WJSAM | World Journal of Sustainable Advances in Multidisciplinarity
RESEARCH | INNOVATION | INTERDISCIPLINARITY | SUSTAINABILITY
Volume 1, Issue 2 | ISSN: 3155-783X
DOI: https://doi.org/10.65339/wjsam.V1.I2.32

Level of Customer Satisfaction on the Services Offered Among Accredited Accommodation in General Luna

Mary Jean M. Agustin[1], Clint B. Domagtoy[1], Christian S. Escauso[1], Decelle G. Formilles[1], Wen Gabriel T. Longos[1], Jeneva A. Porta[1], Maria Lelanie Auguis Goyonan, PhD[2], Juvy Navales Buo, MBA[2]

[1]Bachelor of Science in Tourism Management, Siargao Island Institute of Technology, Dapa, Surigao del Norte, Philippines

[2]Research Adviser, Siargao Island Institute of Technology, Dapa, Surigao del Norte, Philippines

Email: maryjeanagustin149@gmail.com

ABSTRACT

This study assessed customer satisfaction with services offered by accredited accommodation establishments in General Luna, Siargao Island, Philippines, and examined differences across respondents' demographic profiles and accommodation information sources. Using a quantitative descriptive survey design, the researchers gathered responses from 76 guests selected through convenience sampling. A researcher-made, four-point questionnaire measured satisfaction with physical facilities, human relations, safety and security, pricing and value, and booking and reservation processes. Data were analyzed using descriptive statistics, Kruskal–Wallis tests, and Mann–Whitney U tests. Human relations received the highest satisfaction rating (M = 3.41), followed by booking and reservation processes (M = 3.33), whereas pricing and value received the lowest (M = 3.19). Significant income-group differences emerged in human relations (p = .018) and physical facilities (p = .045). No significant differences were detected across age, sex, civil status, nationality, or accommodation information sources. The findings indicated generally favorable accommodation experiences, with pricing and perceived value requiring particular attention and income-related differences warranting consideration. Accommodation operators should review pricing transparency and facility conditions while maintaining responsive personnel and accessible reservation procedures. The study's convenience sampling, limited geographical coverage, and descriptive design restricted generalizability and causal interpretation. These findings provide locally grounded evidence for improving accommodation services, strengthening guest-centered management practices, and informing tourism service development in General Luna.

Keywords: *Accommodation Services, Customer Satisfaction, General Luna, Hospitality Management, Income Differences, Service Quality*

1. INTRODUCTION

1.1. Background and Context of the Study

Customer satisfaction remains central to accommodation service performance because lodging involves more than the provision of a room. Guests assess their experiences through the condition and comfort of facilities, interactions with personnel, perceived safety, the fairness of charges, and the accessibility of reservation arrangements. These dimensions jointly shape judgments about whether an establishment has fulfilled expectations. The SERVQUAL framework emphasizes customers' perceptions of service quality, including tangible conditions and interpersonal service attributes (Parasuraman et al., 1988). Similarly, expectation-disconfirmation theory explains satisfaction through comparisons between anticipated and experienced performance (Oliver, 1980). These perspectives provide a conceptual basis for examining guests' assessments of specific accommodation services rather than relying solely on an overall satisfaction judgment. Recent hospitality research reinforces the importance of such assessments. Yeong et al. (2022) found that empathy, tangibles, and reliability were associated with customer satisfaction in Malaysian resort hotels. Saut and Bie (2024) examined service expectations, experiential quality, and perceived value in relation to hotel satisfaction, while Rasoolimanesh et al. (2023) demonstrated that different aspects of perceived value mattered to domestic and international guests of traditional accommodation establishments. Together, these studies indicate that satisfaction is multidimensional and context-dependent. In the Philippines, accommodation quality is particularly relevant to tourism destinations in which visitors encounter establishments with differing facilities, service practices, and reservation procedures. General Luna, a tourism municipality on Siargao Island in Surigao del Norte, served as the geographical setting of the study. Its accredited accommodation establishments serve tourists whose experiences can provide direct evidence of service strengths and concerns. Accordingly, the study focused on five service areas: physical facilities, human relations, safety and security, pricing and value, and booking and reservation processes.

1.2. Research Problem

The principal concern addressed by the study was how satisfied guests were with the services provided by accredited accommodation establishments in General Luna. The inquiry focused on customer evaluations of physical facilities, human relations, safety and security, pricing and value, and booking and reservation processes among accredited accommodation establishments in General Luna. These concerns called for assessment by customers who had experienced the establishments, rather than assumptions about operators or their service practices. Accreditation provides an important regulatory context. The Philippine Department of Tourism (2024) issued revised rules on the accreditation and star rating of hotels, resorts, and apartment hotels; however, compliance-oriented standards and guests' assessments of their experiences represent distinct forms of information. Philippine research likewise demonstrates the value of guest-based evidence. Genove and Tayco (2024) reported differing service-quality evaluations among resort customers in Negros Oriental, while Aquiño (2025) examined service management and satisfaction among resort hotel guests in Capiz. In an accommodation study outside the Philippines, Febrian et al. (2023) found that product quality and price were associated with customer satisfaction. For General Luna, the relevant issue was therefore not simply whether services were offered, but how customers evaluated their adequacy, consistency, safety, perceived value, and accessibility. This locality-specific assessment remained insufficiently addressed by the studies reviewed.

1.3. Research Gap

Accommodation research has examined guest experience, but findings cannot automatically describe satisfaction among customers of accredited establishments in General Luna. Yeong et al. (2022) focused on SERVQUAL dimensions in Malaysian resort hotels, whereas Genove and

Tayco (2024) investigated selected resorts in Negros Oriental. De Asis and Calma (2025) assessed service quality and customers' behavioral intentions in small-scale, Department of Tourism-accredited hotels in Bulacan. Their settings, outcomes, and service categories differed from those examined in the present study. The specific gap addressed here concerned an integrated, guest-based assessment of physical facilities, human relations, safety and security, pricing and value, and booking and reservation processes in General Luna. The study also examined satisfaction differences across respondent profile groups, rather than limiting its analysis to aggregate assessments. Examining these dimensions together in an island tourism setting was intended to identify service areas requiring attention and provide locally relevant evidence for practical recommendations without assuming that findings from other destinations applied unchanged.

1.4. Purpose and Objectives of the Study

The study aimed to determine the level of customer satisfaction with services offered by accredited accommodation establishments in General Luna, Siargao Island. Its respondents were tourists or customers who had stayed in the establishments. Specifically, the study sought to describe respondents by sex, age, civil status, nationality, monthly income, and source of information about the accommodation; assess satisfaction with physical facilities, human relations, safety and security, pricing and value, and booking and reservation processes; and determine whether customer satisfaction differed significantly across demographic characteristics and sources of accommodation information. The resulting assessments were intended to provide a basis for recommendations to improve accommodation service delivery.

1.5. Significance and Practical Contribution of the Study

The study provided a focused account of customers' experiences within accredited accommodation establishments in General Luna. For accommodation operators, dimension-specific evaluations can inform priorities related to facility maintenance, staff interactions, safety arrangements, price communication, and booking procedures. The findings may also help tourists better understand service considerations relevant to accommodation selection. For the municipal government and tourism stakeholders, the research generated locally grounded information that may support discussions of service standards and visitor experience, while remaining distinct from a formal accreditation assessment. Academically, it established a reference point for subsequent hospitality research comparing satisfaction across destinations or respondent groups. Its principal practical contribution was a basis for recommendations addressing the service areas examined.

1.6. Sustainable Development Goals (SDG) Alignment

The study aligned with Sustainable Development Goal 8: Decent Work and Economic Growth, particularly Target 8.9, which calls for policies promoting sustainable tourism that creates jobs and supports local culture and products (United Nations Department of Economic and Social Affairs, 2025). In General Luna, assessing guests' evaluations of accommodation services provided information that tourism stakeholders could use to recognize service priorities relevant to the quality and competitiveness of the local visitor economy. Better-informed accommodation practices may support the longer-term viability of tourism enterprises and the experiences they provide. The contribution was primarily informational and practical: the research generated evidence to guide service improvement and local tourism planning. It did not directly measure employment creation, economic growth, or environmental outcomes.

2. METHODOLOGY

2.1. Research Design

The study employed a quantitative descriptive survey design to assess customer satisfaction with services offered by accredited accommodation establishments in General Luna. The design documented existing experiences without manipulating variables, consistent with quantitative research design guidance (Creswell & Creswell, 2022). Satisfaction was assessed across five dimensions: physical facilities, human relations, safety and security, pricing and value, and the booking and reservation process. This approach addressed the objective of measuring and describing satisfaction among individuals who had used accommodation services.

2.2. Research Locale, Population, and Participants or Respondents

The study was conducted in General Luna, Surigao del Norte, Philippines, on Siargao Island, where Department of Tourism-accredited hotels and resorts provide accommodation services. Participants had recently stayed at selected accredited establishments. The sample comprised 76 respondents, with 38 classified as customers and 38 as tourists, representing 50% each. Based on the reported demographic results, 33 respondents were male and 43 were female. Participants were accessible guests present during data collection or individuals who had recently checked out and were reachable through online communication platforms.

2.3. Sampling Technique and Sample Determination

Convenience sampling was used to select respondents according to accessibility, availability, willingness to participate, and recent experience with accommodation services. Researchers approached guests at selected establishments and considered recently checked-out visitors reachable through online communication platforms. This nonprobability approach was practical within the study's time and resource constraints, although convenience samples require caution when generalizing findings (Andrade, 2021). The final sample consisted of 76 respondents, comprising equal groups of 38 customers and 38 tourists selected through this procedure.

2.4. Research Instrument and Validation

Data were collected using a researcher-made questionnaire with two parts. Part I covered age, sex, civil status, tourist nationality, monthly income, and source of information about accommodation. Part II assessed satisfaction with physical facilities, human relations, safety and security, pricing and value, and booking and reservation processes. A four-point scale used these interpretations: 3.26–4.00, strongly agree/very satisfactory; 2.51–3.25, agree/satisfactory; 1.76–2.50, disagree/unfair; and 1.00–1.75, strongly disagree/poor. Experts reviewed item clarity, relevance, appropriateness, and alignment with study objectives; comments informed revisions. Such review is consistent with contemporary questionnaire-validation guidance (Elangovan & Sundaravel, 2021; Ranganathan et al., 2024).

2.5. Data Gathering Procedure

The researchers first secured permission from appropriate authorities and accommodation establishments in General Luna. Following approval, they explained the study's purpose and obtained respondents' informed consent. Structured questionnaires were distributed face-to-face to selected guests. The sampling procedure also considered recently checked-out guests who were reachable through online communication platforms. Participants were given sufficient time to complete the questionnaires, and the collected responses were checked for completeness before data organization and analysis. The responses were subsequently organized and tabulated for statistical analysis, with information treated confidentially and used for academic purposes.

2.6. Data Analysis and Statistical Treatment

Frequency counts and percentage distributions summarized demographic characteristics, including age, sex, civil status, tourist nationality, and monthly income. Means and standard deviations described satisfaction within the five service dimensions and informed proposed recommendations. Differences in customer satisfaction across three or more independent groups were examined using the Kruskal–Wallis test, while comparisons between male and female respondents were conducted using the Mann–Whitney U test. Statistical significance was evaluated at the .05 level. Satisfaction ratings followed the questionnaire's four-point interpretation ranges. The analysis used the organized survey responses.

2.7. Ethical Considerations

Participation was voluntary, and researchers explained the study before obtaining informed consent. Respondent identities and information were treated confidentially, with responses used solely for academic purposes, consistent with the Data Privacy Act of 2012 (Republic of the Philippines, 2012). The researchers considered risks and benefits, particularly the possibility of disclosing confidential information, and emphasized protection from harm. Authorization to access private information and responsibility for safeguarding disclosed information were addressed in the stated ethical procedures.

3. RESULTS AND DISCUSSION

3.1. Demographic Profile and Accommodation Information Sources

The demographic profile was described using data from 76 accommodation guests in Siargao Island. In terms of age, the largest group was 21–23 years old (n = 22, 28.9%), followed by those aged 30 years and above (n = 18, 23.7%), 24–26 years (n = 17, 22.4%), 18–20 years (n = 13, 17.1%), and 27–29 years (n = 6, 7.9%). Respondents younger than 27 years collectively represented 68.4% of the sample. This age distribution indicated a relatively young respondent group, although guests aged 30 and above also accounted for nearly one-fourth. The pattern pertains to the surveyed guests and should not be taken as the age distribution of all tourists visiting Siargao Island.

By sex, 43 respondents were female (56.6%) and 33 were male (43.4%), a difference of 13.2 percentage points. In terms of civil status, 53 respondents were single (69.7%), 20 were married (26.3%), two were classified as widowed (2.6%), and one was separated (1.3%). Consequently, single guests formed the largest civil-status category within the sample. Regarding nationality, 58 respondents were recorded as Filipino (76.3%), eight as Asian (10.5%), four as European (5.3%), three as American (3.9%), and three as Australian (3.9%). The survey recorded Filipino and Asian respondents as separate classification categories, reflecting the demographic groupings used in the research instrument. The composition indicated a predominantly Filipino group of respondents with representation from several other categories, but the small counts in those categories limit conclusions about the wider international visitor market. Monthly income displayed concentrations at opposite ends of the reported categories. The largest group comprised 27 respondents (35.5%) in the 10,000–15,000 bracket, followed by 18 (23.7%) in the 50,001-and-above bracket. Twelve respondents (15.8%) reported 15,001–20,000; six (7.9%) reported 20,001–25,000; four (5.3%) reported 40,001–45,000; three each (3.9%) reported 25,001–30,000 and 30,001–35,000; two (2.6%) reported 45,001–50,000; and one (1.3%) reported 35,001–40,000. Overall, 39 respondents (51.3%) were in the two lowest brackets, whereas almost one-quarter occupied the highest bracket. These differences suggest the relevance of providing a range of accommodation choices rather than assuming a uniform guest budget. Nessel et al. (2021) identified accommodation segments distinguished by preferences for

quality, bargains, and cleanliness, while Abapo et al. (2023) documented the relevance of both tangible attributes and prior experiences in Filipino tourists' hotel choices. The present income distribution, however, did not directly measure willingness to pay or preferred room types. Sources of accommodation information were also varied. Social media was reported by 34 guests (44.7%), recommendations from family or friends by 17 (22.4%), official accommodation websites by 16 (21.1%), online travel booking platforms by eight (10.5%), and travel blogs or vlogs by one (1.3%). Social media and official websites together accounted for 50 respondents (65.8%). This profile emphasized digital visibility alongside personal recommendations. Pontes and Ramos (2023) linked social media advertising and the quality of online testimonials with accommodation-booking behavior; Tariyal et al. (2024) likewise examined the usefulness of social media in hotel-booking decisions. More specifically for Siargao, Malibiran et al. (2026) associated social media exposure with willingness to visit the destination through destination image. These studies contextualize the prominence of online information in the present sample without establishing that any one source caused an individual guest's accommodation choice. Together, the demographic and information-source findings describe a heterogeneous set of accommodation customers for whom accessible information, understandable offerings, and consistent basic service standards remain relevant.

3.2. Customer Satisfaction Across Five Accommodation-Service Dimensions

Customer satisfaction was evaluated across five accommodation-service dimensions, each with 76 respondent ratings. Human Relations obtained the highest mean (M = 3.41, SD = 0.525), followed by Booking and Reservation Process (M = 3.33, SD = 0.503). Physical Facilities (M = 3.26, SD = 0.609) and Safety and Security (M = 3.26, SD = 0.555) shared the next position, while Pricing and Value had the lowest mean (M = 3.19, SD = 0.649). Based on the established four-point interpretation scale, Human Relations (M = 3.41), Booking and Reservation Process (M = 3.33), Physical Facilities (M = 3.26), and Safety and Security (M = 3.26) were classified as very satisfactory, while Pricing and Value (M = 3.19) was classified as satisfactory. These results indicated favorable customer evaluations across all five dimensions, with Pricing and Value obtaining the lowest relative rating. All five mean scores fell within a comparatively narrow interval of 3.19–3.41, so the ranking should not be interpreted as evidence of substantial differences between dimensions in the absence of a statistical comparison. The relatively stronger Human Relations score suggested that interpersonal service was a favorable feature of the surveyed experiences. Sitones and Meñez (2024), in their study of DOT-accredited Mabuhay accommodation establishments in the Caraga Region, similarly highlighted the human element in guest evaluations. Baquero (2023) also demonstrated the relevance of guests' perceptions of personnel and facilities for overall hotel satisfaction. In the present study, the comparatively lower mean for Pricing and Value highlighted an area for service review. This finding supported the importance of examining the perceived fairness of accommodation rates and the value associated with available services and amenities, while recognizing that the aggregate rating did not establish the specific reasons for respondents' evaluations. Singgalen (2024) likewise situated value, cleanliness, and service among factors considered in hotel satisfaction.

Booking and Reservation Process placed second, indicating comparatively favorable evaluations of reservation-related service. Dominguez et al. (2026) reported an association between digital booking-system quality and guest acceptance in Philippine hotels, providing a relevant context for maintaining clear and functional booking arrangements. Meanwhile, the equal means for Physical Facilities and Safety and Security should not be treated as proof that their underlying

guest experiences were identical, because the dispersions differed and item-level results were not presented. For operators, the evidence supports retaining effective interpersonal and reservation practices while reviewing the clarity of charges, the value delivered at different price levels, facility conditions, and safety procedures. These are priorities for operational consideration, not outcomes proven to change satisfaction by the present descriptive data.

3.3. Customer Satisfaction Differences Across Age Groups

Kruskal–Wallis tests compared the five satisfaction dimensions across the age groups at the reported significance level of $\alpha = .05$. The results were Physical Facilities, $\chi^2(4) = 1.76$, $p = .779$; Human Relations, $\chi^2(4) = 4.73$, $p = .316$; Safety and Security, $\chi^2(4) = 4.94$, $p = .293$; Pricing and Value, $\chi^2(4) = 5.83$, $p = .212$; and Booking and Reservation Process, $\chi^2(4) = 6.81$, $p = .146$. Every p-value exceeded .05. The highest test statistic concerned the Booking and Reservation Process, but this result was still non-significant. Accordingly, the analyses did not identify statistically significant age-group differences in any of the five service dimensions. This outcome should be interpreted as an absence of detected differences rather than demonstration that every age group had identical satisfaction levels. The age categories were unequal in size, including only six respondents aged 27–29 years. This distribution warranted cautious interpretation of the statistical findings, particularly when considering potential differences in satisfaction across age groups. Sitones and Meñez (2024) found that age differentiated certain accommodation-related evaluations in their Caraga study, while Abapo et al. (2023) reported age-related distinctions in selected hotel-choice considerations. The contrast is plausible because hotel choice, guest experience, and service satisfaction are related but distinct outcomes and were investigated in different respondent groups. The present results favor consistently implemented baseline standards across ages while leaving room for guests' individually expressed service preferences. They do not justify ruling out potentially meaningful age-related variation in a larger sample.

3.4. Customer Satisfaction Differences Between Male and Female Guests

The Mann–Whitney U test was used to examine satisfaction differences between the 33 male and 43 female respondents. The reported results were Physical Facilities, $U = 694$, $p = .869$; Human Relations, $U = 674$, $p = .710$; Safety and Security, $U = 675$, $p = .719$; Pricing and Value, $U = 544$, $p = .081$; and Booking and Reservation Process, $U = 633$, $p = .422$. At $\alpha = .05$, none of these comparisons was statistically significant. Pricing and Value produced the smallest p-value, but $p = .081$ did not meet the study's decision rule and should not be characterized as a statistically established difference. The finding agrees in part with Sitones and Meñez (2024), who reported non-significant sex-based differences in several accommodation evaluations. However, Yao et al. (2026) found that perceptions of domestic features could relate differently to male and female guest satisfaction in peer-to-peer accommodation, illustrating that the importance of sex may depend on the type of accommodation, attributes, and outcome being studied. Similarly, Tariyal et al. (2024) reported gender moderation in certain relationships involving social media and hotel-booking decisions; this concerns booking behavior rather than satisfaction after a stay. The present data therefore support avoiding assumptions that male and female guests necessarily evaluate these five dimensions differently. They do not establish equivalence between the groups or identify a direction of difference, because subgroup means, rank differences, and effect sizes were not reported.

3.5. Customer Satisfaction Differences by Civil Status

Kruskal–Wallis tests examined satisfaction among respondents classified as single, married, widower, and separated. For Physical Facilities, the result was $\chi^2(3) = 2.480$, $p = .479$; for Human Relations, $\chi^2(3) = 2.534$, $p = .469$; for Safety and Security, $\chi^2(3) = 0.700$, $p = .873$; for Pricing and Value, $\chi^2(3) = 2.316$, $p = .510$; and for Booking and Reservation Process, $\chi^2(3) = 2.319$, $p = .509$. All tests were non-significant at $\alpha = .05$. Human Relations had the largest test statistic and Safety and Security the smallest, but neither approached the stated significance threshold.

The results were consistent with Sitones and Meñez (2024), who found no significant civil-status difference in selected assessments of accommodation establishments. A major interpretive limitation in the present sample is the unequal composition of civil-status groups: 53 respondents were single and 20 married, whereas only two were widower and one was separated. Such sparse categories can reduce the usefulness of omnibus comparisons and complicate rank-based inference. Therefore, the findings do not confirm that civil status is unrelated to accommodation satisfaction in the wider guest population. A reasonable service implication is to preserve dependable cleanliness, privacy, safety, assistance, and transparent booking conditions while accommodating specific room or accessibility requests rather than prescribing service packages solely on the basis of civil status.

3.6. Customer Satisfaction Differences Across Nationality Categories

The Kruskal–Wallis comparisons by the five recorded nationality categories yielded Physical Facilities, $\chi^2(4) = 3.68$, $p = .451$; Human Relations, $\chi^2(4) = 3.74$, $p = .442$; Safety and Security, $\chi^2(4) = 3.39$, $p = .494$; Pricing and Value, $\chi^2(4) = 3.98$, $p = .408$; and Booking and Reservation Process, $\chi^2(4) = 2.73$, $p = .604$. Every comparison exceeded $\alpha = .05$. The largest statistic was for Pricing and Value and the smallest for Booking and Reservation Process, yet neither indicated a statistically significant nationality-related difference. The non-significant tests need to be considered alongside the respondent distribution. Filipino guests numbered 58, while the remaining nationality categories had only eight, four, three, and three respondents. Furthermore, the instrument separated “Filipino” from “Asian,” a classification that should be understood as a survey coding decision rather than a general geographic definition. These characteristics limited the comparisons’ ability to characterize potential variation among internationally diverse guests. Ledesma et al. (2022), studying accredited accommodation establishments in Capiz, emphasized the importance of accommodation service quality and guest expectations in a Philippine setting, while Verutiao and Estoque (2025) documented communication-related considerations for Siargao tourism workers. Neither source demonstrates equivalence across nationalities in this sample. Taken together, the findings suggest that operators should maintain the same essential standards of service and provide understandable communication for different guests without assuming that nationality determines individual satisfaction.

3.7. Income-Related Differences in Physical Facilities and Human Relations

Monthly income was the only respondent profile variable for which the reported Kruskal–Wallis analyses yielded statistically significant omnibus results in the five satisfaction dimensions. Human Relations differed across the nine income categories, $\chi^2(8) = 18.4$, $p = .018$, and Physical Facilities also differed, $\chi^2(8) = 15.8$, $p = .045$. The remaining dimensions did not reach the reported $\alpha = .05$ level: Safety and Security, $\chi^2(8) = 11.7$, $p = .165$; Pricing and Value, $\chi^2(8) = 14.9$, $p = .061$; and Booking and Reservation Process, $\chi^2(8) = 12.2$, $p = .145$. Although the p-value for Pricing and Value was close to .05, that result remained non-significant under the specified criterion.

These two significant omnibus tests indicated that at least some income groups differed in their satisfaction-rating distributions for staff interactions and facilities. The statistically significant omnibus results indicated variation across income categories; however, interpretation remained limited to the overall group comparisons. Identifying the specific income groups involved and determining the direction and magnitude of the differences would require group-specific estimates and pairwise comparisons. In particular, it would be unwarranted to claim that higher-income guests consistently had higher expectations or lower satisfaction on the basis of the available statistics. Several income groups contained only one to four respondents, which warrants additional caution in interpreting the comparisons. The statistical results were evaluated at the specified .05 significance level across multiple service dimensions and respondent characteristics. Accordingly, the significant income-related findings should be interpreted as exploratory, considering the number of statistical comparisons conducted. The pattern nevertheless has a meaningful connection to prior hospitality research. Baquero (2023) found that family income moderated relationships involving hotel facilities, personnel perceptions, and satisfaction, while Sitones and Meñez (2024) observed income-related variation in selected accommodation attributes. Nessel et al. (2021) also found that travelers formed distinct accommodation-preference segments involving quality, bargains, and cleanliness, with differences in income characteristics. These studies support considering budget diversity when reviewing service delivery, although they cannot determine the specific income-group contrasts absent from the present analysis. Accommodation operators may therefore review facility upkeep, price-tier descriptions, and staff-service consistency across lodging options while preserving essential standards for all guests. Any more precise income-specific intervention would require examination of the underlying group-level results.

3.8. Customer Satisfaction Differences by Accommodation Information Source

The final set of Kruskal–Wallis tests assessed the five satisfaction dimensions according to respondents' reported accommodation information sources. The results were Physical Facilities, $\chi^2(4) = 8.98$, $p = .061$; Human Relations, $\chi^2(4) = 5.62$, $p = .229$; Safety and Security, $\chi^2(4) = 6.18$, $p = .186$; Pricing and Value, $\chi^2(4) = 6.30$, $p = .178$; and Booking and Reservation Process, $\chi^2(4) = 9.02$, $p = .061$. None attained statistical significance at $\alpha = .05$. Physical Facilities and Booking and Reservation Process had the lowest reported p-values, both .061, and therefore remained non-significant despite being numerically nearer to the threshold than the other three tests. These findings indicate that the study did not detect differences in post-stay satisfaction according to the selected source of accommodation information. This is not equivalent to demonstrating that information channels have no effect on travel decisions or expectations. Indeed, the single respondent who reported travel blogs or vlogs underscored the strong imbalance across categories. Pontes and Ramos (2023) and Tariyal et al. (2024) examined social media's role in lodging selection, while Cho et al. (2024) documented the importance of online reviews for hotel demand. Tseng and Hori (2025) further investigated problems associated with discrepancies in information disclosure on online travel agency platforms. These sources concern booking decisions, demand, or information quality rather than the present test of satisfaction by information source; they offer complementary context, not direct confirmation of the non-significant result. The descriptive prominence of social media, official websites, and recommendations from personal contacts suggests that operators should maintain accurate, accessible, and consistent descriptions of room features, charges, safety measures, and booking procedures across channels. Across all six respondent profile variables, the reported

analyses identified statistically significant omnibus differences only for monthly income in relation to Human Relations and Physical Facilities. The other comparisons did not meet α = .05. Considered alongside the relatively lower mean for Pricing and Value, the overall evidence supports a common foundation of reliable guest service with attention to facility standards, interpersonal service, and perceived value. These conclusions remain descriptive and associational and are limited to the reported survey data and statistical tests.

4. CONCLUSIONS AND RECOMMENDATIONS

The study concluded that customers of accredited accommodation establishments in General Luna, Siargao Island, generally expressed positive satisfaction across the five evaluated service dimensions. Human Relations emerged as the strongest aspect, followed by the Booking and Reservation Process, indicating favorable perceptions of staff interactions and booking convenience. Meanwhile, Pricing and Value received the lowest satisfaction rating, suggesting opportunities to improve the perceived fairness and suitability of accommodation costs. The statistical analyses did not identify significant differences in customer satisfaction across age, sex, civil status, nationality, and sources of accommodation information at the specified .05 significance level. However, the Kruskal–Wallis analyses identified statistically significant differences across monthly income groups in Human Relations and Physical Facilities at the study's unadjusted .05 significance level. These findings indicated variation among income categories while warranting cautious interpretation because the specific group differences were not established. Overall, the findings demonstrated that maintaining responsive customer service and efficient reservation procedures, while strengthening physical facilities and pricing practices, remained essential considerations for improving accommodation experiences within the study setting.

Based on the findings, accommodation owners and managers in General Luna, Siargao Island, should prioritize improvements in pricing practices, physical facilities, and safety and security features while maintaining the favorable performance of human relations and booking services. Establishments should regularly review accommodation rates and available amenities to ensure that guests perceive appropriate value for their expenditures. Accommodation operators may consider providing clearly described lodging options across different price ranges to accommodate the varying financial capacities represented among respondents. Management should provide regular personnel training to sustain courteous, responsive, and professional customer interactions. Physical improvements should emphasize room conditions, essential amenities, and security equipment to strengthen guest comfort and confidence. Operators should also maintain accessible digital booking platforms, active social media pages, and informative websites, as these channels were commonly reported by respondents as sources of accommodation information. Consistent service standards should be maintained across demographic groups while accommodating income-related differences in customer expectations.

The study involved 76 respondents who had experienced services provided by selected accredited accommodation establishments in General Luna, Siargao Island. Consequently, the findings primarily reflected customer perceptions within this specific geographical and accommodation context. The quantitative descriptive design and researcher-made questionnaire focused on five service dimensions and selected demographic characteristics, restricting the analysis to the variables examined. Although significant differences were identified across income groups in certain service dimensions, the design did not establish causal relationships. Future studies may include larger respondent groups, additional accommodation settings, and complementary qualitative approaches to provide a broader understanding of customer satisfaction.

5. REFERENCES

Abapo, M. A. B. O., Benedicta, L. E., Boholano, J. D., & Sta. Ana, J. H. (2023). Factors affecting hotel choice of Filipino tourists from Travel and Tours Philippines. QCU The Gavel: Journal of Business and Social Sciences, 1(1), 38–61. https://doi.org/10.64807/6x6rn046

Andrade, C. (2021). The inconvenient truth about convenience and purposive samples. Indian Journal of Psychological Medicine, 43(1), 86–88. https://doi.org/10.1177/0253717620977000

Aquiño, R. B. (2025). Quality service management and customer satisfaction in selected service industries in the province of Capiz. IDEAS: Journal of Management & Technology, 5(2), 94–103. https://doi.org/10.33021/ideas.v5i2.5965

Baquero, A. (2023). Is customer satisfaction achieved only with good hotel facilities? A moderated mediation model. Administrative Sciences, 13(4), Article 108. https://doi.org/10.3390/admsci13040108

Cho, S., Pekgün, P., Janakiraman, R., & Wang, J. (2024). The competitive effects of online reviews on hotel demand. Journal of Marketing, 88(2), 40–60. https://doi.org/10.1177/00222429231191449

Creswell, J. W., & Creswell, J. D. (2022). Research design: Qualitative, quantitative, and mixed methods approaches (6th ed.). SAGE Publications. https://us2.sagepub.com/en-us/nam/research-design/book270550

De Asis, B. O., Jr., & Calma, R. R. (2025). Service quality dimensions of small-scale hotels and its impact on customers' behavioral intentions: An assessment. Humanities Journal, 2(3), Article e2025011. https://doi.org/10.31893/humanitj.2025011

Department of Tourism. (2024). Revised rules and regulations governing the accreditation and star rating of hotels, resorts and apartment hotels (Memorandum Circular No. 2024-0002). https://naro.law.upd.edu.ph/issuances/3887

Dominguez, J. M. G., Manalon, B. L. A., Martinez, T. J. D., Pablo, S. C. D., Viray, A. D., & Lunar, R. A. (2026). System quality of digitalized bookings in four-star hotels and its impact on guests' acceptance. Journal of Hospitality, Tourism & Cultural Research, 2(2), 68–90. https://doi.org/10.53378/jhtcr.353367

Elangovan, N., & Sundaravel, E. (2021). Method of preparing a document for survey instrument validation by experts. MethodsX, 8, Article 101326. https://doi.org/10.1016/j.mex.2021.101326

Febrian, F., Supriatna, S., Ratnawati, A., Ahmaddien, I., & Sartika, S. D. (2023). The impact of product quality and price on customer satisfaction: A case study analyze hotel & residence in Bandung–West Java. Adpebi Science Series, 1(1), 1–12. https://doi.org/10.54099/icemat2023.v1i1.321

Genove, V. C. M., & Tayco, R. (2024). Service quality of selected resorts in the Central Philippines. Journal of Business on Hospitality and Tourism, 9(2), 134–154. https://doi.org/10.22334/jbhost.v9i2.469

Ledesma, J. V., Penetrante, M. O. T., & Hernandez, C. N. (2022). Determinants of tourists' satisfaction: The case of DOT accredited accommodation establishments in the province of Capiz, Philippines. Central Philippine University Multidisciplinary Research Journal, 1(1), 14–24. https://hdl.handle.net/20.500.12852/1978

Malibiran, N. M., Mallari, K. I. M. T., Mojica, M. H., Padua, K. A. D., Pizarro, M. N. D., & Guballo, J. O. (2026). The relationship of social media exposure and willingness to visit Siargao Island, Philippines: Destination image as mediator. Journal of Management Studies and Development, 5(2), 312–326. https://doi.org/10.56741/IISTR.jmsd.001712

Nessel, K., Kościółek, S., Wszendybył-Skulska, E., & Kopera, S. (2021). Benefit segmentation in the tourist accommodation market based on eWOM attribute ratings. Information Technology & Tourism, 23, 265–290. https://doi.org/10.1007/s40558-021-00200-x

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. Journal of Marketing Research, 17(4), 460–469. https://doi.org/10.1177/002224378001700405

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40. https://www.academia.utp.ac.pa/sites/default/files/docente/51/paranusaram_et_al.pdf

Pontes, A., & Ramos, C. M. (2023). How does social media influence the behaviour of hotel consumers? Journal of Tourism, Sustainability and Well-being, 11(2), 116–135. https://doi.org/10.34623/784k-qg19

Ranganathan, P., Caduff, C., & Frampton, C. M. A. (2024). Designing and validating a research questionnaire—Part 2. Perspectives in Clinical Research, 15(1), 42–45. https://doi.org/10.4103/picr.picr_318_23

Rasoolimanesh, S. M., Iranmanesh, M., Seyfi, S., Ragavan, N. A., & Jaafar, M. (2023). Effects of perceived value on satisfaction and revisit intention: Domestic vs. international tourists. Journal of Vacation Marketing, 29(2), 222–241. https://doi.org/10.1177/13567667221086326

Republic of the Philippines. (2012). Republic Act No. 10173 (Data Privacy Act of 2012). National Privacy Commission. https://privacy.gov.ph/data-privacy-act/

Saut, M., & Bie, S. (2024). Impact of service expectation, experiential quality, and perceived value on hotel customer satisfaction. Journal of Quality Assurance in Hospitality & Tourism, 25(4), 781–809. https://doi.org/10.1080/1528008X.2022.2141414

Singgalen, Y. A. (2024). Hotel customer satisfaction: A comprehensive analysis of perceived cleanliness, location, service, and value. Journal of Business and Economics Research, 5(3), 352–369. https://doi.org/10.47065/jbe.v5i3.6016

Sitones, M. L. A., & Meñez, M. F. (2024). Hotel attributes, guest experiences, and satisfaction among DOT-accredited Mabuhay accommodation establishments: A case in the Caraga Region. International Journal of Research Studies in Education, 13(16), 129–145. https://doi.org/10.5861/ijrse.2024.24836

Tariyal, A., Bisht, S., Roy, S., & Chopra, G. (2024). Assessing the impact of perceived social media usefulness on Indian millennials' online booking decision. Journal of Marketing Analytics, 12(3), 639–655. https://doi.org/10.1057/s41270-023-00219-5

Tseng, S.-M., & Hori, N. (2025). What you see isn't always what you get: Investigating the impact of the information disclosure gap in online travel agencies. Journal of Theoretical and Applied Electronic Commerce Research, 20(3), Article 167. https://doi.org/10.3390/jtaer20030167

United Nations Department of Economic and Social Affairs. (2025). The Sustainable Development Goals report 2025. https://unstats.un.org/sdgs/report/2025/

Verutiao, R. M., & Estoque, M. L. (2025). English speaking skills of tourism workers in Siargao. Psychology and Education: A Multidisciplinary Journal, 43(6), 740–751. https://doi.org/10.70838/pemj.430605

Yao, X., Hua, C., & Jordan, E. J. (2026). How domestic features shape guest satisfaction across genders in peer-to-peer accommodations: Validation of gendered domestic affordance perception. Journal of Travel Research. https://doi.org/10.1177/00472875261437223

Yeong, S. N., Knox, D., & Prabhakar, G. (2022). Customer satisfaction and loyalty in Malaysian resort hotels: The role of empathy, reliability and tangible dimensions of service quality. International Journal of Services and Operations Management, 41(4), 444–462. https://doi.org/10.1504/IJSOM.2022.122922