

Servicescape, experiential value, and behavioral intention toward the development of eco-friendly hotels in Ilocos region

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Abstract

The study aimed to measure the Servicecape and Experiential Value Influencing the Behavioral Intention among Hotels in Ilocos Region. Using a descriptive survey, this survey managed to survey among 385 guests who have visited eco-friendly hotel in Ilocos Region. The findings revealed that the majority of respondents agreed of the internal and external aesthetics of eco-friendly hotels' servicescapes. They also concurred with the experiential benefits offered by eco-friendly hotels, particularly the social and charitable benefits. Also, they concurred with travelers' behavioral intentions to stay at eco-friendly hotels, particularly with regard to their intentions to spread the word and show loyalty. When categorized according to their sex and number of visits, it was discovered that there is a noticeable variation in aesthetics when it comes to the servicescape. Yet, when grouped according to their occupation and number of visits, it was discovered that there is a substantial variation in the responses to loyalty when it comes to the tourist behavioral intention. There is a significant relationship among servicescape, experiential value and tourist behavioral intention.

Keywords: behavioral intention, eco-friendly hotel, experiential value, servicescape

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1. Introduction

With rising sustainable development goals of UNWTO, globally, the eco-friendly hotels is an emerging trend which do offer an appropriate base to compare eco-friendly hotels vis a vis. Sustainability in the tourism and hospitality business is essential for achieving growth and giving satisfaction to our customers. Nowadays, customers seek out and support eco-friendly enterprises and spend more on eco-friendly products and services. The world at large today, is being compelled to be more environmentally conscious (Sadiq et al., 2020). Therefore, understanding the individuals' increasing environmental concern is important, specifically in hospitality industry, which has triggered the implementation of eco-friendly management practices (Han, 2020, Verma et al., 2019). Hotels can also expect to save a good deal by applying eco-friendly practices. Sustainability means reducing our energy and water consumption and hotel employees for facility maintenance and guest services. Hoteliers have recently expanded the adoption of ESPs to entail green purchasing (i.e., purchasing from local sources, green cleaners, and ingredients), green construction, indoor air quality, environmentally responsible sourcing (i.e., environmentally friendly suppliers), green transportation, noise control, increasing environmental awareness among hotel guests, and encouraging guests to be eco-friendly (Abdou et al., 2022).

In the advent of the serious negative impact of industrial activities on the environment, several organizations have employed different environment-sustaining strategies including the hotel sector (Nilashi et al., 2019). The hotel sector globally has seen a growing surge in the adoption of environmental practices (Prakas et al., 2023). Mainly because it first addresses the environmental degradation issues, and also it is deployed as a differentiation strategy, positive image improvement strategy and corporate social responsibility strategy among many other benefits (Han, et al., 2020; Borbon, 2020). The researcher conducted this study to understand more about the possibilities and determinants for the innovation and adaption of eco-friendly practices of hotels in Ilocos Region. The emphasis of this study anchored on United Nation Sustainable Development Goal leading to further improvement and development of the eco-friendly practices of Hotels in the Region. Recent research confirms that most organizations are considering the adaption of eco-friendly practices of hotel. However, there is still a need to identify in the viewpoint of the customers to improve the facilities and equipment of hotels. There is also a need to validate the implementation eco-friendly practices of hotels in Ilocos region.

In line with this, this paper is of great importance because it can be utilized as an assessment mechanism to measure the significance on eco-friendly practices of hotels. The study's primary beneficiaries are eco-friendly hotels and stakeholders in the hospitality industry. They can gain valuable insights into guest perceptions, preferences, and behaviors towards eco-friendly hotels, enabling them to make informed decisions and implement strategies to enhance their offerings. Policymakers and industry regulators can benefit from the study's findings. Understanding the impact of eco-friendly practices on guest preferences and behaviors can inform the development of regulations, guidelines, and incentives to promote sustainability within the hospitality sector. This study has the intended output of a development plan to enhance the eco-friendly practices of hotels in Ilocos Region. This plan derived from the study's output focuses on enhancing guest experiences, promoting sustainability initiatives, refining marketing and communication strategies, fostering collaboration, and informing policy considerations. The study's output provides valuable insights that can drive positive change and shape the future direction of eco-friendly hotels.

Objectives of the study - This study aimed to assess the servicescape and experiential value and its influence on the behavioral intention of tourists in visiting hotels in Ilocos Region. More specifically, assessed the servicescape of eco-friendly hotels in Ilocos region in relation to its internal, external, aesthetics, and functional aspects; determined the experiential value in the eco-friendly hotels in terms of utilitarian, emotional, social, and

altruistic value; evaluated the tourist behavioral intention to eco-friendly hotels, particularly in relation to revisit intention, word of mouth, willingness to pay more, and loyalty. Furthermore, this study aimed to test the significant relationship among servicescape, experiential value, and tourist behavioral intention. .

2. Method

Research Design - The researcher used of the descriptive correlation type of research to analyze the data gathered. This research approach was employed to assess the correlations among three key variables: servicescape, experiential value, and behavioral intention in the context of eco-friendly hotels. This method involves collecting data on these variables and then using statistical methods to analyze and quantify the relationships or associations among them. This type of research does not aim to establish a cause-and-effect relationship but rather to describe the strength and direction of correlations between the variables. In this study, descriptive correlation research was used to assess correlation among the servicescape, experiential value and behavioral intention in visiting ecofriendly hotels.

Participants of the Study - The respondents of the study were the 385 customers among 104 hotel establishments in Ilocos Region. A random sampling technique were used to ensure it was properly distributed among the respective customers of hotel businesses in Region-I in the provinces under Ilocos Region. The researcher used criteria for selection and set qualifying question to ensure that the respondents are qualified to respond in the survey. One qualifier is that the respondent shall be in legal age, willing to take part in the study and have at least visited any hotel in Ilocos Region.

Data Collection Instrument - The researcher used an adapted instrument. The modified some parts to make it suitable for the present situation and research locale. The first part is to assess the servicescape of eco-friendly hotels in Ilocos region. Then, the second part is to determine the experiential value in the eco-friendly hotels. This was also adapted from Mishra, et al. (2019) on their study titled green hotel servicescape: attributes and unique experiences. A five-point scale was also used being the highest scale of 5 with verbal interpretation of Strongly Agree and lowest scale of 1 with Strongly Disagree verbal interpretation was used to determine the servicescape and experiential value in the eco-friendly hotels. The last part is to evaluate the tourist behavioral intention to eco-friendly hotels. This was adapted from Borbon, et al, (2022) on their study titled Tourist Behavioral Intention in Visiting Tourist Attraction in Batangas Province. A five-point scale was also used being the highest scale of 5 with verbal interpretation of Strongly Agree and lowest scale of 1 with Strongly Disagree verbal interpretation was used to evaluate the tourist behavioral intention to eco-friendly hotels. The questionnaire undergo content validation, and pilot testing of the questionnaire which was submitted for reliability test. Considering the 30 respondents who take part in the pilot test, the result of reliability statistics showed that the computed Cronbach's alpha value for Servicescape (0.945) Experiential Value in the Eco-Friendly Hotels (0.969), Behavioral Intention (0.979) signifies that the instrument has strong or excellent internal consistency in the rule of thumb. Thus, this set of questionnaires are considered valid and reliable for use.

Data Gathering Procedure - The following was strictly followed in conducting the survey. First the researcher wrote a letter of endorsement from LPU-Batangas Graduate School office of the Program Dean endorsed by the thesis adviser. Second, the researcher wrote a letter to the respondents to answer the survey questionnaire to get their views and opinions about the study. The researcher prepared a modified questionnaire based on the formulated objectives. The draft of the questionnaire were submitted for both external and internal validation. To fully determine the items clarity, relevance and appropriateness, the researcher set the questionnaire for external validation by experts. Google form via email were administered for the survey and facilitated the data gathering. The researcher also conducted a face to face data gathering and visited various eco-friendly hotel within hotel region.

Data Analysis - The data gathered were tallied, encoded, and interpreted using different statistical tools:

Weighted Mean, and rank were utilized as to the responses of eco-friendly practices in selected hotels in terms of servicescape of eco-friendly hotels in Ilocos region in relation to its internal, external, aesthetics and functional. As well as with experiential value in the eco-friendly hotels in terms of utilitarian, emotional, social, and altruistic value; and the tourist behavioral intention to eco-friendly hotels relatively to revisit intention, word of mouth, willingness to pay more and loyalty. Pearson R was used to test the significant correlation among the variables. All data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05.

Ethical Considerations - First and foremost, the researcher asked permission to those previous authors of the questionnaire that has been modified and used in the study. There are also set qualifier questions at the beginning of the instrument to ensure that all respondents are qualified to answer. The researcher also asked the necessary permission before conducting this study. This study also ensured to protect the privacy of the respondents in accordance with the Data Privacy Act of 2012. Identities of the respondents were held in strict confidence. However, the researcher also manage to conduct face to face for at least some days, hence the participation of the respondents were on voluntary basis and were asked to accomplish a consent form and data privacy notice. Research data that was gathered was protected and was not be divulged to outside parties. All correspondence done during the research process was done with honesty and with transparency. Findings of the study was presented fairly, without any bias. All works utilized in the study were listed in the References List.

3. Results and discussion

Table 1

Summary Table on the Servicescape, Experiential Value and Behavioral Intention of Eco-friendly Hotels

Indicators	Weighted Mean	Verbal Interpretation	Rank
Internal	4.11	Agree	1
External	4.07	Agree	3
Aesthetics	4.08	Agree	2
Functional	4.06	Agree	4
Composite Mean	4.08	Agree	
Experiential Value	Weighted Mean	Verbal Interpretation	Rank
Utilitarian Value	4.09	Agree	3
Emotional Value	4.06	Agree	4
Social Value	4.16	Agree	1
Altruistic Value	4.15	Agree	2
Composite Mean	4.11	Agree	
Behavioral Intention	Weighted Mean	Verbal Interpretation	Rank
Revisit Intention	4.14	Agree	3
Word of Mouth	4.17	Agree	1
Willingness to Pay More	4.07	Agree	4
Loyalty	4.16	Agree	2
Composite Mean	4.14	Agree	

Table 1 presents the summary of the assessment on the servicescape, experiential value and behavioral intention in visiting eco-friendly hotels. In relation to servicescape the respondents agreed on the listed indicators pertaining to the servicescape as proven with the computed mean of 4.08. Highest in rank among the listed items are referring to internal with a mean of 4.11. This is then followed by the indicator referring to the aesthetics (4.08) All of these indicators were interpreted as agree. These results suggest that respondents find the internal and aesthetic aspects of eco-friendly hotels in Ilocos region to be the most important. They may value these aspects because they believe that these aspects create a comfortable and inviting environment. Additionally, respondents may find the functional and external aspects of eco-friendly hotels in Ilocos region to be less important. They may value these aspects less because they may not believe that these aspects are as important as the internal and aesthetic aspects. There are a number of things that eco-friendly hotels in Ilocos region can do to improve their servicescape quality. For example, they can focus on creating a comfortable and inviting environment. Additionally, they can focus on making their hotels more functional and user-friendly. Internal or physical servicescape has three basic components: ambient condition, space/function layout, and signs, symbols,

and artifacts. Before booking a hotel room, it is important to consider how satisfied clients are with the hotel's physical servicescape, particularly as the business gets ready to reopen to the public after pandemic restrictions. The hotel lobby is one of the most significant components of the physical servicescape. The physical layout and style of a hotel foyer is frequently what guests interact with and notice before its services. Both concrete and ethereal interactions take place in the lobby. The physical environment benefits the intangible service in some way. The advantage includes shaping the perception, pleasing visitors, and leaving a lasting impression (Han & Hyun, 2017)).

As to the assessment on the experiential value in the eco-friendly hotels in Ilocos Region. Generally, the respondents agreed on the listed indicators pertaining to the experiential value in the eco-friendly hotels as proven with the computed mean of 4.11. Highest in rank among the listed items are referring to social value with a mean of 4.16. This is then followed by the indicator referring to the altruistic value (4.15). All of these indicators were interpreted as agree. This result reveals that respondents agreed on the indicators pertaining to the experiential value in the eco-friendly hotels especially social and altruistic value as compared to the least indicator which are the utilitarian and emotional value. This implies that the guest do have a positive social and altruistic experiential value and the hotel management may further improve of Utilitarian experiential value by personalization of the hotel products or services on the other hand for Emotional experiential value by strategically choosing brands based on how guest would feel delighted. The results suggest that respondents find the social and altruistic values of eco-friendly hotels in Ilocos region to be the most important. They may value these hotels because they believe that these hotels are doing their part to make the world a better place. Although while the danger of environmental deterioration is great and adopting sustainable practices as a core value is obvious, there are obstacles. Secondly, many tourists are still apprehensive about the industry's environmental activities (Kang, et al., 2012;Mishra, & Gupta, 2019).

As to the assessment on the tourist behavioral intention to eco-friendly hotels in Ilocos region. Generally the respondents agreed on the listed indicators pertaining to the tourist behavioral intention to eco-friendly hotels in Ilocos region as proven with the computed mean of 4.14. Highest in rank among the listed indicators for tourist behavioral intention to eco-friendly hotels in Ilocos region are referring to word of mouth with a mean of 4.17 This is then followed by the indicator referring to the loyalty (4.16) All of these indicators were interpreted as agree. This result reveals that respondents agreed on the indicators pertaining to the tourist behavioral intention to eco-friendly hotels especially on their intention to recommend through word of mouth and loyalty. The respondents' likelihood of recommending eco-friendly hotels in the Ilocos region to others can be attributed to various factors. Positive experiences at these hotels and the perception that they are contributing to environmental protection can influence their recommendations. Moreover, respondents may feel valued and appreciated due to excellent service and impressive facilities offered by these eco-friendly hotels. Loyalty to eco-friendly hotels may also stem from positive experiences and the belief that they offer good value for money. As supported by the study of Borbon, et al. (2022) Customer loyalty to hotels is often the result of positive experiences and excellent service. Eco-friendly hotels that provide memorable and pleasant stays tend to foster loyal guests. The literature suggests that positive guest experiences, along with the belief that they are contributing to environmental sustainability, can influence their likelihood to recommend eco-friendly hotels to others (Ardani et al., 2019). Loyalty is often driven by both the quality of the service and the perceived value for money, which are factors that contribute to the success of eco-friendly hotels (Mones & Borbon, 2021).

Table 2

Relationship of Responses on Servicescape to Experiential Value

Internal	r	p-value	Interpretation
Utilitarian value	.145**	.004	Significant
Emotional Value	-.014	.785	Not Significant
Social Value	.163**	.001	Significant
Altruistic Value	.133**	.009	Significant
Overall Experiential Value	.164**	.001	Significant

External			
Utilitarian value	.152**	.003	Significant
Emotional Value	.071	.163	Not Significant
Social Value	.025	.624	Not Significant
Altruistic Value	.001	.979	Not Significant
Overall Experiential Value	.018	.718	Not Significant
Aesthetics			
Utilitarian value	.081	.113	Not Significant
Emotional Value	.006	.911	Not Significant
Social Value	.107*	.036	Significant
Altruistic Value	.054	.293	Not Significant
Overall Experiential Value	.084	.101	Not Significant
Functional			
Utilitarian value	.080	.119	Not Significant
Emotional Value	.214**	.000	Significant
Social Value	.020	.699	Not Significant
Altruistic Value	.111*	.030	Significant
Overall Experiential Value	.106*	.037	Significant
Overall Servicescape			
Utilitarian value	.199**	.000	Significant
Emotional Value	.058	.260	Not Significant
Social Value	.085	.094	Not Significant
Altruistic Value	.066	.197	Not Significant
Overall Experiential Value	.101*	.048	Significant

Legend: Significant at p-value < 0.05

Table 2 presents the relationship of responses on servicescape of eco-friendly hotels to experiential value. The negative correlation observed in the table could be attributed to various factors. For example, it could be that certain aspects of the servicescape, such as the physical environment or layout of the hotel, do not meet guests' expectations or preferences. This mismatch between guests' expectations and the actual servicescape could result in a lower intention to engage in positive behaviors such as revisiting the hotel or recommending it to others. The study found a significant correlation between the servicescape and experiential value in eco-friendly hotels. The internal factors of the servicescape, such as the physical appearance, cleanliness, and availability of amenities, were positively correlated with the experiential value of the hotel. This suggests that guests are more likely to have a positive experience at an eco-friendly hotel if the hotel is well-maintained and clean, and if it offers a variety of amenities. The experiential value of the hotel was positively correlated with the overall satisfaction of the guest. The study also found a significant correlation on the servicescape in terms of external to the experiential value in terms of Utilitarian value. The physical environment of a service provider can impact the customer's perception of the value of the service. A clean, well-organized, comfortable, inviting, and stylish environment can make customers feel more comfortable and confident (Ozturk, et al. 2016).

The overall client experience is closely tied to a service environment's aesthetics, which foster excellence through cohesiveness and efficiency. A well-designed aesthetics offer a lifelike environment that appeals to clients' basic senses and can give them perceived emotional benefits. Research of Paillé, et al (2019) suggests that people prefer to hold onto memories of the natural world to define their presence in built-up environments, which may explain why they are more drawn to situations that make them feel as though they are in the center of nature. The study found a significant correlation between the functional aspects of a servicescape and the experiential value of an eco-friendly hotel. The functional aspects, such as emotional, altruistic, and overall experiential value, were positively correlated with the altruistic factor. The physical environment of a service provider can impact customers' perception of the service's value in terms of emotional, altruistic, and overall experiential value. A clean, well-organized, and comfortable environment can make customers feel more comfortable and confident, while a stylish and modern environment can make them feel sophisticated and upscale.

The overall servicescape also had a significant correlation with the experiential value, with a higher

assessment of the altruistic factor resulting in a higher view of the experiential value. A well-designed servicescape can make customers feel more comfortable and relaxed, leading to a more positive and enjoyable experience. Additionally, the physical environment can influence customer emotions, perceptions, and behaviors, shaping satisfaction and loyalty. Overall, the study highlights the importance of a well-designed servicescape in enhancing the experiential value of eco-friendly hotels (Sadiq, et al. 2022).

Table 3
Relationship of Responses on Servicescape to Behavioral Intention

Internal	r	p-value	Interpretation
Revisit Intention	-.015	.767	Not Significant
Word of Mouth	-.139**	.006	Significant
Willingness to Pay More	.081	.112	Not Significant
Loyalty	.107*	.035	Significant
Overall Behavioral Intention	-.001	.992	Not Significant
External			
Revisit Intention	.300**	.000	Significant
Word of Mouth	-.068	.183	Not Significant
Willingness to Pay More	.166**	.001	Significant
Loyalty	-.026	.614	Not Significant
Overall Behavioral Intention	.151**	.003	Significant
Aesthetics			
Revisit Intention	.040	.429	Not Significant
Word of Mouth	-.054	.293	Not Significant
Willingness to Pay More	.023	.657	Not Significant
Loyalty	.287**	.000	Significant
Overall Behavioral Intention	.123*	.016	Significant
Functional			
Revisit Intention	.090	.078	Not Significant
Word of Mouth	.012	.815	Not Significant
Willingness to Pay More	.136**	.008	Significant
Loyalty	.185**	.000	Significant
Overall Behavioral Intention	.159**	.002	Significant
Overall Servicescape			
Revisit Intention	.151**	.003	Significant
Word of Mouth	-.094	.066	Not Significant
Willingness to Pay More	.130*	.011	Significant
Loyalty	.163**	.001	Significant
Overall Behavioral Intention	.129*	.011	Significant

Table 3 presents the relationship on servicescape of eco-friendly hotels to behavioral intention. The negative correlation observed in the table could be attributed to various factors. For example, it could be that certain aspects of the servicescape, such as the physical environment or layout of the hotel, do not meet guests' expectations or preferences. This mismatch between guests' expectations and the actual servicescape could result in a lower intention to engage in positive behaviors such as revisiting the hotel or recommending it to others.

The study reveals a significant correlation between the servicescape and behavioral intention in terms of word of mouth, loyalty, and revisit intention. A well-designed servicescape, including elements such as layout, decor, lighting, and music, can significantly impact customers' willingness to recommend a business and return to it in the future. This positive atmosphere creates a pleasant and memorable atmosphere for guests, leading to increased customer satisfaction and loyalty. Another significant correlation is found in terms of loyalty, suggesting that a well-designed and appealing internal environment fosters a sense of attachment and commitment among guests. This loyalty can result in repeated visits and higher likelihood of choosing the hotel for future stays. The study suggests that businesses should pay attention to the design of their servicescape to increase customer satisfaction, loyalty, and word-of-mouth marketing. The findings have important implications for service providers, suggesting that they should pay attention to the physical environment of their businesses and ensure it is designed to create a positive experience for customers (Väisänen, et al. 2023). The study reveals a significant correlation between the external servicescape of eco-friendly hotels and guests' willingness to pay more for their stay. The study also highlights the importance of creating an appealing and environmentally

conscious external environment in eco-friendly hotels. Elements such as landscape design, signage, and entrance aesthetics should be carefully considered to enhance guests' satisfaction, engagement, and loyalty. Aesthetically pleasing environments create a positive and memorable experience, contributing to guests' overall satisfaction and attachment to the hotel. Demonstrating customer loyalty and contentment can be challenging, as visitors may need to travel to other locations even if they are satisfied with the sites or hotels. (Jiang, & Gao, 2019).

The study found a significant correlation between the functional aspects of a servicescape and behavioral intention, particularly in terms of willingness to pay more. The study also found a significant correlation between the aesthetic aspects of the servicescape and behavioral intention, suggesting that the visual appeal of a service provider's physical environment can significantly impact customer perception and loyalty. This suggests that hotels can use big data to understand online consumer behavior better and offer better services. Loyalty and servicescape aesthetics correlated more strongly than general behavioral intention, suggesting that the aesthetic appeal of a service provider's physical environment can influence customer decisions to become devoted clients. This suggests that service providers should consider the aesthetic elements of their physical environments to boost customer happiness and loyalty. The overall servicescape also showed a significant correlation with behavioral intention, suggesting that the design and implementation of a servicescape can significantly impact customer behavior. A well-designed servicescape can make customers feel more valued and appreciated, leading to increased willingness to pay more and loyalty (Verma, et al 2017; Wu, et al. 2018).

Table 4*Relationship of Responses on Experiential Value to Tourist Behavioral Intention to Eco-Friendly Hotels*

Utilitarian Value	r	p-value	Interpretation
Revisit Intention	.213**	.000	Significant
Word of Mouth	-.080	.116	Not Significant
Willingness to Pay More	.055	.285	Not Significant
Loyalty	.133**	.009	Significant
Overall Behavioral Intention	.105*	.040	Significant
Emotional Value			
Revisit Intention	.190**	.000	Significant
Word of Mouth	-.040	.434	Not Significant
Willingness to Pay More	.282**	.000	Significant
Loyalty	.175**	.001	Significant
Overall Behavioral Intention	.245**	.000	Significant
Social Value			
Revisit Intention	.198**	.000	Significant
Word of Mouth	-.088	.083	Not Significant
Willingness to Pay More	.067	.188	Not Significant
Loyalty	.234**	.000	Significant
Overall Behavioral Intention	.149**	.003	Significant
Altruistic Value			
Revisit Intention	.108*	.035	Significant
Word of Mouth	-.069	.175	Not Significant
Willingness to Pay More	.048	.349	Not Significant
Loyalty	.288**	.000	Significant
Overall Behavioral Intention	.146**	.004	Significant
Overall Experiential Value			
Revisit Intention	.229**	.000	Significant
Word of Mouth	-.127*	.012	Significant
Willingness to Pay More	.137**	.007	Significant
Loyalty	.309**	.000	Significant
Overall Behavioral Intention	.213**	.000	Significant

Table 4 presents the relationship of responses on experiential value of eco-friendly hotels to behavioral intention. This negative relationship suggests that as the experiential value of eco-friendly hotels increases, the corresponding behavioral intention decreases, and vice versa. The negative correlation may stem from various factors. For instance, it could be that certain aspects of the experiential value provided by eco-friendly hotels do not align with guests' preferences or expectations, leading to a decrease in their behavioral intention. It could also be that guests perceive the experiential value offered by eco-friendly hotels to be lacking in some areas,

resulting in a decreased intention to engage in positive behaviors such as revisiting or recommending the hotel.

The study found a significant correlation between the experiential value of eco-friendly hotels and behavioral intention, particularly revisit intention, loyalty, and overall behavioral intention. The strongest correlation was found for utilitarian value, which suggests people are more likely to exhibit behaviors such as revisiting and displaying loyalty towards eco-friendly hotels. The study suggests that eco-friendly hotels can increase their behavioral intention by emphasizing practical benefits like environmental friendliness and sustainability, as well as more enjoyable aspects like a relaxed and natural atmosphere. Hotels are crucial in implementing environmental policies and strategies due to growing environmental concerns and increased demand for environmentally conscious hotels. The study reveals a significant correlation between the experiential value of eco-friendly hotels and behavioral intention. Emotional value is the most influential factor, as people are more likely to revisit, become loyal, and have a positive overall behavioral intention towards eco-friendly hotels. Social value is also significant, as people are also influenced by the social aspects of eco-friendly hotels, such as their sustainable and environmentally friendly practices. The study suggests that eco-friendly hotels can increase their behavioral intention by emphasizing the emotional and social benefits of eco-friendly hotels. Emphasizing the emotional, social, and altruistic benefits of eco-friendly hotels, such as their relaxing atmosphere and sustainable practices, can lead to increased behavioral intention. Altruistic value has the strongest link between experiencing value and behavioral intention, as it highlights the importance of providing a positive and fulfilling experience for guests at eco-friendly hotels (Borbon, et al. 2022; Riva, et al. 2022).

4. Conclusions and recommendations

Respondents agreed on the indicators pertaining to the servicescape quality of eco-friendly hotels especially internal and aesthetics while least is pertaining to the external and functional. With this, it can be concluded that the hotel's internal environment and having an aesthetic feature can greatly influence the overall experience and intention to visit of the guest, hence they can further improve on the external facilities and the functionality of the hotel. Respondents agreed on the indicators pertaining to the experiential value in the eco-friendly hotels especially social and altruistic value as compared to the least indicator which are the utilitarian and emotional value. This implies that the guest do have a positive social and altruistic experiential value and the hotel management may further improve of Utilitarian experiential value by personalization of the hotel products or services on the other hand for Emotional experiential value by strategically choosing brands based on how guest would feel delighted. Respondents agreed on the indicators pertaining to the tourist behavioral intention to eco-friendly hotels especially on their intention to recommend through word of mouth and loyalty while least indicators are revisit intention and willingness to pay more. Hence, the hotel management may consider to create a sustainable feedback system and loyalty program to maximize the intention to recommend through word of mouth and loyalty being rated positively by the hotel guest visiting the eco-friendly hotel. It was found out that there is a significant relationship among overall servicescape, experiential value and tourist behavioral intention. This implies that servicescape and experiential value being the predictor and the tourist behavioral intention as the outcome, the hotel may strengthen and enhance the overall servicescape to further increase the guest experiential value so that in return, the guest would have greater tourist behavioral intention.

The Hotel Management may revisit and invest on quality facilities and amenities to further improvement on the functional dimension on servicescape. The Hotel Human Resource Management may train their staff especially on handling complaints and service recovery for further enhancement on the emotional experiential value. The Hotel Management may create infographics on the benefits and advantage of eco-friendly hotel to encourage tourist's willingness to pay more for eco-friendly hotel products and services. The Department of Tourism to reinforce in their hotel accreditation in the inclusion of hotel environmental practices and include accrediting green hotel, Accreditation or Anahaw certification of hotels may be imposed. The proposed development plan may be further discussed by hotel management on how this can be applied on their hotel operation Future studies may be conducted to confirm the result using different design like a qualitative design emphasizing on the first-hand experience of guest vising eco-friendly hotel.

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6. Appendix Questionnaire

Servicescape of Eco-friendly Hotels in Ilocos Region

Internal	5	4	3	2	1
The Hotel environment is kept eco-friendly by utilizing natural light through the design of the building.					
The Hotel ambience is kept eco-friendly by using real plants and not fake or synthetic.					
The temperature inside the hotel is maintained and the use of Air-condition unit is at the minimal level by maximizing the building design to let air naturally flow inside the building at comfortable level.					
The hotel uses eco-friendly spray scents that has a natural fragrance which is not harmful to any the guests and living organisms such as animal or plants alike inside the building.					
The air quality inside the hotel feels clean and free of smoke and dust.					
External	5	4	3	2	1
The Hotel preserves and protects the natural landscapes.					
The outdoors of this hotel has eco-friendly ambience, (shows a natural surrounding and utilizes sustainable materials ex. chair made from recycled plastics, use of LED lights, etc.).					
The air quality in the outdoors of the hotel feels clean, free of dust and smoke.					
The outdoors of the Hotel is free from garbage and encourages practices recycling method though trash segregation.					
The Hotel shows innovation and unique ways of practicing sustainability that gives a deeper story and visual identity.					
Aesthetics	5	4	3	2	1
The hotel highlights artifacts made from recycled or naturally sourced materials for their decorations.					
The Hotel uses sustainable centerpieces such as a small pot of plants or a flower cuttings for the food and beverage outlet decorations.					
The Hotel uses eco-friendly amenities inside the room that utilizes paper packaging and naturally sourced products.					
The Hotel has energy efficient or sensor lighting system that promotes energy conservation. (e.g. CFL, LED)					
The hotel promotes native materials used on interior design that is present in the region.					
Functional	5	4	3	2	1
Low flow water fixtures in the hotel's bathroom help in saving water.					
Architecture of this hotel invites maximum natural light.					
This hotel uses eco-friendly materials on their linens.					
This hotel has refillable dispensers instead of individual bottles.					
This hotel offers cuisines made of sustainable and naturally produced items.					

Experiential Value in the Eco-Friendly Hotels in Ilocos Region.

Utilitarian Value	5	4	3	2	1
The eco-friendly features of this hotel are timely and innovative.					
Eco-friendly aspects of this hotel are visible and functional.					
Being eco-friendly, this hotel offers value for money.					
Emotional Value	5	4	3	2	1
I value the eco-friendly orientation of this hotel.					
The Eco-friendly orientation and aspects of this hotel gives a positive and warm feelings.					
I am satisfied for the eco-friendly stay provided at this hotel.					
Social Value	5	4	3	2	1
I feel proud to personally experience this eco-friendly hotel.					
I consider staying again in this hotel for being eco-friendly.					
Choosing his eco-friendly hotel makes me feel distinct from other people that values our environment.					
Altruistic Value	5	4	3	2	1
With this hotel, I feel good because it promotes and helps to protect the environment.					
With this hotel, I feel better because it promotes minimal harmful effects to the environment.					
With this hotel, I feel that I am personally contributing to the well-being of humanity and nature.					

Tourist Behavioral Intention to Eco-Friendly Hotels in Ilocos Region

Revisit Intention	5	4	3	2	1
I encourage my friends and relative to visit Eco-Friendly Hotel when traveling in the Ilocos Region.					
I would like to come back to this Eco-Friendly Hotel in the future in Ilocos Region.					
I would like to visit more often to this Eco-Friendly Hotel.					
I will make an effort to visit this Eco-Friendly Hotel when traveling to Ilocos Region.					
Word of Mouth	5	4	3	2	1
I will encourage my friends and relatives to visit this Eco-Friendly Hotel when traveling to Ilocos Region.					
I would recommend this Eco-Friendly Hotel to my friends or others.					
I would say positive things about this Eco-Friendly Hotel to others.					
Because of my experiences with this Eco-Friendly Hotel, I would convince others to try this Hotel.					
Willingness to Pay More	5	4	3	2	1
It is acceptable that this Hotel has a higher price range for being Eco-Friendly.					
I am willing to pay more for this Eco-Friendly Hotel.					
I am willing to spend extra in this Hotel to support and be part of their Eco-Friendly innovations.					
I am willing to share funds voluntarily to help the this Eco-Friendly Hotel if needed.					
Loyalty	5	4	3	2	1
I intend to continue choosing this Eco-Friendly Hotel.					
I consider this Eco-Friendly Hotel to be my first choice.					
I feel valued when I go to this Eco-Friendly Hotel other than others.					
I consider myself loyal to this Eco-Friendly Hotel.					