

The Effectiveness of Social Media Pages of Tourist Spots in Davao De Oro towards Customer Satisfaction

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Abstract - Social media is a powerful medium of advertising good things about people and places. Therefore, it is now being used to promote the tourism industry through networking sites where people mostly communicate and meet new ventures. This study aimed to assess the effectiveness of social media pages of tourist spots in Davao de Oro towards customer satisfaction. One hundred forty-two (142) respondents took the assessment. The quantitative correlational research design was utilized to investigate if there is a significant relationship between the effectiveness of social media pages of tourist spots and customer satisfaction. Social media pages served as an avenue to faster disseminate the information, especially for the tourism establishments with lesser cost. Significant differences were also identified according to gender, civil status, and the municipality of the respondents.

Keywords: Correlational Research Study, Social Media Pages, Tourist Spots, Customer Satisfaction, Davao de Oro

I. INTRODUCTION

A. Background of the Study

Tourist Spot is a place for tourists to visit and stay, could be a country, state, region, or city – usually due to its cultural or natural values. A place or area where a collection of tourism-related products and attractions are offered will deliver a tourism experience for individuals or groups traveling away from their home or place. Physical space in which a visitor/tourist stays at least one night has tourism products, including infrastructure support, attractions, and tourism resources. Singular territory receiver tourist flows. It locates the tourist resources that generate the activity, the offer of lodging and complimentary, as well as the infrastructures and equipment that make it possible, also having an image and marketing channels that make the destination recognizable and accessible by the demand. A geographical place conditioned to receive tourists and visitors interested in gazing at certain attractions can differentiate between the different types of customers based on the attractiveness of both its territorial and instrumental components[1].

Tourist satisfaction is recognized as one of the most important sources of the destination competitive advantage since the fundamental goal of tourism stakeholders is to assess

both the adequacy and effectiveness of tourism products in terms of the facilities and services that all together provide memorable destination experiences for tourists. It is believed as one of the important elements for a superior advantage, distinctive image, and market destinations successfully, as it influences the choice of destination, consumption of products and services, decision to return, maintain long-term relationships and improve destination reputation [2].

As tourist satisfaction influences tourists' behavioral intentions and plays a vital role in destination competitive advantage, it has attracted scholars' interest. A large number of articles and studies have focused on this aspect concerning various tourist destinations throughout the world [3].

The present study aims to measure the effectiveness of social media pages of tourist spots in Davao de Oro towards customer satisfaction. The Havens Peak Highland Resort in Maragusan, Sea World Oasis Inland Resort in Pantukan, Beach View Resort in Mabini, Jienos Inland Resort in Pantukan were the research locales. Information on the importance and performance of destination attributes in overall tourists' satisfaction enables recommendations on improving the quality of tourism offerings and services. The findings of this paper are also beneficial for tourism policymakers and stakeholders in designing and developing this destination's sustainability.

B. Theoretical Framework

This study is anchored to the concept of Technology Acceptance Model (TAM) of Davis, Bagozzi and Warshaw (1989). It is an information systems theory that models how users come to accept and use a technology. With the research objective in determining the effectiveness of social media pages of tourist spots, this study recognizes that customer satisfaction is affected by how tourists perceive the usefulness (PU) and ease-of-use (PEOU) [13] of the social media pages of the tourist spots in Davao de Oro.

C. Conceptual Framework

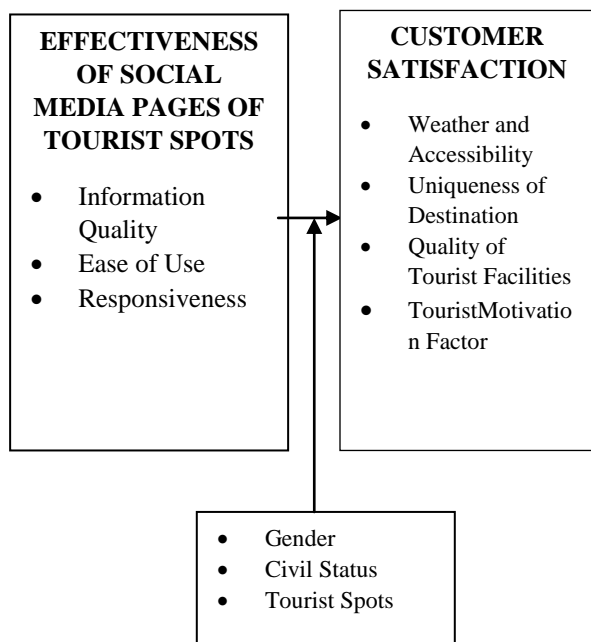


Figure 1. Conceptual Framework of the study

The diagram shows the independent variable of the study, which is the Effectiveness of Social Media Pages of Tourist Spots in Davao de Oro and its indicators, such as Information Quality, Ease of Use, and Responsiveness. The dependent variable of the study is Customer Satisfaction, and its indicators are Weather and Accessibility, Uniqueness of Destination, Quality of Tourist Facilities, and Tourist Motivation Factor. The moderating variables are Gender, Civil Status, and Tourist Spots.

D. Research Questions and Null Hypothesis

The study intends to find the Effectiveness of Social Media Pages of Tourist Spots in Davao de Oro towards Customer Satisfaction. The respondents of the study were tasked to answer the following questions:

R1. What is the Demographic Profile of the respondents of the study in terms of:

- a. Gender
- b. Civil Status
- c. Municipality
- d. Tourist Spots

R2. What is the level of Effectiveness of Social Media Pages of Tourist Spots in Davao de Oro in terms of:

- a. Information Quality
- b. Ease of Use
- c. Responsiveness

R3. What is the level of Customer Satisfaction in terms of:

- a. Weather and Accessibility
- b. Uniqueness of Destination
- c. Quality of Tourist Facilities

d. Tourist Motivation Factor

R4. Is there a significant difference in the level of Effectiveness of Social Media Pages of Tourist Spots in Davao de Oro and Customer Satisfaction when respondents are grouped according to:

- a. Gender
- b. Civil Status
- c. Tourist Spot

R5. What domain of Social Media Pages of Tourist Spots in Davao de Oro influences Customer Satisfaction?

Null Hypothesis

Ho1: There is no significant difference in the Effectiveness of Social Media Pages of Tourist Spots in Davao de Oro and Customer Satisfaction when respondents are grouped according to Gender, Civil Status, and Tourist Spot Destination.

Ho2: There is no significant relationship between Level of Effectiveness of Social Media Pages of Tourist Spots in Davao de Oro and Customer Satisfaction.

Ho3: There is a domain in the Effectiveness of Social Media Pages of Tourist Spots in Davao de Oro that influences Customer Satisfaction.

II. METHODOLOGY

A. Research Design

To gather information regarding the effectiveness of social media pages of tourist spots in Davao de Oro and customer satisfaction, this non-experimental quantitative research design was used, employing correlational and regression techniques. Correlation is used to determine and evaluate relationships between two or more variables by observing different groups that either by decision or circumstances are presented to different treatments.

On the other hand, regression analysis examines the influence of one or more independent variables on a dependent variable. This research method is suitable for identifying the relationship between the effectiveness of social media pages of tourist spots in Davao de Oro and customer satisfaction and how the one variable influences the other [4].

B. Participants of the Study and Sampling

In every study, there should be respondents. In our study, the participants are residents in different municipalities of Davao de Oro. We also gathered information about their gender, civil status, and the municipality where they lived.

Respondents were selected according to the needs of the study. Respondents who do not meet the profile are rejected. Purposive sampling is a non-probability sampling or non-random sampling [5]. Researchers used this sampling technique when they need to get to a specific subset of individuals, as all participants of a study are chosen since they

fit a specific profile. The researchers rely on their judgment while picking individuals from the population to participate in their study. Purposive sampling is suitable in this study because, during this pandemic, some people cannot access the internet. The researchers then chose participants who are willing to participate in the survey and can access the internet as long as they live in any municipality of Davao de Oro.

C. Statistical Treatments

All data were gathered, tallied, encoded, and interpreted using different statistical tools. This data collected from this study were subjected to statistical treatments [6], which correspond to the problem stated. This study utilized frequency, mean average, independent *t*-test, ANOVA, Pearson *r*, and Regression Analysis [7].

D. Data Collection Procedure and Ethics

Data were gathered through the use of a survey questionnaire. The researchers formulated relevant questions to develop an efficient questionnaire that helped assess the effectiveness of social media pages of tourist spots and customer satisfaction. The researchers disseminated questionnaires by sending the link of an online survey questionnaire to the chosen respondents of Davao de Oro. After the dissemination of the questionnaire, the data was gathered through answered online, tallied, and subjected to statistical interpretation using appropriate statistical tools.

The important consideration of the conduct of the study is observed since it managed different individual's capacity to connect to the internet, the security of individuals with the help of informed consent, and its participative enthusiasm for joining this study during the pandemic crisis in the world. In surveying, the researchers did not force anyone to answer or assess the questionnaire. As a researcher, we don't want them to go outside in their house to find some internet cafe. Instead, we make sure that they are safe, healthy, and away from crowded places. The participant's profiles were secured and respected at all-time along with its safety against the pandemic virus. All the responses stayed confidential, and all the statements cited were coded to guarantee the protection of the participant's profile.

III. RESULTS AND DISCUSSIONS

Below are the results of this study. Table 1 shows the demographic profile of 142 respondents in terms of gender, civil status, municipality, and tourist spot.

TABLE I. DEMOGRAPHIC PROFILE

Characteristic (n-142)	Level	No.	%
Gender	Male	67	47.2
	Female	75	52.8
Civil Status	Single	100	70.4
	Married	35	24.6
	Widowed	3	2.1
	Separated	3	2.1
	Divorced	1	.7

Municipality	Montevista	18	12.7
	Mawab	29	20.4
	Pantukan	7	4.9
	New Bataan	5	3.5
	Maragusan	43	30.3
	Maco	5	3.5
	Nabunturan	8	5.6
	Compostela	6	4.2
	Monkayo	2	1.4
	Laak	14	9.9
	Mabini	5	3.5
Tourist Spot	Havens Peak Highland Resort	50	35.2
	Sea World Oasis Resort	30	21.1
	Beach View Resort	31	21.8
	Jienos Garden Beach Resort	31	21.8

TABLE II. LEVEL OF EFFECTIVENESS OF SOCIAL MEDIA PAGES OF TOURIST SPOTS IN DAVAO DE ORO

Indicators	Mean	SD	Description
Information Quality	2.57	.50	Moderate
Ease of Use	2.88	.45	Moderate
Responsiveness	2.43	.57	Low
Overall	2.62	0.51	Moderate

Table 2 shows the results of the Level of Effectiveness of Social Media Pages of Tourist Spots. The respondents' overall response has a mean score of 2.62, a standard deviation of 0.51, which denotes that it has moderate effectiveness of social media pages of tourist spots. The indicators, which include the Information Quality, Ease of Use, and Responsiveness obtained a mean score of 2.57, 2.88, and 2.43 respectively, can be interpreted that most of the indicators above have a moderate level of effectiveness.

The result implies that the respondents of the study have moderately satisfied the level of effectiveness of social media pages of tourist spots. In other words, social media pages can also be used as a customer service through which guests ask questions and decide whether it is good or not [8].

TABLE III. LEVEL OF CUSTOMER SATISFACTION

Indicators	Mean	SD	Description
Weather and Accessibility	2.83	.52	Moderate
Uniqueness of Destination	2.75	.55	Moderate
Quality of Tourist Facilities	2.00	.50	Low
Tourist Motivation Factor	3.00	.44	Moderate
Overall	2.65	0.50	Moderate

Table 3 shows the results of the Level of Customer Satisfaction. The overall of the respondents has a mean score of 2.65, a standard deviation of 0.50, which denotes that the level of customer satisfaction is moderate. Its indicators, which include the Weather and Accessibility, Uniqueness of Destination, Quality of Destination, and the Tourist Motivation Factor, obtained a mean score of 2.83, 2.75, 2.00, and 3.00, respectively. It can be interpreted that it has a moderate level of customer satisfaction.

The results imply that the customer satisfaction is moderate to weather and accessibility, uniqueness of destination, and tourist motivation factor. Therefore, the data shows that it is useful to have a social media page in every tourist destination with proper information such as giving directions, available facilities for costumers' use, and most especially the information on how to access or what vehicle is accessible in that particular tourist destination.

Customer satisfaction has always been considered an essential objective in all market sectors because it is assumed that satisfied customers would revisit the tourist destination and more likely to share, endorse and recommend the place to the people they know [9].

Null Hypothesis: There is no significant difference in the effectiveness of social media pages of tourist spots and customer satisfaction when respondents are grouped according to gender.

TABLE IV. SIGNIFICANT DIFFERENCE IN THE EFFECTIVENESS OF SOCIAL MEDIA PAGES OF TOURIST SPOTS AND CUSTOMER SATISFACTION WHEN RESPONDENTS ARE GROUPED ACCORDING TO GENDER

Test Variables	Gender	Mean	SD	F	Sig
Effectiveness of Social Media Pages of Tourist Spots	Male	4.16	.45	.005	.942
	Female	4.01	.45		
Customer Satisfaction	Male	4.22	.45	.647	.423
	Female	4.13	.41		

Since *p*-values of the effectiveness of social media pages of tourist spots and customer satisfaction are .942 and .423 >0.05, we do not reject the null hypothesis. There is no significant difference in the effectiveness of social media pages of tourist spots and customer satisfaction when respondents are grouped according to gender.

The attractiveness of social media continues to increase because it provides people with easy ways to interact with others [10]. The result implies that effectiveness of social media pages of tourist spots is effective to both genders, and they are more responsive to the level of satisfaction in the spot they have visited.

TABLE V. SIGNIFICANT DIFFERENCE IN THE EFFECTIVENESS OF SOCIAL MEDIA PAGES OF TOURIST SPOTS AND CUSTOMER SATISFACTION WHEN RESPONDENTS ARE GROUPED ACCORDING TO CIVIL STATUS

ANOVA

Test Variables	Civil Status	Mean	SD	F	Sig
Effectiveness of Social Media Pages of Tourist Spots	Single	4.09	.49	.579	.678
	Married	4.03	.37		
	Widowed	4.00	.12		
	Separated	4.37	.28		
	Divorced	4.41	.00		
Customer Satisfaction	Single	4.17	.47	.473	.755
	Married	4.13	.34		
	Widowed	4.36	.46		
	Separated	4.26	.13		
	Divorced	4.60	.00		

Null Hypothesis: There is no significant difference in the effectiveness of social media pages of tourist spots and customer satisfaction when respondents are grouped according to civil status.

Since *p*-values of the effectiveness of social media pages of tourist spots and customer satisfaction are .678 and .755 >0.05, then we do not reject the null hypothesis. There is no significant difference in the effectiveness of social media pages of tourist spots and customer satisfaction when respondents are grouped according to Civil Status.

The result implies that it will not matter if the tourists are Single, Married, Widowed, Separated or Divorced in the context of the effectiveness of social media pages and customer satisfaction.

TABLE VI. SIGNIFICANT DIFFERENCE ON THE LEVEL OF EFFECTIVENESS OF SOCIAL MEDIA PAGES OF TOURIST SPOTS AND CUSTOMER SATISFACTION WHEN RESPONDENTS ARE GROUPED ACCORDING TO TOURIST SPOT DESTINATION

ANOVA

Test Variables	Tourist Spot Destination	Mean	SD	F	Sig
Effectiveness of Social Media Pages of Tourist Spots	Havens Peak Highland Resort	4.09	.48	1.013	.389
	Sea World Oasis Resort	4.03	.56		
	Beach View Resort	4.00	.38		
	Jienos Garden Beach Resort	4.19	.37		
Customer Satisfaction	Havens Peak Highland Resort	4.28	.39	2.603	.055
	Sea World Oasis Resort	4.11	.53		
	Beach View Resort	4.03	.43		
	Jienos Garden Beach Resort	4.21	.33		

information quality, and ease of use of the social media pages should also be strengthened and improved to contribute to successful resort business operations.

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