

**LEVEL OF SERVICE QUALITY OFFERED BY OIKO'S PEACE AND
WELLNESS GARDEN**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bijar, Bohol**

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WELLNESS GARDEN**

A Thesis Presented to
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Department of Hospitality Management and Industrial Technology
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In Partial Fulfillment
of the Requirements for the Degree of
BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

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APPROVAL SHEET

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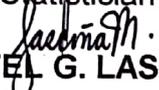
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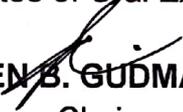
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ABSTRACT

This study primarily aimed to determine the level of service quality offered by oikos peace and wellness garden. Specifically, it aimed the demographic profile in terms of; age, gender, and status. And the level of satisfaction in oikos as perceived by the tourists in terms of; assurance, responsiveness, reliability, tangibility, empathy.

This research study utilized the descriptive method of research. The gathered data were statistically interpreted using simple percentage and weighted mean.

Based on the findings of the study, mostly 21-30 years old visited oikos peace and wellness garden and majority were female and married. Moreover, all the local tourist were very satisfied during their visit in oikos peace and wellness garden from assurance, responsiveness, reliability, tangibility and empathy. It can be said that oikos peace and wellness garden is a premier destination to enjoy their holidays and trips. This is due to the fact that oikos has a potential in terms of tourism. That the local tourist in Bilar are agree in all terms of service offered.

The study recommended that the employees of the establishment will undergo training in order to provide good service to the guest, and the establishment will conduct training for their employees, and the establishment will look for utility personnel, and the establishment will look for enough employee to serve during operating hours.

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Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Tourism is an important of the Philippine economy. The country is known for having its rich biodiversity as its main tourist attraction. These includes its beaches, heritage towns and monuments, mountains, rainforests, islands and diving spots are among the country's most popular tourist destinations.

Bohol is one of the most visited destinations in the Central Visayas region of the Philippines. These islands provinces offer breathtaking spots for history buffs, beach lovers, and adrenaline junkies. Tourist are surely enjoying every second of their stay and love the diversity that Bohol offers.

However, encountering problems is one of the biggest challenges in the establishment especially when it comes to satisfaction of customer. It is an undeniable fact that tourist is increasingly demanding and that is not a simple task to satisfy all their needs. Unfortunately, only a few academic studies have focused directly on satisfaction among tourists. According to Zabkar et al. (2010), studies on satisfaction in the tourist industry have always had several difficulties on conceptual and practical grounds. As such, the determinants of tourist satisfaction and the consequences need to be further explored. Furthermore, customer service in today's world is an essential part of a company. With the increasing competition among all industries, the challenge is to deliver high-quality products accompanied

by great customer service. Customer satisfaction should be considered a vital component of any business because it provides marketers and business owners with a metric that can be used to measure and improve business performance from a customer perspective. Not only is it leading indicator of consumer repurchase intentions and loyalty, but it is also a great way to understand if they will become long term repeat customers or even advocates. On the other hand, it can also provide the initial warning signs that a customer is unhappy and potentially at risk of leaving. With all this considered, customer satisfaction can provide businesses with crucial information to understand what aspects are successful and where improvements need to be made.

One of the destinations in Bilar is the Oikos Peace and Wellness Garden. It is a conservation, biodiversity, wellness, and include spiritually garden where the production system promotes the safe food, and, a medicine as well. Since health is valued as wealth and our planet need a sustainable global village like the Oikos Peace and Wellness Garden. This tourist scene is located at Sitio Lagiqliw, Barangay Zamora, Bilar, Bohol.

With this the researchers explore potential problem encountered by Oikos Peace and Wellness Garden and assess the establishment through the response of the participants. Thus, contribute in the promotion of local tourism in the town of Bilar, Bohol.

Literature background

Tourist satisfaction is an important strategic weapon on which success of a tourist destination is dependent. It is a commonly held view that tourist satisfaction is the key to success of the tourism industry (Sadeh et al., 2012)

To strengthen the importance of this study, it is anchored on theories and legal basis to put more emphasis on the significance of the results as reflected in the theoretical and conceptual framework of this study.

The first theory that supports this study is the Expectation theory by Oliver, Richard L. (1996), (also commonly known as Expectancy-Disconfirmation Theory). The widely accepted theory concerning customer satisfaction processes. The theory holds the satisfaction/dissatisfaction results from a customer's comparison of performance (of a product or service) with predetermined standards of performance. According to the view, the predetermined standards are the customer's predictive expectations. Three possible outcomes of the comparison are possible. Positive disconfirmation occurs when performance is perceived to be better than predetermined expectations. In this scenario, customer is delighted. Zero disconfirmation occurs when performance is perceived to be exactly equal to expectations-customers are likely to be satisfied. Finally, negative disconfirmation occurs when performance is lower than expectations.

Another theory which supports this study is the Customer Theory by Daniel Burstein (2012). Many marketers have latched onto A/B testing as a way to improve marketing results. However, to really drive sustainable returns, you must look past a test that simply tells you to use the red button instead of the blue button,

and instead see what split testing is teaching you about your customers. The Customer Theory is an understanding of the customer that enables us to more accurately predict the total response to given offer.

In the Customer Service Theory by Nicky Lamarco (2018). Explained, customer service theories and models are all about attracting customers and keeping them with your business. The history of customer service is almost as old as the history of business itself. In fact, it was at the center of the ideas of the father of economics himself, Adam Smith. In his 1776 book, *The Wealth of Nations*, he stated that customer service is the very foundation of the concept of competition. If a manager or the owner of a firm wants his business to succeed, then he must meet the customer's need. The customer needs to be involved in the business and must obsess over it.

The succeeding legal bases are which the study was anchored to pertinent provisions of Republic Act No. 9446 an Act Declaring the province of Bohol as an Eco Cultural Tourism Zone. This act declares the province of Bohol as a national tourism zone.

It further protects and enhance the natural features and cultural heritage of the tourism zone, while providing sustainable economic opportunities for the local community; The Department of Tourism and its attached agencies are providing necessary technical and beneficial assistance for the development of tourism infrastructure and skills development in the Province of Bohol while endeavoring, when practicable, to promote the tourism zone, both locally and internationally.

The Republic Act No. 9593 otherwise known as Tourism Act of 2009.

The act declares that tourism as an engine of investment, employment, growth and rational development and strengthening the department of tourism and its attached agencies are effectively and efficiently implement certain policy. The section 6 of this law provides the department powers and functions to support, advance and promote the protection, maintenance and preservation historical, cultural and natural endowments, in cooperation with appropriate government agencies and the private sector. Hence, the government with the cooperation of the tourism sector, create a regulation to restart the operation of the hospitality industry, develop a new way of operation and strategies in order to attain the goals, sustainability, and continue the movements of the tourism industry that will generate more employments and the step to recover of any problem and promotes and help to develop ecotourism here in Bilar and spread the benefits of tourism.

Republic Act No. 10816 or known as the "Farm Tourism Development Act of 2016 provide the development and promotion of farm tourism in the Philippines. The State promote environment-friendly, efficient and sustainable farm practices; provide alternative recreation facilities and farm tourism activities for families, students and other clientele; and promote health and wellness with high-quality farm-produced food. Maximize the combination of agriculture and tourism to provide the policy and enable environment for the encouragement, development and promotion of farm tourism in the country.

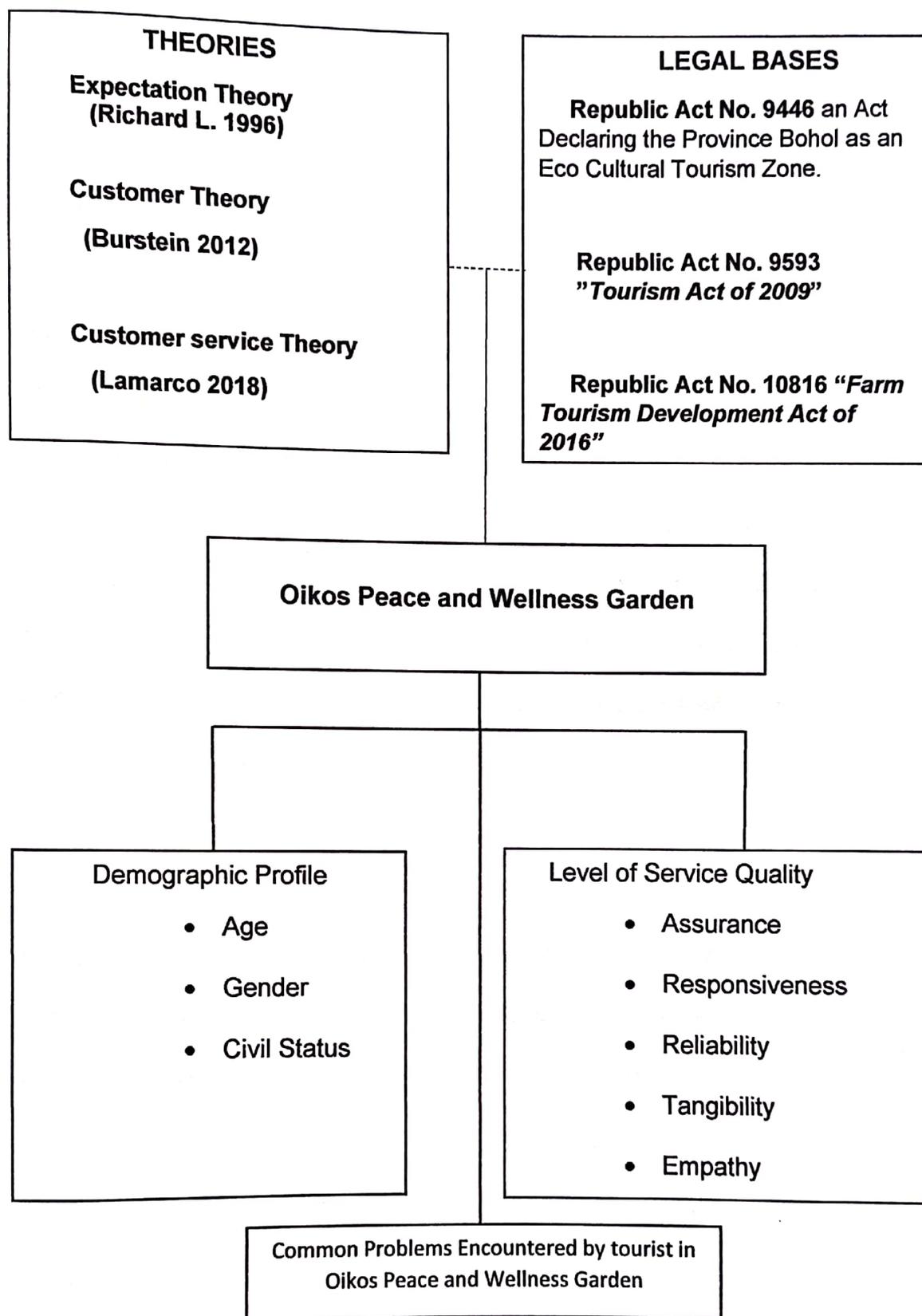


Figure1. Conceptual and Theoretical Framework of the Study

According to (Sharpely 2001), tourism has become one of the fastest growing industries and it is a social phenomenon of major importance. There is an increasing number of studies involving satisfaction a psychological outcome either in hospitality, travel, recreation, or tourism (Kozak and Rimmington, 2000). The result of their study they found that destination attributes such as overall value for money, quality standard of accommodation, level of service at accommodation feelings of safety and security, hospitality, cleanliness, hygiene and sanitation, and quality and variety of food had the greatest impacts on the three dependent variables. The availability or lack of facilities and activities such as sports and shopping, nightlife and entertainment, daily tours to other main resorts and attractions, and the variety of attractions had both the weakest impact and lowest satisfaction scores. The extent to which respondents were satisfied overall also is significant in terms of their future behavior.

There are many factors affecting satisfaction. Satisfaction can be determined by subjective and objective factors. Subjective factors are such as attitudes, emotions, involvement and so on while objective factors are such as product, service quality, features and the like. This shows that satisfaction determinants are very broad due to its range of variables.

Satisfaction involves both intellectual and emotional response. In addition, according to Zeithaml and Bitner (2000), satisfaction is defined as after-purchase evaluation and emotional recognition of the completed purchasing process. Toy et al. (2002) defined satisfaction as the positive perceptions or feelings which and individual forms, elicits or gains as a result of engaging in leisure and activities and

choice. It is the level to which one is presently content or pleased with her/his general leisure experiences and situations. This positive feeling of contentment results from the satisfaction of felt or unfelt needs of the individual.

The primary purpose of measuring and explaining customer satisfaction is to understand how well suppliers at a particular destination recognize and respond to the needs of its visitors, and to identify which elements of the destination's offer need improvement. Indeed, tourists' comments, complaints and suggestions are invaluable source of ideas for improvements and innovations. For these reasons, satisfaction is viewed as an important research topic by both practitioners and academics (Xia et al., 2009). The result of the study is the most important one is whether tourists travel alone or in groups. They found out that tourist travelling in a group of 3-4 people are more satisfied. In addition, tourists traveling for leisure purposes, to explore new place, taste local gastronomy and meet new people are more satisfied. Another observation is that satisfaction is affected mainly by actions and features associated with the personal interests of tourists, the so-called active activities (food, fun, hanging out with friends, sports, etc.) on the other hand, loyalty is affected by actions elements, etc. In addition, estimated (value for money) for the offered tourist product, is the second most important factor affecting the overall assessment of satisfaction and loyalty.

Service quality is an approach to manage business processes in order to ensure full satisfaction of the guest/ costumers and quality in service provided. It works as antecedent of guest satisfaction. If expectations are greater than performance, then perceived quality is less than satisfactory and hence guest

essentials attitude in some countries in the world to serve every customer individually. It is also a great process to satisfy customers psychologically and increase confidence, trust, and loyalty. The company might lose its customers due to lack of empathy inside the employees; therefore, they need to ensure compassion.

THE PROBLEM

Statement of the Problem

The main objectives of this study was to determine the level of service quality offered by the Oikos Peace and Wellness Garden.

Specifically, it sought to answer the following questions:

- 1.) What is the demographic profile of the respondents in terms of
 - 1.1 age;
 - 1.2 gender; and
 - 1.3 civil status?
- 2.) What is the level of satisfaction in Oikos as perceived by the tourist in terms of?
 - 2.1. assurance;
 - 2.2. responsiveness;
 - 2.3. reliability;
 - 2.4. tangibility; and
 - 2.5. empathy?
- 3.) What are the problems encountered by the tourists with their experience in Oikos Peace and Wellness Garden?

Significance of the Study

The result of the study would be beneficial to the following:

Owner of the establishment/Establishment. This study would help the establishment determine the problems and also to provide solution to strengthen customer loyalty.

Customers. This study would help them to express their opinion, suggestions, and complaints regarding the service quality for development.

Community. It helps locals to have job to the livelihood in the place creates growth in progress in to be not only by local, Province or even World Wide.

Future Researchers. This study would give additional learning and information in the field of educational research. The results of this study would help for the future researchers as a reliable source.

RESEARCH METHODOLOGY

Design

The study employed the descriptive research design using a survey questionnaire as a tool in gathering data. The researchers attempt to collect quantifiable information for statistical analysis of the customer satisfaction of Oikos Peace and Wellness Garden.

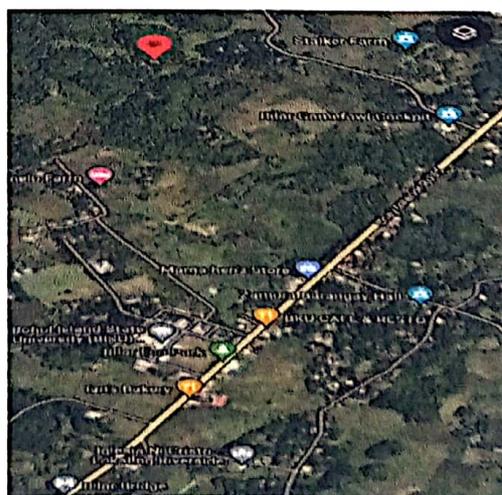
Environment and Participants

The study was conducted in town of Bilar, particularly at the Oikos Peace and Wellness Garden situated at sitio Lagiwiw. The tourist establishment is a conservation, biodiversity, wellness, and spiritually garden where the production system promote safe food and safety environment. Oikos is located in Zamora Bilar Bohol specifically at sitio Lagiwiw, the place is surrounded by diversified plants which make it unique and the place is so quiet and suitable for people who needs rest and peace of mind because of its calm and peaceful ambiance which makes someone feel back to the nature again.

The participants of this study were tourists who have visited Oiko's Peace and Wellness Garden. The researchers had identify thirty (30) local tourist visiting the Oikos peace and wellness garden. The selection of participants was employed selected convenient sampling.



(<https://en.wikipedia.org/wiki/Bilar.Bohol>)



(www.Google Map.com)

Figure 2. Map of Bilar

Instruments

The researcher used a modified SERVQUAL questionnaire on determining the level of Service quality offered to the local tourist of Oikos peace and wellness garden and the level of customer satisfaction as a means of gathering the data.

The questionnaire underwent a series of revision and pilot testing for the verification and validation before conducting. The survey questionnaire was prepared based from standardized questionnaire from (Berry, Zeithaml and Parasuraman, 2010). The modified survey of questionnaire underwent pilot testing to obtain reliable and valid data.

The common problems encountered by tourist of Oikos Peace and Wellness Garden was done through interview during the gathering of data, due to the employees of oikos is still studying.

Procedure

To conduct a study on determining the level of service quality offered by Oikos Peace and Wellness Garden, the researchers asked permission from the Campus Director with the recommendation of the Dean of College and Technology and Allied Sciences. Then the researchers proceeded in visiting the tourist establishment in Bilar to conduct the survey.

The researchers followed and implemented strictly the health and safety protocols such as social distancing during the survey and wearing of facemask as well.

Statistical Treatment

The data gathered were tabulated, interpreted and analyzed in order to norm of occurrence through the simple percentage of computations. To identify the demographic profile of the respondents, the percentage formula is employed. The formula is

$$P (\%) = \frac{f}{n} \times 100$$

P (%) = Percentage

f = Frequency

n = Total no. of responses

To determine the level of problems, the formula is

$$WM = \frac{4(f_4) + 3(f_3) + 2(f_2) + 1(f_1)}{n}$$

WM = weighted mean

n= total number of respondents

f_4 = frequency of response for VS

f_3 = frequency of response for S

f_2 = frequency of response for D

f_1 = frequency of response for VD

Scoring Mode

As a guide to data interpretation, the scoring mode for the different mean of the tourist shown below.

Numerical Rating	Range	Description	Descriptive Interpretation
4	3.26 – 4.0	VS – Very Satisfied	-You are in agreement with the statement to a very high extent
3	2.51 – 3.25	S – Satisfied	-You believe that statement is true to some extent.
2	1.76 – 2.50	D – Dissatisfied	-You believe that statement is not true to some extent.
1	1.00 – 1.75	VD – Very Dissatisfied	-You totally not agree with the statement.

DEFINITION OF TERMS

To ensure better understanding of terms, the following words were operationally defined.

Assurance. It is the management of customer expectation and ensures that we are a quality product and service as seen by the customers.

Empathy. The ability to understand and share the feelings of another.

Local tourist. It refers to the local travelers live inside in the Bilar town or definitely a bonafide Filipino citizen.

Oikos Peace and Wellness Garden. It is a conservation, biodiversity, wellness and include spiritually garden, where the production system promotes the safe food, likewise a medicine

Reliability. The ability to perform the promised service safety and accurately.

Responsiveness. The quality of reacting quickly and positively.

Service. This is the action of helping or doing works, it is also an act of assistance or advice given to customers during and after their visit.

Servqual. It is a multi-dimensional research system that represents a customer satisfaction framework to satisfy customer and stakeholders.

Tangibility. A combination of tangible and intangible elements, such as natural, cultural and manmade resources, attractions, facilities, services and activities around a specific center of interest which represents the core of destination.

Tourist. Person who is travelling and visited the place for pleasure.

Tourist Satisfaction. It is defined as a satisfaction with a destination as the degree to which a tourist's assessment of the attributes of that destination exceed his or her expectations for those attributes.

Chapter 2

PRESENTATION OF DATA AND ANALYSIS OF FINDINGS

This chapter deals with the presentation, analysis and interpretation of the data collected through the modified survey questionnaire adopted from SERVQUAL. The survey questionnaire was the instrument used in obtaining the answer of the thirty (30) respondents who visited Oikos PWG. The study was conducted in the period of the month of November 2022.

The following table illustrated the response of the respondents on the problem of the study which include the profile of the respondents in terms of age, gender, civil status, and the level of satisfaction in Oikos as perceived by the tourists.

Bilar destinations are promising and unforgettable in terms of beauty and quality which made Bilar shine. Through is natural beauty of nature in the form of Spring, Falls, and lush Forest make a place beautiful and a scenery. Likewise, an asset of the place to become popular.

Table 1 showed the demographic profile of respondents in terms of age, gender, civil status. Majority of the respondents belongs to 21-30 age bracket with the highest rating of 30% and the lowest rating was obtained by the age bracket of 61-70 with 3 %. Out of 30 respondents, 17 were females and obtain 57% while 13 were males with the rating of 43%. With regards to the civil status, married got the highest percentage (60%) and the lowest was obtained by the widow status and got a lowest percentage of 3%.

Table 1
Profile of the Respondents
n=30

PROFILE		FREQUENCY (f)	PERCENT (%)
Age	61-70	1	3
	51-60	5	17
	41-50	8	27
	31-40	4	13
	21-30	9	30
	10-20	3	10
	Gender	Male	13
Female		17	57.0
Civil Status	Single	11	37.0
	Married	18	60.0
	Widow	1	3

Quality service is a measure of how an establishment delivers its services compared to the expectations of its customer. Quality service is an important part of any kind of business. Quality service can increase an establishments profits and reputation. Service quality can have a direct impact to any business to satisfy customer needs while remaining competitive.

The succeeding table 2.1 presents the level of quality service offered by Oikos Peace and Wellness Garden as perceived by tourist. In terms of assurance, it obtained a weighted mean of 3.45 and interpreted as "Very Satisfied".

Furthermore, it was described as they 'they agreed with statement with a very high extent'. However, items on the assurance "A detailed experienced and competent tour guidance was provided to facilitate visit to the tourism destination" got the highest weighted mean of 3.90, while the item "staff knowledgeable and skilled" got the lowest weighted mean of 3.23. However, almost all were interpreted as "Very Satisfied". This implied that the personnel and staff in the establishment were knowledgeable on what are they doing.

Table 2.1

Assurance

n=30

Items	WM	DI	Rank
Assurance			
Served by well-trained, customer-oriented personnel	3.33	VS	4
The level of service quality reinforces confidence in the service provided	3.40	VS	4
A detailed, experienced and competent tour guidance was provided to facilitate my visit to the tourism destination	3.90	VS	4
Staff communicated fluently and in an understandable manner	3.40	VS	4
Staff knowledgeable and skilled	3.23	S	3
Average Weighted Mean	3.45	VS	

In terms of responsiveness, then table 2.2 shows that it obtained a weighted mean of 3.24 and interpreted as "Satisfied". It was described as "They believe that statement is true to some extent". However, item on responsiveness "Willing to

help” got the highest weighted mean of 3.40 and was interpreted as “Very Satisfied”. It was described as “they agreed with the statement to a very high extent”. Meanwhile, both the items “Staff consistent courtesy” and “Staff showed a sincere interest in problem-solving” got the lowest weighted mean of 3.17 and was described “Satisfied”. Moreover, all items were interpreted as “Satisfied” except item on minimize to help. This implied that the personnel and staff in the establishment were facilitative.

Table 2.2

Responsiveness

n=30

Items	WM	DI	Rank
Responsiveness			
Staff showed a sincere interest in problem-solving	3.17	S	3
Willing to help	3.40	VS	4
Staff consistent courtesy	3.17	S	3
Understanding of guests' need	3.23	S	3
Average Weighted Mean	3.24	S	

In terms of reliability, the table 2.3 shows that it obtained a weighted mean of 3.23 and interpreted as “Satisfied”. Furthermore, it was described as “They

believe that the statement is true to some extent". However, item in reliability "Provision of service right" got the highest weighted mean of 3.37 and was described "Very Satisfied". While the item "Prompt service", got the lowest weighted mean of 3.10 and was described as "Satisfied". Moreover, more items were interpreted as "Satisfied". This implied that the personnel and staff in the establishment were credible in providing their service to the customer.

Table 2.3

Reliability

n=30

Items	WM	DI	Rank
Reliability			
Provision of exact service	3.17	S	3
Completion of promise tasks	3.30	VS	4
Careful service	3.20	S	3
Provision of service rights	3.37	VS	4
Prompt service	3.10	S	3
Average Weighted Mean	3.23	S	

In terms of Tangibility, the table 2.4 shows that it obtained a weighted mean of 3.28 and interpreted as "Very Satisfied". Furthermore, it was described as "They agreed with the statement to a very high extent". However, item on tangibility "The place is suitable for a picnic" got the highest weighted mean of 3.43, while the item "Cleanliness of the restrooms", got the lowest weighted mean of 3.13. Data from

the table revealed that most of the item were interpreted as "Very Satisfied". This implied that the destination provides facilities and materials needed by the visiting tourist in the establishment.

Table 2.4

Tangibility
n=30

Items	WM	DI	Rank
Tangibility			
The place is suitable for a picnic	3.43	VS	4
The facilities were appealing and in good design	3.27	VS	4
Staff are neat and professional	3.40	VS	4
The tourism destination is designed well and in high quality standards	3.20	S	3
Cleanliness of the rest room	3.13	S	3
Proper waste disposal	3.27	VS	4
Average Weighted Mean	3.28	VS	

In terms of empathy, the table 2.5 shows that it obtained a weighted mean of 3.15 and interpreted as "Satisfied". Furthermore, it was described as "they believe that the statement is true to some extent". However, items in empathy, "Pleasant and friendly personnel provided services offered" and "Personnel safety is a major aspect in every service provided", both got the highest weighted mean

Chapter 3

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter deals with the summary of the study, discussion of the findings, and conclusions drawn and recommendations made as an outgrowth of this study based on the gathered data, which were analyzed and interpreted in the preceding chapter.

Summary of Findings

The study was conducted in Bilar Bohol, where the Oikos Peace and Wellness Garden located. The main purpose of this study is to determine the level of service quality offered by Oikos Peace and Wellness Garden. Specifically, it sought to find out the profile of the respondents in terms of age, gender, civil status, and the level of service quality offered in terms of assurance, responsiveness, reliability, tangibility, and empathy.

The researchers followed official protocols in obtaining the data. The subject of the study was composed of 30 local tourists in Bilar who have visited Oikos Peace and Wellness Garden. The descriptive survey method was employed with an aid of the questionnaire.

After the data were analyzed and interpreted the researchers came up with the following findings;

I. Demographic Profile of the Respondents

This study revealed that the 30 respondents who visited in Oikos Peace and Wellness Garden establishments were mostly 21-30 years old range. Majority of the respondents were female and married.

II. Demographic Profile of the Establishment

The Oikos Peace and Wellness Garden in Bilar operated from 11-20 years that means they operated more than a decade. Moreover, Oikos had only 1-5 employees both part time and on call. This happens because of the owner wants to help indigent student of our school to have parttime and to be part of Oikos Peace and Wellness Garden.

III. Level of Service Quality Offered

In terms of service quality offered, all of the local tourist were very satisfied during their visit in Oikos Peace and Wellness Garden.

Assurance means creating trust and credibility for the customers. Based on the results, the local tourist customers are very satisfied. Responsiveness refers to the eagerness to assist customer with respect and provide quick service to satisfy. The researchers found out customers are all satisfied. Reliability an essential dimension of the servqual model that confirms the capacity to provide services exactly on time and credibility. Based on the research, the customers are all satisfied. Tangibility this represents the physical facilities, employee's appearance equipment, machines, and information system. The researchers found out that customers are very satisfied. Empathy focusing on the customer

attentively to ensure caring and distinguishing services. The researcher found out that customers are very satisfied.

Conclusions

Based on the findings of the study, the researcher comes up with the following conclusions:

It can be said that Oikos PWG is a premier destination to enjoy their holidays and trips. This is due to the fact that Oikos has a high potential in terms of tourism. That the local tourist in Bilar are agree in all terms of service offered.

The common problem encountered by tourists about the establishment is lack of regular employees to facilitate during their visit.

Recommendations

Based on the data analysis and findings, the researchers arrived with the following recommendations.

1. Employees of the establishments will undergo training in order to provide good service to the guest.
2. The establishments will conduct training for their employee.
3. The establishment will look for enough employee to serve during operating hours.

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APPENDICES

APPENDIX A

LETTERS



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 Zamora, Bilar, Bohol



Vision: A premier S & T university for the formation of a world-class and virtuous human resource for the sustainable development in Bohol and the country.

Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

COLLAGE OF TECHNOLOGY AND ALLIED SCIENCES (CTAS)

MARIETA C. MACALOT, Ph.D.
 2021
 Campus Director

October 13,

Madame:

Good day!

The undersigned are fourth year college student taking up Bachelor of Sciences in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, **"LEVEL OF SERVICE QUALITY OFFERED BY OIKOS PEACE AND WELLNESS GARDEN"** as a requirement for graduation.

In this connection, we would like to request permit from your office to conduct this study.

Thank you and more power.

Respectfully yours,

REMART S. ESPINA
JACEL P. PANSACALA
MARK C. SARONG

Noted By:

MARIFEL G. LASCONIA
 Thesis Adviser

Recommending Approval:

ARLEN B. GUDMALIN, Ph.D.
 Dean

Approved By:

MARIETA C. MACALOT, Ph.D.
 Campus Director



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
 College of Technology and Allied Sciences
 Zamora, Bilar, Bohol



October 13, 2021
 Date

Thesis Committee Member
 Madam/Sir:

The undersigned has the honor to request your approval as member of the committee for the thesis of the undergraduate students as their requirements of the degree BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT.

TITLE
LEVEL OF SERVICE QUALITY OFFERED BY OIKOS PEACE AND WELLNESS GARDEN

The candidate has been instructed to have consultation with you about the above title. Kindly make the necessary recommendations to have a successful research output.

Thank you for your assistance on this matter.

Very truly yours,

NELIA Q. CATAYAS
 Chairperson, DHMIT

CONFORME:

Name of Faculty	Committee	Signature
1. MARIFEL G. LASCOÑA	Adviser	_____
2. HERBERTO PIOLLO	Statistician	_____
3. HERSHY LOU M. CABIG	Internal Expert	_____
4. JOSE P. TRAVERO	External Expert	_____
5. MAE P. BAS	Editor	_____



COVER LETTER OF THE QUESTIONNAIRE

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Bilar Campus
Zamora, Bilar, Bohol

Dear Respondents,

Greetings!

The undersigned students of Bohol Island State University BISU Bilar Campus with the course of Bachelor of Science in Hospitality Management is conducting a research entitled "Level of Service Quality By Oikos Peace and Wellness Garden:".

Any information and idea that you will share through this questionnaire is a valuable input in achieving the objectives of this research. As your answers shall be handled with outmost confidentiality.

We sincerely request your cooperation by answering the questionnaires honestly.

Thank you very much.

Respectfully Yours,

Remart S. Espina
Jacel P. Pansacala
Mark C. Sarong

APPENDIX B
QUESTIONNAIRE

**LEVEL OF SERVICE QUALITY OFFERED BY OIKOS PEACE AND
WELLNESS GARDEN**

Customer Satisfaction survey questionnaire

Direction: this questionnaire will take about 3-5 minutes to fill out. Please mark your answers clearly with a check (✓). These answers will help to the establishment to improve the service and product in a better way by identifying problems or areas that need to be improved. We highly appreciate your participation and want to remind you that all your answers will be handled with absolute confidentiality.

Name (optional): _____

Age: () 18-25 () 26-35 () 36-45 () 46-55 () 56-65

Gender: Female: Male:

Civil Status: () Single () Married () Widow () Separated

RATING SCALE:

DESCRIPTION:

- | | |
|----------------------|--|
| 4- Very Satisfied | - You are in agreement with the statement to a very high extent. |
| 3- Satisfied | - You believe that statement is true to some extent. |
| 2- Dissatisfied | - You believe that statement is not true to some extent |
| 1- Very Dissatisfied | - You totally not agree with the statement. |

Assurance	1	2	3	4
Served by well-trained, customer-oriented personnel.				
The level of service quality reinforces confidence in the service provided.				
A detailed, experience and competent tour guidance was provided to facilitate my visit in the tourism destination.				
Staff communicated fluently and in an understandable manner.				
Staff knowledgeable and skilled.				

Staff communicated fluently and in understandable manner.					
Responsiveness					
Staff showed sincere interest in problem solving.					
Willing to help.					
Staff consistent courtesy.					
Understanding of guests need.					
Reliability					
Provision of exact service.					
Completion of promise tasks.					
Careful service					
Provision of service right					
Prompt service					
Tangibility					
The place is suitable for picnic.					
The facilities were appealing and in good designs.					
Staff are neat and professional.					
The tourism destination is designed well and in high quality standards.					
Cleanliness of the rest room.					
Proper waste disposal					
Empathy					
Personal safety is a major aspect in every service provided.					
Convenient operating hours.					
Pleasant and friendly personnel provided services offered.					
Personal safety is a major aspect in every service provided.					

APPENDIX C
RAW DATA

Demographic Profile of the Respondents

Respondents No.	Age	Gender	Civil status
1	25	male	single
2	28	female	married
3	21	male	single
4	41	female	married
5	18	male	single
6	20	female	single
7	44	female	single
8	22	male	single
9	47	male	married
10	35	female	married
11	42	male	married
12	52	male	married
13	53	female	married
14	20	female	single
15	28	female	widow
16	51	female	married
17	55	female	married

18	23	female	single
19	58	male	married
20	45	male	married
21	39	female	married
22	45	female	married
23	40	female	single
24	22	male	single
25	38	female	married
26	46	female	married
27	28	female	married
28	22	male	married
29	41	male	married
30	22	male	married

N=30

Legend:

AGE

1= 10-20

2= 21-30

3= 31-40

4= 41-50

5= 51-60

6= 61-70

GENDER

1= Male

2= Female

CIVIL STATUS

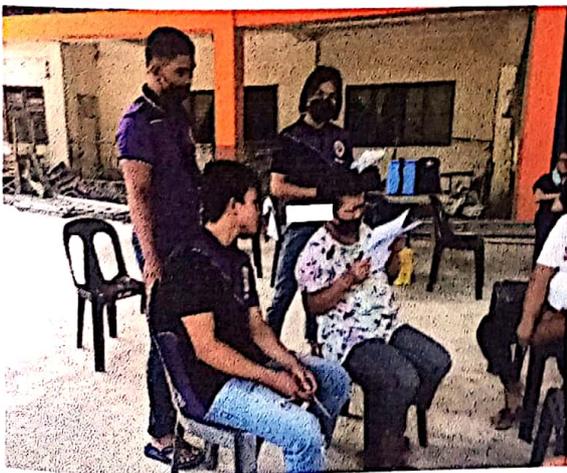
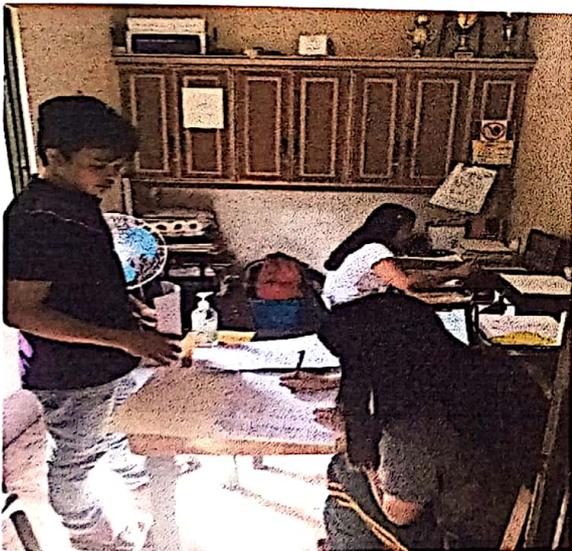
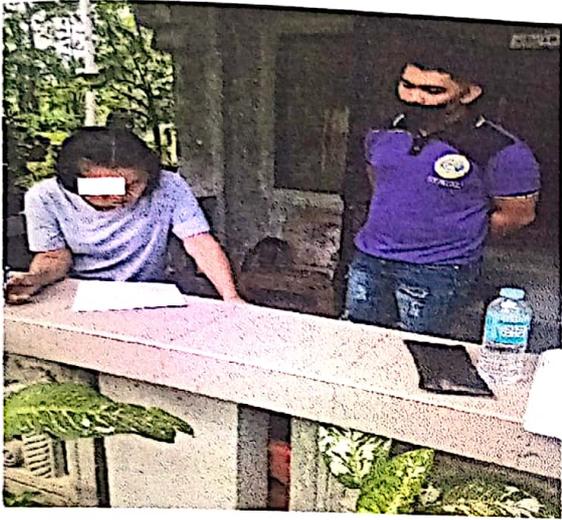
1= Single

2= Married

3= Widow

4= Separated

APPENDIX D DOCUMENTARY PICTURES



RESEARCHERS BIODATA

I. PERSONAL BACKGROUND

Name : Remart S. Espina
 Address : Cabacnitan, Bilar, Bohol
 Birthdate : September 12, 1999
 Birthplace : Cabacnitan, Bilar, Bohol
 Civil status : Single
 Age : 22
 Father's Name : Ronaldo G. Espina
 Mother's Name : Rosela S. Espina



II. EDUCATIONAL BACKGROUND

Elementary : Cabacnitan Elementary School
 : Cabacnitan, Bilar, Bohol
 : S. Y 2011-2012
 Secondary Junior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S.Y 2015-2016
 Secondary Senior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S. Y 2017-2018
 College : Bohol Island State University
 : Zamora, Bilar, Bohol

III. ACHIEVEMENT

: Cookery NCII Holder
 : Housekeeping NCII Holder
 : Bread & Pastry NCII Holder

RESEARCHERS BIODATA

I. PERSONAL BACKGROUND

Name : Jacel P. Pansacala
 Address : Lapaz Carmen Bohol
 Birthdate : December 16, 1996
 Birthplace : Lapaz, Carmen, Bohol
 Civil status : Single
 Age : 25
 Father's Name : Lucilo A. Pansacala
 Mother's Name : Evangeline E. Pansacala



II. EDUCATIONAL BACKGROUND

Elementary : Lapaz, Elementary, School
 : Lapaz, Carmen, Bhol
 : S.Y. 2008-2009
 Secondary Junior : Katipunan, National High School
 : Katipunan, Carmen, Bohol
 : S.Y. 2012-2013
 Secondary Senior : Badiang, National High School
 : Badiang, Anda, Bohol
 : S.Y. 2017-2018
 College : Bohol Island State University
 : Zamora Bilar Bohol

III. ACHIEVEMENT

: Cookery NCII Holder
 : Housekeeping NCII Holder
 : Bread & Pastry NCII Holder

RESEARCHERS BIODATA

I. PERSONAL BACKGROUND

Name : Mark C. Sarong
 Address : Cabacnitan, Bilar, Bohol
 Birthdate : May 28, 1999
 Birthplace : Cabacnitan, Bilar, Bohol
 Civil status : Single
 Age : 22
 Father's Name :
 Mother's Name : Juana Sarong



II. EDUCATIONAL BACKGROUND

Elementary : Cabacnitan Elementary School
 : Cabacnitan, Bilar, Bohol
 : S.Y. 2011-2012
 Secondary Junior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S.Y. 2015-2016
 Secondary Senior : Bilar National High School
 : Yanaya, Bilar, Bohol
 : S.Y. 2017-2018
 College : Bohol Island State University
 : Zamora, Bilar, Bohol

III. ACHIEVEMENT

: Cookery NCII Holder
 : Housekeeping NCII Holder
 : Bread & Pastry NCII Holder