Accommodation services and customers' satisfaction in relation to hotel industry in Occidental Mindoro

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Abstract

The hotel industry has played a major role in the growth of the economy. Accommodation services and customer satisfaction are approaches that lead to payback the consumers by meeting their needs. This research seeks to evaluate the accommodation services and customer satisfaction that attribute to the growth of hotel industry. Descriptive-correlative method was used in this study, which used a set of researcher-made questionnaire as the instrument for data gathering. While the secondary data collected on the website to supply the needs of the study, they were gathered from the questionnaire tallied, analyzed and interpreted. Data were analyzed and presented the results using the statistical computations that were computer-generated by SPSS v. 26 and WarpPLS v.7. The results identified the highest correlation value between service features and customers' satisfaction. This implies that when hotel offers competitive service charges and it is easily accessible to them, then it all leads toward satisfaction among customers. It concluded that it is vital for a hotel to maintain consistency in service standards and the dependency of the hotel's ability on guest loyalty to increase guest satisfaction. Therefore, the researcher recommends that the government should provide the ideal, authority, infrastructure, policy and planning procedures to maximize the benefits of its communities. The LGUs are also intermediaries in channeling the framework of government into each individual community in order to create a beneficial outcome. Hoteliers on the other hand should maintain consistency their service standards and the hotel's ability to increase guest loyalty and their satisfaction.

Keywords: accommodation services, customers' satisfaction, infrastructure, hotel industry, descriptive-correlative

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1. Introduction

Hotel industry is one of the world's largest industries and one of its fastest growing economic sectors. In many countries tourism and hotel industry is seen as a main instrument for national development. Base on the latest statistics issued by the World Travel and Tourism Council (WTTC), the tourism industry accounts for more than 10% of the world's GDP, making it one of the largest economic sectors worldwide. With almost 9 trillion US dollars, tourism ranked itself as one of the fastest-growing trades of the world, being surpassed only by the manufacturing sector. Supported by Aynalem et al. (2016) in their Employment Opportunities and Challenges in Tourism and Hospitality Sectors that tourism is extremely labor intensive and a significant source of employment.

After a hectic schedule people like to devote their break and leisure time with friends and immediate family and at the same time discovering tourists' destinations around the world. In their travel, accommodation provides the base, from which tourists can engage in any activities at a destination, as supported by Poudel (2013) in her study that, accommodation sector in the tourism industry is directly or indirectly influencing the whole tourism development. We can say that one of the major components of tourism industry, hotel accommodation is the most important segment of the tourism as a whole. Readily available accommodation in the area signifies the image of a tourism destination, accommodations is one of the basic requirements for tourists in their travel. Supported by Attila (2016) that hotel industry is essential in tourism destination and tourism would not have any upholding power without hotels.

Occidental Mindoro on the other hand, is oozing with potentials for economic growth in trade and commerce, agriculture and tourism. The locality has untouched site and attractions waiting to be developed as a good tourism product. Occidental Mindoro has an enchanting island with more than 200 kilometers of beaches and shoreline studded with raw and untouched coral reefs, floras and faunas, atolls that is a must to see for explorer. Today San Jose is gradually introduced to the social media the magnificent scenery called Devil's Mountain. Salt production in San Jose is also a good scenery to attract tourist because a vast plantation of salt bed in Bulacan, Cavite and Las Piñas large salt farms near Manila have stopped production due to land development that is offering higher returns. Historical sites to witness, several existing tourism facilities and tourism personnel are available to the enjoyment of visitors. Transportation by land and air is also accessible to reach the town of Sablayan where Apo Reef the largest coral reef in the Philippines is located. The reef ranked second largest connecting coral reef in the world, second to the Great Barrier Reef of Australia. It is one best dive spots in the world, attracting groups of divers all year round (https://whc.unesco.org/en/list/154/). The soft white sand and patches of fine corals, clearly visible through the crystal blue waters, is truly an entrancing sight to behold. San Jose is also a Gateway to Coron Island, located in the north of the Palawan Province, Philippines, is considered one of the world's most beautiful islands. With beautiful white beaches, lagoons, and ecological features, including shallow-water coral reefs and freshwater lakes (Adam, 2023). On this study, the services of hotel accommodations will be measured in order to identify the level of satisfaction of customers. With the present hotel accommodations being offered in Occidental Mindoro, hotel guests do have a lot of expectations.

Statement of the Problem - This study aimed to determine the level of accommodation services and customer satisfaction in relation to hotel industry in Occidental Mindoro. Specifically, this study was conducted to find answers to the following: (1) What is the status of hotel accommodation services and customer satisfaction in Occidental Mindoro? (2) What is the level of satisfaction with accommodation services among guests in identified hotels in terms of: customer services, facilities, amenities? (3) What is the level of customer satisfaction with hotel industry in Occidental Mindoro in terms of promotion, infrastructure, human resource and

development? (4) What is the status of hotel industry in Occidental Mindoro? (5) Is the status of hotel industry in Occidental Mindoro significant in accommodation services and customers' satisfaction?

Significance of the Study - Tremendous efforts of the government, as well as non-government organizations are focused on poverty alleviation programs that will uplift the impoverished sectors. This study hopes to contribute in the upliftment of the lives of members of hotel industry by providing salient findings that will enable various institutions, organizations, and individuals determine how their programs may work well towards their vision and aims. In terms of its significance, this study will be beneficial to the following: First, this study will provide data and information needed by the hotel owners to run and for the improvement of their business. It can contribute to economic and social sustainable development of hotel owners and managers, through their understanding of environmental, societal and ethical issues. Second, this study will provide insights for hotel guests on how to raise the level of their satisfaction in the hospitality industry business management strategies. Hotel guests will be able to affirm their valuable economic and social contribution in the development of the local tourism. Third, the study will be particularly significant to the local Tourism Office as it works for the welfare of hotel owners. As it scans situation, findings will provide them with a picture of hotel owners as they respond to problems concerning the issues and concerns affecting hotel accommodations and tourism industry as a whole. Moreover, the present study provides an opportunity to identify the gaps in customer relations, facilities and government support so as to develop or design a more appropriate tourism program. Fourth, this study shall provide the motivation for the formulation of policies and guidelines on tourism development of the locality through its investment plans. In realizing the contribution of hotel accommodations in the local economy, this study hopes to provide hotel owners the needed incentives such as logistical and financial support, in order to boost the enthusiasm of existing hotel accommodations and those who are planning to start one.

Fifth, the study provides theoretical contribution on the role of hotel accommodation in relation to hospitality industry in economic development. Researchers and students of business and management courses will be provided with areas of further research on hospitality management from the point of view of hotel guests and hotel owners. While the study does not promise to be extensive, nonetheless it is a breakthrough, a venue for further scholarly endeavor. Sixth, this study will also be beneficial to the future investors in this line of business to allow investors to gain more knowledge about tourism industry information, may it be growth, stocks, technological advancement, and more. Once this information is collected, it helps investors build a more complete picture of the company's performance and decide about an investment opportunity. Seventh, the study will be the source of information and understanding of the level of progress the hotel industry is into. Their community will know the present and current situation of their economy. Lastly, this study will provide the motivation for the student researchers to be aware and knowledgeable of the processes involved in the hotel industry. It would help them to know further the study and it can be a big help as a future reference for more studies in the future.

Scope and Delimitation of the Study - The municipalities of San Jose, Calintaan, and Sablayan in the province of Occidental Mindoro were the subject of this study. The majority of hotels and the vast majority of tourists who will use accommodations in the province are seen in the municipalities of San Jose, Calintaan, and Sablayan due to their strategic location of tourist attractions. Other municipalities, even though they have identified accommodations, such as Magsaysay and Rizal, are excluded from the study even though they are close to the municipality of San Jose. The municipalities of Sta. Cruz, Paluan, Mamburao and Abra de Ilog as well as Lubang-Looc islands are excluded from the study due to their inaccessibility. This study limited its respondents to DOT accredited hotel guests that can afford the services of the hotel. Visitors (which may be either tourists or excursionists; residents or non-residents) such as foreign and local tourist were included in this study. In this study, the researcher did not consider the age, social class, and educational attainment as variables related to the dependent variable.

2. Methodology

Research Design - This study utilized the descriptive-correlative method of research with the aim of determining the link between the level of satisfaction on accommodation services and customer satisfaction in relation to the status of hotel industry in Occidental Mindoro. According to Kothari (2004), descriptive research design is used to illustrate the state of affairs as it exists at present. Kothari also mentioned that in this research method, the researcher has no control over the variable. In other words, the researcher can only explain what has happened or what is happening. This research used two types of data which are primary and secondary to gather the information needed in this research study. Primary data were obtained from the questionnaires and interviews, while secondary data were from the publication research, journal, articles, and other related resources.

Respondents of the Study - There are 30 hotels in the municipality of San Jose, in the province of Occidental Mindoro registered at the DTI. From this number of hotels, there are 5 which have been accredited by the Department of Tourism namely, Season's Hotel, G Star Hotel, Sikatuna Town Hotel, Jazmine Royal Hotel, and JDS Hotel. In the municipality of Calintaan, there are four accommodation services namely Holiday Ocean Resort, Labros Ridge and Waterfront, Apo Reef Club and Jackson Hotel but only the latter got an accreditation from DOT. While in Sablayan there are four (4) accredited accommodation services by the Department of Tourism out of 26 registered hotels at the DTI, namely Seasons Hotel and Convention Center, Adventure Camp Beach Resort, La Wency Amor Hotel and Pandan Island Grande Beach Resort. Thus, out of 1058 total population, using RAOSOFT application, the sample size was 283 with 5% margin error and 95% confidence level. The actual respondents of the study came from accredited accommodation services in which the researcher facilitates data gathering. The researcher took the opportunity to give the survey questionnaire to the guests who were currently accommodated in the identified hotels regardless of the type of rooms used. Any guests present at the time during the gathering of data were considered respondents or the convenient sampling.

Research Instrument - The researcher conducted survey questionnaire consisting of various items to provide answers that professionals corroborated. The researcher made-survey questionnaire consisted of Part I which involves a clear set of items and response sets that participants interacted with during survey administrations presented by the researcher. In this part, ascertains the accommodation services provided for them by the hoteliers and questions to ascertain customer's satisfaction and Part II is about the status of Hotel Industry in San Jose. To interpret the respondents' responses, the indices used are as follows; 4.20 – 5.00 Excellent, Very Highly Satisfied; 3.40 – 4.19 Very Good, Highly Satisfied; 2.60 – 3.39 Good, Moderately Satisfied; 1.80 – 2.59 Fair, Least Satisfied; 1.00 – 1.79 Needs Improvement, Not Satisfied.

For validity testing, the researcher sought the help of experts in order to validate the survey questionnaire. The researcher requested the help and expertise of five (5) faculty members of the graduate school of the Divine Word College of San Jose to validate the accuracy and relevance of the items in the instrument. Recommendations and suggestions from the experts were considered for the improvement of the instrument. The questionnaire was checked to test the consistency of responses. The researcher-made questionnaire was administered once to thirty respondents. The item reliability test of the instrument made use of the split-half method considering the odd-even scheme. Because of the single administration of the questionnaire, a correction formula was employed using the Spearman-Brown coefficient. Table 1 presented the results of the reliability analysis. The coefficients which ranged from 0.829 to 0.959 resulted in a generally high reliability of the items in the instrument. The questionnaire should be administered to the final set of respondents.

Table 1

Result of Reliability Analysis

Items	Reliability Coefficients*	Interpretation
Accommodation Services		
A. Customer Service	0.910	Very High Reliability
B. Facilities	0.865	High Reliability
C. Amenities	0.959	Very High Reliability

	Customer Satisfaction	
A. Promotion	0.829	High Reliability
B. Infrastructure	0.941	Very High Reliability
C. Human Resource Development	0.913	Very High Reliability
	Status of Hotel Industry	
Status	0.877	High Reliability

*Spearman Brown Coefficients of Equal Length

Data Gathering Procedure - Before the conduct of the face-to-face initial interview and distribution of instruments, the researcher secured a letter of request in administering the survey signed by the thesis adviser and requesting the approval of the accredited hoteliers in Occidental Mindoro to the available respondents at the time of the interview if he/she is willing to take the survey. A schedule for the date of distribution and retrieval of the questionnaire was discussed and set on a mutually agreed date and time. Upon approval of the request, the questionnaire or instrument was administered by the researcher himself to ensure accuracy and confidentiality of the result which was discussed with the respondent that the information gathered will be solely used for the research. Upon retrieval of data, these were encoded, tabulated, analyzed and interpreted with the aid of statistical techniques.

Statistical Treatment of the Data - In order to analyzed and interpreted the data collected, the study used the following tools and techniques. Percentage and frequency distribution were used to gather other useful information about the hotel industry. Mean was employed to determine the centrality of responses and scores. The weighted mean was also computed and expressed mathematically to identify the levels of the variables measured and for the determination of relationships between variables done using correlation analysis through Pearson's Product Moment Correlation coefficient r, lastly analysis of data was done using the Statistical Package for the Social Sciences (SPSS) version 26 computer software.

Ethical Considerations - The researcher is compelled by a code of ethics, for it is an important manner that all researchers must possess. Thus, throughout the period of this study, the researcher furnished a written agreement stating the purpose of the interview and their answer is used solely for the study. The researcher made sure that all the information gathered and/or presented would be made confidential. Proper citation of the sources used in the study was observed not only to avoid plagiarism but also to acknowledge and give credit to the scholar's ideas. It is also a manner of respecting other researchers' intellectual rights.

3. Results and Discussions

Table 2

Status of Hotel Accommodation Services in Occidental Mindoro

Accommodation Services	Customer Service		Facilities		Amenities	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Excellent	41	14.5	20	7.1	50	17.7
Very Good	200	70.7	164	58.0	138	48.8
Good	36	12.7	74	26.1	73	25.8
Fair	6	2.1	25	8.8	22	7.8
Total	283	100.0	283	100.0	283	100.0

One of the most common services provided by hoteliers is focused on how to accommodate hotel guests and how to provide them with these services at their best. While servicing customers start from the time they make inquiries for booking, hoteliers ensure that customers will also be given efficient services particularly in the accommodation of their customers. Rated from needs improvement to excellent, Table 2 shows that the three indicators, namely: customer service, facilities and amenities are given very good rating of 70.7%, 58% and 48.8%, in that order, by the customer-respondents of the hotels in Occidental Mindoro. This suggests a generally very good assessment of the hotels' accommodation services.

It is good to note that these hotels are also given excellent rating in customer service by 14.5%, in amenities

by 17.7%, and in facilities by 7.1%. However, in terms of facilities and amenities, 8.8% and 7.8% of the respondents gave a fair rating. The accommodation services received a good rating in facilities, 26.1%, in amenities, 25.8% and in customer service, 12.7%. This means that while there are customers who think they received excellent accommodation services, still a few expect to see improvements in this regard. Given a generally very good rating in accommodation services, this finding conforms to Poudel's (2013) contention that availability of accommodation in the area is one of the basic requirements for tourists in their travel. Tourists in their travel require location where they can rest and revitalize during their travel, hence, accommodation is a base of hotel industry as it is a vital and fundamental part of tourism supply. In the same view, Pertiwi, and Sulistyawati, (2020) describes accommodation as a fundamental factor of the tourism product to the tourists and that the type, extent and nature of accommodation determine the volume and value of tourism that is possible at any destination.

Table 3

Status of Customer Satisfaction of Hotels in Occidental Mindoro

Customer Satisfaction	Promotion		Infrastructure		Human Resource Development	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Excellent	53	18.7	66	23.3	59	20.8
Very Good	168	59.4	149	52.7	159	56.2
Good	53	18.7	58	20.5	45	15.9
Fair	9	3.2	10	3.5	20	7.1
Total	283	100.0	283	100.0	283	100.0

Considering customer satisfaction in Table 3, majority of the respondents gave a very good rating in terms of promotion (168 or 59.4%), infrastructure (149 or 52.7%) and human resource development (159 or 56.2%). This implies that the promotional activities and the effective training of the hotel staff were well taken care of and this possibly helped in the increase of hotel customers. Moreover, the hotel guests may have felt comfortable with the strategic location of the hotel and the improved roads going to the hotel venue.

Very close percentages for excellent and good ratings are accorded to the three indicators of customer satisfaction. This result appears to be parallel with the findings of Natanauan et al. (2013) which disclosed that customer satisfaction at One Tagaytay Hotel in terms of tangibility, reliability, responsiveness, assurance, and empathy all were rated very good regardless of the hotel guests' profile. Still, few respondents appeared not so satisfied since 3.2%, 3.5% and 7.1% gave a fair rating on customer satisfaction. These findings suggest that improvements on promotion, infrastructure and human resource development should be looked into for additional development of the hotels. Same recommendation was provided by Kariru and Aloo (2014) as their findings indicated that the hotels have to improve their service quality and adapt to customers' expectations, in order to generate increased customer satisfaction and the resultant competitiveness. The importance of a generally very good perception on the status of customer satisfaction is reiterated by Gunasekaran (2012) who opined that understanding the customer satisfaction is important as it allows the company to know how customer defines the service and product quality and facilitates the development of customer satisfaction questionnaires.

Table 4

Summary of Level of Satisfaction with Hotels' Accommodation Services

Indicators	WeightedMean	Verbal Description
Customer Service	3.86	Highly Satisfied
Facilities	3.53	Highly Satisfied
Amenities	3.72	Highly Satisfied
Overall Mean	3.70	Highly Satisfied

Scale: 4.20-5.00- Very Highly Satisfied; 3.40-4.19- Highly Satisfied; 2.60-3.39- Moderately Satisfied; 1.80-2.59– Least Satisfied; 1.00-1.79- Not Satisfied

The availability of accommodation in the locality represents the image of a tourism destination as it is one of the basic requirements for tourists in their travel. Included in the hotels' accommodation services is the provision

of efficient service to its customers. As can be gleaned from Table 4, the respondents are highly satisfied with the three indicators namely; hotels' customer service, facilities and amenities as evidenced by the composite mean of 3.86, 3.53 and 3.72 respectively. The findings above are some of the expectations of guests once they have checked in at the hotel. When hotel management gives priority to providing an efficient service to their customers, it is likely that these hotel guests will enjoy their stay, will give positive feedback and will be happy to come back in their future travel. This is supported by the findings of Cornell (2014) and Kariru & Aloo (2014) stating that rendering a high quality of service to satisfy the guest expectations is one of the priorities in a hotel. In fact, service quality promotes customer satisfaction, stimulates intention to return and encourages recommendations. Moreover, improving the quality of service is one of the main attributes for success in the hospitality industry. In improving customer services, Nicolau and Santa-María (2017), opined that innovation is a critical element in today's service companies, in general and tourism companies, in particular. In this context, hotel management literally points out that innovation appears to be the only means for an organization to convert change into opportunities and thus succeed.

In addition, a generally high satisfaction of the hotels' facilities in Occidental Mindoro as reflected in the composite mean of 3.53. This finding conforms to the idea of Chompupor and Ghuangpeng (2017) on improving service quality that is found in the SERVQUAL model. One of the major dimensions includes tangibles such as the physical facilities, equipment, personnel, and communication materials. It was underscored that the condition of the physical surroundings is tangible evidence of the care and attention to details exhibited by the service providers. Lastly, the rest of the indicators describing the hotels' amenities have been accorded with a high rating of satisfaction. While amenities cover all those products or services that add warmth to the welcoming of the guests, Graham (2013) contends that the quality of the room amenities can make-or-break the customer experience. Therefore, in order to attain positive feedback of hotel guests, the list of common hotel amenities that hotel owners should offer must include kitchen facilities, like fridge, coffee maker and microwave; TV with cable, hair and the essential kits like soap, shampoo, body milk, conditioner. For business travellers, Mones and Borbon (2021) recommends aside from a free and reliable Wifi, amenities such as a good fitness center, healthy grab-and-go healthy dining options, well-stocked mini bar, laundry service, in-room coffee, and quality bath linens.

In summary, the accommodation services which the hotels in Occidental Mindoro provide to their customers are rated with a high satisfaction level. The highly satisfied response of hotel guests in the study attests to the findings of Talabi (2015), that the concept of delivering quality service for ensuring guests satisfaction to achieve guests' loyalty and subsequent repeat business must be in place. The findings noted that service quality, product quality, price, and location are the common dimensions of service satisfaction. When it comes to travelling and tourism, the quality of accommodation facilities available in a destination determines the overall image of the destination.

Table 5

Summary of Level of Customers' Satisfaction

Indicators	WeightedMean	Verbal Description
Promotion	3.83	Highly Satisfied
Infrastructure	3.82	Highly Satisfied
Human Resource Development	3.74	Highly Satisfied
Overall Mean	3.80	Highly Satisfied

Scale: 4.20-5.00- Very Highly Satisfied; 3.40-4.19- Highly Satisfied; 2.60-3.39- Moderately Satisfied; 1.80-2.59– Least Satisfied; 1.00-1.79- Not Satisfied

The mean level of customers' satisfaction in terms of promotion, infrastructure and human resource development is shown in Table 5. Table above presents the respondents' assessment on three indicators with a composite mean of 3.83, 3.82 and 3.74 respectively and rated as highly satisfied. The high level of satisfaction as revealed in the above findings agrees on the importance of customer satisfaction as pointed out by the International Journal of Trade, Economics and Finance (2010) that it is located at the center of marketing theory

and is based on the premise that the profit is made through the process of satisfaction of consumers' demand. In addition, the findings show respondents being highly satisfied considering promotion prove that it is an essential element in hotel industry. In fact, Talabi (2015) and Hasan (2015) underlined the importance of promotion in tourism as this helps to attract new tourists' attention, alter the actions of current customers, and persuade them to travel to a particular location. Tourism promotion encouraged the actual and potential customers to travel a destination through the spreading of information. Informative, persuasive and reminder promotion types are suggested for use in the hotel industry.

The respondents are highly satisfied also with the availability of tourism infrastructure that supports the improvement of strategic cooperation area, additional development of the place such as parks, gardens, and museums, the place having a good accommodation in the highland, investment in infrastructure intensifies the initiative to improve the tourism sector, physical infrastructure of direct relevance to tourism comprises the airport, seaport, and inland road network to reach the destination and with the site that has an improved road, bridges relative to destinations. Thus, according to Marasigan and Borbon (2021), in improving hospitality operations, it should focus on infrastructure and integrate technology to improve hospitality because it will be at the roof of a customer's hotel experience, focusing on infrastructure solutions can improve the organization's operational capacity and increase profitability.

In the context of the study, human resource development refers to the framework for helping hotel employees develop their personal and organizational skills, knowledge, and abilities. Human resource, as explained by Mondal (2022) is the process of helping people to acquire competencies and skills so as to ensure their usefulness to the organization in terms of both present and future organizational conditions. In terms of human resource development, table 5 discloses all indicators that registered high weighted mean and yielded a composite mean of 3.74. While the above findings reveal that respondents as hotel guests in Occidental Mindoro are highly satisfied with the indicators on human resource development, there is still a need to sustain customer-oriented and hard-working employees in hotel operations, according to Mondal (2022). This is because efficient, hard-working, and resourceful personnel are the backbone of any successful business, more so in the service industry. Most guests, as disclosed by Cornell (2014) acknowledge the importance of providing prompt services and the staff's enthusiasm to help them. The report made by UNESCO (2017) on tourism emphasized the strong dependence on human resources. Since human resources include all the people who work in the hotel industry from the cleaners to the individuals who manage tourism resorts, the quality of tourism fluctuates constantly. The people employed in the hotel industry are often those employed for a shorter amount of time than those in other industries. As observed by Banerjee (2013) in the Indian context, there were human resource shortage, training, retention challenges and turnover issues. The main reason points to low pay packages and harsh conditions of work. Hence recommendations for effective human resource management practices should be undertaken for hospitality organizations to succeed.

Closely similar to the result of the overall mean of the level of accommodation services, the level of customer satisfaction is generally accorded with a high level of satisfaction with an overall mean of 3.80. Computed weighted means appear to have very close values from 3.74 to 3.83. Infrastructure gets the highest mean while the lowest mean is in human resource development. The general finding about the high level of the respondents' satisfaction as hotel customers appears to be similar to the findings of Aamna et al. (2010) which revealed that an improved and superior service quality and service features would augment the customer satisfaction. As pointed out by Belcher (2019), to be on the receiving end of customers' satisfactory ratings may anticipate their needs and be able to have hotel staff deliver accordingly. In addition, a favorable feedback on customer satisfaction, according to Gunasekaran, (2012), found out that it impacts the purchase repetition and word of mouth.

Table 6

Mean Extent of Assessment on Status of Hotel Industry in Occidental Mindoro

Indicators	Weighted Mean	Verbal Description
All means of transportation are available in the area.	4.37	Very High Extent
The local tourism office has a good record of incoming and outgoing tourists.	4.06	High Extent
Peace-loving people are felt around the place.	4.39	Very High Extent
Every year the local tourism office sponsors a tourism activity.	3.98	High Extent
The place has a good accommodation in the highland.	3.94	High Extent
The place has a cemented road up to the foothill.	3.87	High Extent
The year-round activities of the local tourism office are posted in the well-known website.	4.13	High Extent
Tourism is felt in the locality.	4.20	Very High Extent
The community values the importance of the hotel industry.	4.27	Very High Extent
Support of people in the hotel industry is enormous.	4.13	High Extent
Overall Mean	4.13	High Extent

Scale: 4.20-5.00- Very High Extent; 3.40-4.19- High Extent; 2.60-3.39- Moderate Extent; 1.80-2.59–Low Extent; 1.00-1.79- Least Extent

The status of hotel industry as defined in the study refers to the quality of tourism services in the study area. Four of the statement-indicators of hotel industry status have been assessed to a very high extent. This conforms to a report given by Rocamora (2019) that Occidental Mindoro offers more than its awe-inspiring views of paddy fields and mountain ranges and with unspoiled white beaches, underwater paradise, and other captivating sights, the province is a promising hub for sustainable tourism. With these assessments that are parallel with Jalani's study (2012) disclosure about the Philippines offering diverse tourism activities and destinations for tourists with various inclinations, it concluded that the Philippine hotel industry is seen to increasingly play a significant role in the country's economic development because of the destinations and activities which have become more multifaceted. However, as reported by NEDA (2019), partial statistical data from the Department of Tourism MIMAROPA have recorded a decrease in tourist arrivals in the region of 31.43 percent from the fourth quarter of 2018 to fourth quarter of 2019. Majority or 70 percent of the tourists in the region were considered domestic tourists.

Overall, the respondents gave a high assessment on the status of the hotel industry in the province of Occidental Mindoro. While it is true that Occidental Mindoro is one province that is part of MIMAROPA region that is still on its early stage in developing its hotel industry, Mendana & Apritado (2021) found out that resorts in Occidental Mindoro are launching a marketing campaign using social media to help improve the industry. According to Mbise et al. (2014), the operation of tourist hotel requires meeting international standards to ensure the delivery of quality service. In fact, the Tourism Department in Occidental Mindoro has acknowledged some gaps in the hotel industry, as reported by Rocamora (2019). Among these gaps are lack of support facilities and services, access and connectivity through roads and bridges, non-compliances to standards and regulations by establishments to various codes and laws, and disparity of the local government unit's intent and action taken in tourism development.
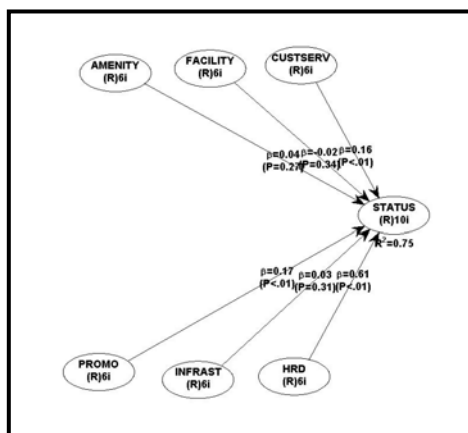
Figure 1. Structural Model

Displayed in the structural model are seven latent variables, of which three of these represent the level of accommodation services found in the upper portion and another three represent the level of customer satisfaction found in the lower portion of the model. All these variables serve as the exogenous variables having six indicators each that are hypothesized to directly relate to the endogenous variable, status of hotel industry with 10 indicators. *Beta* coefficients, *p*-values and coefficient of determination (R^2) are recorded with two decimal places for the direct connections between variables. *Beta* coefficients signify the strength of the direct relationship between the latent variables. Fig. 3 is the result of the structural equation modelling which made use of the partial least squares method which was provided by the software, WarpPLS version 7.0. The basis for the rejection of the null hypothesis is anchored on the 0.05 significance level. This *p*-value indicates the significance of the correlation between the level of accommodation services, level of customer satisfaction and the status of hotel industry in the province of Occidental Mindoro.

Table 7

Path Coefficients and P-values

Paths	β Coefficients	*p*-values	Interpretation*
CustServ→Status	0.157	0.004	Significant
Facility→Status	-0.025	0.337	Not Significant
Amenity→Status	0.036	0.269	Not Significant
Promo→Status	0.167	0.002	Significant
Infrast→Status	0.030	0.308	Not Significant
HRD→Status	0.610	<0.001	Significant

**Significant at p< 0.05

Six paths are identified based on the structural model and which are directed to the dependent variable, status of hotel industry. Table 7 reveals that among the indicators of the level of accommodation services, only customer service (CustServ) emerges as a predictor to hotel industry status. Although the *beta* coefficient is low at 0.157, still this is held significant at the 0.004 level. Meanwhile, facilities (Facility) and amenities (Amenity) failed to give acceptable correlation coefficients having only -0.025 and 0.036. The corresponding values of 0.337 and 0.269 have also exceeded 0.05 level, hence, no significance exists.

When the level of customer satisfaction is linked to the level of hotel industry status, two paths are found to have significant connections. There are on promotion (Promo) (β=0.167, *p*=0.002) and human resource development (HRD) (β=0.610, *p*=<0.001). Promotion is found to have a low, but significant direct effect on hotel industry status. It is surprising to note that human resource development was moderately correlated to hotel industry status. This implies that the respondents regard the importance of an effective human resources management and development in the hotel industry. Meanwhile, infrastructure did not significantly correlate with hotel industry status as this gave a negligible coefficient of 0.030 with a high p-value of 0.308 exceeding the 0.05 level. The results above lead to the rejection of the null hypothesis of no significant relationship between the levels of accommodation services and customer satisfaction, and hotel industry status, with the exclusion of facilities, amenities and infrastructure. These findings imply that customer service, promotion and human resources may be the prime considerations of the respondents in assessing the hotel industry in the province of Occidental Mindoro. Respondents seem to set aside factors on facilities, amenities and infrastructure in looking for hotels to stay in. It is probably more important for them to be provided with a good customer service along with efficient hotel staff. Furthermore, they may be attracted to well publicized hotel's promotional activities as this may influence them to decide on which hotel to consider. Closely similar to the above findings is the study of Aamna et al. (2010) that proved the positive relationship between service quality and customer satisfaction, and service features and customer satisfaction in the hotel industry of Pakistan. Another correlation is disclosed in Poudel's (2013) study that accommodation sector in the hotel industry is directly or indirectly influencing the whole hotel industry development of the specific region. This is to say, as one of the major components of tourism supply, accommodation constitutes the most important segment of the hotel industry. Moreover, a finding of Kariru and Aloo (2014) disclosed that a gap exists between customers perceived and expected service quality standards of hotels. The findings indicated that the hotels in Western Kenya have room

to improve their service quality and adapt to customers' expectations, so as to generate increased customer satisfaction and the resultant competitiveness.
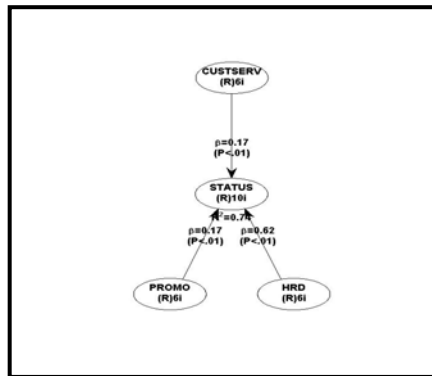

Figure 2. Emerging Model

A new model emerges after some latent variables were found insignificant in their connection to the endogenous variable, hotel industry status. The structural equation analysis brings out the emerging model in Fig. 2. Among the three indicators under the level of accommodation services that were directly linked to status, only one construct, customer service emerged. Under the level of customer satisfaction, promotion and human resource development came out to have a direct link to status. Again, *beta* coefficients (β) and significance levels (*p*-value) are indicated in two decimal places.

Table 8

Standardized Estimates of the Path in the Emerging Model

Hypotheses	Standardized Estimates (β)	Standard Error	p-value	Effect Size
CustServ→Status	0.167	0.058	<0.01	0.099
Promo→Status	0.168	0.058	<0.01	0.126
HRD→Status	0.620	0.054	<0.01	0.516

Effect size coefficient **0.02 – small, 0.15 – medium, 0.30 – large

The standardized estimates of the path in the emerging model show values of 0.167, 0.168 and 0.620 which are deemed significant at <0.01 level. As explained earlier, while customer service and promotion show low correlation, human resource development reveal a moderate relationship with hotel industry status. The effect size of 0.516 proves the direct and large effect of human resource development on the status of hotel industry. Effect sizes of 0.099 and 0.126 indicate small but direct effect of customer service and promotion to hotel industry status. Minimal values of the standard error of the estimated path coefficients which ranged from 0.054 to 0.058 are considered very low.

The findings above show coherence to the findings of Aamna et al. (2010) relative to the determinants of customer satisfaction in hotel industry of Pakistan. The result of regression analysis identified the highest correlation value between service features and customer satisfaction. This implies that when hotel offers competitive service charges and it is easily accessible to them, then it all leads toward satisfaction among customers. In another study by Khadka and Maharjan (2017), showed the connection between satisfaction and loyalty although not that strong as previously assumed. It concluded that it is vital for a hotel to maintain consistency in service standards and the dependency of the hotel's ability on guest loyalty to increase guest satisfaction .

4. Conclusions

On the basis of the findings of the study, the following conclusions are drawn: Accommodation services and customer satisfaction imposed by hoteliers in Occidental Mindoro are effective and helpful in the increase of hotel customers. The level of satisfaction with accommodation services in Occidental Mindoro in terms of

customer service, facilities and amenities delivered quality service for ensuring guest satisfaction to achieve guest loyalty and repeat business. Customer satisfaction on hotel industry in Occidental Mindoro got high level of satisfaction. Hotel guests revealed that an improved and superior service quality and service features would augment the customer satisfaction. The respondents gave a high assessment on the status of hotel industry in Occidental Mindoro. This pertains to the vast support of people in the tourism industry. Accommodation services and customer satisfaction, enhances the hotel industry status in Occidental Mindoro, provided that the hotel guests get a good customer service along with efficient hotel staff. Electrical outage obstructs the progress of hotel industry in Occidental Mindoro.

4.1 Recommendations

Based on the aforementioned findings and conclusions, the following recommendations are presented: Accommodation services and customer satisfaction should be given priority by the hotel management to employ, so that the hotel guests will enjoy their stay. A good customer services, facilities and amenities is an impression of delivering quality services for ensuring guests satisfaction on accommodation services, thus it must be included or improved by the hoteliers in their services. A well-managed, promotion, infrastructure, and human resource development can level-up customer satisfaction in terms of marketing and patronizing tourist destination and must encourage hoteliers to improve the basic needs of the hotel guests. The hoteliers must not become lousy and stagnant as per their status, they should meet international standard. Hotel industry in Occidental Mindoro must uplift the; customer service as a predictor of accommodation services of hotel industry in Occidental Mindoro should actively capture, analyze and immediately act upon guest's feedback; human resource and development should develop employees' full potential. Employee needs to up skilling and reskilling with automation to adjust and to align employees' learning needs with the business needs. Local Government Unit must provide the ideal, authority, infrastructure, policy and planning procedures to maximize the benefit for its communities. LGUs are crucial to the growth of a community since they serve as a channel between the people and the government, deal with issues and problems specific to that community, uphold laws, and have sway over it. Lastly, future researchers may use other variables that have similar effect on the status of hotel industry.

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