

Determinants of the contribution of accommodation services and customer satisfaction in Occidental Mindoro's socio-economic development

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Abstract

This study aimed to determine the instrumental role of accommodation services and customer satisfaction in the socio-economic growth of Occidental Mindoro, a developing tourist destination. In addition, it tested the significant relationship among the implementation of accommodation services, the contribution of the accommodation service industry to Occidental Mindoro's socio-economic development, and customer satisfaction. Using a correlational design, the researcher gathered data from 283 tourists at Department of Tourism (DOT)-accredited hotels in San Jose, Calintaan, and Sablayan. Pearson's r correlation analysis using MS Excel reveals a highly significant relationship between the provision of accommodation services and contribution to the industry, with amenities being the most potent effect ($r = 0.661$). Customer satisfaction also indicated a robust correlation with perceived socioeconomic impact. Evidence suggests that good accommodation service and high customer satisfaction directly contribute to the accommodation sector's contribution to jobs, infrastructure development, and local income. The findings show evidence-based recommendations to policymakers, business leaders, and tourism planners on the necessity of focused investment in the hospitality infrastructure, customer service innovation, and sustainable tourism. It also suggests interventions to enhance the performance of the hotel sector in the region. Finally, this study highlights the relationship between customer experience, service quality, and inclusive economic growth with the hope of informing strategic planning in Occidental Mindoro's hospitality sector. Thus, the management of the hotels may use the intervention program with five issues, including the absence of state-of-the-art facilities, inadequate accommodation amenities, limited promotion activity, undeveloped infrastructure, and ineffective government support to improve the operation of the hotel industry.

Keywords: accommodation services, customer satisfaction, socio-economic development, tourism industry, sustainable development, tourism infrastructure, local economic growth

Determinants of the contribution of accommodation services and customer satisfaction in Occidental Mindoro's socio-economic development

1. Introduction

Socioeconomic development enhances a population's well-being and quality of life by improving economic growth and social development. It entails attempts to alleviate poverty, increase education, improve health care, and provide equitable access to resources and opportunities (Miladinov, 2020). Socio-economic growth in various regions at the global level has close connections with growth in accommodation services and high customer satisfaction. Literacy, life expectancy, and the provision of basic services often quantify it. Thailand and the UAE, for instance, have significantly developed their economies by investing in quality hotels and hospitality education, encouraging foreign tourists, and providing job opportunities (Sirivadhanawaravachara, 2024). Enhanced customer experiences improve a nation's image and bring sustainable economic growth through repeat tourism and higher foreign expenditure. The accommodation service industry is essential in fostering economic development, especially in areas where tourism and hospitality are core drivers of the local economy's structure. Occidental Mindoro has a rich cultural heritage, pristine natural beauty, and an emerging tourism industry. It has an accommodation sector, which is also a core economic development driver (Delas Alas & Limos-Galay, 2023). The cultural richness of the province has its roots in its history as a trading hub and residence of the Mangyan people, whose traditions, such as "ambahan" (a form of traditional poetry) and "urukay" (celebratory songs), symbolize their unique artistic expressions. (Peralta, 2000). This industry plays a vital role in developing, creating jobs, infrastructure growth, and the overall well-being of local communities. With the ever-growing tourism industry in the province, it is crucial to comprehend the drivers of increasing the sector's contribution to socio-economic development (Delas Alas & Limos-Galay, 2023).

Common factors that influence the effectiveness of the accommodation service industry are the implementation of quality services offered by hoteliers that attract customers to repeat the services offered. The appropriate implementation of accommodation services, including facilities, amenities, and customer-oriented policies, can significantly impact the industry's ability to attract visitors and boost economic growth, especially in Occidental Mindoro, which is a newbie in this field. Additionally, customer satisfaction is crucial to the industry's long-term success. The sector's capacity and economic growth stimulation may be strongly impacted by the adequate provision of lodging services, including amenities, facilities, and customer-focused regulations. Consequently, a strong relationship between accommodation services, customer satisfaction, and socio-economic progress can be expected (Oloso et al., 2024).

This study aims to analyze the determinants of the contribution of accommodation services and customer satisfaction to Occidental Mindoro's socio-economic development, which helps boost the economy. In particular, it attempts to find out if the accommodation services implementation has an important correlation with the industry's economic contribution, if the customer satisfaction contributes significantly to economic progress, and if there are significant differences between the indicators of customer satisfaction, accommodation services, and industry contribution among different establishments in the province.

The result of this study has been of enormous assistance in offering insights to different stakeholders in the hospitality industry, such as legislators, entrepreneurs, tourism promoters, and social media promoters of emerging trends. Understanding the significant determinants of accommodation services and customer satisfaction is important to develop policies promoting economic growth while guaranteeing sustainable tourism practices (UNWTO, 2021). The work of this research has tremendous advice for policymakers as they design rules and incentives favorable to infrastructure investment, training in the workforce, and improving services. Government agencies and the local government may employ the study's recommendations to align the tourism plan with economic growth agendas so that accommodation services will work effectively to deliver jobs and

earnings in the province (World Bank, 2020). Business owners and hoteliers may enjoy using this research output to improve their service standing if they are determined to improve their services and customer satisfaction. By identifying the factors influencing customer experiences, hospitality businesses can adopt targeted strategies to improve guest retention, enhance brand reputation, and increase profitability (Adel, 2018; Delas Alas & Limos-Galay, 2023). Furthermore, investing in service quality and customer-centric innovations can lead to higher customer loyalty and positive word-of-mouth marketing, essential for long-term business success in the competitive hospitality industry (Zeithaml et al., 2018). Ultimately, this study aims to guide strategic decisions that enhance service quality and customer experiences and promote long-term, sustainable growth within Occidental Mindoro's accommodation industry. The improvements and policy-driven economic initiatives will be instrumental in ensuring that the hospitality sector contributes to the province's socio-economic progress.

Statement of the Problem - This study seeks to determine the extent to which accommodation services and customer satisfaction contribute to Occidental Mindoro's socio-economic progress, and it aims to assess whether a significant relationship exists between the implementation of accommodation services and customer satisfaction and the industry's contribution to economic development. Specifically, this study was conducted to find answers to the following: (1) Is there a significant relationship between the implementation of accommodation services and the contribution of the accommodation service industry to Occidental Mindoro's socio-economic development? (2) Is there a significant relationship between customer satisfaction and the contribution of the accommodation service industry to Occidental Mindoro's socio-economic development? (3) What intervention program can enhance the hotel industry's performance in Occidental Mindoro?

Significance of the Study - This research is of great importance since it offers valuable information on how accommodation services and customer satisfaction contribute to the socio-economic growth of Occidental Mindoro. The results of this study will be helpful for different stakeholders such as policymakers, business owners, tourism managers, host communities, and other researchers. For policymakers, this study acts as a basis for developing policies and regulations to enhance the accommodation service sector. Understanding how service quality correlates with customer satisfaction and economic advancement allows policymakers to develop strategic interventions that ensure sustainable tourism development, enhance infrastructure, and raise hospitality standards. Such information informs policies that increase investment in the sector, creating more job opportunities and economic advantage for the area. For entrepreneurs and providers of accommodation services, the findings of this study will provide insight into why service quality and customer satisfaction are key to business success and economic development in a region. By identifying determinants that shape customers' experiences, businesses can upgrade their services, streamline operational efficiency, and embrace customer-oriented approaches to maximize profitability and competitiveness within the marketplace. The study will aid local government units (LGUs) and tourism managers since it points out the need for properly managed accommodation services to bring in more tourists and boost the local economy's revenue. The research findings are used to create their marketing strategies, destination management plans, and collective action to improve the overall tourist experience in Occidental Mindoro. The local people will directly benefit from the socio-economic development in the province. This study will show how a successful accommodation industry can create job opportunities, stimulate local enterprises, and enhance the community's well-being. From this study, community members can be inspired to engage in tourism activities, resulting in inclusive economic growth. This study can be a reference for future scholars' research on subjects similar to tourism, hospitality, and economic development. It will be an important guide for any scholar examining customer satisfaction and service quality in regional development. The study's methodology and conclusions can inspire other studies to solve problems and trends in the hospitality sector. In general, this study is significant in driving strategic planning to enhance the service industry of accommodations to play an increased role in the socio-economic growth of Occidental Mindoro. The study aims to instill long-term sustainability and economic well-being in the province by covering essential knowledge areas of service gaps and client satisfaction.

Scope and Delimitation of the Study - First-class towns in Occidental Mindoro, such as San Jose and Sablayan, and the second-class town of Calintaan are the subject of the study; these were chosen since they are the

main centers of tourism in the province (LGU Score Percentage, 2023; Delas Alas & Limos-Galay, 2023). Due to their strategic location and proximity to major tourist destinations, most hotels and catering establishments cater to tourists looking for accommodation in the province. Their occurrence of well-entrenched hospitality services renders them focal points for the study's purposes. Other towns like Magsaysay and Rizal have also identified accommodation facilities. They are within a proximate location of San Jose, but they were left out since their guests prefer staying in San Jose accommodations. They were left out due to the study's stated scope with respect to tourist-concentrated municipalities. Also, other regions in Occidental Mindoro, like Sta. Cruz, the municipality of Mamburao, Paluan, Abra de Ilog, and the two municipalities on the island of Lubang, which include Looc and Lubang, were also left out of the study. Those places, although they have tourism potential, were excluded because they have limited accessibility, which creates difficulties for tourists and impacts the continuity of clients. The research was conducted among guests residing in only Department of Tourism (DOT)-accredited hotels. These respondents were selected based on their economic ability to enjoy the services of these hotels. The inclusion criteria were both foreign and local tourists, either short-term excursionists or long-term visitors. This approach ensured that the research targeted individuals currently involved in the province's hospitality industry and would be able to provide informative responses about the experience of tourism in Occidental Mindoro.

2. Methodology

Research Design - This research employed a correlational research design to explore the relationship between accommodation service implementation, customer satisfaction, and the role of the accommodation service industry in contributing to the socio-economic development of Occidental Mindoro.

Respondents of the Study - The respondents of this research were randomly drawn from the accredited accommodation facilities in the towns of Calintaan and Sablayan in Occidental Mindoro. These hotels and resorts were chosen based on their official accreditation by the Department of Tourism (DOT). This ensures that the research targets hotels and resorts with industry standards in service quality and hospitality management. There are 30 accredited hotels in San Jose, five (5) of which are DOT-accredited: Season's Hotel, G Star Hotel, Sikatuna Town Hotel, Jazmine Royal Hotel, and JDS Hotel. Likewise, Calintaan has four accommodation establishments, but only the Jackson Hotel is DOT-accredited. Meanwhile, in Sablayan, 26 hotels are registered, with four (4) accredited establishments: Seasons Hotel and Convention Center, Adventure Camp Beach Resort, La Wency Amor Hotel, and Pandan Island Grande Beach Resort. These accredited establishments served as the primary sources of data collection.

For effective, systematic, and pragmatic data collection, the research utilized convenience sampling, under which the researcher handed out a survey questionnaire to attendees during the data collection period, irrespective of whether they were in standard rooms, suites, or other types of rooms. This facilitated immediate opinions from respondents with firsthand knowledge of the accommodation service being assessed. The overall population used in the research was 1,058 guests from the chosen places. According to the respondents' per municipality distribution, 283 guests participated in the survey. The sample size was computed using Raosoft with a 5% margin of error and a 95% confidence level.

Research Instrument - The main research tool employed in this research was a researcher-made questionnaire that collected information on the provision of accommodation services, customer satisfaction, and the socio-economic contribution of the hotel sector to Occidental Mindoro. The survey questionnaire was constructed with the assistance of hospitality and tourism professionals to guarantee the validity and reliability of the questions. The questionnaire was structured into two broad sections: Part I: Evaluation of Accommodation Services and Customer Satisfaction. Part II: Status of the Hotel Industry in Occidental Mindoro. To ensure the validity of the research instrument, the researcher sought the services of experts to validate the survey questionnaire. In this study, advice was taken from five (5) faculty members of the Graduate School of the Divine Word College of San Jose. Their technical expertise helped assess the accuracy, clarity, and appropriateness of the items in the questionnaire. The experts provided constructive critique, recommendations, and suggestions, all

carefully assessed and implemented to improve the instrument.

To test the reliability of the research instrument, the researcher assessed the consistency of responses. The researcher-made questionnaire was administered to thirty (30) respondents to evaluate its internal reliability. Using an odd-even item scheme, the split-half method was employed to measure the instrument's consistency. The questionnaire was administered only once, and the Spearman-Brown correction formula was applied to estimate the reliability coefficient more accurately. Based on the reliability analysis, accommodation services in terms of customer service, facilities, and amenities got 0.910, 0.865, and 0.959 reliability coefficients, respectively. The customer satisfaction in infrastructure and human resource development got 0.829, 0.941, and 0.913 reliability coefficients, respectively. At the same time, the status got a 0.877 coefficient. The results confirmed the instrument's internal consistency, indicating its reliability for data collection in this study.

Data Gathering Procedure - The researcher used a quantitative survey in the data collection process for this study to extensively examine the determinants of accommodation services and customer satisfaction in the socio-economic development of Occidental Mindoro. Before the data gathering, the researcher secured permits and approvals from the concerned authorities of local government units and tourism agencies. Surveys were conducted face-to-face for almost a week, guaranteeing secrecy and confidentiality of responses. Quantitative data was analyzed using statistical software to determine correlations among accommodation services, customer satisfaction, and socio-economic effects. Ethical standards were followed religiously, with the exercises, consent, and data usage purely for academic purposes.

Statistical Treatment of the Data - To analyze the inferential problems, Pearson's Product-Moment Correlation coefficient (r) and regression analysis were used. It seeks to determine and measure the strength and direction of the relationships between the implementation of accommodation services and the contribution of the accommodation service industry to Occidental Mindoro's socio-economic development as well as customer satisfaction and the contribution of the accommodation service industry to Occidental Mindoro's socio-economic development, hence providing empirical evidence in favor of data-driven decision-making in the industry.

Ethical Considerations - The researcher provided a formal agreement outlining the interview's objective and the fact that their responses would only be utilized for the study throughout its duration. The researcher ensured that any data collected and/or presented would be kept private. To avoid plagiarism and recognize and give credit to the scholars' ideas, the sources utilized in the study were properly cited using APA 7th Edition. The intellectual rights of other researchers are likewise respected in this study.

3. Results and Discussions

Table 1

Correlation Coefficients and p-values for H_{01}

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Implementation of accommodation services (customer service) → Contribution to the accommodation service industry	0.589	0.347	1.972	12.232	0.001	Highly Significant
Implementation of accommodation services (facilities) → Contribution to the accommodation service industry	0.613	0.375	1.972	12.999	0.001	Highly Significant

Implementation of accommodation services (amenities) → Contribution to the accommodation service industry	0.661	0.437	1.972	14.767	0.001	Highly Significant
Implementation of accommodation services → Contribution to the accommodation service industry	0.730	0.533	1.972	17.906	0.001	Highly Significant

****Significant at $p < 0.05$**

The data indicates that the implementation of various dimensions of accommodation services and their impact on the accommodation service industry are highly significant and positively correlated. Specifically, a strong to moderate correlation was established between the implementation of customer service and a correlation coefficient of 0.589 ($r^2=0.347$), meaning that improving customer service can explain approximately 34.7% of the growth in the industry. In line with the findings of Kim et al. (2015), it was highlighted that excellent customer service boosts guest satisfaction and loyalty and subsequently affects industry performance. Moreover, the presence of facilities indicated moderate to high positive correlation ($r^2=0.375$), supporting the conclusions of Ali et al. (2016), who asserted that clean and attractive physical facilities are essential to competitiveness and customer retention. Furthermore, amenities yielded an even stronger correlation, $r^2=0.437$, with about 43.7% of the variance in industry contribution attributed to the quality and availability of amenities, reinforcing the view of Kim et al. (2015) that amenities significantly impact the perceived value and guest experience. Finally, the strongest correlation ($r^2=0.533$, $p=0.001$) was found in the overall implementation of accommodation services, indicating that thorough and well-executed service strategies account for more than half of the industry's contribution. This result is in line with Nadiri et al. (2017), who emphasized that integrated service quality factors have a major impact on customers' satisfaction and behavioral intentions, which eventually helps the industry as a whole. Therefore, the data supports conclusions that improving the overall performance and contribution of the accommodation service industry depends on the efficient implementation of accommodation services, including customer service, facilities and amenities.

Table 2

Standard error, t-stat, p-values, and R-squared for H_{02}

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Customer Satisfaction (Promotion) → Contribution to the accommodation service industry	0.714989	0.511209	1.972	17.139	0.001	Highly Significant
Customer Satisfaction (Infrastructure) → Contribution to the accommodation service industry	0.757054	0.573131	1.972	19.419	0.001	Highly Significant
Customer Satisfaction (Human Resource Development) → Contribution to the accommodation service industry	0.824415	0.679661	1.972	24.417	0.001	Highly Significant
Customer Satisfaction → Contribution to the accommodation service industry	0.589439	0.347438	1.972	12.218	0.001	Highly Significant

****Significant at $p < 0.05$**

Correlation analysis indicated that statistically significant and high correlations existed between customer satisfaction dimensions—infrastructure, human resource development, and promotion—and contribution to the accommodation service industry. More specifically, the highest correlation coefficient was demonstrated by human resource development, and it explained that about 68% of the variance in industry contribution is accounted for by this aspect of satisfaction. Solnet et al. (2015) emphasized the significance of trained and qualified staff in assuring superior service quality and gaining a competitive edge in the hospitality industry. The study is also in line with these findings. Variables like infrastructure also had a very high relationship, suggesting that highly advanced physical facilities play a huge role in client satisfaction and industry success, as indicated by Phillips's (2023) studies on service delivery. The promotion had a positive and significant correlation, thus supporting Kotler et al.'s findings. (2017) claim that good marketing strategies increase customer involvement and business development in the industry. Finally, total customer satisfaction also significantly correlated with the industry's contribution to how customer experience influences business performance, as Ali et al. (2016) advocated. All the p-values were less than 0.001, showing very significant relationships and resulting in rejecting the null hypothesis.

Table 3

An intervention program to improve the hotel industry in Occidental Mindoro

Challenge	Solutions	Persons/AA agencies Involved	Recommendations	Time Frame	Resources
1. Lack of a State-of-the-art Facility	Develop additional state-of-the-art facilities.	Government Hoteliers	1. The government provides funds and support for the improvement of industry. 2. Hoteliers improve, if not provide, additional souvenir shops that sell products at reasonable prices and spas for relaxation.	Year round	Government Fund Hoteliers Fund
	Provide unique design of Facilities	Hoteliers	Facility layout and design are important components of a business's overall operations. A hotel is designed to combine living elements with unique decoration. For example, a rooftop with an ocean view and a Jacuzzi gives a hotel an advantage.	Year round	
2. Leveling-up of accommodation services in term of amenities	Provide additional amenities	Hoteliers	The hotel owner should offer kitchen facilities, such as a fridge and coffee maker, and other essential kits, such as soap, shampoo, a towel, a blanket, and a pillow. Bedding, towels, and bed covers are changed daily. See to it that the bathroom is always clean.	Daily	Hoteliers fund
	Provide high-speed and reliable Wifi	Hoteliers	The availability of a strong internet connection within the hotel's vicinity is detected.	Daily	Hoteliers Fund
	Intercom is always available for guest demand	Hoteliers	Designate an intercom operator and always make it readily available for the demands of clients.	Daily	Hoteliers Fund

3. Lack of Promotional Activity	Posting the business in a well-known website	Government Agency (DOT) Hoteliers	The government should provide funds and concrete advertisements or promotions of the beauty of Occidental Mindoro to persuade guests and visitors coming from different areas. Frequent monitoring and posting of operational activity of the industry to persuade the client	Quarterly	Government fund Hoteliers fund
	Engage in research and development	Hoteliers Academe Government	More research studies about the Hotel and Tourism industry		Government funds Future researchers.
	Become a member of a well-known travel agency	Hoteliers	Membership of a hotel with a well-known travel agency like Agoda Group	Annually	Hoteliers Fund
4. Infrastruc- ture Develop- ment					
	Availability of physical infrastructure with regard to tourism	Government agency	The government invests in, intensifying the initiative to improve the hotel industry.	Annually	Government funds
5. Lack of Government support	Thorough Collaboration with the government	Government Hoteliers	1. Contact local authorities to plan and coordinate activities before an emergency situation. 2. Meet with persons in authority regarding the current situation of electricity in the province.	Annually	Government funds Hoteliers fund

The intervention program aimed at boosting the hotel sector in Occidental Mindoro resolves five critical concerns: absence of state-of-the-art facilities, inadequate accommodation amenities, limited promotion activity, undeveloped infrastructure, and ineffective government support. These problems impede the province's potential as a competitive tourist spot. The program suggests joint measures among hoteliers, government bodies, and academe, as it acknowledges that contemporary, properly designed hotel facilities can contribute strongly to customer satisfaction and competitiveness. Heo and Hyun (2015) highlighted the physical environment as fundamental to influencing customers' perceptions, whereas Walker (2017) added that facility innovation is key to guest loyalty. Apart from infrastructure, the program focuses on improving clean bathrooms, kitchen facilities, and high-speed internet. This aligns with Kandampully et al.'s (2015) discovery that service quality determines guest loyalty. Promotion and marketing are also prioritized, and activities such as posting on travel websites and research development are promoted by Marian et al. (2016), who mention the use of online presence in travel decision-making. Developing infrastructure and having close government collaboration is imperative since tourism is based on convenient and dependable settings (Prayag, 2016). Generally, the new intervention proposes an evidence-informed and complete plan to push Occidental Mindoro's tourism sector forward.

4. Conclusions

This research establishes a statistically significant and positive connection between the deployment of accommodation services and customer satisfaction with the socio-economic impact of the accommodation service industry in Occidental Mindoro. All of the components—customer service, facilities, and amenities—revealed strong to moderate correlations with industry performance, which means enhancing these areas could directly contribute to the region's tourism and economic growth. Also, the scope of customer satisfaction, like human resource development, infrastructure, and promotion, plays a crucial role in the growth

of the hotel industry, among which human resource development was the most effective. These results confirm earlier studies, strengthening the importance of quality service delivery and customer experience in hospitality success. In response to current problems and to further advance the sector's contribution, the intervention program focuses on pressing concerns like obsolete facilities, poor amenities, inadequate promotion, poorly developed infrastructure, and poor government support. It calls for industry stakeholders to cooperate on hotel operations, service quality, and market exposure. Generally, the research offers distinct empirical evidence and pragmatic advice, corroborating that an effective and customer-oriented accommodation service policy is essential to ensure the sustainable growth of Occidental Mindoro's hotel sector and overall socio-economic advancement.

Recommendations - Based on the findings of the study, the following are recommended to enhance the performance and socio-economic contribution of the accommodation service industry in Occidental Mindoro: hotel operators need to allocate funds for constant training and developmental programs for workers to enhance the quality of service as well as satisfy guests and to improve customer service training. Affiliations with schools and programs accredited by TESDA may guarantee the competency and capability-building of personnel under the strong link between human resource development and sector growth. Accommodation facilities are prompted to update and keep the physical structures, such as kitchens and bathrooms, and electronic infrastructure, like high-speed internet, to improve their facilities and amenities. Soft loans or infrastructural grants offered by the government can enhance these facilities, and their effect on customer satisfaction and contribution to the industry has already been proven. Hotel operators may enhance marketing and promotion strategies through a stronger and more focused strategy towards marketing tourism, using platforms, websites for travel, and social networks to attract local and global tourists. The owners of hotels may collaborate with local tourism offices to develop collective branding and marketing strategies. National agencies and local government units (LGUs) may prioritize the development of infrastructure, transport systems, roads, and utilities to facilitate tourist destination accessibility. The management of the hotels may use the intervention program involving government agencies, hoteliers, educational institutions, and tourism stakeholders' partnerships to monitor and evaluate the provisions so that progress can be tracked and adjustments can be planned accordingly.

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