

GUEST SATISFACTION FOR MYSTICAL CAVE: A CASE IN ANTIPOLO RIZAL

**CHRISTINE GRACE P. DELA CRUZ¹, ALYSSA MIKHAELA L. DILAO²,
ERNESTO C. MANDIGMA JR.³**

<https://orcid.org/0000-0002-0143-1692>¹, <https://orcid.org/0000-0002-0365-7847>²,
<https://orcid.org/0000-0002-1721-0026>³

christinegrace_d@yahoo.com¹, alydilao@gmail.com², ecmandigma@dlsud.edu.ph/
bongdiamond1@yahoo.com³

De La Salle University, Dasmariñas, Philippines

ABSTRACT

This study focused on the guest satisfaction of the Mystical Cave in Antipolo, Rizal concerning its guest' demographic profile, assessment on its level of guest satisfaction, and significant differences with the use of the concept of tour quality dimension. The study is quantitative research with a descriptive research design that used convenience sampling. Survey questionnaires were used in the data gathering process and were verified using Cronbach Alpha. The variables examined were gender, age, type of tourist, educational attainment, religion using frequency, and percentage. The guest satisfaction rating based on the TOURQUAL dimension namely access, environment, the human element, experience, safety, and technical quality, was analyzed through mean. The significant difference in the demographic profile and TOURQUAL dimension were analyzed through ANOVA and T-test. The results of the study showed that the type of tourist has a significant difference between the demographic profile and some of the tour quality dimensions, namely access, environment, the human element, experience, and safety. The guest satisfaction program proposed was designed to help the management of the cave to improve their tour quality in terms of access, environment, the human element, experience, safety, and technical quality to boost the satisfaction of the guests.

Keywords: Guest Satisfaction, Service Quality Dimension, TOURQUAL Dimension, Cave