

FACTORS AFFECTING HOTEL CHOICE OF FILIPINO TOURISTS FROM TRAVEL AND TOURS PHILIPPINES

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ABSTRACT

This research investigates the factors influencing Filipino tourists' hotel choices, specifically focusing on both tangible and non- tangible aspects. Employing a quantitative research approach, the study utilizes a descriptive survey method, employing a carefully crafted questionnaire for data collection. The demographic profile of respondents reveals a predominant presence of females, individuals aged 18 -25, and those with college education, shedding light on the characteristics of the target population. Notably, respondents exhibit a preference for 5- star hotels, with a substantial portion budgeting less than 3,000 PHP per night. The study unveils the significance of non-tangible factors, such as positive past experiences, in influencing hotel choices, while tangible factors, particularly the cleanliness of hotel bathrooms, also play a crucial role. Statistical analyses indicate significant differences in non-tangible factors based on age and education, emphasizing the nuanced impact of these elements on decision-making. In summary, this research provides valuable insights into the nuanced preferences of Filipino tourists, contributing to the understanding of factors influencing hotel choices. The findings underscore the importance of considering both tangible and non-tangible aspects in catering to the diverse preferences within this demographic.

Keywords: *Hotel Choice; Filipino Tourists; Travel and Tours*

Introduction

Tourism contributes several benefits for the expansion and growth of the economy. It generates work opportunities, enhances economic growth, facilitates the advancement of regional facilities, and can help in the preservation of earth, historical significance, and culture, as well as the decrease in impoverishment and economic disparity (Tourism, 2023). The tourism and hospitality sector is accompanied by newer complexities of providing an adequate if not exceptional experience for customers as guests have become more demanding and empowered. Customer service predominates the industry, and the overall satisfaction of guests significantly impacts the success of lodging establishments. The tourism sector, particularly hotel-based hospitality, has been viewed as the primary factor behind the dominance and progression of the national economies' service sector in both established and emerging countries. The hospitality industry is considered a worldwide industry that plays a crucial role in the lives of numerous individuals, known for its splendid surroundings, landscapes, and beaches, is a popular vacation destination for both domestic and international tourists. The warm and welcoming nature of the Filipino people adds to the allure of the country, enriching the local communities through the promotion of cuisine, heritage, and handicrafts. Given the abundance of attractions in the Philippines, the hotel sector has expanded to meet the demand, with specialized establishments showcasing tourist destinations. However, most well-known hotels are concentrated in Metro Manila, as it serves as the primary entry point for international visitors (Philippines Tourism & Hotel Market size & Share Analysis - Industry Research Report - Growth Trends, 2023). Digital advertising and the use of technology in the tourism sector have become significant in the online travel community. Acknowledging the involvement of community members and their direct engagement is crucial for ensuring the smooth functioning of the online travel community. Travel organizations have made it simpler for tourist to access information, connect with others, build relationships, and communicate with like-minded individuals. The hospitality sector encompasses a wide range of services, including event organization, amusement parks, accommodation, and food and beverage service (Philippine Tourism, 2023). The study conducted important research on the Philippine hospitality and tourism business sectors, evaluating market dynamics, segment-specific trends, assessment, and noteworthy developments. The market is segmented based on types of travel, including leisure travel, corporate travel, eco-travel, historical travel, adventure travel, function travel, cruise travel, and medical-related travel. Different types of tourist, such as international tourist, millennials, businesses, and families, and various tourist destinations (domestic and international), along with booking methods (phone booking, in-person booking, and online booking), have their own preferences when it comes to choosing a hotel. This study intends to investigate the precise aspects that influence tourists' decisions in selecting a hotel (Philippines Tourism & Hotel Market size & Share Analysis - Industry Research Report - Growth Trends, 2023).

Methodology

This study employs a quantitative research approach, specifically utilizing a descriptive research design with a survey method. The focus is on understanding the influences on the decision-making process of online tourists when choosing a hotel. The researchers aim to identify both tangible and non-tangible factors affecting respondents' decisions and distinguish between these variables based on demographic profiles. The study involves Filipino tourists from Travel and Tours Philippines, totaling 4,600 people, selected through simple random sampling. The research objectives include determining demographic profiles, non-tangible and tangible factors affecting hotel choices, and assessing the significant differences between these factors based on respondent profiles. The research instrument is a carefully crafted questionnaire, chosen for its effectiveness, ease of administration, and ability to collect data from a substantial number of participants. The study aims to enhance the understanding of factors influencing hotel choices among Filipino tourists and provide recommendations for local hotels based on the findings.

Results and Discussions

In this chapter, researchers studied factors influencing hotel choices among Travel and Tours Philippines travelers. They collected and analyzed data, sharing their findings and interpretations, aiming to provide useful insights for the tourism and hospitality industry. The chapter explores drivers behind hotel selection, explains data collection methods, and analyzes both tangible and intangible factors affecting decisions. The insights aim to give readers a practical understanding of key elements influencing decision-making. The researchers also suggest how these findings can enhance strategies and offerings in the tourism and hospitality industry, better meeting the needs and preferences of Travel and Tours Philippines tourists, ultimately contributing to the industry's growth and success.

1. Demographic Profile of the respondents

To understand travelers' preferences and behaviors, we need to examine their demographics, which are statistics that describe populations. Demographic analysis studies populations based on factors like age, race, and sex. Demographic data includes information on employment, education, income, marriage rates, and more. This data, such as age, gender, marital status, education, hotel budget, hotel type preference, and length of stay, significantly influences hotel choices. Analyzing these demographics gives a snapshot of respondents' characteristics and helps reveal trends in hotel decision-making, such as generational patterns, differences in priorities based on gender and marital status, and the impact of education. This information guides the tourism and hospitality industry in better serving their diverse customers.

Table 1
Demographic Profile of the respondents

Age	Frequency	%
18 - 25 years old	229	64.5
26 - 45 years old	109	30.7
46 - above	17	4.8
Total	355	100
Gender		
Male	175	49.3
Female	179	50.4
Prefer not to say	1	0.3
Total	355	100
Civil Status		
Married	72	20.3
Single	283	79.7
Total	355	100
Educational Attainment		
1-Elementary	6	1.7
2-High School	20	5.6
3-College	298	83.9
4-Post Graduate	31	8.7
Total	355	100
Budget Allocation for Hotel Accommodation		
Less than 3,000 PHP per night	167	47
4,000-6,000 PHP per night	132	37.2
More than 6,000 PHP per night	56	15.8
Total	355	100
Type of Hotel		
3-star	81	22.8
4-star	136	38.3
5-star	138	38.9
Average days of stay in a hotel		
2 days	135	38
3-5 days	171	48.2
5-7 days	28	7.9
7 or more days	21	5.9
Total	355	100

Table 1 provides an overview of the demographic profile and preferences of 355 survey respondents. The majority (64.5%) falls within the 18-25 age range, with the following age groups being 26-45 (30.7%) and 46 and above (4.8%). Notably, Gen Z places a high priority on exceptional customer service, particularly in the context of hotel booking.

Gender distribution is almost equal, with 49.3% male and 50.4% female respondents. A noteworthy 2022 study underscores the significant influence of women (80%) in hotel decisions. Marital status indicates 20.3% married and 79.7% single respondents, while the majority (83.9%) are college-educated.

Budget-wise, 47.0% allocate less than 3,000 PHP per night, underscoring the importance of value-driven choices. Preferences for hotel type vary, with 3-star (22.8%), 4-star (38.3%), and 5-star (38.9%) accommodations being popular. The average stay duration is 3-5 days for 48.2% of respondents.

In conclusion, the data underscores crucial insights for the hospitality industry. These include the necessity of tailoring services to meet the preferences of Gen Z, recognizing the influential role of women in decision-making, understanding the prevalence of solo travelers, and acknowledging the value-conscious nature of guests. Adapting services according to these findings can significantly enhance the overall guest experience and improve the industry's ability to cater to diverse customer needs.

2. Non-tangible factors affecting decision of the respondents in booking a hotel.

Non-tangible or ethereal factors cannot be touched physically but are frequently perceived or even felt through emotions. The variables that cannot be touched by humans are referred to as intangibles. Non-tangible factors that affect the decision of the respondents in booking hotels are factors that cannot be offered physically but can be offered via quality services and psychological manner. Examples of this are the customer perspective, recommendations, and communication within the managements and its potential customers.

Victor Anandkumar (2021) studied the four elements—value for money, hospitable climate, the guest-host connection, and the surrounding area—that influence travelers' decisions to pick alternative lodging. The Suvachart Research Paper (2019) also conducted an exploratory factor analysis and identified the five factors. It has been suggested to choose alternative hoteliers because the tourist population itself is a driving force in the Gilbert and Terrata (2021) report, which is unique to marketing activities. Previous studies found that influences that delight in rural life and landscape, as an alternative to a hotel or an escape from a larger hotel, visit the locals, and find enjoyment in local history during their choice of alternative lodging, have an impact on tourists.

Accommodations are a vital, intangible role, according to earlier research on rural lodges by Ng, David, and Dagger (2021). According to Litvin, Goldsmith, and Pan (2019) and Khan (2019), the visitor's motivation is psychological and mental, and the

visitor's choice with regard to the amenities that he or she has been provided with is documented. It is important to first comprehend people's wants in order to comprehend how they select a hotel. Security and safety, according to this survey, are the most important considerations when choosing a hotel or resort. However, it should be emphasized that the research was conducted in Thailand, where tourism had been severely affected in recent years by outside causes like the 2004 tsunami. The study also looked at other factors, such as staff service quality, location, and room and facility quality. It concluded that these factors were not very important in helping customers choose a hotel, but that their absence or failure did contribute to customer discontent.

In a comparable manner, Gundersen et al. (2020) recommended that hotel managers strive for "good enough" quality in the less important parts of the establishment. According to their research, the concrete and intangible aspects of three departments—reception, housekeeping, and food and beverage—are responsible for business travelers' total happiness. The visible components of the Housekeeping division and the ethereal parts of Reception, in particular, appeared to have the greatest impact. However, they noted that the hotel should offer a high-quality experience in order to meet the visitors' overall happiness.

Table 2

Non-tangible factors affecting the decision of the respondents in booking a hotel.

Non-tangible factors affecting the decision of the respondents in terms of booking a hotel.	Mean	SD	Interpretation
1. The recommendations of friends and family members influence my hotel choice.	3.56	0.70	Very important
2. The opinions and experiences shared by other tourists influence my hotel choice.	3.61	0.57	Very important
3. The desire to interact and socialize with other tourists influence my hotel choice.	3.21	0.88	Important
4. The purpose of my trip (business, leisure, etc.) influence my hotel choice.	3.66	0.58	Very important
5. The size and composition of my travel group (solo, couple, family, etc.) influence my hotel choice.	3.62	0.59	Very important
6. Previous positive experiences with the hotel influence my hotel choice.	3.71	0.53	Very important
7. Services offered in a hotel such as (tour guide services, doctor on call, courier services) is an 3 factor for me.	3.46	0.72	Very important
8. The hotel's online presence and social media engagement (facebook, instagram, tiktok, etc.) impact my choice.	3.51	0.63	Very important
9. The hotel offers unique or personalized experiences.	3.49	0.62	Very important

10. The hotel's flexibility and cancellation policies affect my decision.	3.55	0.64	Very important
11. The hotel's affiliation with a particular lifestyle or cultural brand impacts my perception and choice.	3.27	0.81	Very important
12. The hotel values its guests' privacy and confidentiality impacts my choice when choosing a hotel.	3.70	0.59	Very important
13. The hotel's accessibility of the website and online booking process affects my hotel choice. (e.g., availability of dates, pre-arrival information, notifications).	3.59	0.67	Very important
14. My personal beliefs and values impact my decision to stay at a particular hotel.	3.25	0.87	Important
15. The hotel's commitment to sustainability, environmental practices, and social responsibility influenced my decision.	3.61	0.62	Very important
Overall mean	3.52		Very important

Legend:

Weighted Mean	Verbal Interpretation	Interval Observed
4	Very Important	4.00-3.00
3	Important	2.99-2.00
2	Less Important	1.99-1.00
1	Not Important	1.00-0.99

Table 2 shows the indicators under the Non-tangible factors affecting decisions of the respondents in terms of booking a hotel. Overall resulting mean of non-tangible factors is 3.52 implying that it is *very important* for them. Among the 15 attributes, 13 of them are rated as *very important* while remaining two are rated as *important*. Highest mean is 3.71 which is about "Previous positive experiences with the hotel influence my hotel choice" which proves a study conducted by Sutton & Barto, (2018) Direct learning, also known as direct experience, has been extensively discussed in relation to reinforcement learning, and it allows a person to effectively share and influence the opinions of others. Then followed by mean of 3.70 which is about "The hotel values its guests' privacy and confidentiality impacts my choice when choosing a hotel." On the other hand, least resulting mean is 3.21 which is about "The desire to interact and socialize with other tourists influence my hotel choice" followed by mean of 3.25 which is about "My personal beliefs and values impact my decision to stay at a particular hotel." According to Schiffman, Kanuk & Hansen (2018) Travelers, whether international or local, have distinct preferences when choosing hotels. External factors, notably culture, significantly influence their decision-making process. Culture encompasses ingrained ideas, beliefs, and traditions shaping consumer behavior within a society.

In conclusion, the findings presented in Table 2 shed light on the paramount importance of non- tangible factors in the decision-making process of hotel booking for our respondents. With an impressive overall mean of 3.52, it is evident that these factors carry substantial weight in their choices. Notably, 13 out of the 15 attributes were rated as very important, underscoring the significance of elements such as positive prior experiences and the assurance of privacy. Conversely, while the desire for social interaction and personal beliefs hold importance, they reflect a relatively lower mean. As we delve into the realms of consumer behavior, it is crucial to acknowledge the profound influence of culture, as demonstrated by Schiffman, Kanuk & Hansen (2018), in shaping the preferences of travelers, both locally and internationally. This comprehensive understanding of non-tangible factors paves the way for more informed decision- making in the hospitality industry.

3. Tangible factors affecting decision of the respondents in booking a hotel

Factors that can be touched, that are perceivable by touch, and that are material or significant are considered tangible. Rather than fictitious or idealistic, real or real. The term "tangible factors" refers to elements that people can touch and feel. Example of tangible include interior designs. Capital includes things like structures, equipment, raw materials, etc.

Table 3

Tangible factors affecting decision of the respondents in booking a hotel

Tangible factors affecting decision of the respondents in terms of booking a hotel	Mean	SD	Interpretation
1. The restaurant and bars offer ample and comfortable seating arrangements.	3.55	0.57	Very important
2. The availability of desired amenities (e.g., pool, gym, spa)	3.59	0.62	Very important
3. The location of the hotel (proximity to attractions, transportation) is an 3factor for me.	3.69	0.58	Very important
4. Special promotions or discounts influence my decision to book a hotel.	3.60	0.63	Very important
5. Advertising and marketing efforts impact my decision.	3.49	0.62	Very important
6. The availability of parking facilities is a consideration when booking a hotel.	3.66	0.58	Very important
7. The availability of in-room technology, such as high-speed Internet access, smart TVs, or charging stations, affect my decision.	3.69	0.52	Very important
8. A hotel's cleanliness reflects its overall quality and service.	3.77	0.48	Very important
9. The hotel has visible security personnel or surveillance systems in place.	3.74	0.51	Very important

10. When booking a hotel is to nearby attractions or amenities, proximity to public transportation, and easy access to major roads and highways.	3.70	0.54	Very important
11. Variety and quality of dining options offered by the hotel.	3.58	0.60	Very important
12. The interior design, decor, and atmosphere, of a hotel is a consideration when booking a hotel.	3.50	0.67	Very important
13. The hotel's historical architectural style is an important factor for me.	3.21	0.89	Important
14. The beds, pillows, and beddings maintain a standard of cleanliness and comfort.	3.80	0.48	Very important
15. The hotel's bathrooms provide a clean and comfortable environment.	3.81	0.50	Very important
Overall mean	3.62		Very important

Legend:

Weighted Mean	Verbal Interpretation	Interval Observed
4	Very Important	4.00-3.00
3	Important	2.99-2.00
2	Less Important	1.99-1.00
1	Not Important	1.00-0.99

Table 3 shows the indicators under the Tangible factors affecting decisions of the respondents in terms of booking a hotel. Overall resulting mean of tangible factors is 3.62 implying that it is *very important* for them. Among the 15 attributes, 14 of them are rated as *very important* while remaining one is rated as *important*. Highest mean is 3.81 which is about “The hotel's bathrooms provide a clean and comfortable environment” followed by mean of 3.80 which is about “The beds, pillows, and beddings maintain a standard of cleanliness and comfort.” Although the major conclusions of the existing studies are difficult to reconcile, a thorough review of the literature suggests the following common hotel selection criteria: accessibility, cleanliness, convenient check-in/out, hotel class, exterior, lobby, scale, reputation, reviews, hygiene, employee attributes like friendliness, appearance, and professionalism, and room features like the bed, the room size, the view, and the amenities. As mentioned by Kim et al., (2019). On the other hand, least resulting mean is 3.21 which is about “The hotel's historical architectural style is a 3 factor for me” Kim et al. (2020) studied the effect of hotel architecture on consumer desire for an environmentally friendly hotel. According to the survey, travelers are more likely to choose an environmentally friendly hotel when the options are presented in a way that emphasizes the environmental benefits. Followed by mean of 3.49 which is about “Advertising and marketing efforts impact my decision”, based on the study by Brioso, J. & Borbon, N. M. they had found that the most significant factor influencing digital marketing in hotel promotion is usefulness, as it had the highest mean value. This suggests that respondents are primarily interested in hotel-related advertisements that they perceive as helpful for selecting and using lodgings.

In conclusion, Table 3 has shed light on the tangible factors influencing respondents' decisions when booking a hotel, revealing an overall mean score of 3.62, signifying their utmost importance. Notably, 14 out of the 15 attributes were deemed very important, with "The hotel's bathrooms provide a clean and comfortable environment" and "The beds, pillows, and beddings maintain a standard of cleanliness and comfort" leading the way. As we navigate the multifaceted landscape of hotel selection criteria, common themes emerge from the literature: accessibility, cleanliness, check-in/out convenience, hotel class, exterior, lobby, scale, reputation, reviews, hygiene, and employee attributes, among others, play pivotal roles. Kim et al. (2019) underscored the value of environmental considerations, while Briosio and Borbon (2020) found usefulness to be paramount in digital marketing. This collective insight highlights the importance of tailored and informative advertising in shaping our lodging choices.

4. Test of significant difference on Non tangible factors when grouped according to profile

A t-test is an inferential statistic used to assess if there is a significant difference between the means of two groups and their relationship. T-tests are employed when data sets, such as the one obtained from tossing a coin 100 times, have unknown variances and follow a normal distribution.

Table 4

Test of significant difference on Non tangible factors when grouped according to profile

Test of significant difference on Non tangible factors when grouped according to profile	Mean	SD	p value	Decision	Conclusion
Age					
18 - 25 years old	3.57	0.43	0.0001	Reject null	Significant
26 - 45 years old	3.39	0.36			
46 - above	3.64	0.27			
Gender					
Male	3.52	0.44	0.794	Accept null	Not significant
Female	3.52	0.39			
Prefer not to say	3.8	-			
Civil Status					
Married	3.44	0.39	0.075	Accept null	Not significant
Single	3.54	0.42			
Education					
1-Elementary	3.17	0.71	0.005	Reject null	Significant
2-High School	3.47	0.45			
3-College	3.55	0.41			
4-Post graduate	3.33	0.31			

Budget Allocation for hotel accommodation					
Less than 3,000 PHP per night	3.51	0.46	0.871	Accept null	Not significant
4,000-6,000 PHP per night	3.53	0.37			
More than 6,000 PHP per night	3.54	0.37			
Type of hotel					
3-star	3.56	0.38	0.509	Accept null	Not significant
4-star	3.52	0.47			
5-star	3.49	0.38			
Average days of stay in a hotel					
2 days	3.5	0.43	0.651	Accept null	Not significant
3-5 days	3.54	0.39			
5-7 days	3.46	0.49			
7 or more days	3.58	0.41			

The table 4 conveys the Test of significant difference on Non tangible factors when grouped according to profile. Resulting p value exceeding level of significance of 0.05 denotes that no significant difference on the mean importance on non-tangible when grouped according to gender ($p=.794$), civil status ($p=.075$), budget allocation ($p=.871$), type of hotel ($p=.509$) and average days of stay in a hotel ($p=.651$). On the other hand, significant on age ($p=.0001$) where age 26 to 45 years old has significantly lower mean importance on non-tangible factors. Significant difference also exists on education, where Elementary has significantly lower mean, as well as postgraduates has lower mean of 3.33.

Based on Booyens (2022), Individuals possessing lower levels of formal education may harbor distinct anticipations and views regarding intangible factors of their hotel encounters, as opposed to individuals with more advanced educational backgrounds. Additionally, the table mentions that postgraduates have a lower mean of 3.33 in relation to non-tangible factors. This implies that even individuals with postgraduate education levels tend to rate non-tangible factors lower than other education groups, although this difference might not be as significant as with those with elementary education. It is mentioned in the study of Booyens (2022), Most of hotels lies in their ability to tailor their services and offerings to meet the expectations and preferences of guests with various educational backgrounds. It suggests that education can be a significant factor in shaping how guests assess the non-tangible elements of their stay, and hotels may need to consider this when designing their services and marketing strategies to cater to a diverse clientele and enhance their overall guest satisfaction

In conclusion, the findings from Table 4 provide valuable insights into the significance of various demographic factors in shaping perceptions of non-tangible aspects in the context of hotel experiences. While gender, civil status, budget allocation, type of hotel, and average days of stay show no statistically significant differences in mean importance ratings, age and education emerged as key determinants. Notably, the younger age group (26 to 45 years old) attributed significantly lower importance to non-tangible factors, while the disparity in educational backgrounds, with elementary and postgraduate groups rating these factors lower, highlights the nuanced nature of guest expectations. As we draw from the insights of

Booyens (2022), it is evident that hotels should tailor their services and marketing strategies to meet the diverse expectations of guests, considering the influence of education as a pivotal factor in enhancing overall guest satisfaction.

5. Test of significant difference on Tangible factors when grouped according to profile

In order to determine whether there is a significant difference between two samples, the Student's t- test examines their mean and standard deviation. When conducting an experiment, a t-test may be used to determine whether differences between the control and each experimental group are due to the manipulated variable or are merely coincidental.

Table 5

Test of significant difference on Tangible factors when grouped according to profile

Test of significant difference on Tangible factors when grouped according to profile	Mean	SD	P value	Decision	Conclusion
Age					
18 - 25 years old	3.63	0.42	0.982	Accept null	Not significant
26 - 45 years old	3.62	0.27			
46 - above	3.63	0.28			
Gender					
Male	3.63	0.41	0.575	Accept null	Not significant
Female	3.62	0.34			
Prefer not to say	4.00	-			
Civil Status					
Married	3.59	0.34	0.433	Accept null	Not significant
Single	3.63	0.38			
Education					
1-Elementary	3.21	0.68	0.022	Reject null	Significant
2-High School	3.59	0.34			
3-College	3.64	0.37			
4-Post graduate	3.55	0.28			
Budget Allocation for hotel accommodation					
Less than 3,000 PHP per night	3.61	0.4	0.629	Accept null	Not significant
4,000-6,000 PHP per night	3.65	0.34			
More than 6,000 PHP per night	3.62	0.38			
Type of hotel					
3-star	3.6	0.39	0.812	Accept null	Not significant
4-star	3.63	0.42			
5-star	3.63	0.31			

Average days of stay in a hotel					
2 days	3.59	0.4	0.160	Accept null	Not significant
3-5 days	3.67	0.32			
5-7 days	3.56	0.43			
7 or more days	3.54	0.5			

Table 5 conveys the Test of significant difference on Tangible factors when grouped according to profile. Resulting p value exceeding level of significance of 0.05 denotes that no significant difference on the mean importance tangible when grouped according to gender ($p=.575$), civil status ($p=.433$), budget allocation ($p=.629$), type of hotel ($p=.812$), average days of stay in a hotel ($p=.160$) and age ($p=.982$). On the other hand, significant on education ($p=.022$) where Elementary has significantly lower mean importance for tangible factors.

Individuals with less formal education might have different expectations or perceptions of non- tangible aspects of their hotel experience compared to those with higher education levels. (Booyens, 2022) It suggests that people with lower levels of formal education may have different expectations or views regarding intangible aspects of their hotel experience compared to those who have received higher levels of education. In other words, a person's educational background can influence how they perceive and value elements of a hotel stay that are not easily quantifiable, such as service quality or ambiance. This insight highlights the potential influence of education on customer expectations in the hospitality industry.

In conclusion, the results from Table 5 reveal that there is no significant difference in the mean importance of tangible factors when grouped according to various demographic and profile characteristics, including gender, civil status, budget allocation, type of hotel, average days of stay in a hotel, and age, as all respective p-values exceeded the level of significance of 0.05. However, a notable exception is found in the realm of education, where individuals with elementary education exhibit a significantly lower mean importance for tangible factors, as indicated by a p-value of 0.022. This intriguing finding underscores the notion, supported by Booyens (2022), that an individual's level of formal education can shape their expectations and perceptions of the intangible elements of their hotel experience. Thus, it underscores the importance of considering the impact of educational background on customer expectations within the hospitality industry.

Conclusion

The study draws several conclusions from its research findings. Firstly, in terms of the demographic profile of respondents, the study identifies them as primarily young, single females with a college-level education, stable income, and a preference for 5-star hotels during stays lasting 3-5 days. Secondly, non- tangible factors significantly influence respondents' hotel choices, with participants valuing previous positive experiences as the most influential attribute within this category. Thirdly, tangible factors also play a crucial role, with clean and comfortable bathrooms identified as the most important aspect for respondents when deciding on a hotel. The study further

explores significant differences in non-tangible factors based on age and education level, highlighting that the 26 to 45 age group valued these factors less, and respondents with elementary education attributed less importance. Lastly, the examination of tangible factors revealed no significant differences based on gender, civil status, budget allocation, type of hotel, average days of stay, and age, except for education level, where those with an elementary education assigned lower importance to tangible factors.

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