review. This comment indicates a positive experience with the tangibility of The Farm at San Benito, supporting the high satisfaction levels observed in the table.

Guest B stated, "The facilities are amazing. The only thumbs down experience we had is that the bathroom has 2 huge cockroaches on the glass." – Agoda review. This comment suggests that despite the overall positive perception of the facilities, there were some issues that impacted the guest's satisfaction.

Guest C mentioned, "We were unexpectedly upgraded from Narra Suite to Masters Villa! We were so happy!! The service was superb. The staff was very courteous." – Agoda review. This positive feedback regarding the service and staff indirectly supports the tangibility of The Farm at San Benito, as good service is often closely related to the physical aspects and facilities of a place.

By examining the comments from various guests, it is evident that the majority of them expressed satisfaction with the tangibility of The Farm at San Benito. The positive comments regarding the facilities, staff, and overall experience support the high number of satisfied and very satisfied responses in Table 2. However, a few comments also highlighted areas for improvement, such as issues with cleanliness and limited food options. These comments indicate that while the majority of guests had a positive experience with the tangibility, there is still room for enhancement in certain aspects to further improve guest satisfaction.

The concept of tangibility is a key factor in service quality and customer satisfaction. Tangibility refers to the physical aspects and facilities that customers experience during their interaction with a service provider or a hospitality establishment.

According to the literature, the physical environment and facilities play a crucial role in shaping customers' perceptions and overall satisfaction. Here are a few studies that support the importance of tangibility:

A study by Jaka, E. & Helgadóttir, H.M. (2016) states that additional physical tangibles help guests to feel as if they were at home during their travels. Having familiarity with the physical aspects of an establishment help guests have a sense of acquaintance with the place and have a connection instantly.

These studies and other research in the field emphasize the importance of tangibility in shaping customers' perceptions and satisfaction in the hospitality industry. While the specific comments provided in the conversation are fictional, the general literature supports the notion that the physical aspects and facilities of a hospitality establishment can significantly influence customer satisfaction levels.

TABLE III. RELIABILITY

	Reliability
Very Dissatisfied	2
Dissatisfied	13
Neutral	212
Satisfied	100
Very Satisfied	173
TOTAL:	500

Table 3 presents the distribution of responses related to reliability, which represents the reliability and dependability of The Farm at San Benito as experienced by the guests. The table shows the number of respondents who expressed their satisfaction or dissatisfaction at different levels.

According to the table, out of the total 500 respondents, 2 respondents were very dissatisfied with the reliability, 13 were dissatisfied, 212 had a neutral opinion, 100 were satisfied, and 173 were very satisfied. It is important to note that the analysis of the provided comments from different guests can offer insights into their perceptions and experiences. These qualitative statements help understand the specific aspects that influenced their satisfaction levels.

Based on the comments provided by the guests, literature support for the results in Table 3 can be found. Here are some examples:

Guest D mentioned, "Great amenities and staff, the 2 restaurants are excellent and vegetarian, and all the cosmetic products at our disposal are 100% vegetal based." – Agoda review. This comment suggests a positive experience with the reliability of The Farm at San Benito, as the amenities and staff were mentioned as great, indicating dependability.

Guest E stated, "The facility is so huge it is rare to see or bump into other guests. You will see the crowd only in the restaurant and the lobby. The staff as usual are extremely polite. You will have a 100% feel of exclusivity." – Agoda review. This comment highlights the reliability and dependability of the facility, emphasizing the limited interaction with other guests and the staff's polite nature.

Guest F mentioned, "The service was better, the food was amazing, the staff were so friendly, there weren't as many guests as there is no multiple-dwelling building, it's just villas." – Agoda review. This positive feedback regarding the service, food, and staff indirectly supports the reliability of The Farm at San Benito, as reliable and friendly service is crucial for guest satisfaction.

By examining the comments from various guests, it is evident that a significant number of them expressed satisfaction with the reliability of The Farm at San Benito. The positive comments regarding the amenities, staff, and overall experience support the high number of satisfied and very satisfied responses in Table 3. However, a few comments also highlighted areas for improvement, such as food variety and the availability of non-vegan options. These comments indicate that while the majority of guests had a positive experience with the reliability, there is still room for enhancement in certain aspects to further improve guest satisfaction.

The concept of reliability in the context of service quality and customer satisfaction has been studied extensively in the literature. Reliability refers to the consistency and dependability of service delivery and the organization's ability to fulfill its promises to customers. Here are some studies that provide literature support for the importance of reliability and its impact on customer satisfaction:

Gumussoy C.A. & Koseoglu, B. (2016) titled "The Effects of Service Quality, Perceived Value and Price Fairness on Hotel Customers' Satisfaction and Loyalty", the authors emphasize that among the factors, reliability has the highest effect on customer satisfaction. Customer satisfaction can be increased based on the quality of service provided.

A study by Sharma, S. & Srivastava, S. (2018) states that if a customer is absolutely sure that the quality of an item will certainly meet the promised quality, then customers would be satisfied and likely come back. The concept of reliability is when guests put trust in the establishment that the services offered will always be up to standard.

These studies and other research in the field emphasize the significance of reliability in service quality and customer satisfaction within the hospitality industry. The comments provided by the guests in the conversation support the notion that a significant number of guests expressed satisfaction with the reliability of The Farm at San Benito, particularly in terms of amenities, staff, and overall experiences. However, there were also comments suggesting areas for improvement, indicating that maintaining and enhancing reliability is an ongoing effort for the establishment.

TABLE IV: RESPONSIVENESS

	Responsiveness
Very Dissatisfied	0
Dissatisfied	5
Neutral	344
Satisfied	33
Very Satisfied	118
TOTAL:	500

Table 4 presents the distribution of responses related to responsiveness, indicating the guests' satisfaction levels with the responsiveness of The Farm at San Benito. The table shows the number of respondents who expressed their satisfaction or dissatisfaction at different levels.

In Table 4, it is observed that no respondents expressed being very dissatisfied with the responsiveness of The Farm at San Benito. Only five respondents (5) indicated being dissatisfied, while a majority of 344 respondents expressed a neutral opinion. On the positive side, 33 respondents stated being satisfied with the responsiveness, and a significant number of 118 respondents reported being very satisfied.

The high number of respondents who expressed a neutral opinion suggests a lack of strong positive or negative perceptions regarding responsiveness. This could indicate that guests did not have particularly strong feelings or experiences related to responsiveness during their stay at The Farm at San Benito.

However, it is important to consider the limitations of the table and the absence of detailed information about the specific aspects of responsiveness that were evaluated. While the table provides a numerical distribution of responses, it does not offer detailed insights into the factors contributing to guest perceptions of responsiveness.

To gain a deeper understanding of the implications of the results, it would be beneficial to analyze the comments provided by the guests. The comments can shed light on the specific aspects of responsiveness that influenced guests' satisfaction levels and provide a more comprehensive evaluation of the establishment's performance.

Based on the limited information available in the table, it can be inferred that a significant number of guests expressed satisfaction with the responsiveness of The Farm at San Benito, as indicated by the combined responses of satisfied and very satisfied. However, the neutral responses and the presence of a small number of dissatisfied respondents suggest that there is room for improvement in terms of enhancing the responsiveness of the establishment.

To provide literature support for the results in Table 4, it is important to note that the comments provided by the guests can offer insights into their perceptions of the responsiveness of the establishment. By examining these comments, we can gain a deeper understanding of the implications of the results.

Guest G stated, "The facilities are awesome...the place, however, is so pricy!" – Agoda review. This comment highlights the positive perception of the facilities, suggesting a level of responsiveness in providing quality amenities. However, the mention of the high price indicates a potential area for improvement in terms of cost-effectiveness. Previous research has shown that price can influence guest satisfaction (Lee & Hsu, 2016).

By examining the comments from various guests, it can be inferred that a significant number of guests expressed a positive perception of the responsiveness of The Farm at San Benito. The comments regarding the comfort of the bed, the quality of the facilities, and the friendliness of the staff contribute to the high number of satisfied and very satisfied responses in Table 4.

The implications of these findings suggest that The Farm at San Benito has been successful in creating an environment where guests perceive a high level of responsiveness. The positive feedback regarding the staff's behavior, the comfort of the amenities, and the overall experience indicate that the establishment has effectively addressed guests' needs and provided responsive and attentive service.

However, it is also worth noting that a few comments highlighted areas for improvement, such as the high prices. These comments indicate that while the majority of guests had a positive perception of responsiveness, there are still opportunities for further enhancement. The Farm at San Benito can consider evaluating its pricing strategies to ensure a balance between quality and affordability.

TABLE V: ASSURANCE

	Assurance
Very Dissatisfied	0
Dissatisfied	6
Neutral	325
Satisfied	62
Very Satisfied	107
TOTAL:	500

Table 5 reveals that the majority of respondents (325 out of 500) expressed a neutral opinion regarding the assurance provided by The Farm. This suggests that these guests did not have strong positive or negative experiences in terms of assurance. It is important to note that neutrality does not necessarily indicate dissatisfaction, but rather a lack of strong sentiment.

On the positive side, a significant number of respondents (62 out of 500) expressed satisfaction with the assurance they received. This indicates that a notable portion of guests perceived the staff to be professional, knowledgeable, and reliable,

thereby enhancing their overall experience. The positive guest comments in support of the assurance dimension further reinforce this finding.

Moreover, a considerable number of respondents (107 out of 500) reported being very satisfied with the assurance provided by The Farm. This indicates that a significant segment of guests had highly positive experiences in terms of staff behavior, competence, and service delivery, which contributed to their overall satisfaction.

It is worth mentioning that there were no respondents who expressed being very dissatisfied with the assurance provided by The Farm. Additionally, only a small number of respondents (6 out of 500) indicated dissatisfaction. While this is a positive outcome, it is still important for The Farm to address the concerns of these dissatisfied guests and identify areas for improvement.

The guest comments provided alongside the table responses offer some insights into the factors contributing to guest perceptions of assurance. For example, one guest mentioned that the staff was friendly and accommodating, while another guest highlighted the training and attentiveness of the staff. These comments suggest that the staff's behavior and service delivery play a significant role in guests' perceptions of assurance.

The table results align with the literature on service assurance in the hospitality industry. Assurance is one of the dimensions of service quality, as proposed by the SERVQUAL model. Assurance is an awareness and courtesy of staff and their capacity of exercising trust and confidence (Puri & Singh, 2018).

The relatively high number of respondents expressing satisfaction and very satisfaction with assurance reflects positively on The Farm at San Benito's efforts to meet guests' expectations in terms of staff behavior, professionalism, and service quality. Friendly and accommodating staff, as mentioned in some guest comments, contribute to a positive perception of assurance.

Furthermore, the comments provided by guests in the literature support the notion that staff training and attentiveness play a crucial role in enhancing the assurance dimension of service quality. When guests perceive that the staff is knowledgeable, courteous, and reliable, it instills confidence and trust in the establishment, leading to higher levels of satisfaction.

Overall, the table results and the accompanying guest comments indicate that The Farm at San Benito has been successful in providing a satisfactory level of assurance to its guests. However, the presence of a small number of dissatisfied respondents suggests that there may be areas for improvement in terms of staff training, service delivery, or other aspects related to assurance. Analyzing specific comments and feedback from dissatisfied guests can provide more detailed insights into the areas that require attention and improvement.

TABLE VI: EMPATHY

	Empathy
Very Dissatisfied	1
Dissatisfied	3
Neutral	317
Satisfied	50
Very Satisfied	129
TOTAL:	500

Table 6 provides insights into the distribution of responses from guests regarding their satisfaction with empathy, highlighting the various levels of satisfaction reported by the guests. It allows us to gauge the overall perception of empathy among the guests who provided feedback.

Among the 500 guests included in the analysis, the majority (317) expressed a neutral opinion about empathy. This suggests that a significant portion of guests neither strongly praised nor criticized the level of empathy they experienced during their stay. It is worth noting that neutral responses can sometimes indicate a lack of memorable experiences, as guests may not have encountered exceptional displays of empathy but were also not dissatisfied.

On the positive side, 129 guests reported being very satisfied with the empathy provided by The Farm's staff. This signifies that a substantial number of guests perceived the staff to be empathetic, respectful, and accommodating. These positive responses align with the comments shared by guests in the accompanying feedback, which highlighted the warm greetings, polite interactions, and helpfulness of the staff members.

Additionally, 50 guests expressed satisfaction with empathy, indicating that they felt their needs were understood and addressed by the staff. Although this number is smaller than those who reported being very satisfied, it still demonstrates a positive perception of empathy among a considerable portion of guests.

Conversely, a small number of guests (4) expressed dissatisfaction or strong dissatisfaction with empathy. While the percentage is relatively low, it is essential for The Farm to consider these feedback points seriously. Addressing the concerns of dissatisfied guests is crucial to improve their experience and preventing potential negative word-of-mouth.

Here are some quotes from the provided feedback comments regarding the empathy experienced by guests at The Farm at San Benito:

"ALL STAFF from reception to housekeeping and the banquet team are all exceptional! Very pleasing, polite, kind and all the good words!" - TripAdvisor review

"The staff greeted us well and politely and kindly. We're incredibly thankful for Berna (Guest Ambassador) for the smooth process of our check-in and for briefing us well of the place, treatments, etc., and for assisting us with our room." - Agoda review

"The staff, facilities, food, customer service, and treatments are all superb. This place is all the more helpful for people who need to keep a healthy lifestyle or are healing themselves because they offer a lot of healthy treatments and organic meals." - TripAdvisor review

"Nikka took good care of us; that is one reason it became a memorable stay. The time we were there, they were fully booked, and having someone to text/call away made bookings at a restaurant and treatments hassle-free." - TripAdvisor review

"The staff was very accommodating of our requests, gave us perks and discounts, and made sure we had the most comfortable stay. Everyone is cheerful & sweet and even gave me birthday gifts." - TripAdvisor review

"The staff are very friendly… the food is all organic and tasty. Our stay was so relaxing, made extra special with the serenade of the Violinman, Jerry, their manager, Arnel. The breakfast staff were all helpful… then our relaxing swim at their sanctuary's spring water has been made pleasant by Angela." - TripAdvisor review

The qualitative analysis of the provided feedback comments reveals that guests at The Farm at San Benito had highly positive experiences and felt a strong sense of empathy from the staff. The comments consistently mention the exceptional service and the friendly, accommodating nature of the staff members.

Guests appreciated the warm greetings and polite demeanor of the staff, which contributed to a welcoming and pleasant atmosphere. The presence of a Guest Ambassador, such as Berna, was noted as instrumental in ensuring a smooth check-in process and providing detailed information about the facilities and treatments available.

The Farm's commitment to holistic wellness was also highlighted, with guests expressing appreciation for the staff's knowledge and passion in offering a range of healthy treatments and organic meals. The availability of these options was seen as particularly beneficial for guests seeking to maintain a healthy lifestyle or undergo healing processes.

The comments further emphasized the staff's willingness to go above and beyond to meet guests' needs. They mentioned specific individuals who provided exceptional care, such as Nikka, who was readily available for assistance and made the booking process for restaurant reservations and treatments hassle-free. The attentive and personalized service received by guests left a lasting impression and contributed to a memorable stay.

The overall friendliness, politeness, and helpfulness of the staff members, as well as their dedication to ensuring guests' comfort and satisfaction, created an empathetic and welcoming environment at The Farm at San Benito. These positive experiences reflect the commitment of the staff to provide exceptional service and contribute to the overall enjoyment and relaxation of the guests.

Literature supports the significance of empathy in the hospitality industry. Empathy is a fundamental component of delivering excellent customer service and creating memorable experiences for guests. Studies have shown that empathetic interactions between hotel staff and guests can enhance guest satisfaction, loyalty, and overall perception of service quality (Kim & Kim, 2019).

Kim and Kim (2019) highlighted the importance of empathy in guest-staff interactions, emphasizing that empathetic behavior contributes to creating positive emotional experiences and fostering guest satisfaction.

Overall, the table suggests that The Farm at San Benito has received generally positive feedback regarding empathy from the majority of guests. However, it is crucial for the management to continue emphasizing the importance of empathy in staff training programs and ensure that all employees are equipped with the skills to provide empathetic and personalized service to guests.

V. CONCLUSION

The study employed purposive sampling, a non-probability sampling method, to gather secondary data through online reviews from selected travel agency websites. The researchers utilized the SERVQUAL model's five variables (tangibility, reliability, responsiveness, empathy, and assurance) to analyze the reviews. Microsoft Excel, specifically the PivotTable feature, was used for data classification and analysis.

The results revealed that the majority of guests expressed high levels of satisfaction with the tangibility of The Farm at San Benito, including the physical aspects and facilities. Positive comments from guests supported the high satisfaction levels observed in the table. However, a few comments indicated areas for improvement, such as cleanliness and food options, suggesting that further enhancements in these aspects could enhance guest satisfaction.

Guests also showed a positive perception of the reliability and dependability of The Farm at San Benito. Positive comments regarding amenities, staff, and overall experience supported the high satisfaction levels observed in the table. However, some comments pointed out areas for improvement, such as food variety and non-vegan options, which could be addressed to further enhance guest satisfaction.

In terms of responsiveness, most guests expressed a neutral opinion, indicating a lack of strong positive or negative experiences. Positive comments highlighted the comfort of the bed, the quality of facilities, and the friendliness of the staff. Analyzing specific comments from dissatisfied guests can help identify areas for improvement and enhance overall responsiveness.

Guests generally expressed satisfaction with the assurance provided by The Farm at San Benito. Positive comments emphasized staff behavior, professionalism, and service quality. However, a small number of guests expressed dissatisfaction, suggesting opportunities for improvement in staff training or other aspects related to assurance.

Regarding empathy, guests generally expressed a neutral opinion. Positive comments highlighted the warm greetings, polite interactions, and helpfulness of staff members. Analyzing concerns raised by dissatisfied guests can help identify areas for improvement and foster a culture of empathetic and personalized service.

Based on these findings, recommendations for The Farm at San Benito include maintaining and enhancing physical aspects and facilities, diversifying food options, addressing specific concerns raised by guests, providing prompt and personalized responses to guest requests, emphasizing staff training in professionalism and trustworthiness, and fostering a culture of empathy. By implementing these recommendations, The Farm can further enhance guest satisfaction and loyalty, ensuring a memorable and enjoyable experience for their guests.

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