

A Model Analysis of the Worthiness of Public Transport Services To Guimaras Island as Assessed by Tourists: Inputs to the Enhancement of a Tourism Development Plan

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Abstract

The study was a model analysis of the worthiness of public transport services to Guimaras Island, Western Visayas, Philippines as assessed by tourists' travelers. A non-experimental predictive research design using linear regression was used. A total sample size of 389 respondents participated in the study. A continuous Likert scale was used to measure the tourists' assessment of the worthiness of public transport services to Guimaras Island and to enable probability testing on data. Results pointed out that young to middle-age tourists (18-35 years old) have higher assessment of the worthiness of transport services as compared to older tourists (56 years old and above) especially in terms of convenience, reliability, and availability of public transportation. Light users (once a year) as compared to heavy users (once a week) of transport services have higher assessment of the worthiness of the transport services especially in terms of the safety, convenience and reliability, while professionals/employees have higher assessment of safety, reliability, convenience, and value for money as compared to housewife and students. These demographics (age, occupation) and psychographic (usage) variables are worth considering in revisiting the quality of transport services being provided to the tourists, especially in terms of cleanliness, availability of seats while waiting and accessibility, punctuality and service frequency of transport service, ticket availability and fare promotion and discounts, lower fare, advanced booking/online payment systems to deliver better travel experience to the Island of Guimaras, Western Visayas, Philippines.

Keywords: model analysis, public transport services, tourist assessment

Introduction

Service quality and worthiness in transportation have been evaluated globally, with studies showing a positive impact on passenger behavioral intention and customer satisfaction. In Turkey, light rail public transportation quality was evaluated using the American Customer Satisfaction Index, showing perceived quality leads to customer loyalty. In South Korea, Kim et al. (2018) explored service quality in rail transfer facilities using five dimensions: Information, Mobility, Comfort, Convenience, and Safety. Safe and efficient transport is crucial for progress and shaping visitors' experiences, making transport systems essential for both domestic and international tourism success.

Mansfield (2018) believed that the results of the company's efforts to create value are measured in the customers' perception of that value and this

perception varies by personal and product attributes. This means that customers compare perceived value of similar products before making a purchase decision and this perceived value varies by certain factors.

To maintain Guimaras Island's competitive tourism position, understanding tourists' evaluations of local public transportation services is crucial for improving services to meet or exceed tourist expectations, leading to a higher degree of quality service, satisfaction and repeat visits. Further, studying the perceptions of the tourists helps tailor out transportation services to provide and cater different demographics and ensure a more personalized service and satisfying experiences. A tourism transport worthiness index can assess efficiency, accessibility, information, ticket prices, service frequency, space, cleanliness,

ease of use, and recency the quality of being recent or new and the importance of recent information, use, events or etc.

Objectives of the Study

The study aimed to conduct a model analysis of the worthiness of public transport services to Guimaras Island as assessed by tourists. Results can be used as inputs to the enhancement of the tourism development plan of the local governments.

Specifically, the study aimed to:

1. Describe the respondents' demographics, geographic, psychographic and behavioral characteristics.
2. Determine the tourists' assessment of the worthiness of the public transportation service availed in going to Guimaras Island in terms of service dimensions such as safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value.
3. Determine if there is significant differences in the tourists' assessment of the worthiness of the transport services by demographic, geographic, psychographic, and behavioral characteristics.
4. Determine if significant correlations exist between tourist's assessment of the worthiness of the public transportation services and their profile attributes.
5. Determine which of the tourist profile attributes can significantly predict their assessment of worthiness of the public transportation services.
6. Identify problems and solutions exist while availing transport services as determine by the tourist.

7. Establish baseline tourism transport service index (BTTSI) for use in identifying areas for enhancement.

Hypothesis of the Study

H₀₁: The tourists' assessment of the worthiness of various public transport services do not significantly vary by demographic, geographic, psychographic, or behavioral characteristics.

H₀₂: No significant correlations exist between the tourists' assessment of the worthiness of the public transport services and their demographic, geographic, psychographic, and behavioral characteristics.

H₀₃: None of the demographic, geographic, psychographic, and behavioral characteristics of the tourists can significantly predict their assessment of the worthiness of the public transport services.

Theoretical Framework

The study focuses on measuring customer perceived value of products or services using the Perceived Benefits (PB) and Perceived Cost (PC) models (Mansfield, 20218). The PB/PC model examines the drivers that impact a customer's perception of value, which can be controlled or uncontrolled. Segmentation helps organizations design highly valued service/product offerings. Understanding individual segments' responses to a given value proposition is crucial for determining if a company's value proposition matches customers' perceived value.

Figure 1 below shows the customer value delivery model as discussed above.



Figure 1. *The Customer Value Delivery Cycle* Source: Mansfield, 2018. *Marketing Theory: Understanding Customer Value*

Also, the concept of market segmentation was developed in economic theory to show how a firm selling a homogenous product in a market characterized by heterogeneous demand could maximize profit (Dutta, 2019). Generally, there are four types of market segmentation-demographics (age, sex, civil status, education, income, etc.), geographic (e.g. local or foreign tourists, place of residence), psychographic (e.g. occupation, profession, etc.), and behavioral (e.g. frequency of visit, type of service availed, duration of travel, etc.).

A priority segmentation (NUS, 2013) involves selecting a cluster-defining descriptor and categorizing customers into predefined segments. This study uses the priori approach, as the cluster descriptors were identified and examined in terms of differences between segments or characteristics.

Conceptual Framework of the Study

Figure 2 shows a Model Analysis of the Worthiness of Public Transport Services to Guimaras Island as Assessed by Tourists: Inputs to the Enhancement of a Tourism Development Plan.

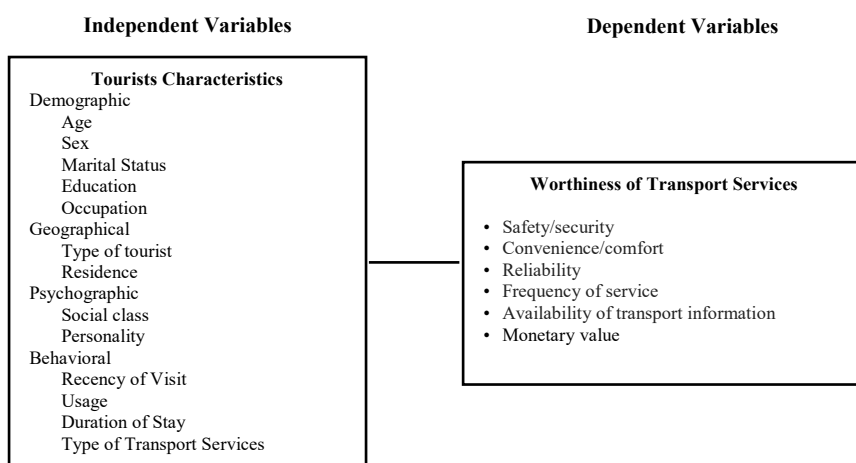


Figure 2. Conceptual Framework of the study showing the study variables

Based on the theoretical framework of this study, the conceptual framework of the study was developed as shown in figure 2 above. The respondents will be grouped according to their demographic, geographic, psychographic and behavioral characteristics as independent variables of this study and their perceived worthiness of transportation services will be measured in terms of safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value as dependent variables. Differences in the level of worthiness will be determined using the priori analytical approach (NUS, 2013) where responses from the respondents will be classified into a predefined number of segments or characteristics and further examined in terms of differences by characteristics such as demographic, geographic, psychological, and behavioral characteristics.

Definition of Terms

For clarity and a common understanding of the terms used in the study, the following terms are operationally defined:

Age. The quantity of time that has passed since the organisms birth (American Psychological Association, 2020). In this study it refers to the respondent’s number of years in existence from birth.

Availability of Transport Information. It pertains to the presence or readiness for use of something (Webster, 2022). In this study it refers to whether or not the information on transport system such as type of transportation, schedule of departure, fare, and the like are ready to be accessed from information center, help desk, flyers, brochures or any other marketing paraphernalia or collaterals by the tourists. It was measured using the 5-point Likert Scale where 1

means very unworthy/unavailable, 2- unworthy/rarely available, 3- slightly worthy/sometimes available, 4- worthy/mostly available, 5- very worthy/Always.

Average Monthly Income. The average monthly income that include all salaries and wages, but also other unearned income on investments or capital gains (World Data Info, 2022). In this study it refers to the average take home monthly pay of the respondent within the last six months that could comprise basic salary, overtime pay, commissions, allowances and bonuses, and other dispensable income.

Behavioral Characteristics. It relates to the behavior of a person or to the study of their behavior (www.collinsdictionary.com) or relates to or concerned with the social, emotional factors that affect financial decisions and behavior (www.merriam-webster.com). In this study, it is the type of market segmentation based on differences in the consumption behavior of different groups of consumers, taking into account their recently of visit, frequency of visit, duration of stay, cost of service and type of transportation service.

Civil Status. It means single, married, separated, divorced, widowed, in a civil partnership or being a former civil partner or in a civil partnership that has ended by death or by being dissolved (www.lawinsider.com/dictionary/civil-status). In this study it refers to the respondent being single, married, separated, divorced, widowed, or other civil partnership arrangement.

Convenience/Comfort. A quality or situation that makes something easy or useful for someone by reducing the amount of work or time required to do something (Encyclopedia Britannica, Inc., 2023). In this study, it refers to being conducive, comfort or ease. It will be measured using the five-point Likert scale, where 1 means very unworthy/very inconvenient/uncomfortable, 2-unworthy/inconvenient/uncomfortable, 3- slightly worthy/slightly convenient/comfortable, 4- worthy/convenient/comfortable, and 5-very worthy/very convenient/comfortable.

Demographics Segmentation. It refers to refers to the categorization of the target market based on specific variables like age, education, and gender and it is a type of market segmentation that helps businesses to understand their consumers better and meet their needs, effectively (<https://www.formpl.us/resources/market-segmentation/demographic/>). In this study, it

refers to the characteristics of the respondents such as age, sex, education, civil status, average monthly income.

Duration of Stay. It refers to the continuance or persistence in time (Rogets' Thesaurus, 2013). In this study it refers to the duration or length of stay of the tourist in Guimaras Island and will be measured in terms of days.

Education. The act or process of acquiring knowledge, especially, systematically during childhood and adolescence (Collins Dictionary, 2013). The highest education level obtained, categorized as elementary, high school, college, and post-graduate level.

Frequency of Service. Frequency of service indicates the overall number of trips or service made (Neilsen Norman Group, 2023). In this study, it refers to the transport service vehicle number of trips each day.

Geographic Characteristics. It refers to the component that competently complements a marketing strategy to target products or services based on where their consumers reside in terms of countries, states, regions, cities, colleges, or areas (<https://www.marketing91.com/>). In this study it refers to the locational characteristics of the tourist such as whether they are local or foreign tourists and place of residence.

Occupation. An activity in which one engages (Webster, 2023). In this study, it refers to the regular activity or a tourist's job/s that would serve as his source of living or income.

Place of Residence. The place of residence is the part of a country where a person lives, such as a district, county, municipality, province, department, or state (<https://www.medical-definitions.net/place-of-residence-meaning/>). In this study it pertains to the origin or a place or country where the tourist permanently resided to include either in Asia, Europe, USA, among others.

Psychographic Characteristics. Psychographic segmentation refers to factors such as beliefs, values, lifestyle, social status, opinions and activities. It's different from behavioral segmentation because it draws out the motivations behind behavior, rather than tracking the behavior itself (<https://www.qualtrics.com/>). In this study, it refers to the psychological attributes of the respondent such as occupation and purpose of travel.

Reliability. It refers to the quality of being trustworthy or of performing consistently well

(Webster, 2023). In this study it is one of the criteria in measuring the worthiness of transportation going to Guimaras Island and is a fundamental factor in travel behavior and will be measured using the five-point Likert scale where 1 means very unworthy/very unreliable, 2 mean unworthy/unreliable, 3 means slightly worthy/slightly reliable, 4 means worthy/reliable and to 5 very worthy/very reliable.

Safety/Security. Safety refers to the state of being away from hazards caused by natural forces or human errors randomly and security means the state of being away from hazards caused by deliberate intention of human to cause harm (Nas, 2015). In this study it refers to one of the criteria in measuring the worthiness of transportation going to Guimaras Island in terms of the degree of safety from accidents and crime using a five-point Likert scale where 1 means very unworthy/very unsafe/unsecured and 5 very worthy /very safe/secured.

Sex. It is either of the two main categories (male and female) into which humans and most other living things are divided on the basis of their reproductive functions (Webster, 2023). In this study, it is the distinction between males and females of the tourist-respondents based on the biological differences in sexual characteristics.

Type of tourists. Most of the literature classifies tourists using various classification such as based on purpose (psychographic tourists, psychocentric travellers, etc.) or based on their interest (<https://journeyz.co/different-types-of-tourists/>) such as backpackers, adventure, business, etc.) In this study it refers to the type of tourist who travels in Guimaras Island that can be categorized either foreign or local tourists.

Type of Transportation Services. It refers to air, water, and land transportation, which includes rails or railways, as well as road and off-road transportation, are the many different types of transportation (Krafty Sprouts Media, LLC, 2022). In this study, it refers to the transportation services used by the tourist going to the Guimaras Island to include sea transport, air, and land (taxi, van, jeepney, etc.) transportations.

Monetary Value. It refers to the property of having material worth often indicated by the amount of money something would bring if sold (<https://www.definitions.net>). In this study, the same definition is used and this will be measured in terms of the degree of difference between the benefit derived from the transport service and the

cost of availment of this service using the 5-point Likert scale where 1 means very unworthy/very low to 5 as very worthy/very high.

Worthiness. It refers to having worth or value (Webster, 2023). In this study it refers to the overall benefits received from the transportation services in exchange of what was paid. Benefits could be in the form of the overall safety/security, convenience/comfort, reliability, frequency of service, availability of transport information,

Scope and Limitation of the Study

The study assessed the worthiness of public transport services in terms of safety, security, convenience, reliability, frequency, information availability, and value for money among tourists. The respondents included both local and foreign tourists, excluding those using owned transport. Due to the COVID pandemic, the study focused on domestic tourists, ensuring their health and safety.

Significance of the Study

The results of the study will provide an insights and understanding on the worthiness of public transport services to Guimaras Island, Western Visayas, Philippines as perceived by the tourists and could benefits the following:

PTCAO/Department of Tourism. Results of the study will enable understanding of the customers' evaluation of the worthiness of transportation services to Guimaras Island, thus better strategies to address areas for improvement and maintaining best practices can be developed and implemented for a sustainable tourism industry.

Land Transportation Office/LTFRB. Results of the study will provide valuable insights to Land Transportation office on the quality of public transport services being provided to tourists which they can use to inform their decisions and policies particularly on maintaining road safety, security, and convenience of passengers.

Local Government Unit. The LGU will be aware on the perception of the tourists on the transport services provided them which may enable them develop or enhance existing policies to improve public transport services.

MARINA. They may use the results to review their transport system and enhance their services to ensure the safety concerns pertaining to vessel construction, and the enforcement of maritime law to safeguard the local and foreign tourists crossing the island of Guimaras.

Academe. The academe will be provided with empirical data on how customers' perceived the transport services provided to them, thus enriching the data bank of business models and theories that can be used for the enhancement of knowledge and processes and practices.

Future Researchers. Results of the study will become a baseline information for venturing topics related to transportation, destination and perception of the tourists on the aspect of traveling from one place to another in which transportation plays a vital role in bridging the gap between tourists and tourism related products and services.

Review of Related Literature

Dissatisfaction among travelers is primarily due to inadequate transportation systems. Local government and agencies should adopt comprehensive transportation development plans, including ticketing, travel schedules, maps, and guides, to meet market requirements.

Studies by Solomon et al. (1968) and Iseki and Taylor (2008) and Eboli and Mazzulla (2010) about safety during a journey is often considered a less relevant aspect in modal choice decisions, but it is highly valued when explicitly asked about its importance. Studies by Solomon et al. (1968) and Iseki and Taylor (2008) and Eboli and Mazzulla (2010) have confirmed this. In Nathanail (2008), safety during a trip was defined as the number of passenger fatalities, collected and retained by the operator, and compared to the average number of fatalities in the last five years. Eboli and Mazzulla (2011) calculated safety and competence indicators based on road accidents verified in the last year, and service aspect indicators based on complaints registered in the last year.

Methodology

Research Design

The study mainly used the non-experimental predictive research design using linear regression. This type of research tries to extrapolate from the analysis of existing phenomena using models, or other entities in order to predict something that has not been tried, tested, or proposed. This is appropriate when constructing a model that will explain how the personal attributes can significantly predict one's assessment of the worthiness of public transport to Guimaras Island, Western Visayas, Philippines.

In a study of Beirao and Sarsfield-Cabral (2007) about comfort/reliability factors found that habitual public transport users consider the new vehicles with air-conditioning and lower floor as "very good and very comfortable", but the overcrowding on board at peak hours is considered a problem. On the other hand, car users and occasional public transport users usually see buses as uncomfortable, overcrowded, smelly and airless. Wachs (1976) underlined that vehicle comfort is less important to the traveler's decision process than other service aspects.

Further, consumer satisfaction, also influenced by the price variable, as well as by the two variables discussed earlier, namely trust and service quality. This statement is supported by the results of research from Miranthen and Idris (2017), which states that in addition to service quality, prices significantly influence customer satisfaction, in this case, customers who use transportation services. That statement was also stated by several other researchers regarding the findings, which stated that service quality and price significantly influence service user satisfaction (Bei & Chiao, 2001; Haryanto, 2013; Prasetio, 2012). But on the other hand, in contrast, the Bilgies (2016) study produced findings that the price variable had no effect on customer satisfaction. Furthermore, regarding the research gap related to service quality, it was also stated by Isra and Trenggana (2017) that found that the variables tangible, empathy, reliability, and assurance, which are indicators of service quality, proved to have no significant effect on customer satisfaction.

Population and Sample Size

The target population of this study is composed of local and foreign tourists who have availed of the public transport to Guimaras Island, Western Visayas, Philippines. Basing from the annual report of the Department of Tourism, Province of Guimaras, the total tourist arrival for 2019 is 562,307 and the monthly average is 46,859. From this number, an estimate of the sample size of 389 was determined using Cochran (1977)

developed a formula to calculate a representative sample for proportions as

Sampling Technique

Systematic sampling was used to identify respondents from two ports of entry/exit in Guimaras Island. The sample size was proportionate to the total tourists' arrival, with Buenavista port having 70% of respondents and Jordan port having 30%. Both research teams consisted of two field researchers trained in using instruments and identifying respondents. Ensured equal proportions of respondents in terms of sex when applicable.

Locale of the Study

This study was conducted within the Province of Guimaras, Western Visayas, Philippines, particularly on sea ports of Guimaras, Island where most tourists wait for transport service to Iloilo and to their places of origin from Jordan and Buenavista ports.

Data Gathering Instrument

The researcher-made questionnaire is composed of three parts. Part I pertains to the tourists characteristics of the respondents. Part II pertains to the respondents' evaluation of the worthiness of public transport services to Guimaras Island in terms of safety/security,

convenience/comfort, reliability, frequency of service, and value for money. Part III pertains to the responses of the tourists on the common problems they encountered in going to Guimaras Island and their recommendations to address the problem. It will be submitted for construct and content validation by at least 3 experts. Then it will be revised and field tested to at least 30 non-target respondent tourists for reliability and consistency test using Cronbach alpha test, which should not be less than 75 percent. The measurement of the worthiness of transport service will follow the Perceived Benefits-Perceived Cost analytical approach espoused by Mansfield (2018). This model looks at the drivers that impact a customer's perception of value, compare it by customer segment to identify which aspect of service is most valued by customers and which are least valued. Results will form part of the empirical evidence of the worthiness of transport service to Guimaras Island as perceived by tourists.

A five-point Likert scale was used where 1 means very poor and 5 very good was used to measure the respondents' perceived worthiness of the public transport service. The following table shows the scaled data collected and their interpretations.

Table 1
Likert Scale used in Dimension of Transport Services

Measure (Likert Scale Continuous)	Description	Mean Score	Interpretation
Safety/Security/Convenience/comfort/reliability			
1	Very unsafe/Unsecured/inconvenient/uncomfortable/unreliable	1.0-1.80	Poor
↓ 5	Unsafe/unsecured/inconvenient/uncomfortable/unreliable	1.81-2.60	Fair
	Slightly Safe/Secured/convenient/comfortable/reliable	2.61-3.40	Good
	Safe/Secured/convenient/comfortable/reliable	3.41-4.20	Very Good
	Very safe/secured/convenient/comfortable/reliable	4.21-5.0	Excellent
Availability of Information/Value for money			
1	Unavailable/very low value for money	1.0-1.80	Poor
↓ 5	Few are available/Low value for money	1.81-2.60	Fair
	Some are available/Moderate value for money	2.61-3.40	Good
	Most are available/High value for money	3.41-4.20	Very Good
	All are available/Very high value for money	4.21-5.0	Excellent

Secondary data as to the documented tourists' arrival and tourism receipts from 2018 to 2019 was obtained from the statistical unit/department of the Provincial Tourism Office of Guimaras Island.

Data Gathering Procedures

The study was conducted at two entry/exit ports in Guimaras, with endorsement letters from the university's dissertation adviser and the Dean. Field researchers provided clarification. Data collection was conducted in March 2020, just before community quarantine heightened.

Data Processing and Analysis

The processed data were analyzed using frequencies, mean scores, Pearson's correlation coefficient and multiple linear regression between tourists' personal attributes and their assessment of the worthiness of transportation services. A five-point Likert scale was used to measure Seven

Dimension of Transport Services from safety, security, convenience, comfort, reliability, availability of information, and value for money, where 1.0- 1.80 means poor, 1.81 – 2.60 means fair, 2.6-3.40 means good, 3.41-4.20 means very good and 4.21-5.0 means excellent was used to measure the respondents' perceived worthiness of the public transport service.

Ethical Considerations

The approved proposal underwent plagiarism testing and ethics review at the university, ensuring compliance with ethics and data privacy policies. Researchers obtained informed consent from tourists, informed them of the study's purpose, group, findings, potential adverse impacts, and access, and provided additional information in case of distress. Each research team consisted of two field researchers trained in using instruments and identifying respondents.

Results and Discussions

Tourists' Demographic Characteristics

Table 2 shows that the majority of tourists in Guimaras Island are It can be noted that in terms of demographic characteristics, most of the tourists visited in Guimaras Island in the month of March 2020 were young male or female, mostly single, with college education, either housewife or student or professional private employee or housewife student.

According to the study of Kim & Prideaux (2005), young tourists have different travel behaviours and preferences, influencing their transportation choices and the types of services they find valuable. Single tourist may prioritize convenience and cost effectiveness in transportation options, affecting their assessment

of transport service (Alegre, 2010). Chen (2010) mentioned that differences in occupation may influence perceptions of transport services worthiness differently thus influencing satisfaction and behavioral intentions.

The study suggests that studying demographic characteristics such as age, sex, marital status, education and occupation can help in the marketing and crafting tourism services to cater specific segments. Further, since from the results of the study revealed that majority of the tourists are young, single and college educated professionals allows for the advancement and development of tailored fit strategies and services that has an appeal to this group.

Table 2

Tourists' Demographic Characteristics

Variables	f	%
<i>Entire Group</i>	389	100
Age		
18-35	314	81
36-55	65	16
56 and above	10	3
Sex		
Male	175	45
Female	214	55
Marital Status		
Single	291	75
Married	92	24
Widowed	6	1
Educational attainment		
Elementary/High School	91	23
College/post graduate	298	77
Occupation		
Professional/Employee	167	43
Business person	46	12
Housewife/Student/None	176	45

Table 3

Tourists' Geographic Characteristics

Variables	f	%
Type of Tourist		
Foreign	2	0.5
Local	387	99.5
Total	389	100.0
Place of Residence		
Asia	389	100.0
Europe	0	0.0
USA	0	0.0
Total	389	100.0

Table 4

Tourists' Psychographic Characteristics

Variables	f	%
<i>Entire Group</i>	389	100
Social Class based on monthly income		
Low but not poor (P22,000 -and below)	330	85
Lower middle (P22,002-P45,000)	49	13
Middle (P45,001 – P77,000)	10	2
Personality		
Belongers	169	43
Achievers	29	8
Survivalists	191	49

Tourists' Geographic Characteristics

Table 3 shows a majority of tourists are local (99.5%), with a small percentage of foreign travelers due to COVID-19 restrictions. All samples belong to one category.

Given that the majority of the travelers and or tourists are local with a small percentage of foreign travelers due to COVID-19 pandemic, it can be noted that there is a significant opportunity to focus on promoting local tourism. Thus, the local government unit and tourism province should intensify their campaigns to attract more residents from nearby areas, provinces and regions to visit the island. This includes special promotions and partnerships with local businesses to create attractive packages and offers.

Tourists' Psychographic Characteristic

Based on PIDS (2022) social classification of income earners in the Philippines, majority (85%) of the respondents are low income (but not poor) earners with monthly income ranging from P22, 000.00 and below, followed by low middle income earners (13%) with monthly income from P22, 002.00 - P45, 000.00 and middle income earners (2%) with monthly income from P45, 001.00 - P77, 000.00.

In terms of personality classification, a large proportion are survivalists (49.1%), belongers (43%) and achievers (8%). The findings show that most of the tourists are low income earners, either survivalists or belongers. This means that in terms of psychographic characteristics, the tourists are low but not poor income earners.

The study of Kim, Lee, and Klenosky (2015) examine the influence of push and pull factors on tourist intentions to revisit they explore how place attachment and satisfaction are related to demographics and psychographics including income and personality traits shaped tourists behavior and intentions.

For Guimaras Island, understanding that tourists are primarily low-income earners, classified as survivalist or belongers, it suggests the need to develop tourism products and services that will cater to this group. The services may include affordable transport services, budget friendly activities, and promotions that resonate with their psychographic profiles. Further, by focusing on enhancing satisfaction and fostering

place attachment among low-income to this segment, the Guimaras Island can potentially increase repeat visits and improve the overall tourist experience.

Tourists’ Behavioral Characteristics

Table 5 shows the results on the behavioral characteristics of the tourists. As to recently, majority of the tourists visited Guimaras Island a month ago or less (95%), and the rest have visited the Island a year ago. Mostly visited the island once to twice a week (63%) and the duration of their stay is 1 to 3 days (86%), and their transportation cost is P500 or less (92%) for a ride in Steel boat or Ferry (57.3%) and tricycle or habal-habal (33%).

The findings show that the tourists just recently visited the island, following their once to twice a week visit, stayed 1-3 days for every visit, mostly took Steel boat or ferry and tricycle during their travel to the island and spends more or less five hundred pesos for their transportation.

Based on the study of Cheng and Long (2015) on understanding tourist travel behavior in Hongkong, tourists generally prefer convenience when choosing transportation options. This includes factors such as ease of access, frequency of service and connectivity to tourist attractions. When it comes to costs, tourists are sensitive and they opted for an option that value cost-effective and provide value for their money.

Tourism authorities and transportation providers should invest in developing robust public transport infrastructure that caters to tourists need. An effective campaign can highlight the benefits using public transport to tourists, emphasizing cost savings, convenience and reduced environmental impact. In doing so, the local government unit should develop policies that prioritizes sustainable and tourist-friendly transport solutions, including enhancing connectivity and integrating public transport.

Table 5
Tourists’ Behavioral Characteristics

Variables	f	%
<i>Entire Group</i>	389	100
Recently of visit		
Weeks ago	162	42
Months ago	205	53
Year ago	22	5
Usage		
Light users (1-2 x a week)	246	63
Medium users (3-4 x a week)	27	7
Heavy users (5 or more times a week)	116	30
Duration of stay		
1 day	155	40
2-3 days	180	46
4 or more	54	14
Cost of Service		
P500 or less	358	92
P501 - or more	31	8
Type of Transportation Service		
RORO	37	10
Tricycle/Habal-habal	129	33
Steel Boat/Ferry	223	57

Tourists’ Perceived Level of worthiness of the various public transportation services to Guimaras Island

The overall assessment of the tourists on the worthiness of the various public transportation is shown in Table 6. Generally, the worthiness rating of public transportation is “good”. Results show that only RORO is perceived to be “very good” while Jeepney, Van, tricycle, boat and other forms of transportation like “*Sikad*” were “good”. In terms of service dimensions such as safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value, the following are the results: RORO was rated “very good” in all these five dimensions; Tricycle/*Habal-habal*, steel boat or ferry, Jeepney were rated “good” in safety, convenience, reliability, value for money and availability; Van and others was rated “very good” on safety and was rated “good” for safety, convenience, reliability, value for money and availability.

The findings show that overall, the tourists’ perceived worthiness of public transportation to Guimaras Island is “good”. Specifically, all of the transportation dimensions, were rated “good”.

It was supported by the study of Tyrinopoulous and Antoniou (2008) the difference of customer perception between different transit operators due to their specific characteristics and service conditions. He mentioned that the most

important attribute across transit operators were service quality, cleanliness, waiting condition, distance and network coverage. Moreover, other authors believed staff behavior/drivers was of significant importance in customer perception, along with service reliability, simplicity of information and design. In contrast, Lai and Chen (2011) suggested that service quality and perceived value should receive greatest attention in improving customer satisfaction, whereas Eboli and Mazzula (2007) stressed the role of service planning and reliability.

Batzakakis & Vreeker (2013) combined the insight of passenger preferences including public transport customer satisfaction revealed that tourists are likely to share their positive experiences leading to a word of mouth promotion and increased tourist arrival. The positive perception of public transportation to Guimaras Island among tourists highlights its importance in enhancing the tourist experiences and contributing to sustainable tourism development. This underscores the need for continued investment and improvement of public transport services to maintain and further enhance visitor satisfaction.

Table 6
Tourists' Perceived Level of Worthiness of Public Transportation (Multiple Answers)

Worthiness Rating	RORO		Tricycle/HH		Steel boat/Ferry		Jeepney		Van/Others		All	
	f	%	f	%	f	%	f	%	f	%	f	%
Excellent	10	27.0	17	11.9	61	16.9	14	12.3	2	6.9	104	15.2
Very good	15	40.5	45	31.5	125	34.6	37	32.5	11	37.9	233	34.1
Good	12	32.4	38	26.6	77	21.3	22	19.3	8	27.6	157	23.0
Fair	0	0.0	32	22.4	71	19.7	34	29.8	6	20.7	143	20.9
Poor	0	0.0	11	7.7	27	7.5	7	6.1	2	6.9	47	6.9
Total	37	100.0	143	100.0	361	100	114	100.0	29	684	684	100.0
Mean	3.82		3.21		3.29		3.17		3.14		3.27	
Description	VG		G		G		G		G		G	
SD	0.71		0.92		0.97		0.96		0.86		0.95	
Service Dimensions	Mean	Description	Mean	Description	Mean	Description	Mean	Description	Mean	Description	Mean	Description
afety	4.02	VG	3.27	G	3.40	G	3.35	G	3.41	VG	3.40	G
Convenience	3.91	VG	3.13	G	3.28	G	3.19	G	3.06	G	3.25	G
Reliability	3.80	VG	3.02	G	3.06	G	2.91	G	2.83	G	3.06	G
Value for Money	3.60	VG	3.31	G	3.40	G	3.26	G	3.28	G	3.36	G
Availability	3.75	VG	3.32	G	3.31	G	3.13	G	3.14	G	3.30	G

Legend: E = Excellent; VG = Very Good; G=Good; F=Fair; P= Poor

Differences in the Tourists' perceived level of worthiness of the public transportation services by demographic, psychographic, and behavioral characteristics.

Table 7 shows the data on the differences in tourists' perceived level of worthiness of the public transportation to Guimaras Island in terms of demographic, psychographic, and behavioral characteristics. Further, a one-way Analysis of Variance (ANOVA) was conducted to determine whether the tourists' assessment of the worthiness of the transport services differ when they are grouped according to their demographic, geographic, psychographic, and behavioral characteristics.

Demographic Characteristics. As shown in table 7, there is enough evidence to reject the null hypothesis which states that there is no significant difference in the tourists' assessment of the worthiness of the transport services when

grouped according to age specifically between the age bracket 18-35 and 56 and above so with the age bracket 36-55 and 56 and above which after using LSD as a post hoc test verified the p- value results of $0.006 < 0.05$ and $0.018 < 0.05$ respectively. Respondents aged 36-55 and 56 and above have varying perception towards the level of worthiness of the public transportation. Respondents aged 18-35 and 36-55, although they have a mean difference of 0.16183, it is not enough to conclude further that their perceptions were significantly different. Thus, their perception of the level of worthiness of public transportation is the same. When grouped according to sex, it revealed an f-value of 3.25, p-value $0.07 > 0.05$. This means that there is not enough evidence to reject the null hypothesis, which states that there is no significant difference in the tourists' assessment of the worthiness of transport services when grouped

according to sex. Also, both male and female respondents have the same perception regarding the worthiness of the transport services.

Regarding marital status, an f-value of 1.41, p-value of $0.25 > 0.05$ so in this study there is not enough evidence to reject the null hypothesis, which states that there is no significant difference in the tourists' assessment of the worthiness of transport services when grouped according to marital status. It can be implied that the perception of single, married and widowed respondents towards the worthiness of transport services is the same. When grouped according to education, it can be observed that an f-value of 0.37, p-value $0.78 > 0.05$ so in this study there is not enough evidence to reject the null hypothesis, which states that there is no significant difference in the tourists' assessment of the worthiness of transport services when grouped according to education. Therefore, that the perception of elementary graduate, high school graduate and college graduate were the same regardless of education.

In terms of occupation an f-value of 5.45, p-value $0.00 < 0.05$, which means that in this study there is enough evidence to reject the null hypothesis which states that there is no significant difference in the tourists' assessment of worthiness of transport services when grouped according to occupation. The significance was being compared the responses of Housewife/Student/None versus Professional/Employee after undergoing an LSD Post Hoc Test. This implies that the perception towards the worthiness of the transport services of Housewife/Student/None differs significantly from that of Professional /Employees. Perceptions between Business person and Professional/Employee so with Business person and Housewife/Student/None may have a mean difference of 0.16026 and 0.17260 respectively, but these differences were not enough to conclude that their perceptions were significantly different.

When demographic characteristics were considered, tourists' assessment of the worthiness of the transport services differed when they were grouped according to age and occupation, but not when grouped according to sex, marital status, and education. Examining closely, tourists of varying ages and occupation perceived convenience, reliability, availability of public transportation and value for money and availability of public information differed significantly. Tourists exhibit diverse perceptions and attitudes towards transport (Dallen, 2007). Their satisfaction with transport is

influenced by several factors. It was found that visitors differ significantly from local users in terms of their needs and use of public transport (Kinsella and Caulfield 2011). Stradling, et al. (2007) argued that age and frequency of use are the most influential on tourist satisfaction with transport, whereas factors such as household income, car avail- ability, and gender are less significant.

Therefore, the demographic characteristics in this study simply show that there is enough evidence to reject the null hypothesis, which states that the tourists' perceived worthiness of public transportation does not vary by age and occupation. However, the evidence gathered was not sufficient to reject the null hypothesis stating that there is no significant difference in the tourists' perceived worthiness of the public transportation to Guimaras Island when they were grouped according to their sex, marital status, and education.

Psychographic Characteristics. Findings revealed that tourists' perception of the worthiness of public transportation as a whole did not differ significantly when they were grouped according to their social status and personality. However, examining closely, when tourists were grouped according to their social status, a significant difference was observed in their perception of the safety of public transportation.

Therefore, in this category it simply shows that the null hypothesis stating that tourists' perceived worthiness of public transportation to Guimaras Island does not significantly vary by duration of stay is rejected. On the contrary, the null hypothesis stating that the perceived worthiness of the public transportation does not vary when tourists were grouped according to their recently of visit, usage, and transport cost is not rejected. This study demonstrates that pricing factor such as affordability, price have significant influence on how satisfied passengers with their transportation services availed. In other words, the better the pricing that is provided the more beneficial and impactful will have on the business and the level of passenger satisfaction. Price also conveys the intended value positioning of a company's products or brand in the market. Well-designed and strategically promoted products can command high prices and make substantial profits (Kotler & Kelly, 2009). Pricing is a crucial component of any business since it may demonstrate the company's profits and serves as a

standard for the purchase and sale of goods and services.

According to Kim & Uysal (2013), the significant difference in perception of the safety of public transportation among tourists based on their social status suggest that perceptions of safety can vary depending on socio-economic factors.

Therefore, tourism authorities and transportation providers should implement targeted measure to address the concerns of different social groups by enhancing security measures, improving the facilities, presence of security personnel that can help alleviate safety concerns and improve the overall perception of safety among tourists. Addressing these concern can lead to improved travel experience and increase visits.

Behavioral Characteristics. As to behavioral characteristics, the table shows an F-value of 1.58, p-value $0.18 > 0.05$ for recently of visit; f-value of 4.49, p-value $0.01 < 0.05$ for usage, F-value of 2.58, p-value $0.05 = 0.05$ for duration of stay ; and an F-value of 1.26, p-value $1.04 > 0.05$ for transport cost. All of the behavioral characteristics except for usage will tell us that there is no significant difference in the tourists' perceived worthiness of the public transportation to Guimaras Island when grouped according to Behavioral Characteristics such as recently of visit, duration of stay and transport cost. It can be noted that the perception of the respondents when they were grouped according to recently of visit, duration of stay or transport cost is the same or it does not vary. On the other hand, when grouped according to usage, the perception of the respondents on the worthiness of public transportation varies significantly with a mean difference of 0.30216.

Therefore, in this study the null hypothesis stating that tourists' perceived worthiness of public

transportation to Guimaras Island does not significantly vary by duration of stay, recently of visit and transport cost is not rejected. On the contrary, the null hypothesis stating that the perceived worthiness of the public transportation does not vary when tourists are grouped according to their usage is rejected.

According to Felleson and Friman (2008), they identified that traveling comfort was an important service dimension. This factor describes features needed for a comfortable trip. It covers the requirements for vehicles (space, cleanliness, seat availability, and safety) as well as stations. Additional features shared some similarities with Tyrinopoulos and Antoniou's (2008) identification of information/courtesy, Thompson and Schofield's (2007) ease of use, and Felleson and Friman's (2008) staff dimensions. Accessibility is the new dimension found in this study, which was not examined in previous research. Accessibility is an important criterion for high-quality, sustainable public transport systems (Soltani et al. 2012; Gutiérrez 2009). Accessible stations and transport vehicles are necessary for the improvement of customer penetration.

Since the perceived worthiness of public transportation varies significantly by usage, the local government unit of Guimaras Island can use this information to segment their audience and tailor improvement accordingly. Understanding the usage pattern affect perceived worthiness and will allow for more strategic resource allocation. Also, policymakers can use these findings to inform transportation policies and planning. This includes decisions related to development of infrastructure, service enhancements and minimizing environmental impact.

Table 7
Tourists' Perceived Level of Worthiness of Public Transportation (Multiple Answers)

Worthiness Rating	Safety		Convenience		Reliability		Value for Money		Availability		Overall	
	<i>f</i>	<i>Sig</i>	<i>f</i>	<i>Sig</i>	<i>f</i>	<i>Sig</i>	<i>f</i>	<i>Sig</i>	<i>f</i>	<i>Sig</i>	<i>f</i>	<i>Sig</i>
Demographics												
Age	2.281	0.10	4.26	0.02*	3.79	0.02*	1.20	0.31	4.40	0.00*	3.29	0.02*
Sex	.64	0.20	1.40	0.24	0.89	0.33	0.63	0.43	3.63	0.06	3.25	0.07
Marital Status	2.08	0.13	1.55	0.21	1.52	0.22	0.50	0.61	1.35	0.26	1.41	0.25
Education	0.90	0.44	0.41	0.74	1.27	0.29	0.08	0.97	0.15	0.93	0.37	0.78
Occupation	5.92	0.00*	5.26	0.06	4.49	0.01*	4.90	0.00*	2.47	0.08	5.45	0.00*
Psychographic												
Social Status	2.28	0.05	1.75	0.14	1.62	0.17	2.02	0.09	1.72	0.14	2.39	0.051
Personality	1.10	0.36	0.83	0.51	1.23	0.30	2.02	0.09	1.13	0.34	1.39	0.24
Behavioral												
Recently of visit	1.27	0.28	1.85	0.12	1.54	0.19	0.75	0.56	1.98	0.10	1.58	0.18
Usage	6.50	0.002*	6.19	0.002*	3.26	0.04	2.65	0.07	1.97	0.16	4.49	0.01*
Duration of stay	1.98	0.09*	1.58	0.18*	2.51	0.05	2.09	0.08	1.48	0.21	2.58	0.05
Transport Cost	1.24	1.25	1.14	1.13	1.57	1.09	0.83	0.91	1.11	1.11	1.26	1.04

*significant at 95% level of confidence

Table 7.1
Tourists' Perceived Level of Worthiness of Public Transportation by Age

Dependent Variable	Least Square Difference				95% Confidence Interval		
	(I) Grouped Age	(J) Grouped Age	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Total Safety	18-35	36-55	.07539	.13693	.582	-.1938	.3446
		56 and above	.67847*	.32279	.036	.0438	1.3131
	36-55	18-35	-.07539	.13693	.582	-.3446	.1938
		56 and above	.60308	.34134	.078	-.0680	1.2742
	56 and above	18-35	-.67847*	.32279	.036	-1.3131	-.0438
		36-55	-.60308	.34134	.078	-1.2742	.0680
Total Convenience	18-35	36-55	.02960	.13684	.829	-.2394	.2986
		56 and above	.94191*	.32257	.004	.3077	1.5761
	36-55	18-35	-.02960	.13684	.829	-.2986	.2394
		56 and above	.91231*	.34110	.008	.2417	1.5830
	56 and above	18-35	-.94191*	.32257	.004	-1.5761	-.3077
		36-55	-.91231*	.34110	.008	-1.5830	-.2417
Total Reliability	18-35	36-55	.07247	.16304	.657	-.2481	.3930
		56 and above	1.05401*	.38432	.006	.2984	1.8096
	36-55	18-35	-.07247	.16304	.657	-.3930	.2481
		56 and above	.98154*	.40641	.016	.1825	1.7806
	56 and above	18-35	-1.05401*	.38432	.006	-1.8096	-.2984
		36-55	-.98154*	.40641	.016	-1.7806	-.1825
Total Value for Money	18-35	36-55	-.00305	.12969	.981	-.2580	.2519
		56 and above	.45541	.30571	.137	-.1456	1.0565
	36-55	18-35	.00305	.12969	.981	-.2519	.2580
		56 and above	.45846	.32328	.157	-.1771	1.0941
	56 and above	18-35	-.45541	.30571	.137	-1.0565	.1456
		36-55	-.45846	.32328	.157	-1.0941	.1771
Total Availability	18-35	36-55	.16183	.13558	.233	-.1047	.4284
		56 and above	.99414*	.31959	.002	.3658	1.6225
	36-55	18-35	-.16183	.13558	.233	-.4284	.1047
		56 and above	.83231*	.33796	.014	.1678	1.4968
	56 and above	18-35	-.99414*	.31959	.002	-1.6225	-.3658
		36-55	-.83231*	.33796	.014	-1.4968	-.1678
Total Worthiness Rating all	18-35	36-55	.06725	.12746	.598	-.1834	.3179
		56 and above	.82479*	.30046	.006	.2340	1.4155
	36-55	18-35	-.06725	.12746	.598	-.3179	.1834
		56 and above	.75754*	.31773	.018	.1328	1.3822
	56 and above	18-35	-.82479*	.30046	.006	-1.4155	-.2340
		36-55	-.75754*	.31773	.018	-1.3822	-.1328

*. The mean difference is significant at the 0.05 level.

Table 7.2
Tourists' Perceived Level of Worthiness of Public Transportation by Occupation

Dependent Variable	(I) n	Occupatio	Least Square Difference				95% Confidence Interval	
			(J) Occupation	Mean Difference (I-J)	Std. Error	Sig	Lower Bound	Upper Bound
Total Safety	Professional/Employee	Bus person	House/Student/None	.14501	.16565	.382	-.1807	.4707
			Professional/Employee	-.36916*	.10762	.001	.1576	.5808
	Bus Person	House/Student/None	Professional/Employee	-.14501	.16565	.382	-.4707	.1807
			House/Student/None	.22415	.16483	.175	-.0999	.5482
	House/Student/None	Professional/Employee	Bus person	-.36916*	.10762	.001	-.5808	-.1576
			Bus person	-.22415	.16483	.175	-.5482	.0999
Total Convenience	Professional/Employee	Bus person	House/Student/None	.24189	.16700	.148	-.0864	.5702
			House/Student/None	-.34900*	.10849	.001	.1357	.5623
	Bus person	Professional/Employee	House/Student/None	-.24189	.16700	.148	-.5702	.0864
			House/Student/None	.10711	.16617	.520	-.2196	.4338
	House/Student/None	Professional/Employee	Bus person	-.34900*	.10849	.001	-.5623	-.1357
			Bus person	-.10711	.16617	.520	-.4338	.2196
Total Reliability	Professional/Employee	Bus person	Professional/Employee	.14473	.19912	.468	-.2468	.5362
			House/Student/None	.38590*	.12936	.003	.1316	.6402
	House/Student/None	Professional/Employee	Professional/Employee	-.14473	.19912	.468	-.5362	.2468
			Bus person	.24117	.19813	.224	-.1484	.6307
	Professional/Employee	Bus person	House/Student/None	.13403	.15714	.394	-.6402	-.1316
			House/Student/None	.31902*	.10209	.002	-.6307	.1484
Bus person	Professional/Employee	House/Student/None	-.13403	.15714	.394	-.1749	.4430	
		House/Student/None	.18499	.15637	.238	.1183	.5197	
House/Student/None	Professional/Employee	House/Student/None	-.31902*	.10209	.002	-.4430	.1749	
		Bus person	-.18499	.15637	.238	-.1224	.4924	
Total Availability	Professional/Employee	Bus person	House/Student/None	.13564	.16707	.417	-.5197	-.1183
			House/Student/None	-.24123*	.10854	.027	-.4924	.1224
	Bus person	Professional/Employee	House/Student/None	-.13564	.16707	.417	-.1928	.4641
			House/Student/None	.10559	.16624	.526	.0278	.4546
	House/Student/None	Professional/Employee	House/Student/None	-.24123*	.10854	.027	-.4641	.1928
			Bus person	-.10559	.16624	.526	-.2213	.4325
Total Worthiness Rating All	Professional/Employee	Bus person	House/Student/None	.16026	.15528	.303	-.4546	-.0278
			House/Student/None	.33286*	.10088	.001	-.4325	.2213
	Bus person	Professional/Employee	House/Student/None	-.16026	.15528	.303	-.1451	.4656
			House/Student/None	.17260	.15452	.265	.1345	.5312
	House/Student/None	Professional/Employee	House/Student/None	-.33286*	.10088	.001	-.4656	.1451
			Bus Person	-.17260	.15452	.265	-.1312	.4764
Bus person	Professional/Employee	Bus person	.31173	.18	.18	-1.3822	-1328	

*. The mean difference is significant at the 0.05 level.

Table 7.3
Tourists' Perceived Level of Worthiness of Public Transportation by Usage

Dependent Variable	(I) Usage	(J) Usage	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Total Safety	Light	Medium	.16847	.20156	.404	-.2278	.5648
		Heavy	.40308*	.11198	.000	.1829	.6233
	Medium	Light	-.16847	.20156	.404	-.5648	.2278
		Heavy	.23461	.21244	.270	-.1831	.6523
	Heavy	Light	-.40308*	.11198	.000	-.6233	-.1829
		Medium	-.23461	.21244	.270	-.6523	.1831
Total Convenience	Light	Medium	.21599	.20260	.287	-.1823	.6143
		Heavy	.39281*	.11255	.001	.1715	.6141
	Medium	Light	-.21599	.20260	.287	-.6143	.1823
		Heavy	.17682	.21353	.408	-.2430	.5966
	Heavy	Light	-.39281*	.11255	.001	-.6141	-.1715
		Medium	-.17682	.21353	.408	-.5966	.2430
Total Reliability	Light	Medium	.39557	.24289	.104	-.0820	.8731
		Heavy	.30049*	.13494	.027	.0352	.5658
	Medium	Light	-.39557	.24289	.104	-.8731	.0820
		Heavy	-.09508	.25599	.711	-.5984	.4082
	Heavy	Light	-.30049*	.13494	.027	-.5658	-.0352
		Medium	.09508	.25599	.711	-.4082	.5984
Total Value for Money	Light	Medium	.28320	.19219	.141	-.0947	.6611
		Heavy	.21385*	.10677	.046	.0039	.4238
	Medium	Light	-.28320	.19219	.141	-.6611	.0947
		Heavy	-.06935	.20256	.732	-.4676	.3289
	Heavy	Light	-.21385*	.10677	.046	-.4238	-.0039
		Medium	.06935	.20256	.732	-.3289	.4676
Total Availability	Light	Medium	.21716	.20348	.287	-.1829	.6172
		Heavy	.20056	.11304	.077	-.0217	.4228
	Medium	Light	-.21716	.20348	.287	-.6172	.1829
		Heavy	-.01660	.21446	.938	-.4383	.4051
	Heavy	Light	-.20056	.11304	.077	-.4228	.0217
		Medium	.01660	.21446	.938	-.4051	.4383
Total Worthiness Rating all	Light	Medium	.25608	.18931	.177	-.1161	.6283
		Heavy	.30216*	.10517	.004	.0954	.5089
	Medium	Light	-.25608	.18931	.177	-.6283	.1161
		Heavy	.04608	.19953	.817	-.3462	.4384
	Heavy	Light	-.30216*	.10517	.004	-.5089	-.0954
		Medium	-.04608	.19953	.817	-.4384	.3462
Grouped Total Worthiness Rating all	Light	Medium	.38437	.23085	.097	-.0695	.8383
		Heavy	.34287*	.12825	.008	.0907	.5950
	Medium	Light	-.38437	.23085	.097	-.8383	.0695
		Heavy	-.04151	.24331	.865	-.5199	.4369
	Heavy	Light	-.34287*	.12825	.008	-.5950	-.0907
		Medium	.04151	.24331	.865	-.4369	.5199

*. The mean difference is significant at the 0.05 level

Correlations between the Study Variables

The data in Table 8 shows the correlation test results on the study variables. Results show that only the tourists' civil status, occupation, and usage have significant correlations with their assessment of worthiness of public transport services to Guimaras Island. This means that in terms of demographic factors, being single,

married and widowed and their occupation need to be considered, whereas in terms of psychographic, their usage rate such as light user, medium or heavy users should be considered in enhancing the transport services.

The civil status and occupation of tourists can influence their perceived value and satisfaction with public transport. Tourism authorities should

consider these demographic factors when enhancing and developing targeted marketing strategies and service enhancements to include offering special promotions, discounts for married couples or specific occupational groups can increase their satisfaction and encourage repeat business (Chen, 2020).

Therefore, by considering civil status, occupation and usage rates, transportation providers can customize services to meet diverse needs and preferences

Regression Models

A regression model was generated to determine which of the independent variables can significantly predict the tourist assessment of the worthiness of transport services to Guimaras Island. Results show (Table 9 to 9.1), that Model three has the highest R value of 0.243 and R-squared value of almost 6% with a significant value of 0.048. Tourists' evaluation of transport services' worthiness is best predicted by combining these three predictor variables. Knowing the tourist civil status, occupation, and usage rate would enable the identification of the worthiness

of the transport services. The worthiness of transportation services is rated higher by single tourists than married and widowed individuals, while professionals or employees are rated higher than business-persons, housewives, or students. Moreover, individuals who are light users of transportation services have a higher opinion of the worthiness of the transportation services, as opposed to those who are medium to heavy users.

According to Correia et al. (2013), various demographic factors such as age, education, income level and occupation play crucial roles in shaping residents attitudes towards tourism development. Understanding these predictors can help policy makers and tourism planners tailor strategies and policies that address concerns and preferences of tourist that will ensure sustainable tourism growth

It can be noted that with the differences in demographic characteristics will have varying concerns and attitudes towards transport services. The policymaker should ensure that the needs and preferences of the tourists are considered that can contribute to higher satisfaction and enhance the competitiveness of the Island as a whole.

Table 8
Correlations among Study Variables

Indicators	Worthiness	
	Pearson's r	Sig
Age	-.053	.436
Sex	.008	.003*
Civil	-.078	.190
Educational	.045	.051
Average Monthly Income	.152	.232
Type of tourist	.037	.000*
Occupation	-.170	.227
Personality	-.038	.241
Recent Visit	-.036	.003*
Usage	-.139	.077
Duration	-.072	.076
Overall	.073	.151

Table 9

Model Summary for the Worthiness of Transport Services to Guimaras Island as assessed by Tourists

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.170 ^a	.029	.027	1.13428	.029	11.539	1	386	.001
2	.222 ^b	.049	.044	1.12383	.020	8.211	1	385	.004
3	.243 ^c	.059	.052	1.11957	.010	3.938	1	384	.048

a. Predictors: (Constant), Occupation

b. Predictors: (Constant), Occupation, Usage

c. Predictors: (Constant), Occupation, Usage, Civil

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.846	1	14.846	11.539	.001b
	Residual	496.626	386	1.287		
	Total	511.472	387			
2	Regression	25.216	2	12.608	9.983	.000c
	Residual	486.256	385	1.263		
	Total	511.472	387			
3	Regression	30.152	3	10.051	8.019	.000d
	Residual	481.319	384	1.253		
	Total	511.472	387			

a. Dependent Variable: Grouped Total Worthiness Rating all

b. Predictors: (Constant), Occupation

c. Predictors: (Constant), Occupation, Usage

d. Predictors: (Constant), Occupation, Usage, Civil

Table 9.1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.722	.110		33.946	.000
	Occupation	-.104	.031	-.170	-3.397	.001
2	(Constant)	3.937	.132		29.803	.000
	Occupation	-.106	.030	-.173	-3.483	.001
	Usage	-.090	.032	-.142	-2.865	.004
3	(Constant)	4.270	.213		20.006	.000
	Occupation	-.119	.031	-.194	-3.836	.000
	Usage	-.082	.032	-.129	-2.581	.010
	Civil	-.249	.125	-.101	-1.984	.048

a. Dependent Variable: Grouped Total Worthiness Rating

Baseline Tourism Transport Service Index

Table 10 shows the resulting BTTSI for 2020-2021. To establish the Baseline Tourism Transport Service Index (BTTSI), the researcher identified the areas of transport services that needs enhancement based from the data on the tourists' assessment on the worthiness of the transport service in the five dimensions of the public transport services. The transport services like tricycles, and vans were rated conveniently "slightly". Further, worthiness factors like reliability, availability of information that of tricycle, steel boats, jeepneys and vans were "slightly" rated. As to over-all rating of worthiness, transport services like RORO, tricycle,

steel boat were rated as "worthy". The jeepneys, and vans were "slightly" rated by the respondents. Information is recognized as very important for visitors when using public transport (Friman, Edvardsson, and Garling 2001). According to Thompson (2004), tourists require more information that residents. One reason could be much transport information is linked to local knowledge (e.g., train station location, departure and arrival points), whereas tourists are unfamiliar with the place and the systems. Second, there are differences in terms of information sources referred. Real-time information was considered most important by local public transport users (Molin and Timmermans 2006). Conversely,

tourists tend to rely on traditional information sources such as a tourist information center, word-of-mouth, attraction leaflets, the Internet, and hotel reception (Thompson 2004).

It can be implied that there is a need to revisit the three factors under worthiness of transport services to include the reliability factor (like punctuality of transport services, service frequency, time schedule, and buying of tickets); convenience factor (like comfort while waiting at the terminals, seat availability, cleanliness of the transport services, accessibility and ease of use); and availability of information factor (like tourist information counter, marketing collaterals, departure and arrival information, internet connectivity along ports and terminals) of the transport services in order to enhance their services

or worthiness. Therefore, ease of use of a public transportation systems is essential for passengers (Dziekani, 2003). Thompson and Schofield (2008) suggested ease of use is more important for visitors than efficiency and safety. Service quality is defined as the intended level of perfection and control over that level of excellent to meet client needs (Tjiptono, 2008). Also, customers will readily and pleasantly visit an area if it is convenient to get to and is strategically placed. Without thinking that getting there was difficult. As previously mentioned, a key element that affects the effectiveness of service is frequently the placement of services facilities. Due to the fact that the area has a strong relationship with the prospective market for service providers (Tjiptono, 2011).

Table 10
Baseline of tourism Transport Service Index for 2020-2021

Worthiness Rating	Safety	Convenience	Reliability	Value for Money	Availability of Information	Overall
Overall rating	Worthy	Worthy	Worthy	Slightly	Slightly	Worthy
<i>RORO</i>	Worthy	Worthy	Worthy	Worthy	Worthy	Worthy
<i>Tricycle/HH</i>	Worthy	Slightly	Slightly	Worthy	Worthy	Worthy
<i>Steel boat/ Ferry</i>	Worthy	Worthy	Slightly	Worthy	Slightly	Worthy
<i>Jeepney</i>	Worthy	Worthy	Slightly	Worthy	Slightly	Slightly
<i>Van/Others</i>	Worthy	Slightly	Slightly	Worthy	Slightly	Slightly
Demographic						
Age	Young Old	Young Old	Young Old	Young Old	Young Old	Young Old
Sex	-	-	-	-	-	-
Marital Status	-	-	-	-	-	-
Education	-	-	-	-	-	-
Monthly Income	High low	-	-	-	-	-
Geographic						
Type of tourist	-	-	-	-	-	-
Residence	-	-	-	-	-	-
Psychographic						
Occupation	Housewife student Professional private employees	Housewife student Professional private employees	Housewife student Professional private employees	-	-	Housewife student Professional private employees
Purpose of travel	-	-	-	-	-	-
Behavioral						
Recently of visit	-	-	-	-	-	-
Frequency of visit	-	-	-	-	-	-
Duration of stay	Sometimes/almost always	Sometimes/almost always	-	-	-	-
Cost of service	-	-	Shorter longer	-	-	Shorter longer

Common Problems Identified and proposed solutions of the tourist-respondents

Data in Table 11 shows the identified problems and proposed solutions as observed and suggested by the tourists. The researcher collected common problems identified by tourist-travelers while visiting Island of Guimaras as well as their suggestions in order to have a solution to the problems. They have identified problems such as unavailability internet connectivity inside the ports or terminals or a free WIFI access, no time schedule of departure for both land and sea transports, no enough boat, long waiting lines (queuing), expensive special trips, non-wearing of life-jackets by passengers, old model of jeepneys and tricycles, ventilations issues while waiting inside the port/terminal. From the identified problems, the following solutions were suggested; The LGU must source out funds in order to install WIFI connectivity inside the port; provide time schedules of departure both sea and land transport services; regulate fare that are in minimum; revisit the policy of modernization act pertaining to land transportation of public vehicles. Service frequency is a major factor to customer satisfaction

with public transport. This aspect consistently appeared in studies on public transport service assessment (Budiono 2009; Del Castillo and Benitez 2012; Tyrinopoulos and Antoniou 2008; Redman et al. 2013). However, the decision of increasing services might be affected by several factors, including finance and budget. Various studies have shown that commuting can cause considerable stress whether by public private vehicle (Tse et al. 2000; Baht and Sardesai 2006; Wener et al. 2005). This stress can spill over into commuters work and home life (Wener et al. 2005), as well as affect the over-all quality of life of commuters (costal et al. 1988). Unreliable arrival/departure ties have been found to be one of the main factors discouraging people from using public transport (Nolan 2007).

On the other hand, providing more services in major tourist routes could be one possible solutions including basic services such as free WIFI access, good ventilation, queuing systems, fair fare, wearing of life jacket on-board, time schedules of transport services can create problems to the travelers.

Table 11

List of Common Problems Identified and proposed solutions of the tourist-respondents.

Common Problems	Proposed Solutions
1. Long queuing of passengers during peak hours	LGU must develop time schedule of PUJ departure to avoid long waiting
2.No specific time schedule of departure for boat/jeep/tricycle	LGU/PT should provide time schedule and should be posted.
3.Old jeepneys/tricycles	consider changing/ buying new trike and PUJ and revisit the modernization act for land transportation
4.No internet connectivity inside the port/free WIFI	Consider budget allocation for FREE WIFI connectivity
5.No enough boat available	There should have a scheduled trips and purchase additional boat
6.Special trips are too pricey	LGU may provide regulated fares or at minimum price
7.The boat captain fails to inform passengers to wear the life jacket before departure	Boat Captain and Boatmen should strictly imposed no life jacket no travel.
8.Very warm port/terminal	Installation of good ventilation is suggested.

Conclusions

The worthiness rating of tourists is significantly different depending on their age and occupation. Travelers of different ages tend to have lower worthiness ratings than younger tourists. In light with this, there is a need to identify strategies that will enhance the perception of older tourists of the transport services. The absence of any significant differences in other

dimensions means that strategies can be developed that cover transport service dimensions without focusing on demographics, except for age and monthly income.

Strategies can be developed to target housewives, students, professionals, and private employees in terms of psychographic and transportation service dimensions, as their

worthiness ratings are significantly different. There is a need to revisit factors like convenience (cleanliness, availability of seats while waiting and accessibility), reliability (punctuality and service frequency of transport service, ticket availability) and value for money (fare promotion and discounts, lower fare, advanced booking/online payment systems) can be enhanced in order to deliver hassle free, affordable and fast travel experience to the tourists while enjoying the Island of Guimaras.

The model that best explain the tourist assessment of the worthiness of transport services to Guimaras Island include civil status, occupation, and usage rate.

As to behavioral and transport service dimensions, strategies maybe developed

specifically to those who frequently visited the Island and those that have shorter stays in the Island. Overall, the tourists' perceived worthiness of public transportation to Guimaras Island is worthy.

In terms of frequent concerns mentioned by tourist-travelers, it should be emphasized that such problems should be considered by the Local Government Unit of Guimaras in order to create better strategies and improve their transportation services both by land and water journeys. This is to guarantee that strong public transportation encourages mobility, good enterprises, and provides a safe and effective travel experience for public commuters.

Recommendations

Based on the conclusions above, the following are the recommendations to the following groups of individuals and authorities:

PTCAO/Department of Tourism. The Baseline Tourism Transport Service Index may be used to guide the development of better and targeted strategies to address areas for improvement for a sustainable tourism industry. They use the insights from this study as well as inputs to enhancing their tourism development plan.

Land Transportation Office/LTFRB. The Baseline Tourism Transport Index for 2020-2021 may be used as valuable inputs to Land Transportation Office strategic plan in enhancing the quality of public transport services being provided to tourists and to inform their decisions and policies particularly on maintaining road safety, security, and convenience of passengers.

Local Government Unit of Guimaras. Results of the study particularly on the worthiness of tourism transport services may be used as bases to enable them develop or enhance existing policies to improve public transport services and to work collaboratively with the Department of Tourism and Land Transportation Office so that their strategies are gearing towards addressing the needs of the tourists for public transport services.

MARINA. They may use the results to review their water transport system and enhance their services to ensure the safety concerns

pertaining to vessel construction, and the enforcement of maritime laws to safeguard the local and foreign tourists crossing the island of Guimaras.

Tricycle Franchising Management Office. Tricycles, along with jeepneys, have long been the main form of transportation in many provinces and towns. When it comes to collecting fees from their commuters, tricycle drivers are becoming crazy. The office of the TFMO needs to closely supervise and control tricycle operator fees and carry out a thorough inquiry into the minimum fare that needs to be charged to every commuter as well as for special excursions, and or trips. The office must publish and put into effect the fare matrix, and together with the Guimaras LGU, it must create the minimum fare legislation.

Academe. The academe will be provided with empirical data on how customers' perceived the transport services provided to them, thus enriching the data bank of business models and theories that can be used for the enhancement of knowledge, processes and practices.

Future Researchers. Results of the study will become a baseline information for venturing topics related to transportation, destination and perception of the tourists on the aspect of traveling from one place to another in which transportation plays a vital role in bridging the gap between tourists and tourism related products and services.

Acknowledgements

This research paper could not have been possible without the participation and assistance of all the employees of the Department of Tourism Region VI and Province of Guimaras during the conduct of the study despite travel restrictions brought by COVID-19.

To Central Philippine University-School of Graduate Studies Dean Dr. Rowena M. Libo-on,

Dr. Mary 'O Penetrante- Dissertation Adviser, Dr. Irving Rio- Chairman, Dr. Luis Abioda- Member for the valuable suggestions and recommendations to make this study more relevant and beneficial to the people of Guimaras.

To the Family, Friends and colleagues of the researcher, for their moral and financial support to finish this study.

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