Environmental practices, hotel brand equity, and guest behavioral intention of hotels in CALABARZON Region

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Abstract

This study investigates the influence of environmental practices and hotel brand equity on the behavioral intentions of guests in Department of Tourism (DOT) Accredited Hotels in the CALABARZON region. The research aims to describe the demographic profile of respondents, assess environmental practices, evaluate hotel brand equity, determine guest behavioral intentions, examine differences in responses based on demographic profiles, and establish relationships between environmental practices, brand equity, and behavioral intentions. The study employs a quantitative-descriptive research design with descriptive correlation, using a questionnaire adapted from previous studies. The participants include 384 hotel guests aged 18 and above, staying overnight in 3 to 4-star DOT Accredited Hotels in CALABARZON. The data gathering procedure involves on-site surveys, securing permissions, and ensuring respondent anonymity. Data analysis employs percentage frequency distribution, mean and standard deviation, Mann-Whitney U test, Kruskal Wallis test, and Spearman rho. The study yields insightful findings, including the importance of demographic considerations, positive responses to environmental practices and brand equity dimensions, and significant differences in responses based on demographic profiles. The study proposes a comprehensive framework highlighting the interconnectedness of environmental practices, brand equity, and behavioral intentions. Recommendations include routine environmental audits, strengthening brand identity, prioritizing guest experiences, implementing loyalty programs, emphasizing sustainable practices, considering the proposed framework, and suggesting avenues for future research. The study contributes valuable insights for hotel management, policymakers, and future researchers in enhancing sustainability, guest experiences, and brand image in the CALABARZON hospitality sector.

Keywords: environmental practices, hotel brand equity, guest behavioral intention, tourism and hospitality, visit intention

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1. Introduction

In order to reduce their ecological imprint, hotels in the modern hospitality sector are realizing more and more how important it is to implement ecologically friendly measures. These include waste management, green building design, sustainable procurement, and the conservation of energy and water. By supporting these programs, hotels not only attract eco-aware guests but also boost their reputation for corporate social responsibility, which may result in financial savings through increased resource efficiency. At the same time, building and preserving hotel brand equity is essential to success. High brand recognition, a favorable brand image, dependable service quality, and customer loyalty are the cornerstones of brand equity. Strong brand equity enables hotels to stand out from the competition, draw in new business, and keep existing clients. Furthermore, hotel management must comprehend and influence the behavioral intentions of its guests. This entails forecasting the probability that visitors will come again, suggest the hotel, provide favorable evaluations online, and participate in the environmentally friendly activities the hotel promotes. Combining eco-friendly operations with strong brand equity and encouraging visitor behavior plans creates a holistic approach that hotels may use to prosper in a cutthroat industry and meet modern sustainability objectives.

With unwavering dedication, the Department of Environment and Natural Resources (DENR) CALABARZON is working to protect the environment and promote sustainable development in the area. The department actively strives to safeguard the regional ecology and develop sustainable projects through several focused environmental activities. Interestingly, DENR CALABARZON launched the "Zero Waste to Landfill" initiative in 2022 with the goal of reducing the quantity of garbage sent to landfills by promoting composting, recycling, and waste reduction (DENR CALABARZON, 2022). Hotels throughout the world are becoming more and more committed to reducing their energy usage and improving the visitor experience at the same time. These enterprises have found success by utilizing energy-efficient natural light sources. According to Malik et al. (2021), the hotel business has a significant influence on environmental sustainability. The hotel industry recognizes this and emphasizes how important it is to implement environmentally friendly practices to enhance client satisfaction and maintain operating guidelines that are in line with environmental conservation.

The relationship shown in the CALABARZON hotel business between environmental practices and guest behavioral intention has the potential to positively impact several guest behavior dimensions. Direct effects include things like how happy guests are with the hotel, how likely they are to stay there again, and how likely they are to tell others about it. Hotels in CALABARZON have proactively adopted sustainable practices to not only comply with environmental preservation but also to successfully manage operational expenses, in response to growing consumer demand for environmentally conscious accommodation. The sector continues to consume a significant amount of energy and resources despite ongoing conservation initiatives, underscoring the necessity of community empowerment, engagement, and knowledge. Policies must be put into place, communities must be informed and involved, cost-sharing and environmental education must be considered, and so on, in order to solve this (Asi, 2019).

A comprehensive strategy that is crucial to the performance and sustainability of hotels integrates environmental practices, hotel brand equity, and guest behavioral intention. The growing understanding in the hotel sector that environmental stewardship is both a moral obligation and a wise economic move serves as the driving force behind this study. There's no denying that hotels appeal to eco-aware guests, which is a strong argument in favor of sustainable methods. Further supporting the necessity for in-depth research is the effect that these practices have on prospective cost savings and corporate social responsibility. Because it affects consumer impressions, loyalty, and overall market competitiveness, hotel brand equity is equally important. This dynamic

is further enhanced by an understanding of guest behavioral intention, which highlights the complex interplay of environmental practices, brand equity, and guest behavioral intention. A thorough investigation into how these three factors interact would not only advance scholarly research but also provide useful information for hotel managers trying to balance sustainable objectives with the intricacies of today's hospitality industry.

Being a member of the academia with a focus on hospitality and tourism management education, the researcher is aware of the study's enormous importance for the hospitality sector's future. This study offers a promising contribution to the field of sustainable development and innovation, with implications for the Department of Tourism (DOT) and educational institutions alike. In particular, the study's conclusions may be used by the DOT to provide uniform hotel accreditation across the CALABARZON area, highlighting the significance of sustainable practices for the advantage of both visitors and the environment. Hotels in the CALABARZON Region are focusing on customer happiness via efficient human resource management, which includes employee empowerment and training, while also adhering to environmental standards that are essential for sustainable tourism.

In the next stage, the researcher intends to put forth a theoretical and practical framework created especially for the hotel sector in CALABARZON. The findings of the study are intended to provide light on the complex interplay of environmental practices, hotel brand equity, and guest behavioral intention, providing useful information to hotel operators seeking to raise guest satisfaction and loyalty. In the end, this study is an essential indicator that helps hotels in CALABARZON grow sustainably and succeed by addressing industry issues and seizing opportunities by adopting eco-friendly practices.

Objectives of the Study - This study focused on examining the impact of environmental practices and hotel brand equity on guest behavioral intentions within DOT Accredited Hotels in CALABARZON. Specifically, it aimed to assess any significant differences in responses to environmental practices, hotel brand equity, and guest behavioral intentions based on demographic profiles. Additionally, the research sought to identify significant relationships among environmental practices, hotel brand equity, and guest behavioral intentions. The goal was to formulate an innovative framework tailored to enhance the performance of hotels in CALABARZON.

2. Methods

Research Design - This study used quantitative-descriptive research design which utilized descriptive correlation. Descriptive research, according to Gay et al. (2018), entails gathering data to answer questions, as well as determining and reporting the current situation. It collects data that is used to answer a wide range of what, when, and how questions pertaining to a particular population or group. As applied in this study, descriptive method was an appropriate choice for the study research aim to investigate the influences of environmental practices and hotel brand equity on the behavioral intention of hotel guests. It described the characteristics of the respondents as to their age, sex, employment status, purpose of stay and length of stay. Furthermore, it described the hotels' environmental practices in different settings, how important the hotel brand equity is in the behavioral intention of the guest. It involved conducting a survey using a questionnaire about quantitative variables.

Participants of the Study - The respondents of this study were 384 hotel guests who stayed overnight at the hotel in CALABARZON, the provinces of Cavite, Laguna, Batangas, Rizal, and Quezon. Also, the respondent is over 18-year-old or above. These hotels have passed the minimum standard by DOT and complied with government rules and regulation. Additionally, the hotel establishment has a 3 to 4-star classification. The researcher will identify all hotel guests through the assistance of the manager either by email or call to get the total population as a basis sample size computation. The researcher has pre-selected the respondent using the following criteria: a.) they should be of legal aged as they willing to take part in the study. b) they visited the hotel at least once for leisure or business purposes. c.) they have visited hotel within DOT-accredited hotels. The sample size of the study will be calculated scientifically using Rao soft Sample Size Calculator. Furthermore, the

researcher will utilize as stratified random sampling technique so that hotel in CALABARZON Region will have an equal chance to be the respondent based on their total population.

Data Gathering Instrument - The study used a modified survey instrument to collect the information needed to meet the objectives of the study. The research instrument to be used in this study are adapted and modified from previous studies, such as: Hotel Brand Equity Questionnaire adapted from the study of El-Adly & Samen (2018); Environmental practices in hotels is adapted from from the study of Mbasera, et al 2016; and Behavioral Intentions of Hotel Guests of is adapted from Borbon et al (2022). The questionnaire is modified to adapt it to the hotel setting. The questionnaire is composed of four parts: Part 1 – demographic profile: sex, age, civil status, employment status, purpose of the stay and length of stay. Part II – Environmental practices of the hotel: sustainable management of water, energy conservation, solid waste management, air quality management and environmental purchasing. Part III –Hotel Brand Equity: Hotel brand awareness, Hotel overall image, price, quality, self-gratification. Aesthetics, prestige, transaction, and hedonic value. Part IV. Behavioral intentions of hotel guest: re-staying at the Hotel, intention to recommend willingness to pay more, and loyalty.

A face-to-face validation with research adviser guidance and check if the questionnaire is aligned with the objectives. The questionnaire was validated by three industry experts. They are the Owner of prestigious hotel in Laiya Batangas. A hotel director of international cruise line, and hotel manager employed in Singapore for ten years at the same hotel. Also, undergone content validation and pilot testing. Moreover, the researchers conducted a pilot testing with 30 hotel guests in Manila. The consistency of the instrument was measured using Cronbach scale. Cronbach is a measure of internal consistency that is how related items are close as a group. Cronbach alpha values were generated. The environmental practices indicator consisting of 21 items and 5 subscales (α=.924). The hotel brand equity as perceived by the guest's indicator consisting of 34 items and 9 subscales (α=0.961), however, it is recommended that item # 3 for Hotel Awareness subscale (α=0.659) be deleted to increase α to 0.701 for hotel awareness. Behavioral Intention in staying at the hotel has 16 items and 4 subscales (α= 972). In which was interpreted as an instrument with very high reliability.

Data Gathering Procedure - Upon receiving the approval to conduct data gathering procedure from the adviser. The researcher immediately submitted a letter approved by the adviser address to the General manager. Email address, contact number, and hotel locations where the General Manager is currently assigned. On the side of the DOT, they are generously mailing me a list of all the accredited hotels in CALABARZON. To collect data, researchers personally booked into the hotel. Since the researcher adapted the questionnaire conducted by past and previous researcher, written permission through e-mail will be secured from the authors. The researcher first emailed the hotel manager asking permission to formally ask permission from the concerned personnel of each hotel for the gathering of data from their selected quests. The concerned personnel of each hotel will be informed of the date and time of the visit for data gathering. The survey questionnaire will be administered on-site and face to face to respondents who are staying at the hotel during the in-person survey visit. The respondent was guaranteed anonymity and respect for their responses by the researcher. Because the researcher trusted their honesty in answering the survey, the respondent was given the choice of remaining anonymous. After the retrieval of the questionnaire, the response was reviewed, coded, tailed, and tabulated.

Ethical Considerations - The researcher is dedicated to maintaining respondent privacy as per the Data Privacy Act of 2012. Personal information won't be disclosed, and respondents can stay anonymous. Confidentiality is assured, and participants are not obliged to answer. Proper citation and permissions are prioritized for legal and ethical compliance.

Data Analysis - The statistical tools to be used to analyze the numerical data are as follows: Percentage frequency distribution will be used to determine the proportion of responses in each item in the demographic profile of the respondents. Mean and Standard Deviation. will be used to determine the mean (central tendency) of the responses in each item in the questionnaire with respect to the responses in the respondent. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was

not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the significant relationship. All analyzes were performed using SPSS version 26.

3. Results and discussion

Table 1 presents the results of a correlation analysis examining the relationship between environmental practices of hotels and hotel brand equity factors. The presented table demonstrates highly significant positive correlations ($p < 0.001$) between various combinations of environmental practices and hotel brand equity factors. This signifies robust and positive relationships between hotels' environmental practices and their brand equity. The study delves into specific aspects, starting with sustainable water management practices, revealing a strong positive relationship with key elements of hotel brand equity. This emphasizes that hotels emphasizing water sustainability are likely to enjoy higher brand awareness, positive overall image, perceived value for money, and better-quality perception among guests. Similarly, the investigation extends to energy conservation practices, indicating a highly significant positive relationship with all dimensions of hotel brand equity. Hotels focusing on energy efficiency are expected to have enhanced brand awareness, a positive overall image, perceived value for money, and higher quality perception among guests.

The study also covers solid waste management practices, revealing a highly significant positive relationship with all aspects of hotel brand equity. Hotels implementing effective waste management are likely to experience higher brand awareness, positive overall image, perceived value for money, and better-quality perception among guests. Air quality management practices also exhibit a highly significant positive relationship with all dimensions of hotel brand equity. Hotels prioritizing indoor air quality are expected to have improved brand awareness, a positive overall image, perceived value for money, and higher quality perception among guests. Furthermore, environmental purchasing practices show a highly significant positive relationship with all aspects of hotel brand equity. Hotels engaging in environmentally conscious procurement are likely to enjoy higher brand awareness, positive overall image, perceived value for money, and better-quality perception among guests. These findings collectively underscore the importance of implementing robust environmental practices in shaping positive guest perceptions and contributing to a strong and positive hotel brand equity. The study highlights that guests value hotels that prioritize sustainability, and such efforts lead to higher intentions of staying, recommending, and willingness to pay more for services.

Table 1

Relationship between Environmental Practices of Hotel and Hotel Brand Equity

Sustainable Management Of Water	r_s	p-value	Interpretation
Hotel Brand Awareness	.892**	0.000	Highly Significant
Hotel Overall Image	.897**	0.000	Highly Significant
Price	.906**	0.000	Highly Significant
Quality	.878**	0.000	Highly Significant
Self-Gratification	.888**	0.000	Highly Significant
Aesthetics	.898**	0.000	Highly Significant
Prestige	.874**	0.000	Highly Significant
Transaction	.838**	0.000	Highly Significant
Hedonic Values	.848**	0.000	Highly Significant
Energy Conservation			
Hotel Brand Awareness	.875**	0.000	Highly Significant
Hotel Overall Image	.863**	0.000	Highly Significant
Price	.880**	0.000	Highly Significant
Quality	.850**	0.000	Highly Significant
Self-Gratification	.861**	0.000	Highly Significant
Aesthetics	.872**	0.000	Highly Significant
Prestige	.888**	0.000	Highly Significant
Transaction	.850**	0.000	Highly Significant
Hedonic Values	.874**	0.000	Highly Significant
Solid Waste Management			

Hotel Brand Awareness	.890**	0.000	Highly Significant
Hotel Overall Image	.897**	0.000	Highly Significant
Price	.901**	0.000	Highly Significant
Quality	.878**	0.000	Highly Significant
Self-Gratification	.904**	0.000	Highly Significant
Aesthetics	.896**	0.000	Highly Significant
Prestige	.887**	0.000	Highly Significant
Transaction	.827**	0.000	Highly Significant
Hedonic Values	.842**	0.000	Highly Significant
Air Quality Management			
Hotel Brand Awareness	.923**	0.000	Highly Significant
Hotel Overall Image	.900**	0.000	Highly Significant
Price	.913**	0.000	Highly Significant
Quality	.865**	0.000	Highly Significant
Self-Gratification	.877**	0.000	Highly Significant
Aesthetics	.890**	0.000	Highly Significant
Prestige	.859**	0.000	Highly Significant
Transaction	.846**	0.000	Highly Significant
Hedonic Values	.857**	0.000	Highly Significant
Environmental Purchasing			
Hotel Brand Awareness	.841**	0.000	Highly Significant
Hotel Overall Image	.814**	0.000	Highly Significant
Price	.847**	0.000	Highly Significant
Quality	.819**	0.000	Highly Significant
Self-Gratification	.794**	0.000	Highly Significant
Aesthetics	.835**	0.000	Highly Significant
Prestige	.849**	0.000	Highly Significant
Transaction	.863**	0.000	Highly Significant
Hedonic Values	.856**	0.000	Highly Significant

The examined literature underscores the significant impact of various sustainable practices on hotel brand equity. Notably, engaging in environmental purchasing practices, as evidenced by Lee and Park (2019), signals a commitment to environmental responsibility and sustainable business practices. Such practices enhance a hotel's brand image as an environmentally responsible establishment, fostering higher brand awareness, a positive overall image, and positive perceptions related to perceived value for money and higher quality among guests. Similarly, Abdulaali et al. (2020) support the idea that prioritizing indoor air quality management enhances brand awareness and overall image, reinforcing the need for hotels to prioritize air quality management practices for a strong and positive brand equity. The findings by Lamm (2021) emphasize that effective solid waste management practices demonstrate a hotel's commitment to environmental responsibility, contributing to higher brand awareness, positive overall image, and positive perceptions among guests. Moise et al. (2019) advocate for energy conservation practices, emphasizing their role in enhancing brand awareness and overall image, indicating the importance of hotels prioritizing energy conservation for a positive brand equity. The concept of sustainable water management practices, aligned with research by Wang et al. (2021) and Chang et al. (2018), reinforces the connection between eco-friendly practices and positive customer satisfaction, loyalty, and brand perception in the hotel industry. Overall, these studies collectively highlight the diverse and interconnected nature of sustainable practices, emphasizing the need for hotels to adopt a holistic approach to shape positive guest perceptions and contribute meaningfully to sustainable brand equity.

Table 2 provides a comprehensive correlation analysis between various environmental practices (Sustainable Management of Water, Energy Conservation, Solid Waste Management, Air Quality Management, and Environmental Purchasing) and behavioral intentions of hotel guests (Re-staying at the Hotel, Intention to Recommend, Willingness to Pay More, and Loyalty). The correlation coefficients (r) and corresponding p-values indicate highly significant relationships ($p < 0.001$) for all combinations, highlighting strong and positive connections between hotels' environmental practices and guests' behavioral intentions. The study delves into each environmental practice, revealing that effective Sustainable Management of Water practices correlate positively with all aspects of behavioral intention, emphasizing the role of water conservation in shaping guests'

intentions. Similarly, Energy Conservation practices exhibit a highly significant positive relationship with all behavioral intentions, showcasing the importance of sustainable energy management in influencing guest intentions. Effective Solid Waste Management practices and their positive relationship with behavioral intention underscore the significance of responsible waste management in shaping positive guest intentions. Air Quality Management practices show a highly significant positive relationship with all aspects of behavioral intention, emphasizing the critical role of indoor air quality in influencing guests' intentions. Additionally, Environmental Purchasing practices correlate positively with all behavioral intentions, indicating that hotels engaging in environmentally conscious procurement are more likely to shape positive guest intentions. These findings align with existing research on the importance of sustainability initiatives, including water and energy management, waste reduction, and eco-friendly procurement, in enhancing guest satisfaction, loyalty, and overall brand perception in the hospitality industry. The study contributes valuable insights into the interconnectedness of environmental practices and their impact on guests' behavioral intentions, reinforcing the importance of adopting a holistic and environmentally responsible approach in the hotel sector (Lee & Park, 2019; Abdulaali et al., 2020; Lamm, 2021; Wang et al., 2021; Kim et al., 2017; Chae et al., 2018; Li, 2022; Kumar et al., 2021).

Table 2

Relationship between Environmental Practices and Behavioral Intention

Sustainable Management Of Water	r_s	*p-value*	Interpretation
Re-staying at the Hotel	.891**	0.000	Highly Significant
Intention to Recommend	.901**	0.000	Highly Significant
Willingness to Pay More	.879**	0.000	Highly Significant
Loyalty	.879**	0.000	Highly Significant
Energy Conservation			
Re-staying at the Hotel	.871**	0.000	Highly Significant
Intention to Recommend	.869**	0.000	Highly Significant
Willingness to Pay More	.897**	0.000	Highly Significant
Loyalty	.893**	0.000	Highly Significant
Solid Waste Management			
Re-staying at the Hotel	.878**	0.000	Highly Significant
Intention to Recommend	.890**	0.000	Highly Significant
Willingness to Pay More	.882**	0.000	Highly Significant
Loyalty	.890**	0.000	Highly Significant
Air Quality Management			
Re-staying at the Hotel	.904**	0.000	Highly Significant
Intention to Recommend	.895**	0.000	Highly Significant
Willingness to Pay More	.894**	0.000	Highly Significant
Loyalty	.905**	0.000	Highly Significant
Environmental Purchasing			
Re-staying at the Hotel	.847**	0.000	Highly Significant
Intention to Recommend	.845**	0.000	Highly Significant
Willingness to Pay More	.855**	0.000	Highly Significant
Loyalty	.843**	0.000	Highly Significant

Table 3 provides a comprehensive correlation analysis investigating the relationship between various dimensions of hotel brand equity (Hotel Brand Awareness, Hotel Overall Image, Price, Quality, Self-Gratification, Aesthetics, Prestige, Transaction, and Hedonic Values) and guests' behavioral intentions (Re-staying at the Hotel, Intention to Recommend, Willingness to Pay More, and Loyalty). The results reveal highly significant positive relationships ($p < 0.001$) for all combinations, underscoring the strong connection between hotel brand equity dimensions and guests' behavioral intentions. Hotel Brand Awareness exhibits a highly significant positive relationship with all aspects of behavioral intention, emphasizing the pivotal role of brand awareness in shaping positive intentions. Similarly, Hotel Overall Image, Price, Quality, Self-Gratification, Aesthetics, Prestige, Transaction, and Hedonic Values all show highly significant positive relationships with various behavioral intentions, highlighting their collective influence on shaping guests' positive intentions toward the hotel. Notably, the study draws on existing research to support the findings, citing studies by Kim and Kim (2019), Xu and Chan (2010), González-Rodríguez et al. (2020), Rawashdeh and Al-Ababneh (2021), Berne Manero et al. (2023), Fan et al. (2023), and Yoo et al. (2020), among others. Additionally, the discussion

emphasizes the importance of each brand equity dimension in contributing to positive guest experiences and fostering loyalty, aligning with the broader literature on the significance of these factors in the hospitality industry. Overall, the findings suggest that a positive perception of hotel brand equity dimensions significantly influences guests' behavioral intentions, reinforcing the importance of effective branding strategies for hotel success in the competitive market.

Table 3

Relationship between Hotel Brand Equity and Behavioral Intention

Hotel Brand Awareness	r_s	p-value	Interpretation
Re-staying at the Hotel	.919**	0.000	Highly Significant
Intention to Recommend	.927**	0.000	Highly Significant
Willingness to Pay More	.909**	0.000	Highly Significant
Loyalty	.916**	0.000	Highly Significant
Hotel Overall Image			
Re-staying at the Hotel	.909**	0.000	Highly Significant
Intention to Recommend	.901**	0.000	Highly Significant
Willingness to Pay More	.914**	0.000	Highly Significant
Loyalty	.904**	0.000	Highly Significant
Price			
Re-staying at the Hotel	.899**	0.000	Highly Significant
Intention to Recommend	.912**	0.000	Highly Significant
Willingness to Pay More	.886**	0.000	Highly Significant
Loyalty	.908**	0.000	Highly Significant
Quality			
Re-staying at the Hotel	.897**	0.000	Highly Significant
Intention to Recommend	.896**	0.000	Highly Significant
Willingness to Pay More	.885**	0.000	Highly Significant
Loyalty	.896**	0.000	Highly Significant
Self-Gratification			
Re-staying at the Hotel	.912**	0.000	Highly Significant
Intention to Recommend	.916**	0.000	Highly Significant
Willingness to Pay More	.896**	0.000	Highly Significant
Loyalty	.906**	0.000	Highly Significant
Aesthetics			
Re-staying at the Hotel	.919**	0.000	Highly Significant
Intention to Recommend	.920**	0.000	Highly Significant
Willingness to Pay More	.909**	0.000	Highly Significant
Loyalty	.921**	0.000	Highly Significant
Prestige			
Re-staying at the Hotel	.909**	0.000	Highly Significant
Intention to Recommend	.908**	0.000	Highly Significant
Willingness to Pay More	.916**	0.000	Highly Significant
Loyalty	.914**	0.000	Highly Significant
Transaction			
Re-staying at the Hotel	.864**	0.000	Highly Significant
Intention to Recommend	.853**	0.000	Highly Significant
Willingness to Pay More	.884**	0.000	Highly Significant
Loyalty	.860**	0.000	Highly Significant
Hedonic Values			
Re-staying at the Hotel	.890**	0.000	Highly Significant
Intention to Recommend	.898**	0.000	Highly Significant
Willingness to Pay More	.863**	0.000	Highly Significant
Loyalty	.915**	0.000	Highly Significant

**. Correlation is significant at the 0.01 level (2-tailed

The results presented in Table 4 from the regression analysis provide insights into the predictors of behavioral intention within the hotel industry. Environmental practices, specifically energy conservation and sustainable water management, are identified as significant influencers on guests' behavioral intentions (Gabarda-Mallorquí et al., 2021). Additionally, demographic factors such as gender and employment status emerge as crucial determinants, emphasizing the importance of tailored marketing strategies (Laroche et al., 2003; Cai & Huang, 2018). The data indicates that female guests exhibit a notably higher intention, suggesting a

positive correlation between gender and behaviors like re-staying, recommending, willingness to pay more, and loyalty. Similarly, employed guests show a significantly higher intention, indicating an impact on positive behaviors (Gabarda-Mallorquí et al., 2021). Intriguingly, guests with longer stays exhibit a slightly lower intention, possibly due to accommodation fatigue (Walls et al., 2011). Conversely, various demographic aspects like age, civil status, and purpose of stay, along with factors like solid waste management and hotel attributes, do not exhibit significant relationships with behavioral intention.

Table 4

Predictor of Behavioral Intention

Independent Variable/ Predictor Variable	*Unstandardized Coefficients B*	t	Sig.	Interpretation
Constant	-0.307	-2.145	0.033	Significant
Sex	0.041	2.007	0.046	Significant
Age	0.025	1.854	0.065	Not Significant
Civil Status	-0.013	-0.553	0.581	Not Significant
Employment Status	0.033	2.104	0.036	Significant
Purpose of Stay	0.007	0.391	0.696	Not Significant
Length of Stay	-0.034	-2.498	0.013	Significant
Environmental Practices of Hotel				
Sustainable Management of Water	0.055	2.076	0.039	Significant
Energy Conservation	0.059	2.213	0.028	Significant
Solid Waste Management	-0.008	-0.257	0.797	Not Significant
Air Quality Management	0.089	2.769	0.006	Significant
Environmental Purchasing	0.015	0.596	0.551	Not Significant
Hotel Brand Equity				
Hotel Brand Awareness	0.085	2.074	0.039	Significant
Hotel Overall Image	-0.001	-0.016	0.987	Not Significant
Price	0.049	1.324	0.186	Not Significant
Quality	0.042	1.302	0.194	Not Significant
Self-Gratification	0.149	3.945	0.000	Significant
Prestige	0.077	1.502	0.134	Not Significant
Transaction	0.058	1.171	0.242	Not Significant
Hedonic Values	0.093	2.234	0.026	Significant
OVERALL MEAN	0.288	2.155	0.032	Significant

*Excluded Variable: Environmental Practices Overall l, Aesthetics (these variables cannot be used to predict the dependent variable)

Furthermore, the study underscores the paramount influence of environmental practices and hotel brand equity on guests' behavioral intentions. Sustainable water management, energy conservation, air quality management, hedonic values, hotel brand awareness, and self-gratification significantly correlate with positive behavioral intentions (Lee et al., 2019; Kim and Kim, 2018; Kim and Kim, 2019). This highlights the importance of environmentally friendly initiatives and positive brand attributes in shaping guest perceptions. The observed synergy between environmental practices and brand equity underscores the power of aligning sustainability efforts with a hotel's brand identity, reinforcing commitment to environmental preservation, and enhancing overall guest satisfaction (Shanti & Joshi, 2022). In conclusion, the study's findings, as supported by various studies, highlight the critical need for customized strategies based on demographic nuances and the substantial impact of environmental practices and brand equity in shaping positive guest behaviors within the competitive landscape of the hotel industry.

The proposed framework is named Rayos Framework on Predictors of behavioral intention in visiting hotel with various components. (1) environmental practices, (2) Brand equity and (3) behavioral intention in visiting hotel. These three components are all considered as predictors leading towards the behavioral intention in visiting hotel as the outcome. Based on the result of the study, it shows that not all sub indicators were predictors of behavior intention in visiting hotel, only the indicators as indicated in the framework were revealed as predictors. An important connection in the hospitality sector is the link that exists between environmental practices, hotel brand equity, and behavioral visit intention. The broken line illustrates the complex relationship between brand equity and environmental practices in relation to visitors' behavioral intentions.
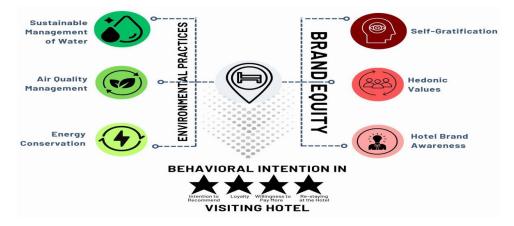
Figure 1. *Rayos Framework on Predictors of behavioral intention in visiting hotel*

The first broken line segment represents the hotel's environmental policies, which include its dedication to eco-friendly and sustainable projects. This includes initiatives like sustainable management of water, air quality management, and energy conservation. Visitors now place more importance on hotels that actively embrace sustainability as they are more aware of the effects of their decisions on the environment. The second broken line segment represents hotel brand equity, a comprehensive indicator of a hotel's overall strength and standing in the eyes of its guests. Many factors are included in brand equity, such as self-gratification, hedonic values, and hotel brand awareness. A hotel's brand equity is greatly enhanced by its dedication to environmentally friendly measures. Positive environmental initiatives are more likely to be linked by customers to a hotel's overall reputation, which raises perceived quality and brand awareness.

Forming a vital link in the broken line, the third segment illustrates the impact of environmental practices and brand equity on guest behavioral intention. Guest is more likely to have good behavioral intentions when they believe a hotel is committed to sustainability (environmental practices) and has a strong brand (brand equity). These goals may be making the hotel your first choice when traveling there again, bringing it up to others, and generally encouraging a feeling of loyalty.

4. Conclusions and recommendations

The study's findings provide valuable insights into the demographic composition of hotel guests in CALABARZON, emphasizing a diverse audience of young, single, and employed individuals visiting for leisure purposes. This information suggests an opportunity for hotel management to tailor marketing strategies to appeal specifically to this demographic. Moreover, the high agreement among respondents on the significance of environmental practices, particularly in solid waste and air quality management, highlights a strong guest preference for eco-friendly initiatives. Implementing such practices not only enhances the overall guest experience but also positively influences the hotel's brand perception. Similarly, the study underscores the critical role of factors like self-gratification, overall image, and transaction values in shaping hotel brand equity. Focusing on these aspects can contribute to the development of a robust brand identity that resonates with guests and fosters loyalty. The strong intention to recommend and express loyalty among respondents emphasizes the importance of exceptional guest experiences in driving positive word-of-mouth and repeat visits. The study's recommendations, including routine environmental audits, personalized guest services, and comprehensive loyalty programs, provide actionable strategies for hotel management to enhance sustainability, brand equity, and overall guest satisfaction.

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