



## Perceived Service Quality of Selected Tourism Services in Guimaras Island and its Relationship with Travelers' Demographic Profile

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Kristel Faye O. Adrias, ORCID No. 0009-0005-6820-2906

Master in Hospitality Management, Iloilo State University of Fisheries Science & Technology, Barotac Nuevo, Iloilo, Philippines

### Abstract

This study examined the perceived service quality of selected tourism services in Guimaras Island and its relationship with travelers' demographic profile. A total of 200 respondents were surveyed to assess perceptions across the SERVQUAL dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Descriptive statistics (frequency, percentage, and weighted mean) were used to summarize demographic characteristics and service quality perceptions, while inferential analysis employed Spearman's rho correlation, independent samples t-test, and one-way ANOVA to examine relationships and differences among variables. Results showed that most respondents were aged 26–35 years (35%), with a balanced gender distribution (55% male, 45% female). Family travelers were the largest group (35%), followed by group, solo, and business travelers. In terms of service quality, Tangibles ( $M = 4.35$ ) and Assurance ( $M = 4.25$ ) were rated very high, while Reliability ( $M = 4.10$ ), Responsiveness ( $M = 4.05$ ), and Empathy ( $M = 4.15$ ) were rated high, indicating generally favorable perceptions. Inferential results revealed a significant but weak positive relationship between age and perceived service quality, while sex showed no significant relationship. Significant differences were also found across traveler types; however, effect sizes were small, indicating limited practical magnitude despite statistical significance. Overall, demographic factors, particularly age and traveler type, modestly influence service quality perceptions. The study is limited to selected tourism services in Guimaras Island and a non-probability sample, which may restrict generalizability. Findings provide insights for improving targeted tourism service strategies.

**Keywords:** Service quality, SERVQUAL, tourism, demographic profile, traveler perception, Guimaras Island



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## INTRODUCTION

The tourism industry is highly competitive, where service quality plays a crucial role in shaping travelers' perceptions and overall evaluation of tourism services. Destinations that consistently deliver high-quality tourism services are more likely to attract repeat visitors and positive word-of-mouth, which are essential for sustainable tourism development (UN World Tourism Organization [UNWTO], 2023). Service quality is commonly assessed using the SERVQUAL model developed by Parasuraman et al., (1988), which identifies five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions have been widely used in tourism and hospitality studies as reliable indicators of perceived service performance (Ladhari, 2009; Akbaba, 2006).

Perceived service quality refers to the traveler's overall judgment of service excellence based on the comparison between expectations and actual experiences (Cronin & Taylor, 1992). Studies show that higher perceived service quality contributes to more favorable evaluations of tourism services and overall travel experience (Chen & Tsai, 2008; Petrick, 2004).

In developing tourism destinations, such as the Philippines, service quality is a key factor in maintaining competitiveness amid growing domestic and international tourism demand (Department of Tourism [DOT], 2023). In island destinations like Guimaras, where tourism is a major economic driver, consistent service delivery across tourism services is essential for visitor satisfaction and destination sustainability.

Moreover, previous research suggests that demographic factors such as age, gender, and travel purpose may influence how travelers perceive service quality, leading to variations in evaluation across visitor groups (Yoon & Uysal, 2005; Albayrak et al., 2018). However, despite the extensive application of the SERVQUAL framework in tourism and hospitality research, limited empirical studies have simultaneously examined how demographic characteristics such as age, sex, and type of traveler influence perceptions of service quality in localized island destinations. Much of the existing literature has focused on urban or hotel-based contexts, leaving a gap in understanding how service quality is evaluated in emerging tourism areas like Guimaras Island, where infrastructure and service systems are still developing. This lack of localized evidence underscores the need for research that integrates demographic segmentation with service quality assessment, thereby providing insights that can inform targeted service strategies and enhance destination competitiveness in the Philippine tourism sector.

With the above identification, this study aims to examine the perceived service quality of selected tourism services in Guimaras Island and its relationship with travelers' demographic profile. The findings will provide empirical evidence to support service improvement strategies and enhance tourism management practices in the destination.

**Research Questions.** This study aims to determine the relationship between travelers' demographic profiles and their perceived service quality of selected tourism services in Guimaras Island, Philippines. Specifically, it seeks to answer the following:

1. What is the demographic profile of respondents in terms of:
  - 1.1 Age;
  - 1.2 Sex; and
  - 1.3 Type of traveler?
2. What is the level of perceived service quality of selected tourism services in terms of:

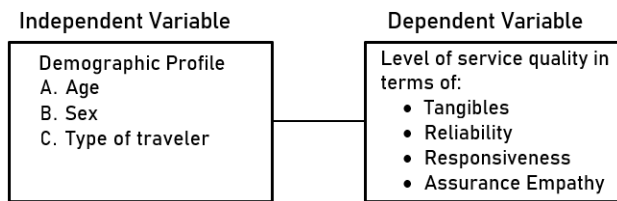
- 2.1 Tangibles;
- 2.2 Reliability;
- 2.3 Responsiveness;
- 2.4 Assurance; and
- 2.5 Empathy?

3. Is there a significant relationship between travelers' demographic profile and their perceived service quality?

**Conceptual Framework.** This study is anchored on SERVQUAL theory developed by Parasuraman et al., (1988), which posits that service quality is a multidimensional construct shaped by customers' evaluations of service encounters. The framework is further supported by expectation-disconfirmation theory (Oliver, 1980), which explains that perceptions and evaluations of services are influenced by the gap between expected and perceived performance.

Empirical studies have shown that demographic characteristics influence how individuals perceive service quality. For instance, age has been found to affect service expectations and satisfaction due to differences in travel experience and preference structures (Yoon & Uysal, 2005; Albayrak et al., 2018). Gender differences have also been linked to variations in service evaluation and sensitivity to service attributes (Sun & Kim, 2013). In addition, traveler typology (e.g., solo, family, business, or group travelers) has been identified as a determinant of service expectations, as travel motivation shape how services are assessed (Chen & Chen, 2010).

In this study, age, sex, and type of traveler are treated as independent variables, while perceived service quality is the dependent variable, measured through the SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to physical facilities and appearance of personnel; reliability refers to consistent and accurate service delivery; responsiveness refers to promptness and willingness to help; assurance refers to competence and trust-building; and empathy refers to personalized care and attention.



**Figure 1**  
*The Conceptual Design Depicting the Relationship Between Variables.*

## LITERATURE REVIEW

**Concept and Definition of Service Quality in Tourism.** Service quality refers to the extent to which a service meets or exceeds customer expectations. In tourism, it is a key determinant of travelers' experiences, satisfaction, and behavioral intentions. The SERVQUAL model developed by Parasuraman et al., (1988) remains one of the most widely used frameworks for measuring service quality, identifying five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

Recent studies continue to validate the relevance of SERVQUAL in tourism contexts. For instance, Suhartanto et al. (2020) found that all five SERVQUAL dimensions significantly influence tourist satisfaction in heritage destinations, while Raza et al. (2021) emphasized that tangibles and responsiveness are particularly strong predictors of perceived service quality in hospitality settings. Similarly, Albayrak et al. (2019) confirmed that service quality dimensions remain consistent predictors of satisfaction across different tourism segments, reinforcing SERVQUAL's applicability in contemporary tourism research.

**Importance of Service Quality in Tourism Industry.** Service quality is a critical factor in the competitiveness and sustainability of tourism destinations. High service quality leads to customer satisfaction, positive word-of-mouth, and revisit intention (Zhang et al., 2020; Khan et al., 2022) while poor service delivery negatively affects destination image and tourist loyalty.

Recent empirical evidence shows that service quality is strongly linked to tourist loyalty

formation. For example, Rather (2021) found that perceived service quality significantly predicts destination loyalty through satisfaction and trust. Likewise, Nguyen et al. (2023) reported that improvements in service quality directly enhance revisit intentions in emerging tourism destinations. These findings suggest a consistent pattern: service quality not only influences immediate satisfaction but also long-term behavioral intentions.

**Demographic Influences on Perceived Service Quality.** A growing body of literature indicates that demographic characteristics influence perceptions of service quality. Age has been found to shape expectations and satisfaction levels, with younger tourists often valuing convenience and digital accessibility, while older tourists emphasize reliability and assurance (Tosun et al., 2019; Chen et al., 2022). Gender differences have also been observed, although findings remain mixed. Some studies report that female travelers are more sensitive to service interactions and empathy, while others find minimal gender-based differences in overall service evaluation (Albayrak et al., 2019; Ali et al., 2021).

The type of traveler is increasingly recognized as a significant factor influencing service expectations. Family travelers prioritize safety and comfort, solo travelers value flexibility and responsiveness, while business travelers emphasize efficiency and reliability (Koo et al., 2020; Liu & Wang, 2022). Across studies, traveler segmentation consistently emerges as a strong determinant of perceived service quality variation.

**Service Quality in Tourism Contexts.** In tourism settings, service quality extends beyond individual service encounters to encompass the entire visitor experience, including accommodation, transportation, attractions, and human interactions. This holistic nature of tourism services makes consistency in service delivery a persistent challenge, particularly in destinations where infrastructure and workforce training are still developing. Studies in island and rural tourism contexts have

highlighted that limited resources and uneven service standards often contribute to variability in perceived service quality (UNWTO, 2023; Dela Cruz & Santos, 2021; Kurniawan et al., 2020).

In the Philippine context, tourism continues to serve as a major contributor to economic growth and employment generation. According to the Department of Tourism (DOT, 2023), the sector has shown steady recovery and expansion in tourist arrivals, particularly in domestic destinations. However, official reports also emphasize ongoing challenges in service consistency, infrastructure development, and human resource capacity across various tourism sites, which may affect overall visitor satisfaction and destination competitiveness (DOT, 2023).

Recent empirical studies support these observations, indicating that variations in service quality across Philippine destinations remain a key concern in tourism management (Reyes & Garcia, 2022). Despite increasing research in tourism service quality, a recent systematic review by Suhartanto et al. (2021) and a meta-analysis by Kandampully et al. (2020) suggest that limited attention has been given to how traveler demographic characteristics systematically influence perceived service quality, particularly in emerging and island destinations. These reviews highlight a gap in integrating demographic segmentation with service quality evaluation models in tourism research.

**Research Gap and Contribution of the Present Study.** The literature confirms that service quality significantly influences tourist satisfaction and behavioral intentions, and that demographic factors shape perception differences. However, most recent studies focus on hotel-based or urban tourism contexts, with limited attention to island destinations and localized tourism service systems.

Furthermore, while demographic variables have been individually examined, fewer studies have simultaneously analyzed their relationship with perceived service quality in emerging

destinations such as Guimaras Island. This gap highlights the need for localized empirical evidence that captures how different traveler segments evaluate tourism services. Therefore, this study addresses this gap by examining the perceived service quality of selected tourism services in Guimaras Island in relation to travelers' demographic profile, specifically age, sex, and type of traveler. The findings are expected to contribute to improving service strategies and enhancing tourism service delivery in similar destination contexts.

## METHODOLOGY

**Research Design.** This study employed a descriptive research design to assess the perceived service quality of tourism services and examine its relationship with travelers' demographic profiles. The descriptive method was deemed appropriate as it enabled the researcher to systematically describe existing conditions and identify patterns of association among variables without any manipulation (Creswell, 2014). Specifically, the design facilitated the collection of quantitative data on travelers' perceptions of service quality across the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. It is important to note that, consistent with the descriptive nature of the study, the findings are limited to describing trends and identifying associations, and do not establish causal relationships or support broad generalizations beyond the study sample.

**Respondents.** The study involved a total of 200 travelers who had experienced tourism services in Guimaras Island, Philippines. The sample size was determined based on practical considerations, including time, accessibility of respondents, and resource constraints, which are common in field-based tourism research. While the sample is considered adequate for generating meaningful descriptive insights and identifying patterns of association, it is not intended to support statistical generalization to the entire population of travelers in Guimaras.

Participants were selected using purposive sampling, targeting individuals who had recently availed of tourism services such as accommodations, tours, and transportation. This approach ensured that all respondents had sufficient exposure to the services being evaluated, allowing for a more informed assessment of perceived service quality. However, because purposive sampling is a non-probability technique, it may introduce selection bias and limits the generalizability of the findings. As such, the results should be reflective only of the sampled group rather than the broader traveler population.

Efforts were made to include a diverse sample in terms of age, sex, and type of traveler—including solo, group, family, and business travelers to provide a more comprehensive view of service quality perceptions across different segments. Nonetheless, despite these efforts, the inherent limitations of the sampling method should be considered when interpreting the findings.

**Instrumentation.** Data were collected using a researcher-made questionnaire divided into two parts. The first part gathered demographic information, including age, sex, and type of traveler, while the second part measured perceived service quality using a structured Likert scale based on the five SERVQUAL dimensions. These dimensions included tangibles, which refer to the physical facilities, equipment, and appearance of personnel (e.g., “The tourism facilities are visually appealing”); reliability, or the ability to perform promised services dependably and accurately (e.g., “Service providers deliver services as promised”); responsiveness, which reflects the willingness to assist customers and provide prompt service (e.g., “Staff respond promptly to customer requests”); assurance, encompassing employees’ knowledge, courtesy, and ability to instill trust and confidence (e.g., “Staff are courteous and inspire confidence in customers”); and empathy, which involves providing caring and individualized attention to customers (e.g., “Service providers give personalized attention to customers”).

**Table 1**  
*Interpretive Scale for Mean Scores*

Mean Range	Description
5.00 – 4.21	Very High
4.20 – 3.41	High
3.40 – 2.61	Average
2.60 – 1.81	Low
1.80 – 1.00	Very Low

As shown in Table 1, all items in the questionnaire were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). For transparency and replicability, the complete set of questionnaire items is provided in Appendix A. To ensure content validity, the questionnaire was reviewed by five experts in tourism and service management, and their recommendations were incorporated to improve clarity and alignment with the objectives of the study.

**Validity and Reliability.** To establish reliability, a pilot test was conducted with travelers not included in the main study. The responses were analyzed using Cronbach’s alpha, yielding a coefficient of 0.832, which indicates strong internal consistency of the scale.

While content validity was ensured through expert review, construct validity was not statistically examined through techniques such as exploratory or confirmatory factor analysis. As such, although the instrument was grounded in the established SERVQUAL framework, the absence of empirical construct validation constitutes a limitation of the study and should be considered when interpreting the results.

**Data Gathering Procedure.** Prior to data collection, formal permission was obtained from relevant authorities and tourism service providers. The questionnaires were personally administered to respondents, and the purpose of the study was clearly explained. Participants were given 20–30 minutes to complete the instrument. Confidentiality and anonymity were strictly maintained, and informed consent was secured from all respondents.

Completed questionnaires were checked for completeness, tallied, classified, and tabulated. Data were then analyzed using appropriate statistical methods to ensure accuracy and reliability.

**Data Analysis.** Descriptive statistics, including frequency counts, percentages, and means, were used to summarize travelers' demographic profiles and perceived service quality levels. For inferential analysis, specific statistical tests were employed to examine the relationships between demographic variables and perceived service quality. An independent samples t-test was used to determine differences in perceived service quality when respondents were grouped according to sex, while one-way analysis of variance (ANOVA) was applied to assess differences across age groups and type of traveler.

The significance level was set at  $\alpha = 0.05$  for all hypothesis testing. All statistical analyses were performed using the Statistical Package for the Social Sciences (SPSS).

## RESULTS

**Demographic Profile of the Respondents.** Table 2 presents the demographic profile of the 200 respondents who participated in the study. In terms of age, the majority of respondents were between 26 and 35 years old (35%), followed by those aged 18–25 years (30%), indicating that young adults comprised the largest segment of travelers surveyed. Respondents aged 36–45 years accounted for 20%, while those aged 46–55 years and 56 years and above represented 10% and 5%, respectively, suggesting that middle-aged and older travelers were less represented in the sample. These age groupings are analytically relevant, as they serve as a basis for examining potential differences in perceived service quality across life stages and travel preferences.

Regarding sex, a slightly higher proportion of respondents were male (55%) compared to female (45%), indicating a relatively balanced gender distribution among travelers visiting

Guimaras Island. This variable is included to determine whether perceptions of service quality significantly differ between male and female respondents.

With respect to the type of traveler, family travelers formed the largest group, comprising 35% of respondents, followed by group travelers (30%), solo travelers (20%), and business travelers (15%). This distribution suggests that tourism services in Guimaras Island are primarily utilized by leisure-oriented travelers. More importantly, this variable provides a basis for comparing service quality perceptions across different travel contexts, which may influence expectations and service evaluations.

Overall, the demographic profile not only describes the sample but also establishes the grouping variables used in the inferential analysis, particularly in testing for significant differences in perceived service quality across age, sex, and type of traveler.

**Table 2**  
*Demographic profile of the respondents*

Demographic Variable	Frequency (f)	Percentage (%)
<b>Age</b>		
18–25	60	30.0
26–35	70	35.0
36–45	40	20.0
46–55	20	10.0
56 and above	10	5.0
<b>Sex</b>		
Male	110	55.0
Female	90	45.0
<b>Type of Traveler</b>		
Solo	40	20.0
Group	60	30.0
Family	70	35.0
Business	30	15.0

**Level of Service Quality in Terms of: Tangibles, Reliability, Responsiveness, Assurance, Empathy.** Table 3 presents the perceived level of service quality among respondents across the five SERVQUAL dimensions. The results indicate that Tangibles obtained the highest

mean score of 4.35 (SD = 0.54), described as "Very High." This suggests that respondents were highly satisfied with the physical aspects of tourism services, including facilities, equipment, and the appearance of personnel. The relatively low standard deviation further indicates a strong level of agreement among respondents regarding the quality of tangible elements, reflecting consistency in positive perceptions.

Similarly, Assurance received a very high rating (M = 4.25, SD = 0.56), indicating that respondents expressed strong confidence in the competence, courtesy, and professionalism of service personnel. This supports the idea that well-trained and knowledgeable staff play a critical role in enhancing tourists' trust and perceived service quality, as emphasized in service quality literature (Grönroos, 2007).

**Table 3**  
*Level of Service Quality as Perceived by Respondent*

Service Quality Dimension	Mean	Description	Standard Deviation
Tangibles	4.35	Very High	0.54
Reliability	4.10	High	0.63
Responsiveness	4.05	High	0.65
Assurance	4.25	Very High	0.56
Empathy	4.15	High	0.61

Scale: 5.00 – 4.21 Very High; 4.20 – 3.41 High; 3.40 – 2.61 Average; 2.60 – 1.81 Low; 1.80 – 1.00 Very Low

Meanwhile, the dimensions of Empathy (M = 4.15, SD = 0.61), Reliability (M = 4.10, SD = 0.63), and Responsiveness (M = 4.05, SD = 0.65) were all rated as High. These findings suggest that respondents were generally satisfied with the attentiveness, consistency, and promptness of services provided. However, the slightly lower mean scores in these dimensions indicate areas for improvement, particularly in enhancing personalized service, ensuring consistent delivery of services, and improving response time to customer needs. The moderate standard deviation values also suggest some variation in respondents' experiences, implying that service delivery may not be uniformly experienced across all interactions.

Overall, the findings reveal that respondents perceive the service quality of tourism establishments as generally high, with particularly strong performance in tangible aspects and assurance. However, relational and process-related dimensions such as empathy, reliability, and responsiveness require further enhancement to achieve a more balanced and holistic service experience. These results are consistent with previous studies emphasizing that while physical evidence and staff competence are important, dimensions such as responsiveness and empathy are equally critical in shaping overall tourist satisfaction and loyalty (Parasuraman et al., 1988; Baker & Crompton, 2000; Fiore & Kim, 2007).

**Significant Relationship Between Service Quality According to Respondents' Profile.**

Table 4 presents the relationship between respondents' demographic profile and their perceived service quality of tourism services. The results reveal that age has a significant positive relationship with perceived service quality (Spearman's  $\rho = 0.162$ ,  $p = 0.025$ ). This suggests that older respondents tend to rate tourism services slightly higher than younger respondents. This finding implies that age may influence expectations and evaluations of service experiences, where older travelers often exhibit greater appreciation for service reliability, assurance, and overall hospitality due to broader travel experience. This is consistent with the findings of Dolnicar and Ring (2014) and Chen and Tsai (2008), who emphasized that age affects perception and satisfaction in tourism contexts.

**Table 4**  
*Relationship Between Respondents' Demographic Profile and Perceived Service Quality*

Demographic Variable	Statistical Test Used	Test Value	p-value	Interpretation
Age (ordinal groups)	Spearman's Rho	0.162	0.025*	Significant positive relationship
Sex (male/female)	Independent Samples t-test	t = 1.19	0.234	Not significant difference
Type of Traveler	One-Way ANOVA	F = 4.82	0.003*	Significant difference between groups

Significant at  $\alpha = 0.05$

In contrast, sex showed no significant difference in perceived service quality ( $t = 1.19$ ,  $p = 0.234$ ) based on the Independent Samples  $t$ -test. This indicates that male and female respondents evaluate tourism services in a relatively similar manner. The result supports the study of Fiore and Kim (2007), which suggests that gender does not consistently influence perceptions of service quality, particularly in destinations where services are standardized and equally experienced by all visitors.

Meanwhile, the type of traveler revealed a significant difference in perceived service quality across groups ( $F = 4.82$ ,  $p = 0.003$ ) as determined by One-Way ANOVA. This indicates that solo, group, family, and business travelers differ significantly in how they evaluate tourism services. This finding aligns with Baker and Crompton (2000); Manalo and Pagayon (2022), who noted that travel purpose and context shape expectations and satisfaction levels. For instance, family travelers may place greater importance on empathy and responsiveness, while business travelers may prioritize reliability and efficiency.

Overall, the results suggest that demographic factors, particularly age and type of traveler significantly influence perceptions of service quality. These findings highlight the importance for tourism service providers to adopt segmented and targeted service strategies that address the varying expectations of different traveler groups, ultimately enhancing customer satisfaction and improving service delivery.

## DISCUSSION

The findings of this study reveal that tourism services in Guimaras Island are generally perceived as high in quality, with particularly strong ratings in tangibles and assurance. Respondents expressed satisfaction with the physical facilities and the competence of service personnel, consistent with prior studies emphasizing the importance of visible service elements and staff professionalism in shaping tourist perceptions (Parasuraman et al., 1988;

Grönroos, 2007). However, dimensions such as empathy, reliability, and responsiveness, though rated positively, were comparatively lower, suggesting that personalized attention, consistency of service delivery, and prompt responsiveness remain areas for improvement. These results highlight the need for service providers to balance physical and professional strengths with relational and process-oriented aspects to achieve holistic service excellence.

Demographic analysis further demonstrated that age and type of traveler significantly influenced perceptions of service quality, while sex did not. Older respondents tended to rate services more favorably, supporting earlier findings that age shapes expectations and satisfaction due to differences in travel experience and preference structures (Dolnicar & Ring, 2014; Chen & Tsai, 2008). Variations across traveler types also confirm that travel purpose and context affect service evaluations, with family and group travelers likely prioritizing empathy and responsiveness, while business travelers emphasize reliability and efficiency. These findings underscore the importance of segmentation in tourism management, where service strategies must be tailored to address the distinct expectations of diverse traveler groups.

Overall, the study contributes localized empirical evidence to the literature on service quality in emerging island destinations. While the results affirm the relevance of SERVQUAL dimensions in tourism contexts, they also highlight the modest but significant role of demographic factors in shaping perceptions. The practical implication is that tourism providers in Guimaras should adopt differentiated service strategies that enhance responsiveness and empathy, while sustaining strengths in tangibles and assurance. Future research may expand the scope by employing probability sampling and including broader tourism services to strengthen generalizability and deepen insights into demographic influences on service quality.

**Conclusions.** Based on the findings of this study, several conclusions can be drawn regarding the demographic profile of respondents and their perceived service quality of tourism services in Guimaras Island.

First, the demographic profile shows that the respondents were predominantly young adults, with the largest proportion aged 26–35 years (35%), followed by those aged 18–25 years (30%). This indicates that tourism services in Guimaras Island are primarily utilized by younger travelers. In terms of sex, the sample was relatively balanced, with 55% male and 45% female respondents. Regarding the type of traveler, family travelers (35%) and group travelers (30%) constituted the majority, suggesting that tourism in the area is largely leisure- and group-oriented.

Second, the level of service quality was generally perceived positively. Tangibles ( $M = 4.35$ ) and Assurance ( $M = 4.25$ ) were rated as “Very High,” indicating strong satisfaction with physical facilities and staff competence. Meanwhile, Reliability ( $M = 4.10$ ), Responsiveness ( $M = 4.05$ ), and Empathy ( $M = 4.15$ ) were rated as “High,” suggesting that service delivery is generally satisfactory but may still be improved in terms of consistency, speed of service, and personalized attention. Overall, the findings indicate that service quality in Guimaras Island is perceived favorably by respondents.

Third, inferential analysis revealed that age and type of traveler are significantly associated with perceived service quality, while sex is not. Older respondents tended to rate service quality slightly higher, while differences among traveler types indicate that service expectations vary depending on travel purpose and context. However, these findings should be interpreted within the context of the sample and measurement approach used in the study.

Overall, the study concludes that tourism services in Guimaras Island are generally perceived as high in quality, particularly in tangible aspects and staff assurance, while

variations in perception are influenced more by age and travel type than by sex.

**Limitations of the Study.** This study has several limitations that should be considered when interpreting the results.

First, the study is limited to respondents from Guimaras Island only, which restricts the generalizability of the findings to other tourism destinations in the Philippines or beyond. Second, the study utilized a non-probability sampling approach, which may limit representativeness and introduce selection bias. Third, the data were based on self-reported perceptions of respondents, which may be influenced by subjectivity, recall bias, or personal expectations at the time of data collection. Lastly, the study focused solely on service quality perceptions and did not include actual behavioral outcomes such as revisit intention or word-of-mouth recommendation, which could provide a more comprehensive understanding of tourist satisfaction.

**Recommendations for Future Research.** In light of the findings and limitations of the present study, several directions for future research are suggested. To strengthen the representativeness of results, subsequent investigations may employ probability sampling techniques that allow for broader generalization across traveler populations. Expanding the scope of inquiry to include other tourist destinations in the Philippines would also provide opportunities for comparative analysis, enabling researchers to identify regional variations in service quality and highlight best practices across diverse tourism contexts.

Beyond methodological refinements, future studies should incorporate additional outcome variables such as tourist satisfaction, loyalty, revisit intention, and word-of-mouth behavior. These measures would provide a more comprehensive understanding of how perceived service quality translates into behavioral outcomes that sustain destination competitiveness. A mixed-methods approach is

likewise recommended, combining quantitative surveys with qualitative techniques such as interviews or focus groups. This integration would yield richer insights into traveler experiences, capturing nuances that structured questionnaires may overlook.

Finally, further research may explore moderating variables such as travel motivation or frequency of travel, which could influence how service quality is perceived across different traveler segments. Examining these factors would deepen the analysis of demographic influences and provide more targeted implications for tourism management. Collectively, these recommendations underscore the need for more robust, comparative, and multidimensional approaches to studying service quality in Philippine tourism, thereby advancing both scholarly understanding and practical strategies for destination development.

**Author contributions.** This study was solely conceptualized, designed, and written by the author. All research requirements, including data collection, analysis, and interpretation, as well as the preparation and completion of the manuscript, were independently undertaken by the author without external assistance.

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**Data availability statement.** All data supporting the findings of this study are included within the manuscript and its supplementary materials.

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