Banana Beach Resort Services And The Level Of Customer Satisfaction

Charlo Bianci Montehermoso Guray

Abstract: Beach resorts in the Philippines aimed to build and maintain high quality services available to the clienteles in order to compete in the global market especially this time that ASEAN Integration came in to the country's business systems. Banana Beach Resort in particular, is considered as the leading elite class resort in Mindanao that is committed to render services beyond compare and beyond its best for the benefit of all clients whom we labeled as beach resort goers. A descriptive-correlational design of research was used and it employed quota sampling in administering the questionnaire to the respondents. Data were statistically treated and analyzed. Presentation and Analysis were done in accordance with the research questions. Findings, revealed that all of Banana Beach Resort services; Accommodation, Food and Beverage, Water sports and Tours were much extensive. In like manner, the researcher had found out that the clients of Banana Beach Resort were much satisfied from the services they have received. Surprisingly, data revealed that the relationship between the services of the resort and the level of satisfaction is found "Not Significant". It implies that the services of the beach resort have no significant relationship to the satisfaction received by the clients. This is well supported by Professor Noriaki Kano in his Kano Model Theory that states that customer satisfaction is not always proportional to how fully functional the product or service is or in other words, higher quality does not necessarily lead to higher satisfaction for all product attributes or services requirements. It was then recommended that Philippines' beach resort owners specifically the banana beach resort must consider the Kano model theory where the focus lightens the 3 attributes to satisfaction: 1) basic or expected attributes, (2) performance or spoken attributes, and (3) surprise and delight attributes in order to develop a more comprehensive services that will give a full satisfaction to the target market.

Index Terms: Business, Management, Beach Resort, Services and Satisfaction

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1 INTRODUCTION

Customers' satisfaction is the main concern for every resort and hotel in order to keep the customers loyal to the resort and eventually make them a permanent visitors. It is believed that higher level of customer satisfaction may result in higher levels of repeat guests. In the hotel and resort industry which is mostly dependent on services, it is very important that the service delivery is prompt and accurate. It is very important that the hospitality industry makes its expectations clear to its employees, as the service is delivered through them and creates a culture of service within the hotels [11]. The above mentioned resort considers customer satisfaction a vital role in this success. Many factors should be accumulated to ensure success in the business and these factors should always be given concrete directions in order to meet the expected level of satisfaction of the customers through highly competitive and realizable services. It is on this premise that the purpose of this study is to know the extent of services of one of our local beach resorts which is the Banana Beach Resort and the level of satisfaction of customers they have received.

2 STATEMENT OF THE PROBLEM

The main thrust of this study was to find out the extent of services of Banana Beach Resort and level of customer satisfaction. More specifically, this sought to answer the following queries:
1. What is the extent of services of Banana Beach Resort in terms of:
   1.1 Accommodation;
   1.2 Food and Beverage;
   1.3 Water Sports Rental; and
   1.4 Tours?

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2. What is the level of customer satisfaction in terms of :
   2.1 Accommodation;
   2.2 Food and Beverage;
   2.3 Water Sports Rental; and
   2.4 Tours?

3. Is there a significant difference on the extent of services of Banana Beach Resort as perceived by customers when analyzed according to:
   3.1 Age;
   3.2 Gender; and
   3.3 Work Status?

4. Is there a significant difference on the level of customer satisfaction when grouped according to:
   4.1 Age;
   4.2 Gender; and
   4.3 Work Status?

5. Is there a significant relationship between the extent on services of Banana Beach Resort and the level of customer satisfaction in terms of:
   5.1 Accommodation;
   5.2 Food and Beverage;
   5.3 Water sports; and
   5.4 Tours?

6. Is there a significant relationship between the extent on services of Banana Beach Resort and level of customer satisfaction?

3 HYPOTHESES

The following null hypotheses were tested at 0.05 level of significance.
1. There is no significant difference on the extent of services of Banana Beach Resort when analyzed according to:
   1.1 Age;
   1.2 Gender; and
   1.3 Work Status.

2. There is no significant difference on the level of satisfaction of customers when analyzed according to:

    2.1 Age;
    2.2 Gender; and
    2.3 Work Status.

3. There is no significant relationship between the services of Banana Beach Resort and level of customer satisfaction in terms of:

    3.1 Accommodation
    3.2 Food and Beverage
    3.3 Water Sports; and
    3.4 Tours.

4. There is no significant relationship between the services of Banana Beach Resort and the level of satisfaction of customers.

4 REVIEW OF RELATED LITERATURE

The employees and the management are committed to meet and yet, exceed the expectations of the customers. The clients have a lot of choice when it comes to hospitality and the business should attract and retain the customers through the application of different strategies. Because of the changes within the trend in the globalization of products and services, the demand for tourism or hospitality is under the pressure of the competitive markets [12]. As the tourism marketplace becomes more competitive, quality becomes more crucial for continued financial success. Consumers are more critical and demanding today than they have ever been. Simply providing guests average service is not good enough in this competitive environment. In a market full of tourism suppliers, a company needs to offer more and better service because guests can always take their business elsewhere. To be successful a tourism firm needs to understand what quality means to prospective customers and strive to improve the service quality offered so customers keep will coming back again and again [9].

4.1 SERVICES OF RESORTS

Accommodation
One historical aspect of hospitality is the obligation to treat strangers with dignity, to feed them and provide them drink, and to protect their safety. When friends come to your home, you naturally want them to feel comfortable. You go out of your way to greet, serve and entertain your guests. And, when you visit someone else's home, perhaps you are treated to food, drink and maybe even a comfortable bed. The amenities or features that add material comfort, convenience, or smoothness to social interactions, help define the behaviour known as hospitality. This behaviour is also a service. And service is the most important product of the hospitality industry. Customer's expectations of service and quality vary based on appearance. Guests perceive good service on the basis of their own expectations of the hospitality staff. Good service is often equated with the number of amenities, the degree of personal attention or the speed of service delivery. Guests measure the quality of service by comparing the services received with what they expected to receive, given the type of establishment offering the service. Fulfilling the needs and expectations of guests is a key to satisfy them [5]. At one time, hotels and resorts differed distinctly by the

services they offered. Recognizing that all guests do not expect the same services nor have the same amount to spend on lodging, the hotel industry offered a variety of services at different prices aimed at particular markets (groups whose members have similar expectations and budgets).They are not all known by the same name and does not offer the same services but there is one thing they all have in common-extending the spirit of hospitality to overnight guests [5]. Over the years, a wide range of facilities have been developed to meet travelers' accommodation needs. Although it can be found in many shapes and sizes, these facilities have commonly been grouped under the umbrella term lodging. Accommodation provides home away from home. It creates temporary living quarters for guests through a variety of sources which includes amenities that contribute to guest comfort. If possible room inspections should be made to ensure guest comfort [9]. Accommodation implies that procedures are designed around the customer rather than around the restaurant or its employees. As consumers are consistently demanding more from their lodging experience, the challenge to hotel operators is to excel in consistently high quality service that build customer loyalty. These commitments to excellence mal also involve product differentiation strategies involving imaginative experiences. For example, Sun International's Atlantis Paradise Island resort in the Bahamas has a slogan "Blow away the customer," as in exceed the customer's wildest expectations. Atlantis boast the world's largest open-air aquarium and an encased water slide that take riders safely through a shark infested lagoon [18]. Due to the wide number of options provided by the travel and accommodation industry, most individuals would typically find it difficult to opt for the best holiday destination. Facilities and amenities of a particular hotel or resort must be carefully considered, aside from, of course, the personal preference and budget of the traveler [17].

Food and Beverage
F&B is typically the widely accepted abbreviation for "Food and Beverage", which is the sector/industry that specializes in the conceptualization, the making of, and delivery of foods. The largest section of F&B employees are in restaurants and bars, including hotels, resorts, and casinos[1]. Travel has expanded our awareness and desire for foods and beverages from all over the world. Advances in science and technology have also increased the ways that foods and beverages are produced and prepared. There are many types of food and beverage operations designed to serve the guests. No matter the size or type of operation, all food service establishments are driven by the menus they offer. In delivering their menus, they must integrate the concepts of rhythm, timing and flow to best serve their guests. The operations can achieved a competitive advantage by focusing on guest service, adding value, providing unique dining experiences or offering innovative foods and beverages. The food and beverage sector of tourism industry is exceptionally competitive and profit margins are small, making controlling labor and food costs an everyday challenge. Successful food-service operators must train and retrain their employees as well as carefully monitor purchasing and inventory control procedures. In addition, food and beverage providers must guard the safety and health of their guests and employees by using wise food handling practices. Managers of beverage operations also faced with many of the same challenges and

opportunities that are found in food-service operations. By paying attention to details and keeping customer service in mind, we can create pleasurable memories and lasting relationships [8]. From time to time hoteliers have considered their restaurants to be of secondary concern to their primary course of providing lodging. This view is understandable insofar as food and beverage departments have substantially smaller operating margins than the room departments in most hotel. However, food and beverage services are an integral part of most lodging concepts and therefore necessary to fulfil the needs and expectations of guests [5].

Tours
People have always been attracted to new, unusual, or awe-inspiring attractions and events in every corner of the world. In the days before recorded history, travelers may have journeyed for miles just to experience the beauty of the setting sun across a mountain valley or to participate in a religious festival in honor of bountiful harvests. Today we may expect more but we are still inspired to travel by the appeal of special attractions. Tourists are constantly seeking new sights, sounds and experiences as well as the opportunity to participate in a variety of leisure activities [8].

Water Sports Rental
So many things to do and so little time sums up the delightful dilemma travelers face when selecting from the menu of attractions and entertainment options. How we choose to spend our leisure time while travelling can find us seeing and doing things ranging from the simple to the exotic. Sometimes we look for the comfort and convenience of the familiar, while at other times we seek new or unusual sights, sounds and activities. The availability of water sports equipment adds an excitement to the guests during their stay. Whether our leisure-time choices are simply a sidelight along the way or the main reason for a trip, attractions and entertainment add special spice and memories to our travels [8].

4.2 CUSTOMER SATISFACTION
According to Brian Tracy, if sales are the engine that drives your business, then customer satisfaction is the fuel. Your ability to satisfy your customers is the critical determinant of your success in driving sales and growing your business. There are four levels of customer satisfaction, all based on the degree to which you meet customer expectations. The higher the level you achieve, the more you will build customer loyalty and the greater will be your success [18]. Meet Customer Expectations. The minimum requirement to simply stay in business – to survive – is to meet the expectations of your customers. At this level, your customers have no complaints. They are satisfied for the moment. But they are not loyal. If acompetitor demonstrates that it can and will do more than merely meet their expectations, your customer will very quickly become ex-customers. Moreover, if you fail to meet their expectations, perhaps only one time, they will leave and find someone else who will. Exceed Customer Expectations.This higher level of customer satisfaction is reached by surprising your customers, going beyond what they expected. Fast, friendly service, followed up by a phone call to make sure everything is all right, might put you into this category. So does a product or service that is a cut above that of your competitors. The second level of customer service moves you beyond mere survival, building a measure of customer loyalty

and giving you an edge over your competitors. It can also increase your profitability . Customers who experience the kind of service that exceeds their expectations are often willing to pay for it, enabling the supplier to raise prices and thus improve profit margins. Delight Your Customers.Have you ever experienced a level of service that not only exceeded your expectations, but actually brought a smile to your face? A customer served at this level is truly delighted. Not only have the customers' basic needs been met, or even exceeded, but they have truly been touched on an emotional level. And once customers have enjoyed this experience, it will be very difficult for a competitor to pry them away. When you delight your customers, you are on the way to creating an exceptional and highly profitable business. There are countless cost effective ways to delight your customers. Consider the difference between first-class and coach service on most airlines. To delight your customer is to show that you care-about them . No wonder it brings a smile to their face! The greater your success in delighting your customers, the greater success you will enjoy in your business. Amaze Your Customers. This fourth level of customer satisfaction is what will propel your business into the stratosphere. It requires you to, not just meet or exceed your customer's expectations, nor to simply delight them, but to truly amaze them. When you are able to accomplish this on a regular basis, you will be in a position to dominate the marketplace and achieve remarkable rates of revenue growth and profitability. Examine your business. How might you amaze your customers? The only limit is your own imagination. Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business[4]. The hospitality industry has been facing the over increasing customer requirement and expectation. Customers today expect a very high overall level of service and now the hospitality industry has to enhance, improve and add up services that will delight the customers. This study was anchored in different theories and perspective wherein it clarifies the important factors in considering the satisfaction of the customers before, present and after receiving the services being offered by a certain industry. These factors were all attributed to the customer satisfaction Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions [14]. Gaining customer satisfaction is really hard and maintaining such is even getting harder that is why improvements and innovations in the management are really needed [2].

5 THEORETICAL AND CONCEPTUAL FRAMEWORK
This study is anchored from the Kano Model which is a theory of customer satisfaction and product development, developed in the 1980's by Professor Noriaki Kano. The Kano Model classifies product or service attributes based on how they are perceived by customers and on how they affect customer satisfaction. His simple ranking system distinguishes between essential and differentiating attributes related to concepts of customer quality. Kano determined that attributes of products or services are divided into three categories: Threshold Attributes, Performance Attributes and Excitement Attributes.

When developing a customer satisfaction survey, these three attributes are important factors to consider when determining the specific questions and level of detail in your satisfaction survey. Threshold attributes are the basics of the product or service. In the hotel context, a bed and a bath are considered basic requirements. Putting extra effort into improving these basic requirements may produce diminishing returns, in terms of customer satisfaction. However, if any of the basic necessities are omitted, it will produce strong customer dissatisfaction. Performance attributes are skills, knowledge, abilities, or behavioral characteristic that are associated with performance. Improving these attributes contributes to improving customer satisfaction. An absence of these attributes or a reduction in performance will decrease customer satisfaction. To put performance attributes into context, prime examples for a hotel are: the cleanliness of the room, speed of room service, and helpfulness of staff. All of these are considered performance attributes. Excitement attributes are unexpected by customers and can result in high levels of customer satisfaction. Because they are not expected, absence of these extras does not lead to dissatisfaction. For example, some hotel spas provide customers with premium creams, lotions, and body products, upon arrival. These are unexpected touches. Over time, excitement attributes are added to competing products and services, and become typical performance attributes. Over time, some performance attributes may become threshold attributes, as the marketing of products and services strive to keep ahead of their competition. Kano, Noriaki; Nobuhiku Seraku, Fumio Takahashi, Shinichi Tsuji (April 1984). "Attractive quality and must-be quality" The independent variables of the study are the services of Banana Beach Resort indicated by Accommodation, something that meets a need; a convenience. Food and Beverage, which is the sector/industry that specializes in the conceptualization, the making of, and delivery of foods. Water Sports Rental, a large number of sports that involve water and Tours which a trip with visits to various places of interest for engagement, pleasure, or instruction by distributing excellent services. The dependent variables are the Accommodation, Food and Beverage, Water Sports rental and Tours. Age, Gender and Work status are the moderator variables.

6 METHOD

6.1 RESEARCH DESIGN
This study used a descriptive correlational type of research for it describes the nature of the situation and diagnoses certain phenomenon. The main tool for gathering data was through questionnaire which relates to the extent of services of Banana Beach Resort and level of satisfaction of the customer. According to Calderon (1998), a descriptive method of research is a fact –finding study with adequate and accurate interpretation of the findings. It describes with emphasis what actually exist such as current condition, practices, situations, or any phenomenon.

6.2 RESEARCH SUBJECT
The respondents of this study were the customers of Banana Beach Resort taken by Quota Sampling: Accommodation, 50 respondents; Food and Beverage, 50 Respondents; Water Sports, 50 Respondents and Tours, 50 respondents. Quota Sampling is a method for collecting survey participants. In quota sampling a population was first segmented into mutually exclusive subgroups. Then judgment is used to select the subjects or units from each segment based on specified proportion. This study was conducted at Banana Beach Resort site, Banana Beach Resort that is touted as the world's only beach resort within a banana plantation, and it is located in Tagum City, Davao del Norte, Mindanao, Philippines. The resort is nestled within a sprawling 760-hectare banana plantation owned by Hijo Resources Corporation. Its coastline beach spans 4.5 kilometers of a flat and even seabed, which provides guests with popular water activities such as kayaking, skim boarding, banana boat riding, beach volleyball, water trampoline, Frisbee throwing, or simply building sand castles.

6.3 RESEARCH INSTRUMENTS
This study made use of a researcher's made questionnaire to assess the extent on Services of Banana Beach Resort and the level of satisfaction of the customer. The researcher utilized two sets of questionnaire in gathering information. First was a questionnaire on the extent of services that the Banana Beach Resort offered to the public while the second set was concern on the level of satisfaction of customer. The questionnaire was in simple and concise manner as it is considered as close ended questionnaire so that the respondents will have a clear understanding on the questions and answer it in a right way.
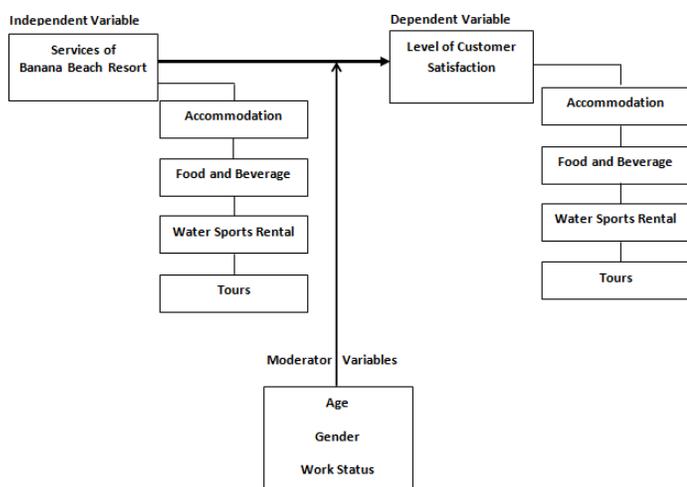
Weight	Description	Interpretation
4.20-5.00	Very High	This means that the client is very much satisfied of the services.
3.40-4.19	High	This means that the client is much satisfied of the services.
2.60-3.39	Moderate	This means that the client is moderately satisfied of the services.
1.80-2.59	Low	This means that the client is less satisfied of the services.
1.00-1.79	Very Low	This means that the client is not satisfied of the services.

Table 1. *For the extent of Services of Banana Beach Resort, the following parameter limits were applied:*

Weight	Description	Interpretation
4.20-5.00	Very High	It means that the services offered are very much extensive.
3.40-4.19	High	It means that the services offered are much extensive.
2.60-3.39	Moderate	It means that the services offered are fairly extensive.
1.80-2.59	Low	It means that the services offered are less extensive.
1.00-1.79	Very Low	It means that the services offered are not extensive.

Table 2. *For the level of Satisfaction, the following parameter limits were applied:*

6.4 DATA GATHERING PROCEDURE

The researcher followed the following steps in gathering the data needed in the study. The first action taken in gathering information was to make or construct a concrete and easy to understand questionnaire. The whole questionnaire was printed and sent to the adviser for their comments, suggestions, corrections and proper evaluations. After the modification it went through the panel members for validation. All the comments, suggestions and corrections made by the panel and the adviser were considered in the revision of the questionnaires. The questionnaires were retrieved and the data were subjected to statistical analysis and interpretation. The researcher personally distributed the questionnaire to the respondents and explained to them thoroughly the rationale of the study.

6.5 STATISTICAL TREATMENT OF THE DATA

The following statistical tools were utilized by the researcher: Percentage. This was used to find out the percentage distribution of the respondents Mean. This was utilized to find out the extent of banana beach resort services and the level of customer satisfaction t-test. This was employed to determine the significant difference on the extent of banana beach resort services and customers' satisfaction when grouped according to gender Analysis of Variance (ANOVA). This was utilized to determine the significant difference on the extent of banana beach resort services and customers' satisfaction when grouped according to age and work status. Pearson-r. This was used to determine the relationship between the Banana beach resort services and the level of customer satisfaction. z-test. This was utilized to determine the significance of r.

7 PRESENTATION AND ANALYSIS OF FINDINGS

7.1 THE EXTENT OF SERVICES

Accommodation. All of the items are on the high level: Delivering the accommodation services promptly has a mean of 4.14;Organizing a clean and refreshing rooms with 4.16;Observing proper process of sanitizing the toilet and shower area has a mean of 4.18; Setting enough parking space for vehicles with 4.02;Producing variety of display/benches for personal choice has a mean of 4.12; with incorporating security/safety procedure with 4.04; Maintaining the availability of Hot and Cold shower obtains a mean of 4.06;Delivering complementary meals on time with 4.08; Providing comfortable beddings and bath supplies has a mean of 4.18 and Showing quick service for technical support when needed obtains a mean of 4.12. Among the items indicated, Observing proper process of sanitizing the toilet and shower area andProviding comfortable beddings and bath supplieshave the highest mean of 4.18. The personnels incharge check and clean these two areas from time to time. The overall mean is 4.11 which have a descriptive equivalent of high. This implies that the extent of services of banana beach resort in terms of accommodation is much extensive. Food and Beverage. Items which have very high descriptive ratings are the following: Cooking delicious and nutritious food with 4.28; Producing Healthful and delightful beverage has a mean of 4.30; and, Delivering the viands and drinks properly obtains a mean of 4.24, since the resort has three chefs to accommodate the orders of the customers also the staffs are well oriented of their task. It means that these items are very much extensive. While the rest of the items have high descriptive ratings: Delivering the viands or drinks promptly with 4.02; Offering different varieties of food and beverage has a mean of 4.08; Serving food while it is hot obtains a mean of 4.18; Preparing food elegantly with 4.18; Observing cleanliness of food and beverage has a mean of 4.12; and Showing quick service for technical support when needed obtains a mean of 4.04. This indicator obtains an overall mean of 4.17 with a descriptive equivalent of high. This implies that the extent of services offered by Banana Beach Resort in terms of food and beverage is much extensive. Water Sports Rental. All of the items have high descriptive ratings. These are the following: Delivering the rented equipment promptly with 4.18; Orienting the equipment functions has a mean of 4.00; Reinforcing proper usage of the water sports equipment gets a mean of 4.14; Placing gear for security and safety purposes with 4.12. Explaining precautions in using the equipment with 4.04;Checking the equipment function or performance from time to time has a mean of 4.10; Offering varieties of water sports equipment gets a mean of 4.02; Ensuring the quality of water sports equipment obtains a mean of4.06; and Showing quick service for technical support when needed has a mean of 4.08. Among the items indicated ,Delivering the rented equipment promptly has the highest mean of 4.18. The personnel incharge is always in the place where the equipments are located, thus making him quick to deliver the rented equipment. The overall mean is 4.08 which have a descriptive equivalent of high. This implies that the extent of services of banana beach resort in terms of water sports is much extensive. Tours. The items which have very high descriptive ratings are the following: Giving or setting suffice length of tours time with a mean of 4.24 and Offering relaxing ambiance during the tour posting a mean of 4.32. The

tour guide provides relaxing ambiance during the tour by giving valuable information about the tour's section. The remaining items have high descriptive ratings: Setting guidelines for the tour with 4.02; Orienting the route of the tour has a mean of 3.88; Explaining the features of the tour obtains a mean of 4.18; Incorporating values to the environment gets a mean of4.12; Ensuring security and safety with 4.10; Addressing customers' questions properly has a mean of4.06; Providing knowledgeable tour guide obtains a mean of 4.02; and Showing quick service for technical support when needed with 4.04. The overall mean is 4.10 with descriptive equivalent of high. This implies that the extent of services of Banana Beach Resort in tours is much extensive.

Summary on the Extent of Services of Banana Beach Resort

Table 3 shows the summary on the extent of services of Banana Beach Resort. All the indicators are described as high. Among the indicators Food and Beverage has posted the highest mean of 4.17; Accommodation with a mean of 4.11; Water Sports Rental with 4.08; and Tour obtains a mean of 4.10. An overall mean of 4.12 is posted with the descriptive equivalent of high. This implies that the services offered by Banana Beach Resort are much extensive.

Summary on the Extent of Services of Banana Beach Resort

Indicator	Mean	Description
Accommodation	4.11	High
Food and Beverages	4.17	High
Water sports	4.08	High
Tours	4.1	High
Overall Mean	4.12	High

7.2 LEVEL OF SATISFACTION OF CUSTOMERS

Accommodation. The result shows that Providing Details and Quality rooms has a mean of 4.32; Providing Clean and Neat environment with 4.34;Providing Complementary meals obtains a mean of 4.20; and Providing Beddings and Bath supplies has a mean of 4.24. These are all in a very high level. The resort has enough number of maintenance personnel who are responsible in maintaining the cleanliness of the vicinity. Providing Quality of delivering the services with a mean of 4.10;Having Security and Safety has a mean of 4.06;Having Parking area/space with 4.18; Providing Comfort Rooms and Shower area obtains a mean of 4.16;Having Hot and Cold shower posting a mean of 4.08 and Extending Technical support with a mean of 4.06. All have a high descriptive equivalent. The overall mean of 4.17 is displayed with a descriptive equivalent of high. This means that the clients are much satisfied with the services of Banana Beach Resort. Food and Beverage. The following items are on a very high level: Providing Quality Food and Beverage has a mean of 4.24; The taste of the food and beverage with 4.28; The ingredients used for the food and beverage has a mean of 4,26;Presenting Different Varieties of Food and Beverage; and Providing Clean Food and Beverage has a mean of 4.26. The

resort has its own full-time professional chefs who are well trained in providing quality food and beverage. The remaining items have high descriptive equivalent: The presentation of the food and beverage has a mean of 4.16; The kitchen utensils used with a mean of 4.14;The price for the food and beverage has a mean of 4.16; Providing Elegant Food and Beverage with 4.10; and Extending Technical support has a mean of 4.12. The overall mean is 4.19 with a descriptive equivalent of very high. This means that the customers are much satisfied on the services on the aspect of food and beverage. Water Sports Rental. Among the items enumerated with very high description are: Having Quality equipment has a mean of4.24; Checking the equipment's' functions and performance with 4.20; and the promptness of delivering the water sports equipment obtains 4.20. The sports equipment are manufactured from known water sports manufacturer and the attendant keeps on monitoring the quality of the equipment before handling it over to the customers. The other items which are on a high level are: Presenting length usage time for the equipment with a mean of 4.14; Orienting the functions of the equipment with 4.04; Locating the Water Sports Area has a mean of 4.12; Having Security and Safety with 4.18; Renting rate of the water sports equipment gets a mean of 4.18; Presenting varieties of water sports equipment with4.04; and Extending technical support obtains a mean of 4.18. It is shown that the overall mean is 4.15 with a descriptive equivalent of high. This indicates that the level of satisfaction of customers in terms of Water sports rental is high and that they are much satisfied with the services given by the Banana Beach Resort. Tours. The following items have very high descriptive ratings: having clean environment with a mean of4.24; The ambiance of the place, has a mean of 4.22; and The route of the tour with 4.20. The resort designates personnel who are professionally inclined in the area. In fact the management hired a licensed forester to address customer queries regarding the environment. The remaining items have high descriptive equivalent; Having Quality features of the Tour with a mean of 4.18; The length of tours time has a mean of 4.12; Having safety and security with 4.18; Pricing of the tour package gets a mean of 4.10; Providing guidelines of the tour with4.14; and extending technical support has a mean of 4.12. The overall mean of 4.16 is displayed with a descriptive equivalent of high. This means that the level of satisfaction of customers with the services of Banana Beach Resort in terms of Tours is high.

Summary on the Level of Customer Satisfaction

Indicator	Mean	Description
Accommodation	4.17	High
Food and Beverages	4.19	High
Water sports	4.15	High
Tours	4.16	High
Overall Mean	4.17	High

Summary on the Level of Customers Satisfaction

Table 4 shows the data on the level of satisfaction of customers at Banana Beach Resort. As displayed the following indicators have these results: Accommodation has a mean of 4.17; Food and Beverage with 4.19; Water Sports obtains a mean of 4.15; and Tours with a mean 4.16.It can be noted that accommodation, food and beverage, water sports rental and tours have high descriptive ratings. This indicates that customers have a high level of satisfaction with the services of Banana Beach Resort. The overall mean is 4.17 which is categorize as high. This means that the customers were satisfied on the services given to them.

Significant Difference on the Extent of Services at Banana Beach Resort when Customers are Analyzed by Age

The extent of services of the respondents as perceived by ages 20-29 years old has a mean of 4.13; 30-39 years old respondents has 4.07; 40- 49 years old respondents has a mean of 4.14.   The computed f-value of 1.22 is lower than the tabular value of 1.96 at 0.05 level of significance. This signifies the acceptance of the null hypothesis which states that there is no significant difference on the extent of services at Banana Beach Resort when respondents are grouped according to age. This implies that extent of services at Banana Beach Resort as perceived by customers when grouped by age does not vary significantly.

Significant Difference on the Extent of Services at Banana Beach Resort when Customers are Analyzed by Gender

The male respondents have a mean rating of 4.11 while the females have a mean of 4.12. The difference on the extent of services is tested using t-test. Data show that the computed t-value of 0.22 is lower compared to the tabular value of 1.96 at 0.05 level of significance. Hence, there is no significant difference on the extent of services of Banana Beach Resort when customers are grouped by gender. This indicates that extent of services of Banana Beach Resort as perceived by their customers when grouped by gender does not vary significantly.

Significant Difference on the Extent of Services at Banana Beach Resort when Customers are analyzed by Work Status

The mean extent of services of those who work is 4.08 and for those who are self- employed and non-working have a mean scores of 4.12 and 4.12 respectively. The computed f-value of 0.38 is lower than the tabular value at 0.05 level of significance. This implies the acceptance of the null hypothesis which states that there is no significant difference on the extent of services at Banana Beach Resort as perceived by the customers when grouped according to their work status. This indicates that extent of services of Banana Beach Resort to their customers when grouped by work status does not vary significantly.

Significant Difference on the Level of Satisfaction of Customers when Analyzed by Age

The respondents are grouped into 3; 20-29, 30-39 and 40-49. The level of satisfaction of the respondents who are ages 20-29 years old has a mean of 4.16; 30-39 years old respondents has a mean of 4.17; 40-49 years old respondents has a mean of 4.21. The computed f-value of 0.52 is lower than the tabular

value of 3 at 0.05 level of significance. This signifies the acceptance of the null hypothesis which states that there is no significant difference on the level of satisfaction of customers when respondents are grouped according to age. This implies that the level of satisfaction of customers at Banana Beach Resort when grouped by age does not vary significantly.

Significant Difference on the Level of Satisfaction of Customers when Analyzed by Gender

The male respondents have a mean rating of 4.19 while the female respondents have a mean of 4.15. The difference on the level of satisfaction is tested using t-test. Data show that the computed t-value of 0.98 is lower compared to the tabular value of 1.96 at 0.05 level of significance. Hence, there is no significant difference on the extent of services when analyzed by gender. This indicates that the level of satisfaction of customers at Banana Beach Resort when grouped by gender does not vary significantly.

Significant Difference on the Level of Satisfaction of Customers when Analyzed by Work Status

The mean level of satisfaction of those who work is 4.18 and for those who are self-employed and non-working have a mean scores of 4.13 and 4.18 respectively. The computed f-value of 0.42 is lower than the tabular value at 0.05 level of significance. This implies the acceptance of the null hypothesis which states that there is no significant difference on the level of satisfaction of customers when grouped according to their work status. This indicates that the level of satisfaction of customers when grouped by work status does not vary significantly.

Relationship between the Extent of Services of Banana Beach Resort and Level of Satisfaction of Customers in Terms of Accommodation

The test on the significant relationship between the extent of services of Banana Beach Resort and level of satisfaction of customers in terms of Accommodation is reflected in Table 18. As shown in the table the computed correlation coefficient r is 0.21. To test the significance of r, z-test was used at 0.05 level of significance. There is no significant relationship between the extent of services and the Level of Satisfaction in terms of Accommodation since the computed z-value of 1.45 is lower compared to the tabular value of 1.96. Thus, the null hypothesis is accepted. This means that the obtained correlation coefficient is not significant.

Relationship Between the Extent of Services of Banana Beach Resort and Level of Satisfaction of Customers in Terms of Food and Beverage

The computed correlation coefficient r is 0.16. To test the significance of r, z-test was used at 0.05 level of significance. There is no significant relationship between the extent of services and the Level of Satisfaction in terms of Food and Beverage since the computed z-value of 1.11 is lower compared to the tabular value of 1.96. Thus, the null hypothesis is accepted. This means that the obtained correlation coefficient is not significant.

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Relationship Between the Extent of Services and Level of Satisfaction of Customers in Terms of Water Sports

The computed correlation coefficient r is 0.07. To test the significance of r, z-test was used at 0.05 level of significance. There is no significant relationship between the extent of services and the Level of Satisfaction in terms of Water Sports since the computed z-value of 0.48 is lower compared to the tabular value of 1.96. Thus, the null hypothesis is accepted. This means that the obtained correlation coefficient is not significant.

Relationship between the Extent of Services of Banana Beach Resort and Level of Satisfaction of Customers in Terms of Tours

The computed correlation coefficient r is 0.09. To test the significance of r, z-test was used at 0.05 level of significance. There is no significant relationship between the extent of services and the Level of Satisfaction in terms of Tours since the computed z-value of 0.62 is lower compared to the tabular value of 1.96. Thus, the null hypothesis is accepted. This means that the obtained correlation coefficient is not significant.

Relationship between the Extent of Services of Banana Beach Resort and Level of Satisfaction of Customers

The computed correlation coefficient r is 0.04. To test the significance of r, z-test Is used at 0.05 level of significance. There is no significant relationship between the two variables, the extent of services and the level of satisfaction of customers since the computed z-value of 0.56 is lower compared to the tabular value of 1.96. Thus, the null hypothesis is accepted. This means that the obtained correlation coefficient is not significant. This further means that there is no sufficient evidence to prove that the extent of services and the satisfaction of customers are related

Significant Relationship between the Extent of Services of Banana Beach Resort and the Level of Satisfaction of Customers

Variables	Mean	r-value	z-values		Decision
			Computed	Tabular	
Extent of Services	4.12				
Level of Satisfaction	4.17	0.04	0.56	1.96	H0 accepted

8 SUMMARY, CONCLUSION AND RECOMMENDATION

Presented in this section are the summary, conclusions and recommendations of the study on the extent of services of Banana Beach Resort and the level of satisfaction of customers.

8.1 SUMMARY

This study determined the extent on services of Banana Beach Resort and the Level of Satisfaction of their Customers. This made used of descriptive correlation design of research. The respondents were the 200 clients of Banana Beach Resort. It utilized a researcher's made questionnaire validated by experts.

Findings revealed that:

1. The extent of services in terms of accommodation had overall mean of 4.11 which has a descriptive equivalent of high.All of the items were on the high level. Item 1, which is on delivering the accommodation services promptly had a mean of 4.14; item 2, Organizing a clean and refreshing rooms with 4.16;   item 3. Observing proper process of sanitizing the toilet and shower area had a mean of 4.18; Item 4, Setting enough parking space for vehicles with 4.02; Item 5, Producing variety of display/benches for personal choice obtained a mean of 4.12; Item 6,Incorporating security/safety procedure with 4.04; Item 7, Maintaining the availability of Hot and Cold shower had a mean of 4.06; Item 8, Delivering complementary meals on time with 4.08; Item 9,Providing comfortable beddings and bath supplies had a mean of 4.18 and Item 10, Showing quick service for technical support when needed obtained a mean of 4.12. The extent of services in terms of food and beverage obtained an overall mean of 4.17. Items which had a very high descriptive ratings were the following: Item 3,cooking delicious and nutritious food with 4.28; Item 5, Producing Healthful and delightful beverage with 4.30; and Item 8, Delivering the viands and drinks properly had a mean of 4.24. It means that these items were done very much extensive. While the rest of the items had a high descriptive ratings: Item 1, Delivering the viands or drinks promptly with4.02; Item 2 , Offering different varieties of food and beverage with 4.08; Item 4, Serving food while it is hot obtained a mean of 4.18;Item 7, Preparing food elegantly with a mean of 4.18; Item 9, Observing cleanliness of food and beverage posted a mean of 4.12; and Item 10, Showing quick service for technical support when needed had a mean of 4.04. The extent of services in terms of water sports rental had an overall mean of 4.08. All of the items had a high descriptive rating. These were the following: Item 1, Delivering the rented equipment promptly with 4.18; Item 2, Orienting the equipment functions with 4.00; Item 3, Reinforcing proper usage of the water sports equipment posted a mean of 4.14; Item 5, Placing gear for security and safety purposes with a mean of 4.12. Item 6, Explaining precautions in using the equipment had a mean of 4.04; Item 7, Checking the equipment function or performance from time to time obtained a mean of 4.10; Item 8, Offering varieties of water sports equipment with 4.02; Item 9, Ensuring the quality of water sports equipment had a mean of 4.06; and Item 10, Showing quick service for technical support when needed posted a

mean of 4.08. The extent of services in terms of tours had an overall mean of 4.10. The items which had very high descriptive ratings were the following: Item 6, Giving or setting suffice length of tours time; and Item 9, Offering relaxing ambiance during the tour. The remaining items had a high descriptive ratings: Item 1, Setting guidelines for the tour with 4.02; Item 2, orienting the route of the tour posted a mean of 3.88; Item 3, Explaining the features of the tour with 4.18; Item 4, Incorporating values to the environment obtained a mean of 4.12; Item 5, Ensuring security and safety with 4.10; Item 7, Addressing customers' questions properly with 4.06; Item 8, Providing knowledgeable tour guide obtained a mean of 4.02; and Item 10, Showing quick service for technical support when needed had a mean of 4.04.

2. The level of satisfaction of customers on the services offered in terms of Accommodation had an overall mean of 4.17. The result showed that Item 3, The details and Quality of the rooms obtained a mean of 4.32; Item 6, the cleanliness and neatness of the environment had 4.34; item 8, the complementary meals had 4.20; and Item 9, the bedding and bath supplies got 4.24 described on a very high level. Item 1, The quality of delivering the services had a mean of 4.10; Item 2, The security and safety posted a mean of 4.06; Item 4, The parking area /space had a mean of 4.18; Item 5 , The comfort rooms and shower area had 4.16; Item 7, The hot and Cold shower with 4.08 and Item 10, The technical support obtained a mean of 4.06 with a descriptive equivalent of high. The result on the level of satisfaction of customers on food and beverage had an overall mean of 4.19. The following items were on a very high level: Item 1, the quality of food and beverage had 4.24; Item 2, The taste of the food and beverage posted a mean of 4.28; Item 3, the ingredients used for the food and beverage had 4,26; Item 8, the different variety of food and beverage; and Item 9, The cleanliness of food and beverage, 4.26. The remaining items had a high descriptive equivalent: Item 4, the presentation of the food and beverage had a mean of 4.16; Item 5, the kitchen utensils used obtained a mean of 4.14; Item 6, the price for the food and beverage with 4.16; Item 7, the elegance of the food and beverage had a mean of 4.10; and Item 10, the technical support posted a mean of 4.12. The level of satisfaction of customers in terms of Water Sports had obtained an overall mean of 4.15. Among the items enumerated with very high description were: Item 1, the quality of the equipment with 4.24; Item 7, the checking of the equipment's' functions and performance with 4.20; and Item 9, the promptness of delivering the water sports equipment had a mean of 4.20. The other items which was on a high level were: Item 2, The length usage time for the equipment had 4.14; Item 3, the orientation for the functions of the equipment posted a mean of 4.04; Item 4, the location of Water Sports Area obtained 4.12; Item 5, The security and safety with a mean of 4.18; Item 6, The renting rate of the water sports equipment had a mean of 4.18; item 8, the varieties of water sports equipment with 4.04; and Item 10, The technical support obtained a mean of 4.18. The data on level of satisfaction of customers in terms of tours had obtained an overall mean of 4.16. The following items had very high descriptive ratings: Item 3, the cleanliness of the environment posted a mean of 4.24; Item 4, the ambiance

of the place with 4.22; and Item 9, the route of the tour obtained a mean of 4.20. The remaining items had high descriptive equivalent; Item 1, The quality of the features of the tour with 4.18; Item2, the length of tours time with 4.12; Item 5,The safety and security got 4.18; Item 6, The price of the tour package had a mean of 4.10; Item 7, The guidelines of the tour obtained 4.14; and Item 10, the technical support posted a mean of 4.12.

3. On the significant difference on the extent of services when analyzed by age, the respondents were grouped into three age brackets; 20-29, 30-39 and 40-49. The extent on services of the respondents who were 20-29 years old had a mean of 4.13; 30-39 years old respondents posted a mean of 4.07; 40-49 years old respondents had 4.14. The computed f- value of 1.22 was lower compared to the tabular value of 3 at 0.05 level of confidence. This signified the acceptance of the null hypothesis which stated that there was no significant difference on the extent of services when analyzed by age. On the test of significant difference on the extent of services of Banana Beach Resort when analyzed by gender, the male respondents had a mean rating of 4.11 while the female respondents had a mean of 4.12. The difference on the extent of services was tested using t-test. Data showed that the computed t-value of 0.22 was lower compared to the tabular value of 1.96 at 0.05 level of significance. This meant the acceptance of the null hypothesis which stated that there was no significant difference on the extent of services of Banana Beach Resort when analyzed by gender. On the test of significance difference on the extent of services of Banana Beach Resort when analyzed by work status, the mean extent of services of those who worked was 4.08 and for those who were self-employed and non-working had a mean scores of 4.12 and 4.12 respectively. At 0.05 level of significance the computed f-value of 0.38 was lower than the tabular value at 0.05 level of significance. This implied the acceptance in the null hypothesis. Thus there was no significant difference on the extent of services of Banana Beach Resort when respondents were grouped according to their work status.

4. On the test of significant difference on the level of satisfaction of customers when analyzed by age, the respondents were group by age brackets; 20-29, 30-39 and 40-49. The level of satisfaction of the respondents who were 20-29 years old had a mean of 4.16; 30-39 years old respondents posted a mean of 4.17; 40-49 years old respondents had 4.21. At 0.05 level of significance, the computed f-value of 0.52 was lower than the tabular value at 0.05 level of significance. This signified the acceptance of the null hypothesis which stated that there was no significant difference on the level of satisfaction of customers when analyzed by age. On the test of significant difference on the level of satisfaction of customers when analyzed by gender, the male respondents had a mean rating of 4.19 while the females had a mean of 4.15. The difference on the level of satisfaction was tested using t-Test. Data showed that the computed t-value of 0.98 was lower compared to the tabular value of 1.96 at 0.05 level of significance. Hence, there was no significant difference on the level of satisfaction of customers when analyzed by gender. On the test of significance difference on the level of

satisfaction when analyzed by work status, the mean level of satisfaction of those who worked was 4.18 and for those who were self-employed and non-working had a mean scores of 4.13 and 4.18 respectively. At 0.05 level of significance the computed f-value of 0.42 was lower than the tabular value at 0.05 level of significance. This implied the acceptance of the null hypothesis which stated that there was no significant difference on the level of satisfaction of customers when analyzed by work status.

5. The test on the significant relationship between the services of Banana Beach Resort and the level of satisfaction of customers, the computed correlation coefficient r is 0.04. To test the significance of r z-test was used at 0.05 level of significance. It was shown in the table that there was no significant relationship between the two variables, extent of services and the satisfaction level of customers since the computed z-value of 0.56 was lower compared to the tabular value of 1.96.

8.2 CONCLUSION

Based on the foregoing findings the following conclusions were drawn: The Extent of services of Banana Beach Resort in terms of Accommodation, Food and Beverage, Water sports rental and Tours are high The level of Satisfaction of customers in terms of Accommodation, Food and Beverage, Water sports rental and Tours are high There is no significant difference on the extent of services of Banana Beach Resort when analyzed by Age, Gender and Work Status There is no significant difference on the level of Satisfaction of customer when analyzed by Age, Gender and Work Status. There is no significant relationship between the extent of services and the level of satisfaction of customers in terms of Accommodation, Food and Beverage, Water Sports and Tours.

8.3 RECOMMENDATION

After a thorough review and careful analysis of the data, the following recommendations are offered by the researcher. The service staffs of Banana Beach Resort shall always maintain and improve its appropriate way of addressing customers' queries, for instance delay of food orders during weekends and holidays and the rate difference between the residents of Davao del Norte and customers from other provinces/cities. This could be achieved by sending the staffs to trainings and seminars on effective communication. A seminar for example "Customer Service Program", "Effective Communication Program", or "Customer Behavior Program". The quality and consistency of the services in Banana Beach Resort must be maintained, improved and if possible be uplifted to attract new clients more particularly in the Forest Tour section. This could be done through consistent supervision and guidance from the management of the resort or commonly known as "monthly/weekly evaluation report". Whenever the situation demands a more staff to assist unexpected huge number of clients, The Banana Beach Resort management may accept OJT's from different Universities/Colleges. This will also give added knowledge to the seniors' students to be exposed in a high-end resort. Moreover, this is also beneficial to the Banana Beach Resort for this would help to strengthen the marketing strategy or shall I say "word of mouth" marketing style to the public. The Food and Beverage section should really be maintained and improved their services, as what shown in the result that this service was the one who got the highest mean among other services. This could be done by adding different

varieties of viands and beverages in the menu without leaving behind the quality of the food and beverage especially its taste. Proper orientation of the water sports services should be improved by the management especially its functions or on how to use it. This could be done by making a spill/script that will help the water sports attendant in explaining the different functions of the services to the customers. All other services should be maintain and improve by the management. Nevertheless, proper evaluation by the management should always be present by having Monthly/Semi-annually performance appraisal report. This will help the management of the Banana Beach Resort to address the problems directly. This study may be replicated to include wider coverage to compare and contrast findings borne out of differing circumstances, geographical locations and social interactions. This would provide a more comprehensive view of what constitute customers satisfaction.

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