

Hotel attributes and service quality among hotels in Region III: Basis of a framework for improved behavioral intention

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Abstract

This study investigates the relationship between hotel attributes, service quality, and behavioral intentions among guests of DOT-accredited hotels in Region III (Central Luzon), Philippines. With the rapid evolution of the global hospitality industry and growing guest expectations, hotels must continuously adapt by enhancing both tangible and intangible service elements. Grounded in the SERVQUAL model, this research examines how specific hotel attributes—Essentials, In-Room Amenities, Website, High-Speed Internet Access (HSIA), and Breakfast—alongside service quality dimensions—Reliability, Empathy, Responsiveness, Assurance, and Tangibility—affect guests' behavioral intentions, including revisit intention, intention to recommend, willingness to pay more, and loyalty. Utilizing a quantitative research design, the study collected data from guests through structured surveys. It also analyzed significant differences across demographic profiles (age, sex, civil status, and purpose of stay) and tested correlations among the key variables. Findings reveal that modern hotel attributes and consistent service quality significantly influence positive guest behaviors. In particular, Essentials and Responsiveness emerged as strong predictors of guest loyalty and revisit intention. The study concludes with a proposed framework for continuous improvement, aiming to enhance guest behavioral intention and provide strategic direction for hotel operators in Region III. This research contributes valuable insights for hospitality practitioners, policymakers, and academics by highlighting the critical interplay between hotel features and service performance in shaping guest decisions. The resulting framework serves as a practical tool for elevating service standards and strengthening the competitive positioning of hotels within Central Luzon's tourism sector.

Keywords: tourism, hotel attributes, SERVQUAL, Philippines

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1. Introduction

This section highlights the key global trends shaping hotel attributes and explores their profound impact on service quality and behavioral intentions. In the rapidly evolving global hospitality industry, service quality and behavioral intentions are continuously shaped by emerging trends and shifting preferences. Saragat (2024) stated that kicked off with exceptional growth in the hospitality sector, particularly in Q1, where we observed a notable surge in hotel guest satisfaction and responsiveness. This trend, especially pronounced in the 3 and 4-star hotel categories, not only mirrors but also exceeds the upward trajectory seen in the previous year's first quarter. The latest Guest Experience Benchmark Report reveals key trends shaping the sector in early 2024. As travelers become more discerning and diverse, hotels must adapt to meet these changing demands. Online booking platforms like Expedia and Agoda have registered significant increases in review volumes, especially in North America and Asia-Pacific, reflecting a shift in guest booking preferences. This shift underscores travelers' changing preferences and a competitive shake-up in the online booking space (Sasragat, 2023). The attributes that define a hotel's appeal have evolved beyond traditional measures of luxury and comfort. From the integration of cutting-edge technology to the emphasis on sustainability and personalized experiences, modern hotel attributes now encompass a broader spectrum of factors that resonate with today's guests.

Understanding these global trends is vital for hotels to not only meet but also enhance behavioral intentions. By aligning their offerings with these trends, hotels can ensure sustained service quality and foster loyalty in an increasingly competitive market. One of the most positive trends observed in the early part of 2024 is the rise in positive mentions, which increased by 1.0 points to 75.8% globally. This is further emphasized by a significant reduction in negative comments about room quality, particularly in the Asia-Pacific and Middle Eastern markets, which saw increases of 2.0 and 1.4 points, respectively, in positive room mentions(Sasragat, 2023).

This study aims to fill a significant research gap by focusing on the less-explored Region III, a critical area for the hospitality and tourism industry in the Philippines. While prior research has extensively covered various factors impacting service quality, there is a notable lack of studies examining the interplay between hotel attributes, service quality, and behavioral intentions in this specific region. Ocampo (2018) state that many hotels in Central Luzon face challenges with outdated facilities and amenities. This issue affects the overall guest experience as older infrastructure and amenities may not meet the modern standards and expectations of travelers. This research intends to bridge this gap by exploring how these factors collectively influence behavioral intention. Inconsistent service quality is a prevalent issue in hotels across Central Luzon, with varying levels of service performance affecting and perceptions of reliability (Yeo et. al.,2022). Many hotels in Central Luzon struggle with inadequate customer service training, leading to a noticeable decline in service quality and guest interactions (Al-Damen et. al.,2023)

In this study, Hotel Attributes are operationally defined by evaluating Essentials, In-Room Amenities, Website, High-Speed Internet Access (HSIA), and Breakfast. Essentials refer to the fundamental aspects of the hotel such as cleanliness and comfort, which are essential for meeting basic guest needs. In-Room Amenities include items provided within guest rooms that enhance comfort and convenience. The Website assesses the usability and functionality of the hotel's online presence, while HSIA evaluates the quality of internet connectivity provided to guests. Breakfast encompasses the quality and variety of morning meal options offered. Theoretically, these attributes align with the foundational principles of hospitality that emphasize meeting guests' basic needs and enhancing their overall experience through convenience and added value.

Service Quality is measured in terms of Reliability, Empathy, Responsiveness, Assurance, and Tangibility.

Reliability refers to the hotel's ability to deliver promised services consistently and accurately. Empathy involves understanding and addressing the unique needs of guests. Responsiveness is the promptness and efficiency with which staff address guest requests and issues. Assurance pertains to the professionalism and knowledge of staff, instilling confidence in guests. Tangibility includes the physical appearance of the hotel and its facilities, which impacts guests' perceptions of service quality. Theoretically, dimensions of service quality are integral to the SERVQUAL model, which suggests that high service quality is achieved through consistent, responsive, and empathetic interactions, alongside tangible elements that enhance the behavioral intentions.

This research explores how hotel attributes and service quality influence guests' behavioral intentions—such as revisit intention, intention to recommend, willingness to pay more, and loyalty—among hotels in Region III. Behavioral intention is a critical predictor of future guest engagement and long-term hotel success. The SERVQUAL model, which evaluates service quality across five key dimensions—tangibles, reliability, responsiveness, assurance, and empathy—provides a framework to measure how well hotels meet or exceed the factors that directly shape these behavioral intentions.

The study emphasizes the importance of hotel attributes and service quality in influencing guests' likelihood to revisit, recommend, pay more for services, and demonstrate loyalty. High-quality hotel attributes, including the physical environment, amenities, and interactions with staff, directly enhance service quality, which in turn influences guests' behavioral intentions. When hotels deliver effective service quality—characterized by reliability, responsiveness, empathy, and assurance—it leads to stronger revisit intentions, increased willingness to recommend, greater willingness to pay higher prices, and improved guest loyalty.

By understanding the interrelationships between these variables, this research aims to provide actionable insights for hotel managers to optimize service delivery and hotel attributes in a way that consistently meets or exceeds guests' behavioral intentions. The framework developed from this study will assist hotels in Region III by adapting existing theoretical models to their specific context, helping them improve operational effectiveness, enhance guest satisfaction, and ensure long-term loyalty and engagement. This approach ensures a robust evaluation of how hotel attributes and service quality influence behavioral intentions. The findings will contribute to a deeper understanding of these dynamics in a regional context and offer practical insights for enhancing hospitality services in Central Luzon.

The theoretical foundation of this study is rooted in established frameworks in hospitality research. The SERVQUAL model by Parasuraman et. al.,(1988) provides foundational concepts for measuring service quality, adapted for this study. Behavioral intention on hotel attributes research" refers to a study that examines how different aspects of a hotel (like room quality, location, amenities, service) influence a guest's likelihood to choose that hotel, essentially measuring their "behavioral intention" to book a stay there based on their perception of these attributes (Ahmad et al. 2017). The hypothesized relationships were supported by the data. The results show an insignificant relationship between accessibility and hospitality services. Reliability had an insignificant relationship with hospitality services. Insights from Lee et. al.,(2018) on measuring service quality in green hotels are also incorporated, focusing on Reliability, Empathy, Responsiveness, Assurance, and Tangibility. These frameworks ensure the study's reliability and validity by providing a comprehensive evaluation of hotel attributes, service quality, and behavioral intentions.

Research literature supports the relationship between the variable's hotel attributes, service quality, and behavioral intentions. Tran (2020) mentioned in his study that customers' positive behavioral intentions come from their satisfaction, while satisfaction is the result of good service quality. Specifically, satisfaction is a strong mediator of the effect of service quality on behavioral intentions. However, this research stream primarily discusses consumer behavioral intentions from the benefit aspect. The study's objective is to establish how an increase or decline in service quality affects customer feedback. This study builds on this understanding by investigating how various hotel attributes and service quality may influence behavioral intentions in Region III.

The relationship between hotel attributes and guest satisfaction has been well-documented. Okocha et al

(2021) stated that hotel attributes refer to the physical features and characteristics of a hotel like room quality, amenities, and facilities, while "service quality" encompasses the level of customer service provided by staff, including responsiveness, reliability, and empathy, which ultimately influence a guest's "behavioral intention" - their likelihood to return, recommend the hotel, or engage in positive actions based on their overall experience. This research draws on these sources to validate the framework for assessing hotel attributes, service quality, and behavioral intentions.

The purpose of this study is to examine the relationship between hotel attributes, service quality, and behavioral intentions among hotels in Region III. Behavioral intentions, including revisit intention, intention to recommend, willingness to pay more, and customer loyalty, are critical indicators of future guest engagement and long-term success in the hospitality industry. By identifying the key factors that significantly impact these intentions, the study aims to develop a comprehensive framework that hotels can use for continuous improvement specifically on how to improve guests' behavioral intentions. This framework will play a crucial role in optimizing operational processes, enhancing service delivery, and boosting behavioral intentions among guests. It will also provide actionable insights for hotel managers, policymakers, and tourism stakeholders, enabling them to implement strategies that strengthen the region's hospitality industry and elevate its reputation as a tourist destination. Contributing to the academic field, the study will deepen the understanding of service quality within the context of Region III, offering new perspectives and empirical data that enrich the existing literature. Furthermore, the findings will serve as a foundation for future research, guiding scholars in exploring additional dimensions of service quality and guest satisfaction. Despite potential limitations such as regional specificity and biases in self-reported data, the study aims to offer significant practical value and contribute meaningfully to both academic knowledge and industry practices.

The rationale for this study stems from the need to address a research gap concerning the relationship between hotel attributes, service quality, and behavioral intention in Region III (Central Luzon). As the hospitality industry becomes increasingly competitive, understanding the factors that influence guest behavioral intention this region is essential for hotel operators aiming to enhance their service offerings and operational efficiency. The primary beneficiaries of this study include hotel managers and operators in Region III, who will gain actionable insights into improving their service quality and meeting evolving guest's behavioral intentions. Additionally, tourism stakeholders and policymakers will benefit from the findings, as they can use the insights to support regional tourism development and craft strategies that will enhance the tourists behavioral intention . The study's findings will also provide valuable insights for academic researchers exploring service quality and behavioral intention in the hospitality industry.

The primary output of this study is a tailored framework for continuous improvement in hotel operations and service delivery, specifically designed for Region III. This framework will provide practical recommendations for enhancing service quality and influencing behavioral intentions based on the study's findings. Contributions to the body of knowledge include a deeper understanding of the unique factors affecting behavioral intention in Region III, thereby filling a gap in existing research. The study will advance the literature on hospitality management by offering empirical data and insights that can be applied to similar regional contexts. Additionally, the findings will inform future research, providing a foundation for exploring additional dimensions of service quality and operational efficiency in the hospitality industry.

This study focuses on DOT Accredited hotels within Region III (Central Luzon), specifically examining the relationship between hotel attributes, service quality, and behavioral intention. The scope is limited to this geographic region and to hotels rated as DOT Accredited hotels with varying star ratings , which may not fully represent the broader spectrum of hospitality experiences such as those in other geographical regions. Additionally, the study relies on self-reported data from guest surveys, which may introduce biases or inaccuracies. The findings may therefore not be generalizable to other regions or hotel categories. Despite these limitations, the study aims to provide valuable insights relevant to the context of Region III and contribute meaningfully to the field of hospitality research.

Objectives of the Study - The general objective of the study is to investigate the relationship of hotel attributes and service quality on guest behavioral intention. This serves as the basis for a framework for an improved behavioral intention. Specifically it, assessed the attributes of the hotel in terms of Essentials, In-Room Amenities, Website, HSIA (High-Speed Internet Access), and Breakfast; determined service quality in terms of Reliability, Empathy, Responsiveness Assurance, and Tangibility; assessed guests' behavioral intention in the areas of Revisit Intention, Intention to Recommend, Willingness to Pay More and Loyalty; tested significant relationship between guest hotel attributes, service quality and behavioral intention; determined the predictors of guest behavioral intention; and proposed a framework for an improved behavioral intention.

2. Method

Research Design - The research employed in this study was a quantitative descriptive correlational design, which involved the use of a survey questionnaire to evaluate the relationship among hotel attributes, service quality, and behavioral intentions in hotels. In this method, researchers collected data on the variables of interest and then analyzed the data to determine whether there was a relationship or correlation between these variables. The primary focus was on understanding the existing relationships or patterns among the variables, not on establishing causality. It was often used when researchers wanted to examine associations or connections between variables in a real-world context. In the context of this study, the quantitative descriptive correlational design was employed to investigate the relationships among three key variables: hotel attributes, service quality, and behavioral intentions. The study sought to describe and understand how these variables were related within the hotel industry. By using this method, the researcher gathered valuable insights into whether certain behavioral intentions were associated with higher levels of hotel attributes and service quality.

Participants of the Study - The study focused on hotel guests from the five provinces of Central Luzon: Aurora, Bataan, Bulacan, Nueva Ecija, and Pampanga. In each province, at least one DOT-accredited hotel, accredited by the Department of Tourism (DOT), was included to ensure a broad representation of hotel types and service levels. This geographic and institutional diversity provided a comprehensive view of guest experiences across the region. The participants were vacation, leisure, and business travelers who had stayed at these hotels. By including a mix of traveler types, the study aimed to capture a wide range of perspectives and intentions. Leisure tourists often sought different amenities and services compared to business travelers, so including both groups allowed for a more nuanced understanding of service quality and hotel attributes. In the selection process for this research, two key criteria were employed. First, a comprehensive list of DOT-accredited hotels was obtained directly from the Department of Tourism (DOT) website. Second, the researchers contacted the DOT via email to request the list of accredited hotels. These criteria ensured that all selected hotels met the established benchmarks for safety, service quality, and operational standards. By incorporating these methods, the research maintained high credibility and ensured that the sample accurately reflected reputable hospitality establishments, thereby enhancing the reliability of the study's findings.

Table 1

Distribution of Respondents Per Hotel in Central Luzon

Province	No. of Hotels	N	%	n
Bataan	2	43	2	7
Bulacan	1	11	1	2
Nueva Ecija	3	60	3	10
Pampanga	20	1369	69	222
Tarlac	3	75	4	12
Zambales	9	430	22	70
	38	1988	100	323

To achieve a representative sample, stratified random sampling was employed. Questionnaires were distributed proportionally based on the number of guests arriving at each hotel. This method ensured that each

guest had an equal chance of being selected, thereby reducing potential biases in the sample. The total number of respondents surveyed was 293, as determined by a G*Power analysis to ensure sufficient statistical power for the study's objectives. This sample size allowed for robust analysis and reliable insights into the relationships between hotel attributes, service quality, and behavioral intentions.

Data Collection Instrument - The study employed a questionnaire that was adapted and modified from existing instruments to suit the research objectives. The questionnaire, with revisions made to align with the specific focus of the study, drew from established works by previous authors. The study used an adapted instrument divided into four sections. The first section gathered demographic details of the respondents, such as sex, age, civil status, whether they stayed at a DOT-accredited hotel, and their purpose of visit. The second section of the questionnaire assessed hotel attributes, including essentials, in-room amenities, website, high-speed internet access (HSIA), and breakfast. This part used an adapted questionnaire from Usta et al. (2011). The third section of the questionnaire evaluated service quality in terms of reliability, empathy, responsiveness, assurance, and tangibility. This part was adapted from Lee et. al.,(2018). The fourth section of the questionnaire, adapted from Borbon et al. (2022), assessed guests' behavioral intentions in terms of revisit intention, intention to recommend, willingness to pay more, and loyalty. All of these were evaluated using a 4-point Likert scale: 4 (Strongly Agree), 3 (Agree), 2 (Disagree), and 1 (Strongly Disagree).

To ensure that the questionnaire was well-aligned with the study's objectives, it underwent face-to-face validation with the research adviser. This validation process ensured that the instrument accurately captured the intended constructs. The questionnaire was also reviewed for grammatical accuracy to ensure clarity and precision in the questions. Further validation was conducted by experts in the field of hospitality management, including faculty members and managers from DOT-accredited hotels outside Region III. Their feedback was instrumental in refining the instrument and ensuring its relevance to the study. The questionnaire was validated by the following individuals from both industry and academe: a manager at Hotel 101 - Fort, a duty manager at Halo Hotel, and a professor from Mabalacat City College. The questionnaire underwent a comprehensive review by a grammarian, who assessed the validity of all the questions. Following this, the instrument was pilot-tested with 30 hotel guests from the National Capital Region who were not part of the main target group. The pilot testing helped identify any issues with the questionnaire and allowed for further refinements.

Reliability analysis was conducted to evaluate the internal consistency of the questionnaire. Results demonstrated strong internal consistency across the indicators: hotel attributes (Cronbach's alpha=0.968 for 5 subscales and 33 items), service quality (Cronbach's alpha=0.983 for 5 subscales and 33 items), and behavioral intention (Cronbach's alpha=0.938 for 4 subscales and 16 items). These results confirmed that the questionnaire was both valid and reliable for the study. Finally, the study secured ethics approval to ensure that all research activities adhere to ethical standards and guidelines for conducting research involving human participants.

Data Gathering Procedure - The researcher approached the data collection in an ethical manner. Preliminary data gathering was conducted by requesting initial information about the accredited hotels in the region with the help of the Department of Tourism office personnel in the region. This allowed the researcher to make the first contact and be able to present the objectives of the study. Moreover, the researcher administered the survey questionnaire randomly among qualified guests as respondents who checked in at the accredited hotels in Region 3 (Central Luzon), which served as qualifiers.

The researcher conducted the data gathering through personal contact and Google Forms with the hotel guests. In addition, the researcher assisted respondents in completing the survey when necessary. Before completing the survey, participants received a participant information document. It described the study's title and objective, the investigators' contact information, and the study's risks and benefits. This data collection was strictly observed in a practical, formal, and ethical manner. Since the researcher valued respect and integrity, the participants were assured that all information and data collected from the survey would be kept confidential and

secured in a flash drive, while printed survey questionnaires were stored confidentially. After the study was completed, all files and data were removed.

The hotel industry in the Central Luzon region was a significant contributor to the local economy. It comprised a diverse range of hotels, from large international chains to boutique establishments. These hotels catered to various types of guests, including tourists, business travelers, and local visitors. Understanding the dynamics of this industry was essential for evaluating service quality and behavioral intentions. Before distributing the questionnaire, ethical considerations and permissions were addressed. The study sought approval from the relevant authorities in the Department of Tourism in the Central Luzon region to ensure that data collection was conducted in compliance with industry regulations and standards. Collaboration with the industry was considered vital, as it ensured that the study was conducted with industry support and cooperation. Guests were informed about the study's objectives, and their participation was voluntary. Their willingness to collaborate underscored the importance of the research for improving services and safety in the region's hotels.

To ensure the highest data quality and ethical standards, the following best practices were employed during the distribution of the questionnaire: Respondents were selected randomly from qualified guests to avoid bias in the sample. Respondents were provided with a participant information document that outlined the study's purpose, risks, benefits, and contact information for the investigators. This ensured transparency in the research process. Prior to completing the survey, respondents were informed that participation was voluntary, and they had the right to decline or withdraw without consequences. To achieve a 100% response rate, the researcher employed either face-to-face or online data collection methods. Face-to-face surveys were conducted when guests were physically present in the hotels. Simultaneously, a Google Form version of the questionnaire was made available to guests who preferred to respond electronically or were not present during the initial contact. This multi-modal approach ensured that all qualified guests had an opportunity to participate, thus maximizing the response rate.

Data Analysis - Data were tabulated and analyzed using the Statistical Package for the Social Sciences (SPSS) software. To perform data analysis, the researcher, in collaboration with the statistician, used the following statistical tools: Weighted Mean and Ranking were used to assess the variables Hotel Attributes, Service Quality, and Behavioral Intention. Pearson Product-Moment Correlation Coefficient was applied to test the relationship between variables, and Multiple Linear Regression Analysis was used to examine the predictive influence of hotel attributes and service quality on behavioral intention. To determine the normality of the data distribution, both the Shapiro-Wilk Test and the Kolmogorov-Smirnov Test were employed.

Ethical Consideration - This study adhered to the ethical principles in writing research, such as maintaining its uprightness and integrity by citing the different authors of literature and studies included in the study. The selection of respondents for this study was handled with utmost confidentiality, following the principles of the Data Privacy Act of 2012 and ethical considerations. This included obtaining full consent, ensuring their privacy and anonymity, and conducting communication with honesty and transparency. The respondents were informed, through the consent letter, that the purpose of the study was to evaluate their perception of the hotels' hotel attributes, service quality, and behavioral intentions. It was also reiterated that their participation in the research effort was completely voluntary and that there were no known risks to their participation. They were informed that they could decline altogether or leave blank any questions they did not wish to answer. The researcher also clarified that no monetary compensation would be given to the respondents in exchange for their participation. The respondents were assured that their information and responses remained confidential and anonymous and would never be taken against them. With regard to data security, the respondents were assured that no other person would gain access to their information other than the researcher. They were also informed that their data were stored in a password-encrypted computer and in a private Google Drive and would be deleted after two years. The electronic link to the survey form was deactivated upon obtaining a sufficient number of valid responses.

3. Results and discussion

Table 2

Summary Table on Hotel Attributes

Hotel Attributes	Mean	Verbal Interpretation	Rank
Essentials	3.51	<i>Strongly Agree</i>	2
In-Rooms Amenities	3.49	<i>Agree</i>	3
Website	3.43	<i>Agree</i>	4
HSIA	3.41	<i>Agree</i>	5
Breakfast	3.52	<i>Strongly Agree</i>	1
Hotel Attributes OVERALL MEAN	3.47	<i>Agree</i>	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 2 presents the Summary Table on Hotel Attributes which shows an overall mean of 3.47 ("Agree"). This result suggests that guests generally perceive the hotel attributes in Central Luzon Region III positively, but there's room to elevate the experience. This "Agree" level indicates that while guests aren't dissatisfied, exceeding their expectations could significantly improve behavioral intentions (like repeat bookings and recommendations).

The analysis reveals that among all hotel attribute categories, **Breakfast** 3.52 and **Essentials** 3.51 received the highest ratings, indicating that guests place significant value on these foundational elements of the hotel experience. The consistently high rating for breakfast service underscores its role not merely as a functional meal but as an experiential component that contributes to overall guest satisfaction. As highlighted in previous research, the food and beverage department—including breakfast—holds a strong and significant correlation with guest satisfaction (Rosario, 2022). A well-executed breakfast service, supported by friendly staff and a comfortable dining environment, enhances the guest's perception of value and hospitality. The high score for essentials, which typically include cleanliness, comfortable bedding, in-room safety, and basic utilities, affirms that these are non-negotiable standards expected by today's travelers. These form the baseline for satisfaction and significantly influence repeat patronage and word-of-mouth recommendations (Mina et al., 2019).

Conversely, the three lowest-rated attribute categories—**High-Speed Internet Access (HSIA)** 3.41, **Website** 3.43, and **In-Room Amenities** 3.49—highlight areas requiring strategic improvements. The relatively low rating for HSIA is particularly critical in the context of modern guest expectations, where digital connectivity is integral for both business and leisure travelers. As Jabara (2023) notes, seamless and reliable internet connectivity has become a decisive factor in hotel selection, with its absence potentially deterring technologically dependent guests. Similarly, the website serves as the first touch-point in the guest journey. A poorly designed or non-intuitive hotel website can not only discourage bookings but can also skew guest expectations, resulting in dissatisfaction upon arrival (Lacap, 2014). The hospitality industry's increasing reliance on technology necessitates ongoing digital investment, not only in infrastructure but also in user interface and experience design (Tyagi et. al., 2019). Furthermore, the modest rating for in-room amenities suggests that while the basics may be present, guests may be looking for more personalized or value-added elements—such as updated appliances, modern design touches, or sustainable product offerings—that elevate the experience. Addressing these gaps is essential, as enhancing digital and in-room services contributes directly to guest satisfaction, loyalty, and competitive advantage (WHAI, 2024; Domingo, 2019).

Table 3

Summary Table on Service Quality

Service Quality	Mean	Verbal Interpretation	Rank
Reliability	3.52	<i>Strongly Agree</i>	5
Empathy	3.56	<i>Strongly Agree</i>	2
Responsiveness	3.53	<i>Strongly Agree</i>	4
Assurance	3.55	<i>Strongly Agree</i>	3
Tangibility	3.58	<i>Strongly Agree</i>	1
Service Quality OVERALL MEAN	3.55	<i>Strongly Agree</i>	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 3 shows the overall service quality mean of 3.55 which indicates a "Strongly Agree" level of satisfaction. This suggests that, in general, guests have positive perceptions of the service quality provided by hotels in the region. Among the five SERVQUAL dimensions, **Tangibility** 3.58 and **Empathy** 3.56 emerged as the highest-rated, indicating that guests place strong value on the physical appearance of the hotel and the personalized care they receive. The high score for tangibility suggests that the visual appeal, cleanliness, and overall upkeep of the hotel's facilities are perceived positively by guests. As Rosario (2022) noted, the physical environment of a hotel—including its ambiance, architecture, and amenities—plays a significant role in shaping guests' perceptions of quality. These tangible elements often serve as the first impression and strongly influence guest expectations and satisfaction.

Empathy's high rating further emphasizes the importance of personalized service, staff attentiveness, and genuine concern for guest needs. Hotels that invest in staff training to develop interpersonal communication, active listening, and a customer-centric attitude can gain a competitive advantage through enhanced guest satisfaction. In a highly competitive hospitality industry like that in Pampanga, such intangible service qualities can foster stronger emotional connections and loyalty (Lacap, 2014). Evaluating service quality regularly is critical in identifying gaps in delivery and managing service more effectively. In contrast, the lowest-rated service quality dimension was **Reliability** 3.52. Reliability encompasses the hotel's ability to deliver consistent, accurate, and dependable service. A slightly lower score in this area suggests that while staff may be friendly and facilities well-maintained, inconsistencies in service execution—such as delays, unmet expectations, or errors—may still occur. Even minor lapses in reliability can diminish overall guest trust and satisfaction. Evaluating service quality regularly is critical in identifying gaps in delivery and managing service more effectively.

As supported by Liu et al. (2020), effective management leadership and engaged employees play a vital role in maintaining process consistency and service reliability. The dynamic capability view also underscores how management can align processes and human resources to strengthen operational performance. Berybe et al. (2021) highlighted that an understanding of service quality among hospitality providers—including those in home-stays and small-scale accommodations—is essential to elevate guest experience standards. Moreover, the ongoing issue of non-accreditation among many resorts in Batangas (Marasigan et. al.,2020) further reinforces the need for standardization and commitment to consistent service delivery across all levels of hospitality operations. To remain competitive, hotels must address reliability concerns by streamlining operational procedures, enhancing staff accountability, and using guest feedback to reduce errors and inconsistencies. This would not only improve the lowest-rated dimension but also reinforce the strengths observed in tangibility and empathy.

Table 4 presents the results on the test of relationship between hotel attributes and service quality. The findings of the study reveal a significant relationship between hotel attributes and service quality, with all sub-variables exhibiting a strong positive correlation at the 0.01 level (2-tailed). The overall hotel attributes category demonstrates the highest correlation with service quality ($rs=.677$, $p=0.000$), indicating that the collective impact of hotel attributes plays a crucial role in shaping guests' perceptions of service quality. Among the specific categories, HSIA (Hotel Smart Interactive Applications) ($rs=.618$), website ($rs=.601$), and breakfast services ($rs=.580$) exhibit high correlations with service quality, highlighting their influence on customer satisfaction. These results suggest that guests highly value digital convenience, online accessibility, and the quality of breakfast offerings in their overall hotel experience. Service reliability ($rs=.607$) and responsiveness ($rs=.607$) emerge as key drivers of service quality, emphasizing the need for hotels to focus on dependability and prompt service.

These findings align with the study of Parasuraman et al. (1988), which identified reliability and responsiveness as fundamental dimensions of service quality in the SERVQUAL model. The significance of website attributes ($rs = .601$) further supports the increasing importance of digital presence in the hospitality industry. The strong correlation between HSIA and service quality ($rs = .618$) underscores the growing reliance on technology in hotel operations.

Table 4*Relationship between Hotel Attributes and Service Quality*

ESSENTIALS	<i>r_s</i>	<i>p-value</i>	Interpretation
Reliability	.499**	0.000	HS
Empathy	.488**	0.000	HS
Responsiveness	.549**	0.000	HS
Assurance	.530**	0.000	HS
Tangibility	.492**	0.000	HS
Service Quality OVERALL MEAN	.555**	0.000	HS
IN-ROOMS AMENITIES			
Reliability	.538**	0.000	HS
Empathy	.477**	0.000	HS
Responsiveness	.517**	0.000	HS
Assurance	.519**	0.000	HS
Tangibility	.560**	0.000	HS
Service Quality OVERALL MEAN	.561**	0.000	HS
WEBSITE			
Reliability	.585**	0.000	HS
Empathy	.493**	0.000	HS
Responsiveness	.560**	0.000	HS
Assurance	.561**	0.000	HS
Tangibility	.556**	0.000	HS
Service Quality OVERALL MEAN	.601**	0.000	HS
HSIA			
Reliability	.535**	0.000	HS
Empathy	.587**	0.000	HS
Responsiveness	.589**	0.000	HS
Assurance	.596**	0.000	HS
Tangibility	.563**	0.000	HS
Service Quality OVERALL MEAN	.618**	0.000	HS
BREAKFAST			
Reliability	.538**	0.000	HS
Empathy	.563**	0.000	HS
Responsiveness	.524**	0.000	HS
Assurance	.522**	0.000	HS
Tangibility	.587**	0.000	HS
Service Quality OVERALL MEAN	.580**	0.000	HS
OVERALL HOTEL ATTRIBUTES			
Reliability	.607**	0.000	HS
Empathy	.584**	0.000	HS
Responsiveness	.607**	0.000	HS
Assurance	.605**	0.000	HS
Tangibility	.622**	0.000	HS
Service Quality OVERALL MEAN	.677**	0.000	HS

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

These findings have several practical implications for the hotel industry. Given the strong correlation between reliability, responsiveness, and service quality, hotel management should invest in staff training programs that emphasize prompt and dependable service. Additionally, improvements in digital services, particularly website usability and smart applications, should be prioritized to enhance the guest experience. Hotels should also recognize the importance of breakfast services in shaping guest satisfaction and consider offering diverse, high-quality breakfast options. Future research should explore the moderating effects of demographic factors and cultural influences on service quality perceptions to provide a more comprehensive understanding of guest expectations.

The findings in Table 5 illustrate a statistically significant positive relationship between hotel attributes and behavioral intention, as indicated by the high correlation coefficients (*r_s*) across various attributes and behavioral components. The overall hotel attributes demonstrate the strongest relationship with behavioral intention (*r_s* = .581, *p* = 0.000), suggesting that guests' perceptions of a hotel's features substantially influence their future engagement with the establishment. Among the specific behavioral intentions, loyalty exhibits the highest

correlation across all hotel attributes, with a notable value of $r_s = .579$ for overall attributes, reinforcing the critical role of hotel quality in fostering customer commitment.

Table 5

Relationship between Hotel Attributes and Behavioral Intention

ESSENTIALS	r_s	p -value	Interpretation
Repurchase Intention	.505**	0.000	HS
Word of Mouth	.475**	0.000	HS
Willingness to Pay More	.447**	0.000	HS
Loyalty	.540**	0.000	HS
Behavioral Intention Overall	.533**	0.000	HS
IN-ROOMS AMENITIES			
Repurchase Intention	.482**	0.000	HS
Word of Mouth	.376**	0.000	HS
Willingness to Pay More	.373**	0.000	HS
Loyalty	.447**	0.000	HS
Behavioral Intention Overall	.457**	0.000	HS
WEBSITE			
Repurchase Intention	.519**	0.000	HS
Word of Mouth	.502**	0.000	HS
Willingness to Pay More	.465**	0.000	HS
Loyalty	.527**	0.000	HS
Behavioral Intention Overall	.552**	0.000	HS
HSIA			
Repurchase Intention	.485**	0.000	HS
Word of Mouth	.549**	0.000	HS
Willingness to Pay More	.407**	0.000	HS
Loyalty	.574**	0.000	HS
Behavioral Intention Overall	.555**	0.000	HS
BREAKFAST			
Repurchase Intention	.487**	0.000	HS
Word of Mouth	.514**	0.000	HS
Willingness to Pay More	.430**	0.000	HS
Loyalty	.563**	0.000	HS
Behavioral Intention Overall	.557**	0.000	HS
OVERALL HOTEL ATTRIBUTES			
Repurchase Intention	.548**	0.000	HS
Word of Mouth	.520**	0.000	HS
Willingness to Pay More	.445**	0.000	HS
Loyalty	.579**	0.000	HS
Behavioral Intention Overall	.581**	0.000	HS

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

Notably, the website attribute holds the highest correlation with overall behavioral intention ($r_s=.552$), repurchase intention ($r_s=.519$), and word-of-mouth recommendations ($r_s=.502$). Guests rely heavily on online platforms to assess hotel offerings, and a well-maintained website significantly enhances their perception of service quality and reliability, leading to increased behavioral engagement. Breakfast amenities also show a strong influence on behavioral intention ($r_s=.557$), particularly in relation to guest loyalty ($r_s=.563$) and word-of-mouth recommendations ($r_s=.514$). Moreover, high-speed internet access (HSIA) reveals a substantial correlation with word-of-mouth ($r_s=.549$) and loyalty ($r_s=.574$). The significance of in-room amenities, while slightly lower than other attributes, remains positively correlated with behavioral intention ($r_s = .457$). The relatively lower correlation values for in-room amenities in comparison to other factors suggest that while important, these features may not be the primary determinants of customer retention and advocacy. These findings reinforce the idea that hotel attributes serve as key drivers of guest behavior, directly influencing their future engagement with the establishment. Hotels seeking to improve customer retention and brand advocacy should prioritize investments in digital platforms, dining experiences, and high-speed internet services to enhance overall guest satisfaction.

Table 6*Relationship between Service Quality and Behavioral Intention*

RELIABILITY	<i>r_s</i>	<i>p-value</i>	Interpretation
Repurchase Intention	.610**	0.000	HS
Word of Mouth	.539**	0.000	HS
Willingness to Pay More	.400**	0.000	HS
Loyalty	.495**	0.000	HS
Behavioral Intention Overall	.547**	0.000	HS
EMPATHY			
Repurchase Intention	.573**	0.000	HS
Word of Mouth	.601**	0.000	HS
Willingness to Pay More	.398**	0.000	HS
Loyalty	.501**	0.000	HS
Behavioral Intention Overall	.558**	0.000	HS
RESPONSIVENESS			
Repurchase Intention	.518**	0.000	HS
Word of Mouth	.537**	0.000	HS
Willingness to Pay More	.438**	0.000	HS
Loyalty	.521**	0.000	HS
Behavioral Intention Overall	.540**	0.000	HS
ASSURANCE			
Repurchase Intention	.567**	0.000	HS
Word of Mouth	.534**	0.000	HS
Willingness to Pay More	.391**	0.000	HS
Loyalty	.488**	0.000	HS
Behavioral Intention Overall	.526**	0.000	HS
TANGIBILITY			
Repurchase Intention	.567**	0.000	HS
Word of Mouth	.517**	0.000	HS
Willingness to Pay More	.355**	0.000	HS
Loyalty	.428**	0.000	HS
Behavioral Intention Overall	.489**	0.000	HS
OVERALL SERVICE QUALITY			
Repurchase Intention	.605**	0.000	HS
Word of Mouth	.576**	0.000	HS
Willingness to Pay More	.433**	0.000	HS
Loyalty	.518**	0.000	HS
Behavioral Intention Overall	.574**	0.000	HS

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

The results in Table 6 reveal a strong and statistically significant correlation between service quality dimensions and behavioral intention, as all relationships yield *p*-values of 0.000, indicating high significance at the 0.01 level. Among these dimensions, Reliability demonstrates the strongest association with Repurchase Intention ($r_s = .610$) and Overall Behavioral Intention ($r_s = .547$). This suggests that hotel guests prioritize consistency and dependability in service delivery, reinforcing the idea that reliable services build trust and encourage repeat patronage (Parasuraman et. al.,1988). Similarly, Empathy—which involves personalized service and staff attentiveness—exhibits the highest correlation with Word of Mouth ($r_s = .601$), highlighting that guests are more likely to share positive experiences when they feel valued and understood (Ladhari, 2009). The significance of Responsiveness ($r_s = .540$), Assurance ($r_s = .526$), and Tangibility ($r_s = .489$) also suggests that prompt service, staff confidence, and well-maintained physical facilities play vital roles in shaping guests' behavioral intentions. However, Tangibility shows the weakest correlation with Willingness to Pay More ($r_s = .355$), indicating that while guests appreciate aesthetically pleasing environments, they do not necessarily equate superior physical attributes with higher spending willingness.

From a managerial perspective, these findings emphasize that hotels should adopt a comprehensive service quality approach, ensuring that all dimensions—reliability, empathy, responsiveness, assurance, and tangibility—are well-integrated into their service delivery. Since Reliability and Empathy have the strongest influence on behavioral intention, hotel managers should invest in staff training programs that emphasize consistency, personalized interactions, and attentiveness to guest needs. Additionally, enhancing Word of Mouth

Attributes & service quality among hotels in Region III: Basis of a framework for improved behavioral intention marketing strategies by leveraging positive guest experiences through social media, online reviews, and loyalty programs can further strengthen customer retention and acquisition.

This study underscores the critical role of service quality in influencing guest behavioral intentions, with key findings reinforcing the importance of reliability, empathy, and responsiveness in shaping guest decisions. The presence or absence of significant demographic differences offers further insight into the evolving nature of customer expectations in the hospitality industry, providing valuable guidance for both academic research and industry practice.

Table 7

Predictors of Behavioral Intention

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients	t	
		B	Std. Error	Beta		
1	(Constant)	0.187	0.127		1.471	0.142
	ES MEAN*	0.145	0.040	0.148	3.605	0.000
	IA MEAN	-0.093	0.049	-0.094	-1.899	0.058
	WE MEAN*	0.269	0.054	0.272	5.009	0.000
	HS MEAN	0.098	0.052	0.107	1.885	0.060
	BF MEAN*	0.216	0.052	0.226	4.158	0.000
	REMEAN	0.139	0.088	0.135	1.577	0.116
	EM MEAN*	0.363	0.136	0.348	2.676	0.008
	AS MEAN	-0.056	0.124	-0.053	-0.449	0.654
	TA MEAN	-0.107	0.085	-0.102	-1.259	0.209
	SERVICE QUALITY	-0.054	0.353	-0.048	-0.153	0.878

a. Dependent Variable: BEHAVIORAL INTENTION

EXCLUDED VARIABLES: Hotel Attributes Overall and Responsiveness

** good predictors of behavioral intention*

Through linear regression analysis, the predictors of behavioral intentions were determined. Table 7 shows that the good predictors of behavioral intentions are three dimensions of hotel attributes, namely essentials, website, breakfast, and one dimension of service quality which is empathy, all with alpha levels of .000. The results of the linear regression analysis presented highlight significant predictors of guests' behavioral intention in the hotel industry. Among the variables analyzed, four emerged as statistically significant predictors at the $p < 0.01$ level: Essentials (ES MEAN, $\beta = 0.148$, $p = 0.000$), Website (WE MEAN, $\beta = 0.272$, $p = 0.000$), Breakfast (BF MEAN, $\beta = 0.226$, $p = 0.000$), and Empathy (EM MEAN, $\beta = 0.348$, $p = 0.008$). These findings emphasize the critical role of specific hotel attributes and dimensions of service quality in shaping guest behavioral intentions, particularly their willingness to return, recommend, or positively evaluate a hotel.

The "Essentials" factor—which includes basic yet crucial elements such as cleanliness, safety, comfortable bedding, and room functionality—continues to be a fundamental determinant of guest satisfaction and repeat intention. Similarly, the hotel website (WE MEAN) plays a pivotal role in influencing customer behavior in the digital landscape. The growing trend of online bookings places heavy importance on a hotel's digital presence. The breakfast offering (BF MEAN) was also found to be a strong predictor of behavioral intention. Breakfast is increasingly recognized as a symbolic and experiential element of hotel stays, especially in leisure tourism. Among service quality dimensions, empathy (EM MEAN) emerged as a significant and influential predictor. Empathy in hospitality refers to personalized care, emotional attentiveness, and service staff's ability to understand guest needs. While "Service Quality" as a general measure and other attributes such as in-room amenities (IA), hotel staff (HS), and tangibles (TA) were included in the model, their influence was statistically non-significant. This could suggest that while these factors are important in the broader hospitality experience, they may not independently drive behavioral intention unless supported by other dimensions such as empathy and essentials.

Overall, this study reaffirms that tangible offerings (essentials, breakfast) and digital engagement (website quality), combined with personalized emotional service (empathy), are pivotal in influencing behavioral intentions among hotel guests. These findings offer practical implications for hotel managers aiming to enhance guest loyalty and satisfaction in an increasingly competitive and experience-driven hospitality landscape.

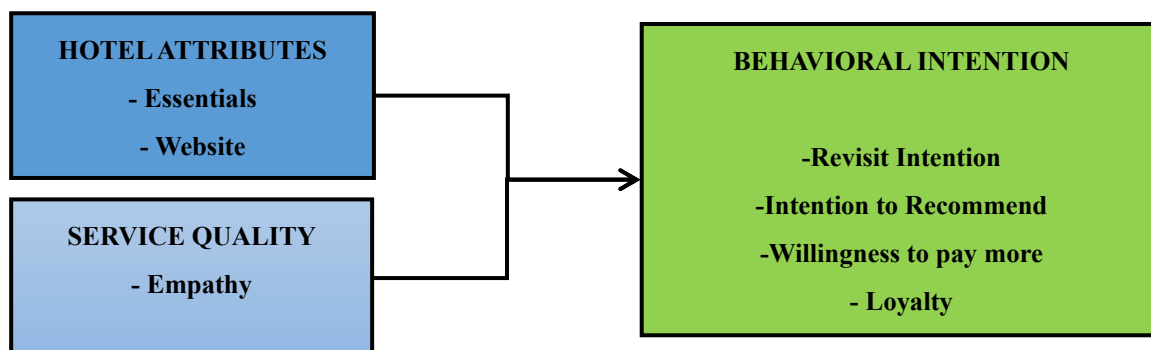


Fig. 1 Guinto's Framework on Enhancing Hotel Guests Behavioral Intention

Framework Description

The conceptual framework presented in Figure 1 illustrates how the variables hotel attributes and service quality may influence behavioral intention. It is designed to explore how the internal factors within hotel operations—namely hotel attributes and service quality—can significantly influence the behavioral outcomes of guests.

In this model, hotel attributes specifically refer to three aspects: first, essentials which includes provision of toiletries, dining areas and cafes, second, websites which are modern, informative and easy to navigate and third, breakfast with attentive and friendly staff, appealing and appetizing breakfast meals with healthy options and spacious and comfortable breakfast dining areas. Service quality, on the other hand refers to the guests' evaluation of how service is delivered, focusing on empathy which encapsulates the way the hotel staff attend to and handle guests' concerns such as being friendly and welcoming to the guests, and immediately responding to the guests' concerns with understanding and compassion

Behavioral intention includes the likelihood of guests returning to the hotel, recommending it to others, or sharing positive experiences online. The arrows in the diagram indicate the relationships between hotel attributes and service performance as the independent variables and behavioral intentions as the dependent variable. The visual layout distinguishes the independent variables (hotel attributes and service quality) from the dependent (behavioral intention) variables, presenting a clear flow of influence. This framework serves as a valuable tool for understanding how operational and experiential factors contribute to guest loyalty and advocacy within the hospitality industry.

Theoretical Discussion

This study's framework is grounded in three foundational theories that support the logical connections between constructs: the SERVQUAL model by Parasuraman et al. (1988), and the Theory of Planned Behavior (TPB) by Ajzen (1991). Each of these theories contributes to a comprehensive understanding of how hotel guests form evaluations and intentions based on their experiences.

The SERVQUAL model underpins the service quality component of the framework. It posits that service quality can be measured across five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—which are all integral to guest perceptions. In the context of this framework, delivering high-quality service along these dimensions enhances the overall service experience and contributes positively to guest

satisfaction. On the other hand, the Theory of Planned Behavior provides a behavioral lens through which the link between satisfaction and behavioral intention can be interpreted. TPB suggests that behavior is guided by intention, which is shaped by attitudes, subjective norms, and perceived behavioral control. In this framework, guest satisfaction informs the attitudinal component, strengthening the intention to engage in favorable post-purchase behavior. For instance, a satisfied guest is more likely to believe their decision was correct, feel confident in repeating it, and perceive social support for endorsing the hotel to others.

Collectively, these theories explain the cognitive, emotional, and social mechanisms through which hotel features and service delivery influence guest decision-making. The framework, therefore, rests on a robust theoretical foundation that integrates evaluation and behavioral perspectives.

Operational Discussion

From a practical standpoint, the proposed framework provides actionable insights for hospitality managers aiming to enhance guest satisfaction and encourage positive behavioral outcomes. It underscores the critical importance of managing both the tangible and intangible aspects of the guest experience. Hotel managers must ensure that the physical attributes of the property—including cleanliness, facilities, comfort, and aesthetics—meet guest expectations and reinforce the hotel's market positioning. Likewise they must also ensure the provision of modern and functional website and healthy morning meals and that these services meet the needs of older guests who stay in hotels for family and leisure.

Equally important is the delivery of high-quality service. This involves staff being trained to demonstrate empathy, resolve issues promptly, and deliver consistent and professional service interactions. Regular service audits, guest feedback mechanisms, and continuous staff development programs are essential tools for maintaining service quality. Hotels may also utilize customer satisfaction surveys, comment cards, and online review analysis to gather insights and identify areas for improvement. Moreover, hotels should consider investing in technologies and systems that support service personalization. By aligning operations with guest expectations, hotels can foster positive experiences that translate into satisfaction and behavioral loyalty. Metrics such as repeat visit rates, Net Promoter Scores (NPS), online review scores, and customer lifetime value can be used to assess the effectiveness of the framework in practice. Ethical practices must also be observed in the process, ensuring authenticity in service delivery and transparency in guest communications. Ultimately, this framework serves as a strategic guide for enhancing the guest experience and driving sustainable customer loyalty. It is adaptable across various types of accommodation providers, from budget to luxury, and remains relevant in both traditional and digital service environments.

4. Conclusion and recommendation

Guests highly valued clean, well-maintained, and visually appealing hotels with professionally presented staff, requiring continuous investment in these areas. Tangibility aspects such as ambience, external appearance, and cleanliness must be enhanced while maintaining a balance between quality and operational cost. Guests showed high satisfaction and willingness to pay more or recommend hotels, but management must implement guest retention strategies to build long-term loyalty. Older guests gave more favorable feedback, suggesting the need for age-appropriate service enhancements to meet varied expectations. Behavioral intentions were strongly linked to hotel attributes and service quality, emphasizing the importance of consistent service delivery. Essentials (ES), Website (WE), Breakfast (BF), and Empathy (EM) emerged as the strongest predictors of positive guest behavioral intentions. A development plan is proposed to enhance service quality and guest loyalty, helping Region III hotels remain competitive in a dynamic hospitality environment.

Based on the study's highest-rated results, it is recommended that hotel management further enhance tangible aspects of service quality, as, indicating that well-maintained facilities, visually appealing amenities, and professional staff appearance positively impact guest perception. Investing in modernized hotel interiors, upgraded in-room features, and aesthetically pleasing public spaces which can further elevate guest experiences

and maintain a competitive edge in the industry. Since breakfast emerged as the highest-rated hotel attribute, hotels should leverage this strength by diversifying breakfast offerings, ensuring high-quality ingredients, and incorporating dietary preferences to enhance guest satisfaction and attract more travelers. Since guests were willing to recommend the hotel due to service quality, hotel management may consider engaging in strategies to maintain excellent service standards. Hotels may implement standardized service protocols and continuous training programs focused on enhancing service consistency, accuracy, and promptness in addressing guest concerns. Maintaining high service quality and enhancing key attributes can strengthen brand reputation, increase customer loyalty, and drive long-term profitability in the hospitality industry. Hotel management may consider the need for enhanced guest retention strategies such as personalized services, loyalty programs, improved service consistency, and exclusive perks for repeat customers. Providing added value without significantly increasing costs can encourage guests to perceive the hotel as worth the additional expense. Hotel management may consider investing in upgrading internet infrastructure by increasing bandwidth capacity and installing additional access points in guest rooms and public areas and adjusting communication channels to align with the more traditional preferences of the older travelers. This will enhance connectivity and improve guest satisfaction, particularly for business travelers and digital-dependent guests. Hotel employees may be engaged in targeted training programs that emphasize the importance of service quality dimensions—particularly reliability, empathy, and responsiveness—as these significantly influence guests’ behavioral intentions such as repurchase, word of mouth, and willingness to pay more. By empowering staff with practical strategies to deliver consistent, personalized, and prompt service, hotels can foster stronger guest loyalty and enhance overall customer satisfaction. This employee-centered approach not only improves service delivery but also contributes to sustained positive behavioral outcomes among guests. Future research may focus exclusively on five-star hotels to identify specific areas for improvement in terms of service quality, hotel attributes, and other relevant operational aspects. This will provide deeper insights into the strengths and gaps within luxury hotel segments and contribute to the continuous enhancement of high-end hospitality services. Additionally it may utilize other variables and explore deeper qualitative insights into guest expectations to further refine service and marketing.

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