Service quality and guests' behavioral intentions among resorts in Batangas province

Torralba, Caroline A.
Graduate School, Lyceum of the Philippines University - Batangas, Philippines

Ylagan, Alex D. ✉
Graduate School, Lyceum of the Philippines University - Batangas, Philippines
 (*apylagan@lpubatangas.edu.ph*)

Abstract

This study assessed the service quality of resorts in Batangas province as perceived by guests and determined how it influenced their behavioral intentions. It tested the significant differences in responses when grouped according to demographic profile as well as the significant relationship between service quality and behavioral intention. A quantitative approach and a descriptive research design were used in the study. A correlational approach was also employed to establish the relationship between the variables. The respondents of the study were resort guests who were currently staying at or had visited any of the top 30 DOT Accredited resorts in Batangas province. The instrument utilized was adapted and modified from two previous studies. The results, particularly the assessment of the resorts' service quality and the guests' behavioral intentions, were analyzed using a weighted mean and ranking. Additionally, statistical tests such as the Shapiro-Wilk test, Kruskal-Wallis's test, and the Mann-Whitney U-test were used to test for significant differences, while Spearman's Rho was utilized to test for relationships. The study concluded that the majority of the respondents are between the ages of 19 and 25, female, have a tertiary education, are employed, have visited Batangas province for leisure or recreation purposes, and have visited the resort once. The respondents perceived that resorts in Batangas province provide reasonably good service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy. It also concluded that as guests' responses to service quality increase, so do their responses to behavioral intentions, proving that service quality has a strong influence on behavioral intentions. Finally, the study offered pertinent recommendations for resort operators in Batangas province to take into consideration.

Keywords: behavioral intention, resorts, Batangas province, service quality

Service quality and guests' behavioral intentions among resorts in Batangas province

1. Introduction

Both the hospitality and tourism industries are anchored on the "experience" that customers gain from their stay or visit. Regardless of the facilities or amenities available, the key to providing a pleasant experience that will encourage repeat business and positive behavioural intentions is the quality of the service provided. Throughout the years, customers' expectations and perceptions of hospitality products and services have changed dramatically, even prior to the pandemic. To respond to changing service quality trends, and new business requirements, most businesses have adapted new relevant processes and evolved existing quality approaches. Most hospitality businesses are also acquiring certification or accreditation to demonstrate that businesses meet industry standards (e.g., star rating for accommodation establishments such as hotels and resorts, compliance with safety, and hygiene regulations, etc.) Alonso-Almeida et al., (2012; cited in Collado Agudo et al., 2021) state that certified quality systems "have assisted thousands of companies around the world in establishing quality management practices that are audited by independent third parties." Moreover, individuals are spending more time online searching for information, purchasing products and services, interacting with other customers about their experiences, and connecting with businesses Dwivedi et al (2021).

Service quality as defined by Danish (2018), is the comparing function that ties customer expectations to the provided service. The quality of the service is typically assessed according to the expectations of the customer. When their expectations are met and exceeded by a product or service, that product or service is frequently regarded as being of the highest possible quality. In the hospitality and tourism industries, quality refers to the consistent delivery of products and services that meet established standards. Because both industries are built around the tourist or guest experiences, delivering exceptional service has emerged as a significant concern to be able to evolve in the ever-expanding and increasingly competitive business environment. Meanwhile, behavioral intention is the activity that customers intend to engage in as a result of an experience (Naik et al., 2010; cited in Abdou et al., 2020). To fully understand visitor behavior or motivation in the future, behavioral intention must be looked at (Afshardoost & Eshaghi, 2020). Having said this, a resort cannot prosper unless it provides its guests with high-quality service. This is because a high degree of service quality can make it easier to provide each customer with a unique and memorable experience each time. According to Ardani (2019), high service quality frequently results in beneficial behavioral intentions, and customer experience is linked to intentions. This means that the better the customer experience, the higher the perception of service quality thereby resulting in favorable behavioral intentions.

In this context and to achieve the objective of the study, it integrated the conceptual frameworks of various researchers related to the assessment of service quality and behavioral intentions. The five dimensions of the SERVQUAL Model such as tangibility, reliability, responsiveness, assurance, and empathy will be utilized in this study to assess the service quality of resorts as perceived by guests in Batangas province which were adapted to the study of Saeed et al. (2021). While the four dimensions presented in this study, which were derived from the study of Borbon et al. (2022) examine the influence of service quality on guests' behavioral intentions in terms of revisit intention, intention to recommend, willingness to pay more, and loyalty.

In a similar vein, numerous studies have found that improving service quality increases market share, customer satisfaction, responsiveness to customer orders, customer retention and loyalty, higher return on investment, and lowers production costs (Ali, 2015; Eshetie et al., 2016; Alemneh & Gebremichael, 2018; cited in Okocha et al., 2021). The quality of services provided also leads to repeat visits, customer loyalty, and relationship commitment (Okocha et al., 2021). On the other hand, Jansri et al. (2020) have discovered that assurance, responsiveness, and tangibles have significant and beneficial effects on service quality perception, which leads to a favorable impact on tourists' intention to revisit. Additionally, an empirical study conducted in

the Greek hotel business found that SERVQUAL aspects positively and significantly influence tourists' behavioral intentions, notably Word of Mouth (WoM) communication, and intention to purchase (Alexandris et al., 2002; cited in Abdou et al., 2022). While Meeprom and Silanoi (2020) examined the perceived quality of a special event and its impact on behavioral intentions in Thailand, they found that perceived quality had a significant and direct impact on tourists' behavioral intentions.

However, most of the studies available focus mainly on hotels and restaurants, assessing perceived service quality and behavioral intentions using other variables such as satisfaction as a mediator. For example, Rajput & Gahfoor (2020) evaluated the relationship between fast-food quality, restaurant service quality, and physical environment quality through the satisfaction of the customers. While De Guzman et al. (2020) investigated guest satisfaction utilizing the dimension of responsiveness and loyalty only in one of the municipalities of Batangas province – Laiya, Batangas. Similarly, the study conducted by Festijo (2019) solely used the reliability and responsiveness dimensions of the SERVQUAL model in his study of determinants of tourist revisit intention in CALABARZON. As a result, additional research into the relationship between service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy and behavioral intentions in terms of revisit intention, intention to recommend, willingness to pay more, and loyalty within the resort sector will significantly contribute to the growing body of knowledge. Understanding which core service quality attributes engage customers and create positive behavioral intentions is critical for ensuring service improvements and increasing the economic agility of resorts in Batangas province. With that being said, the findings of this study would primarily benefit not only the resort management, resort staff, and guests but as well the provincial tourism office, hospitality and tourism educational institutions, and future researchers and industry practitioners who are interested to conduct further research about the breakthrough that exceptional services can bring to the hospitality sector.

Accordingly, this study would provide a theoretical contribution to the resort industry by investigating whether there are any significant differences in responses on service quality and behavioral intentions when respondents are grouped based on demographic profile. It also examined whether or not there are any significant relationships that exist between service quality and behavioral intention. The current study will additionally offer practical recommendations for consistently improving the quality of the resort services and increasing positive customers' behavioral intentions. Finally, the findings of this study are based solely on the service quality perceptions and behavioral intentions of resort guests. Thus, future research that will investigate both the resort guests and resort staff, particularly front-line employees may be considered to better understand the differences and similarities of their perceptions toward service quality. Similarly, this study is limited to employing a quantitative design and focusing only on the top 30 DOT Accredited resorts based on guest arrivals within Batangas province.

Objectives of the study - The study's primary objective was to assess the guests' perceptions of service quality and how it influences behavioral intentions among resorts in Batangas province. Specifically, this study described the demographic profile of those respondents who are currently staying or have previously stayed at the resort in terms of Age Generation, Sex, Educational Attainment, Occupation, Purpose of Visit, and Number of Visit to a DOT Accredited resort in Batangas province. Second, this study assessed the service quality of resorts as perceived by guests in Batangas province in terms of Tangibility, Reliability, Responsiveness, Assurance, and Empathy. Third, this study evaluated guests' behavioral intentions in terms of Revisit Intention, Intention to Recommend, Willingness to Pay More, and Loyalty. It assessed the significant differences in responses when they are grouped according to profile.In addition to this, the study investigated whether or not any significant relationships exist between service quality and behavioral intentions in the study.

2. Methods

Research Design - This research employed a quantitative research approach based on the study's objectives. Furthermore, the study collected data using an instrument. A questionnaire on the perceived service quality and

its influence on behavioral intentions in selected DOT Accredited resorts in Batangas province has been distributed. After the data collection and analysis, a descriptive research design is used to describe the study variables. A correlational approach was also employed to establish the relationship between service quality and behavioral intention. In using the research design, the data collected from respondents is then utilized to establish the guests' perception of service quality and its influence on behavioral intentions on selected DOT Accredited resorts.

Participants of the Study - The study involved the top thirty (30) DOT Accredited resorts for 2021 which are dispersed across Batangas province and offer a range of resort facilities and services. To date, there are 68 DOT-accredited resorts in Batangas province (Accreditations - Be part of the fun! Welcome to the DOT Corporate Site, n.d.). The list of these DOT Accredited resorts was obtained from the Batangas Provincial Tourism and Cultural Affairs Office (PTCAO). Meanwhile, the study investigated how guests at these resorts perceived service quality and how this influenced their behavioral intentions. The researcher also set the following impartial criteria for choosing study participants: Participants had to be at least 19 years old, and either be currently staying at or have previously visited any resort on the list at least once. Additionally, these respondents were sorted into the following demographic categories: sex, educational attainment, occupation, and purpose of visit. The number of respondents per resort was calculated using a population of 263,449, which is the total number of guest arrivals of the top thirty resorts, and a sample size of 386 was obtained using the Raosoft Sample Size Calculator with a margin error of 5%, a degree of confidence of 95%, and a response distribution of 50%. The percentage distribution per resort is 15%.

Data Gathering Instruments - A questionnaire that served as a survey was developed in order to collect the guests' perceptions of service quality and its influence on behavioral intention among resorts in the province of Batangas. A letter outlining the purpose and objectives of the study is included on the first page of the survey questionnaire. The letter also discusses ethical considerations such as data privacy and response confidentiality. The questionnaire utilized in this study was clustered into three (3) parts: Part I is about the respondents' demographic profile, which will include their Age Generation, Sex, Educational Attainment, Occupation, Purpose of Visit, and Number of Visit to a DOT Accredited resort in Batangas province. Part II utilized an adapted questionnaire from Saeed et al. (2021). To fit the study's objectives, some questions have been modified to assess the service quality of resorts as perceived by guests in Batangas province in terms of Tangibility, Reliability, Responsiveness, Assurance, and Empathy. This part consists of 27 statements. Part III is adapted and modified from Borbon et al. (2022) to determine the influence of service quality on guests' behavioral intentions in terms of Revisit Intention, Intention to Recommend, Willingness to Pay More, and Loyalty, with 16 statements.

In total, the survey questionnaire has a total of 43 statements where the respondents expressed their agreement or disagreement. It employed a five-point Likert scale to gauge respondents' levels of agreement and disagreement. Based on a 5-point Likert scale, responses were categorized as follows: 5 as strongly agree (SA); 4 as agree (A); 3 as moderately agree (MA); 2 as disagree (D), and 1 as strongly disagree (SD). Furthermore, face-to-face validation with the adviser was completed. The industry experts' opinions and validations were also sought in order to heighten the research's standards and produce more acceptable and useful data on the aforementioned questionnaire. The final version of the questionnaire was then distributed to 30 respondents for pilot testing before going through a reliability test. Participants in the pilot testing were individuals from outside of Batangas province and were selected randomly based on the proponents' known contacts. It was then followed by instrument validity and reliability tests. The resulting Cronbach alpha value for Tangibility was a=0.954, Reliability (a=0.947), Responsiveness (a=0.956), Assurance (a=0.943), Empathy (a=0.925), Revisit Intention (=a0.954), Intention to Recommend (a=0.975), Willingness to Pay More (a=0.959) and Loyalty (a=0.960). All variables' Cronbach alpha values were above 0.90, indicating strong or excellent internal consistency and demonstrating the validity and reliability of the questionnaire.

Data Gathering Procedure - With the research adviser's permission, the Provincial Tourism and Cultural

Affairs Office of Batangas was addressed and consulted while carrying out the assessment and disseminating the instruments. The list of the Top 30 accredited resorts based on the guest arrival also includes the contact information and resort locations in the province of Batangas was provided by the PTCAO-Batangas office. The data gathering started last January 23, 2023, when the researcher contacted some of the identified resorts from the list provided by the PTCAO- Batangas office.

The call was done to get the email addresses to whom the letter of intent could be addressed as well as to inquire whether the researcher can conduct the survey on-site. The researcher has also started to contact some of the managers and supervisors from the selected resorts and asked for their assistance in the distribution of survey questionnaires directly to the prospective respondents. The researcher also visited the resorts and conducted an on-site survey of the respondents on the day of the visit. Permission to approach guests to conduct the survey and take pictures of some of the facilities at the resort was also asked in person at the resort's reception area at the time of the visit. Likewise, the relevance of the study was presented to and discussed with the respondents to help them understand the rationale behind their responses. The data collection was conducted from January 24 to March 09, 2023. Furthermore, the Mann-Whitney U test was employed to overcome the challenge and establish the substantial difference between participants' early and late feedback. The study was free of non-response bias. With the assistance of a research statistician, the gathered data was compiled, tabulated, and assessed using statistical software (SPSS) in order to meet the study's various objectives.

Data Analysis - After the data gathering or after the respondents provided their responses to the questionnaire, the responses were tallied, tabulated, and analyzed. The questionnaires recovered comprised no discrepancies in the surveys, enabling the researcher to conduct an accurate and thorough analysis. Frequency and percentage distributions are used to describe the respondents' demographic profile. This statistical treatment is used to organize and group respondents according to the category to which they belong. On the other hand, the dimensions of service quality and behavioral intentions were assessed using a weighted mean and ranking. The statistical treatments "mean", and "rank" are used to identify the service quality and behavioral intent of guests among selected resorts. The researcher is able to identify items with the highest rank and items with the lowest rank by using a mean to assess the measured service quality and guests' behavioral intentions in the selected resorts. All variables' p-values for the Shapiro-Wilk Test were less than 0.05, proving that the gathered data was not normally distributed. As a consequence, to determine the differences between variables with three or more categories, the non-parametric Kruskal-Wallis's test was employed. To assess the differences between the variables with two categories, the Mann-Whitney U-test was utilized. To measure the degree of association between responses on service quality and the behavioral intentions of the respondents, Spearman's rho was used using the 0.05 alpha level.

Ethical Considerations - The researcher takes several ethical guidelines into account while conducting this study. All respondents' participation is based on their informed consent. In regard to this, the researcher ensured that the data collection is in adherence to the precautions and guidelines of The Data Privacy Act of the Philippines, or RA 10173, in order to secure the participants' privacy. Before participating in the research, participants were asked to submit their authorized permission. The term "I Agree" under the Data Privacy Consent section of the questionnaire refers to a researcher's provision of sufficient information and guarantees about active participation enough to ensure that the subjects truly understand the importance of involvement and make a reasoned, careful, and good-faith decision to either participate or not, free of any external influence. Consequently, the researcher ensured that privacy-enhancing measures were extended and prioritized. This means that the participant's personal information is kept confidential and private. Similarly, all processes were carried out impartially and fairly for each participant. No offensive language, including that which is discriminatory or derogatory, was used. Finally, after the survey and interview, all data obtained over the course of the study was treated as confidential and private. In terms of the research instruments used in the study, the researcher sent a formal letter through email to the authors of the adapted questionnaires, requesting permission to adapt and modify their constructed questionnaire. Because an instrument is a very important phase in the research process, it is vital that every researcher follows this ethical guideline. Finally, the researcher ensures that

the works of other authors used in any aspect of the study are acknowledged using the APA reference system in accordance with the university's thesis writing guidelines.

3. Results and discussions

Table 1 summarizes the demographic profile variables of the respondents who took part in the study in terms of age, sex, educational attainment, occupation, purpose of visit, and number of visit. The result shows that the majority of responses came from those who are between the ages of 19 and 25, female, have a tertiary education, are employed, have visited Batangas province for leisure or recreation purposes, and have visited the resort once. This finding implies that customers should be handled and viewed from various perspectives, particularly when developing techniques to improve resort service quality in order to delight these demographics and generate positive behavioral intentions. As a result, the resort's efforts should not only focus on marketing but also on providing fresh knowledge and abilities for staff in order to mold them as industry experts and scale or level up existing resort quality practices. Both strategies should enable resort staff to exhibit a more energetic mindset throughout all stages of service delivery. When this occurs, not only will guests' perceptions of service quality improve, but so will their assessment of behavioral intentions.

Table 1

Percentage Distribution of the Respondents' Demographic Profile

Age	Frequency	Percentage %
19 - 25 (Gen Z)	190	49.2
26 – 41 (Millenials)	128	33.2
42 - 57 (Gen X)	55	14.2
58 and above (Baby Boomers)	13	3.4
Sex		
Male	119	30.8
Female	267	69.2
Educational Attainment		
Secondary	100	25.9
Tertiary	179	46.4
Post-graduate	107	27.7
Occupation		
Employed	208	53.9
Self-Employed	41	10.6
Unemployed	137	35.5
Purpose of Visit		
Leisure/Recreation	350	90.7
Business	36	9.3
Number of Visit		
1	241	62.4
2	78	20.2
3	30	7.8
4 and above	37	9.6

Table 2 presents the summary of the service quality of resorts in terms of tangibility, reliability, responsiveness, assurance, and empathy as perceived by the respondents with a composite mean of 3.59 and verbally interpreted as agreed. Based on the results, guests assessed the resort's overall service quality in all five dimensions to be fairly positive. The findings imply that the guests' perceptions and expectations of the services received correspond to the service provided to them while visiting or staying at the resort.

Resorts should continue to strive to improve the quality of their services so that customers are not only wowed the first time they visit but also realize the value of the services provided to them. When this happens, they are more likely to return and recommend and other positive behavioral intentions follow. The result also indicates that quality is both visible and invisible to the eye. For it to be observed, felt, and appreciated by the guests, quality needs to be seamlessly integrated into the service delivery processes and consistently manifested across all stages of the resort operations. This last point makes quality a mandate not only for creating

exceptional experiences to delight guests but also for gaining loyal customers. Although it may also appear to be conventional, when it comes to managing and improving quality in the hospitality business, the sole guideline to follow is to constantly provide the highest quality services to the guests or customers. Hence, if a resort organization wants to continuously provide exceptional service, it has to recognize the important components of hospitality service quality and train its employees accordingly. This is because ongoing employee training and development are critical in equipping employees in order for them to provide exceptional service consistently. Likewise, to properly train them, a company must go further into service quality components to develop the appropriate training programs so that employees may better understand the relevance and effectiveness of these training programs to the business goals.

Table 2

Summary Table on Service Quality of Resorts

Indicators	Weighted Mean	Verbal Interpretation	Rank
Tangibility	3.71	Agree	1
Reliability	3.65	Agree	2
Responsiveness	3.54	Agree	4
Assurance	3.58	Agree	3
Empathy	3.46	Moderately Agree	5
Composite Mean	3.59	Agree	

Among the service quality dimensions, the findings indicate that tangibility is the most important factor for resort guests in Batangas province when it comes to service quality which received a weighted mean of 3.71 verbally interpreted as agreed. This means that the resorts have the capacity to exhibit a high level of service quality to their guests. Services are different from products, in that they have a number of unique characteristics, particularly intangibility. This characteristic means that customers must rely on a number of evaluative cues to evaluate service quality. Intangible services have fewer cues to enable consumer evaluation compared to physical goods. Cues are therefore particularly important for highly intangible services since they provide tangible evidence of quality. Additionally, people and physical evidence are two of the most significant tangibles in the resort business since providing tangible evidence of service quality or evaluative cues is essential for the extremely intangible services that the resort offers. As mentioned earlier, customers cultivate their perception of service quality by comparing the readily available clues linked to the services offered since services are both tangible and intangible in nature. Thus, in order to effectively market these kinds of services and stimulate the guests' intention to revisit and promote other positive behavioral intentions, it is essential that resorts provide tangible clues that will make their value and experience more apparent to guests.

According to Hue Minh et. al. (2017), tangibility entails that the quality of hotel services is seen through tangible proofs utilized by the hotels for example, facilities and equipment, technology together with customer-facing visual resources. In addition, this finding is consistent with the study findings of Yebron et al. (2022) and Go et al. (2022) where tangibility was the highest assessed dimension which signifies that guests are more concerned with the objects that can be seen and touched. Similarly, the most important criterion for an authentic restaurant is an excellent physical facility, which includes the restaurant's location, temperature, interior designs, and overall ambiance of its environment (Sanchez, 2021). Tangibles together with reliability are found to be the dimensions of service quality in satellite pay TV settings where customer service exerts the strongest effect thereby encouraging positive influence on the three types of behavioral intentions such as repurchase intention, positive recommendation, and willingness to pay more (Dawi et al., 2018).

Subsequently, the dimensions of reliability (3.65), assurance (3.58), and responsiveness (3.54), all with a verbal interpretation of agree in the consecutive ranking. While the lowest in rank is empathy with a 3.46 weighted mean and verbally interpreted as only moderately agreed among other items. The fact that empathy got the lowest ranking, resorts ought to consider this as an opportunity to strive for continuous service quality improvement, specifically in this dimension. The result demonstrates that service is more than just its standards; it is also about how the provider will execute or deliver the services. This means that resort employees should be

reminded, continuously trained, and motivated to be more attentive to guests and equipped to give personalized or individualized services on a regular basis. Moreover, being empathetic also refers to how a business distributes its services so that it looks like it is paying attention to the needs and expectations of its clients. As a result, resorts should prioritize generating meaningful experiences through high-quality services in order to build guests' loyalty, which will inspire them to return, spend more, and recommend the resort to others. Take for instance how a call center agent should handle customer calls. To demonstrate this dimension of service quality, agents are required to be consultative and to be able to identify and adapt to the customer's emotions. To receive a higher chance of getting an "exceeded expectations" response from the client, the agent must be able to turn a disappointed customer into a happy customer.

This is in line with the findings of Go et al. (2022), who found that respondents ranked empathy as the lowest of all five dimensions, asserted that this should be an excellent opportunity to make personal and meaningful connections with customers and demonstrate that they care not only about providing the service but also about better understanding and knowing them as individuals. The result also coincides with the findings of Sanchez (2021), who highlighted that restaurants could solve problems, improve quality, and increase customer loyalty if they pay attention to the customers' preferences and requirements. Hence, restaurant employees must make proactive efforts to increase customer perception of service quality in order for them to have positive behavioral intentions such as the intention to return and repurchase the same products and services.

Table 3

Summary Table on Behavioral Intentions

Indicators	Weighted Mean	Verbal Interpretation	Rank
Revisit Intention	3.17	Moderately Agree	2
Intention to Recommend	3.53	Agree	1
Willingness to Pay More	2.68	Moderately Agree	4
Loyalty	2.83	Moderately Agree	3
Composite Mean	3.05	Moderately Agree	

Table 3 is a summary table of the guests' behavioral intentions at resorts in Batangas province, with a composite mean of 3.05 and a verbal interpretation of moderately agree. Among the variables, the intention to recommend got the highest mean of 3.53 with a verbal interpretation of agree. Followed by revisit intention with 3.17, and a verbal interpretation of moderately agree. The findings indicate that those respondents somewhat agreed that resorts in the province are capable of providing service experiences that can positively influence their behavioral intentions in terms of revisit intention, intention to recommend, willingness to pay more, and loyalty. It can be observed that the majority of the respondents are happy with their visit to the resorts in Batangas province. This demonstrates their willingness to recommend the resort, particularly by saying positive things about it and encouraging their friends and others to visit. As highlighted earlier, customers who receive satisfactory service will return and become loyal customers of a hotel, and these customers will be willing to help promote it through word of mouth (Anita & Zulkarmain, 2020). As a result, word-of-mouth (WOM) happens when customers have positive thoughts and experience about a provider's services and are compelled to tell others about it. In line with the study findings of Borbon et al. (2022), respondents affirm having enjoyed visiting Batangas and would therefore like to share their travel stories with others.

On the other hand, loyalty received a weighted mean of 2.83, while the least is the willingness to pay more with a weighted mean of 2.68, both have a verbal interpretation of moderately agree. The results indicate that the majority of respondents will likely continue to have acceptable perspectives towards being loyal and spending more on DOT-accredited resorts in Batangas province. This also implies that in order to succeed, all organizations must have a strong sense of value in terms of offering exceptional service. What matters are the thoughts and perceptions that guests have after interacting with the service. For example, customers are willing to spend more for a resort with a decent location that is easy to access, services that are trustworthy and safe, and services that represent personalization. Quality of services is important to guests and influences their behavior.

Returning clients are more advantageous than obtaining new ones since they are more likely to spend more money because they are aware of the value of spending more to receive more services. They tend to be simpler to sell to or eventually buy more services to because they were happy with their earlier experiences and have already developed a loyalty to the business (De Guzman et al., 2020). Thus, resorts should always aspire to improve their existing operational processes, specifically their service quality standards for loyal guests to keep coming back to the resort. This is supported by the study findings of Mones and Borbon et al. (2021), which found that respondents with higher intentions of revisiting also had a higher willingness to pay; similarly, respondents with higher intentions of revisiting also have higher levels of loyalty. It is critical for resort operators to persuade their guests to stay in their resorts by assuring them of the provision of high-quality services. When guests have a positive impression of the resort, they are more likely to return, recommend the resort to others because of the service quality they received, spend more money, and become loyal guests of the resort.

Table 4

Difference of Responses on Service Quality of Resorts When Grouped According to Profile

	U/H	p-value	Interpretation
Age Generation			
Tangibility	9.351	.025	Significant
Reliability	11.346	.010	Significant
Responsiveness	8.184	.042	Significant
Assurance	9.726	.021	Significant
Empathy	8.746	.033	Significant
Sex			
Tangibility	15183.000	.485	Not Significant
Reliability	15565.500	.750	Not Significant
Responsiveness	15276.500	.544	Not Significant
Assurance	15297.000	.560	Not Significant
Empathy	14442.000	.150	Not Significant
Educational Attainment			
Tangibility	9.144	.010	Significant
Reliability	13.859	.001	Significant
Responsiveness	11.546	.003	Significant
Assurance	18.902	.000	Significant
Empathy	20.182	.000	Significant
Occupation			
Tangibility	3.757	.153	Not Significant
Reliability	2.850	.240	Not Significant
Responsiveness	1.415	.493	Not Significant
Assurance	2.929	.231	Not Significant
Empathy	2.490	.288	Not Significant
Purpose of Visit			
Tangibility	5317.500	.122	Not Significant
Reliability	5978.500	.612	Not Significant
Responsiveness	5774.000	.406	Not Significant
Assurance	5425.500	.169	Not Significant
Empathy	5520.000	.218	Not Significant
Number of Visit			
Tangibility	56.842	.000	Significant
Reliability	63.339	.000	Significant
Responsiveness	58.837	.000	Significant
Assurance	41.164	.000	Significant
Empathy	67.526	.000	Significant

Legend: Significant at p-value < 0.05

Table 4 displays the significant differences in the service quality of resorts when grouped according to profile. The results show that younger adults, postgraduates, and guests who have been to the resort at least three times have higher assessments on various service quality dimensions than other groups. As to age generation, there is a significant difference in responses on service quality of resort in terms of tangibility (0.025), reliability (0.010), responsiveness (0.042), assurance (0.021) and empathy (0.033) when grouped according to age generation since all obtained p-values were less than 0.05. Thus, the post hoc test showed that there was a

significant difference in responses between Millennials and Baby Boomers where the Millennial group have a higher assessment of service quality.

Based on the findings obtained, the result indicates that when compared according to age generation, those who were **millennials have the highest ratings in all dimensions of service quality.** *Lowest in tangibility and* *assurance are those from **Gen X; Gen Z** rated **reliability** the lowest, and **Baby Boomers** have the lowest ratings* *for **responsiveness and empathy**.* The results illustrate that there are significant differences in perception of service quality based on age generation and that regardless of age group, guests will have different preferences and points of view about the service quality delivered and received. Furthermore, due to their various demands and interests, they should be treated differently in order to meet these needs. The result also implies that younger adults, specifically millennials, are more engaged customers and are inclined to follow trends. Therefore, resorts have to ensure that they produce exceptional service experiences for this age group and demonstrate the value of the services they offer. This is particularly true since short getaways or overnight stays in a resort typically favor young people because they are in the prime of their lives and have more time and energy to travel and explore. As such, if their service experiences are positive, they are more inclined to share these experiences with those around them, resulting in not just their loyalty but also the acquisition of new potential guests.

It is consistent with the findings of Serafimovikj et al. (2017) that today's customers, particularly Millennials, want more. They want to be connected to the company, they want unwavering service quality, and they have access to the internet and social media platforms. This means that in order to keep a Millennial, businesses must recognize that this generation has a new way of thinking and is ready to change the trend in how businesses operate. Hence, millennials have evolved into a challenging generation for businesses as they desire and demand more individualized products and services as a cost that businesses must pay for their loyalty. On the other hand, the study findings of service quality and performance among online travel agencies in the CALABARZON region showed that baby boomers have significantly lower responses to service quality (Monterey & Borbon, 2021). This might be because the majority of baby boomers have distinctive purchasing behaviors related to their high expectations for the quality of the services they receive. Similarly, Hagan (2015) found that there is a uniformity in service quality experiences in terms of age, implying that different age groups had similar assessments of hotel service quality.

As to educational attainment, there is a significant difference in responses on service quality of resort in terms of tangibility (0.010), reliability (0.001), responsiveness (0.003), assurance (0.000), and empathy (0.000) when grouped according to age generation, since all obtained p-values were less than 0.05. The results revealed that the level of educational attainment of guests has a significant influence on their perception of service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy. Whereas postgraduate respondents have a higher assessment of service quality as compared to those from secondary. This indicates that guests' educational attainment influences their preference for assessing the quality of service varies. Quality is a way of life, and as people gain more knowledge and are exposed to and educated about what quality is, their mindset about it also changes. Hence, it may be inferred that tourists or guests with higher educational attainment also have higher perceptions and expectations of service quality. This is in line with the findings of Go et.al (2021), that the respondents with college level and post-graduate degrees have a higher level of the overall perception of service quality in terms of the factors stated than respondents with high school level, Senior Highschool, and vocational program of education. This conclusion is also supported by Sanchez's (2021) assertion that different customers come and go and have varying educational backgrounds. Thus, once a customer enters the restaurant, satisfaction in terms of service quality and food quality must be met regardless of their educational attainment.

Lastly, as to the number of visit, there is a significant difference in responses on the service quality of the resort in terms of tangibility (0.000), reliability (0.000), responsiveness (0.000), assurance (0.000), and empathy (0.000) when grouped according to age generation, since all obtained p-values were less than 0.05. The result reveals that there is a significant difference in responses to service quality when grouped according to the number of visit and that those who visited the resort at least three times agreed more with the dimensions of

service quality as compared to those who only visited the resort once. This means that the more that the guests visit the resort the higher their assessment of the service quality of the resort. More particularly, the number of visits the guest makes to the resort influences their perceptions of service quality. For example, based on the number of visits they make to the resort, guests may perceive an improvement in the quality of services delivered and received. As such, resort operators need to ensure that the guests received the same level of service whenever they visit or stay at the resort. The study findings, however, contradict De Guzman (2020), who found no statistically significant difference, implying that everyone who visited the beach resort evaluated the variables influencing visitor satisfaction in the same way. Because of the consistency and competition of the beach resort, it can be inferred that even if the respondents have only visited it once or twice, their sense of fulfillment will be determined by how management and staff execute or deliver the services.

Table 5

Difference of Responses on Behavioral Intention When Grouped According to Profile

	U/H	p-value	Interpretation
Age Generation			
Revisit Intention	9.950	.019	Significant
Intent to Recommend	5.598	.133	Not Significant
Willingness to Pay More	15.708	.001	Significant
Loyalty	11.005	.012	Significant
Sex			
Revisit Intention	15603.500	.777	Not Significant
Intent to Recommend	15182.500	.479	Not Significant
Willingness to Pay More	14944.000	.341	Not Significant
Loyalty	15006.000	.378	Not Significant
Educational Attainment			
Revisit Intention	19.765	.000	Significant
Intent to Recommend	11.202	.004	Significant
Willingness to Pay More	26.808	.000	Significant
Loyalty	34.904	.000	Significant
Occupation			
Revisit Intention	3.460	.177	Not Significant
Intent to Recommend	2.496	.287	Not Significant
Willingness to Pay More	1.755	.416	Not Significant
Loyalty	6.060	.048	Significant
Purpose of Visit			
Revisit Intention	5459.000	.182	Not Significant
Intent to Recommend	5586.000	.255	Not Significant
Willingness to Pay More	5417.000	.157	Not Significant
Loyalty	5357.500	.134	Not Significant
Number of Visit			
Revisit Intention	93.002	.000	Significant
Intent to Recommend	63.601	.000	Significant
Willingness to Pay More	93.606	.000	Significant
Loyalty	110.876	.000	Significant

Legend: Significant at p-value < 0.05

As reflected in **Table 5**, there was a statistically significant difference in responses on guests' behavioral intentions when grouped according to profile in terms of age generation, educational attainment, occupation and number of visit since the obtained p-values were less than 0.05. Based on the results, there is a significant difference when grouped by age generation in terms of revisit intention, willingness to pay more, and loyalty. There is also a significant difference in responses when grouped according to educational attainment on all dimensions of guests' behavioral intentions. On the other hand, a significant difference in responses is only present in the loyalty dimension when grouped according to occupation. Lastly, there is also a significant difference in responses when grouped according to the number of visit on all dimensions of guests' behavioral intentions.

As to age generation, there is a significant difference in responses on guests' behavioral intentions in terms of revisit intention (0.019), willingness to pay more (0.001), and loyalty (0.012) when grouped according to age

generation, since all obtained p-values were less than 0.05. Thus, the post hoc test showed that there was a significant difference in responses between Millennials and other age groups where the Millennial group have a higher assessment of revisit intention. While those from Generation X, on the other hand, rated loyalty, and willingness to spend more highly, and Baby Boomers ranked all dimensions the lowest. The result suggests that resorts are effective in stimulating millennials' desire to return or revisit by improving the quality of services provided to this age generation. According to Ugwuanyi et al. (2021), customers' willingness to revisit a hotel is determined by their attitude formed as a result of their prior experience. The findings of this research are consistent with those of Sharipudin et al. (2021), who found that post-stay evaluation was a key predictor of positive electronic word-of-mouth or eWOM, which was later transferred to higher hotel revisit intention among Gen Y or Millennials. It is regarded that younger generations are tech-savvy and prefer to interact with a brand online. This is also in line with the study findings of De Guzman et al. (2020), that young adults, a particularly active age group, who are looking for adventure in nature, make up the majority of beach resort visitors. Beach resorts are a type of environmental and coastal tourism that offers visitors a chance to enjoy and learn about the environment and marine life. Because they are still youthful and physically capable of exploring water-based activities, the younger generation prefers to explore the environment which could further explain their intention to visit or revisit a particular resort.

Meantime, those from Generation X rated loyalty, and willingness to spend more highly. The findings indicate that guest loyalty and willingness to pay differ across generations, with Gen X being the generation that rated these behavioral intentions the highest. Furthermore, this suggests that resorts can motivate loyalty and willingness to pay more for this age group. This is also supported by Monterey's and Borbon's (2021) study results on service quality and performance among online travel companies in the CALABARZON area, which revealed that baby boomers have significantly lower responses to service quality. As a result, this age group's evaluation of the dimensions of behavioral intentions will also decrease. This could be due to the fact that the majority of baby boomers exhibit distinct purchasing behaviors as a result of their high expectations for the level of services they receive. Resorts must prioritize quality, value, and customer service in order to gain their trust and loyalty.

As to educational attainment, there is a significant difference in responses on guests' behavioral intentions in terms of revisit intention (0.019), intention to recommend (0.004), willingness to pay more (0.000), and loyalty (0.000) when grouped according to age generation, since all obtained p-values were less than 0.05. Thus, the post hoc test showed that postgraduate respondents rated all dimensions of behavioral intention the highest, and secondary graduates rated all dimensions the lowest. This suggests that respondents with further studies are more susceptible to and appreciate service quality, resulting in a high assessment of behavioral intentions. Experience and knowledge are said to be the consequence of age; as people age, they acquire more knowledge, which also elevates their degree of expertise and perception. As a result, resort management should focus more on this demographic characteristic while developing initiatives and service quality improvements to maintain this positive perception among this type of guest. Many consumer behavior researchers have discovered that education and income play an important part in explaining customer post-purchase behaviors On the other hand, the findings of this research contradict those of Madridano (2021), who found no significant differences in responses to behavioral intentions such as the intention to recommend and revisit when grouped according to educational attainment.

As to occupation, there is a significant difference in responses on guests' behavioral intentions in terms of loyalty (0.048) when grouped according to occupation since the obtained p-values were less than 0.05 for the loyalty dimension. This result reveals that employed respondents have higher ratings than self-employed respondents, who have the lowest ratings. According to the researcher's observations, this could be the case because employed respondents may have visited various resorts multiple times for leisure, recreation, or for business purposes. As a result, they have already established connections with the resort and acquired good behavioral intentions in terms of loyalty. Likewise, a high-quality product or service usually comes at a premium price. Assuming that employed respondents have a higher salary and more disposable income; they might not be

as price conscious. They are willing to spend more to guarantee high service quality and, as a result, become more loyal customers (Akbar, 2013). Accordingly, the occupation has a substantial impact on how customers view the overall quality of the services provided.

As to the number of visit, there is a significant difference in responses on guests' behavioral intentions in terms of revisit intention (0.000), intention to recommend (0.000), willingness to pay more (0.000), and loyalty (0.000) when grouped according to the number of visit since all obtained p-values were less than 0.05. It shows that the respondents who visited the resort thrice have a higher assessment of all the dimensions of behavioral intention. The result reveals that those who visited the resort at least three times agreed with all the dimensions of behavioral intentions more than those who only visited the resort once. More specifically, the result signifies that the number of visits is a factor in the respondents' evaluation of their behavioral intentions. The findings of the recent study are consistent with Festijo's (2019), who discovered that the majority of respondents had previously visited the region twice. More than three repeat visits were also recorded, indicating that the region is indeed beautiful, which influenced the tourists' intention to revisit to experience more of the region.

Table 6

Association of Responses on Service Quality of Resorts to Behavioral Intention

	r	p-value	Interpretation
Tangibility			
Revisit Intention	.833**	.000	Highly Significant
Intent to Recommend	.913**	.000	Highly Significant
Willingness to Pay More	.670**	.000	Highly Significant
Loyalty	.704**	.000	Highly Significant
Reliability			
Revisit Intention	.871**	.000	Highly Significant
Intent to Recommend	.907**	.000	Highly Significant
Willingness to Pay More	.749**	.000	Highly Significant
Loyalty	.775**	.000	Highly Significant
Responsiveness			
Revisit Intention	.888**	.000	Highly Significant
Intent to Recommend	.909**	.000	Highly Significant
Willingness to Pay More	.759**	.000	Highly Significant
Loyalty	.786**	.000	Highly Significant
Assurance			
Revisit Intention	.729**	.000	Highly Significant
Intent to Recommend	.764**	.000	Highly Significant
Willingness to Pay More	.603**	.000	Highly Significant
Loyalty	.642**	.000	Highly Significant
Empathy			
Revisit Intention	.886**	.000	Highly Significant
Intent to Recommend	.876**	.000	Highly Significant
Willingness to Pay More	.773**	.000	Highly Significant
Loyalty	.813**	.000	Highly Significant

Legend: Significant at p-value < 0.05

Results on the relationship between the responses on service quality and behavioral intention presented in **Table 6** showed that all aspects of the two variables are highly correlated to each other in a positive direction. Furthermore, since the data was computed to be not normally distributed, hence the use of non-parametric tests in terms of the test of relationship/association. Results indicate that as the responses of the guests on service quality increased, their responses on behavioral intentions also increased as proven by the computed p – values which were all lower than the set alpha level of 0.05, showing that the relationship present between the variables is highly significant. The results further denote that there was a highly significant relationship between the service quality in terms of tangibility, reliability, responsiveness, assurance, and empathy of DOT Accredited resorts in Batangas province and the guests' behavioral intention in terms of revisit intention, intention to recommend, willingness to pay more, and loyalty.

Hospitality businesses such as resorts focus heavily on creating memorable experiences and loyalty among

customers. To achieve this mantra of producing loyal customers through memorable experiences, it is critical to both have quality products and services that are relevant to the target audience and deliver quality services through excellence in execution to produce not only satisfied but as well delighted customers. When guests are delighted and loyal, they tend to hold positive attitudes and strong connections toward business. Loyalty, in this case, leads to stimulating other behavioral intentions such as the intention to revisit and recommend as well as the willingness to pay more. This is supported by the study findings of Nuseir (2021), that quality services impact customers repurchase intentions, brand loyalty, and brand recommendation to others. This is also supported by the study findings of Arokiasamy & PengLok (2014), where the result shows that five dimensions of service quality; tangibility, reliability, assurance, responsiveness, and empathy were important criteria in the assessment of the quality of hotel services and have a strong positive relationship in all dimensions of behavioral intentions in terms of loyalty, switch, pay more, external, and internal response.

Based on the result, the highly significant relationship of tangibility to guests' revisit intention, intention to recommend, willingness to pay more, and loyalty is attributed to the accessibility of the resort. This implies that the resort location and accessibility in terms of access to different modes of transportation, a convenient loading and unloading area, and sufficient parking areas are vital nowadays. These attributes still reign supreme for those tourists or guests when deciding which resort to stay at or visit based on the study findings. In a study conducted by Anita and Zulkarnain (2020) on how hotel service quality and behavioral intention affect hotel image, the results showed that loyal customers were not too mindful of the price increase, as most of them were more concerned with the hotel's location being close to where they were conducting activities. They were less concerned about the rise in room rates and more focused on how quickly they could complete their required tasks.

For the dimensions of reliability, it also shows a highly significant relationship to guests' revisit intention, intention to recommend, willingness to pay more, and loyalty in terms of checking in and checking out at the resort does not take too long, the reservation was handled efficiently, the resort's services are trustworthy and delivered within the given timeframe, resort staff performs the service right from the first time (free from error), the resort staff handles guest complaints in an efficient manner, and the resort staff consistently interacts with its guests in a professional manner. Festijo (2019) revealed that the service quality of a destination influences the tourists' intention to return because they are reliable in providing the exact service and products that the tourist expects from them in their study about the determinants of tourist intention in CALABARZON. Moreover, the intention to revisit has been found to have a significant influence on reliability. As a result, it is critical for resort operators to persuade their customers to stay in their resorts by demonstrating the provision of quality services.

The result also indicated the highly significant relationship between responsiveness to guests' revisit intention, intention to recommend, willingness to pay more, and loyalty, indicating that resort staff is responsible to answer guests' questions or complaints quickly when the guest must wait for service, the guest receives an apology, resort staff is quick to respond to guest requests, resort staff offers prompt service to the guests, resort staff informs guests when the service will be performed, and resort staff pays close attention to the guest, actively listens, and communicates in an understandable manner. It is argued that the moment of truth in any service occurs through interactions, which include interactions between guests and resort employees. Subsequently, the highly significant relationship of assurance to guests revisit intention, intention to recommend, willingness to pay more, and loyalty is evident in the resort's ability to provide guests with a safe environment, resort staff consistently demonstrates courtesy and friendliness, the behavior of resort staff instills confidence in guests, resort staff is always available in addressing guest concerns, and resort staff satisfies guests by being knowledgeable about their requests and providing accurate information and assistance they need. Whereas it has been demonstrated that the intention to recommend and revisit both have a significant relationship with customer loyalty (Borbon et al., 2022).

Finally, the results revealed a highly significant relationship between empathy and guests' revisit intention, intention to recommend, willingness to pay more, and loyalty, indicating that the resort has operating hours

convenient to its guests, resort staff consistently delivers services with care and consciously listens to guests' feedback, resort staff understands the guests' specific requirements, and resort staff provides personal and individual attention to its guests. In this instance, the resort managers may consider enhancing the resort staff's ability to understand guests as individuals with unique preferences and expectations in order to promote guests' loyalty. Being empathetic means focusing not on selling the resort's products and services but rather on building service value for the guests. Moreover, being empathetic also refers to how a business distributes its services so that it looks like it is paying attention to the needs and expectations of its clients. As a result, resorts should prioritize generating meaningful experiences through high-quality services in order to build guests' loyalty, which will inspire them to return, spend more, and recommend the resort to others.

Employees unquestionably contribute significantly to the quality of services delivered to the guests since they affect guests' perceptions and expectations of service quality. Additionally, Go et al. (2022) noted that management should pay attention to this aspect of service quality because empathy has a significant impact on how customers perceive their whole customer experience. According to Hamsa Nandini (2017), empathic care and an emotional service attitude among hotel staff members are linked to favorable impressions of hotel guests, which may influence those visitors' future behavior intentions, such as positive word-of-mouth. This result is in line with that of Ahmed & Mohideen (2015), who discovered a favorable relationship between service quality and hotel guests' behavioral intentions, with empathetic service functioning as the best indicator of those intentions.

4. Conclusions and recommendations

The following conclusions were drawn: The majority of the respondents are between the ages of 19 and 25, female, have a tertiary education, are employed, have visited Batangas province for leisure or recreation purposes, and have visited the resort once. This implies that most of those visiting resorts in Batangas province are young females visiting for leisure purposes at least once. In terms of assessing service quality in resorts, respondents agreed on all dimensions of service quality except empathy, which was moderately agreed upon only by respondents. However, the result still suggests that resorts in Batangas province provide reasonably good service quality as perceived by resort guests in terms of tangibility, dependability, responsiveness, assurance, and empathy. As a result, these findings may have managerial implications for resorts, particularly managers and supervisors, who may consider enhancing and reinforcing their service quality strategies to strengthen employees' operational and service excellence abilities and competencies.

As to the evaluation of the behavioral intentions of the resorts, the respondents agreed on the intention to recommend, while the other three dimensions such as revisit intention, willingness to pay more, and loyalty were moderately agreed upon only by the respondents. The results demonstrate that as guests' responses to service quality increase, so do their responses to behavioral intentions, proving that service quality has a strong influence on guests' behavioral intentions. Therefore, these findings may have a practical implication for resorts: even though guests have somewhat agreed only on the behavioral intention dimensions, resorts should take this as an opportunity to persuade their loyal or existing and potential guests to stay in their resorts by reassuring them of the provision of high-quality services.

It was found that there is a significant difference in the assessment of service quality dimensions in terms of tangibility, reliability, responsiveness, assurance, and empathy when grouped according to the respondents' age generation, educational attainment, and the number of visit. It was also discovered that there was also a statistically significant difference in responses on guests' behavioral intentions when grouped according to profile in terms of age generation, educational attainment, occupation, and the number of visit. The results show that millennials, postgraduates, and those who visited the resort three times have a higher assessment as compared to others. This implies that resort management may consider focusing on millennials, postgraduates, and those who are employed and have visited the resort three times, as well as improving service quality to increase the influence of positive behavioral intentions on other demographic factors. This study confirms the

strong direct correlation between service quality and behavioral intention. These findings may have a theoretical contribution and implication to the growing body of knowledge in the resort business. Where the results that the better the perceptions of resorts' service quality, the better the respondents' behavioral intentions.

4.1 Recommendations

In view of the study's findings, the researcher has put forward recommendations that are primarily directed at the following resort stakeholders: The resort management may consider investing in empowering their employees through continuous training and development since people are crucial to service delivery. Performance management may be re-established since this is a great avenue to conduct 1-on-1 coaching sessions and mentorship with the employees. The resort operators may also consider offering incentives (e.g., tuition fee reimbursement) to employees who desire to further their education or enroll in programs that will broaden their professional and personal skills and competencies. Focusing on and capitalizing on continuous training and development may help to strengthen the staff's commitment to service excellence.

The resort management may consider incorporating the results of the current study in conducting the root cause analysis of the possible service quality issues, which may be determined using the fishbone theory or a cause-and-effect analysis. The outcomes of the analysis might support the resort to better integrate the five dimensions of service quality across all service stages and increase the likelihood of guests having favorable service experiences and behavioral intentions, thereby strengthening the resort's competitiveness, profitability, and viability.

It is also recommended that resort management consider investing more in technology. In the future, resorts that do not yet integrate technology into their day-to-day operations may consider enhancing or subscribing to a functional property management system (PMS) as well as a customer relationship management tool (CRM). This is for them to realize service personalization and customization and work optimization as well as help with employee performance management, customer profiling, and survey tool integration.

The resort management may consider reviewing its human resource practices. A business that is dependent on people may benefit from strengthening and focusing heavily on hiring or talent acquisition, training and development, and retention strategies. *Hiring and talent acquisition* - if the process is not good enough to engage the best talents or candidates, the business may end up getting substandard people. In this case, the resort management may consider focusing on hiring based on referrals. For example, to motivate and engage staff in the referral program, the resort may consider adopting referral benefits in which it pays extra cash to employees who successfully "refer a friend." *Training and development* - people have innate intelligence, but they will not immediately have all the relevant skills needed for a job. In cases when they do, the skills may not yet be at the level required until trained. Some employees who are weak can be turned into something good; hence, this aspect is very important. *Retention* – people stay in companies when they can see a good career path of progression, they feel taken care of, and they feel well compensated. Thus, performance evaluation and career planning, compensations and benefits, and work regulations and policies are crucial considerations in order to retain current and attract future talent, as well as motivate people to perform better and stay with the organization.

It is recommended for resort staff embody their organization's core values. When "culture" quality is consistently reflected in the resort staff's behaviors and daily interactions with guests, it may assist foster positive behavioral intentions. It is recommended for resort staff to frequently encourage guests to participate in surveys as well as motivate them to have unbiased responses despite their loyalty to the resort. When resort guests understand that their unbiased and honest responses will assist the resort in developing ways to continuously enhance and aim for higher standards of service quality, they will be more engaged and may encourage favorable guests' behavioral intentions.

It is recommended that educational institutions in the province that offer hospitality and tourism

management programs intensify their students' orientation about service quality. Additionally, the core values of the institution should constantly be instilled and reminded of the students. The Provincial Tourism and Cultural Affairs Office of Batangas may consider putting more effort into updating and improving the interactivity of its official website. Introducing system capabilities that allow hospitality and tourism organizations to upload or publish case studies of how they have innovated and improved may assist the hospitality businesses in exchanging best practices in operational and service excellence as well as collaborating and learning from one another.   To future researchers and industry experts – future studies may be undertaken using different approaches, such as qualitative design, and correlating it to other factors, such as satisfaction and perceived value, to further support the findings of the study.

5. References

Abdou, A. H., Mohamed, S. A. K., Khalil, A. A. F., Albakhit, A. I., & Alarjani, A. J. N. (2022, September 23). Modeling the relationship between perceived service quality, tourist satisfaction, and tourists' behavioral intentions amid COVID-19 pandemic: Evidence of yoga tourists' perspectives. *Frontiers in Psychology, 13*. https://doi.org/10.3389/fpsyg.2022.1003650

Afshardoost, M., and Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tour. Manag. 81*:104154.

Ahmed, L.A., & Mohibeen, R.K. (2015). Service Quality and Guests Behavioural Intentions A Study In The Kodaikanal Star Hotels. Volume 6, Issue 1, January (2015), pp. 475-483.

Akbar, S. (2013). Relationship of Service Quality and Customer Loyalty through the Moderating Effect of Socio Demographic Characteristics. *International Journal of Hospitality & Tourism Systems*, 6(2).

Alemneh, S. & Gebremichael, H. (2018). Service quality and customer satisfaction: The case of five star hotels in Addis Ababa, Ethiopia. *Paripex-Indian Journal of Research 7* (8), 21-25.

Alexandris, K., Dimitriadis, N., and Markata, D. (2002). Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece. *Manag. Serv. Qual. 12*, 224–231. https://doi.org/10.1108/09604520210434839

Ali, F. (2015). Service quality as a determinant of customer satisfaction and resulting behavioural intentions: A SEM approach towards Malaysian resort hotels. *Tourism: An International Interdisciplinary Journal*, *63*(1), 37-51.

Alonso-Almeida, M. D. M., Rodríguez-Antón, J. M., & Rubio-Andrada, L. (2012). Reasons for implementing certified quality systems and impact on performance: an analysis of the hotel industry. *The Service Industries Journal*, *32*(6), 919-936.

Anita, T. & Zulkarnain, A. (2020). How Service Quality And Behavioral Intention Affects Hotel Image. *PalArch's Journal of Archaeology of Egypt/ Egyptology. 17*. 2777-88.

Ardani, W., Rahyuda, K., Giantari, I. G. a. K., & Sukaatmadja, I. P. G. (2019). Customer Satisfaction and Behavioral Intentions in Tourism: A Literature Review. *International Journal of Applied Business and International Management, 4*(3), 84–93. https://doi.org/10.32535/ijabim.v4i3.686

Arokiasamy, A.R., and PengLok, S.Y. (2014). A Study on the Influence of Service Quality and Customer Satisfaction on Behavioral Intention in the Hospitality Industry in Malaysia. *Aust. J. Basic & Appl. Sci., 8*(18): 276-282, www.ajbasweb.com/old/ajbas/2014/December/276-282.pdf

Borbon, N. M. D., Apritado, J. M. M., Pulhin, J. C. B., & Ylagan, A. D. (2022). Tourist behavioral intention in visiting tourist attraction in Batangas province. *Advance Knowledge for Executives*, *1*(2), 1-11.

Collado Agudo, J., Martínez García de Leaniz, P., Herrero Crespo, N., & Gómez-López, R. (2021, November 18). Quality-Certified Hotels: The Role of Certification Bodies on the Formation of Customer Behavioral Intentions. *Sustainability, 13*(22), 12733. https://doi.org/10.3390/su132212733

Danish, R., 2018. The Impact of Service Quality and Service Value on Customer Satisfaction through Customer Bonding: Evidence from Telecommunication Sector. *European Online Journal of Natural and Social Sciences: Proceedings, 7*(1).

Dawi, N.M. et al. (2018). The influence of service quality on customer satisfaction and customer behavioral

intentions by moderating role of switching barriers in satellite pay TV market. *Economics and Sociology, 11*(4), 198-218. https://doi.org/10.14254/2071-789X.2018/11-4/13

De Guzman J.C.D., Abanilla, J.G., Abarquez, K.E., Garcia, P.D., Manimtim, J.C., Reyes, J.J., Apritado, J.M. (2020). Guest Satisfaction and Loyalty among Beach Resorts in Laiya, Batangas. *Journal of Tourism and Hospitality Research*, 17.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021, August). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management, 59,* 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Eshetie, S.K., Seyoum, W & Ali, S.H (2016). Service quality and customer satisfaction in hospitality industry: The case of selected hotels in Jimma Town, Ethiopia. *Global Journal of Management and Business Research: E Marketing 16* (5), 72 86.

Festijo, B. T. (2019). Determinants of Tourists Revisit Intention in CALABARZON Region, Philippines. *Asia Pacific Journal of Education, Arts and Sciences, 6 (2).* http://apjeas.apjmr.com/wp-content/uploads/2019/07/APJEAS-2019.6.02.14.pdf

Go, J.R., Crisologo, J., Magbiro, R.L., & Sir Mario Luis, J. (2021, October). Perceived Service Quality and its Relationship with Customer Satisfaction in Coffee Shops. *International Journal of Management and Commerce Innovations, 9*(2).

Hagan, E. (2015). Service Quality Perceptions and Socio-demographic Characteristics of Hotel Guests in the Western Region of Ghana. https://core.ac.uk/download/pdf/234696802.pdf

Hue Minh, N., Thu Ha, N., Chi Anh, P., & Matsui, Y. (2015, April 20). Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam. *Asian Social Science, 11*(10). https://doi.org/10.5539/ass.v11n10p73

Jansri, W., Hussein, L. A., & Loo, J. T. K. (2020). The effect of service quality on revisit intention in tourist beach. *Geo Journal of Tourism and Geosites*, *29*(2), 472-487. https://doi.org/10.30892/gtg.29208-483

Madridano, P. (2021). Tourist behavioral intention in visiting attractions in Quezon Province. *International Journal of Research Studies in Management. 9.* https://doi.org/10.5861/ijrsm.2021.7708

Meeprom, S., and Silanoi, T. (2020). investigating the perceived quality of a special event and its influence on perceived value and behavioural intentions in a special event in Thailand. *Int. J. Event Festival Manage. 11*, 337–355. https://doi.org/10.1108/IJEFM-09-2019-0043

Monterey, & Borbon. (2021). Service quality of Online Travel Agencies in CALABARZON Region. *International Journal of Research Studies in Management,* 9(3) 91-102. https://doi.org/10.5861/ijrsm.2021.m7734

Naik, C. K., Gantasala, S. B., and Prabhakar, G. V. (2010). Service quality (SERVQUAL) and its effect on customer satisfaction in retailing. *Eur. J. Soc. Sci. 16*, 231–243.

Nuseir, M.T. (2020). Assessing the impact of brand equity and demographic characteristics on brand loyalty: the mediating role played by customer experience in United Arab Emirates' hotel industry. *Journal Hospitality & Tourism Research.* 1-18. DOI: https://doi.org/10.1177/1096348020947786

Okocha, Agina, & Ojiula. (2021, December) Service Quality, Customer Satisfaction And Behaviouralintentions: Application of Lodging Quality Index Model On Hotels In South East, Nigeria. *British Journal of Marketing Studies*, *9*(4). https://doi.org/10.37745/bjms.2013

Qasem Saeed, M. M., Xizheng, Z., & Abdulwase, R. (2021, August 24). Measuring the Relationship Between Service Quality and Customer Satisfaction in the Hotel Industry. *International Journal of Scientific and Research Publications (IJSRP), 11*(8), 336–347. https://doi.org/10.29322/ijsrp.11.08.2021.p11644

Rajput, A., & Gahfoor, R. Z. (2020). *Satisfaction and revisit intentions at fast food restaurants. Future Business Journal, 6*(1). https://doi.org/10.1186/s43093-020-00021-0

Sanchez, R. V., & Apritado, J. M. M. (2021). Customer satisfaction basis for sustainable traditional authentic ethnic restaurants in Ilocos Sur. *International Journal of Research Studies in Management, 9*(4). https://doi.org/10.5861/ijrsm.2021.m7740

Sharipudin, M. N. S., Cheung, M. L., De Oliveira, M. J., & Solyom, A. (2021, May 29). The Role of Post-Stay Evaluation on Ewom and Hotel Revisit Intention among Gen Y. *Journal of Hospitality & Tourism Research, 47*(1), 57–83. https://doi.org/10.1177/10963480211019847

Ugwuanyi, C. C., & Idoko, E. C. (2022, July 21). Effects of Self-service Technologies' Attributes on Bank Customers' Experience, Relationship Quality and Re-use Intention: Insights from a Developing Economy. *Vision: The Journal of Business Perspective*. https://doi.org/10.1177/09722629221110035

Yebron, C. F., Del Rosario, J., Umandal, J. L. B., & Esplanada, D. (2022, December 1). Customer Satisfaction In Matabungkay Beach Hotel, Batangas: Online Reviews From Selected Travel Sites. *Quantum Journal of Social Sciences and Humanities*, 3(6), 1–16. https://doi.org/10.55197/qjssh.v3i6.192

APPENDIX: QUESTIONNAIRE
PART I. SERVICE QUALITY
Direction: The following statements illustrate the service quality of resorts in terms of tangibility, reliability, responsiveness, assurance, and empathy. To respond, please indicate your responses by checking (/) each item that best describes your perspective on the scale provided.

5 – Strongly Agree (SA); 4 – Agree (A); 3 – Moderate Agree (MA); 2 – Disagree (D); 1 – Strongly Disagree (DA)

Tangibility	5	4	3	2	1
The resort's website provides accurate and up-to-date information about its products, services, and prices.					
The resort rooms feature essential amenities such as comfortable bedding, Wi-Fi connection, high-definition TV, complimentary refreshment tray, etc.					
The resort's facilities are visually appealing (e.g., reception area, swimming pool, restaurant, bar, gym, etc.).					
The resort has well-maintained and clean facilities.					
It is easy to access the resort (e.g., transportation, loading, and unloading area, car parking area, etc.)					
The resort staff are well-dressed and appear neat.					
Reliability	5	4	3	2	1
My reservation was handled efficiently.					
Checking in and checking out at the resort does not take too long.					
The resort's services are trustworthy and delivered within the given timeframe.					
The resort staff performs the service right from the first time (free from error).					
The resort staff handles guest complaints in an efficient manner.					
The resort staff consistently interacts with its guests in a professional manner.					
Responsiveness	5	4	3	2	1
The resort staff informs guests when the service will be performed.					
The resort staff pays close attention to the guest, actively listens, and communicates in an understandable manner.					
The resort staff is responsible to answer guests' questions or complaints quickly					
The resort staff is quick to respond to guest requests.					
The resort staff offers prompt service to the guests.					
In this resort, when the guest must wait for service (e.g., check-in & check-out, room service, housekeeping, etc.), the guest receives an apology.					
Assurance	5	4	3	2	1
The behavior of resort staff instills confidence in guests.					
The resort staff satisfies guests by being knowledgeable about their requests and providing accurate information and assistance they need.					
The resort staff is always available in addressing guest concerns.					
The resort provides guests with a safe environment.					
The resort staff consistently demonstrates courtesy and friendliness.					
Empathy	5	4	3	2	1
The resort staff provides personal and individual attention to its guests.					
The resort has operating hours convenient to its guests.					
The resort staff understands the guests' specific requirements.					
The resort staff consistently delivers services with care and consciously listens to guests' feedback.					

PART II. BEHAVIORAL INTENTION

Direction: The following statements represent the guests' behavioral intentions in terms of revisit intention, word of mouth, willingness to pay more, and loyalty. To respond, please indicate your responses by checking (/) each item that best describes your perspective on the scale provided.

5 - Strongly Agree (SA); 4 – Agree (A); 3 - Moderately Agree (MA); 2 – Disagree (D); 1 - Strongly Disagree (SD)

Revisit Intention	5	4	3	2	1
I am willing to visit this resort as part of my travel plan.					
I would like to come back to this resort in the future.					
I would like to come more often to this resort.					
I will make an effort to visit this resort.					
Intention to Recommend	5	4	3	2	1
I will encourage my family and relatives to stay in this resort.					
I would recommend this resort to my friends and others.					
I would say positive things about this resort to others.					
Because of the quality of services that I experienced in this resort, I would convince others to also visit this resort.					
Willingness to Pay More	5	4	3	2	1
I would remain a customer of this resort even if competitors offered lower prices.					
I would continue to patronize this resort even if it reasonably increased its prices.					
I am willing to pay more for my stay in this resort.					
Spending more every time I stay in this resort does not bother me.					
Loyalty	5	4	3	2	1
I intend to continue choosing this resort to visit.					
I consider this resort to be my first choice.					
I feel better when I go to this resort compared to other resorts.					
I consider myself loyal to this resort.					