



Guest Satisfaction and Loyalty in Hotels of Mountain Province, Cordillera, Philippines

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Abstract

Mountain Province remains a top tourism destination in the Cordillera region in Northern Philippines owing to its natural sceneries, cultural heritage, and historical significance. This paper assessed the guest satisfaction and loyalty in hotels of Mountain Province. Using quantitative descriptive cross-sectional study, it surveyed 111 local and foreign hotel guests in established and accredited hotels in select towns of the province. Data gathered were analyzed using descriptive and inferential statistics. Results revealed that majority of hotel guests are male, Filipinos, middle-aged adults who are either less than 30 years old or 31-40 years old and has stayed for 4-6 times every year. Generally, the guests are 'moderately satisfied' with the services and amenities of the hotels including reception/front desk, guestroom, restaurant and bar, ambiance, safety, and service quality. Across three dimensions of loyalty, the guests are 'moderately satisfied' with behavioral and attitudinal loyalty while they are 'slightly satisfied' with composite loyalty. In summary, the hotel guests are 'moderately satisfied' as to the different hotel services and are also loyal to these hotels. When grouped across demographic profiles, there exist statistical differences in overall satisfaction level of guests in terms of age and guest type. Similarly, there is a relationship with the satisfaction level of hotel guests with their age and their nationality/guest type. A statistical difference also exists in terms of quality of service and guest satisfaction when grouped as to age and guest type. Surprisingly, there is no statistical difference in terms of guest loyalty when grouped across profiles. From these, interventions from government agencies are recommended to strengthen service delivery. Further studies may be conducted exploring the different experiences between and among the different age groups as well as between local and foreign guests.

Index Terms— hotel guest, loyalty, Mountain Province in Cordillera Philippines, satisfaction

I. INTRODUCTION

What value does a satisfied guest really return to the hotel? Providing and maintaining customer satisfaction is one of the most important challenges facing business today.

Due to increasing global market competition, many hotel companies are facing challenges in retaining customers. Some market researchers have proven that most hotel companies in Europe and in the U.S. will lose half their customers over a span of five years (Ganesh, Arnold, & Reynolds, 2000). This multi-trillion-dollar business depends on leisure customers to spend their discretionary incomes on travel, business travelers to opt for face-to-face experiences over virtual ones, conventions and large events, the government to invest in projects, and the economy to continue to thrive. Whether a hotel is owned by a single entity or controlled by a publicly traded company, customer demand drives the cycle of the business.

Tourism is often viewed as a "smokeless industry" bringing tremendous values to the global economies. Asia is one of amazing and most popular destinations for tourists which offer a wide range of attractions in terms of landscape, culture, and people. Especially, tourism in ASEAN countries has seen Hotel service is recently regarded as one of core businesses making up the tourism complex system which is one of the fastest growing industries in Vietnam during the past decade. The intensively competitive market requires hoteliers continuously renew and improve themselves to attract customers. In this context, the attention to service quality from the customer's perspective is considered as one of the most important factors deciding the success of tourism and hotel businesses (Association of Southeast Asian Nations, 2014).

The service industry like hotels has never been so competitive then it is today. In order to survive the business, it must focus on delivering quality to their guest and meeting their expectations. Management must make decisions on how to effectively improve business performance to compete in a highly competitive industry.

A hotel construction boom continues with 50 upcoming hotels across the country translating to 13,334 hotel rooms as of August 2016, according to figures provided by data and analytics specialist STR Global." "Moreover, the continuous growth of tourism arrivals has helped propel the projected growth of Metro Manila hotels in the next three years," Landan continued. "The Department of Tourism recorded a total of 5,967,005 visitors for 2016, surpassing the year-end arrivals in 2015 of 5,360,682. This volume is 11.31% higher than the accumulated arrivals for the same period last year."

The latest results of the 2015 Annual Survey of Philippine Business and Industry (ASPBI) showed that a total of 27,028 establishments in the formal sector of the economy were engaged in Accommodation and Food Service Activities. Among industries, restaurants led the sector with 6,652 establishments, accounting for 24.6 percent of the total number of establishments. Fast-food chains ranked second with 4,477 establishments or 16.6 percent, followed by refreshment stands, kiosks and counters with 3,772 establishments or 14.0 percent. Other industries with more than a thousand number of establishments were the following: Cafeterias 3,748 establishments; Hotels and motels, 2,276 establishments; Bars and cocktail lounges, 1,445 establishments; other restaurants and mobile food service activities, N.E.C., 1,353 establishments.

As tourism serves as the main market for hotel and restaurant services, increase in visitor traffic over the past ten years resulted in a corresponding boom in the hotel and restaurant industry. During the last decade, the hotel and restaurant industry has flourished even as it struggled to cope with difficult challenges. Likewise, the growth of the restaurant sub-sector, the number of players and the variety of services offered, has been notable during the period.

Mountain Province tourism industry has grown significantly over the past 6 years. The upward trend of the tourism arrivals, construction of accommodation establishments, increase of transportation facilities are some of the manifestations the Provincial Tourism Office reported that visitor arrivals in Mountain Province registered a steady increase from 2011 to 2017 (MP Tourism Office, 2017).

Tourism industry has become a major element for the economic growth in Mountain Province. Tourism investors and service providers have seen the industry's promising conditions and its potentials for further development. As of year 2017, according to the Mountain Province Provincial Tourism Office report, the province has a total of 98 accommodation establishments ranging from hotels to apartelles and inns. These accommodation facilities provide a total of 707 rooms. Hotel and inn owners are continually expanding their facilities to accommodate larger number of guests, especially during the peak periods of the year. Accommodations in Mountain Province range from upscale family-sized accommodations with private toilet and bath facilities (T&B) to budget single occupant rooms with common T&B facilities.

Most local hotels in Mountain Province are independent or family constructed and owned enterprises. Even though the hotel and restaurant owner profiles are family-owned industries, these are combined with market segments that creates a dynamic industry that caters to all walks of life.

The successful development of hotels in Mountain Province are dependent on the repeat purchase of satisfied guest. This is the research gap the study investigated on how critical the link between the hotel performance to its

guests. For one, the hospitality industry has its roots in creating memorable experiences for customers either local or foreign. Whether customers are on a budget or making the trip of a lifetime to destinations around the world and expecting the highest touch, the industry caters to all types of sensitive customers. Since hotel industry is rooted in customers, it is an expectation associated with an experience, which is the foundation for guest experiences. Banking therefore on the concept that a satisfied guest would become a repeat customer (Carev, 2008), the study dealt on guest satisfaction and guest loyalty. In other words, how do hotels and restaurants maintain its operation by providing worthy level experiences to hotel guest.

Today, large- and small-scale hotel position quality and customer satisfaction as important factors in driving customer stopovers or use of the hotels. If a hotel room is left unsold, that room night is lost forever. Therefore, proper management of the hotel and strategies to drive business are imperative to performance. The key in hotel industry is to provide a product/s that the customers can hinge on, to drive revenue, and ultimately to capture market share.

It has been observed that with the booming eco-tourism in Mountain Provinces, hotels sprung in the different municipalities in the province to accommodate travelers who visit the place. In the case of Sagada, known for its caves, waterfalls and other eco-tourism sites and activities have been accommodating the influx of tourists in the place, however, there are no formal ways in which these hotels distinguish whether hotel guests are satisfied with the hotel services, facilities, and other hotel provisions they offer. It has also been observed that hotel owners experienced a problem on how to sustain or develop their hotel services. But with the assistance of the Department of Tourism in the Cordillera Administrative Region, they had been conducting trainings to hoteliers in Mountain Province to improve how they manage their respective hotels, nonetheless, the trainings given are futile if there are no formal bases to determine the guest satisfaction which is the main reason the hotel industry are operating.

Even in the capital town of Bontoc, many hotels are established however, in an interview conducted by the researcher, many pointed out that they established plainly the hotel business as a source of income. Many of the hotels were build based on observation and suggestions from family and friends, they undertake improvements in their hotel facilities, however, they are no methods in which they would determine the guest are satisfied with the hotel services except through the usual casual comments from hotel guests which is seldom made. On the other hand, the investment in these hotels in Mountain Province would be fruitless if it will not conform to the standards of hospitality and established marketing strategies putting an important consideration on quality, satisfaction that would result to repeat experience (loyalty), and better revenue outcome. Common perception by practitioners in the hotel and restaurant industry today that a satisfied guest would become a repeat customer was considered as a major subject of this research. There was no formal research conducted on guest satisfaction in Mountain Province hotel. The researcher believed that understanding the guest satisfaction greatly affect the cycle of managing hotel experience and has an impact to improvement of hotel industry in Mountain Province.

Thus, this study investigated the guest satisfaction of the hotel industry in Mountain Province, whether quality service encourages satisfied guests to return for repeat visits to the same hotel, and conversely, whether low quality service leads to low satisfaction, discouraging guests from returning. Further, the study embarked on to understand quality service, guest satisfaction, and loyalty are the main factors that drive the success of the hotel industry in Mountain Province.

Research Objectives

Generally, the study sought to investigate the satisfaction and loyalty of guest of hotels in Mountain Province, Philippines focusing on their experiences in terms of quality service, guest satisfaction and guest loyalty. Specifically, it sought to determine:

- a. the profile of hotel guest in Mountain Province in terms of sex, age, type of guest whether local or foreign, number of times stayed in any hotel in Mountain Province, current purpose in the hotel in Mountain Province, and number of times of stay in a hotel a year;
- b. the level of guest satisfaction and guest loyalty in hotels of Mountain Province, Philippines;

- c. if there is a significant difference in the following when grouped according to profiles: (1) overall satisfaction and loyalty level of hotel guests; (2) quality of service, (3) guest satisfaction, and (4) guest loyalty; and
- d. determine correlation of the profiles of hotel guests to their level of satisfaction.

II. METHODS

Quantitative method was used in the study employing a survey questionnaire as the primary source of data. A modified survey questionnaire adopted from Carev (2008) was used in gathering the data. This was validated by experts in the industry, particularly the officers and members of the Hotel Association in Mountain Province as well as the Mountain Province Provincial Tourism Office. A five-point Likert scale, the survey questionnaire was divided into three primary components, namely the profiles of the hotel guests, their level of satisfaction across six elements of reception/front desk, guestroom, restaurant and bar, ambiance, safety, and service quality, and their level of loyalty in three dimensions of behavioral, attitudinal, and composite loyalty.

Meanwhile, purposive sampling was utilized to gather data from a total of 111 local and foreign guests in 102 accredited hotels spreading across four tourism destination towns of Mountain Province, particularly Sagada with 72 hotels, Bontoc, the capital with 24 hotels, Barlig with 2 hotels, and Paracelis with 4 hotels. These towns as locale of the study were selected based on the presence of these established hotels which were in turn selected based on their recognition, accreditation, and registration with the local government units. While other towns have accommodation facilities, these were considered as residential homestays. As to data collection, the researcher personally distributed the questionnaire to the respondents which were retrieved on the same day.

On the other hand, the data was analysed using both descriptive and inferential statistics. Descriptive statistics, particularly percentage and mean were used in quantifying the responses of hotel guests. Inferential statistics particularly t-test and f-test were used to determine the significant difference on the satisfaction level of respondents when grouped according to their profiles while pearson-r test was used to determine the correlation of the profiles of the hotel guests to their satisfaction level.

III. RESULTS & DISCUSSION

The study sought to assess the satisfaction and loyalty of hotels guests in Mountain Province, Philippines. A total of 111 guests of accredited hotels from four tourism-destination towns were surveyed. Result showed that majority of the hotel guests are male local tourists, aging 31-40 years old who are first timers to stay in hotels of Mountain Province, and have experienced staying four times in any hotel in in a year.

Generally, this revealed a 'moderate satisfaction' among local and foreign guests with the hotels in Mountain Province with reception/front desk rated as the highest and safety as the lowest. In terms of loyalty, the hotel guests are 'moderately satisfied' with behavioral and attitudinal loyalty with composite loyalty rated as 'slightly satisfied'.

When grouped across demographic profiles, there exist statistical difference in overall satisfaction level of guests in hotels of Mountain Province in age and guest type. Similarly, there is an association with the level of satisfaction of hotel guest with their age and guest type. Moreover, there is also statistical difference in terms of individual indicators of quality of service and guest satisfaction when grouped as to age and guest type. Surprisingly, there is no statistical difference in terms of guest loyalty when grouped across demographic profiles.

3.1. Profile of Hotel Guest in Mountain Province

Table 1 shows that out of 111 total number of respondents, there are more male hotel guests (58.6%) while there are only 41.4% females. In terms of age group, 27% belong to 31 – 40 years old, 27% belong to less than 30 years old, 26.1% ages 41 – 50 years old, and only 19.8% are 51 years old and above. Majority of these hotel guests are local tourist (56.8%) while 43.2% are foreigners. As to the number of times stayed in any hotel in Mountain Province, the majority are first timers (52.3%) while only 19.8% said that they stayed at least three (3) times. In terms of the number of times of stay in a hotel in a year, the majority said that they stayed at least 4 times (31.5%)

and only 2.7% said that they stayed in a hotel for 8 times.

Table 1. Profile of the respondents (N=111)

Indicators		Frequency	Percentage
Sex			
	Males	65	58.6
	Females	46	41.4
Age			
	Less than 30 years old	30	27.0
	31 – 40	30	27.0
	41 – 50	29	26.1
	51 and above	22	19.8
Guest Type			
	Local	63	56.8
	Foreign	48	43.2
Number of Times Stayed in any Hotel in Mountain Province			
	1	58	52.3
	2	31	27.9
	3	22	19.8
Number of Times of Stay in a Hotel in a Year			
	2	5	4.5
	3	21	18.9
	4	35	31.5
	5	25	22.5
	6	15	13.5
	7	7	6.3
	8	3	2.7

Most of the hotel guests come to experience the eco-tourism sites and adventure in Mountain Province which undoubtedly requires more physical activities to reach the sites. Thus, this implies that there is more male guest because they are more adventurous than female counterpart and which are mostly composed of younger people. The result also indicates that majority of the guests are local tourists who mostly come from the metropolis particularly Metro Manila and other key cities in the country. However, there are a lot of foreign hotel guest who prefer countryside sites and adventures away from the modern cities. It is good to note that many of the hotel guests have been returning to Mountain Province and availed of the hotel services.

3.2. Level of Satisfaction of the Respondents in the Hotels in Mountain Province

Generally, as gleaned from Table 2, the guests in hotels of Mountain province are 'moderately satisfied with the

different services that the hotels in Mountain Province are offering ($M=2.88$; $sd=0.85$). Out of six satisfaction elements, reception/front desk ($M=3.21$; $sd=0.92$) registered the highest service ratings with safety ($M=2.68$; $sd=0.90$) as the lowest. Meanwhile, in terms of service quality, the hotel guests were ‘moderately satisfied’ ($M=2.78$; $sd=0.88$).

This result supports the findings made by Cornell (2014) after an evaluation of Fernandina 88 Suites Hotel which showed service quality as one of the main ingredients for success in the hospitality industry. True enough, rendering a high quality of service to satisfy the guest expectations remains a priority of a hotel. This also validates the claim that the first customer satisfaction determinant that is expected to impact customer satisfaction is perceived quality or performance.

On the other hand, out of three dimensions of guest loyalty, the hotel guests are ‘moderately satisfied’ in two dimensions particularly attitudinal loyalty ($M=2.82$; $sd=0.88$) and behavioral loyalty ($M=2.68$; $sd=0.89$) while they are ‘slightly satisfied’ with composite loyalty ($M=2.43$; $sd=1.07$). Interestingly, while the hotel guests are satisfied with the amenities and services of the hotels in Mountain Province, this low level of composite loyalty indicates that they do not consider the same hotel to be their first choice when they travel next time.

Table 2. Level of guest satisfaction and loyalty in hotels of Mountain Province, Cordillera, Philippines

No.	Indicators	Mean	Descriptive Equivalent	sd
<i>Satisfaction Elements</i>				
1.	Reception/ Front Desk	3.21	Moderately Satisfied	0.92
2.	Guestroom	3.07	Moderately Satisfied	0.93
3.	Restaurant and Bar	3.01	Moderately Satisfied	0.90
4.	Ambiance	2.73	Moderately Satisfied	0.99
5.	Safety	2.68	Moderately Satisfied	0.90
6.	<i>Service Quality</i>	2.78	Moderately Satisfied	0.88
7.	<i>Guest Satisfaction</i>	2.88	Moderately Satisfied	0.85
<i>Dimensions of Guest Loyalty</i>				
8.	Attitudinal Loyalty	2.82	Moderately Satisfied	0.88
9.	Behavioral Loyalty	2.68	Moderately Satisfied	0.89
10.	Composite Loyalty	2.43	Slightly Satisfied	1.07
	<i>Overall</i>	2.84	Moderately Satisfied	0.79

Nevertheless, the competitiveness of the hotel industry in the 21st century (Mubiri, 2016) demands the ensuring customer loyalty as one of the key aspects to enhance competitiveness in the industry as well as ensuring business continuity. Hotels need to retain existing customers while targeting noncustomers. The findings of this study provide hotel establishments owners an insight into measuring customer satisfaction toward determining how successful these hotels is at in providing their services.

3.3. Comparison on the overall satisfaction level of hotel guests in Mountain Province

Employing f-test and t-test to compare mean scores, the study reveals that there exists statistical difference in the overall satisfaction level of guests in hotels of Mountain Province in terms of two indicators of age group ($f\text{-value}=14.481$; $p\text{-value}=.000$) and guest type ($t\text{-value}= -3.220$; $p\text{-value}=.002$).

Consequently, in terms of **age group**, the finding shows that there is a high significant difference on the satisfaction

level of hotel guests when they are grouped according to their ages. Post hoc test using Scheffe's test reveals that hotel guests whose age belong to 51 years and above differ significantly with the other age groups in terms of their satisfaction with the hotels in Mountain Province as evidenced by a very high mean score of 3.68 as compared to other groups. Hotel guests aging 51 years old and above are more satisfied with the hotels in Mountain Province.

This is similar with the study of Mateja Brezner-Stegne (2015) which found out that the familiarization with the needs and understanding of the behavior of a consumer – an elderly customer – contributes to higher business success, therefore to better and less risky business decisions at all levels of the organization. The proportion of elderly population is growing; elderly people are a heterogeneous group of people who differ one from another according to their health and functional status, personal characteristics as well as their socio-economic situation. Although a group of elderly people can be quite heterogeneous, it is important to consider some of their characteristics, which must be adapted to their needs.

In an interview conducted in Sagada, Mountain Province to older guest, generally they are satisfied with the hotel services and amenities. They said that even though the hotels are not first-class standard, they have the basic facilities and amenities for hotel guests.

On the other hand, the result indicates a statistical difference on the satisfaction level of hotel guests when grouped according to **guest type**. Table 3 shows that foreign tourists are more satisfied ($M=3.10$) than local tourists ($M=2.62$). Interestingly, this result challenges the findings made by Ariffin (2011) where it found out that local guests have slightly higher satisfaction on hospitality of hotels located in their own country compared to foreign guests. Ariffin (2011), however, expounded that the Malaysian people do not necessarily have relatively greater level of satisfaction on hotel hospitality compared to non-Malaysian as they might also have higher satisfaction when they visit other countries.

Furthermore, this finding is also in contrast with the findings of Zeithaml et al. (2009) where it presented that foreign guests have lower satisfaction on the hospitality of local hotels amongst others. However, Zeithaml et al (2009) cautioned that the low level of satisfaction may be accounted to the absence of a specific standard to evaluate 'hospitality' behavior in the commercial context as compared to local guests who can easily form their satisfaction based on the standard of the 'social hospitality' domain of local culture which they are already familiar with. Nevertheless, the local residents of a country might know enough of information about the hotels, and this include all the explicit as well as implicit service promises the hotel made in their promotional materials. All these value propositions promoted by the hotel marketers would help formed their satisfaction towards the hotel services. Explicit service promises particularly would have a direct effect on service satisfaction.

Table 3. Comparison on overall mean satisfaction and loyalty of guests in hotels of Mountain Province, Cordillera, Philippines

Indicators		Mean	DE	SD	Computed Value	p-value
Sex					t-value	
	Female	2.80	MoS	0.72	-0.373	.710
	Male	2.86	MoS	0.85		
Age Group					f-value	
	Less than 30 years	2.57 ^a	SS	0.57	14.481**	.000
	31 – 40	2.60 ^b	SS	0.81		
	41 – 50	2.72 ^c	MoS	0.75		
	51 years and above	3.68 ^{abcd}	MS	0.48		
Guest Type					t-value	

	Local	2.63	MoS	0.70	-3.220	.002
	Foreign	3.10	MoS	0.83		
Number of Times Stayed in any Hotel in Mountain Province					f-value	
	1	2.76	MoS	0.71	1.304	.276
	2	3.03	MoS	0.87		
	3	2.77	MoS	0.87		
Number of Times Stayed in a Hotel in a Year					f-value	
	1	2.73	MoS	0.72	0.314	.731
	2	2.87	MoS	0.83		
	3	2.90	MoS	0.74		
**Highly significant						
<i>Verbal Interpretation:</i> Not Significant if Pvalue > .05; Significant if <.05						

4.4. Comparison on level of satisfaction of respondents in the hotels in Mountain Province in terms of quality of service

Comparing the satisfaction scores of hotel guests in Mountain Province in terms of quality of services, the results reveal significant difference when grouped according to guest type (t-value= -3.567; p-value=.001) and age group (f-value=13.985; p-value=.000).

The finding on significant difference when grouped according to guest type indicate that foreign and local guests have different hotel satisfaction standards when it comes to the quality of services. As shown in their respective mean satisfaction scores, foreign guests are more satisfied (M=3.19) with the hotel services than local tourist (M=2.67). Interestingly, this wide disparity in the satisfaction level is surprisingly as local guest apparently hold higher standards when it comes to “quality” of services than foreign guests in contrast to common perception that those who come from countries in America and Europe are expected to carry with them the kind of services that exist in their hospitality and tourism accommodations. Nevertheless, this speaks of the extent of expectation that are demanded from hotel establishments.

As to age grouping, there exist a significant difference on the satisfaction level of hotel guests in terms of quality of service in the hotels of Mountain Province. A post hoc test using Scheffe’s test reveals that those who belong to the 51 years old and above have higher mean satisfaction level compared to the other lower age groups. A comparison of mean scores among the age groups shows that those aging less than 30 years old are ‘slightly satisfied’ than those above 30 years old who were ‘moderately satisfied’.

These findings support the accounts of Brezner-Stegne (2015) in his study where it emphasized that the familiarization with the needs and understanding of the behavior of a consumer like an elderly customer contributes to higher business success, which in turn improves business decisions at all levels of the organization. Recent demographics show the trend that elderly population is growing. Thus, while elderly people can be a heterogeneous group who differ from one another in many aspects such as health and functional status, personal characteristic, and socio-economic situation, it is important for establishments including hotels to consider these characteristics which must be adapted to their needs. For one, this is dictated by ethical and cultural considerations.

Table 4. Comparison on mean level of guest satisfaction in hotels of Mountain Province, Cordillera, Philippines in terms of quality of service

Indicators		Mean	DE	SD	Computed Value	p-value
Sex					t-value	
	Female	2.83	MoS	0.74	-0.726	.469
	Male	2.94	MoS	0.85		
Age Group					f-value	
	Less than 30 years	2.57 ^a	SS	0.57	13.985**	.000
	31 – 40	2.70 ^b	MoS	0.88		
	41 – 50	2.79 ^c	MoS	0.73		
	51 years and above	3.73 ^{abcd}	MS	0.46		
Guest Type					t-value	
	Local	2.67	MoS	0.74	-3.567	.001
	Foreign	3.19	MoS	0.79		
Number of Times Stayed in any Hotel in Mountain Province					f-value	
	1	2.79	MoS	0.72	1.168	.315
	2	3.06	MoS	0.89		
	3	2.91	MoS	0.87		
Number of Times Stayed in a Hotel in a Year					f-value	
	1	2.73	MoS	0.72	0.907	.407
	2	2.92	MoS	0.83		
	3	3.10	MoS	0.74		
**Highly significant						
<i>Verbal Interpretation:</i> Not Significant if Pvalue > .05; Significant if <.05						

4.5. Comparison on the level of satisfaction of respondents in the hotels in Mountain Province in terms of guest satisfaction

Table 5 presents the comparison on the satisfaction level of hotel guests in terms of guest satisfaction when grouped across profiles. As in other elements of satisfaction, there exist a significant difference in the satisfaction level of hotel guests in terms of guest satisfaction when grouped according to age (t-value=25.895; p-value=.000) and guest type (t-value= -2.942; p-value=.004).

As to guest type, foreign guests have displayed a higher satisfaction level (M=3.15) as compared to local guests (M=2.68) which indicates that they are more satisfied with the different services and amenities of the hotels in Mountain Province than their counterpart. While it appears ironic that local guests are less satisfied with the local hotels, this finding may be explained by the ‘living standards’ that the guests are accustomed with particularly the value of the money that they are paying for these hotels. For one, the price that local guests are paying for these hotels may not justify the type of hotel services they receive since the price may be too high for them whereas

foreign guest see the services and amenities of these hotels as just enough with the cheap price that they are paying for. After all, these hotels are not five-star hotels. This finding is in contrast with that made by Morales, Domingo, Zabala & Gueco (2019) where they found out that satisfaction in a hotel in Tagaytay City in the Philippines is not affected by nationality, observing that the guests are equally satisfied regardless of nationality.

Table 5. Comparison on mean level of guest satisfaction in hotels of Mountain Province, Cordillera, Philippines in terms of guest satisfaction

Indicators		Mean	DE	SD	Computed Value	p-value
Sex					t-value	
	Female	2.93	MoS	0.74	0.539	.591
	Male	2.85	MoS	0.92		
Age Group					f-value	
	Less than 30 years	2.43 ^a	SS	0.68	25.895**	.000
	31 – 40	2.63 ^b	MoS	0.72		
	41 – 50	2.79 ^c	MoS	0.62		
	51 years and above	3.95 ^{abcd}	MS	0.58		
Guest Type					t-value	
	Local	2.68	MoS	0.69	-2.942	.004
	Foreign	3.15	MoS	0.97		
Number of Times Stayed in any Hotel in Mountain Province					f-value	
	1	2.83	MoS	0.70	2.799	.065
	2	3.16	MoS	1.07		
	3	2.64	MoS	0.79		
Number of Times Stayed in a Hotel in a Year					f-value	
	1	2.73	MoS	0.67	0.546	.581
	2	2.93	MoS	0.91		
	3	2.90	MoS	0.88		
**Highly significant						
<i>Verbal Interpretation:</i> Not Significant if Pvalue > .05; Significant if <.05						

Meanwhile, there exist a significant difference on the satisfaction of hotel guests when grouped according to age. Post hoc test using Scheffe's test reveals that those who belong to 51 years old and above have significant differences on their satisfaction level in terms of guest satisfaction compared to those who are younger than 51. The finding reveals that hotel guests who belong to 51 years old and above (M=3.95) are more satisfied than those younger ones.

4.6. Comparison on the level of satisfaction of respondents in the hotels in Mountain Province in terms of guest loyalty

Interestingly, while there is statistical difference in satisfaction level in terms of guest satisfaction and quality of

services when grouped according to profiles, Table 6 reveals no significant difference in the satisfaction of hotel guests in Mountain Province in terms of guest loyalty when grouped according to profiles. This only indicates that regardless of their demographic profiles, the hotel guests share the same level of loyalty to the hotels in Mountain Province. Demographic profiles such as sex, age, guest type, number of times stayed in any hotel in Mountain Province, and number of times stayed in a hotel in a year are not relevant in their loyalty to the hotels in Mountain Province.

Nonetheless, research by Reichheld (2016) found that increasing customer retention rates by 5% increases profits by 25% to 95%. It found that guests are on average willing to spend **an extra \$25** on their preferred hotel brand. Furthermore, these guests drive **ancillary revenue** by regularly indulging in their favorite services, and they contribute to positive word-of-mouth awareness as brand ambassadors. Loyal guests are high-value guests, but not necessarily more valuable than new guests; it is rare for a hotel to survive on guest loyalty alone.

Table 6. Comparison on the mean satisfaction level of guests in hotels of Mountain Province, Cordillera, Philippines in terms of guest loyalty

Indicators	Mean	DE	SD	Computed Value	p-value
Sex				t-value	
Female	2.67	MoS	0.90	0.611	.542
Male	2.57	SS	0.88		
Age Group				f-value	
Less than 30 years	2.63	MoS	0.81	0.606	.612
31 – 40	2.43	SS	0.86		
41 – 50	2.72	MoS	0.84		
51 years and above	2.68	MoS	1.09		
Guest Type					
Local	2.59	SS	0.87	-0.343	.732
Foreign	2.65	MoS	0.91		
Number of Times Stayed in any Hotel in Mountain Province					
1	2.76	MoS	0.94	1.718	.184
2	2.48	SS	0.81		
3	2.41	SS	0.80		
Number of Times Stayed in a Hotel in a Year					
1	2.88	MoS	0.86	2.174	.119
2	2.49	SS	0.91		
3	2.80	MoS	0.63		

4.7. Relationship of the profile of the respondents to the level of satisfaction of the respondents in the hotels in Mountain Province

Table 7 shows that age and guest type are associated with the level of satisfaction of guests of hotels in Mountain

Province while sex, the number of times stayed in any hotel in Mountain Province, and the number of times stayed in a hotel in a year do not have any association with their satisfaction.

This implies that the age of hotel guests and the guest types whether local or foreigners are factors contributory to the level of satisfaction of hotel guest.

Table 7. Relationship of the profile of hotel guests to their level of satisfaction & loyalty in the hotels of Mountain Province, Cordillera, Philippines

Profile * Satisfaction	Pearson r	p-value
Sex	0.036	.710
Age groups	0.442	.000
Guest type	0.295	.002
Number of times stayed in any hotel in Mountain Province	0.046	.631

IV. CONCLUSION

Most of the hotel guests in Mountain Province are male and belong to younger age groups which may be accounted to the rough terrain and physical characteristics of the destinations in Cordillera. Majority of the hotel guests are from the locality and are also first timers. However, these guests have experienced staying in other hotels aside from the hotels in Mountain Province which means that they have acquired certain standards to assess hotel services.

Nevertheless, while the hotel guests are moderately satisfied with the hotels in Mountain Province, they nevertheless displayed a low level of 'composite' loyalty. In other words, they may be satisfied, they do not consider these hotels to be their first choice when they travel next time.

Moreover, guest experiences with the hotels in Mountain Province vary from age with older population more satisfied than younger population. Guest satisfaction also differs between foreign and local guests with the former more satisfied than the latter. Thus, generally, the demographic profiles of age and guest type are associated with their satisfaction while sex or number of times of stay in the hotel have no bearing in their satisfaction experiences. This only means that the hotel guests do not compare their experiences with other hotels with their satisfaction.

V. RECOMMENDATIONS

There is a need to level up hotel services as a part of the larger hospitality and tourism industry in the province and for sustainability efforts. Thus, hotel owners may consider partnering with concerned agencies to improve the various aspects of the hotel such as reception / front desk, guestrooms, restaurant and bar, and ambiance. For hospitality and tourism regulating agencies such as the local government units and the Department of Tourism, related seminar and trainings may be conducted to hotel operations and management directed to the levelling up of guest satisfactions.

Furthermore, the local government agencies may consider doing regular monitoring and evaluation of the hotels in Mountain Province to consistently recommend and assist hotels in improving guest experience. In addition, the academe, particularly Mountain Province State Polytechnic College (MPSPC) as the premier higher education institution in the province, may also consider partnering with these hotel establishments through its hospitality and tourism departments and as part of its extension programs.

On the other hand, further studies may be conducted exploring the different experiences between and among the different age groups as well as between local and foreign guests since their experiences are significantly varied. Future studies may also consider appropriate sampling techniques, increased sample population, and inclusion of

other variables.

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