

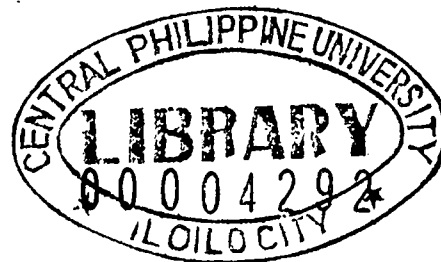
**DETERMINANTS OF TOURISTS' SATISFACTION: THE CASE OF DOT  
ACCREDITED ACCOMMODATION ESTABLISHMENTS IN  
THE PROVINCE OF CAPIZ, PHILIPPINES**

**A Dissertation**

**Presented to  
the Faculty of the School of Graduate Studies  
Central Philippine University**

**In Partial Fulfillment of the  
Requirements for the Degree  
DOCTOR OF MANAGEMENT  
(Tourism and Hospitality Management)**

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**JANET V. LEDESMA  
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**Janet V. Ledesma**

**ABSTRACT**

This study used causal comparative design to determine the determinant effect of customer perception and customer expectation on customer satisfaction given the customer experience of the quality of services of DOT accredited accommodation establishments in the Province of Capiz. The samples were 384 tourists systematically selected to answer the survey questionnaire after they have availed of the services in the DOT accredited accommodation establishments.

The results show that generally, the tourists have very favorable perception and very high expectations of the service quality of accommodation establishments. Their level of experience of these services was very good and their level of satisfaction was also good. Their overall perception of the quality of services is significantly higher than their expectations. The perceived assurance and expected tangibility are the two significant determinants of tourist satisfaction. The assurance dimension includes the behavior of employees such as instilling confidence to customers, making customers feel safe in transacting with the establishment, are consistently courteous, and having the knowledge to answer questions. The service tangibility includes the establishment modern-looking equipment, visually appealing physical facilities, neat employees, and visually appealing materials associated with the service.

*Keywords: Determinants, Customer Satisfaction, Expectation, Perception, Experience.*