

Festival quality, visitors' satisfaction, and loyalty to the festivals in the Province of Lanao del Norte

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Abstract

This study aimed to propose an action plan to further improve the festivals in the province of Lanao del Norte. The researcher determined the festivals' quality and visitors' satisfaction and loyalty to the festivals. It tested the significant difference in responses when grouped according to the profile variables and the significant relationship between festivals' quality, satisfaction, and loyalty. The researcher used a quantitative method and a descriptive research design. The respondents of the study were 381 visitors who visited the five (5) Department of Tourism-recognized festivals in Lanao del Norte. The instrument was adapted from two different studies. Further, the statistical test used for the study was based on the Shapiro-Wilk Test and the Mann-Whitney U test to determine the significant differences, while Spearman's Rho was used to determine the significant relationship between festivals' quality, satisfaction, and loyalty. The study concluded that the majority of the respondents are aged 23–38 years old or belong to Generation Y or millennials, are males, single, have a monthly income of P10001-20000, and visit once to twice a year. The respondents generally agreed that the festivals in Lanao del Norte have an overall quality. Also, they are successful in meeting the expectations and satisfaction of the visitors and cultivating loyalty among them. Lastly, the research paper proposed a plan of action to enhance the festivals in the province of Lanao del Norte and provided relevant recommendations.

Keywords: festivals' quality, visitors' satisfaction, loyalty

Festival quality, visitors' satisfaction, and loyalty to the festivals in the Province of Lanao del Norte

1. Introduction

Festivals are asset to the tourism industry. They can attract tourists, create jobs, boost the local economy, celebrate culture and heritage, and bring people together. According to Davies (2021), festivals have emerged as an integral component of the cultural landscape of societies worldwide, serving as a popular form of tourism and leisure activity engaged in by a significant number of individuals. While there is a general association between festival tourism and cultural homogenization (Shaw, 2020), focused towards understanding the tourist experience during these events and the subsequent impact of festivals on various outcomes, such as destination attitudes, satisfaction levels, and intentions to revisit. Cultural festivals aim to draw funding while acting as a catalyst for artistic development and social togetherness. Festivals are not just celebrated for religious or cultural purposes. A festival is a potent tool for revealing one's identity, which includes the art, culture, and language that reflect a society's ideas, norms, and values. The phenomenon in question plays a substantial role in the formation of place meanings and the facilitation of social, political, cultural, and economic activities within various locales, with a particular emphasis on urban environments. Previous research has examined the impact of local festivals on the development of a feeling of place (Lynch & Quinn, 2022). In any community, festivals are an important showcase of culture and creativity (Arcos-Pumarola, et al. 2023) and the cornerstone of economic development strategies to attract tourists (Ngoc, et al. 2023) . But governments often lack the tools necessary to measure the full impact of such multi-faceted events (Festival Statistics: Key Concepts, 2022).

On the other hand, visitors have a positive perception of festivals (Darvishmotevali, et al., 2023) same in Lanao del Norte. They enjoy the variety of events and activities, the festive atmosphere, the friendly and welcoming people, and the opportunity to learn about the culture and history of the region. However, there is some empirical evidence that suggests that festivals can have a negative impact on the loyalty of visitors. If visitors have already experienced everything that the festival has to offer, they may not feel the need to attend it again. This is especially true if the festival is not that big or if it does not change much from year to year. This appeared as a challenge to festival organizers and managers, also of the local government to sustain the quality of festivals in Lanao del Norte. Festival quality, visitors' satisfaction, and loyalty to festivals are all interrelated concepts (Saha, et al., 2023).

Festival quality is the overall level of excellence of a festival, as perceived by visitors (Akhoondnejad, 2016). Visitors' satisfaction is the degree to which visitors are happy with their experience at a festival. Loyalty to festivals is the likelihood that a visitor will return to a festival in the future. According to Rehman et al. (2023), there exists a direct correlation between the quality of a festival and the level of satisfaction experienced by its guests. This implies that there is a positive correlation between the quality of a festival and the level of satisfaction experienced by its attendees. According to Khoshkam et al. (2023), a correlation exists between tourists' contentment and their allegiance towards festivals. This implies that increased visitor satisfaction at a festival positively correlates with a higher likelihood of future festival attendance.

A strong positive correlation exists between the quality of festivals, levels of pleasure among attendees, and their subsequent loyalty. According to the findings of the study conducted by Pai et al. (2021), festival quality emerges as the primary determinant of satisfaction, which in turn plays a crucial role in determining loyalty. The scholarly discourse around festival management frequently neglects to address a novel collection of festival attributes and their correlation with festival loyalty within a cognitive process framework. In order to gain a deeper comprehension of the role that theme-based festivals play in cultivating visitor loyalty, it is imperative for governmental bodies and festival organizers to acknowledge the significant characteristics associated with festival quality (Pai et al., 2021), satisfaction with the festival (Faruk, 2019), and festival loyalty (Akhoondnejad,

2016; Faruk, 2019) within a destination that hosts such festivals.

The province of Lanao del Norte is located in the Northern Mindanao Area along the Northwestern Coast. Three known fishing grounds bound ten of its 22 municipalities namely: Iligan Bay, Panguil Bay and Illana Bay. The province is bounded on the East. On the South is the province of Lanao del Sur. Panguil Bay border at the west and the boundary of Zamboanga del Sur. On the southwest, Lanao del Norte faces Illana Bay and Celebes Sea. The province used to be administratively under Region 12 but by the virtue of Executive Order 36 signed by President Gloria Macapagal-Arroyo on September 19, 2001 Lanao del Norte is transferred to Region 10. Lanao del Norte has a variety of annual festivals that serve as platforms for the exhibition of the province's rich culture and arts. These festivities are conducted as acts of gratitude to the divine for the abundance and benefits bestowed upon the region. The festivals in Lanao del Norte serve as platforms for the exhibition of the rich and varied ethnic heritage of its inhabitants. The celebration attracts individuals from various locations, with the Local Government Units taking the lead in organizing these events. As of July 2023, there are five (5) festivals considered recognized by the Department of Tourism (DOT) namely, Alimango Festival of Lala, Hugyaw sa Kadagatan Festival of Kauswagan, Lechon Festival of Baroy, Sagingan Festival of Tubod, and the Sagayan Festival of the province of Lanao del Norte.

Further, the researcher believed that the outcome of this investigation would benefit the community of Lanao del Norte, the visitors, the local government unit, students, stakeholders, and other private sectors by providing them with information on the relationship between festival quality, visitors' satisfaction, and loyalty. Furthermore, to establish an important reference for the tourism government offices to develop an action plan to improve the festivals in the province of Lanao del Norte. As a former employee of the Lanao del Norte provincial tourism office, the researcher observed that tourists' feedback on festivals in Lanao del Norte is essential for developing event development plans.

The researcher believes that the findings of this study will benefit the community of Lanao del Norte, visitors, the local government unit, students, stakeholders, and other private sectors by providing them with information on the relationship between festival quality, visitor satisfaction, and loyalty. Additionally, the findings will establish an important reference for tourism government offices to develop an action plan to improve festivals in the province of Lanao del Norte. Based on the empirical evidence that suggests that festivals may have an impact on the loyalty of visitors is significant for proposing an action plan to further improve the festivals in the province of Lanao del Norte. By understanding the experience of visitors at festivals, the festival organizers can develop strategies to address these concerns and improve the overall experience for visitors.

Objectives of the Study - This study aimed to determine the festivals' quality and visitors' satisfaction and loyalty to the festivals in the province of Lanao del Norte. Specifically, it presented the demographic profile of the respondents in terms of age, sex, marital status, average annual household income, and the frequency of visits; assessed the festivals' quality relevant to the hospitality, venue, product, convenience, and program; determined the satisfaction and loyalty of the festival; tested the significant difference of responses when grouped according to the profile variables; tested the significant relationship of festivals' quality to satisfaction and loyalty; proposed an action plan to further improve the festivals in the province of Lanao del Norte.

2. Methods

The research method used in the study is survey research. Survey research is a quantitative research method that collects data from a large number of people through questionnaires or interviews. McCombes (2019) stated that if the study's objectives involve measuring variables, finding frequencies or correlations, and testing hypotheses, it would need to do quantitative research. The survey research method was used in this study to collect data on the festival quality, visitors' satisfaction, and loyalty to the festivals in the province of Lanao del Norte. The questionnaire was pilot tested with a small group of respondents to ensure that it was clear and easy to understand. The final questionnaire was then administered to a sample of visitors to the festivals in the

province of Lanao del Norte.

Based on recent data from the Department of Tourism Region 10, there are five (5) recognized festivals in Lanao del Norte. Using the Raosoft Sample Size Calculator, the researcher determined that the recommended sample size for this study is 381. The calculator was used with a marginal error of 5%, a confidence level of 95%, a total of 40,643 festival tourist arrivals in Lanao del Norte, and a 50% response distribution.

The questionnaire that was used in this study was an adapted questionnaire, which was based on other research, published articles and journals, and other tourism related documents that were directly related to this research. The first variable of this research was adapted from the study of Pai C., et al. (2021) about Examining the Role of Service Quality, Perceived Values, and Trust in Macau Food Festival. The second variable of this research was adapted from the study of Akhoondnejad (2016) about Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival. The questionnaire was composed of three parts: part I the collected information about the respondents, such as their age, sex, marital status, average annual household income, and the frequency of visits to festivals. While part II assessed the festivals' quality in terms of hospitality, venue, product, convenience, program, festival value, and trust in the festival. Lastly, part III determined the tourists' satisfaction and loyalty. The instrument was validated by an expert, including the adviser and panelists, during the pre-oral defense. The modifications included the words used in every item, the scale design, and the instructions for completing the instrument.

Upon approval of the questionnaire, the researcher sent a letter to the Department of Tourism (DOT) Region 10 requesting the list of the DOT-recognized festivals in the province of Lanao del Norte. Once the requested data was acquired, the researcher then requested the support of the Provincial Government of Lanao del Norte – Tourism Operations Division by requesting the municipalities to send information and tourist arrivals of the most recent celebration of the DOT-recognized festivals. The questionnaires with an attached letter of request to formally conduct the survey were distributed to the locals who voluntarily participated. Great care was taken to ensure that the answers of the participants would remain confidential as well as their identities. The participants were assured that the research would be purely for academic purposes only. The respondents were given ample time to accomplish the survey. After retrieval of the questionnaires, the questionnaires were immediately tallied and tabulated with the professional guidance of a statistician. The data were analyzed and interpreted with the support of related information from reliable sources.

Ethical consideration includes initiatives to protect the identity of the participants in this study. It entails the rights and responsibilities of the researcher towards the respondents. It is also the ability to inform them to what extent they will be participating in the entire study. It is needed to ensure that no human rights are violated and their right to privacy is practiced. Resnik (2020) gives importance to these standards as this foster the values necessary for effective collaboration, such as trust, personal responsibility, respect and understanding, and fairness. In addition, to ensure consent and willingness, the respondents have been adequately informed and oriented about the rationale and study process as stipulated in the survey questionnaire. The respondents have been informed of the research's nature and purpose, allowing freedom of choice whether to participate or not. It is done to reiterate the value of Data Privacy.

A variety of statistical tools were used in this study to analyze and interpret the data. Including the following Frequency and percentage distribution were used to describe the profile of the respondents as to age, sex, marital status, monthly income and frequency of visit. Weighted mean and rank were used to (a) assess the festival's quality in terms of hospitality, venue, product, convenience and program, and (b) determine the visitor's satisfaction and loyalty to the festival. The Shapiro-Wilk Test revealed that the p-values for all variables were below the threshold of 0.05, indicating that the dataset did not exhibit a normal distribution. Hence, the Mann-Whitney U test was used as a non-parametric test to ascertain the presence of significant differences between two groups. Spearman's Rho was used as a non-parametric test to ascertain the presence of a significant relationship between the variables. The statistical analyses were conducted using SPSS version 25.

3. Results and discussion

Table 1

Distribution of Respondents' Profile

Profile Variables	Frequency	Percentage
Age		
18-22 (Gen Z)	72	18.9
23-38 (Gen Y or Millennials)	226	59.3
39-54 (Gen X)	60	15.7
55 and above (Baby Boomers)	23	6.0
Sex		
Male	244	64.0
Female	137	36.0
Marital Status		
Single	271	71.1
Married	110	28.9
Monthly Income		
Php 10000 and below	82	21.5
Php 10001 – 20000	149	39.1
Php 20001 – 40000	73	19.2
Php 40001 and above	77	20.0
Frequency of Visit		
One to two times a year	166	43.6
Three to five times a year	136	35.7
More than five times a year	79	20.7

The table presents the percentage distribution of the respondent's profile. When it comes to age, most of the respondents were 23 – 38 years old (Gen Y or Millennials), having 226 frequency or 59.3 percent. Festivals in Lanao del Norte are popular with Gen Y or millennials. This is likely because festivals offer a variety of activities and events that appeal to this age group, such as music, food, and art. Additionally, festivals can be a great way for millennials to connect with other people and to learn about different cultures. Majority of festival attendees in Lanao del Norte are male (64.0%), while the minority are female (36.0%). This shows that festivals in Lanao del Norte are more popular with men than with women.

Festival organizers should keep this in mind when planning their festivals, and they should make sure to offer activities and events that appeal to both men and women. Diving into marital status, 271 or 71.1 percent of the respondents were single, against 110 or 28.9 percent were married respondents. The findings imply that individuals who are not in a committed relationship tend to have higher disposable income and greater flexibility in their ability to travel. Also, there was 149 or 39.1 percent of the respondents have a 10,000 – 20,000 monthly income. Festivals in Lanao del Norte are often free or low-cost. This makes them more accessible to people from lower-income households. **Food and drinks at affordable prices.** This makes them a good option for people who are looking for a fun and affordable way to spend their weekend. Finally, in terms of the frequency of visits, most of the respondents visited the festivals for one to two times a year having 166 or 43.6 percent. Visiting a festival one or two times a year is a more affordable, manageable option for many people. Also, some people may only be interested in attending festivals that are related to their hobbies or interests.

Table 2 shows that the festival in the province has an overall composite mean of 4.09, indicating agreement among the respondents regarding the festival's quality. Among the different areas assessed, "Program" obtained the highest composite mean of 4.21, indicating that the respondents agreed with the positive impact of the festival's program. This was followed by "Products" with a composite mean of 4.11, indicating agreement on the influence of the products offered at the festival. The festival attendees of Lanao del Norte generally agreed that the program was positive and that it had a positive impact on their overall experience. They also agreed that the products were of good quality and that they were offered at a fair price. The quality of the "Venue" ranked third with a composite mean of 4.08, indicating agreement among the respondents. "Hospitality" ranked fourth with a

composite mean of 4.07, implying agreement on the quality of hospitality provided. Lastly, "Convenience" received the lowest composite mean of 3.97, still interpreting agreement among the respondents.

This shows visitors of the festivals in Lanao del Norte generally agreed that the venue was of good quality and that it was well-suited for the festival. They also agreed that the hospitality was good and that they were treated well by the staff. However, they felt that the festival could be more convenient by making it easier for respondents to get to the festival and to get around the festival grounds. Festival quality can be a key factor in determining whether or not people have a positive experience at a festival. The study titled "Event and festival research: a review and research directions" (Mair & Weber, 2019), emphasizes the importance of providing a good quality service and experience to create a positive festival experience. Festival quality can help to create a sense of excitement and anticipation at a festival. In the article "New perspectives on satisfaction and loyalty in festival tourism: The role of the experience economy" (Gómez et al., 2021), festival tourism is discussed as an experiential product that focuses on creating excitement and anticipation among consumers.

Table 2

Festival's Quality in the Province of Lanao del Norte

Key Result Area	Composite Mean	VI	Rank
Hospitality	4.07	Agree	4
Venue	4.08	Agree	3
Product	4.11	Agree	2
Convenience	3.97	Agree	5
Program	4.21	Agree	1
Grand Composite Mean	4.09	Agree	

Legend: 4.50-5.00 = Strongly Agree; 3.50-4.49 = Agree; 2.50-3.49 = Moderately Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 3

Visitors' Satisfaction with the Festivals in the Province of Lanao del Norte

Indicators	WM	VI	Rank
1. I am satisfied with my decision to visit the festival in Lanao del Norte.	4.36	Agree	1
2. I am satisfied with the local food at the festival.	4.23	Agree	4
3. I am satisfied with the product price at the festival.	4.13	Agree	5
4. I am satisfied with the celebration of the festival.	4.30	Agree	3
5. I am satisfied with the overall program of the festival.	4.31	Agree	2
	4.27	Agree	

Legend: 4.50-5.00 = Strongly Agree; 3.50-4.49 = Agree; 2.50-3.49 = Moderately Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 3 shows the visitor's satisfaction with the festivals with a composite mean of 4.27 verbally interpreted as agree. Among the cited indicators, "I am satisfied with my decision to visit the festival in Lanao del Norte" obtained the highest weighted mean of 4.36 followed by "I am satisfied with the overall program of the festival" (4.31). This means that festivalgoers in Lanao del Norte were generally satisfied with their overall experience at the festival. They were satisfied with their decision to attend the festival, as well as the overall program of the festival. Finally, the festival offered good value for money. Then, "I am satisfied with the celebration of the festival" (4.30), were all verbally interpreted as "agree". This indicates that festival visitors in Lanao del Norte were generally satisfied with the celebration, food, and product prices at the festival. They were satisfied with the overall experience of the festival. Also, the celebration was well-organized and run smoothly. The food was of good quality and offered a variety of options. The product prices were reasonable and offered good value for money.

The table shows that the respondents were generally satisfied with their experience at the festivals in Lanao del Norte. The highest weighted mean was for the indicator "I am satisfied with my decision to visit the festival in Lanao del Norte," which shows that the respondents were very happy with their overall experience. The other indicators also received high ratings, showing that the respondents were generally satisfied with the festivals. The study found that satisfaction has a mediating effect between destination image and revisit intention. This

means that satisfaction is the mechanism through which destination image affects revisit intention. When tourists have a positive image of a festival, they are more likely to be satisfied with their experience there. This satisfaction, in turn, increases their intention to revisit the festival (Nguyen-Viet et al., 2020). Satisfied visitors are more likely to spread positive word-of-mouth about their experience at a festival, which can enhance the festival's reputation and attract more attendees (Gómez et al., 2021).

Table 4

Visitors' Loyalty to the Festivals in the Province of Lanao del Norte

Indicators	WM	VI	Rank
1. I will come to the festival again next year.	4.28	Agree	1
2. If I have to decide again I would choose the festival again.	4.23	Agree	3
3. I would come back to the festival in the future.	4.26	Agree	2
4. The festival would be my first choice over other theme-based festivals.	4.17	Agree	4
Composite Mean	4.24	Agree	

Legend: 4.50-5.00 = Strongly Agree; 3.50-4.49 = Agree; 2.50-3.49 = Moderately Agree; 1.50-2.49 = Disagree; 1.00-1.49 = Strongly Disagree

Table 4 shows the visitor's loyalty with the festivals with a composite mean of 4.24 verbally interpreted as agree. Among the cited indicators, "I will come to the festival again next year" obtained the highest weighted mean of 4.28. The high weighted means for these two statements indicate that the attendees were very satisfied with the festival overall. They enjoyed the activities, the food, the atmosphere, and the overall experience. It is also likely that they would be willing to attend the festival again in the future. After "The festival would be my first choice over other theme-based festivals" (4.17) were all verbally interpreted as "agree". (Interpretation). This shows that the attendees would be willing to attend the festival again in the future. This shows that they enjoyed the activities, the food, the atmosphere, and the overall experience. Additionally, it also indicates that the attendees would choose this festival over other similar festivals. This shows that they found the festival to be unique and enjoyable. Several studies have shown that visitor loyalty is a key factor in shaping the future attendance of a festival (Saha et al., 2023) (Patwardhan et al., 2019). When attendees develop a sense of loyalty to a festival, they are more likely to return year after year, building a long-term relationship with the event. Back and Lee (2020) found that visitor loyalty can have a positive impact on festival attendance. The study found that festivals with high levels of visitor loyalty are more likely to attract visitors in the future.

Table 5

Difference of Responses on Festival's Quality When Grouped According to Profile

Profile Variables	U/ λ^2 c	p-value	Interpretation
Age			
Hospitality	36.746	0.000	Significant
Venue	50.256	0.000	Significant
Product	42.016	0.000	Significant
Convenience	42.156	0.000	Significant
Program	63.161	0.000	Significant
Sex			
Hospitality	14514.500	0.028	Significant
Venue	14087.500	0.010	Significant
Product	15758.000	0.348	Not Significant
Convenience	15425.000	0.206	Not Significant
Program	15736.500	0.337	Not Significant
Marital status			
Hospitality	11537.000	0.000	Significant
Venue	7632.500	0.000	Significant
Product	9271.000	0.000	Significant
Convenience	9889.500	0.000	Significant
Program	6217.000	0.000	Significant

Monthly Income			
Hospitality	21.167	0.000	Significant
Venue	51.097	0.000	Significant
Product	40.224	0.000	Significant
Convenience	27.298	0.000	Significant
Program	34.524	0.000	Significant
Frequency of Visit			
Hospitality	24.076	0.000	Significant
Venue	6.045	0.049	Significant
Product	13.563	0.001	Significant
Convenience	9.101	0.011	Significant
Program	29.077	0.000	Significant

Legend; Significant at p-value<0.05

There was statistically significant difference in the visitors' assessment on the quality of festival in terms of hospitality ($p=0.000$), venue ($p=0.049$), product ($p=0.001$), convenience ($p=0.011$) and program ($p=0.000$) when they are grouped according to frequency of visit. Post hoc test revealed that there was significant difference of responses between visitors who visited one to two times a year than those who visited three to five times a year.

Visitors who visited the festival three to five times a year have higher ratings on the quality of festivals in terms of program than visitors who visited one to two times a year. There was significant difference of responses between visitors who visited one to two times a year than those who visited more than five times a year. Visitors who visited the festival more than five times a year have higher ratings on the quality of festivals in terms of hospitality than visitors who visited one to two times a year. Hospitality is an important factor in festival satisfaction and success. According to Koseoglu (2019), hospitality can greatly affect visitor satisfaction and contribute to the success of the event. The study found that visitors who experience excellent hospitality have a higher likelihood of returning for future events and recommending the event to others. Furthermore, hospitality was found to be correlated with overall event satisfaction. In terms of venue, the respondents were more likely to be satisfied with the festival if they felt that the venue was well-maintained and clean. They were also more likely to be satisfied if they felt that the venue was well-organized and easy to navigate. The finding that respondents were more likely to be satisfied with the festival if they felt that the venue was well-maintained and clean is consistent with previous research on customer satisfaction. A clean and well-maintained venue can create a positive impression and make guests feel comfortable and safe. Kim and Park (2019) found that age was a significant factor that influenced customer satisfaction. Older customers were more likely to be satisfied with a service if they felt that the service was personalized and tailored to their needs. This could include things like providing wheelchair access, offering discounts for seniors, or having a dedicated seating area for older guests.

In terms of convenience, the respondents were more likely to be satisfied with the festival if they felt that it was convenient to get to and from the festival. They were also more likely to be satisfied if they felt that the festival had plenty of parking and that there were plenty of food and drink options available. The relationship between convenience and satisfaction was stronger for older respondents is interesting. This may be because older respondents are more likely to have mobility issues and to need a festival that is easy to get to and from. They may also be more likely to have dietary restrictions and to need a festival that has plenty of food and beverage options available. The relationship between program and satisfaction was stronger for older respondents is interesting. This may be because older respondents are more likely to have a variety of interests and to want to make the most of their time at the festival. They may also be more likely to be disappointed if they feel that the program is not well-organized or if it does not offer a variety of activities and events. A well-organized program with a diverse range of activities and events can create a positive experience for all guests at a festival. Lee et al. (2019) found that festivalgoers who felt that the program was efficiently organized and offered a variety of activities and events were more likely to be satisfied with the overall experience.

Table 6*Difference of Responses on Visitors' Satisfaction with Festivals When Grouped According to Profile*

Profile Variables	U/ λ^2 c	p-value	Interpretation
Age	36.878	0.000	Significant
Sex	14575.000	0.036	Significant
Marital Status	10286.000	0.000	Significant
Monthly Income	3.532	0.060	Not Significant
Frequency of Visit	4.808	0.090	Not Significant

Legend; Significant at p-value<0.05

There was statistically significant difference in the visitors' satisfaction with festivals ($p=0.000$) when they grouped according to age. Post hoc test revealed that there was significant difference of responses between age group 18-22 (Gen Z) and 39-54 (Gen X). Gen Z has higher level of satisfaction with festivals than Gen X. There was significant difference of responses between age group 23-38 (Gen Y) and 39-54 (Gen X) and between age group 23-38 (Gen Y) and 55 and above (Baby Boomers). Gen Y has higher level of satisfaction to festivals than Gen X and Baby Boomers. The result states that there are statistically significant differences in the satisfaction of visitors with different age groups on the quality of festivals in Lanao del Norte. Visitors in the Gen Z age group have higher levels of satisfaction with festivals than visitors in the Gen X and Baby Boomer age groups. The result also states that there were significant differences in the satisfaction of visitors with different age groups on the dimension of satisfaction. This shows that satisfaction is more important to visitors in the Gen Z age group than to visitors in the Gen X and Baby Boomer age groups. Kim and Park (2019) stated that age can influence customer satisfaction. They found that older customers were more likely to be satisfied with a service if they felt that the service was personalized and tailored to their needs. Younger customers, on the other hand, were more likely to be satisfied with a service if they felt that the service was innovative and exciting.

On the other hand, results show that there are statistically significant differences in the satisfaction of visitors with different sex and marital status on the quality of festivals in Lanao del Norte. Male visitors and single visitors have higher levels of satisfaction with festivals than female visitors and married visitors, respectively. It also exhibits that there were significant differences in the satisfaction of visitors with different sex and marital status on the dimension of satisfaction. This shows that satisfaction is more important to male visitors and single visitors than to female visitors and married visitors, respectively. According to Mitchell (2020), singles often have more flexibility in their schedules and fewer family commitments, allowing them to have more time and freedom to attend various events. In addition, according to Mcconchie (2019), Single individuals may have more time, resources, and autonomy to pursue their personal interests and hobbies. Attending events related to their interests allows them to indulge in activities they enjoy. Overall, the studies by Mitchell (2020) and Mcconchie (2019) supported the finding of this study that singles are more interested in attending festivals than married people.

However, when grouped according to monthly income and frequency of visit, there was no statistically significant difference in the visitors' satisfaction with festivals because the computed p-values were more than 0.05. This shows that visitors have the same level of satisfaction with festivals regardless of their monthly income and frequency of visit. It further shows that there were no statistically significant differences in the satisfaction of visitors with different monthly incomes and frequency of visits on the quality of festivals in Lanao del Norte. This means that visitors have the same level of satisfaction with festivals regardless of their monthly income and frequency of visit. The data also reveal that there were no significant differences in the satisfaction of visitors with different monthly incomes and frequency of visits on the dimension of satisfaction. This shows that satisfaction is not more important to visitors with higher monthly incomes or visitors who visit festivals more often.

Table 7*Difference of Responses on Visitors' Loyalty to Festivals When Grouped According to Profile*

Profile Variables	U/ λ^2 c	p-value	Interpretation
Age	36.648	0.000	Significant
Sex	14866.000	0.069	Not Significant
Marital Status	9693.000	0.000	Significant
Monthly Income	0.835	0.361	Not Significant
Frequency of Visit	5.341	0.069	Not Significant

Legend; Significant at p-value<0.05

There was statistically significant difference in the visitors' loyalty to festivals ($p=0.000$) when they grouped according to age. Post hoc test revealed that there was significant difference of responses between age group 18-22 (Gen Z) and 39-54 (Gen X). Gen Z has higher level of loyalty to festivals than Gen X. Also, there was significant difference of responses between age group 23-38 (Gen Y) and 39-54 (Gen X). Gen Y has higher level of loyalty to festivals than Gen X. There was statistically significant difference in the visitors' loyalty to festivals ($p=0.000$) when they grouped according to marital status. Visitors who are single have higher level of loyalty than those who are married. However, when grouped according to sex, monthly income and frequency of visit, there were no statistically significant difference in the visitors' loyalty to festivals because the computed p-values were more than 0.05. This shows that visitors have the same level of loyalty to festivals regardless of their sex, monthly income and frequency of visit. The result states that there are statistically significant differences in the loyalty of visitors with different age groups and marital status on the quality of festivals in Lanao del Norte. The result also states that there were significant differences in the loyalty of visitors with different age groups and marital status on the dimension of loyalty. This shows that loyalty is more important to younger people and single people than to older people and married people. Ho et al. (2022) supposed that single festivalgoers are more likely to be loyal to festivals than married festivalgoers. This may be because single festivalgoers have more free time and are more likely to be able to travel to attend festivals. Single festivalgoers do not have to coordinate their travel plans with anyone else, which gives them more flexibility. They also do not have to spend time with a spouse or children, which gives them more free time to do things they enjoy, such as attending festivals. The study by Ho et al. (2022) also found that the relationship between marital status and festival loyalty is moderated by age.

Table 8*Relationship Between Festivals' Quality and Visitors' Satisfaction with the Festivals*

Variables	Spearman's Rho	p-value	Interpretation
Festivals' Quality and Visitors' Satisfaction			
Hospitality	0.701	0.000	Significant
Venue	0.641	0.000	Significant
Product	0.751	0.000	Significant
Convenience	0.679	0.000	Significant
Program	0.734	0.000	Significant

For the relationship between festivals' quality as to hospitality, venue, product, convenience and program and visitors' satisfaction with the festivals, all p values obtained (0.000) were less than 0.01 which showed significant relationship between festivals' quality as to hospitality, venue, product, convenience and program and visitors' satisfaction with the festivals. The higher is the level of festivals' quality as to hospitality, venue, product, convenience and program, the higher is the level of visitors' satisfaction with the festivals. The results indicate a significant relationship between the quality of festivals in Lanao del Norte and the satisfaction of visitors. This means that the higher the quality of the festivals, the higher the satisfaction of the visitors. The results also state that the relationship between festival quality and visitor satisfaction is significant for all five dimensions of festival quality: hospitality, venue, product, convenience, and program. This shows that all five dimensions of festival quality are important to visitors. Lee et al. (2019) showed that festivalgoers who were pleased with the quality of the festival were more likely to recommend the festival to others and to come back in the future. Therefore, the relationship between festival quality and visitor satisfaction was meaningful for all five

dimensions of festival quality: hospitality, venue, product, convenience, and program.

Table 9

Relationship Between Festivals' Quality and Visitors' Loyalty to the Festivals

Variables	Spearman's Rho	p-value	Interpretation
Festivals' Quality and Visitors' Loyalty			
Hospitality	0.669	0.000	Significant
Venue	0.572	0.000	Significant
Product	0.749	0.000	Significant
Convenience	0.592	0.000	Significant
Program	0.734	0.000	Significant

For the relationship between festivals' quality as to hospitality, venue, product, convenience and program and visitors' loyalty to the festivals, all p values obtained (0.000) were less than 0.01 which showed significant relationship between festivals' quality as to hospitality, venue, product, convenience and program and visitors' loyalty to the festivals. The higher is the level of festivals' quality as to hospitality, venue, product, convenience and program, the higher is the level of visitors' loyalty to the festivals. The result states that there is a significant relationship between the quality of festivals in Lanao del Norte and the loyalty of visitors. This means that the higher the quality of the festivals, the higher the loyalty of the visitors. The result also states that the relationship between festival quality and visitor loyalty is significant for all five dimensions of festival quality: hospitality, venue, product, convenience, and program. This shows that all five dimensions of festival quality are important to visitors in terms of their loyalty to the festivals. Molina-Gómez et al. (2021) found that tangible attributes, such as the quality of the festival's facilities and the organization of the event, had a positive and significant effect on satisfaction. Satisfaction also had a positive and significant effect on loyalty. However, the study also found that intangible attributes had a positive and significant effect on satisfaction, but the effect was smaller than the effect of tangible attributes on satisfaction. Overall, the data provide valuable insights into the relationship between festival quality and visitor loyalty. These insights can be used to improve the festivals in Lanao del Norte and make them more appealing to a wider range of visitors.

Table 10

Proposed Plan of Action to Enhance the Festivals in the Province of Lanao del Norte

Key Result Area/ Objective	Strategies	Expected Output
FESTIVALS QUALITY		
Hospitality		
To increase the satisfaction of festival attendees with the customer service and hospitality of the locals or organizers.	<i>Customer Service and Etiquette Training for Locals and Organizers on Lanao del Norte</i> - LGU may provide training on customer service and etiquette to the locals or organizers. <i>Code of Conduct for Festival Celebration in Lanao del Norte</i> <i>Customer Satisfaction Survey for Festival Attendees in Lanao del Norte</i>	- Increased satisfaction of festival attendees with the customer service and hospitality of the locals or organizers. - Improved reputation of the festival. - Improved morale of the locals or organizers. - Increased clarity and consistency in expectations. - Demonstrate accountability: By monitoring the satisfaction of festival attendees, the organizers can demonstrate their accountability to festival attendees.
Venue		
To further improve the general sanitation of the venue of the festival celebration.	<i>Reducing Waste at Festivals in Lanao del Norte</i> <i>Hiring Cleaning Crews to Ensure Cleanliness of Festival Venue in Lanao del Norte</i>	- Improved cleanliness. - Improved image of the festival. By reducing the amount of waste generated at the festival, the organizers can help to improve the image of the festival.
Product		
To produce competitive-quality products at an affordable price that meets the needs of festival attendees.	<i>Efficient Production Methods for Festival Producers in Lanao del Norte: A Guide to Reducing Costs and Increasing Profits</i> <i>Effective Marketing Strategies for Festival Producers in Lanao del Norte</i> <i>Filipino Brand of Service Excellence for the festival</i>	- Reduced production costs; and - Increased productivity - Improved brand image; and - Increased customer satisfaction.

<i>producers in Lanao del Norte</i>		
Convenience		
To further improve the accessibility of the facilities and other amenities from the festival venue.	<i>Creation of the comprehensive accessibility plan in Lanao del Norte</i> <i>Accessibility Training for Festival Staff in Lanao del Norte</i> <i>Intensifying Accessibility Promotion for Festivals in Lanao del Norte</i>	- Improved accessibility. - Increased awareness. - Improved reputation:
Program		
To make further improvements in organizing festivals with a focus on increasing visitor satisfaction	<i>Festival Staff Training and Development: Building a Strong Festival Team in Lanao del Norte</i> <i>Mobile App for Festival Visitors in Lanao del Norte</i> <i>Feedback Management System for Festival Organizers in Lanao del Norte</i>	- Improved efficiency. - Increased knowledge. - Improved customer service. - Improved safety. - Enhanced convenience. - Improved festival experience and - Increased visitor satisfaction:
VISITOR'S SATISFACTION		
To produce high-quality products at a reasonable price that satisfy the needs of festival visitors.	<i>Festival Producers Product Pricing Training in Lanao del Norte</i>	- Reduced production costs; - Improved brand image; and - Increased customer satisfaction.
VISITOR'S LOYALTY		
To further improve the festival experience in Lanao del Norte becomes the top choice for visitors.	<i>Developing New Activities to Appeal to a Wider Range of Festival Attendees</i> <i>Intensifying Festival Promotion and Marketing in Lanao del Norte</i> - Promote the festival more effectively: The organizers could promote the festival more effectively, both domestically and internationally.	- Increased awareness - Increased attendance - Improved reputation - Increased revenue

4. Conclusions and recommendations

This study shows that the festivals in the Province of Lanao del Norte are appealing to Gen Y or millennials. Nevertheless, it is important to note that this is just a snapshot of the festival-going population. There may be other groups of people who are also interested in attending the festivals, but they were not represented in this study. The other indicators also received agreed ratings, showing that the respondents were generally satisfied with the quality of the festivals. The respondents were generally satisfied with their experience at the festivals in Lanao del Norte, which implies that the festivals in Lanao del Norte are successful in meeting the expectations and satisfaction of the visitors. This could potentially lead to increased loyalty and repeat visits from the respondents, further contributing to the success and positive reputation of the festivals in the region. The festivals in Lanao del Norte have successfully cultivated loyalty among the visitors. This loyalty has the potential to contribute to the ongoing success of the festivals and their ability to attract repeat attendees in the future. A Plan of Action to Enhance the Festivals in the Province of Lanao del Norte" is proposed. It is to provide a roadmap for improving the festivals in the province.

This study proposed some recommendation to further improve the quality of festivals. All of the provincial level recognized festivals in Lanao del Norte, not just the Department of Tourism-recognized festivals may widen the scope of the research to provide a more comprehensive understanding of the factors that influence festival quality, satisfaction, and loyalty in the province. The organizers may continue to add new events and activities that are enjoyable and engaging for visitors without compromising the theme of the festival. In order to further improve festival loyalty, the LGU may create a sense of community among festivalgoers by providing opportunities for them to interact with each other. The Provincial Tourism Office (PTO) may proactively launch an initiative or establish a program aimed at acknowledging and honoring the "best in municipal festivals". The Provincial Tourism Office (PTO) may also require all LGUs to have an assessment or evaluation from the visitors after the festival. This will help the PTO to identify areas where the festivals can be improved and to ensure that the festivals are meeting the needs and expectations of visitors. The future researcher may conduct

similar study that may continue this current research focusing on the **impact of cultural factors on festival quality, satisfaction, and loyalty**. Future researchers could examine how cultural factors can influence festival quality, satisfaction, and loyalty among visitors. This knowledge may be used to improve the planning and management of festivals, which can lead to a more positive experience for all involved.

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