

Assessment of Selected Resort Guest Satisfaction in San Jose del Monte, Bulacan

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guest satisfaction, service quality, SERVQUAL model, resort management; hospitality industry, tourist experience, San Jose del Monte, Bulacan, philippine resorts

Abstract. This study assessed the level of guest satisfaction in selected resorts in San Jose del Monte, Bulacan, using the SERVQUAL service quality framework. Specifically, it examined the demographic profile of resort guests, measured their level of satisfaction in terms of tangibles, reliability, responsiveness, assurance, and empathy, identified common challenges encountered by guests, and proposed practical recommendations to improve overall guest satisfaction. A descriptive-quantitative research design was employed, and data were gathered from eighty-eight resort guests through a structured survey questionnaire utilizing a four-point Likert scale. The selected resorts included Grotto Vista Resort, Pacific Waves Resort, and Los Arcos De Hermano, which are among the frequently visited leisure destinations in the area. Descriptive statistical tools such as frequency distribution, percentage, and weighted mean were used to analyze and interpret the collected data. Findings revealed that most respondents were young adults aged eighteen to thirty-five, predominantly male and single, with a large proportion identified as first-time visitors. Results further showed a generally high level of guest satisfaction across all SERVQUAL dimensions, with most indicators interpreted as satisfied or very satisfied. Service-related challenges were minimal, as guests generally disagreed that major problems were strongly experienced, although minor concerns were noted particularly in empathy and responsiveness. Based on these results, recommendations focused on enhancing personalized services, strengthening staff responsiveness, sustaining facility quality, establishing systematic guest feedback mechanisms, and encouraging repeat visitation. The study concludes that the selected resorts consistently deliver quality service that fosters positive guest experiences and offers valuable insights for resort management and local tourism stakeholders.

Introduction

The tourism and hospitality industry plays a vital role in economic development, particularly at the local level where resorts contribute significantly to employment, income generation, and destination attractiveness. In the Philippines, the resort sector has experienced steady growth due to increasing domestic tourism, especially in areas located near Metro Manila such as San Jose del Monte, Bulacan. With its accessibility, natural attractions, and growing number of resorts, San Jose del Monte has become a preferred leisure destination for families, groups, and staycation travelers. Guest satisfaction is considered one of the most critical indicators of success in the hospitality and resort industry. According to Dayoc, Sanico, and Gipala (2023), guest satisfaction directly affects repeat visitation, loyalty, and positive word-of-mouth, all of which are essential for the sustainability and competitiveness of resorts. Resorts that consistently meet or exceed guest expectations are more likely to maintain a strong market position, especially in highly competitive tourism areas.

Recent studies emphasize that guest satisfaction is influenced by several key dimensions, including service quality, facilities, cleanliness, safety, staff behavior, ambiance, and value for money. Evangelista and Ylagan (2022) found that health and

safety measures, along with responsive and courteous service, significantly contribute to overall guest satisfaction in resort hotels in the Philippines. This finding is particularly relevant in the post-pandemic context where guests give greater attention to hygiene, safety protocols, and service reliability when choosing resorts. Service quality remains a fundamental determinant of guest satisfaction in resort settings. Alejandrino (2023) reported that service quality dimensions such as tangibility, responsiveness, assurance, and empathy greatly affect guests' perceptions and satisfaction levels in selected resorts in Benguet Province. These dimensions align with the SERVQUAL model, which is widely used in hospitality studies to assess how service performance influences customer satisfaction. Moreover, Torralba and Ylagan (2023) investigated resorts in Batangas Province and revealed that higher perceived service quality leads to stronger behavioral intentions, including willingness to revisit and recommend the resort to others. This implies that guest satisfaction does not only reflect current service performance but also future business potential. Such findings highlight the importance of continuously evaluating guest experiences to remain competitive.

In a similar context, Qutoriano, Echavez, and Dagang (2024) found that customer satisfaction significantly predicts guest loyalty among beach resorts in Misamis Oriental, stressing the importance of staff behavior, service consistency, and overall guest experience. This relationship between satisfaction and loyalty emphasizes the need for resort operators to understand guest expectations and identify areas requiring improvement. [ijsmsjournal.org]

Despite the increasing number of studies on guest satisfaction in Philippine resorts, there is a limited body of research focusing specifically on resorts in San Jose del Monte, Bulacan. Given the city's growing tourism potential and increasing resort establishments, it is necessary to assess the level of guest satisfaction to provide data-driven insights for resort owners, managers, and local tourism stakeholders. Understanding guest satisfaction in this local context will help improve service delivery, enhance guest experiences, and support the sustainable development of the resort industry in the area.

Hence, this study aims to assess the level of guest satisfaction in selected resorts in San Jose del Monte, Bulacan, focusing on key satisfaction indicators such as service quality, facilities, cleanliness, staff performance, and overall guest experience. The results of this study are expected to serve as a basis for improvement strategies and contribute to existing literature on resort guest satisfaction in the Philippines.

Research Questions

1. What is the demographic profile of the resort guests in terms of:
 - 1.1. Age
 - 1.2. Sex
 - 1.3. Civil status
 - 1.4. Frequency of visit
2. What is the level of guest satisfaction in selected resorts in San Jose del Monte, Bulacan in terms of :
 - 2.1. Tangibles
 - 2.2. Reliability
 - 2.3. Responsiveness
 - 2.4. Assurance
 - 2.5. Empathy?
3. What challenges do resort guests encounter in relation to the SERVQUAL service quality dimensions?
4. Based on the findings of the study, what recommendations may be proposed to improve guest satisfaction in selected resorts in San Jose del Monte, Bulacan?

Methodology

Research Design

This study employed a descriptive-quantitative research design. Descriptive research aims to systematically describe the characteristics of a population, situation, or phenomenon, while quantitative research focuses on numerical data and statistical analysis. This design was deemed appropriate for the study as it sought to describe the demographic profile of resort guests, determine the level of guest satisfaction based on SERVQUAL dimensions, and identify the challenges encountered by guests in selected resorts in San Jose del Monte, Bulacan. The descriptive quantitative design enabled the researcher to gather measurable data using a structured questionnaire and analyze the responses using statistical tools to arrive at objective and reliable findings.

Participants and Sampling Technique

The population of the study consisted of all guests who visited or stayed at the selected resorts in San Jose del Monte, Bulacan, namely Grotto Vista Resort, Pacific Waves Resort, and Los Arcos De Hermano, during the data collection period. The sample of the study included resort guests from the aforementioned resorts who were present at the time of the survey and were willing to participate in the study. Respondents were selected using the convenience sampling technique, which allowed the researcher to gather data from guests who were readily available and accessible during the administration of the questionnaire. A total of 88 resort guests served as respondents of the study. Only guests aged 18 years old and above were included to ensure informed consent and reliable responses.

Data Gathering Procedure

Prior to the conduct of the study, the researcher secured formal approval from the concerned authorities and the management of the selected resorts in San Jose del Monte, Bulacan. Permission was obtained to administer the survey questionnaire to resort guests. The researcher personally distributed the survey questionnaires to the respondents to ensure proper explanation of the study's purpose and clarity of instructions. The questionnaire was administered following its structured flow. The first part of the questionnaire gathered data on the demographic profile of the respondents, which included age, sex, civil status, and purpose of visit. The second part of the questionnaire focused on determining the level of guest satisfaction in terms of the SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Respondents were asked to rate their level of satisfaction using a 4-point Likert scale. The third part of the questionnaire identified the challenges encountered by resort guests in relation to the SERVQUAL service quality dimensions.

Before the respondents answered the questionnaire, they were informed about the purpose of the study and were assured that their responses would be kept confidential and used solely for academic purposes. Participation was voluntary. After completion, the questionnaires were collected immediately by the researcher to ensure completeness and prevent loss of data. The gathered responses were then checked, tallied, organized, and encoded for statistical analysis.

Statistical Treatment of Data

The data gathered from the survey questionnaires were tallied, organized, and analyzed using appropriate descriptive statistical tools. To describe the demographic profile of the resort guests, frequency counts and percentage distribution were utilized. The weighted mean was employed to determine the level of guest satisfaction in selected resorts in San Jose del Monte, Bulacan with respect to the SERVQUAL service quality dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy, and the challenges encountered by resort guests in relation to the SERVQUAL dimensions based on the respondents' ratings using a 4-point Likert scale. The summarized results and interpreted data served as the basis for formulating recommendations to improve guest satisfaction in the selected resorts.

Results and Discussion

Variable	Category	Frequency (f)	Percentage (%)
Age	18–25 years old	33	37.50
	26–35 years old	32	36.36
	36–45 years old	20	22.73
	46 years old and above	3	3.41
	Total	88	100.00
Sex	Male	56	63.64
	Female	32	36.36
	Total	88	100.00
Civil Status	Single	55	62.50
	Married	28	31.82
	Widowed	0	0.00

	Separated	5	5.68
	Total	88	100.00
Frequency of Visit	First time	39	44.32
	Occasionally (2–3 times/year)	28	31.82
	Frequently (4–6 times/year)	15	17.05
	Very often (more than 6 times/year)	6	6.81
	Total	88	100.00

Table 1. Demographic Profile of the Respondents

Table 1 presents the demographic profile of the 88 resort guests who participated in the study, including their age, sex, civil status, and frequency of visit to the selected resorts in San Jose del Monte, Bulacan. In terms of age, the largest group of respondents belonged to the 18–25 age bracket, with 33 respondents (37.50%), followed closely by those aged 26–35, comprising 32 respondents (36.36%). Guests aged 36–45 accounted for 20 respondents (22.73%), while only 3 respondents (3.41%) were aged 46 and above. The results indicate that the majority of resort guests are young adults, suggesting that resorts in San Jose del Monte are particularly attractive to individuals within the economically active and leisure-seeking age groups. This age distribution implies a strong preference for resort visits among younger guests who are more inclined toward recreational and relaxation activities.

With respect to sex, male respondents dominated the sample, with 56 respondents (63.64%), while female respondents numbered 32 (36.36%). This suggests that male guests were more prevalent among resort visitors during the data collection period. The result may indicate differing leisure preferences or availability between male and female guests, although both groups are well represented.

As to civil status, the majority of respondents were single, totaling 55 guests (62.50%), followed by married respondents with 28 guests (31.82%). A smaller number of respondents were separated, comprising 5 guests (5.68%), while no respondents identified as widowed. The predominance of single guests supports the finding that younger age groups form the majority of resort visitors and are more likely to engage in leisure travel and recreational activities.

Regarding the frequency of visit, the results show that first-time guests comprised the largest group, with 39 respondents (44.32%), indicating that many guests were newly experiencing the selected resorts. Those who visited occasionally (2–3 times per year) accounted for 28 respondents (31.82%), while 15 respondents (17.05%) reported visiting frequently (4–6 times per year). Only 6 respondents (6.81%) visited the resorts very often (more than six times per year). This distribution suggests that while the resorts attract a substantial number of first-time visitors, there remains potential to increase repeat visitation through improved guest satisfaction and loyalty-building strategies.

Level of Guest Satisfaction in Terms of SERVQUAL Dimensions

The results of the study revealed that resort guests in San Jose del Monte, Bulacan experienced a high level of satisfaction across all SERVQUAL dimensions, with most indicators interpreted as Very Satisfied or Satisfied. This finding is consistent with a growing body of hospitality research emphasizing that service quality remains a strong determinant of guest satisfaction in resort and accommodation settings. Similar results were reported by Landocan (2024), who found that guests in accredited hotels in Baguio City were very satisfied across all SERVQUAL dimensions, suggesting that well-managed service systems lead to positive guest experiences. Likewise, Rabaya, Adaro, and Montegrande (2021) observed high service quality ratings and overall tourist satisfaction in inland resorts in Tagum City, reinforcing the idea that quality service delivery contributes to favorable guest perceptions.

In terms of tangibles, guests were very satisfied (3.60) with the cleanliness, visual appeal, ambiance, and maintenance of resort facilities, as well as the neat appearance of staff. These findings support Evangelista and Ylagan (2022) and Genove and Tayco (2023), and are further reinforced by Mandigma et al. (2021), who found that physical facilities and resort cleanliness were among the strongest contributors to guest satisfaction in hot spring resorts in Laguna. Similarly, Oei et al. (2021) demonstrated that room cleanliness, well-maintained facilities, and aesthetically pleasing environments significantly influenced guest satisfaction in luxury resort settings. With regard to reliability, respondents were satisfied to very satisfied (3.42) with the resorts' ability to deliver services as promised, handle guest requests accurately, and provide consistent service. These results support Alejandrino (2023) and Maca-Ambac (2023) and are consistent with the findings

of Verzosa et al. (2024), who reported that service reliability significantly impacts customer satisfaction and first-choice decision making in resort hotels in Palawan. Likewise, Sulemana et al. (2023) found that reliable service execution was a strong predictor of customer satisfaction and loyalty in hotel establishments.

The level of satisfaction regarding responsiveness was also high (3.50), indicating that guests appreciated prompt service, willingness of staff to assist, and timely resolution of concerns. This finding corroborates the results of Ali et al. (2021) and Torralba and Ylagan (2023). In addition, Guinto and Ylagan (2025) emphasized that responsiveness is a critical predictor of guest behavioral intention and loyalty among hotels in Central Luzon, highlighting the importance of quick and attentive service in enhancing guest satisfaction. In terms of assurance, guests were very satisfied (3.59), with staff knowledge, courtesy, professionalism, and the sense of safety and trust provided by the resorts. These findings align with Torralba and Ylagan (2021) and Saeed et al. (2021) and are further supported by Sitones and Meñez (2024), who found that staff competence, security measures, and confidence-building service practices significantly contribute to guest satisfaction in DOT-accredited accommodation establishments. Additionally, Tamondong et al. (2022) confirmed that assurance-related practices, particularly in health and safety protocols, positively influence customer satisfaction in hospitality settings.

With regard to empathy, respondents were generally satisfied (3.39), with the personal attention, understanding, and consideration shown by resort staff, although this dimension received slightly lower ratings compared to others. This observation supports Genove and Tayco (2023) and is consistent with Yeong, Knox, and Prabhakar (2022), who found empathy to be a significant predictor of guest satisfaction in resort hotels, particularly when guests feel valued and understood by service personnel. Similarly, Thomas and Gunaseelan (2025) emphasized that empathy and personalized service play an increasingly important role in shaping guest satisfaction in post-pandemic hospitality environments. Overall, these findings are further substantiated by comprehensive reviews of hospitality research, such as Abdulrab and Hezam (2024), who concluded that all SERVQUAL dimensions consistently influence customer satisfaction, loyalty, and business sustainability across hospitality contexts. The convergence of these studies confirms that high service quality across all SERVQUAL dimensions leads to positive guest experiences, reinforcing the validity of the present study's findings.

Challenges do resort guests encounter in relation to the SERVQUAL service quality dimensions

The challenges encountered by resort guests in selected resorts in San Jose del Monte, Bulacan were assessed using the SERVQUAL service quality framework. As shown in Table 3, all indicators yielded weighted mean values interpreted as "Disagree," indicating that respondents generally did not strongly experience service-related challenges. This suggests that the selected resorts have effectively addressed most service quality concerns, with only minor areas needing improvement. Among the SERVQUAL dimensions, empathy-related challenges such as limited personal attention and employees not fully understanding guest needs ranked highest, although still interpreted as "Disagree." This finding implies that while service delivery is generally satisfactory, personalized attention may vary depending on staff workload and guest volume. Similar observations were reported by Genove and Tayco (2023), who noted that empathy tends to score lower than other service quality dimensions in Philippine resorts due to operational constraints.

Challenges related to responsiveness, including staff availability and response time, also ranked relatively higher compared to other dimensions. While guests largely disagreed that responsiveness was a serious problem, the ranking suggests that these areas remain sensitive points in service delivery. This supports the findings of Torralba and Ylagan (2023), who emphasized that prompt service and staff availability are critical in shaping positive guest experiences, even when overall satisfaction is high.

In terms of tangibles, issues related to cleanliness, facility maintenance, and equipment condition received low weighted mean scores, indicating that most guests did not encounter notable physical deficiencies. This result is consistent with Evangelista and Ylagan (2022), who found that cleanliness and facility upkeep are strong contributors to guest satisfaction in Philippine resorts, especially in the post-pandemic context.

Similarly, reliability-related challenges, such as delayed services and unfulfilled promises, were not widely experienced by respondents. This aligns with the findings of Alejandrino (2023), which showed that reliable and consistent service execution positively influences guest perceptions of resort quality. Maca-Ambac (2023) also affirmed that reliable service delivery minimizes guest complaints and enhances satisfaction. For assurance, respondents strongly disagreed that staff lacked courtesy or that they felt unsafe due to staff behavior. These results indicate a high level of trust and confidence in resort personnel. This corroborates the findings of Saeed et al. (2021) and Torralba and Ylagan (2021), who highlighted assurance and professionalism as vital components of guest satisfaction in hospitality establishments.

Overall, the findings reveal that the challenges encountered by resort guests were minimal and manageable, suggesting that the selected resorts in San Jose del Monte, Bulacan provide quality service across all SERVQUAL dimensions. The presence

of minor challenges, particularly in empathy and responsiveness, presents opportunities for targeted staff training and service enhancement without detracting from the generally positive guest experience.

Conclusion and Recommendations

This study aimed to assess the guest satisfaction in selected resorts in San Jose del Monte, Bulacan in terms of the SERVQUAL service quality dimensions, taking into account the guests' demographic profile and the challenges they encountered. Based on the findings, several conclusions were drawn. In terms of demographic profile, the majority of resort guests were young adults aged 18–35, predominantly male and single, with most being first-time or occasional visitors. This indicates that the selected resorts are particularly appealing to younger, leisure-oriented individuals who seek recreation and relaxation. The large number of first-time visitors also suggests that the resorts continue to attract new guests, although repeat visitation remains an area that may be further strengthened.

Regarding the level of guest satisfaction, the results revealed that guests experienced a high level of satisfaction across all SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Guests were very satisfied with the cleanliness, ambiance, and physical facilities of the resorts, as well as the professionalism, courtesy, and competence of the staff. Service reliability and responsiveness were also positively rated, indicating that services were delivered as promised and that staff were generally prompt and helpful. Although empathy registered slightly lower ratings compared to other dimensions, it was still interpreted as satisfactory, showing that guests generally felt cared for and valued. In terms of challenges encountered, the findings showed that respondents generally did not strongly experience service-related challenges, as all indicators were interpreted as Disagree. This suggests that service quality concerns were minimal and manageable. However, minor challenges were observed in the areas of empathy and responsiveness, indicating that personal attention and staff availability may occasionally vary during peak periods.

Overall, the study concludes that the selected resorts in San Jose del Monte, Bulacan provide quality service that results in positive guest experiences, with only minor areas requiring further enhancement. The generally high satisfaction levels and low incidence of challenges indicate effective resort management and service delivery practices.

Based on the findings of the study, the following recommendations are proposed to further improve guest satisfaction in selected resorts in San Jose del Monte, Bulacan:

1. Enhance Personalized Service (Empathy)- Resort management may conduct regular training programs focused on improving employees' interpersonal skills, customer engagement, and attentiveness to guest needs. Emphasizing personalized service can help address minor gaps observed in the empathy dimension and create more memorable guest experiences.
2. Strengthen Staff Availability and Responsiveness- During peak seasons or high guest volume periods, resorts may consider adjusting staff schedules or increasing manpower to ensure prompt service delivery and immediate assistance to guests. This will help maintain high satisfaction levels in responsiveness.
3. Sustain Facility Maintenance and Cleanliness- Although guests were highly satisfied with tangibles, continuous monitoring and maintenance of facilities and equipment are recommended to sustain cleanliness, safety, and overall resort appeal.
4. Implement Guest Feedback Mechanisms- Resorts may introduce or improve feedback channels such as suggestion boxes, online surveys, or post-stay evaluations to regularly assess guest concerns and service expectations. Addressing feedback promptly can help prevent minor issues from escalating.
5. Encourage Repeat Visitation and Guest Loyalty- Resorts may develop loyalty programs, promotional incentives, or special packages for returning guests to increase repeat visits, especially among first-time and occasional visitors.
6. Continuous Service Quality Assessment- Management may periodically reassess service quality using the SERVQUAL framework to identify emerging issues and ensure consistent delivery of high-quality service across all dimensions.

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Competing Interests Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.

Data Availability Statement

Data sharing is not applicable to this article as no new data were created or analyzed in this study; all data used were obtained from previously published sources as cited in the reference list.

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Appendices

No appendices are attached to this study.