

GUEST SATISFACTION IN SELECTED PUBLIC HOT SPRING RESORTS IN PANSOL, LAGUNA

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Abstract: The study identified the guest satisfaction on the selected hot spring resort in Pansol, Laguna using the concept of RATER (Reliability, Assurance, Tangible, Empathy and Responsiveness). The study objectives were to know the profile of the respondents, to assess their guest satisfaction and to know if there is significant difference between the profile of the respondents and their assessment of guest satisfaction. The study was quantitative and had 284 respondents subjected from three selected hot spring resort namely Summer Wind Resort, Hacienda R Resort and Agua Caliente Resort. The result shows that most of the respondents that visits the resorts in Pansol, Calamba Laguna where mostly ages 18 to 30, female, with an educational attainment of college graduate. A monthly income of 10001 – 19999 places of origin from the Province of Cavite with a visit of day swimming and usually with family members. The guests where mostly satisfied with the different aspects of guest satisfaction such as reliability, assurance, tangible, empathy and responsiveness. While the result suggests that there is significant difference between the profiles of the respondents particularly the type of visit and aspects such as assurance and empathy.

Keywords: Guest, RATER, Resort and Satisfaction.

1. INTRODUCTION

Guest Satisfaction is defined as “the guest’s overall impression of the relative inferiority and superiority of the organization and its services”. The assumption is that if an organization maintains a high level of quality, there will be more satisfied customers. Satisfaction is related to expectations and travel experience, with comparison of the experience and expectations, feeling of satisfaction, the customer is satisfied; the other hand, the resulting discontent, and vice versa. As for the possibility of revisiting, is relevant with overall customer satisfaction.

Laguna is home to various tourism attractions that are not only valuable to the locals, but also to the cultural, historical, and natural assets of the Philippines. As birthplace of the country’s national hero, Calamba’s role in history can never be repealed nor discounted. The tag “Hot Spring Capital of the Philippines” brought additional charisma and is now considered a tourist haven of Laguna. Pansol, now considered the hot spring capital of the country, offers some of the best resort accommodations with various facilities and amenities. It is known as a good hideaway for pleasure and relaxation for people wanting to put on hold or escape their present pressures.

To meet the rising turn of visitors, more and more investors are interested in putting-up resorts and private pools providing a big increase over the next years. The rapid rise of the resort industry established barangay Pansol as one of the most competitive tourist spots in Laguna. For this reason, it is important for resorts to enhance its competitiveness in the industry to ensure business continuity.

The purpose of this study was to identify factors that influence the respondents’ assessment of service quality and to use these obtained data to produce a proposed guest satisfaction plan on the selected hot spring resorts in Pansol, Laguna. The study also aims to improve the quality of service and facilities offered by the selected resorts to be able to compete and

establish branding in terms of guest satisfaction. The study tries to assess if there is a significant difference between the respondents' demographic profile to their satisfaction rating.

This study took place in the selected hot spring resorts in Pansol, Laguna. These resorts are: Agua Caliente Resort, Hacienda R Resort, and Summerwind Resort. The selection of these resorts will be done using the fishbowl or lottery technique where in the researchers, through the courtesy of the Municipality of Calamba and its tourism office, obtained the official and updated list of hot spring resorts in Pansol, Laguna. The researchers originally draw 6 (six) resorts despite the scope of the study pertaining only to the selection of 3 (three) resorts. This is to ensure that the researchers obtained the ideal number of resorts considering the possibility of refusal from some resorts in participating in this study.

The researchers decided to embark on a study focusing on guest satisfaction because of the big impact of tourism and its contribution in the industry with its ability to generate jobs and career opportunities to the community. The researchers are also driven to improve the customer satisfaction and competitiveness of the resorts in Pansol considering the amount and variety of resorts offering almost the same products and services. It is necessary for a resort to ensure that quality service is delivered to establish good and lasting relationships with the guests.

This study will be beneficial to the management of the selected resorts, the guest, the local government, the local community, the researchers, and to the future researchers. This study will be beneficial to the management of the selected resorts because this will enable them to be aware of the current assessment of guests with regard to their strengths and weaknesses and use it for their improvement in providing guest satisfaction, products, and services. It will also help them develop an edge to boost profitability. This study will also be beneficial to the local government because the presence of quality resorts will lead to a better branding for the location which will then heighten the possibility of income generated through the rising turn of tourists. This study is also beneficial to the guests. Since they are directly influenced by the future improvements that will result from this study, it will help communicate and highlight their importance as stakeholders of these entities. This study will benefit the researchers in enhancing and widening their knowledge on the different tourism entities throughout the course of the study. Lastly, the future researchers who will conduct a similar study where in this study could serve as their basis and reference.

This study used the SERVQUAL Theory. This theory by Zeithmal V., Parasuraman, and Berry L. (1988) highlights five areas that customers generally use to analyze strengths or weaknesses. The first area, R(Reliability), focuses on the consistency, accuracy, and timeliness of services provided. The second area, A(Assurance), focuses on the knowledge, skills, and credibility of the employees that ensure trust and confidence. The third area, T (Tangibility), focuses on physical aspects of service. The fourth area, E(Empathy), focuses on the relationship between the customers and the employees. Lastly, R(Responsiveness) deals with the efficiency and service quality provided to the customers. This study will also apply Republic Act No. 7394 or The Consumer Act of the Philippines as the legal basis of the study declared to be the policy of the State to protect the interests of the consumer, promote his general welfare and to establish standards of conduct for business and industry. This will help the guide the researchers in formulating an effective guest satisfaction plan for the resorts.

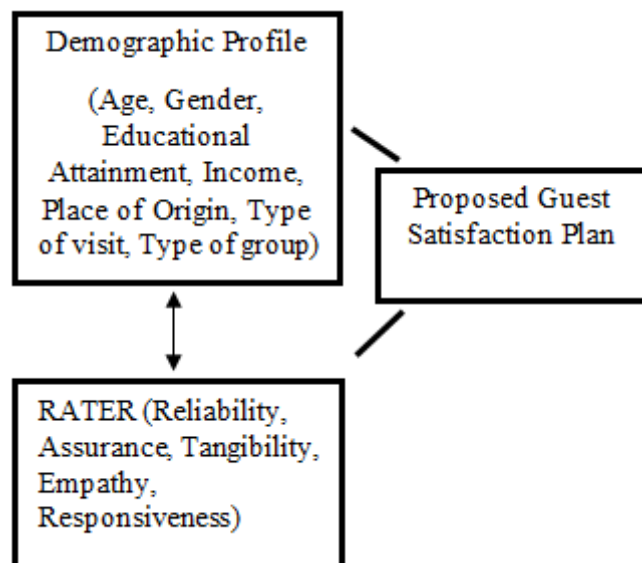


Figure 1: Conceptual Framework

This study has similarities with the study of Lacia et al. (2013). They used a quantitative type of research to assess the marketing mix of Alta Rios Spring Resort destination of Indang, Cavite. Garcia et al. (2013) also used quantitative type of research in their study and used a survey questionnaire for their data gathering as same as this study. Escarcha, Chavez, and De Guzman (2015) their study have similarities to this study because they used the convenience sampling as their sampling technique. They used also the demographic profile of the respondents.

This study is different from other studies like the study of Manalo et al. (2013) wherein they worked on an enhanced customer satisfaction program for Splash Island in Biñan, Laguna unlike in our study where in the researchers will not enhance, but propose a guest satisfaction plan. The study is also different from the study of Mubiri (2016). His study investigated how guest satisfaction enhances customer loyalty in hotels, particularly the Lake Kivu Serena Hotel Gisenyi, Rwanda.

This study will bridge the gap of the previous studies by Manalo et al. (2013) and Garcia et al. (2013) by incorporating the Republic Act 7394 as a legal basis that would provide knowledge to the guests and readers about what they should receive and the quality of service they deserve. This will aid in the provision of a plan that is in accordance to the emphasis on the involvement of consumer representatives in the formulation of service standards.

This study was unique from other studies because it assesses the level of guest satisfaction in the selected Hot Spring Resorts in Pansol, Laguna through ServQual Theory where the results of this study was accordingly used as the basis for a proposed guest satisfaction plan of the selected resorts. This study is also unique in terms of the time-frame where in this study will be conducted as well as the main product of the selected resorts which are the hot spring pools.

The researchers came up with the hypothesis that there is no significant difference between the profile variable of the respondents on their assessment of service quality in the selected hot spring resorts in Pansol, Laguna. The proposed study generally aims to evaluate the satisfaction rate of the guests on the selected Hot Spring Resorts in Pansol, Laguna. The result of the assessment will be used as the basis for a proposed guest satisfaction plan. Specifically, the objectives of the study are the following:

1. To know the demographic profile of the respondents in terms of:
 - 1.1 Age,
 - 1.2 Gender
 - 1.3 Educational Attainment
 - 1.4 Income
 - 1.5 Place of origin
 - 1.6 Type of visit
 - 1.7 Type of group
2. To evaluate the respondents' assessment to their experience in Pansol, Laguna in relation to:
 - 2.1 Reliability,
 - 2.2 Assurance,
 - 2.3 Tangibility,
 - 2.4 Empathy, and
 - 2.5 Responsiveness
3. To ascertain the significant relationship between the demographic profile of the respondents and their assessment of satisfaction towards each selected Hot Spring Resorts in Pansol, Laguna
4. To propose a guest satisfaction plan based on the given findings.

2. METHODOLOGY

The researchers used the quantitative method of research design specifically, the descriptive method. The researchers used quantitative research design which emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.

The population of this study was comprised of guests of the selected hot spring resorts in Pansol, Laguna. The sampling size is based on the maximum capacity of the resort which is 450 for Agua Caliente and Hacienda R Resort, and 500 for Summerwind Resort. The sample size for each resort is computed using Slovin's method using the confidence interval of 90% and a 10% margin of error. Slovin's method resulted to a total number of 248 respondents which is distributed to Hacienda R Resort and Agua Caliente Resort at 82 respondents and to Summerwind Resort with 84 respondents.

The respondents of this study was the present guests of the selected Hot spring resorts in Pansol, Laguna during their peak months (March-May), Weekends, and Holidays only. This is because during weekdays, they have zero to few customers and there are times that the resorts do not operate regularly. Guests that are below 18 years of age are not included in the study as respondents. The sampling method that was used is the non-probability method. The sampling technique that was used is the convenience sampling technique. In this technique, each respondent was chosen randomly and entirely by chance.

The data gathering method used is the survey method through the use of a questionnaire as the main data gathering tool. This method was gathering the required assessment data from the respondents through written questioning. The survey questionnaires were based on the variables in the statement of the problem and with the use of ServQual (RATER) concept. It was submitted to the thesis adviser for evaluation, critiques, and revision. The first part of the questionnaire will contain a category response set type. It includes the demographic profile of the respondents in relation to their age, gender, and educational attainment. The second part of the questionnaire includes a response set with regards to the selected hot spring resorts' reliability, assurance, tangibility, empathy, and responsiveness. This was accomplished in a 4-point likert scale ranging from Highly Satisfied, Satisfied, Dissatisfied, and Highly Dissatisfied.

After the preparation and approval of the survey questionnaires, the researchers wrote a letter of request addressed to the resort owners and/or management regarding the study, its main objectives, and the survey to be conducted within the resorts' premises. The questionnaires was given in the selected hot spring resorts in Pansol, Laguna to the guests in coordination with the resort management. There was an outline of the purpose of the study and the implication of the contribution they could impart for the future success of the study will be attached in the distributed questionnaires. The researchers have personally distributed the questionnaire on the scheduled data gathering for the study. The respondents have voluntarily answered the survey questionnaires based on their own judgement and satisfaction level on the hot spring resort they partake without the researchers' influence. Pictures of the process (with consent from the respondents) was done to illustrate the validity of the researchers' work. After the distribution and collection of data, statistical treatments were used for the analysis of data.

The data gathered was organized, interpreted, and analyzed using frequency, and percentage, weighted mean, chi-square, ranking, and ANOVA (Analysis of Variance). The frequency was used to cover the count of the respondents' demographic profile. The weighted mean was used to interpret and present the respondents' assessment of their experience. Chi-square was used to compare observed data. Ranking was used in the positioning of data (highest to lowest) and, ANOVA (Analysis of Variance) was used to interpret the relationship between the demographic profile to the assessment of satisfaction in the selected hot spring resorts in Pansol, Laguna.

3. RESULTS

Table 1: Profile of the respondents based on age

Age	Frequency	Percent
18-30 YO	157	63.3
31-40 YO	52	21.0
41-50 YO	22	8.9
51-60 YO	17	6.9
Total	248	100.0

The table above shows the result on the profile of the respondents based on age the result shows it indicates that most of the respondents where age 18 to 30 with a 157 (63.3%) respondents followed by both 31 to 40 with 52 (21.0%) respondents, while the next was the 41 to 50 years old with 22 (8.9%) respondents. While the lowest was age 51 to 60 years old with a mean of 17 (6.9%) respondents.

It denotes that the result shows that most of the respondents were young adult. According to Calamba Tourism Office (2018), the hot spring resorts are a major domestic travel destination due to proximity to Metro Manila it insists that majority of domestic travelers are aged 15 to 34 years of age as reflected on the table. Therefore, this explains the result as to why there are younger adults' respondents.

Table 2: Profile of the respondents based on gender

Gender	Frequency	Percent
Male	95	38.3
Female	153	61.7
Total	248	100.0

The table above shows the profile of the respondents based on gender the result indicates that most of the respondents were female with 153 (61.7%) respondents while the male has 95 (38.3%) respondents.

It denotes that result shows that there are more female respondents as compared with males. According to a data from the PSA (2016) the number of female travelers is almost the same as the number of males it insists that the number of males as very few as compared to females can be explain by coincidence or by chance that most of the respondents that was subjected to answer the survey was female.

Table 3: Profile of the respondents based on educational attainment

Educational Attainment	Frequency	Percent
Highschool	54	21.8
College Undergraduate	65	26.2
College Graduate	129	52.0
Total	248	100.0

The table above shows the profile of the respondents based on educational attainment the result shows it indicates that most of the respondents were college graduates with a 129 (52%) respondents. Followed by college undergraduate with 65 (26.2%) respondents while the last was the high school 54 (21.8%) respondents.

It denotes that the result shows that most of the respondents was college graduate. According to Mellina and Aballe (2015), college graduate has more experiences when it comes to travelling and college graduates have more capacity to travel this is because most of them have salaries. Therefore, it could be presumed that college graduates travel more as compared to other educational attainment of the respondents.

Table 4: Profile of the respondents based on monthly income

Monthly Income	Frequency	Percent
Below P10000	43	17.3
P10000-19999	152	61.7
P20000-29999	13	5.2
P30000-39999	28	11.3
P40000 and above	12	4.8
Total	248	100.0

The table above shows the result of the monthly income of the respondents. it indicates that the result shows that most of the respondents have an income of 10000 – 19999 pesos with 152 (61.7%) respondents followed by respondents with below 10000 with 43 (17.3%) respondents. while the lowest number of the respondents had an income of 40000 and above with a 12 (4.8%) respondents.

The result denotes that most of the respondents had an average income range of P10,000 to P19,000 a month. According to Agno and colleagues (2015) most of the Filipinos usually have an income range of 10001 – 19999 it insists that it explains the result as to why most of the respondents had a monthly income range of 10001 to 19999 pesos.

Table 5: Profile of the Respondents based on Place of Origin

Place of Origin	Frequency	Percent
Within Cavite	135	54.4
Outside Cavite	113	45.6
Total	248	100.0

The table above shows the result of the profile of the respondents based on place of origin the result indicates that most of the respondents have come from the province of Cavite with 135 (54.4%) respondents. While the guest that was outside the premises of the province of Cavite was 113 (45.6%) respondents.

The table above denotes that most of the guest in resorts in Pansol, Calamba Laguna came from the nearby province which is the province of Cavite. According to the Calamba Tourism office (2018). It insists that most of the guest in the Pansol resorts was from the metro manila and the nearby provinces which is Cavite. Therefore, this explains as to why there are more guest that came from Cavite.

Table 6: Profile of the respondents based on Type of visits

Types of Visits	Frequency	Percent
Overnight Stay	58	23.4
Day Swimming	156	62.9
Night Swimming	34	13.7
Total	248	100.0

The table above indicates the result of the profile of the respondents based on the type of visit the result shows that most of the respondents have a type of visit which is day swimming with 156 (62.9%) respondents followed by overnight swimming guest with 58 (23.4%) respondent while the lowest number of respondents can be found in night swimming with 34 (13.7%) respondents.

It denotes that the result shows that most of the guest that visits the resorts in Pansol are there for day swimming. The probable reason as to why there are more respondents that were for day swimming is probably due to the location of the Pansol resorts.

According to the Calamba Tourism office (2018) it insists the proximity of the Pansol in Metro Manila and the nearby provinces makes it an ideal place to have a quick relaxation and leisure without driving too far. Therefore, this explains as to why there are more day swimming visitors.

Table 7: Profile of the Respondents based on type of group

Type of Group	Frequency	Percent
Family	83	33.5
Couple	56	22.6
Friends	99	39.9
Team Building	10	4.0
Total	248	100.0

The table above indicates the result on the profile of the respondents based on the type of group the result shows that most of the respondent's type of group were friends with 99 (39.9%) respondents followed by family with 83 (33.5%) respondents followed by couples with 56 (22.6%) couple while the lowest was team building with 10 (4.0%) respondents.

The result denotes that most of the guests that go to the Pansol Laguna were mostly composed of friends the probable reason was the accessibility itself and the resorts at Pansol usually can cater to different types of guest but mostly it is group of friends according to Calamba Tourism office (2018), it insists the target market for the group of people that visits the resort were friends and family therefore this explains as to why there are more friends guest in the resorts in the Pansol, Calamba Laguna.

Table 8: Guest Satisfaction on the resorts based on reliability

Reliability	Mean	Interpretation	Rank
Complete and accurate information for inquiries	3.032	Satisfied	1
Accuracy of reservation process: walk in	2.758	Satisfied	5
Accuracy of response through phone	2.734	Satisfied	6
Pleasing greetings from staff	2.883	Satisfied	4
Error-free check in procedure	2.927	Satisfied	2
Quality of housekeeping performance by room attendants	2.903	Satisfied	3
Overall	2.8730	Satisfied	

The table above indicates the result of the guest satisfaction based on reliability the result shows that the highest mean can be found on the complete and accurate information for inquiries with a mean of 3.032 and interpreted as satisfied while the lowest mean can be found in the accuracy of response through phone with a mean of 2.734 and interpreted as satisfied. The overall mean of 2.903 suggest that most of the guest were satisfied with the reliability of the resorts.

The result indicates that when it comes to providing the complete and accurate information for inquiries the resorts seems to provide the most satisfaction for the guest it denotes that this is probably due to the resort inform their guest on the information of the resort that they were up to this was probably the reason as to why this is the highest it insists as according to Chavez and De Guzman (2015) when it comes to reliability the accurate information as provided by a resort is most important because it gives the guest idea on the features of the resort and how reliable are the service provider in welcoming the guest.

However, when it comes to the lowest mean indicates that accuracy in response through phone; the probable reason was that the phone nowadays were outdated although there are some guest that use phone it denotes that there is a probability that the workers on the resort does not have a proper training on how to response to phone inquiries and reservations. According to Ali and Muslin (2014) when it comes to reliability dimension of guest satisfaction it is very important to show to the guest how reliable the resort was when it comes to request of the guest. It insists that this does not only include request but as well as the service. If there are problems with the response then the reliability dimension of the guest satisfaction could be affected too which can be observed in the lack of accuracy of response through phone.

The overall mean of 2.903 indicates that the guest was satisfied with the reliability of the resorts in Pansol. It denotes that reliability given by the resort is enough to the guest the resort has a standard service when to comes to the guest as observed that the guest where satisfied it insist that the service of the resorts in Pansol are reliable according to Chavez and De Guzman (2015) reliability is about to provide a good service and consistent service to each guest in which the result provides enough reliable service to the guest.

Table 9: Guest Satisfaction on the resorts based on assurance

Assurance	Mean	Interpretation	Rank
Knowledge of employees to answer inquiries	2.883	Satisfied	2
Knowledge of staff in reservation	3.069	Satisfied	1
Personal/car safety	2.778	Satisfied	4
Concern for guests during welcoming	2.746	Satisfied	5
Skilled room attendants	2.794	Satisfied	3
Overall	2.8540	Satisfied	

The table above indicates the result on the guest satisfaction of the guest based on assurance the result shows that the highest mean was found on the knowledge of the staff in reservation with a mean of 3.069 while the lowest mean for assurance can be found in concern for guests during welcoming with a mean of 2.746 and interpreted as satisfied. The overall mean of 2.8540 suggest that most of the guest were satisfied with the assurance provided by the resort.

The result indicates that when it comes to the assurance of the guest the knowledge of the staff in reservation was the highest it denotes that the probable reason as to why this is the highest could be attributed that there should have an enough knowledge with the staffs towards reservation so that this will not destroy the perception of the guest toward the service they have provided. It insists that the staff have enough knowledge in how to provide assurance to the guest according to Ali and Muslin (2014) with assurance as a dimension of guest satisfaction assurance is to provide safety and security to the guest and one of the knowledge of staff when it comes to reservation is important for the guest so that they can be assured that the staffs knows what is the best option for each guest.

The probable reason as to why the concerns for the guest during welcome indicates was probably due to the capacity itself of the resort to have a welcome experience towards the guest. It denotes that if there were a lot of guest the resort management could have a hard time focusing welcoming each guest. According to Agno and colleagues (2015). The assurance aspect of guest satisfaction is an important factor when the safety and the experience of the guest were concern it gives the perception that the guest are welcomed in the resort and they were taken care of. It insists that if there are concerns with the welcoming of the guest in the resorts surveyed then there the assurance aspect of the guest could also be affected.

The overall mean of 2.8540 indicates that most of the guest were satisfied with the assurance provided by the resort. It denotes that guest where satisfied with the assurance and the guest feels secure and safe with the service of the resorts subjected in the study it insist that assurance given to the guest were enough according to Chavez and De Guzman (2015) assurance is very important to create an atmosphere towards the guest that they are secure with the service provide to them by the company.

Table 10: Guest Satisfaction on the resorts based on tangible

Tangible	Mean	Interpretation	Rank
Visually appealing website/page/brochures	2.956	Satisfied	1
Professional appearance of the staff	2.944	Satisfied	2
Availability of parking space	2.290	Dissatisfied	6
Proper work dress code of front office staff	2.685	Satisfied	5
Clean and appealing restrooms	2.706	Satisfied	4
Condition of amenities inside the room	2.710	Satisfied	3
Overall	2.7151	Satisfied	

The table above indicates the result on the guest satisfaction of the resorts based on tangible the result shows that the highest mean on tangible can be found on visually appealing website/page and brochures with a mean of 2.956 and interpreted as satisfied while the lowest mean can be found on the availability of the parking space with a mean of 2.290 and interpreted as dissatisfied the overall result on the tangible suggest that of 2.7151 and interpreted as satisfied means that all the guest were satisfied with the tangible aspects of the resorts.

The result indicates that when it goes to the tangible aspect of the guest satisfaction the website and brochures got the highest mean it denotes that this is probably due to entice the different guest to visit the particular resorts it insists that this is an important factor when it comes to tangible aspect of guest satisfaction. According to Agno and colleagues (2015) most of the potential customers have opted to look for the information and features at the online advertisements before availing a product and service therefore a visually appealing advertising platform is very important to entice guest to visit the resort.

However, on the result the lowest mean can be found on the accessibility of the parking space it indicates that this will create a guest dissatisfaction it denotes that parking is an important aspect when it comes to the resort if there are few parking's the resorts could lose guest and it insists this could affect the business or the guest will be dissatisfied and decrease their satisfaction according to Ali and Muslin (2014) availability of parking is very important because most travels were done using cars and availability of parking will improve the tangible aspect..

The overall result on the tangible insists that the guest was satisfied with a mean of 2.7151 and interpreted as satisfied means it denotes that all the guest was satisfied with the tangible aspects of the resorts. According to Chavez and De Guzman (2015) the tangible aspect is the most important aspect when it comes to guest satisfaction it insists that this is the physical evidence that the guest always looked for and if the tangible aspect where affected the guest satisfaction eventually decreases because this is the physical evidence the guest will experience.

Table 11: Guest Satisfaction on the resorts based on empathy

Empathy	Mean	Interpretation	Rank
Courteousness of staff during inquiry	3.000	Satisfied	1
Personal attention from the staff to the visitors	2.940	Satisfied	2
Friendliness of the resort's staff	2.863	Satisfied	7
Politeness and attentiveness of staff to respond to visitors' demands	2.875	Satisfied	5
Genuine care of the staff about customer needs	2.871	Satisfied	6
Clear and precise communication of the staff to the customer.	2.907	Satisfied	4
Concern of the staff for visitors during welcoming	2.935	Satisfied	3
Overall	2.9130	Satisfied	

The table above indicates the result on the empathy aspect of the guest satisfaction. The result shows that the highest mean can be found in courteousness of the staff during inquiries with a mean of 3.000 and interpreted as satisfied while the lowest mean for the empathy was on the friendliness of the staff with a mean of 2.863 and interpreted as satisfied the overall mean for the empathy aspect shows that the guest was satisfied because the overall mean was 2.9130.

Based on the result it insists that when it comes to the empathy the courteousness of the staff got the highest mean because it denotes that this is the most important factor when it comes to empathy because it improves the overall experience of the guest visiting the resort. It insists that courteousness of the staff to provide a good service is felt by the respondents. According to Agno and colleagues in empathy dimension this is the responsibility of the staffs to provide a good atmosphere that the guest is taken care and if empathy are met the guest leaves a good impression about the establishment that they are taken care of.

However, when it comes to the empathy aspect the friendliness got the lowest mean and this indicates that it could affect the overall experience of the guest on the resort because it denotes that the staff should be friendly to the guest at all times because they are the one responsible in providing the service to the guest it insists as according to Wu and Ai (2016) the empathy aspect of the guest satisfaction is very important because it adds to the overall experience of the guest it insists that if the staff were friendly to the guest it will create a more memorable experience to the guest creating a customer loyalty in which the guest will continue to visit the resort because of the good and pleasant experience that the guest had.

The overall mean for the empathy aspect insists that the guest was satisfied because the overall mean was 2.9130. it denotes that the staffs are empathic enough to the guest and they try their best to provide a quality service to the guest. According to Agno and colleagues (2015). The empathy is the aspect that mostly indirectly affects the overall satisfaction because usually empathy dimensions caters to the needs of the guest and if even the resort has good facilities as long as the staffs is not empathic enough to the guest the overall experience can be affected.

Table 12: Guest Satisfaction on the resorts based on responsiveness

Responsiveness	Mean	Interpretation	Rank
Awareness of the staff to the needs of the visitors.	2.976	Satisfied	1
Readiness to respond of the staff to inquiries.	2.778	Satisfied	7
Willingness of the staff to help the visitors.	2.931	Satisfied	4
Availability of the staff to respond to visitors' requests.	2.859	Satisfied	5
Availability of the staff to answer visitors' questions.	2.855	Satisfied	6
Ability of the staff to handle complains professionally	2.923	Satisfied	3
Ability of the staff to handle feedback appropriately.	2.964	Satisfied	2
Overall	2.8980	Satisfied	

The table above indicates the result on the guest satisfaction of the resort based on responsiveness the highest mean can be found in the awareness of the staff towards the needs of the guest with a mean of 2.976 and interpreted as satisfied while the lowest mean can be found in readiness to respond to inquiries with a mean of 2.778 and interpreted as satisfied the overall mean for the responsiveness is 2.8980 which means that the guest were satisfied when it comes to the responsiveness aspect of guest satisfaction.

Based on the result of the table above it indicates that the staff were aware on the needs of the guest it denotes that this is probably due to the fact that the staffs knew their target markets and the possible way to make the stay of the guest pleasant and satisfied. It insists that the staffs were responsive enough and aware of the needs of the guest. According to Wu and Ai (2016) the responsiveness is about the service provided by the staff answering is the service fast and reasonable enough responsiveness is much more of the attention to the detail of the service provided.

However, when it comes to the lowest mean which indicates is the readiness to respond of the staff to inquiries it denotes that this is very crucial towards the safety of the resort since the staff should know what to do in case of emergency and that is the true measure of responsiveness aspect on how to act quickly in situations in order to protect the satisfaction of the guest according to Ali and Muslin (2014) when it comes to responsiveness the response to a situation more importantly the readiness of the staff to act on a certain situation is very important the problem with the lack of responsiveness it the protocol of the establishment that needs to be follow therefore creating a perception that the staffs are not ready to respond yet unless they follow certain protocols and procedures based on the rules of the management of the resort.

The overall responsiveness of indicates 2.8980 which denotes that the guest was satisfied when it comes to the responsiveness aspect of guest satisfaction. According to Mubiri (2016), the importance of the responsiveness on the guest satisfaction is very important as this is the fallback in case there is something wrong happen it insists that responsiveness is about finding solutions to problems that could potentially affect the satisfaction of the guest this in return the responsiveness aspect is very important in order to preserve the guest satisfaction.

Table 13: Overall Result of the Guest Satisfaction

Overall	Mean	Interpretation	Rank
Reliability	2.8730	Satisfied	3
Assurance	2.8540	Satisfied	4
Tangible	2.7151	Satisfied	5
Empathy	2.9130	Satisfied	1
Responsiveness	2.8980	Satisfied	2
Overall	2.8506	Satisfied	

The table above indicates the overall result of the guest satisfaction the result shows that the highest mean can be found in the empathy aspect with a mean of 2.9130 and is interpreted as satisfied while the lowest mean can be found in the tangible aspect with a mean of 2.7151 and is interpreted as satisfied. The overall mean of 2.8506 suggest that the overall guest satisfaction of the respondents in the Pansol Resort in Laguna was satisfied.

Based on the result of the table above it indicates that the probable reason why empathy was the highest is because it denotes the staff was probably tried their best to cater to the needs of the respondents. According to Wu an Ai (2016) it insists the importance of the empathy aspect when it comes to guest satisfaction because it adds to overall experience that the guest were taken care of in which it could affect the other aspect of guest satisfaction in which the result explains that even though the tangible aspect was the lowest it is still satisfied probably affected by a good empathy rating from the respondents. .

While the lowest mean can be found in the tangible in which it indicates that the probable reason was the resort could probably due to that the tangible offerings of the resort in Pansol Laguna where not good enough for the respondents it denotes that although the respondents were satisfied with it or it is not on par with the other resorts the guest have experience it insists that the tangible dimension is the most dimension that is needed to act upon because tangible stands as the product of the resort the facilities and amenities they offer according to De Guzman (2015) it insists that the tangible aspect is the most important aspect of the guest satisfaction is because this is the evidence of the expected service and offering a guest should have.

The overall mean for the guest satisfaction was 2.8506 indicates that the guest were satisfied with what the resorts offers to the guest. It denotes that they are satisfied with all the aspects of guest satisfaction from reliability up to the responsiveness. According to Agno and colleagues (2015) a satisfied guest is a good indicator that an establishment is doing its job and commitment to a good service this reflects the result that most of the guest in Pansol resorts in Laguna are satisfied with the service the resort offers.

Table 14: Significant Difference between the profile of the respondents and the reliability

Significant Difference of Profile of the Respondents and Reliability aspect of the resorts	Summer wind	Interpretation	Hacienda R	Interpretation	Agua Caliente	Interpretation
Age	.275	Not Significant	.435	Not Significant	.236	Not Significant
Gender	.312	Not Significant	.249	Not Significant	.542	Not Significant
Educational Attainment	.200	Not Significant	.536	Not Significant	.486	Not Significant
Monthly Income	.385	Not Significant	.858	Not Significant	.769	Not Significant
Place of Origin	.581	Not Significant	.581	Not Significant	.157	Not Significant
Type of Visit	.135	Not Significant	.735	Not Significant	.302	Not Significant
Type of Group	.264	Not Significant	.689	Not Significant	.314	Not Significant

The table above shows the result on the significant relationship between the different profile of the respondents and their assessment of the reliability aspect based on the result it indicates that there is no significant difference between the profile of the respondents and the reliability aspect because all of the p-value indicated on the table were above the 0.05 level of significance therefore all of the resorts interpretation of the p-value was not significant.

In relation the result shows it indicates that there is no significant difference with the profile of the respondents and their assessment of reliability aspect of the guest satisfaction; this denotes that there is no significant difference with their profile background and their assessment of reliability aspect of guest satisfaction in which it insists that the main reason why the background of the guest and their assessment of reliability could vary but with no significant difference at all.

According to Ali and Muslim (2014) the reliability aspect of guest satisfaction is about how reliable are the service they provide and in case of the research it insists to say that the resorts provide a reliable service towards the guest.

However according to Mubiri (2016). The reliability aspect of guest satisfaction does not affect any profile of the respondents because reliability aspect is more of a perception on the guest towards the service one provided.

Table 15: Significant Difference between the profile of the respondents and the assurance

Significant Difference of Profile of the Respondents and Assurance aspect of the resorts	Summer wind	Interpretation	Hacienda R	Interpretation	Agua Caliente	Interpretation
Age	.108	Not Significant	.093	Not Significant	.091	Not Significant
Gender	.549	Not Significant	.467	Not Significant	.044	Not Significant
Educational Attainment	.190	Not Significant	.065	Not Significant	.479	Not Significant
Monthly Income	.569	Not Significant	.139	Not Significant	.428	Not Significant
Place of Origin	.338	Not Significant	.258	Not Significant	.842	Not Significant
Type of Visit	.001	Not Significant	.018	Not Significant	.014	Not Significant
Type of Group	.436	Not Significant	.175	Not Significant	.757	Not Significant

The table above shows the result on the significant relationship between the different profile of the respondents and their assessment of the assurance aspect based on the result it can be shown that there is no significant difference between the profile of the respondents and the reliability aspect because all of the p-value indicated on the table were above the 0.05 level of significance therefore all of the resorts interpretation of the p-value was not significant. However, there is a significant difference between the profile of the respondents with the type of visit and the all of the resorts subjected to the study because the level of significance was below 0.05.

The result indicates that there is a significant difference between the profile of the respondents which is the type of visit and their assessment of assurance based on the result it is coincidentally that all of the resort had a significant difference between the type of visit and their assessment of insurance.

A probable reason to these was that the day swimmers scored the survey much lower as compared to the respondents which had night swimming and overnight swimming, it denotes that it is safe to say that the type of visit is significant to their rating of the assurance.

According to Agno and colleagues (2015), it insists that when it comes to the assurance aspect of the guest satisfaction the guest should feel that they are assured of the quality service, but the problems arises with the overcapacity of an establishment which could affect the guest satisfaction and most of the respondents were in the resort during the daytime swimming which has more people and could create an overcapacity for the resort therefore affecting the satisfaction of the guest based on assurance.

Table 16: Significant Difference between the profile of the respondents and the tangible

Significant Difference of Profile of the Respondents and Tangible aspect of the resorts	Summer wind	Interpretation	Hacienda R	Interpretation	Agua Caliente	Interpretation
Age	.031	Not Significant	.586	Not Significant	.679	Not Significant
Gender	.559	Not Significant	.133	Not Significant	.772	Not Significant
Educational Attainment	.400	Not Significant	.813	Not Significant	.985	Not Significant
Monthly Income	.090	Not Significant	.687	Not Significant	.256	Not Significant
Place of Origin	.869	Not Significant	.578	Not Significant	.376	Not Significant
Type of Visit	.329	Not Significant	.631	Not Significant	.181	Not Significant
Type of Group	.890	Not Significant	.667	Not Significant	.200	Not Significant

The table above shows the result of the significant difference between the profile of the respondents and their assessment of tangible aspect the result shows that there is no significant difference between the profile of the respondents and the reliability aspect because all of the p-value indicated on the table were above the 0.05 level of significance therefore all of the resorts interpretation of the p-value was not significant.

In relation the result shows that there is no significant difference with the profile of the respondents and their assessment of tangible aspect of the guest satisfaction; it indicates that there is no significant difference with their profile background and their assessment of tangible aspect of guest satisfaction which denotes that the main reason why the background of the guest and their assessment of tangible could vary but with no significant difference at all.

The result shows that there is no significant difference according to Chen and colleagues (2016) it insists that when it comes to the tangible as an aspect of guest satisfaction it is important to understand that tangible is more of a physical evidence of a product or a service that is provided in a hospitality industry. Usually the tangible aspect does not have a relationship with the profile of the respondents as long as the product and the service provided match the needs of the guests.

Table 17: Significant Difference between the profile of the respondents and the empathy

Significant Difference of Profile of the Respondents and Empathy aspect of the resorts	Summer wind	Interpretation	Hacienda R	Interpretation	Agua Caliente	Interpretation
Age	.748	Not Significant	.084	Not Significant	.211	Not Significant
Gender	.349	Not Significant	.493	Not Significant	.943	Not Significant
Educational Attainment	.303	Not Significant	.729	Not Significant	.358	Not Significant
Monthly Income	.335	Not Significant	.225	Not Significant	.947	Not Significant
Place of Origin	.574	Not Significant	.172	Not Significant	.559	Not Significant
Type of Visit	.032	Significant	.086	Not Significant	.020	Significant
Type of Group	.183	Not Significant	.268	Not Significant	.625	Not Significant

The table above shows the result on the significant difference between the profile of the respondents and their assessment of empathy aspect of the guest satisfaction. The result shows that there is no significant difference between the profile of the respondents and the reliability aspect because all of the p-value indicated on the table were above the 0.05 level of significance therefore all of the resorts interpretation of the p-value was not significant. However, there is a significant difference between the type of visit and their assessment with the empathy on both the Summer wind and Agua Caliente resort

The result suggest that there is a significant difference between the profile of the respondents which is the type of visit and their assessment of empathy based on the result it is coincidentally that two out of three of the resort subjected on the study had a significant difference between the type of visit and their assessment of empathy a probable reason to these was that the day swimmers scored the survey much lower as compared to the respondents which had night swimming and overnight swimming therefore it is safe to say that the type of visit is significant to their rating of the empathy.

According to Wu and Ai (2016) when it comes to the different dimension of guest satisfaction the empathy is the one that is important because it adds more color and pleasant experience to the guest. The empathy aspect usually deals with being friendly of the staff and how to take care of guest in order to make their stay more memorable and achieve satisfaction. However according to Agulo and Colleagues (2015) sometimes the empathy aspect has been on the side way of the guest satisfaction because of the fact that sometimes too many guests can be hard to deal with the needs of the individual this could be the reason as to why there is significant difference between the type of visit and empathy.

Table 18: Significant Difference between the profile of the respondents and the responsiveness

Significant Difference of Profile of the Respondents and Responsiveness aspect of the resorts	Summer Wind	Interpretation	Hacienda R	Interpretation	Agua Caliente	Interpretation
Age	.724	Not Significant	.718	Not Significant	.120	Not Significant
Gender	.358	Not Significant	.301	Not Significant	.966	Not Significant
Educational Attainment	.178	Not Significant	.553	Not Significant	.940	Not Significant
Monthly Income	.070	Not Significant	.776	Not Significant	.641	Not Significant

Place of Origin	.097	Not Significant	.463	Not Significant	.170	Not Significant
Type of Visit	.674	Not Significant	.257	Not Significant	.100	Not Significant
Type of Group	.706	Not Significant	.650	Not Significant	.340	Not Significant

The table above shows the result on the significant difference of the profile of the respondents and the responsiveness the result shows that there is no significant difference between the profile of the respondents and the reliability aspect because all of the p-value indicated on the table were above the 0.05 level of significance therefore all of the resorts interpretation of the p-value was not significant.

In relation the result shows that there is no significant difference with the profile of the respondents and their assessment of responsiveness aspect of the guest satisfaction; it indicates that there is no significant difference with their profile background and their assessment of responsiveness aspect of guest satisfaction which it denotes that the main reason why the background of the guest and their assessment of reliability could vary but with no significant difference at all.

According to Mubiri (2016) the responsiveness aspect is the accessory aspect when it comes to guest satisfaction usually responsiveness deals with the situations where there is a need to cater to a specific problem it insists in order to not decrease the satisfaction of the guest.

Therefore, it insists that when it comes to the significant difference there should be no significant difference between the profile of the respondents and the responsiveness because responsiveness always deals with unexpected setbacks when it comes to guest satisfaction.

4. CONCLUSION

The result shows that most of the guest in the resorts in Pansol, Calamba Laguna where age 18 to 30 with 157 (63.3%) respondents. While the result of the gender suggests that there are more female than male guest with 153 (61.7%) respondents. When it comes to the educational attainment of the respondents most of the respondents were college graduate with 129 (52%) respondents. While the result of the monthly income suggests that most of the respondents had an income of 10001 – 19999 with 152 (61.3%) respondents. the result on the place of origin shows that most of the guest come from the province of Cavite with 135 (54.4%) respondents while the type of visit on the resorts where day swimming with 156 (62.9%) respondents and lastly the result on the type of group shows that most of the respondents were family with 83 (33.5%) respondents. The result on the assessment of the respondents on the reliability suggest that the respondents were satisfied with an overall mean of 2.8730. While on assurance it is also satisfied with an overall mean of 2.8540. The result on the tangible aspect suggest that the respondents were satisfied with an overall mean of 2.7151 while the result on the empathy is also satisfied with an overall mean of 2.9130 and lastly the result on the responsiveness had an overall mean of 2.8980 is interpreted as satisfied. The result on the significant difference of the profile of the respondents and their assessment of the guest satisfaction aspects such as reliability, assurance, tangible, empathy and responsiveness show that there is no significant difference in all of the profile of the respondents and reliability, tangible and responsiveness. However, there is significant difference between the profiles of the respondents particularly the type of visit and the aspect such as assurance and empathy.

Based on the findings the researchers have concluded the following most of the respondents that visits the resorts in Pansol, Calamba Laguna where mostly ages 18 to 30, female, with an educational attainment of college graduate. A monthly income of 10001 – 19999 places of origin from the Province of Cavite with a visit of day swimming and usually with family members. The guests were mostly satisfied with the different aspects of guest satisfaction such as reliability, assurance, tangible, empathy and responsiveness. While the result suggests that there is significant difference between the profiles of the respondents particularly the type of visit and aspects such as assurance and empathy.

Based on the findings the researchers have recommended the following each from the lowest off each aspect in the guest satisfaction first is to conduct a telephone operation training for the staffs. Second is to conduct a training for the staffs about welcome experience. Third it to increase the availability of parking in each of the resorts. Fourth is to conduct a training to improve the friendliness of the staff. And lastly is to conduct a training on fast response towards the guest of the staff.

OUTPUT

Based on the findings of the research the researchers have recommended to provide a guest satisfaction plan on the resorts to increase the guest satisfaction and to improve their quality of service the researchers have created five objectives to improve the guest satisfaction. The first objective is to conduct a training on the staffs on how to properly answer telephone calls for the guest the second objective was to conduct a training for the staffs on how to welcome properly the guest. Third was to increase the availability of parking for the resorts. Fourth was to conduct trainings on how to improve the friendliness of the staff and the last objective was to conduct a training on how to response properly to the needs of the guest altogether the objectives will provide positive results and will increase the quality of service each resort provides to the guest.

The first objective of the study was to conduct telephone operation training for the staffs the training can be done in a span of one day and the management will be the implementing body the estimated budget allotted for the training is 10,000 pesos. The possible outcome of the first objective will be to improve the communication skills of the staffs towards answering the telephone that will cater to the reservation needs of the guest.

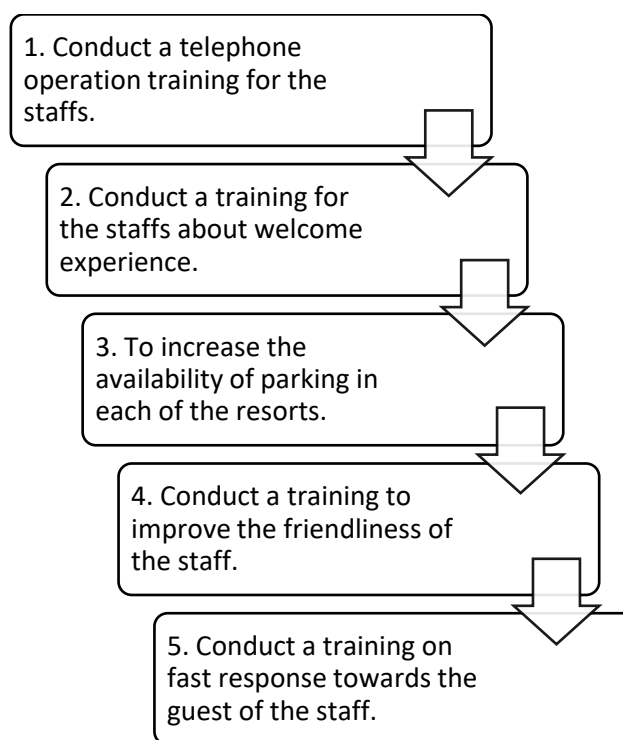


Figure 2: Objectives of the Guest Satisfaction Plan

The second objective of the study was to conduct a training on the staffs about the proper welcome experience towards the guest the training can also be done in a span of 1 day and the management will be responsible in implementing the training. The budget allotted for the training is 10,000 pesos and the possible outcome of this objective is to improve the welcome experience skills of the staffs towards the guest of the resort.

The third objective of the study was to increase the availability of parking in each resorts this can be done by creating a zoning plan on the resort to improve the parking capacity of each resort. The management will be responsible in improving the zoning plan for the parking lot and can be done in a span of 1 week. There will be no budget allocation for this objective since the management will be the one who will make plans for revising the parking layout. The possible outcome for this objective is an improve parking capacity for each resort.

The fourth objective of the study was to conduct to improve the friendly attitude of the staffs towards the guest an etiquette and behavior training is suitable for this because this will improve the behavior of the staffs towards the guest. The training can be done in a span of 1 day and the management will be the one implementing the training. The budget allocated for the training was 10,000 pesos and the possible outcome for this objective will be an improved relationship of the staffs and the guest of the resorts.

The last objective of the study was to conduct a training in response for the staffs towards the guest the possible training could be safety and first aid training or response training for the needs of the guest the training can be done in a span of 1 day and the management of the respective resorts will be the one responsible in implementing the training. The possible budget allocation for the training is 10,000 pesos and the possible outcome is an improve time of response for the needs of the guest in each of the resort.

Table 19: Roadmap of Activities

Objective	Time Frame	Implementing Body	Result	Projected Cost and Implementation
Conduct a telephone operation training for the staffs.	1 day	Management of the Resort	Improve telephone operation for the staffs	10,000 pesos Implementation: 2 weeks planning and 1 week conducting
Conduct a training for the staffs about welcome experience.	1 day	Management of the Resort	Improve welcome experience towards the guest	10,000 pesos Implementation: 2 weeks planning and 1 week conducting
To increase the availability of parking in each of the resorts.	1 week	Management of the Resort	Improve number of parking for each of the resorts	N/A Implementation: 1 week planning and 1 week conducting
Conduct a training to improve the friendliness of the staff.	1 day	Management of the Resort	The staff will have an improve attitude towards the guest and will have an improve relationship	10,000 pesos Implementation: 2 weeks planning and 1 week conducting
Conduct a training on fast response towards the guest of the staff.	1 day	Management of the Resort	The staffs will learn how to response fast to the needs of the guest	10,000 pesos Implementation: 2 weeks planning and 1 week conducting

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