

Implementation of Filipino Brand Service Excellence in Accommodation Facilities in Dumaguete City

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ABSTRACT

In an increasingly commoditized tourism industry, the Filipino Brand of Service Excellence (FBSE) highlights how indigenous Filipino values can drive customer satisfaction. This study examined guests' perceptions of the implementation of the FBSE in terms of Filipino Core Values or 7Ms, namely: *maka-Diyos*, *makatao*, *makakalikasan*, *makabansa*, *masayahin*, *may Bayanihan*, and *may pag-asa*, within the hospitality industry in Dumaguete City and examined how these values relate to customer satisfaction. The study is descriptive-correlational in design, using an adapted survey questionnaire administered to 385 participants of selected accommodation facilities. Data were analyzed using descriptive statistics and inferential statistics. Results reveal a high level of implementation of FBSE with a mean of 2.90 and a high level of overall guest satisfaction with a 2.78 mean. While Guest satisfaction remained high, it varied significantly by age, nationality, type of traveler, type of establishment, and frequency of visit, except for sex. The statistical analysis also showed a strong positive relationship with 0.85 Spearman's results between implementing the Filipino Core Values and Guest Satisfaction. The high level of guest satisfaction indicates that the current FBSE practices directly match or exceed guests' expectations of accommodation facilities. The study concludes that accommodation facilities in Dumaguete City demonstrate a highly commendable and consistent implementation of FBSE, which corresponds to an equally high and almost uniform level of guest satisfaction. These results may serve as a basis for crafting an enhancement program to provide training to FBSE implementers in Dumaguete City.

Keywords: Filipino Brand of Service Excellence (FBSE), 7M Filipino Values, Guest Satisfaction, Dumaguete City, Accommodation Sector

INTRODUCTION

The global service and tourism landscape is undergoing a structural shift from rigid transaction-oriented checklists to culturally differentiated, relational interactions. The modern hospitality industry increasingly recognizes that while technical proficiency forms an essential operational baseline (Grönroos & Voima, 2012), it is the "affective" component of service quality—the emotional and psychological dimensions of human interaction—that drives global consumer loyalty, cross-cultural resonance, and sustainable brand capital (Kim & Kim, 2022; Parasuraman & Zeithaml, 1988; Parasuraman & Zeithaml, 2020). Within this international service-dominant logic, emerging markets utilize indigenous socio-cultural assets to challenge traditional, Western-centric corporate models (King & Zhang, 2021). This strategic deployment of cultural capital transforms localized identity traits into highly exportable human capital, fundamentally reshaping cross-border human resource benchmarks, emotional labor paradigms, and service expectations across the global tourism network (Parreñas & Silvey, 2021; Rodriguez & Schwenken, 2020).

The Philippines is at the forefront of this globalization of localized care (Almario & David, 2021; Bankoff & David, 2022; Gaillard & Gomez, 2020), powered by a dynamic, service-led, and people-driven economy (Bello & Canlas, 2021; Edillon & Pernia, 2022). Centuries of collective historical resilience have synthesized natural hospitality, collective unity (*bayanihan*), and deeply rooted empathy (*malasakit*) into an internationally recognized service framework (Aguiling-Dalisay & de Guia, 2021; Enriquez & Pe-Pua, 2020; Protacio-Marcelino & Pe-Pua, 2022).

To capture and scale this comparative advantage, the Department of Tourism has championed a national operational mandate known as the Filipino Brand of Service Excellence (FBSE) (Bersalona, 2026; Hinlayagan & Olivar, 2023). Central to this state-sponsored paradigm are 7M Filipino Values—*maka-Diyos*, *makatao*, *makakalikasan*, *makabansa*, *masayahin*, *may-Bayanihan*, and *may Pag-asa*—which convert indigenous ethics into an official, standardized design to differentiate destinations and build brand equity (Department of Tourism, 2021; Hinlayagan & Olivar, 2025). Adhering to this value matrix serves as a powerful predictor of brand loyalty and positive consumer associations (Secretary of Tourism, 2022), providing an "authentic" alternative to sterile global standards (Lorenzo-Molo & Quintos, 2021). This cultural authenticity remains a core pillar for strengthening the nation's inbound tourism and global competitiveness within the ASEAN region, even as the industry navigates evolving structural and infrastructural shifts (Philippine Institute for Development Studies (PIDS 2025).

This national initiative encounters a highly critical local testbed, specifically within its primary administrative and economic hub, such as Dumaguete City. The city is renowned as the "City of Gentle People," and is currently navigating a sharp surge in both domestic and international visitor arrivals, positioning itself as an essential tourism gateway. However, scaling up local operations presents a critical administrative challenge: ensuring that the city's trademark "gentleness" transcends mere innate personality and becomes systematically institutionalized within day-to-day hospitality operations (Hinlayagan & Olivar, 2025). To achieve a competitive, authentic traveler experience, this localized socio-cultural identity must be thoroughly integrated into the organizational structures of a highly fragmented market spanning from luxury hotels and resorts to smaller boutique Mabuhay accommodations and family-run homestays.

Despite the aggressive, nationwide rollout of institutional service training, a distinct empirical shortfall persists across contemporary hospitality. Existing research remains predominantly confined to general, tangible service quality dimensions such as physical infrastructure and logistical facilities while frequently overlooking the "radiance" and empirical impact of indigenous cultural values (Laguador & Concepcion, 2022). While localized hospitality studies confirm that core emotional dimensions such as empathy and responsiveness significantly dictate guest satisfaction (Maria Zen & Estrope, 2024), there is a total scarcity of comparative literature evaluating how these national values are actualized across different structural strata of tourism establishments (Department of Tourism, 2021). Variations in resource availability, administrative styles, training capital, and labor capacities among hotels, resorts, and homestays create visible disparities in how deeply these values are implemented and perceived. Consequently, there is an urgent need to empirically measure whether the scale and formal classification of an establishment dictate its capacity to execute culturally rooted frameworks (Sitones & Meñez, 2024).

To address this gap, this study transitions beyond descriptive analysis to deliver clear, practical utility. This research also provides an empirical evaluation of the mechanisms by which the 7M Filipino Values influence customer satisfaction or guest satisfaction metrics in Dumaguete's accommodation sector. Through training and institutionalization, FBSE promotes sustainable, culturally grounded, and inclusive tourism practices that advance both social and economic development while preserving Filipino heritage (Olivar et al., 2025). By accurately diagnosing the structural strengths and systemic weaknesses of the current operationalization of value across hotels, resorts, and homestays in Dumaguete City, towards designing an enhancement program.

Statement of the Problem

The primary objective of this study is to evaluate the perception of guests regarding the implementation of the FBSE, which is the 7M Filipino Values: *maka-Diyos*, *makatao*, *makakalikasan*, *makabansa*, *masayahin*, *may Bayanihan*, and *may pag-asax* within the hospitality industry of Dumaguete City, Negros Oriental, and to determine how these values impact customer satisfaction. It also looked into the level of guest satisfaction and its relationship with FBSE. The specific objectives of this study are as follows:

1. Determine the perceived level of implementation of the Filipino Brand of Service Excellence (FBSE) as perceived by guests;
2. Assess the level of guest satisfaction;

3. Determine whether significant differences exist in FBSE implementation and guest satisfaction when establishments are grouped according to their profiles namely: age, sex, nationality, type of traveler, type of Establishment, frequency of visit to Dumaguete City; and
4. Determine whether a significant relationship exists between FBSE implementation and guest satisfaction.

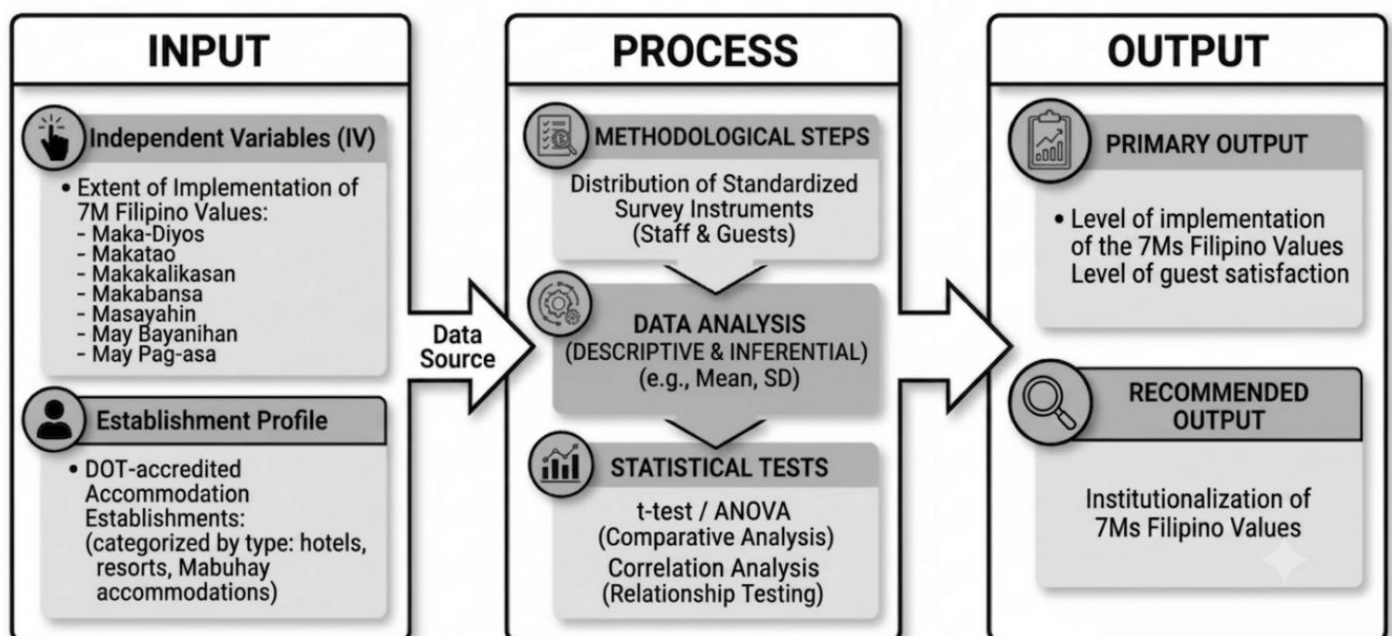
FRAMEWORK

This study connects the classic Input-Process-Output (IPO) system with modern service theories to show how local culture improves hospitality in Dumaguete City. Instead of viewing service as a simple, one-way assembly line, this framework frames accommodations as an open, interactive circle in which managers and guests create value together.

This study is anchored on the Department of Tourism's (DOT) official FBSE framework with seven distinct pillars called the 7M Filipino Values. These Filipino values are: (1) *maka-Diyos* refers to showing a deep faith in God and a strong spiritual foundation. (DOT, 2023); (2) *makatao* is being kind, helpful, and respectful to every human being, treating others with dignity, showing empathy, and maintaining harmonious relationships within the community (Reantaso & Cuño, 2023); (3) *maka-kalikasan* is caring for the environment and all living things and encourages people to protect nature; (4) *makabansa* means showing strong love for the country, its culture, and its citizens; (5) *masayahin* is being naturally happy and optimistic spirit of the Filipino people despite challenges or disasters, finding a reason to smile; (6) *may bayanihan* refers to the spirit of communal unity, where people come together to help a neighbor in need without expecting anything in return; and (7) *may pag-asa* is the unwavering sense of hope for the future that will eventually get better, no matter how difficult today might seem. These indigenous values serve as the cultural heart and emotional foundation of the service. Applied to the context of the hotel industry, hotel staff actively practice these cultural values as they serve their guests (Olivar & Hinlaygan, 2025). These cultural values directly shape guests' experience to judge the quality of their stay across the five key areas of service: the physical facilities, reliability, staff helpfulness, trust, and care.

The schematic diagram below shows the conceptual framework of a modified Input-Process-Output model to examine how the 7M Filipino Values influence guest satisfaction in Dumaguete City's hospitality sector. It also traces the relationship between service providers' cultural values, customer experiences, intention to return, and brand loyalty. The model is a feedback loop in which guest reviews and satisfaction ratings guide the hotel sector to improve staff training, service practices, and consistent application of Filipino values.

Figure 1 Schematic Diagram



The Input phase covers the implementation of the 7M Filipino Values as independent variables and the profiles of DOT-accredited establishments, categorized by hotel type, resort, and Mabuhay accommodations, as situational parameters. These variables are then baseline dimensions investigated.

The Process phase, on the other hand, is the methodological engine of the study. It explains how the data were analyzed to have reliable findings. Adopted survey questionnaires were administered to guests and then analyzed using the mean and standard deviation of the level of implementation of the Filipino Brand of Service Excellence (FBSE) and guest satisfaction. Inferential statistics, particularly Mann-Whitney U and Kruskal-Wallis tests, were then used to identify comparative analyses across establishments' profiles, and Spearman's rho was used for the relationship between guest satisfaction and FBSE implementation.

Finally, the Output phase presents the dual-layered results of the study, which are the level of implementation of 7M Filipino values and the level of guest satisfaction, and then recommends the institutionalization of the 7M Filipino values, which is the Proposed Enhancement Program. This program bridges the gap between academic theory and industry practice, providing hospitality properties with a roadmap to convert intangible cultural assets into a sustainable.

METHODOLOGY

This study employed a quantitative descriptive-comparative and correlational research design to examine the implementation of the 7M Filipino Values and its relationship with guest satisfaction. Data were collected through adopted instruments from works of Hinlayagan and Olivar (2023) and items on customer satisfaction from Parasuraman and Zeithaml (2020). The Likert-scale questionnaires were administered to 385 local and foreign guests of Department of Tourism-accredited hotels and resorts in Dumaguete City, Negros Oriental. Data were then analyzed using mean, standard deviation, and inferential statistics for correlation and comparison.

A sample size of 385 is considered representative of a large population, but it was obtained by surveying guests at the selected Department of Tourism (DOT)- accredited hotels and resorts in Dumaguete City. The research instrument was a fully validated adapted survey questionnaire based on the established work of Hinlayagan and Olivar (2023 and Parasuraman and Zeithaml (2020) for customer satisfaction metrics. To maintain high ethical standards, the data collection process ensured informed consent and voluntary participation by respondents, as well as the anonymity and confidentiality of both individuals and specific accommodation establishments. In addition, the researchers emphasized data privacy and the avoidance of harm to guests, ensuring the survey process did not interfere with their travel experiences while providing a solid foundation for the proposed enhancement program.

Data were first analyzed through descriptive statistics, particularly the mean and standard deviation, to determine the perceived extent of implementation of the Filipino Brand of Service Excellence (FBSE) and the level of guest satisfaction. Descriptive results were presented collectively and by age, sex, nationality, type of traveler, type of establishment, and frequency of visits. Inferential statistics were used to determine whether significant differences were found between the profile groups in respondents' responses to the FBSE and guest satisfaction. For age, sex, nationality, type of establishment, and frequency of visit, the Mann-Whitney U test was used because these variables had two groups. Variables with three or more groups were analyzed with the Kruskal-Wallis H test, especially the type of traveler. If the Kruskal-Wallis H test showed a significant difference, then Dunn's post hoc test was performed to determine which groups differed. Finally, Spearman's rank-order correlation coefficient indicated the strength and direction of the relationship between the extent of FBSE implementation and overall guest satisfaction. All hypothesized tests were tested at the desired level of significance.

RESULTS AND DISCUSSIONS

This section discusses the interpretation of the results on Filipino Brand of Service Excellence (FBSE) and the effect on the level of guest satisfaction in the city of Dumaguete. The results will be reported based on the guests' assessments of the 7M Filipino Values. In addition, the degree of visitor satisfaction will be presented for each characteristic of service quality, with special emphasis on identifying the guests' demographic descriptions and

category of business. Moreover, the results will indicate the connection between the application of FBSE and visitor satisfaction to develop the proposed plan for improving service quality.

Table 1 shows the perceived level of satisfaction of guests, which shows a high service level across the seven Filipino Values. These findings indicate that while guests look favorably on all aspects of service excellence, and their overall experience is most deeply driven by a sense of community and human-centered care rather than superficial frontline service.

Table 1 Perceived Level of Service Excellence when the Guests are taken Collectively (n=385)

Dimension	Standard deviation	Mean	Verbal interpretation
Maka-Diyos (Spirituality/Ethics)	1.03	2.90	High
Makatao (Human-centered service)	1.06	2.96	High
Makakalikasan (Environmental Stewardship)	0.98	2.90	High
Makabansa (Patriotism/Local Culture)	1.05	2.87	High
Masayahin (Cheerfulness/Positivity)	1.03	2.84	High
May Bayanihan (Community Spirit/Cooperation)	0.91	2.99	High
May Pag-asa (Optimism/Hope)	1.03	2.85	High
Overall Service Excellence	0.93	2.90	High

This pattern of level of satisfaction strongly aligns with relationship marketing and destination management, where the strategic prioritization of core interpersonal and performance dimensions serves as a primary value-driver that commands customer approval. The result shows that Filipino values *May Bayanihan* and *Makatao* rank highest, implying that consumers place superior value on welcoming workplace cultures and humanized service delivery over purely mechanical protocols (Sabhiena & Setiono, 2023). Furthermore, localized hospitality practices help guests feel connected to the journeys and increase their emotional satisfaction (Sitones & Meñez, 2024).

Values-driven hospitality enhances consumers' psychological safety because service integrity and institutional care are closely tied to how effectively a property executes its operations (Han et al., 2026). While a destination's baseline image may not directly secure repeat patronage, it is the creation of a Memorable Tourism Experience (MTE) that dictates subsequent actions. Cognitive assessments must be translated into affective states—whether through cooperative empathy or tourist satisfaction—to effectively catalyze long-term revisit intentions (Ernita et al., 2023). Travelers also value meaningful interactions and empathy more than accommodations' basic services. This allows proactive managers to systematically translate frontline behaviors into maximized customer satisfaction (Reddy, 2024)

Table 2 shows the difference in perceived level of satisfaction when grouped by demographic profiles. *When grouped by age*, the results indicate that there are substantial differences in the perception of service quality. Older guests gave a higher overall rating ($M = 3.12$, $SD = 0.83$) than younger guests ($M = 2.71$, $SD = 0.97$), with a p-value of less than .01. The findings corroborate that of Purba et al. (2022) stating that the demographic factors affect the perception of service quality and that of Sabhiena and Setiono (2023) which suggest that senior customers are more likely to have positive perceptions of traditional and relationship-based service settings.

When grouped by sex, Male guests have a slightly higher rating ($M = 2.97$, $SD = 0.93$) than female guests ($M = 2.84$, $SD = 0.93$). However, it was not statistically significant ($p = 0.13$) as sex had little impact on the perceptions of service excellence. May Bayanihan and Makatao both received the highest score, followed by Masayahin who received the lowest score. This is in line with the findings of Purba et al. (2022) and Sabhiena and Setiono (2023), who suggest that people, whether men or women, who are equally staying in the same hospitality environment have similar perceptions of the service quality.

When grouped by nationality, domestic guests' overall perceived level of service was higher than their foreign guest counterparts' overall perceived level of service ($M = 3.09$, $SD = 0.91$ versus $M = 2.81$, $SD = 0.93$, $p < .01$). Domestic guests gave Makatao the highest rating and Masayahin the lowest; foreign guests gave May Bayanihan

the highest rating and Makabansa the lowest. This implies that there is a difference in the perception of culturally based service practices of guests for whom their nationalities differ and that domestic travelers have more favorable perceptions of familiar Filipino values. The observation is similar to that of Purba et al. (2022) and Sabhiena and Setiono (2023), who found that cultural backgrounds and geographic origin influence guests' expectations and perceptions of service quality.

When grouped by type of traveler, the results reveal a significant difference in experienced service quality for the four different categories of travelers: business travelers, family travelers, group travelers, and solo travelers ($p < .01$). Group travelers, including friends and colleagues, gave the highest rating ($M = 3.21$, $SD = 0.75$), followed by family travelers ($M = 2.94$, $SD = 0.87$) and solo travelers ($M = 2.91$, $SD = 0.96$). The lowest was received by business travelers ($M = 2.29$, $SD = 1.00$). The most favorable ratings were from group travelers for Makatao and May Bayanihan, while business travelers rated most dimensions low, with the lowest rating being Masayahin. This indicates that service for leisure-oriented travelers is more positively received if it is human-centred and community-based, while for service for business visitors, speedy and efficient, functional service delivery is more important. This result is in line with the results of Purba et al. (2022) and Sabhiena and Setiono (2023) that stated the service expectations are different depending on the purpose and profile of travelers.

When grouped by type of establishment, the perceived level of service excellence was slightly higher for guests in hotels ($M = 2.92$, $SD = 0.92$) than for those who were in resorts ($M = 2.85$, $SD = 0.97$). This difference was statistically significant ($p < .01$) and indicated an effect of establishment type on service perceptions. May Bayanihan and Makatao were both most favorably rated by both groups, with Masayahin the least favorably rated. These findings complement the findings of Purba et al (2022) who reported that there is a possibility of variability between different types of accommodations.

When grouped by frequency of visit, Repeat visitors gave a higher rating ($M = 2.95$, $SD = 0.94$) than first-time visitors ($M = 2.83$, $SD = 0.91$), with a significant difference ($p < .01$). Both groups ranked May Bayanihan as highest, yet May Pag-asa was ranked lowest by both, while Masayahin was ranked lowest for the first-time visitors. This indicates that repeated exposure to a destination can enhance perceptions of hospitality services, as found in Sabhiena and Setiono (2023), which reports that repeated exposure can lead to better perceptions of hospitality experiences.

Table 2 Difference in Perceived Overall Level of Excellence when the Guests are Grouped According to the Demographic Variables Used in this Study

Profile	Mean	Standard Deviation	p-value	Significance @ 0.05
Age				
Younger (n =207)	2.71	0.97	<0.01	Significant
Older (n = 178)	3.12	0.83		
Sex				
Female (n = 209)	2.84	0.93	0.13	not significant
Male (n = 176)	2.97	0.93		
Nationality				
Domestic (n = 125)	3.09	0.91	<0.01	Significant
Foreigner (n = 260)	2.81	0.93		
Type of Traveler				
Business (n=52)	2.29	1.00	<0.01	Significant
Family (n=131)	2.94	0.87		
Group (Friends/Colleagues; n=78)	3.21	0.75		
Solo (n=124)	2.91	0.96		
Type of Establishment				
Hotel (n=263)	2.92	0.92	<0.01	Significant

Resort (n=122)	2.85	0.97		
Frequency of Visit in Dumaguete City				
First Time (n=161)	2.83	0.91	<0.01	Significant
Repeat Visitor (n=224)	2.95	0.94		

Level of Guest Satisfaction. Table 3 shows the consolidated findings regarding the level of guest satisfaction measured through standard SERVQUAL dimensions indicates that guests experience a positive state of fulfillment, with a high overall satisfaction. Responsiveness secured the highest customer approval rating. In contrast, the lowest evaluations were observed in Tangibility. These results imply that current hospitality operations excel primarily at functional speed and interpersonal engagement, though physical environments and structural trust signals could benefit from refinement. The overarching positive evaluation observed across this unified cohort strongly supports the core principles of structural quality management in tourism literature.

Table 3 Level of Guest Satisfaction when they are taken Collectively (n=385)

Dimension	Standard deviation	mean	Verbal interpretation
Tangibility	1.08	2.75	High
Reliability	1.08	2.80	High
Empathy	1.07	2.80	High
Responsiveness	1.09	2.81	High
Assurance	1.09	2.79	High
Overall Satisfaction	1.04	2.78	High

Recent research by Purba et al. (2022) finds that satisfaction indicators predict future guest behavioral patterns and support consumer destination loyalty. This result is supported by Sabhiena and Setiono's (2023) study, who points out that guest satisfaction is achieved when a property's daily operations and service delivery meet guest expectations

The high descriptive scores for Responsiveness, Reliability, and Empathy indicate that the properties under review perform exceptionally well within their human and operational domains. The finding supports the finds of Sitones and Meñez's (2024) study that staff attentiveness and swift, real-time problem-solving serve as critical performance anchors of guest experience. This relational excellence scores for Reliability and Empathy also support Minrohayati et al. (2024), who stated that guests valued these, suggesting that modern hospitality consumers respond heavily to personalized care and dependable, error-free transactions.

On the other hand, the lower scores for Tangibility and Assurance highlight a structural gap that requires resource allocation to improve physical facilities. As evaluated by multi-criteria decision-making models in modern hospitality quality, contemporary travelers are highly sensitive to outdated physical facilities or weak visual aesthetics, making Tangibility a primary area of critique when physical upgrades fail to keep pace with staff behavioral excellence (Ernita et al., 2023). This material deficit, combined with lower absolute scores for Assurance, implies that properties must actively modernize their physical environments and refine their structural trust signals to fully reinforce the guest's underlying sense of transactional safety and credibility (Prahabakar & Gunasekeran, 2025).

Ultimately, as Reddy (2024) notes, establishing a collective baseline metric enables properties to assess their broader operational health before drilling down into segment-specific variations. These findings confirm that while human-centric workflows and real-time operational pacing are highly polished, long-term destination sustainability requires a comprehensive approach in which physical assets and structural trust mechanisms align with frontline performance (Purba et al., 2022). For hospitality stakeholders, this distribution of strengths and vulnerabilities provides clear direction for capital reinvestment, indicating that future funds should be directed toward physical environment renovations and enhanced security transparency to meet the high standards set by the service workforce.

For the distribution of guest satisfaction scores across the designated age groups, both the young and old guests expressed contentment, as evidenced by their high satisfaction. Nevertheless, a slight gap appears between the two groups: older respondents reported a significantly higher sense of fulfillment than the younger group. For older consumers, Responsiveness generated the peak satisfaction, while Reliability, Empathy, and Assurance clustered evenly around their means. For younger guests, Responsiveness was also the highest, but Tangibility sat at the bottom of their spectrum. This polarization implies that younger travelers maintain a more critical lens, particularly concerning physical touchpoints and environments. The descriptive variation between these generational cohorts strongly mirrors foundational patterns in contemporary demographic hospitality literature. According to the research of Purba et al. (2022), specific service operational dimensions and structural performance elements do not yield uniform satisfaction levels across multi-generational groups, as consumer age directly dictates varying emotional thresholds and baseline demands.

The heightened sense of fulfillment reported by the older demographic aligns with the empirical frameworks of Sabhiena and Setiono (2023), who observe that mature consumer segments frequently exhibit a smaller expectation gap and greater relational appreciation when evaluating standard hospitality environments. On the other hand, the more critical and conservative marks assigned by the younger subgroup highlight a notable generational shift in lifestyle features and assessment trends.

The identical identification of Responsiveness as the peak satisfaction attribute across both age groups reveals an important structural continuity in frontline service delivery. This shared preference closely matches the customer experience models of Sitones and Meñez (2024), which confirm that real-time problem-solving, operational speed, and prompt staff attentiveness function as universal performance anchors that positively engage guests regardless of age. This underlying operational strength validates the management frameworks of Minrohayati et al. (2024), illustrating that when property workflows focus strictly on rapid administrative and service pacing, they establish a reliable foundation for relationship-building that satisfies the immediate functional needs of both younger and older traveler cohorts.

As evaluated by multi-criteria decision-making models in modern hospitality quality, younger guests, particularly Millennials and Gen Z, look past standard service delivery and highly scrutinize physical touchpoints, making material infrastructure a major driver for critique when facilities feel outdated (Gaillard & Gomez, 2020). The low score of 2.56 assigned to Tangibility by the younger travelers supports this perspective, proving that younger consumers demand modernized, aesthetic, and visually appealing physical hotel environments, whereas older guests remain highly satisfied as long as traditional parameters like empathy and assurance cluster evenly (Prahabakar & Gunasekeran, 2025)

Customer age acts as a crucial demographic control variable that prevents hospitality managers from executing resource allocations based on flawed, aggregated dataset averages (Reddy, 2024). These multi-generational patterns show that properties cannot rely on a single, generic operational approach to maintain uniform fulfillment across all consumer subsets (Prahabakar & Gunasekeran, 2025). For property stakeholders, this generational polarization provides a clear directive for strategic reinvestment, proving that while existing workforce behaviors successfully maintain high responsiveness scores, long-term destination sustainability requires immediate capital injections to upgrade physical touchpoints and modernize tangible hotel assets to fully satisfy the high environmental standards of younger traveler segments.

Guest satisfaction based on the biological sex of the respondents revealed that both female and male guests reported a high overall satisfaction. Male guests expressed higher satisfaction levels than female guests. Looking at specific attributes, females were most satisfied with Responsiveness and least satisfied with Tangibility. Male respondents indicated high satisfaction with Reliability and Empathy and lowest satisfaction with Tangibility. Tangibility, the lowest metric, confirms a cross-gender consensus that physical assets need modernization. The minimal differences in mean level of satisfaction between male and female guests heavily match broader patterns in contemporary demographic hospitality literature. According to comprehensive research by Purba et al. (2022), specific service operational dimensions and core satisfaction metrics are often filtered differently by sex, with female consumers historically applying a comprehensive lens during frontline evaluations. This slightly more conservative scoring trend among female cohorts aligns with the empirical findings of Sabhiena and Setiono (2023), which demonstrate that varying gender-based consumer profiles can alter the exact size of the

expectation gap during service interactions. Consequently, while both segments operate within a favorable descriptive tier, their internal evaluation pathways maintain subtle differences.

The divergent dimensional peaks isolated between the two subgroups highlight how separate genders anchor their overall feelings of customer fulfillment. Female guests feeling most rewarded by Responsiveness confirm that prompt staff attentiveness and rapid, real-time problem-solving serve as a critical performance anchor for detail-oriented travelers (Sitones & Meñez, 2024). The high satisfaction of male guests toward Reliability and Empathy suggests that certain customer profiles heavily anchor their loyalty on consistent, error-free operational execution combined with authentic personal care (Minrohayati et al., 2024)

However, the mutual identification of Tangibility as the lowest scoring attribute across both gender subgroups provides critical evidence of a shared structural vulnerability. As evaluated by multi-criteria decision-making models in modern hospitality quality, contemporary travelers across profiles look past staff behavioral warmth when the material environment or physical infrastructure lags behind operational standards (Ernita et al., 2023). This joint cross-gender consensus regarding low tangibility scores highlights a noticeable material gap in the destination's ecosystem, proving that cosmetic or minor physical assets require immediate structural upgrades to match the high standards set by the service workforce (Prahabakar & Gunasekeran, 2025).

Guest sex serves as an essential demographic control variable that enables property operators to uncover subtle variations in consumer evaluation hierarchies without dealing with skewed aggregate data (Reddy, 2024). These findings confirm that while male and female travelers maintain similar broad classifications of overall fulfillment, their underlying demands for specific property traits demand distinct strategic focuses (Prahabakar & Gunasekeran, 2025). For hotel and resort stakeholders, this cross-gender consensus provides a clear directive for capital resource allocation, showing that while frontline behavioral training must remain strong, property operators must systematically invest in property modernization to remove the persistent tangibility deficit pulling down scores across all groups.

Guest Satisfaction Grouped by Type of Traveler. The guest satisfaction records demonstrate that while both groups of travelers are highly satisfied, domestic visitors are notably more enthusiastic about their experience than the international travelers. In terms of specific indicators, domestic patrons felt most rewarded by Reliability and least impressed by Tangibility. For international visitors, Responsiveness was the highest, whereas Tangibility stood out as their lowest.

This demonstrates that regardless of geographic origin, the physical components of local service fail to match operational elements. The clear scoring gaps between domestic and international travelers strongly mirror broader patterns identified in global tourism literature. Cultural background and geographical origin heavily shape how guests perceive service quality, as international travelers often possess vastly different baseline expectations than local visitors (Han et al., 2021). The lower overall marks assigned by foreign travelers support the conclusions of Prahabakar and Gunasekeran (2025), which emphasize that international guests generally evaluate service metrics through a highly critical lens due to their exposure to diverse global benchmarks. Furthermore, the strong satisfaction that international visitors felt toward Responsiveness aligns with findings, illustrating that real-time problem-solving and rapid service speed effectively bridge communication or cultural barriers for foreign consumers. However, the identical weakness in Tangibility across both groups underscores a critical systemic issue (Kumar et al., 2026): when physical infrastructure lags behind operational care, it creates a visual disconnect that harms the overall destination image. Ultimately, these findings reinforce the framework by the Shiji Group (2026), which states that property modernization is a cross-cultural necessity because a lack of tangible quality will consistently limit a destination's appeal to both domestic and international markets.

The comparative view of guest satisfaction across four distinct traveler profiles: solo, family, group, and business travelers shows that the Group travelers recorded the highest overall satisfaction. Interestingly, group travelers gave their highest rating to Empathy, while business travelers gave their lowest marks to Empathy. This trend emphasizes that corporate travelers remain underserved relative to leisure segments. The significant gap between leisure and corporate traveler satisfaction heavily mirrors core concepts in contemporary hospitality literature. Different customer segments evaluate service quality based on highly contrasting situational needs, meaning a single operational style rarely satisfies distinct consumer archetypes simultaneously. The low scores reported by

corporate clients highlight that business travelers face strict professional schedules and time constraints, making them far less tolerant of service delivery delays (Han et al., 2021).

Furthermore, the low marks given to Empathy and Responsiveness by business travelers support the findings by showing that corporate guests prioritize speed, seamless efficiency, and functional utility over standard interpersonal hospitality warmth. This critical service mismatch is a recognized industry issue; as noted in the study by Kumar et al (2026), hospitality operations originally built around leisure frameworks often struggle to modify their core service speeds for time-sensitive corporate clients. Ultimately, as emphasized by the Shiji Group (2026), addressing these segment-specific performance gaps requires a structural split in service strategy, ensuring corporate travelers receive dedicated, high-speed operational pathways rather than generic leisure-oriented care.

The guest satisfaction when responses are organized by the type of lodging selected by the consumer, separating hotel users from resort users, reflects that both types of property highly satisfy their guests. Hotels demonstrated a higher overall satisfaction than the resort group. For hotels, performance was entirely balanced across four metrics: Reliability, Empathy, Responsiveness, and Assurance, leaving Tangibility at the bottom. Resort guests reported the highest satisfaction with Responsiveness, while Tangibility ranked the lowest. This confirms that structural tangibles are a consistent area of vulnerability across all accommodation types. The parallel weakness in tangible metrics across different accommodation setups mirrors critical discussions in modern tourism management.

According to Han et al. (2021), different property designs, such as urban hotels and recreational resorts, naturally create diverse consumer psychological baselines, yet core operational elements must remain consistently reliable to drive guest fulfillment. The slightly lower ratings recorded by resort guests align with observations in Prahabakar and Gunasekeran (2025), which point out that resort properties generally feature larger spatial footprints, making it logistically harder to maintain uniform operational speeds and property standards compared to hotels.

Furthermore, the balanced performance across hotel metrics supports conclusions by Prahabakar & Gunasekeran (2025), illustrating that standardized corporate training programs in urban environments often lead to highly symmetrical service delivery scores across multiple SERVQUAL dimensions. However, the drop in Tangibility scores across both sectors underscores a major systemic issue; as emphasized by Kumar et al. (2026), when physical upgrades lag behind employee training, the resulting visual degradation heavily penalizes the guest's sensory experience. Ultimately, these findings validate the strategic model presented by the Shiji Group (2026), which proves that asset modernization is an industry-wide requirement, because failing physical infrastructures will continuously pull down overall customer satisfaction regardless of whether the establishment operates as a commercial hotel or a leisure resort.

Guest satisfaction measures fluctuate between first-time patrons and repeat guests. Although both classes of visitors maintain high overall satisfaction levels, repeat visitors exhibited higher satisfaction across all dimensions compared to the first-time guests. First-time travelers posted uniform ratings across Reliability, Empathy, and Responsiveness, with slight declines in Tangibility and Assurance. Repeat visitors, meanwhile, scored Responsiveness highest and Tangibility the lowest. This indicates that returning guests are more appreciative of service speed, likely due to established relationships with the properties. The higher satisfaction scores recorded by returning travelers reinforce foundational models in relationship marketing and destination loyalty.

The psychological baseline of a traveler transforms significantly with repeated exposure, as familiarity lowers transaction anxiety and shifts customer focus from baseline skepticism to relational value (Han et al., 2021). The flat, lower scores from first-time visitors suggest that new patrons evaluate an establishment without personal historical context, causing them to judge all operational dimensions with uniform, strict scrutiny. Furthermore, the high praise that repeat visitors gave to Responsiveness proves that established operational familiarity creates smooth communication pathways, which naturally amplifies the perceived speed and efficiency of service delivery (Prahabakar & Gunasekeran, 2025).

However, the drop in Tangibility among returning guests highlights a subtle risk; as noted by Kumar et al. (2026), loyal customers become highly desensitized to standard physical environments over time, often making them more critical of stagnant visual aesthetics or outdated infrastructure. Ultimately, these results validate the customer equity model discussed by the Shiji Group (2026), which states that long-term destination sustainability relies on translating human-centric relationships into higher relational tolerance, allowing established service speeds to offset minor physical imperfections.

Differences in overall perceived service excellence when guests are grouped by demographics, using a significance threshold of 0.05: the statistical analysis revealed significant differences for five of six profile variables, namely: age, nationality, type of traveler, type of establishment, and frequency of visit. Similar results were revealed in the analysis per dimensions (MakaDiyos, Makatao, Makabansa, Makakalikasan, May Bayanihan, and May Pag-asa). The level of FBSE implementation was not found to be significant across all dimensions, except for Masayahin. It is only in Masayahin where significant differences were seen across all demographics, including sex.

Overall FBSE. These findings show that overall service excellence is not experienced uniformly but varies dramatically based on travelers' traits and choices. The statistical variations observed across nearly all demographic parameters indicate that human-centered service delivery resonates differently depending on guest background. Results also highlight that a guest's appreciation for localized cultural integration and heritage is deeply influenced by their demographic profile.

In the work of Han et al. (2021), analyzing hospitality markets using a single aggregated data pool often masks underlying differences, as distinct demographic backgrounds dictate completely different service requirements. The significant differences found across age, nationality, and visit frequency strongly align with the frameworks in (Prahabakar & Gunasekeran, 2025), which demonstrate that past travel experience, cultural backgrounds, and generational mindsets fundamentally alter how consumers rate service performance.

Furthermore, the significant gap between corporate and leisure segments emphasize that business travelers operate under a distinct transactional framework that cannot be satisfied by standard leisure-oriented hospitality models. Conversely, the non-significant finding for guest sex indicating that while minor descriptive gaps may exist, biological sex does not fundamentally alter a traveler's underlying judgment of operational standards (Kumar et al., 2026). Ultimately, these inferential results validate the strategic segmentation models highlighted by the Shiji Group (2026), which prove that maximizing property performance requires managers to abandon generic operational tracks and instead customize service environments to match specific demographic parameters.

Maka Diyos. The result implies that the ethical and spiritual service dimensions resonate differently depending on travelers' backgrounds and lifestyle characteristics. The significant variations across most demographic segments indicate that perceived ethical and localized values in service are highly dependent on consumer traits.

Cultural and spiritual service attributes are not evaluated identically by all consumer subsets, as personal backgrounds heavily dictate a guest's receptiveness to intangible hospitality values (Han et al., 2021). The high scores observed among older, domestic, and repeat visitors align with the findings of Prahabakar and Gunasekeran (2025), which emphasize that cultural familiarity and mature life stages often lead to a deeper alignment with localized, ethical, and relationship-driven service practices. Furthermore, the divergence of corporate clients highlighted supports conclusions by Prahabakar and Gunasekeran (2025), showing that business travelers operate under strict professional constraints where functional utility completely supersedes localized spiritual or ethical parameters. The uniform view across genders matches observations according to the study of Kumar et al. (2026), suggesting that core ethical expectations remain statistically stable between male and female cohorts when evaluating property integrity. Ultimately, these inferential patterns validate the segmentation models discussed by the Shiji Group (2026), which prove that to effectively market and deliver specialized cultural service philosophies, managers must recognize that these dimensions resonate primarily with community-oriented or familiar demographics rather than transactional corporate travelers.

Makatao. The statistical variations observed across nearly all demographic parameters indicate that human-centered service delivery resonates differently depending on guest background. Business travelers' lower scores were the primary driver of variance within that group. The statistical variations observed across nearly all demographic parameters indicate that human-centered service delivery resonates differently depending on guest background.

According to Han et al. (2021), the personal interaction elements of hospitality are rarely judged uniformly, as consumer demographics dictate diverse psychological expectations for relational care. The higher marks given by older, domestic, and repeat visitors suggest that cultural alignment and familiarity with local customs heighten a guest's appreciation for highly relational, human-centric service strategies (Prahabakar & Gunasekeran, 2025). Conversely, the distinct, lower scores reported by corporate clients show that business travelers operate under a transactional mindset where immediate functional utility outranks interpersonal relationship-building. The uniform response across genders suggests that baseline expectations for respectful, human-centered treatment remain statistically identical between male and female cohorts (Kumar et al., 2026). Destination properties cannot rely on a single, uniform approach to relationship marketing; instead, human-centered service pillars must be dynamically adapted to match the specific behavioral profiles of modern traveler segments (Shiji Group, 2026).

Makakalikasan. Descriptive records show that older individuals, domestic citizens, group members, hotel patrons, and repeat visitors felt a stronger presence of green practices. Dunn's post hoc comparison showed that business travelers were the group that differed significantly from family, group, and solo travelers.

The statistical patterns reveal that guest awareness and evaluation of environmental stewardship in hospitality are heavily shaped by demographic backgrounds. Eco-friendly practices and green service dimensions are received differently across diverse traveler segments because distinct consumer groups do not maintain identical baseline sensitivities toward structural sustainability (Luong & Nguyen, 2025). The elevated scores from older, domestic, and repeat travelers align with findings in the study of Prahabakar and Gunasekeran (2025), which demonstrate that local cultural familiarity and mature consumer demographics often correlate with a deeper appreciation for environmental preservation efforts at a destination. The divergence among corporate clients indicates that business travelers operate under extreme time pressures, in which functional operational speed completely overshadows visible environmental stewardship. The uniform perspective between male and female guests confirms that biological sex does not create a meaningful statistical divide in how guests perceive basic green compliance or property infrastructure (Kumar et al., 2026). Ultimately, these inferential patterns validate the strategic market segment frameworks discussed by the Shiji Group (2026), proving that to effectively promote sustainable hospitality initiatives, management must recognize that green attributes serve as strong value-drivers for leisure-oriented and frequent visitors, while remaining a low priority for transactional corporate clients.

Makabansa. The cultural-patriotic dimension *Makabansa* (Patriotism/Local Culture) across guest characteristics significantly differs, except when the respondents are grouped according to their sex. Descriptive records show that older guests, domestic travelers, group travelers, hotel guests, and repeat visitors gave higher scores to local cultural integration. Post hoc comparisons revealed that business travelers differed from all categories, and a unique significant difference was found between family and group travelers. The statistical results highlight that a guest's appreciation for localized cultural integration and heritage is deeply influenced by their demographic profile.

According to Hurdawaty et al. (2025), authentic local traits and immersion experiences are perceived differently across diverse traveler segments because distinct consumer groups do not maintain identical baseline motivations toward regional culture. The elevated evaluations from older, domestic, and repeat visitors strongly support the frameworks of Prahabakar and Gunasekeran (2025), which show that cultural familiarity and mature consumer demographics naturally foster a deeper alignment with a destination's unique heritage and local identity. Business clients focus entirely on functional utility and time-managed efficiency, rendering them less receptive to localized storytelling (Prahabakar & Gunasekeran, 2025).

Additionally, the distinct performance variance between family units and group travelers mirrors conclusions by the Shiji Group (2026), proving that group-based social settings alter collective consumer perception and heighten responsiveness to local cultural interactions. Lastly, as summarized by the study of Kumar et al. (2026), while biological sex does not create a statistical divide in hospitality expectations, management must intentionally tailor their cultural marketing and property aesthetics to leverage the enthusiasm of leisure groups and domestic travelers while remaining unobtrusive to transactional corporate segments.

Masayahin. This dimension revealed a significant difference in the level of FBSE implementation across all variable groupings, including sex. This indicates that male and female guests experience service positivity differently, with males reporting a higher rating than females. A post hoc test by type of traveler showed that business travelers stood apart from the other three groups, and family travelers differed significantly from group travelers.

The perception of emotional hospitality, such as frontline cheerfulness and positivity, is deeply tied to individual guest characteristics. According to Minrohayati et al. (2024), the operational dimensions of service quality play an intersecting role in shaping varying thresholds of customer fulfillment. This confirms that distinct consumer segments process interpersonal interactions through vastly different evaluative lenses.

The statistical difference found between male and female guests emphasizes that women often apply a more critical, detail-oriented lens to frontline emotional labor than men. Furthermore, the lower scores reported by corporate clients, confirmed as a major source of variance by the post hoc test, align with conclusions by Prahbakar and Gunasekaran (2025). Business travelers maintain highly functional mindsets that focus strictly on speed and efficiency, making them less receptive to traditional displays of hospitality positivity. The performance variance between family and group travelers mirrors the findings by the Shiji Group (2026), proving that group-based social dynamics naturally heighten guest responsiveness to positive frontline interactions. As summarized by Kumar et al. (2026), frontline cheerfulness serves as a crucial emotional driver for leisure segments but fails to resonate with transactional business travelers; management must ensure that emotional hospitality delivery is dynamically adjusted based on the specific lifestyle features of the demographic being served.

May Bayanihan. The descriptive data shows that older guests, domestic travelers, group formations, hotels, and repeat visitors rated communal spirit higher. Post hoc testing showed that business travelers were distinct from all other groups of guests who travel with their family, differed from group travelers, and differed significantly from solo travelers.

According to Minrohayati et al. (2024), specialized hospitality quality frameworks intersect with consumer backgrounds, creating distinct variations in how travelers evaluate frontline service dimensions. The higher marks assigned by older, domestic, and repeat travelers support the findings of Prahbakar and Gunasekaran (2025). The divergence of corporate clients indicates that travelers focus strictly on individual functional utility and quick turnaround times, rendering them less responsive to a sense of community (Dagasaner & Karaatmaca, 2025).

The significant gaps between group travelers and both family and solo formats match observations of the Shiji Group (2026), demonstrating that shared, social travel configurations inherently foster a much higher appreciation for collaborative, hospitable environments. Kumar et al. (2026) summarized that biological sex does not create a meaningful statistical divide in service expectations; management must recognize that communal values resonate strongest with socially oriented or frequent leisure visitors.

May Pag-asa. Results reveal that guests' perception of FBSE implementation significantly varies when the guests are grouped according to variables used in this study, except for sex. Older guests, domestic travelers, organized groups, hotel guests, and repeat visitors rated this optimistic spirit higher. Dunn's post hoc test confirmed that business travelers' scores were distinct from those of all other traveler categories.

A traveler's perception of frontline optimism and reassuring care is closely tied to their background. According to Purba et al. (2022), specific service operational dimensions and the strategic execution of hospitality attributes

interact directly with customer segments to shape varying levels of guest perception. This shows that different consumer subgroups do not process soft or emotional hospitality elements through identical lenses.

The elevated scores from older, domestic, and repeat visitors support the findings in Prahabakar and Gunekeran (2025), which show that cultural alignment and familiarity with the local community make travelers much more receptive to soft, hope-driven hospitality traits. Conversely, the lower scores reported by corporate clients—confirmed as a primary source of variance by the post hoc test—align with the conclusions of Dagasaner and Karaatmaca (2025). Business travelers maintain highly functional mindsets focused on swift transactional utility, making them less receptive to traditional hospitality elements like optimism.

Furthermore, the higher marks given by organized groups match observations by the Shiji Group (2026), proving that group-based social settings naturally heighten guest responsiveness to reassuring frontline interactions. Ultimately, as summarized by Kumar et al. (2026), while biological sex does not create a statistical divide in hospitality expectations, managers must intentionally adapt emotional service delivery so it targets leisure segments effectively while remaining fast and unobtrusive to transactional corporate groups.

Guest Satisfaction. Results reveal a significant difference in guest satisfaction when they are grouped according to age, nationality, travel type, and frequency of visit in Dumaguete City. Implementation of FBSE as assessed by male and female guests and the type of establishment they stayed in do not significantly vary. This indicates that overall satisfaction is driven more by personal traveler demographics than by the type of accommodation chosen. Post hoc testing showed that business travelers' satisfaction levels differed from all leisure traveler categories. The inferential configurations demonstrate that variations in customer satisfaction are directly tied to demographic segment characteristics rather than to physical lodging configurations.

The strategic management of hospitality frameworks and core operational dimensions directly shapes consumer metrics, causing shifting levels of customer fulfillment based on how these variables intersect with incoming guests (Sabhiena & Setiono, 2023).

The significant differences identified across age, nationality, and travel configurations closely align with the empirical models of Sitones and Meñez (2024), which show that distinct guest profiles evaluate operational attributes and experiential satisfaction using highly diverse psychological thresholds.

Furthermore, the sharp variance of corporate traveler satisfaction isolated by the post hoc comparison underscores a major industry mismatch; business travelers function under distinct, time-constrained criteria that standard, leisure-focused hospitality frameworks cannot satisfy simultaneously. Conversely, the non-significant impact of establishment type suggests that whether a guest stays in a hotel or a resort is minor compared to the human interactions and personal traits of the consumer. Ultimately, these results indicate that maximizing total satisfaction requires properties to move beyond generic management styles and instead build segmented service tracks tailored to the behavioral profiles of their target demographics.

Tangibility. Perceived FBSE implementation significantly different when the guests were grouped according to age, nationality and traveler type. However, when grouped according to sex, establishment type, and frequency of visit, these did not significantly vary. This demonstrates that views on physical quality are driven by personal expectations rather than property choices. Dunn's post hoc comparisons showed that business travelers differed from families and group travelers, while group travelers also differed significantly from solo travelers.

The guest assessments of a property's physical environment, aesthetics, and structural touchpoints depend heavily on personal demographic parameters rather than the actual accommodation tier or property type selected. According to the empirical findings of Sabhiena and Setiono (2023), the structural management of physical facilities and service layouts is closely linked to consumer segments, leading to distinct variations in satisfaction depending on how physical resources align with guest expectations.

The significant differences identified across age, nationality, and type of traveler strongly align with broader hospitality findings by Sitones and Meñez (2024), which assert that diverse traveler archetypes evaluate physical hotel attributes and material environments using distinct psychological baselines and travel motivations.

Furthermore, the post hoc differences involving corporate travelers indicate a distinct structural misalignment; business clients evaluate physical assets through strict functional, tech-centric, and utility-driven criteria, while leisure groups and families focus on leisure-oriented space and social aesthetics.

Interestingly, the non-significant impact of establishment type emphasizes that a property's label as a hotel or a resort matters far less than the personal background of the viewer. Ultimately, these results show that maximizing satisfaction with physical assets requires management to avoid static, generalized property upgrades and instead design flexible, segment-driven environment tracks tailored to the demographic profiles of their target market.

Service Reliability fulfillment across the demographic variables reveals that almost all demographic markers had a significant impact on reliability satisfaction. Significant differences were found for nationality, traveler type, age, sex, and frequency of visit. Establishment type was the only non-significant factor. This confirms that guest perceptions of dependable service execution differ by demographic group, with business travelers again showing distinct post hoc variations from all other traveler segments.

Results confirm that guest assessments of service consistency, accuracy, and the fulfillment of initial operational promises are heavily dependent on specific consumer demographics rather than the structural framework of the property itself. According to empirical findings by Reddy (2024), analyzing how distinct demographic components impact visitor trends allows hospitality firms to deeply understand customer variations and customize target interactions to maximize overall customer satisfaction.

The significant differences identified across variable grouping match earlier findings that highlights how customer background attributes generate disparate evaluation thresholds (Sabhiena & Setiono, 2023). Furthermore, the specific variance identified across genders highlights that male and female cohorts often apply varying levels of scrutiny to core administrative and service performance metrics (Sabhiena & Setiono, 2023).

The distinct divergence of corporate clients isolated by the post hoc comparison underscores a major industry mismatch; business travelers function under strict schedules where functional accuracy and speed completely supersede leisure elements. Conversely, the non-significant impact of establishment type indicates that the basic demand for operational dependability remains statistically stable regardless of whether a client selects a hotel or a resort. Ultimately, these results show that maximizing reliability scores requires managers to move away from broad property-wide styles and instead create specialized, segment-driven service pathways tailored directly to the demographic profiles of incoming guest segments.

For empathy, results reveal that personal travelers influence how guests perceive empathetic care. Significant differences were verified for age, nationality, traveler type, sex, and frequency of visit. This pattern indicates that human empathy in service is judged based on the guest's profile rather than property classification. Post hoc comparisons showed that business travelers differed from all other traveler segments, and group travelers differed significantly from solo travelers.

The guest evaluations of individualized attention, customized care, and genuine operational understanding are driven more by personal demographic factors than by the actual accommodation format selected. According to Reddy (2024), studying how varied guest demographics perceive distinct service categories allows hospitality establishments to better map customer variations and tailor frontline behaviors effectively.

The significant differences observed across age, nationality, traveling segments, and visit frequency align with Sitones and Meñez (2024), who found that different traveler profiles interpret personalized care and emotional hospitality through unique psychological lenses and past destination experiences. Furthermore, the significant impact of biological sex aligns with observations that gender differences subtly alter the level of scrutiny applied to soft, interpersonal customer interactions (Sabhiena & Setiono, 2023).

The critical variance isolated among corporate clients by the post hoc comparison highlights a clear service mismatch; business travelers focus strictly on individual functional speed and digital convenience, making them less receptive to traditional hospitality displays of emotional empathy. Conversely, the non-significant impact of establishment type shows that whether a consumer stays at a hotel or a resort does not statistically alter their

underlying baseline expectation for empathetic treatment. Ultimately, these results show that maximizing empathy satisfaction scores requires management to avoid broad, property-wide strategies and instead design flexible, segment-driven service pathways tailored to the specific behavioral profiles of incoming guest segments.

For the Responsiveness dimension across demographic groups, the results show significant differences when guests were grouped by age, nationality, traveler type, and frequency of visit. In contrast, when guests were grouped by sex and establishment type, responsiveness did not significantly vary. This reinforces the idea that service speed satisfies different groups in different ways, depending on their background. Post hoc testing confirmed that business travelers had distinct perceptions of responsiveness compared to family, group, and solo travelers.

The inferential patterns show that guest satisfaction with operational promptness, helpfulness, and rapid service delivery is largely determined by individual demographic characteristics rather than by the property's physical structure or branding. According to Reddy's (2024) study, evaluating service categories based on guest demographics enables hospitality properties to accurately map customer differences and systematically adjust frontline behaviors.

The highly significant variations observed across age, nationality, travel profiles, and visit frequency strongly support the earlier models of Sabhiena and Setiono (2023), which emphasize that the structural management of core operational dimensions directly shapes consumer metrics, leading to shifting levels of fulfillment depending on how these variables intersect with incoming guests. These shifting thresholds align with the frameworks of Sitones and Meñez (2024), who confirm that diverse traveler archetypes evaluate service pacing, staff attentiveness, and experiential satisfaction through highly unique psychological baselines and past travel motivations.

Furthermore, the statistical variance isolated among corporate clients by the post hoc comparison highlights a deep service mismatch; business travelers operate under strict, time-critical professional mandates where immediate, streamlined responsiveness is paramount, making them far more critical of standard leisure-oriented service pacing. Conversely, the non-significant outcomes for establishment type and biological sex show that the basic demand for quick, prompt attention remains statistically uniform across genders and whether a client stays at a traditional hotel or a resort setup. Maximizing responsiveness marks requires properties to discard broad, property-wide strategies and instead establish flexible, segment-driven operational pathways tailored directly to the distinct pacing expectations of incoming guest groups.

The results for the Assurance dimension, which measures trust, employee courtesy, competence, and security, reveal that age, nationality, traveler type, and frequency of visit had a significant impact on how secure and confident guests felt. In contrast, sex and establishment type were not significant. This shows that building trust with consumers depends heavily on their demographic background and visit history. Dunn's post hoc pairings for traveler type confirmed that business travelers reported lower levels of assurance than all other traveler types.

Customer satisfaction with structural trust and perceived safety is largely determined by individual demographic characteristics rather than by the property's physical structure or classification. According to Reddy (2024), evaluating specific service categories against distinct guest profiles enables hospitality properties to accurately map customer variations and systematically adjust frontline trust-building behaviors

The highly significant variations observed across age, nationality, travel profiles, and visit frequency strongly support the findings of Sabhiena and Setiono (2023), emphasizing that the structural management of core operational dimensions directly shapes consumer metrics, leading to shifting levels of trust and confidence depending on how these variables intersect with incoming guests. These also align with the work of Sitones and Meñez (2024), who confirm that diverse traveler archetypes evaluate service credentials, staff competence, and experiential security using distinct psychological baselines and past travel motivations.

Furthermore, this demographic variance heavily mirrors the result of Han et al. (2026), who explain that consumer behavior and trust development are strictly bounded by individual participant traits, emphasizing that multi-generational guest segments rely on highly contrasting psychological baselines when interpreting the credibility and institutional safety of commercial environments. Because distinct customer groups carry different historical and risk-related expectations, uniform property trust signals often yield completely disparate evaluation results.

Han et al. (2026) further demonstrate that traveling configurations and situational lifestyle traits radically transform consumer thresholds for quality and service compliance. Leisure-oriented travelers, such as family and social groups, look for communal transparency and comforting frontline behaviors to validate their sense of security. Corporate travelers, on the other hand, apply highly transactional, business-driven lenses focused on precise financial auditing, rapid issue resolution, and system safety.

This structural split directly explains the sharp statistical variance isolated among corporate clients by the post hoc comparison. Business travelers operate under strict professional mandates where data security, billing accuracy, and professional transparency are paramount, making them far more critical of generic trust signals.

Conversely, the non-significant outcomes for establishment type and biological sex show that the basic demand for secure and confident treatment remains statistically uniform across genders and whether a client stays at a traditional hotel or a resort setup. Ultimately, these results indicate that maximizing assurance marks requires properties to discard broad, property-wide strategies and instead establish flexible, segment-driven operational pathways tailored directly to the distinct security expectations of incoming guest groups.

Table 4 Relationship Between Perceived Level of Service Excellence and Guest Satisfaction

Correlates	Spearman's Rho	p-value	Significance at 0.05	Status of Hypothesis
Service Excellence and Guest Satisfaction	0.85	<0.01	significant	Reject

Table 4 shows the relationship between perceived level of service and guest satisfaction. Results show that there is a strong positive relationship between perceived service excellence and overall guest satisfaction. This means that higher perceived levels of localized service excellence are directly tied to higher overall guest satisfaction. For tourism operators, this provides clear evidence that investing in core cultural service dimensions—like community spirit and human-centered care—directly drives higher customer satisfaction.

According to Purba et al. (2022), strategic improvements in core service dimensions serve as the primary driver for elevating overall consumer fulfillment, proving that operational quality changes are never independent of guest perceptions. This interactive dynamic is heavily supported by the empirical findings of Sabhiena and Setiono (2023), who demonstrate that structured service delivery directly commands consumer performance metrics, where positive quality evaluations consistently pull up overall destination satisfaction levels.

This underscores the customer experience models developed by Sitones and Meñez (2024). Their work emphasizes that when accommodation attributes closely match personal visitor expectations, the resulting emotional fulfillment acts as a direct pathway to stronger visitor loyalty and long-term destination retention. This integrated perspective is especially critical when evaluating specialized, values-driven hospitality environments. As highlighted by Han et al.(2026), customer evaluations of service integrity and institutional care are deeply tied to how effectively a property executes its operational parameters. When staff consistently project welcoming, highly reliable trust signals, it directly enhances the guest's psychological security and satisfaction. Ultimately, as validated by Reddy (2024), specialized service attributes are not merely abstract concepts; they function as concrete market value-drivers that allow proactive managers to systematically translate excellent frontline behaviors into maximized customer satisfaction marks across diverse traveler demographics.

CONCLUSIONS

Localized cultural values serve as the primary relationship-building anchor for the destination's hospitality ecosystem. The high ratings for May Bayanihan and Makatao prove that organic teamwork and human-centric workflows successfully transcend standard demographic divides, appealing positively to domestic and international travelers alike. However, the low satisfaction on Tangibility establish that the destination's physical infrastructure has failed to match its employee behavioral performance. This visual and material disconnect creates a notable structural vulnerability, as outdated physical facilities and stagnant property aesthetics continuously pull down consumer evaluations, especially among younger, highly critical traveler segments who prioritize modernized environments.

It is further concluded that a single, generic approach to hospitality management cannot satisfy a multi-generational and multi-segmented market. The difference between leisure and corporate travelers proves that business clients operate under entirely distinct, time-constrained criteria that are actively ignored by existing leisure-oriented frameworks. While leisure groups respond warmly to soft, hope-driven, and emotional hospitality traits like May Pag-asa and Masayahin, corporate guests demand streamlined operational speed, absolute transaction accuracy, and advanced digital touchpoints. Therefore, the destination's current uniform service model inadvertently penalizes corporate travelers, meaning long-term tourism sustainability cannot be achieved until property operators intentionally segment their operational tracks to match the situational profiles of incoming guest segments.

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