



De La Salle University – Dasmariñas
TOURISM MANAGEMENT DEPARTMENT

**LEVEL OF CUSTOMER SATISFACTION OF THE DIFFERENT
SERVICES IN SEVEN BRANCHES OF BORACAY SANDS SPA IN
LAGUNA**

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ABSTRACT

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This study assessed the level of customer satisfaction of the respondents to the different services in the seven branches of Boracay Sands Spa located in Laguna. The study used a quantitative research method which helps the researchers to determine the impact of perceived service quality of the therapists to their clients. The researchers used Krecjie & Morgan method which resulted to 350 sample size and divided to the seven branches which resulted to 50 respondents each branches. The study was based on the three areas of customer's response to service: Equity is the equality of services given to their clients; Expectations contain the cognitive aspect which the tourist actually experiences how the service is delivered; and Perception contains a response to that service. Based from the findings, the highest mean according to equity was providing the right services. Based on expectations, it helps to release stress. Lastly based on perception, it provides the appropriate touch for the chosen services of the clients. In terms of age and gender, there is no effect on the three areas of customers' response. In terms of monthly income, it has an effect on the three areas of customers' response to service.

Keywords: Equity, Expectations, Perceptions, Service, Customer Satisfaction