Structural Equation Model of Guests' Satisfaction of Inland Resorts in Region xii

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Abstract - *The ultimate goal of this research undertaking was to determine the best fit model involving the following exogenous variables: service quality, customer loyalty, and green marketing practices to endogenous variable – guests' satisfaction. For the purpose of data collection, a survey questionnaire was administered to the various Inland Resorts in Region XII, Philippines with 417 visited guests. Structural equation modelling was used to find the best fit model. Results revealed that service quality, customer loyalty and green marketing practices show a significant relationship with guest satisfaction. However, the three identified exogenous variables service quality, customer loyalty and green marketing practices emerged as key predictors of guests' satisfaction considering its observed variables as depicted in the final and best fit model of this study.*

Keywords: *management; service quality; customer loyalty; green marketing practices; guest satisfaction; structural equation model; Philippines*

1. INTRODUCTION

Negative emotions such as anger, sadness, and regret contribute to dissatisfaction (Mattila & Ro, 2008)[152]. According to Matthews, Hendrickson, & Weber, (2008)[151] many companies face the main challenge to remain able to please consumers and make massive profits at the same time. Consumer dissatisfaction is caused mainly by providing consumers low-quality products and services. Customer satisfaction takes your company as an important component. It is not only the main indicator for quantifying customer unwaveringness, but also a primary separation function to help you attract new customers in business-oriented situations (Galliers & Whitley, 2007). Competition pressures many providers of resort facilities to deliver quality services. In this regard, cities must develop their own unique ways of meeting their customers ' requirements while simultaneously making significant profits (Joung, Lee, Kim, Ahn & Huffman, 2014)[115]. The quality of life among guests inside the resort is being influenced by the overall standard services; therefore, there is a need for the service operators to be fully knowledgeable on the latest trends and the requirements of the customer (Kwun, Ellyn & Choi, 2013)[127]. Hence, the wants and needs of customer must be met so that resort services can be successful in terms of sound customer service and financial stability. On the other hand, authors contend that customers are the future of the society. To satisfy their leisure needs, it is worthwhile to research from the perspective of service quality and customer satisfaction (Sun & Kim, 2013). Hotels ' service values have become important in literature as the quality of service has to do with customer satisfaction and analysis. Hotels around the world are putting emphasis on service quality in order to produce good products and services and show values (Bucak, 2014)[49]. Knowledge of factors that affect service efficiency and service quality dimensions is therefore essential. In this respect, quality service refers to the overcoming of insufficient competitors. In order to increase sales, enter new markets, grow market share and, all in all, be competitive on the market, the value of the product and service must be considered together (Sakata, 2005). Loyalty is part of marketing relationship which involves managing, sustaining and improving customer relationships aimed at creating long-term customer loyalty relationships (Behara, Fontenot, & Gresham, 2002)[35]. Reservation costs can be significantly degrade, promoting greater efficiency as loyal customers are less likely to seek alternatives, more resilient to the persuasion of rivals, and more likely to involve in positive mouth contact (Solnet, Kandampully & Kralj, 2010)[218]. When customers are happy with the services offered and if they find the hotel designated, they will continue to come back. These visitors become an instrument for promoting the hotel and its appealing qualities (Martinelli, & Petrocchi, 2007)[149]. In addition, Punitha, Aziz, and Rahman, (2016)[194] noted that, through understanding the relationship between the natural environment and the activity of business activities, economists, sociologists and environmentalists have drawn attention. Prakash (2002)[188] also notes that green marketing refers to the use of strategies to promote products by using environmental statements relevant to brand characteristics or the company's operations. Suplico, (2009)[224] described green marketing as advertising that meets consumers and businesses ' current needs while maintaining or improving future generations ' ability to

meet their needs. Banerjee, Iyer, and Kashyap (2003)[27] claim that the organizational advantages of adopting green marketing practices help companies set goals aimed at achieving real environmental changes that are also in line with national and international standards. In the local setting, the researcher has observed that the services of inland resorts necessitate upgrading in terms of quality of service, environment, and the motivations of the guests leisure. In addition, there is no available data on the said elements within the Region XII. Henceforth, it is on this note that the researcher is interested to dwell and conduct assessment on matters relating to guests satisfaction of inland resort in Region XII, incorporating the relevance of the three variables as constructs, namely: service quality, customer loyalty and green marketing practices. The results of this study will also be a great interest to researchers, city owners, and managers, businessmen and even academics as they add to growing knowledge base and provide important insights into hospitality, business and management literature. It will also be a matter of social interest to make this undertaking.

2. RESEARCH OBJECTIVE

This study was conducted to determine the best fit model on guests' satisfaction of inland resort in Region XII. Specifically, this study aimed to answer the following objectives:

1.1 tangibility;
1.2 reliability;
1.3 responsiveness;
1.4 confidence; and
1.5 communication.

2. To measure the level of customer loyalty of inland resorts in terms of:
2.1 cognitive;
2.2 affective;
2.3 conative; and
2.4 action.

3. To estimate the level of green marketing practices of inland resorts in terms of:
3.1 water conservation;
3.2 food quality;
3.3 energy conservation;
3.4 waste management;
3.5 air quality; and
3.6 noise pollution.

4. To evaluate the level of guests' satisfaction of inland resort in terms of:
4.1 hotel ambiance and staff courtesy;
4.2 staff presentation and knowledge;
4.3 reservation services; and
4.4 overall value for money.

5. To determine the significant relationship between:
5.1 service quality and guests' satisfaction;
5.2 customer loyalty and guests' satisfaction; and
5.3 green marketing practices and guests' satisfaction.

6. To find out the best fit model on guests' satisfaction of inland resorts

2.1 Hypothesis

The following null hypotheses were tested at 0.05 level of significance:

1. There is no significant relationship between:
1.1 service quality and guests' satisfaction of inland resort;
1.2 customer loyalty and guests' satisfaction of inland resort;
1.3 green marketing practices and guests' satisfaction of inland resort.

2. There is no best fit model that predicts guests' satisfaction of inland resorts.

3. THEORETICAL FRAMEWORK

This study used several theoretical premises and frameworks. Guests' satisfaction was anchored primarily on the Festinger's theory of dissonance (1957)[72]. The theory of dissonance states that the consumer makes a sort of cognitive comparison between the expectations regarding the product and the product of services' perceived performance. If there is a discrepancy between expectations and the perceived performance, the dissonance will not fail to appear. This point of view on post-usage evaluation was introduced in the literature discussing satisfaction under the form of the theory of assimilation (Anderson, 1973)[17]. According to Anderson (1973)[17], the consumers try to avoid dissonance by adjusting their perceptions of a certain product, in order to bring it closer to their expectations. In a similar way, the consumers can reduce the tension resulted from the discrepancy between expectations and the product's performance, both by distorting the expectations so that they could be in agreement with the product's perceived performance, and by increasing the level of satisfaction through minimizing the relative importance of experimental disconfirmation (Olson and Dover, 1979)[174]. The theory presumes the consumers are motivated enough to adjust both their expectations and their product/service performance perceptions. If the consumers adjust their expectations or product performance perceptions, dissatisfaction would not be a result of the post-usage process. Consumers can reduce the tension resulting from a discrepancy between expectations and product/service performance either by distorting expectations so that they coincide with perceived product performance or by raising the level of satisfaction by minimizing the relative importance of the disconfirmation experienced (Olson & Dover, 1979)[174] Some researchers have discovered that the control on the actual product performance can lead to a positive relationship between expectations and satisfaction (Anderson, 1973)[17]. The relationship of guests satisfaction and service quality was anchored in Cue

utilization theory (Olson,1972)[175] argues that products or services consist of several arrays of cues that serve as surrogate indicators of product or service quality. There are both intrinsic and extrinsic cues to help guests determine quality, where the intrinsic cues provide information on the physical attributes of the product or service, whereas extrinsic cues are product related to provide information such as brand and price (Reimer & Kuehn, 2005)[200]. It is well-accepted in the literature that perceived quality refers to consumers' overall subjective judgment of a product or services' overall excellence and which is the perception held by consumers about product or service (Zeithaml, 1988)[248]. Cue utilization theory explains that products consist of multiple cues that signal quality to consumers (Olson, 1972)[175], and they make use of these cues to evaluate product or service quality (Rao & Monroe, 1988)[198]. The relationship of guest satisfaction and customer loyalty was anchored in Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen in 1967 to explain volitional behaviors (Ajzen & Fishbein, 1980[6]; Fishbein & Ajzen, 1975[73]). Under TRA the strongest predictor of an individual volitional behavior is the individual's behavioral intention. The theory extends to conceptualization of human behavioral pattern in decision-making strategy (Otieno, Liyala, Odongo, & Abeka, 2016)[178]. Using the TRA, researchers can explain whether individual behavior is driven by behavioral intentions, where behavioral intentions are a function of an individual's attitude toward the behavior. Also, behavioral intentions is the function of subjective norms surrounding performance of behaviors, and an individual's perceptions of ease with which behavior is performed (Otieno et al., 2016)[178]. Under the TRA, individual behavioral intentions are as a result of both an individual and normative influences. The individual influence on intention is the person's attitude towards performing a volitional act. Normative influence on intention is an individual's subjective norm. The primary goal of TRA is to understand and predict social behaviors (Ajzen & Fishbein, 1980[6]; Fishbein & Ajzen, 1975[73]). The link of guests satisfaction and green marketing practices was anchored in Theory of Planned Behavior (TPB) was first developed and used by Ajzen (1991). It indicates that individual behavior is driven by behavioral intentions, which are a function of three independent constructs (attitude toward behavior, subjective norms, and perceived behavioral control) (Eagly & Chaiken,1993)[67]. Increasingly severe environmental problems have gradually aroused the environmental concern of society and as the detrimental effects of plastics continue to disturb the planet, consumers, were now putting a greener value to green marketing practices and started searching for sustainable initiatives (Gano-an, 2018)[80]. Further, Eagly and Chaiken (1993)[67], individual behavior is driven by

behavioral intentions, so research about purchase intention for green products has been developed to reflect green products purchase behavior and give implications to environmental protection (Yu, Yu, & Chao, 2017)[243].

4. CONCEPTUAL FRAMEWORK

This research contains four different models. The first theoretical model, as presented, demonstrates the direct influence of exogenous variables: quality of service, customer loyalty, and green marketing practices towards the endogenous variable, guest's satisfaction. The first exogenous parameter is the service quality (Lim, Loh, 2014)[140], which has five indicators: tangibles, reliability, responsiveness, confidence and communication. The physical appearance of customer service equipment, appliances, staff and materials is evident (Parasuraman et al., 1988)[180]. Tangible factors such as sanitation, storage, climate and the status of an individual are tangible (Sam, & Dhanya, 2012)[205]. Reliability means the company's ability to offer the planned service reliably and accurately (Taghizadeha et al., 2012)[229]. This means the company keeps promises and carries out activities in the right way (Yuen, & Chan, 2010)[244]. Service responsiveness concerns about responding to customer requests and responding promptly to their questions and complaints (Siddiqi, 2011)[213]. Some researchers have described receptiveness as a readiness of their workers to provide swift and timely customer support and services (Auka et al., 2013[20]; Zeithaml et al., 2006[248]). The courtesy and expertise of employees who are able to transfer confidence and loyalty to customers are defined by trust Berry, & Parasuraman, (2004)[40]. The pledge applies to the courtesy, the enjoyment, the skills and the willingness to provide the employees according to Parasuraman et al., (1988)[180]. Communication refers to the company's special attention and personal attention to its customers. It is expressed in the customer service provider's access, interaction and understanding. This means the degree of the company's knowledge, care and attention to its clients (Parasuraman et al., 1988)[180]. Customer loyalty is the second exogenous factor (Liang, & Zhang, 2009)[139], which has four indicators: cognitive, affective, conative, and action. Cognitive loyalty is another element of loyalty found in past years,that considers loyalty to be a higher level factor and includes the deliberate decision-making process of the customer in the evaluation of alternative products before buying (Ganiyu, 2017)[79]. Gremler and Brown (1996) stressed the quality (price, time, energy, gain, loss, benefits) dimension of the cognitive purchasing decision. As a result, consumers are loyal to the point of their decision's mental assessment. Customers are aware of their costs and the value of their purchases. Upon critical examination of all available alternatives, they may show mental commitment to a destination and then make rational decisions. The psychological ties that make

customers act irrationally are affective. Price is not the main consideration in this situation, but loyalty and commitment to the product supersedes all factors. This follows the two fold loyalties proposed by Martins Gonçalves, and Sampaio (2012)[148] (spurious and true). According to the researchers, spurious loyalty is due to inertial control, whereas true loyalty is the emotional commitment expressed by repeated purchases irrespective of the attractive offer of the rivals. Due to its many benefits for the students and also the destination, international destinations are seeking this level of loyalty. Before a student shows this level of loyalty, service quality issues, happiness and picture comprehension will be at the highest level (Manzuma-Ndaaba, Harada, Romle, & Shamsudin, 2016)[147]. Conative this is the third stage of the production of loyalty, limited to the behavioral purpose of the customer. Repeated incidents with positive emotions towards the brand influence behavioral intentions. Conation describes the commitment or plan of the consumer to buy back a particular brand in the near future. Accordingly, the consumer has been deeply committed to buying the brand at the development of conative loyalty. However, this intention to buy back the brand may never always lead to actual buying and other behaviors of loyalty, no matter how good the intentions may be (Oliver et al., 1999)[171]. Action this is the stage in the process of brand loyalty. The phase of action is where in the previous state of loyalty the desire and intention has translated into realistic actions or behaviour. According to Oliver et al. (1999)[171], the customer is not only ready to act at his level, but also ready to overcome any possible obstacles that might prevent him or her from acquiring the product or service to use the preferred brand. This phase of planning and commitment inevitably encourages repurchase and other actions of loyalty. The third exogenous factor is green marketing practices (Dominici & Guzzo, 2010), which have six metrics, namely: water conservation food quality, energy conservation, waste management, air quality and noise pollution. As part of the hotel's green marketing practices, water conservation helps clients have a positive attitude towards the hotel. Another research by Han, Hsu, Lee, and Sheu, (2011)[91] argues that a hotel's water consumption is very significant in enhancing guest satisfaction, leading to benefits in the form of green product functional attributes. Food quality Good feed stabilizes the biotic, behavioral or anthropological physics well-being. Customers were worried about the healthy foods that are or would rather not consume them at all. Customers are, for example, more concerned about health factors and they are looking for diet, vitamins and additional foods to address health challenges such as loss of weight, cholesterol levels, levels of sugar, etc. (Scott, Nowlis, Mandel, & Morales, (2008)[207]. Energy Conservation report from Han, and Kim (2010)[93] indicated that a green hotel would help customers, who

want to make use again of the facilities of the hotel to promote its energy conservation efforts. Bohdanowicz et al. (2001)[44] studies showed that the conservation of energy in the hotel sector would increase guest satisfaction and efficiency as less resources are used. Nonetheless, the waste management process has been recognized by hotels as contributing to environmental degradation or depletion of resources, and guests who support sustainability prefer green marketing resorts for the protection of the environment (Binder, & Varga, 2015[41]; Manaktola, & Jauhari, 2007[146]). In the resorts, guests are delighted to learn of the social responsibility of their favorite hotels by managing their local waste disposal properly to avoid harming the community (García-Pozo, Sánchez-Ollero, & Marchante-Lara, (2015)[81].Air quality management is the deliberate method for enhancing air quality as a sustainable marketing activity. Ali et al. (2008)[12] say that a good ventilation is extremely necessary in hotels because of its outstanding indoor air conditioning which is better adapted for individuals and processes and that guests are irritated and frustrated when ventilations are unusable. Air quality thus has a direct connection with customer comfort and happiness in hotels. Noise pollution has also increased the continuous increase in population and urbanization, the frequency and intensity of noise pollution, and has affected the satisfaction level of guests in hotels located in noisy areas. A noisy hotel affects the sleep, focus, and interaction of visitors as well as disrupting people's good leisure time and denying them fun and happiness (Clemes et al., 2011)[58]. Guest's satisfaction (Hu et al., 2009)[106] with four indicators is a latent endogenous factor: hotel environment and courtesy of workers, appearance of staff and information, booking facilities and overall money quality. According to Jana and Chandra (2016)[112], customer satisfaction has become an important part of the hotel culture and the courtesy of the staff. Unlike other sectors, due to customer retention, the hotel industry is booming. A hotel can keep its guests only through customer satisfaction. Sure, the loyalty of the customers depends on the service quality of the hotel. In reality, many investors have seen the advent of the hospitality industry eager to meet all the needs of their customers. The combined efforts of all stakeholders improve customer loyalty through the presentation of staff and experience in the hotel industry. Therefore, a hotel can only thrive in terms of customer satisfaction by including all parties involved in improving the quality of its services and products. It is therefore important to investigate the significance of hotel characteristics in hotel selection for customers. In the majority of cases, this is also achieved by involving customers in improving the service quality by demonstrating appreciation of their input. Customer experience is taken much more seriously by reservation companies and expectations tend to be somewhat greater

than with various items and management. The overly positive relationship between the overall customer satisfaction rates indicates that long distance and proportionally favorable interactions between customers and the hotel are logically necessary. To be successful, a hotel must focus on quality of services and products, in line with customer satisfaction and loyalty, with the ultimate objective of delivering quality service. In terms of overall value for money, it has been discovered that price is seldom the main reason why consumers are disappointed. The main cause of customer dissatisfaction is the delivery of low-quality products and services to customers. The happiness of your customers is a vital part of your business. Not only is it the main indicator for the quantification of unequivocal clients, it also allows you to draw new customers into circumstances that are business-oriented (Nurminen, & Heinonen, 2007)[168]. Hypothesized model 1 as shown in Figure 1 reflects the direct relationship of the latent exogenous towards the latent endogenous variables. This is illustrated through a single headed arrow connected from service quality, customer loyalty, and green marketing practices pointed to guests' satisfaction in inland resorts. More so, the rectangular shapes represent the measure variables of the corresponding latent exogenous and endogenous variables.
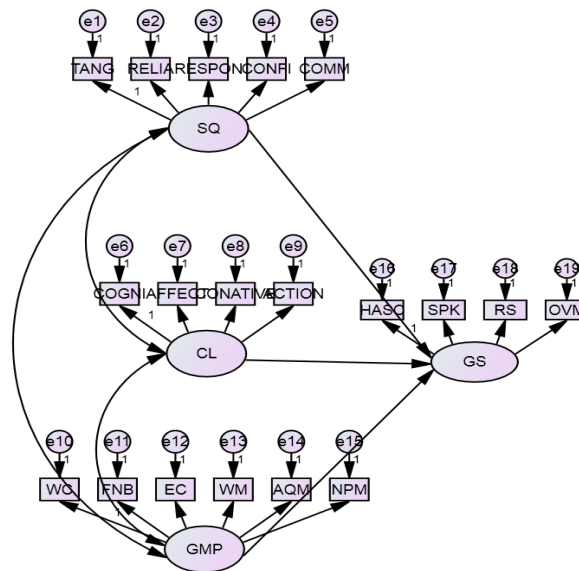

Figure 1. The Conceptual Model showing the Direct Relationship of the Latent Exogenous towards the Latent Endogenous Variables

Legend

SQ	- Service quality	GS	- Guests Satisfaction
TANG	- Tangibles	HAMSC	- Ambiance and staff courtesy
REALIA	- Reliability	SPK	- Staff presentation and knowledge
RESPON	- Responsiveness	RS	- Reservation services
CONFI	- Confidence	OVM	- Overall value for money
COMM	- Communication		
CL	- Customer loyalty	GMP	- Green marketing practices
COGNI	- Cognitive	WC	- Water conservation
AFFEC	- Affective	FNB	- Food quality
CONATI	- Conative	EC	- Energy conservation
ACTION	- Action	WM	- Waste management
		AQM	- Air quality
		NPM	- Noise pollution

5. METHOD

Presented in this chapter are the research procedures employed in this study. It includes the research design, research locale, population and sample, research instruments, the data collection and the statistical tools utilized to achieve the expected outcomes of this study.

5.1 Research Design

This study employed the descriptive–correlation technique using the Structural Equation Model (SEM) to generate the best-fit-model.First, it used a descriptive-correlation research design which helped explain and articulate the constructs of the study, the factors, circumstances and characteristics were presented (Abbott & McKinney, 2013)[1]. Moreover, this type of model focuses on what happens in connection with a previous case that affects an actual situation or incident (Johnson, 2001)[114]. Specifically, this study utilized a correlational research approach since the study seeks to establish the relationship of service quality, customer loyalty, and green marketing practices on guests' satisfaction of inland resort in Region XII. Second, multiple regression equality is necessary, to show how endogenous variables are connected to exogenous constructs and the multivariate strategy to statistical assessment that has a broad range of uses in collaborating concepts of measurements such as the structural equation model (SEM) (Yılmaz, Celik, & Ekiz, 2006). Third, structural equation modeling (SEM) is a new and very powerful analytical technique that combines multivariate statistical techniques and is frequently applied by scientists or experts working in social sciences, such as economists, educators, and marketing professionals. SEM is an efficient model that allows for the theoretical models to be evaluated and that explains the cause and impact of the factors linked to the designs based on statistical reliance in blended hypotheses. It is based on the evaluation of a model of interactions between the factors before the study is performed through information collected from the respondents (Kocakaya & Kocakaya, 2014).

5.2 Research Locale

This study was conducted at the different resorts in Region XII, one of the regions in the Philippines situated on the South-Central Mindanao. The region is composed of five provinces: South Cotabato, Cotabato, Sultan Kudarat, Saranggani, and General Santos. The respondents of this study were guests of selected inland resorts in Region XII. The area used to be called Central Mindanao. The local focus is Koronadal situated in the area of South Cotabato, and the central point of trade, industry, transportation and the most crowded city is General Santos. The researcher chose this locale because of the scope requirement (region) for this research and the proximity of the research locale to the residence of the author.

5.3 Population and Sample

Scientific process was employed in choosing the respondents. Purposive sampling was used in determining the respondents for this study. The total completed surveys reached 417 which was way higher than the maximum number of sample in slovin's formula which is 400 at .05 significance level. Respondents of the study were the customer who always visited the inland resort from renowned 30 inland resorts in Region XII. Data gathering was conducted from July 1, 2019 to September 15, 2019, customers who were rarely visited in inland resorts were excluded from the study. Of the 417 respondents, 150 were from Inland Resort A, 100 were from Inland Resort B, 65 were from Inland Resort C, another 40 were from Inland resort D and the remaining 62 were from other inland resort located around the area. Majority of the sample were from Inland Resort A, since it has a biggest area around region XII.

5.4 Research Instrument

Primary data were used in gathering information about the study which consisted of four parts, namely: service quality, customer loyalty, green marketing practices and guests' satisfaction on inland resorts. The survey questionnaires utilized in the conduct of the study are from various related researchers. Modification was carried out to make the instrument more applicable in the current undertakings and in the local business setting. To make the instrument more contemporary, it was validated by five experts in the field of business management. After validation, pilot testing was performed. Cronbach alpha was used to check the validity of the questionnaire. Cronbach's alpha consistency coefficient customarily ranges between zero to one. The closer the Cronbach's alpha coefficient to one, the larger the internal reliability of the items on the questionnaire (Gliem & Gliem, 2003)[85]. Moreover, Darren and Mallery (1999)[61] hypothesized the following guidelines in computing the reliability of the survey instrument using Cronbach alpha; if result is bigger than or equal to 0.9 then it is considered excellent, if the value if greater than or equal to 0.8 it is good; if the coefficient is greater than or equal to 0.7 it is satisfactory; if the value is greater than or equal to 0.6 then the instrument is questionable; if it is greater than or equal to 0.5 the questions are poor and is unacceptable. In this research Reliability statistics for service quality was .978, for customer loyalty was .879, for motivation for green marketing practices was .971, and .952 for guests satisfaction. The survey on service quality was adapted from the study of Lim et al. (2014)[140]. The instrument was designed to measure the service quality perceived by students based on these factors, namely: tangible, reliability, responsiveness, confidence and communication.

5.5   Statistical Tools

The researcher made use of the following statistical tools for the analysis of the data:

5.5.1   Mean

In this way the level of facilities, quality of service, mental, affective, conative, behavior and guest satisfaction through domestic resorts are calculated.

5.5.2   Pearson Product Moment Correlation (Pearson R)

This was employed to determine the interrelationships between service quality, customer loyalty, green marketing practices and guests' satisfaction of inland resorts.

5.5.3   Structural Equation Modelling

This was utilized to assess the interrelationships among the hypothesized models and as also with the determination of the best-fit-model of guests' satisfaction.

6.   RESULTS and DISCUSSION

6.1   Service Quality

The overall mean score obtained on the service quality is 4.15, described by the respondents as high; this means that the overall response of the guests' satisfaction of inland resort in terms of service quality is satisfactory. Specifically, the mean ratings of the indicators of service quality are elaborated as follows: *tangibility* obtained a mean rating of 4.18 or high; *reliability* reached an average rate of 4.11 or high; *responsiveness* reached an average rate of 4.16 or high;

6.2   Customer Loyalty

The overall mean score is 4.15, considered by respondents as high; this means that the overall response of the guest's satisfaction of inland resort in terms of customer loyalty is oftentimes manifested. Moreover, the mean rating of the indicators of customer loyalty are discussed as follows: *cognitive* has a mean of 4.15 or high; *affective* obtained a mean of 4.16 or high; *conative* has a mean of 4.11 or high; and *action* acquired a mean of 4.10 or high.

6.3   Green Marketing Practices

The overall mean score is 4.10, perceived by the respondents as high; this means that the overall perception of the guest's satisfaction of inland resort in terms of the green marketing practices is oftentimes manifested. Additionally, the mean rating of the indicators of green marketing practices are presented as follows: *water conservation* garnered a mean of 4.05 or high*; food and beverages* has a mean of 4.00 or high; *energy conversation* obtained a mean of 4.15 or high; *waste management* obtained a mean of 4.14 or high; *air quality management* obtained a mean of 4.14 or high; and *noise pollution management* obtained a mean of 4.12 or high.

6.4   Guests' Satisfaction

The overall mean score is 4.17, perceived by respondents as high; this means that the overall response of guests' of inland resort in terms of their guests' satisfaction is oftentimes observed. Furthermore, the mean rating of the indicators of guests' satisfaction are discussed as follows: *hotel ambience and staff courtesy* has a mean of 4.15 or high; *staff presentation and knowledge* rounded up a mean of 4.17 or high; *reservation services* attained a mean of 4.16 or high; and overall value for money attained a mean of 4.20 or very high.

6.5   Correlation between Service Quality and Guests' Satisfaction

The overall r-value attained by the aforesaid measures is 0.740 ($p<0.05$); hence, significant rejecting the null hypothesis of having no significant relationship. Moreover, it was observed that *hotel ambience and staff courtesy, staff presentation and knowledge, reservation services and overall value of money* as indicators of guests' satisfaction when correlated to tangibility, the overall r-value is 0.556 with $p<0.05$; hence, significant. When indicators of guests' satisfaction are correlated to reliability, the over-all r-value is 0.594 with $p<0.05$; hence, significant. Also, as the indicators of guests' satisfaction are correlated to responsiveness, it has an r-value of 0.626 with $p<0.05$; hence, it is significant. When indicators of guests' satisfaction are correlated to confidence, it has an r-value of 0.678 with $p<0.05$; hence, it is significant. Also, as the indicators of guests' satisfaction are correlated to communication, it has an r-value of 0.675 with $p<0.05$; hence, it is significant.

6.6   Correlation between Customer Loyalty and Guests' Satisfaction

The overall r-value obtained from the aforesaid measures is 0.765 with a p-value of less than 0.05 which is lesser than 0.05 level of significance. The result is significant, and the null hypothesis of no significant relationship is rejected.

Additionally, it was observed that *hotel ambience and staff courtesy, staff presentation and knowledge, reservation services and overall value for money* as indicators of guests' satisfaction when correlated to cognitive, the overall r-value is 0.577 with $p<0.05$; hence, significant. When indicators of guests' satisfaction are correlated to affective, the over-all r-value is 0.627 with $p<0.05$; hence, significant. When indicator of guests' satisfaction are correlated to conative, the overall r-value is 0.606 with $p<0.05$; hence, significant. And lastly, as the indicators of guests' satisfaction are correlated to action, it obtained an overall r-value of 0.652 with $p<0.05$; hence, it is also significant. All the probability values showed significant correlations.

6.7   Correlation between Green Marketing Practices and Guests' Satisfaction

The overall r-value obtained from the aforesaid measures is 0. 814 with a p-value of less than 0.05 which is lesser than 0.05 level of significance. The result is significant,

and the null hypothesis of no significant relationship is rejected. Furthermore, it was observed that *hotel ambience and staff courtesy, staff presentation and knowledge, reservation services and overall value for money* as indicators of guests' satisfaction when correlated to water conservation, the overall r-value is 0.675 with p<0.05; hence, significant. When indicators of guests' satisfaction are correlated to food and beverages, the over-all r-value is 0.524 with p<0.05; hence, significant. When indicators of guests' satisfaction are correlated to energy conversation, the over-all r-value is 0.691 with p<0.05; hence, significant. When indicators of guests' satisfaction are correlated to waste management, the over-all r-value is 0.690 with p<0.05; hence, significant. When indicators of guests' satisfaction are correlated to air quality management, the over-all r-value is 0.625 with p<0.05; hence, significant. Finally, as the indicators of guests' satisfaction are correlated to noise pollution management, it obtained an overall r-value of 0.699 with p<0.05; hence, it is also significant. The probability values showed significant correlations.

6.8 The Best Fit Model that Predicts Guests' Satisfaction

This part analyses the interrelationships between the research variables. In an effort to achieve the best fit model of guests' satisfaction, four alternative models were tested. Each model has a structure that could be broken down into two sub-models composed of a model of measurement and a model of structure. The measurement model reflects the latent constructs of the measurement loads on each variable, while the latent variables are defined by the structural model. In addition, fit evaluation is a basis for adopting and rejecting the model. In this model, the researcher generally wanted to identify the interrelationships between the hypothesized models as well as to determine the best-fit model of the guests' satisfaction of inland resort. When a structured model comes up with an acceptable fit, it indicates the consistency between variables of the empirical interactions as implied by the model. All the indices included must continuously fall within acceptable ranges when identifying the best fit model. The value of the chi-square / degrees of liberty should be between 0 and 2, with the corresponding p-value of 0.05 or higher. Root

Mean Square of Error Approximation must be less than 0.05 and must be higher than or equal to 0.05 for its respective Pclose value. Other indexes such as the Normed Fit Index, the Tucker-Lewis Index, the Comparative Index and the Fit Index Goodness must all be higher than 0.95. The first structural model is SQ, CL, GMP and GS MODEL. This model considers the direct effects of service quality, customer loyalty and green marketing practices towards guests' satisfaction. All of the indices did not reach the criteria; hence, indicate a poor fit. The model is appended in this study as Figure A-1. The second model includes the interrelationship among service quality, customer loyalty and green marketing practices towards guests' satisfaction. The model was found a poor fit as presented by the CMIN/DF= 2.220 with its p-value=.000 and RAMSEA =.0.054 with Pclose=0.276 as it did not reach the criteria; hence, indicate a poor fit. The model is appended in this study as Figure A-2. The third structural model considers the interrelationship of service quality, customer loyalty and green marketing practices and their direct causal effect towards guests' satisfaction. But, the model was still found non-fitting to the data as indicated by CMIN/DF=2.160, p-value=.000 and RMSEA=0.053 with Pclose=0.373. The model is appended in this study as Figure A-3. Finally, the fourth structural model is the SQ-CL-GMP-GS Model. The Goodness of Fit Measures of Structural Model 4 presented in Figure 8 depicts a network of interrelationships of the following: service quality, customer loyalty and green marketing practices towards guests' satisfaction. As displayed in Table 8, the goodness of fit of Model 4 was examined using the following indices: Chi-square/Degree of Freedom (CMIN/DF), Root Mean Square of Error Approximation (RMSEA), Normed Fit Index (NFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI)/Goodness of Fit Index (GFI). The criterion for each index indicating a good fit for all outcomes must be in accordance with the requirements shown in Table 8. The results as reflected by CMIN/DF= 1.605, p-value =0.064, NFI = 0.986, TLI = 0.990, CFI = .0.995 , GFI =0.986 , RMSEA = 0.038 and Pclose = 0.736, fall within the indices thus the result signify the best fit model.
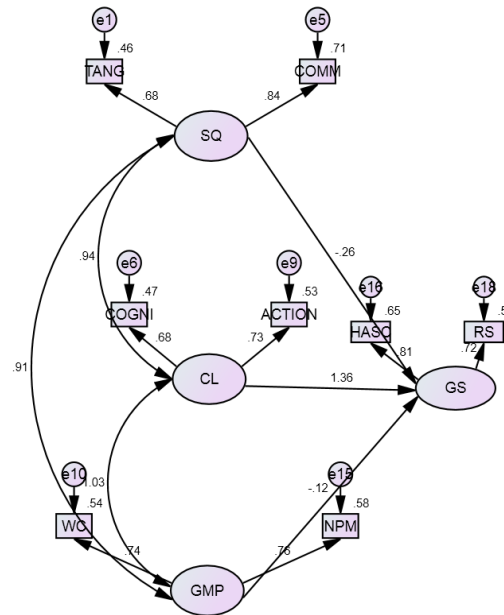
Figure 3. Structural Model in Standardized Solution

LEGEND

SQ	-	Service quality	GMP	-	Green Marketing Practices
TANG	-	Tangibles	WC	-	Water Conservation
COMM	-	Communication	NPM	-	Noise Pollution Management
CL	-	Customer loyalty	GS	-	Guests' Satisfaction
COGNI	-	Cognitive	HASC	-	Hotel Ambiance and Staff Courtesy
ACTION	-	Action	RS	-	Reservation Services

Figure 3 the structural model 4 generated, of which the direct link between the latent exogenous variables and their direct causal relationship to the latent endogenous variable. The endogenous latent variable in the first model is the Guests' Satisfaction (GS). There are three exogenous latent variables namely: Service Quality (SQ) which is measured by tangibility (TANG); Customer Loyalty (CL) which is measured by Cognitive; and Green Marketing Practices (GMP) which is measured by Water Conservation (WC) and Noise Pollution Management (NPM). This model clearly illustrates the importance of service quality, customer loyalty and green marketing practices as the major predictors of guests' satisfaction. Service quality, customer loyalty and green marketing practices play a major role for guests to venture and develop new enterprises. Thus, the findings suggest that the guests' satisfaction is best anchored on their strong evidence of service quality, customer loyalty and green marketing practices. Thus, results were supported on detailed on the next chapter.

7. CONCLUSION

The following conclusions are taken in light of the research results. This study's results explicitly verify the best predictors of the guests' satisfaction. First, the findings exposed that in terms of the guests' satisfaction, of the three exogenous variables, got the high total mean. Therefore, it can be determined that service quality has an impact in developing intention to start their own business. And all observed variables obtained the high-level mean score which is also a direct variable of guests' satisfaction. It implies that guests' satisfaction is a commitment and a will to initiate towards a new business and among other entrepreneurial activities. The results on the test of the null hypotheses stating that there is no significant relationship and influence between service quality, customer loyalty and green marketing practices to guests' satisfaction were all rejected. Thus, all those exogenous variables have significant relationship and influence on the endogenous variables. The research, thus, confirms with the recommendations that there is a

connection between service quality (Bolton, & Drew, 1991)[45]; there is a correlation between customer loyalty and guest satisfaction (Zeithaml et al., 2003)[248]; and there is a link between green marketing practices and guest satisfaction (Russell et al., 2015)[203]. Moreover, the null hypothesis stating that there is no model that best fits guests' satisfaction of inland resort was rejected.

8. RECOMMENDATIONS

Based on the results of this analysis, the results and conclusions of the report include the following recommendations:

As shown, the level of service quality is high and there is a necessity to raise this into a very high level. To do this, the owners and managers of inland resort may consider conducting a customer service survey every quarter to improve the factors under the quality of services such tangibility, responsiveness, reliability, and confidence. Another variable that need to be considered raising to very high level is the customer loyalty. The researcher recommends that inland resort owners might give special discount and privileges to regular customers of the resort. By using this, customers will be encouraged to come back to the resort as they will be expecting a discount. Third, as green marketing practices is currently at high level, resort owners should make sure that they obtained the very high level rating in order for them to be considered a sustainable tourism destination. In determining this, they have to work hard on conserving water and energy, they may also recycle wastes, and reduce the use of chemicals such as chlorine and machineries that emit gasses. Finally, this study recommends that inland resorts may always give its best on giving the best quality of service to their clients through continues improvement of its facilities, training and upgrading the employees about the latest customer trend in hospitality industry. They may also consider creating suitable programs that would drive customer loyalty such in marketing and operations related activities. Continue to advocate responsible and environmentally oriented business establishments through conservation of available resources for this may improve and contribute in making clients more satisfied.

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