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Tourist satisfaction and destination loyalty on beach resorts

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Abstract
The success of every beach resort depends on how satisfied their guest gets with the quality of the product and services that the resort provides. This study was conducted to determine the tourist satisfaction and destination loyalty on beach resorts. The study used the descriptive quantitative method and utilized an adopted questionnaire randomly distributed to 300 tourists from beach resorts. Statistical tools such as percentage, frequency, and weighted mean analysis of variance were used to interpret the gathered data. Research findings indicate that visiting local or foreign tourists were highly satisfied with the services, ambiance, safety, and security of the beach resorts. They agreed that the beach resorts provide a reasonable manner and that their loyalty could be assessed through customer service, personal relationships, and rewards. The result revealed a highly significant association between tourist satisfaction and destination loyalty. This implies that satisfaction on services brings about loyalty among customers.

Keywords: Tourist, satisfaction, destination loyalty, beach resorts

Introduction
The focus of a newly formed beach resort must always be its guests, followed by profit. A beach resort that offers top-notch services and goods is mostly the one that will succeed by meeting the demands of its visitors (De Guzman, Abanilla, Abarquez, David, Garcia, Manimtim, Reyes, Apritado, 2020) [8]. Tourists make purchases of a specific interest or service they believe to be worthwhile. (De Guzman *et al*., 2020) [9]. Therefore, the beach resorts should level their pricing to the product quality that can captivate guests, encouraging their loyalty to the resort. The beach resorts should always strive to give their customers the high-quality service they expect (Khadka & Maharjan, 2018) [19]. Furthermore, tourists that are loyal to a business will make it successful. When it comes to beach resorts, a guest's loyalty is crucial. A beach resort should constantly deliver guests the most excellent service to satisfy them. Giving affordable and high-quality products and providing excellent services is one of the methods to gain guests' loyalty. Another way to encourage the guests to visit again or purchase again from the resort should provide customer service, personal relationships, and rewards. Free coupons and merchandise so the guest will return; guest loyalty can also drive a beach resort to save money for advertising because retaining old guests is much cheaper than attracting new ones. (De Guzman *et al*., 2020) [9]. Destination loyalty is positively impacted by satisfaction. A thorough analysis of destination loyalty and its interactions with visitor pleasure and destination image should serve as the basis to determine how successfully to promote destinations in an increasingly competitive marketplace. (Vázquez, 2019) [6].

Tourist Satisfaction, The visitors' satisfaction with the services and amenities at a tourist destination can influence their decision to return. Expert opinions (Chi, 2018) [5] Tourist visitor satisfaction is an excessive sensation of origin from tourists visiting these tourist attractions. This strong desire is related to tourist attractions that meet their expectations. One sign of a satisfied tourist is a strong desire to return to his favorite destination since it meets their expectations (Eom *et al*., 2021) [10]. The growth in tourist visits to these attractions, which are more frequent than trips to tourist attractions in other locations, is evidence of the satisfaction of tourists. Positive perceptions of the place and high customer satisfaction will likely impact tourists' and travelers' behavioral intentions (Liu *et al*., 2017)

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[31]. The degree of satisfaction impacts visitors' decisions to return and recommend the place to others (Lai *et al*., 2018) [32].

Services To shape favorable buzzes and revisiting tendencies, consecutive administration, and positive eminence surrounding service encounters within the visited area (Cervera-Taulet *et al*., 2019) [4]. As a result, tourism should favor tourists who accomplish a sense of satisfaction by improving accommodations and ancillary services instead of focusing solely on attraction and accessibility (Ismail & Rohman, 2019) [14]. Each resort's primary concern is guest satisfaction. To maintain that guests were returning to the resort and converting them into regular guests, greater consumer satisfaction could lead to a greater rate of regular visitors. Which hotel and resort industry is heavily reliant on services, and the service must be delivered on time and accurately (Guray, 2018) [11]

Ambiance, The senses of sight, hearing, smell, taste, and touch all influence the mind's outline of specific ideas of the area. Ambiance can impact consumers' feelings (Relaxation, enjoyment, and pleasure) and their behaviors (Park, Back, Bufquin, & Shapoval, 2019) [23]. The infrastructure performs some functions that connect one location to the next. The presence of transportation infrastructure would then affect travel or movement from one place to the other. A solid infrastructure gives a positive impression of a destination's transportation service.

Safety and Security Experts in tourism have suggested several arguments for why safety is part of tourist satisfaction. Examples are a solid social order, a healthy environment, residents' kindness, public security systems, and adequate facilities and equipment (Xie *et al*., 2021) [27]. On the other hand, tourists' feeling of safety is heavily influenced by how people develop safety judgments regarding destinations under diverse circumstances. Tourists often perceive a site as less secure when safety and security indications are weak or fail to fulfill standards. The safe atmosphere of a destination collects perceptions regarding beach destination security.

Destination Loyalty In the tourism industry, loyal customers are considered invaluable assets for organizational success. A key marketing goal is to build and maintain customer loyalty because loyal customers are crucial to business success. (Cossío-Silva *et al*., 2019) [6]. Tourists transmit good information through word of mouth (WOM) and participate in more intense consumer behavior because they are more likely than first-time visitors to remain longer at a site. (Wardi *et al*., 2018) [26]. According to (John, 2021) [17], frequent visits to favorite tourist destinations are a sign of loyal tourists. According to (Kim & Thapa, 2018) [18], tourists are loyal to tourist destinations because they consistently live up to their expectations. Additionally, these repeat visits will reduce marketing expenses compared to recruiting first-time visitors.

Customer Service Customer service elevates you above simple survivability by instilling customer loyalty and providing you with a competitive advantage Customers who receive service surpassing their expectations are typically prepared to pay for it, allowing the supplier to boost rates and increase profit margins (Guray, 2018) [11]. Furthermore, Guray (2018) [11] stated that not only have the customers' essential needs been met or surpassed but they have genuinely been touched on an enthusiastic level. Moreover, once clients have delighted in this encounter, it will be tough for a competitor to pry them elsewhere. After you charm your clients, resorts are on the way to making a unique and exceedingly beneficial business. (Guray, 2018) [11].

Personal relationship According to (Khadka & Maharjan (2018) [19], tourist loyalty is significantly impacted by the interpersonal connections between staff and their guests. Due to their friendship with the staff, the clients may return and request the same services due to their relationship. Both visitors and employees are flawed people who yearn for companionship and fulfilling relationships. It makes sense that visitors would be happier in a seaside resort where they can engage well with the staff that demonstrates their concern for them. A close relationship with the visitor is crucial since it guarantees they are well cared for (Silket, Z, 2017) [25].

Rewards It is critical for firms to successfully handle marketing tactics to satisfy client needs and establish customer loyalty. The reward program is among the most effective ways to cultivate loyalty (Hwang *et al*., 2019) [13]. One strategy to develop guest loyalty is to charge a reasonable fee and provide exceptional service. Another strategy for beach resorts to entice customers to return or purchase repeatedly is to offer loyalty cards, rewards, free items, and coupons since a delighted guest is more likely to return to buyback (De Guzman *et al*., 2020) [9].

Methodology

The quantitative research method was used in the conduct of the research. The purposive sampling method was employed to identify the respondents of the study. A sample size of 300 respondents participated in the research. The researchers used an adopted survey questionnaire from the study of De Guzman *et al*. (2020) [9]: "Guest Satisfaction and Loyalty among Beach Resorts in Laiya, Batangas," and from the study by Suazo & Arubo (2015): "Tourist Satisfaction on Selected Beach Resorts in Samal Island." The questionnaire is divided into three (3) parts: First, the Profile of the Respondents. Second, the level of satisfaction in terms of services, ambiance, safety, and security. Third, the factors affecting Guest Destination loyalty are Customer Service, Personal Relationships, and Rewards. The Likert Scale will be used to rate the responses. Frequency, percentage, average weighted mean, and Pearson-r were the statistical used in the study.

Results and Discussions

Table 1 shows the overall assessment of the level of tourist satisfaction of beach resorts in terms of; Services, Ambiance, Safety, and Security, with an overall mean score of 4.21 which is described as highly satisfactory. Findings implied that tourists of beach resorts whether local or foreign, are delighted with the services, ambiance, safety, and security.

Table 1: Level of tourist satisfaction of beach resorts regarding Services, Ambiance, Safety, and Security.

Indicator	Mean	SD	Description
Ambiance	4.23	0.56	Highly Satisfied
Safety and Security	4.20	0.57	Highly Satisfied
Services	4.20	0.56	Highly Satisfied
Overall	4.21	0.46	Highly Satisfied

The findings were supported by Chi (2018) [5], who stated

that visitors' satisfaction with the services and amenities at a tourist destination could influence their decision to return. The growth in tourist visits to these attractions, which are more frequent than trips to tourist attractions in other locations, is evidence of the satisfaction of tourists. Findings revealed that ambiance has the highest mean score of 4.23, which is highly satisfactory. This means that tourists are delighted with the ambiance of beach resorts the findings implied that most tourists preferred clean places to relax and unwind. The study by Park (2019) [23] supported the finding that the senses of sight, hearing, smell, taste, and touch all influence the mind's outline of specific ideas of the area. Ambiance can impact consumers' feelings (Relaxation, enjoyment, and pleasure).Tourists of beach resorts are satisfied with the safety and security of the beach, reflected in the mean score of 4.20, which is described as highly satisfactory. Findings implied that tourists, whether local or foreign, are satisfied with the safety and security of the beach resorts, according to Yen *et al*. (2021). Tourists often perceive a site as less secure when safety and security indications are weak or fail to fulfill standards. The safe atmosphere of a destination collects perceptions regarding beach destination security. Services have a mean score of 4.20, which is described as highly satisfactory; the findings revealed that tourists of beach resorts are satisfied in terms of the services of the beach resorts. According to Guray (2018) [11], each resort's primary concern is guest satisfaction. To maintain that guests were returning to the resort and converting them into regular guests, greater consumer satisfaction could lead to a greater rate of regular visitors. The hotel and resort industry relies heavily on services, and it is crucial that the service is delivered on time and accurately.

Table 2 shows the overall assessment of the level of tourist destination loyalty of beach resorts in terms of; customer service, personal relationships, and rewards. It is revealed that tourists of beach resorts are loyal with an overall mean score of 4.15 which is described as agree. The findings implied that tourists of beach resorts agree that they are loyal and willing to return. The findings revealed that the guests' loyalty could be assessed through customer service, personal relationships, and rewards.

Table 2: Level of tourist destination loyalty of beach resorts in terms of Customer Service, Personal Relationships, and Rewards.

Indicator	Mean	SD	Description
Customer Service	4.22	0.61	Strongly Agree
Personal Relationship	4.20	0.61	Strongly Agree
Rewards	4.02	0.66	Agree
Overall	4.15	0.52	Agree

The findings were supported by Liu *et al*. (2020), stating that creating and maintaining customer loyalty is essential in marketing, as having loyal customers is critical to business success. Kim & Thapa (2018) [18] stated that tourists are loyal to tourist destinations because they consistently live up to their expectations. Additionally, these repeat visits will reduce marketing expenses compared to recruiting first-time visitors. Customer Service weighted a mean score of 4.22 which is described as strongly agree. The result revealed that beach resorts have excellent customer service. According to De Guzman (2020) [9], Tourists want to sense that they were given priority and that everyone on staff is ready to meet their needs. Ward (2018) [6] distinguishes how

customer service affects tourists' loyalty; they want to be guided and assisted by the staff and employees since they feel the company has thought of their needs. Personal relationship weighted a mean score of 4.20 which is described as strongly agree. The result revealed that the beach resorts establish personal relationships among their guests to boost loyalty. Khadka and Maharjan (2018) [19] suggested that personal relationship between workers and guests has greatly influenced loyalty. Rewards obtained a weighted mean of 4.2 which is described as agreeing. The beach resorts give their clients incentives to raise their spending because it will motivate them to return and use it. This is a marketing tactic that is employed by many businesses, and beach resorts can easily win over the patronage of their visitors by letting them know the benefits of returning to the beach resort. (De Guzman *et al*., 2020) [9].

Table 3 revealed that the computed r-value indicates a direct correlation, and the p-value was less than 0.05 alpha level; thus, the null hypothesis is rejected. This means a highly significant relationship exists between tourist satisfaction and destination loyalty. This implies that the higher their assessment of tourist satisfaction in terms of services, ambiance, safety, and security, the higher the possibility that their assessment of destination loyalty is higher regarding customer service, personal relationships, and rewards. If the tourists are satisfied with the beach resorts, they are more willing to return.

Table 3: The significance of the relationship between tourist satisfaction and destination loyalty of beach resorts

N	r-value	p-value	Interpretation
300	0.724	0.000	High Significant

*$p < 0.05$

In the study of marketing theory, the impact of satisfaction on loyalty is the most discussed topic. As a result, numerous studies have proved that satisfaction and loyalty have a direct relationship since satisfied customers are loyal. Khadka and Maharjan (2018) [19].

Conclusions
The respondents were satisfied when they analyzed by services, ambiance, safety, and security, as they were delighted. They also perceived that their loyalty is affected by customer service, personal relationships, and rewards. The respondents agree that they are loyal and willing to return. The more tourists are satisfied, the more loyal they are. The findings revealed a significant relationship between the two variables determining tourist satisfaction and destination loyalty. A suggested action plan was designed to improve customer satisfaction and destination loyalty among tourists visiting the beach resorts.

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