



### ABSTRACT

**Title:** “Guest satisfaction on Diving Resorts in Anilao, Batangas”

**Proponents:** Mari, Ma. Jacqueline J.

Ogarte, Czarina Lindsay P.

San Miguel, April Anne D.

**Degree:** Bachelor of Science in Tourism Management

**Adviser:** Paul Anthony C. Notorio, MBA-TM

#### **Purpose of the study**

The purpose of this study is to know the satisfaction rating of the tourists engaging in scuba diving on diving resorts and to assess if there is a significant relationship between the profile of the respondents and their satisfaction rating. The researchers decided to take on this study in order for the diving resorts in Anilao, Batangas to be able to provide and satisfy the needs of their scuba divers that would result in the success of diving resorts located in Anilao which would contribute to the economy of our country.

#### **Methodology**

The researchers used descriptive research method to obtain an accurate interpretation and concrete information. The researchers decided to apply the descriptive method and survey as the main instrument for gathering information that are needed in the analysis. Since the study measured the customer’s satisfaction of



the respondents, descriptive method was used. The researchers used survey method in measuring the satisfaction of the customer. This method is a technique of gathering data by asking questions to people who have tried scuba diving. A prescribed list of questionnaire is prepared. Normally, a non-disguised approach is used for conducting surveys.

### **Results**

The researchers therefore conclude that majority of the 100 respondents in their study were aged 41 to 50 years old, primarily male in gender, majority of the respondents' nationality were Filipino, majority of the respondents' earn P50,001 to P75,000, and majority of the respondents' were frequent divers.

The respondents in the study had an overall assessment of Satisfied for guest satisfaction in terms of Price, Equipments, Location, and Service and staff. The hypothesis is rejected and there is no significant relationship in terms of profile of the respondents. However, only the frequency of diving experience is accepted and there is significant relationship between the frequency of diving experience and their assessment on satisfaction on the diving resorts in Anilao, Batangas in terms of price, equipment, and location. This means that the respondents' assessment is dependent on their frequency of dive.