

**THE PERCEIVED ROLE OF BRANDING TOWARD GUESTS'
REPETITIVE VISITS AND MARKETING STRATEGY EFFECTIVENESS OF
MABUHAY ACCOMMODATIONS**

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**In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Hospitality Management**

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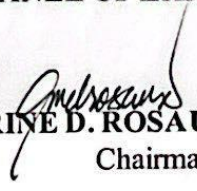
APPROVAL SHEET

In partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management, this thesis entitled “(The Perceived Role Of Branding Toward Guests’ Repetitive Visits And Marketing Strategy Effectiveness Of Mabuhay Accommodations)” has been prepared and submitted by (Villanueva, Jerry Jr. A Martir, Ryan Voltaire, Oracion, John Lyod), has been examined and is recommended for acceptance and approval for oral examination.


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THESIS ABSTRACT

Title : The Perceived Role of Branding Toward Guests' Repetitive Visits and Marketing Strategy Effectiveness Of Mabuhay Accommodations

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The vital role of branding toward guests' behavior and marketing strategy is immensely prevalent in the hospitality sector in today's extremely competitive business landscape. This study aimed to examine the perceived effectiveness of branding towards guests' repetitive visits and marketing effectiveness. This study was accomplished from the seven (7) DOT-accredited establishments of Mabuhay Accommodations. Utilizing a descriptive inferential and correlational approach, this quantitative research design was carried out with 191 respondents through a purposive random sampling technique. Each respondent was equally distributed using a 4-point Likert scale survey questionnaire. The data gathered from the survey were analyzed using relevant statistical tools: frequency and percentage distribution, mean and standard deviation, spearman Rho, and simple linear regression analysis. Findings from this study revealed a very high level of branding effectiveness among Mabuhay Accommodations, a very high level of customers' repetitive visits in terms of satisfaction, loyalty, and engagement, very high level of marketing

strategy effectiveness in terms of customer preference, brand affinity, and brand reputation; strong significant relationship between branding and marketing strategy; positive significant relationship between branding and customers' repetitive visits; positive significant impact of branding on the marketing strategies of Mabuhay Accommodations. Results from this study confirm a strong positive perceived role of branding towards guests' repetitive visits and the marketing strategy effectiveness of Mabuhay Accommodations. However, the scope of this paper was limited only to the Mabuhay Accommodations within Ozamiz City. Hence, it is recommended that future studies delve into a wider scope of covering the entire region X in Misamis Occidental.

Keywords: *branding, customers' repetitive visits, marketing strategy, accommodations, hospitality industry.*

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To the Almighty Father, for the constant guidance, strength, and resources that we needed from the beginning till the end of this study.

Researchers



DEDICATION

We dedicate this action research to the areas of knowledge that have not yet been fully explored, as to the people who have served as the cornerstone of our academic journey as we look toward the avenues of our future endeavors.

This paper is a dedication to our family, classmates, friends, and teachers for their constant support. Their unending support, selfless generosity, and faith in our abilities made this paper's completion possible.

Above all, the accomplishment of this study is dedicated to the Heavenly Father, who has provided us with strength, unending love, and wise guidance throughout this academic endeavor.

Jerry, Jr. A. Villanueva
Ryan Voltaire Martir
John Lyod Oracion



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INTRODUCTION

Branding plays a crucial role in shaping guests' repetitive visits as it precedes the overall effectiveness of marketing strategies employed by a certain business establishment, especially in the hospitality sector. As the service industry becomes more sophisticated, the intertwined roles of branding, guests' behavior, and marketing techniques under the spectrum of the marketing mix have become crucial and significant (Khan et al., 2020). The hotel sector has fully comprehended and come to terms with the importance of branding as a key element of its marketing plan. (Hultman et al., 2021). In this vein, the intense competition among hotel sectors has driven the ideology of building and incorporating strong brand names as an advantage against competitors (Xia et al., 2020). As a result, among hotel management, brands are frequently associated with marketing strategies and recognized as a vital aspect of increased customer engagement and income. In addition, creating brands as a strategic effort in the marketing sector is both an asset and a factor in the success of the establishment's reputation.

Hotel brands are more than just names since they create a strong liaison between the company and the customer and represent the consumer's experience with its organization (Sykimte, 2023). When choosing an accommodation, brand names reduce the risks of booking at an unbranded one and are thus considered an extremely important item by the guest in hotel selection (Liu & Hu, 2021). Accordingly, in creating brands, there are several vital terms that are associated, like the brand name, brand mark, and trademark. Brand names must be simple and easy to remember, consisting of words or letters that can represent the business's nature and its product offering (Giglio et al., 2020). Brand name



plays a significant role in influencing guest/tourist behavior, thus positively impacting the service industry landscape (Motoki et al., 2023).

Meanwhile, the brand mark is associated with the concrete distinction of a brand that presents the exclusivity of a product offering. The brand mark is a visual element beyond aesthetics (Taga, 2021). It delves into the specific ways in which the brand mark interacts with various aspects of branding, marketing, and customer behavior to offer an in-depth comprehension of its role in the success of a business.

On the other hand, a trademark is a brand or part of a brand that is protected (in that others may not use it) by law. It is a distinctive symbol, logo, word, name, or design legally registered and used to represent a company's products or services, distinguishing them from those of other businesses (Görgün, 2021).

Hotel branding as a marketing tactic is a key practice and is prominent in organizing international hotel businesses (Górska & Kulykovets, 2020). Relatively, the effectiveness of incorporating brand segmentation and brand positioning helps in captivating customers' hotel experience and satisfaction. Additionally, hotel owners have benefited from financial and organizational expansion and market segmentation made possible by using branding, which increases consumer loyalty and choice. Similarly, revealed by the case study of Sufi (2022) stipulated the three concepts (segmentation, positioning, and classification) as marketing techniques utilized by international hotels that attract customers and craft effective competitive advantage that retains a market share and improves sales. Noticeably, it is evident that effective branding is an essential component of the marketing plan among successful international hotel chains.



Another factor that determines the success of a business is the guests' repetitive visits. In the context of accommodation providers, a satisfied guest is more likely to return, indicating that the business has met or exceeded their expectations, which is a testament to the quality of service provided (Rather et al., 2021). In essence, the implications of guests' repetitive visits were also underscored by the study of Hassan and Soliman (2021), postulating that it is far beyond immediate financial gains, encompassing brand loyalty, positive word-of-mouth marketing, and continuous improvement.

In the Philippines, hospitality is both a tradition and an art (Edralin & Castillo, 2001, p. 36). Due to major tourism campaigns, government initiatives, and economic growth, the accommodation and service sector has become one of the most rapidly expanding industries (Mendoza, 2023). In response to the growing demand for hotel accommodations, the country's hospitality management continues to create innovative marketing schemes to upscale services. Accordingly, government efforts are reinforced by the resilient assistance of trade unions and industry associations, which empower the hotel sector to implement projects and programs that modernize and professionalize the industry as well as to institutionalize legislation, rules, and other government regulations that have an impact on the sector (Edralin & Castillo, 2020).

The globalized marketing landscape escalated the country's influence on adapting hotel chains. The hotel industry is expected to grow and sustain in the Philippines over the next five years. Hence, hotel chains continue to pursue their respective expansion projects that will eventually increase hotel accommodations among local hospitality services in the country (Hernandez, 2021).



In recent years, Ozamiz City, within the northwestern part of Mindanao province of Misamis Occidental, has witnessed a surge in the hospitality industry, especially the famous services among Mabuhay Accommodations. The term "Mabuhay" embodies Filipino hospitality's warm and inviting essence, reflecting the city's cultural richness and tradition of welcoming guests with open arms (Luna, 1995, p76). The Mabuhay Accommodation offers travelers a comfortable and budget-friendly haven to call home during guests' visits. Based on the data retrieved from the Department of Tourism, Mabuhay Accommodation comprises seven (7) accredited establishments, which are (1) Asia Novo Boutique Hotel INC, (2) Be Palace Hotel, (3) Citi Tourist Inn, (4) GS and S Realty Corporation, (5) GV Hotel Ozamiz/Vismin GV Hotel INC. (6) Mt. Moriah Inn, and (7) Timfanel Garden Ornamental Plant Farm. These establishments provide guests with enjoyable, wallet-friendly rates, making them an ideal choice for budget-conscious individuals or families exploring Ozamiz and its neighboring municipalities. However, the extent to which these accommodations have effectively integrated branding into their marketing strategies and its impact on guests' retention remains a subject of inquiry.

The existing literature on the intersection of branding toward customers' repetitive visits and marketing strategy within the context of Mabuhay Accommodation in Ozamiz City is limited. Although the value of branding in the international hospitality sector is widely known, its particular applications and effectiveness in that specific setting have not received enough attention. Because of this gap, local accommodation businesses find it difficult to remain relevant and competitive in changing consumer tastes and market conditions. To bridge this gap, this study intends to lay out empirical data findings that



address the multilayered connection between marketing strategy and the perceived importance of branding in terms of customer retention in this particular research locale. By extracting relevant results, this study will provide valuable insights and potential benefits for the hospitality industry, specifically to the local accommodation providers, hoteliers, customers, and even the academic and research community.



THEORETICAL FRAMEWORK

This study is grounded in four relative theories, which are Marketing-Mix Theory (Bhatti et al., 2019), Integrated Marketing Communications (IMC) (Camilleri, 2017), Customer Relationship Management (CRM) (Meena & Sahu, 2021), Competitive Advantage Theory (Wang, 2014) and Brand Management System (BMS) (Low & Fullerton, 1994). The adaption and integration of these theories are extremely paramount to foreground the guided concepts extracted and stipulated by the previous studies. Hence, discussing how these theories can be used in the study is essential.

The marketing mix comprises the 4P's (product, price, promotion, and place), mainly referring to a collection of measurable influencing variables that a business employs to effectively and efficiently affect and meet the needs of its target customers (Bhatti et al., 2019). This theory was explored and utilized by the study of Bahador (2019), which showed that the said strategy was effective in improving the business performance and has helped increase profitability not only in the short term but also in the long term basis. Thus, it is suggested that mixed marketing should be used in business establishments to sustain the future operations it would have. In this study, the Marketing-Mix Theory was used to analyze how the 4p's elements currently employed in Mabuhay Accommodations affect business revenue as its marketing strategy. It was used to evaluate the changes or improvements in the marketing mix that can enhance branding, customer retention, and overall marketing strategy effectiveness.

This paper has also adopted the theory of Integrated Marketing Communications (IMC), which was defined by Camilleri (2022) as a strategic process needed to create a



consistent brand message that targets every customer touch point and aims to use a variety of communication channels, such as public relations, advertising, sales promotions, direct marketing, interactive marketing, publicity, and personal selling. The effectiveness of this theory can be observed from the study of Rehman et al. (2022), as it showed a positive impact on the increase of customer engagement, sales, and successful manifestation as a tool of augmentation for marketing practice. Similarly, this theory was utilized based on how the Mabuhay Accommodations have implemented it within their business landscape. It heavily includes integrating social media as to how they have consistently advertised their accommodation on several media platforms. The theory was also used as an identifier if it significantly impacts the increase of promotion interactively.

Furthermore, according to Meena and Sahu (2021), customer relationship management (CRM) is a system that improves relationships with customers while decreasing expenses and raising the productivity and profitability of the company. The efficiency of this theory was discussed by Oltra-Badenes and Lozano-Quilis (2020), claiming that the three components of CRM (sales, marketing, and services) provided benefits in the three dimensions of sustainability (economic, environmental, and social) within a business landscape and innovation. Indeed, this study became the primary basis for contextualizing its concept in this study. This theory was used to determine the level of relationship between the customers' involvement towards the Mabuhay Accommodations services. At the same time, it also delved into the positive results of the general profit and sales of Mabuhay Accommodation.



The framework of Competitive Advantage Theory mainly centers on an organization developing, acquiring, and obtaining a set of attributes (or executing actions) that allow it to outperform its competitors (Deszczyński, 2021). The implications of this theory were further underpinned by the work of Kandampully and Solnet (2019), discussing the empirical findings that businesses gain a competitive edge by either achieving lower costs than their rivals or by offering unique value that attracts customers. The Competitive Advantage Theory is relevant to this study, as it underscores the importance of technological innovation, the human element in service delivery, and creating a unique value proposition to gain a competitive edge imposed in the Mabuhay Accommodations. This theory has helped the researchers effectively determine the interplay between technology and emotional connection strategically positioned by Mabuhay Accommodations for sustained success.

On the other hand, the theoretical concept of Brand Management System (BMS) in the service industry centered on the strategic approach to effectively create, develop, and maintain a consistent and strong brand identity and customer experience across all aspects of a service-based business. It emphasizes the importance of managing a brand as a cohesive and integrated system, ensuring that branding efforts align with the company's values, goals, and target audience (Powell, 2019). Moreover, the implication of this theory was tested in the study of Buhalis and Park (2021) in the context of the tourism and hospitality industry, claiming that a well-implemented BMS allows tourism and hospitality businesses to understand and respond to evolving consumer preferences, ensuring a dynamic and prominent brand presence. Hence, this theory was efficiently applied in evaluating the

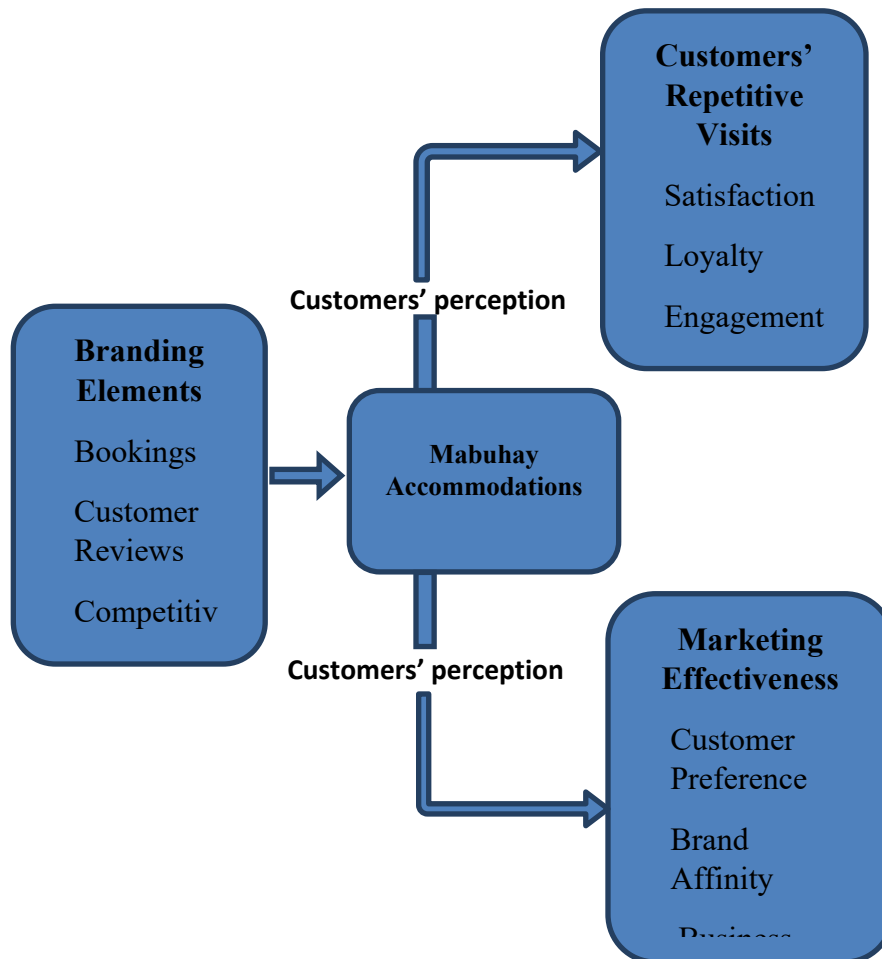


Mabuhay Accommodation Management system to ensure stability and consistently place its branding management on top of its competitors. It was also utilized in identifying and analyzing how Mabuhay Accommodations manages its brand identity with several strategies that positively impact guests' retention and marketing effectiveness.



CONCEPTUAL FRAMEWORK

Figure 1. Conceptual Framework of the Study



The study's conceptual framework is depicted in the diagram above. As shown in the diagram, there were three variables consisting of three constructs presented, namely: Branding Elements (bookings, customer reviews, competitive positioning), Customers' Repetitive Visits (satisfaction, loyalty, engagement), and Marketing Effectiveness (customer preference, brand affinity, business reputation).

The first variable is the Branding Element; as stipulated in the study by Chan (2022), the influence of brand elements on the image of a business is essential as it represents all



symbolic expressions, such as the name, logo, tagline, that imprints to the minds of its consumers. These symbolic expressions significantly influenced the synergy among bookings, customer reviews, and competitive positioning in the context of Mabuhay Accommodations. Bookings are a crucial aspect of a business's branding because they directly reflect the consumer's decision to choose that particular brand over others (Teng et al., 2020). High booking rates can indicate a strong brand element and effective marketing strategies. Customer reviews were also vital in shaping a strong brand element. Positive reviews can enhance brand credibility and trust, while negative reviews can have the opposite effect Askalidis and Malthouse (2020).

Moreover, competitive positioning refers to how a brand differentiates itself from competitors in the minds of consumers Rua and Santos (2022). It involves identifying and communicating unique value propositions that set the brand apart. The interplay between these constructs provides a comprehensive view of how branding elements influence Mabuhay Accommodations guests' consumer perceptions and behaviors.

Guests' Repetitive Visits is the second variable that frames how branding effectiveness impacts the guests' level of satisfaction, loyalty, and engagement based on the frequency of their visits. Customer satisfaction is fundamental to a guest's repeat business since satisfied customers are more likely to return and make another booking (Mandlik, 2023). At the same time, loyalty reflects the guests' commitment to consistently choosing a particular brand or business over its competitors (Padubidri, 2023). Furthermore, engagement goes beyond mere transactions as it involves the emotional connection between the customer and the brand (So and Li, 2020). The integration of these three constructs



amplifies the warmth of customers' relationships within Mabuhay Accommodations, which, in turn, sustains the success and growth of the business.

The third variable is marketing effectiveness, which is composed of three constructs: customer preference, brand affinity, and business reputation, which collectively measure the impact and success of Mabuhay Accommodations' marketing efforts. Customer preference refers to customers' inclination or liking towards a particular hotel's service or brand compared to others in the market (Ramachandran & Basariya 2019). On the other hand, according to Gonçalves et al. (2021), brand affinity represents customers' emotional connection and loyalty towards a brand, which goes beyond mere preference, encompassing a deeper, more enduring relationship. While business reputation refers to the overall perception of a company or brand in the eyes of customers, stakeholders, and the general public. It reflects how positively or negatively the business is viewed (Kumar & Sathish, 2021).

In general, integrating the three variables offers an in-depth framework for evaluating the success and sustainability of Mabuhay Accommodations branding effectiveness in the competitive landscape. This integrated approach emphasizes the interconnectedness of these elements, underlining the necessity for a complete marketing strategy that not only attracts guests but also enhances long-term relationships, ultimately establishing the Mabuhay Accommodations' business position and reputation in the service industry.



RESEARCH OBJECTIVES

This study investigated the perceived role of branding toward guests' repetitive visits and the marketing strategy effectiveness of Mabuhay Accommodation.

Specifically, this study will seek to answer the following research questions:

1. What is the level of branding effectiveness among Mabuhay Accommodation in terms of bookings, customer reviews, and competitive positioning?
2. What is the level of customers' repetitive visits regarding satisfaction, loyalty, and engagement?
3. What is the level of marketing strategy effectiveness implemented among Mabuhay Accommodation in terms of customer preference, brand affinity, and business reputation?
4. Is there a significant relationship between the role of branding and the marketing strategy employed by Mabuhay Accommodation?
5. Is there a significant relationship between branding role and customers' repetitive visits?
6. What is the perceived impact of branding on the marketing strategies of Mabuhay Accommodation?



Null Hypothesis (Ho1): There is no significant relationship between branding customers' repetitive visits.

Null Hypothesis (Ho2): There is no perceived impact of branding on the marketing strategies of Mabuhay Accommodations.



REVIEW OF RELATED LITERATURE

The Significance of Branding

The effectiveness and influence of branding in marketing have been well established and are thoroughly studied in the domain of marketing and business in the service industry. According to the study of Padubidri (2023), branding has three major importance: brand recognition, it helps build trust among customers, and it can improve advertising. Branding helps build trust from the audience, which is one of the most important things in a business. It is a vital part of the business. A strong brand image will make people naturally note it much more than they would a business without it. A business whose brand is not recognized by many people will not stay in someone's mind for long.

Moreover, a strong brand is an intangible asset that enables a hotel to confidently position itself on the market, as it has unique competitive advantages (Kushniruk, 2023). Branding sets standards not only for meeting the guests' expectations but also beyond the experience they can enjoy during their stay, which can affect the value placed on the accommodation of patronizing guests (Hernandez, 2021).

Implications of Customers' Repetitive Visits

Repetitive visits have been identified as a key research topic in tourism literature and are defined as the willingness of a consumer to revisit a place due to a satisfactory experience (Rajput & Gahfoor, 2020). Many researchers agree that repeat visitors stay longer at a destination, participate more intensively in consumptive activities, are more satisfied, and spread positive word of mouth while requiring much lower marketing costs



than first-time visitors (Nguyen-Viet et al., 2020). Customer satisfaction is gained and is directly affected by attractiveness, accommodations' quality service, affordability of the products, and perceived connection between the brands (Nguyen-Viet et al., 2020). The service satisfaction rating becomes more important for repeat visitors than first-time visitors (Gundyreva, 2018). In addition, customer engagement refers to a strong attachment that a customer experiences during regular interactions with the brands, which includes various dimensions such as service involvement, booking recurrence, social interactions recurrence, sorts of interactions, online conduct, referral conduct, and velocity (Bansal & Pruthi, 2021). Customer engagement extends beyond customer satisfaction, is likely to be in long-term relationships, and would remain engaged with the brand through repeat visits.

Customer loyalty is defined by Suchánek and Křálová (2019) as the willingness of consumers to buy a product from the same producer regardless of outside factors (e.g., marketing) which could lead the consumer to a change in product. On the other hand, the impact of loyalty programs on customer retention was investigated in the study of Fook and Dastane (2021), from which loyalty was considered a continuity relationship that a customer has towards the brand, which leads and encourages repeat business. Other findings from the study of Supriyanto et al. (2021) indicated that service quality affects customer loyalty, particularly when customers tend to be more loyal if the branding is trustworthy, committed to service, reliable, and efficient in communicating with customers.



The Concept of Branding and Marketing Strategy in the Service Industry

The service industry (hospital sector, hotel industry, and accommodation sector) has made many changes in marketing strategy due to the evolution of marketing theory and the ever-changing demands of consumer needs (Horng et al., 2022). According to Hutomo and Wijaya (2021), marketing strategy is an integrated and coordinated action and commitment designed to maximize the hotel or accommodations' core competencies and gain a competitive advantage. A marketing strategy could take many different forms and segments as to how it should be implemented depending on the desired goal of the business. To ensure that service consumers are satisfied, additional components in service marketing—the 3Ps—can be integrated and managed for communication reasons. Product, Price, Place, Promotion, People, and Physical Evidence become the 7Ps of the marketing mix (Hutomo & Wijaya, 2021).

Another form of strategic marketing in the modern service landscape is branding. Branding has been considered the most popular marketing strategy as it allows firms to successfully stimulate revenues, particularly consumers' willingness to pay more for hospitality services if they feel that the brand promises a particular standard of excellence (Khan & Naumov, 2018). In addition, a study conducted by Duwiejuah et al. (2022) also confirmed the positive influence of branding on the hotel marketing strategy, denoting that branding as a marketing strategy has effectively reached potential consumers as well as turning them into customers of their products and with the services. In other words, branding plays an important role in product marketing strategy and has become an established



effective model of the hospitality industry as it is designed to obtain different levels of higher profits and revenues from the entire market (Padubidri, 2023).



METHODOLOGIES

Research Design

This study employed a quantitative descriptive inferential and correlational research design. Quantitative research design is the process of collecting and analyzing numerical data, making patterns and averages, testing the differences, and generalizing results from the respondents (Hernandez, 2021). In quantitative research, researchers decide what to study, ask specific and narrow questions, collect quantifiable data from respondents, analyze these numbers using statistics, and conduct the inquiry in an unbiased and objective manner (Haradhan, 2020). Utilizing these methods is imperative for this study's seamless acquisition of essential data.

Using descriptive correlational and inferential design was appropriate for this study since it investigated the role of branding toward customers' repetitive visits and the marketing strategy effectiveness of Mabuhay Accommodations.

Respondents of the Study

This study utilized a purposive sampling technique of 191 total respondents who are the Guests/ Customers from Mabuhay Accommodation. Purposive sampling is a technique that asserts the process of selecting a sample by taking a subject that is not based on the level or area but is taken based on the specific purpose. This technique supports the primary aim of this research, as respondents were selected based on their availability and willingness to participate in the data-gathering process. Since there were seven accredited Mabuhay



Accommodation establishments, the respondents were equally distributed with questionnaires per establishment.

Moreover, the respondents' selection criteria will also be noted, which include the following: (1) Recent Stay with Mabuhay Accommodations: Guests/Customers should have stayed at Mabuhay Accommodations at least once in a past year to ensure that their experiences are timely and relevant to the study. (2) Frequency of Visits: Guests/Customers must have visited Mabuhay Accommodation more than once to capture the perspective of repeat visitors and assess the impact of branding on their decision to return and should have stayed at Mabuhay Accommodation within the last month before the conduct of the survey. (3) Familiarity with Branding and Marketing Strategies: Mabuhay guests/customers should be aware of Mabuhay Accommodation's branding and marketing efforts to gather feedback from individuals exposed to these strategies and provide insights based on their awareness. (4) Diversity of Accommodation Types: Guests/Customers must be those who have experienced different accommodations. This diversity will help the researchers gain a comprehensive view of how branding influences different guests' repetitive visits. (5) Willingness to Participate: Mabuhay Guests/Customers must be selected based on their willingness to participate in the research study, including completing survey questions and providing honest feedback and insights.



Research Instrument

An appropriate instrument that complies with the methods employed was critically used in this study.

A. Branding Effectiveness Questionnaire.

It is a 4-point Likert scale researchers-made questionnaire that consists of three (3) constructs (bookings, customers' reviews, competitive positioning) with fifteen (15) indicators. To test the reliability of the questionnaire, it was checked by the panel of experts to ensure that each statement reflected or described the constructs presented were comprehensively constructed. Nevertheless, to ensure that the questionnaire is valid for distribution, it underwent pilot testing among 50 sample respondents excluded from the survey. The Cronbach Alpha test was generated and yielded a result of .940, indicating that the questionnaire is valid.

B. Customers' Repetitive Visits Questionnaire.

This instrument was also a 4-point Likert scale with a researcher-made questionnaire and was also composed of three (3) constructs (satisfaction, loyalty, engagement) with fifteen (15) indicators. The panel of experts checked the questionnaire to ensure that each statement reflected or described the constructs presented were comprehensively constructed and to test its reliability. The questionnaire was pilot-tested among 50 sample respondents who were not included in the main survey to ensure it was valid for dissemination. The Cronbach Alpha test was also generated a result of .940, indicating that the questionnaire is valid. The Cronbach Alpha test was also performed with a result of .940, suggesting the validity of the questionnaire.



C. Marketing Strategy Questionnaire

This instrument likewise had a 4-point Likert scale, fifteen (15) indicators, and three constructs (customer preference, brand affinity, and brand reputation), with a questionnaire also created by the researchers. The panel of experts also reviewed the questionnaire to ensure that each statement accurately reflected or explained the offered concepts and to assess its reliability. To make sure the questionnaire is reliable for distribution, a pilot test was conducted with 50 sample respondents who did not participate during the actual survey. Additionally, a Cronbach Alpha test was conducted, and the result was .940, showing the validity of the questionnaire. A Cronbach Alpha test result of .940 was also obtained, indicating the validity of the questionnaire.

Table 1. *Likert Four-Point Scale Range Interpretation*

Responses	Continuum	INTERPRETATION
4 – Strongly Agree (SA)	3.25-4.0	Very High (VE)
3 – Agree (A)	2.50-3.24	High (H)
2 – Disagree (D)	1.75-2.49	Low (L)
1 – Strongly Disagree (SD)	1.0-1.74	Very Low (VL)



Data Gathering Procedure

The researchers have furnished a letter of request approved by the research adviser, which will be given to the management personnel of Mabuhay Accommodation to conduct the study. When approved, the researchers have coordinated the employees, managers, and hotel guests/customers involved as participants in the study through a consent letter. A session for giving an informative explanation and discussion about the purpose of the research was also conducted to provide awareness and to determine the participants' willingness. During the survey, a series of essential questions constructed from the 4 Point-Likert scale questionnaire were then disseminated to the selected respondents among the guests/customers at Mabuhay Accommodation.

Data Analysis

The following statistical tools were used in the study:

- Frequency and Percentage Distribution. These tools were used to determine the demographic profile of the respondents.
- Mean and Standard Deviation. These tools were used to determine the level of guests' repetitive visits and the level of marketing strategy effectiveness.
- Spearman Rho. This was used to determine the significant relationship between the role of branding and guests' repetitive visits and the marketing strategy.



- Simple Linear Regression Analysis. This tool was used to determine the perceived impact of branding on the marketing strategy employed by Mabuhay Accommodations.

Ethical Considerations

This study must consider and observe ethical measures as this will involve a diverse background of respondents. Stadnick et al. (2021) state that attention to ethical issues in mixed-method research is essential because it is complex, arguably more so than single-method research, and complexity increases potential ethical pitfalls. Hence, the researchers adapted the five fundamental ethical principles: first, minimizing the risk of harm to the respondents; second, securing informed consent from the identified research participants; third, protecting the anonymity and confidentiality of the participants; fourth, avoiding deceptive practices; and finally, offering participants the right to withdraw from the research at will (Rana et al., 2021; Homan 1991; Israel and Hay 2006; Kimmel 1988).

Furthermore, this study made sure to be culture-sensitive. The respondents' participation was highly voluntary, and no incentives were given. With regards to the identity of the respondents, it is deemed anonymous to prevent prejudice and bias and to distance the respondent from possible judgment. The respondents' data were kept confidential to safeguard their lives and work.



RESULTS AND DISCUSSIONS

Table 1. *The Level of Branding Effectiveness among Mabuhay Accommodation in terms of Bookings, Customer Reviews, and Competitive Positioning (N=191).*

Indicators	Mean	Standard Deviation	Interpretation
Bookings	3.533	.3367	Very High
Customer Reviews	3.546	.3530	Very High
Competitive Positioning	3.538	.3422	Very High
Composite Mean	3.535	.2786	Very High

Note: Branding effectiveness is the overall weighted mean.

Table 1 presents the summary findings of the level of branding effectiveness among Mabuhay Accommodations in terms of bookings, customer reviews, and competitive positioning. As shown in the table, the level of branding effectiveness is very high in the booking, having a total mean score of 3.533 and a std. deviation of .3367. Similar to the customer review, which obtained a mean score of 3.546 and a std. deviation of .3530, while competitive positioning gained a mean score of 3.538 and a std. deviation of .3422. It can be generalized that the level of branding effectiveness implemented by Mabuhay Accommodations is distinctively very high, as reflected by the composite mean score of 3.535 and a standard deviation of .2786.

Due to the prevalent benefits of branding toward success in the field of business and marketing, contextualizing its significant attributes among Mabuhay Accommodations is a crucial aspect of this study. Any product marketing strategy must include the brand since it helps to establish an individual identity and perception from the viewpoint of the customers



(Padubidri, 2023). Hence, to frame the level of branding effectiveness among Mabuhay Accommodations, the following indicators above (bookings, customer reviews, and competitive positioning) were obeyed to extract substantial findings.

The impact of branding effectiveness on the service industry is immense, and it can be a deciding factor in the success of a hotel or an accommodation. These findings are also evident from multiple studies. The study of Indiani et al. (2023) states that brand effectiveness is considered one of the most important intangible assets that impact consumer perception in booking a particular hotel as it boosts interest from guests to book the accommodation. Relatively, the study of Askalidis and Malthouse (2019) highlighted the importance of customer reviews, emphasizing the positive value of reviews towards consumers' purchase likelihood. These findings suggest that branding effectiveness is also well implemented when the positive reviews of booking a particular hotel are high. Additionally, Rua and Santos (2022) have discussed competitive positioning as a valuable component of branding that will support industries in differentiating themselves from competitors and establishing a distinct identity in the market. Through effective branding, companies can create brand recognition and awareness by promoting their products and services all over the social media platform, as this will help to reach larger customers at a faster pace while simultaneously increasing bookings, acquiring good reviews, and advancing positioning against its competitors through gaining larger revenue and audience interactions (Padubidri, 2023).

These findings also align with the Brand Management System (BMS) theory. The results, indicating very high mean values and low standard deviations across key indicators



such as Bookings, Customer Reviews, and Competitive Positioning, underscore the efficacy of the Brand Management System (BMS) theory. The consistent and positive performance in these branding elements suggests that the organization has effectively implemented strategies aligned with the Brand Management System (BMS) theory.

The implications of these findings can be reflected in how Mabuhay Accommodations effectively integrated its unique branding technique to differentiate itself from its competitors. These include the utilization of different social media platforms for their bookings as it increases engagement with the guests and does not just rely on the walk-ins. Similar to the customer reviews, their unique strategies of letting the customers fill up a review form and putting it into the suggestion box makes their branding more engaging and convenient for the customers, which leads to better positioning in the market.



Table 2. *The Level of Customers' Repetitive Visits Among Mabuhay Accommodation in terms of Satisfaction, Loyalty, and Engagement (N=191).*

Indicators	Mean	Standard Deviation	Interpretation
Satisfaction	3.541	.3565	Very High
Loyalty	3.519	.3372	Very High
Engagement	3.458	.3848	Very High
Composite Mean	3.506	.2748	Very High

Note: Customers' Repetitive Visits is the overall weighted mean.

Table 2 provides a summarized overview of the level of customers' repetitive visits to Mabuhay Accommodation focusing on the following categories; satisfaction having a mean score of 3.541 and a standard deviation of .3565, while loyalty gained a mean score of 3.519 and standard deviation of .3372, and engagement obtaining a mean score of 3.458 and a standard deviation of .3848. This table encapsulates the composite mean with total score of 3.506 and a standard deviation of .2748 representing an aggregate of these factors, is also denoted as Very High, indicating an overall high level of satisfaction, loyalty, and engagement among customers leading to repetitive visits. Generally, the findings in table 9 collectively suggest that Mabuhay Accommodation has effectively managed to satisfy customers, foster loyalty, and promote engagement, leading to a high level of repetitive visits.

Customer satisfaction plays a vital role in the profitability of a business as it leads to repeat business and customer loyalty in the long run thus, remain a significant source of competitive advantage and higher engagement towards the consumers for tourism and hospitality businesses (Shyju et al., 2021). These studies findings indicate that a hotel or



accommodation with a strong focus on satisfying customer needs not only secure repeat business but also establish themselves as preferred choices in a competitive market landscape. This aligns with the findings of (Ugwuanyi et al., 2021), revealing that guest experience dimensions have a positive and significant influence on guests' revisit intention emphasizing that the willingness of customers to revisit a hotel is based on the attitude formed as a result of their previous experience.

Furthermore, these results are also supported by the theory of Customer Relationship Management (CRM) as it this theory becomes the foundational component to keeping and strengthening the customer attachments. As shown on the results, it can be noted that the relationship among satisfaction, loyalty, and constructs are the contributing factors on the success of Mabuhay Accommodations systematic implementation when it comes to their services. The high ratings of satisfaction, loyalty, and engagement perceived by the quests toward Mabuhay Accommodations provided a good relationship management among the guests/customers which perfectly suits the core objective of CRM theory. To sum up, CRM is a strategic theory that not only preserves but also strengthens the positive relationship between the Accommodations and its guests, setting it up for long-term success in an increasingly competitive service industryOltra-Badenes& Lozano-Quilis (2020).

These findings imply that customers/guests of Mabuhay Accommodations are pleased with the services they experienced during their stay, including; the ambiance, amenities offered, and organization of the facilities provided. Denoting that guests are not only satisfied but are also loyal and committed to book again. Moreover, customers



who are actively involved with a business are more inclined to take part in marketing campaigns, recommend the business to others, and contribute to a positive environment within the establishment. While having a strong foundation is essential for a business to succeed, it's equally important that Mabuhay Accommodations must keep improving and innovating through strategic initiatives.



Table 3. *The Level of Marketing Strategy Effectiveness Implemented Among Mabuhay Accommodation in terms of Customer Preference, Brand Affinity, and Business Reputation (N=191).*

Indicators	Mean	Standard Deviation	Interpretation
Customer Preference	3.524	.3312	Very High
Brand Affinity	3.519	.3315	Very High
Brand Reputation	3.578	.3386	Very High
Composite Mean	3.540	.2668	Very High

Note: Marketing Strategy is the overall weighted mean.

Table 3 presents a consolidated summary of the effectiveness of marketing strategies implemented by Mabuhay Accommodation across customer preference, brand affinity, and brand reputation. In terms of customer preference, with a mean score of 3.524 and a low standard deviation of 0.3312, Mabuhay Accommodation has successfully tailored its marketing strategies to align with customer preferences, earning a Very High interpretation. Similarly, brand affinity is well-established, as indicated by a mean score of 3.519 and a standard deviation of 0.3315, reinforcing the Very High level of emotional connection and positive perception fostered by the accommodation's marketing efforts. The mean score of 3.578 for brand reputation, coupled with a standard deviation of 0.3386, reflects a very high level of positive recognition for Mabuhay Accommodation's strong reputation and consistent service quality. The Composite Mean of 3.540, with a low standard deviation of 0.2668, signifies an overall very high level of effectiveness in Mabuhay Accommodation's marketing strategies across all dimensions.



There are several studies that support these findings including the work of Ramachandran & Basariya (2019), emphasizing that understanding and catering to customer preferences contribute significantly to long-term success of the business, suggesting that excellent services provided, cheaper room rates, and amiable ambiance preferably influenced the guests/customers to book compared to other accommodations. It can also be observed, that majority of the Mabuhay Accommodations guest/customers have developed a very high affinity towards the accommodations. Consequently, the high preference and strong affinity of the guests towards the Mabuhay Accommodations eventually leads to a finest reputation of the accommodations branding.

Moreover, these findings are also associated with the theoretical framework of Marketing Mix. The very high level of marketing effectiveness implemented among Mabuhay Accommodations collectively relies on how the accommodations provided a quality product/services, lower prices of rooms, a comfortable and welcoming ambiance of the accommodations. These determiners are also incorporated in the concepts of the marketing –mix 4Ps. These findings tend to have positive implications on the Mabuhay Accommodations business landscape. It could attract more guests/customers around the neighboring cities because of their commitment in providing affordable, comfortable, and welcoming accommodations which defines their branding identity.

In addition, these findings imply that the accommodation has successfully integrated its marketing efforts to not only meet customer preferences but also to cultivate strong brand affinity and a positive business reputation, contributing to an integrated and highly effective



marketing strategy. Which by means, that the Mabuhay Accommodations efforts in marketing strategies strengthened the guests' attachments in the accommodation.



Table 4. *Significant relationship between the Role of Branding and the Marketing Strategy employed by Mabuhay Accommodations (N=191).*

Correlations

Constructs	Spearman's rho		Interpretation
	r-value	p-value	
Branding effectiveness and Marketing strategy	.705**	.000	Perfect positive correlation/there is significant relationship (Spearman's rho)

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows the significant relationship between the role of branding and marketing strategy employed by Mabuhay Accommodation. Results from the correlation analysis, indicate a significant and strong positive relationship between branding effectiveness and marketing strategy, with Spearman's rho values of .705**, respectively, yielding p-values of .000. These findings suggest that as branding effectiveness increases, marketing strategy effectiveness also tends to increase. The perfect positive correlation indicated by Spearman's rho underscores a consistent perfect positive direction of relationship. It's important to note that the significance level is at 0.01 (2-tailed), emphasizing the strength of the observed correlations. The strong positive correlations highlight the positive direction of relationship and interconnectedness between branding effectiveness and marketing strategy.

On some similar findings, the study of Padubidri, (2023), have also farmed the significant relationship of branding of the business industry, claiming that having a strong brand positively affects the marketing strategy since customers don't take much time before purchasing products or services as they already know that the brand is reliable and trustworthy.



Furthermore, these findings were anchored in both Integrated Marketing Communications (IMS) and Brand Management System (BMS). Given the primary factor of how branding and marketing strategy perfectly enhances the overall performance of Mabuhay Accommodations, it can be analyzed how these factors correlates the individual strategic approach of both theories. Thus, rationalizing the relevance of these theoretical concepts, its application, and relevance of this study.

Generally, these outcomes imply that successful marketing strategy is fueled by a well-developed branding. The effective the branding is, the more reliable and profitable the marketing strategy becomes. Therefore, the relationship between branding and marketing strategy cannot be magnified, as it evidently justifies the impact of the overall perception of the accommodation beyond just its products and services.



Table 5. *Significant Relationship between Branding Role and Customers' Repetitive Visits (N=191).*

Correlations

Constructs	Spearman's rho		Interpretation
	r-value	p-value	
Branding effectiveness and Customers repetitive visit	.617**	.000	Perfect positive correlation/there is significant relationship (Spearman's rho)

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5 illustrates a significant relationship between branding effectiveness and customers' repetitive visits at a 0.01 significance level (2-tailed). The correlation analysis of Spearman's rho reveals a strong positive correlation with r-values of .468** and .617**, respectively associated with p-values of .000. These findings suggest a strong and consistent positive direction of relationship between the effectiveness of branding strategies and the likelihood of customers making repetitive visits. The perfect positive correlation indicated by Spearman's rho further emphasizes the strength of this relationship. Essentially, as branding effectiveness increases, there is a corresponding increase in the tendency for customers to repeatedly visit the establishment. This underscores the crucial role that effective branding plays in promoting customer loyalty and engagement. For businesses aiming to enhance customer retention and frequent visits, investing in and optimizing branding strategies appears to be a key contributing factor based on the observed strong correlations.

These findings can also be noted from the work of Sharma and Singh, (2021), stating that a customers' experience with a particular brand has its impact on satisfaction levels and their repurchasing intention in future as well. In parallel to the study of Nyadzayo et al.,



(2020), that customers' trust and satisfaction with a brand, have a positive impact on customer brand engagement (CBE) dimensions, which can promote brand outcomes such as brand evangelism and repeat visits intention. That is to say, both of these studies are substantiating the significant relationship between the role of branding and customers' repetitive visits as one of the core elements in the progress and performance of Mabuhay Accommodations.

Theoretically, these findings are grounded in Consumer Relationship Management (CRM). As Mabuhay Accommodations established a positive consumer relationship, it also increases the frequency of guests repeat visits. Customer relationship management is essential for building long-term relationships with customers, since trust, satisfaction, and brand engagement are all positively correlated (Farida & Setiawan, 2022). Through the integration of CRM principles at Mabuhay Accommodations, the organization aligns its progress and performance with the identified core elements, ultimately promoting brand loyalty and repeat visits, demonstrating the importance of effective Customer Relationship Management in achieving sustained success.

Based on the findings, it can be noted that the role and the integration of branding strategies among Mabuhay Accommodations are extremely important as it positively escalates the customers' repeat visits. However, it should also be noted, that branding creation must be in accordance with the current demands of the consumers adhering to the sustainable goal of the business and must be well-executed to attain the positive results. Branding must contain all the essential elements for it to be effective. Simply because if branding is effective, the higher the repetitive visits of the customers. Which in general,



contributes to the success of the business by generating more revenues and bigger profits. Thus, the null hypothesis (Ho1) was rejected since there is a significant relationship between branding towards the customers' repetitive visits.



Table 6. *Perceived Impact of Branding on the Marketing Strategies of Mabuhay Accommodation (N=191).*

Coefficients

Constructs	B-value	p-value	interpretation
Branding effectiveness	.665	.000	There is positive significant impact

a. Dependent Variable: Marketing strategy

Table 6 indicates a significant relationship between the perceived impact of branding effectiveness on the marketing strategies for Mabuhay Accommodation. The regression analysis reports a B-value of 0.665 with a p-value of .000, signifying a positive and substantial impact of branding effectiveness on marketing strategies. This implies that as the effectiveness of branding increases, it positively influences the formulation and execution of marketing strategies by Mabuhay Accommodation. The B-value represents the strength and direction of this impact, with the positive coefficient indicating that higher levels of branding effectiveness are associated with an increase in the effectiveness of marketing strategies. The low p-value reinforces the statistical significance of this relationship. Consequently, it suggests that Mabuhay Accommodation can leverage and optimize its branding efforts to enhance and refine its marketing strategies, potentially leading to increased customer engagement, preference, and overall business success.

Accordingly, the positive significant impact of branding effectiveness towards marketing strategy have also been discussed by Padubidri, (2023). The discussion confirms that branding is not merely an aspect of successful product marketing, but a crucial element contributing to a company's ability to grow, evolve, and cultivate long-term relationships with its customers.



On the other hand, these findings are also grounded in the theory of marketing Mix and Integrated Marketing Communications. Notably, the perceived impact of branding in the marketing strategy employed in Mabuhay Accommodations were also aligned into the concepts of 4P's of marketing –mix which are product, price, promotion, and place. It also followed the concept of integrated marketing communications considering the several marketing efforts conducted by the Mabuhay Accommodation providers through the utilization of different media platforms for advertisement and promotion.

Results provides the implication that branding is an important factor in the success of marketing strategies for Mabuhay Accommodation. The innovativeness of each branding strategies employed by Mabuhay Accommodations creates distinctive service from its competitors including excellent accommodation services, cheaper prices, and booking platforms, loyalty programs, and comfortability. These elements create a strong brand among Mabuhay Accommodations that helped them stand out even more recognized as unique to other brands in the crowded accommodations market. Therefore, the null hypothesis (Ho2) was also rejected since there is a positive significant impact of branding on the marketing strategies of Mabuhay Accommodations.



CONCLUSION

This research study concentrates on investigating the perceived role of branding towards guests' repetitive visits and marketing strategy effectiveness of Mabuhay Accommodations. In view of the yielded results from the data gathered, the following conclusions were drawn.

1. Based on the findings, the level of branding effectiveness among Mabuhay Accommodations is very high in terms of; bookings, customer reviews, and competitive positioning. The high-level results indicate that the Mabuhay Accommodations branding elements to bookings, customer reviews, and competitive positioning are very effective in making their own services unique to each other. The utilization of technology as particular for their bookings, and as well as the integration of different social media platforms increases the wider engagement of the customers the ultimately enhances the quality of their accommodation services. These outcomes highlight Mabuhay Accommodation's competence in creating a brand that establishes a positive relationship with costumers/guests and builds the establishment in a competitive position in the hospitality sector.

2. Mabuhay Accommodations has effectively managed to satisfy customers, foster loyalty, and promote engagement, leading to a high level of repetitive visits. It suggests that Mabuhay Accommodations efforts in giving a hospitable and accommodating services which includes the quality of their services, the ambiance and cleanliness of the rooms, and amenities offered are the driving factor that have propelled guests/customers to be fully satisfies hence, developed a strong connection to their brands. The consistent "Very High"



ratings across satisfaction, loyalty, and engagement signify that Mabuhay Accommodation has successfully created an environment that resonates positively with its customers.

3. Mabuhay Accommodations has successfully implemented its marketing strategies to align with customer preferences, brand affinity, and brand reputation earning a very high level of marketing strategy effectiveness. It can be said that price differentiations among Mabuhay Accommodations establishments are one of the reason the affects the customers' preferences. The cheaper the prices, the more the customers would likely to choose the establishment for a stay. Therefore, creates a strong emotional connection between the brand that definitely leads to a more prominent and positive brand reputation. This not only signifies Mabuhay Accommodations' commitment to meeting customer expectations but also positions the establishment as a notable player with a strong and positively perceived brand within the competitive landscape.

4. Data findings revealed that there is a strong significant relationship between the role of branding and the marketing strategy employed by the Mabuhay Accommodations. Meaning to say, that how the branding is created, it impacts the promulgation of the marketing tactics. For an establishment to ace their marketing strategies, there must be a carefully crafted and well-managed branding. Moreover, as branding effectiveness and marketing strategy yielded a perfect positive correlation, it determines the success and growth of the establishments.

5. Results shows that there is a significant relationship between the role of branding and customers' repetitive visits. Based on correlational analysis, there is a strong positive correlation between branding effectiveness and customers' repetitive visits. As branding



effectiveness increases, there is a corresponding increase in the tendency for customers to repeatedly visit the accommodations. In this study, it was found out that the core determiner behind the customers' repetitive visits is when guests' are satisfied, with the quality of services they have experienced during their stay to the accommodation. Hence, customers' retention solely depends on how accommodating the employees are.

6. According to the acquired results, there is a positive significant impact of branding on the marketing strategies of Mabuhay Accommodations. This insight emphasizes the strategic significance of a properly designed and effective branding strategy in designing and driving successful marketing initiatives in the accommodations industry. As branding strategies encompasses several elements that stands as a driving force for well-developed brand, it should be complimenting the marketing efforts and techniques that an accommodations employed.



RECOMMENDATIONS

Below are a few suggestions to take into consideration based on the study's data findings and conclusions.

1. To Mabuhay Accommodations. Mabuhay Accommodation providers should consistently further explore new digital marketing channels, to expand the reach of marketing initiatives, reaching a broader audience and enhancing brand visibility. Maintaining and enhancing these positive aspects will likely contribute to sustained success and growth for Mabuhay Accommodation.

2. To the Department of Tourism (DOT) in the province of Misamis Occidental. To further enhance the branding visibility among local accommodations, DoT should facilitate collaborative efforts with local accommodations, including Mabuhay Accommodations, to strengthen destination branding. In addition, there should also be continuous brand monitoring conducted regularly that focuses on assessing and monitoring the effectiveness of the branding strategies employed by the Mabuhay Accommodations. This is to ensure that they continue to align with customer preferences, foster brand affinity, and maintain a positive reputation in the competitive market. This initiative will contribute to uplift the overall tourism experience in Misamis Occidental and enhance the destination's reputation for exceptional customer service.

3. To Future Researchers. This study postulates several empirical findings that contribute to the discussion about the perceived role of branding towards customers' repetitive visits and marketing effectiveness. However, the scope of this paper was limited only to the Mabuhay Accommodations within Ozamiz city and consisted of a small samples size.



Hence, it is recommended that future studies must delve into a wider scope that covers the entire region X and include all accommodation providers within the province of Misamis Occidental. In such way, it will provide some deeper and substantial findings that are fundamental to the betterment of the service industry in the country.



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APPENDICES

APPENDIX A: LETTER TO RESPONDENTS



MISAMIS UNIVERSITY, OZAMIZ CITY

HT Feliciano St. Ozamiz City

College of Business and Management

November 3, 2023

Dear Ma'am/Sir

Good day!

We, the fourth-year students under the College of Business and Management Program *Hospitality Management* would like to ask permission to allow us to conduct a survey entitled "The Perceived Role of Branding Toward Customers' Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodations". Rest assured that the data will remain confidential and for academic purposes only. We are hoping that this request will merit your favorable approval.

Respectfully yours,

JERRY, JR. A. VILLANUEVA

RYAN VOLTAIRE MARTIR

JOHN LLOYD ORACION

Noted by:

DR. RENZITELO ALF CARPIO

Research Adviser



APPENDIX B: RESEARCH QUESTIONNAIRE

(Appendix A)

BRANDING EFFECTIVENESS QUESTIONNAIRES

(Researcher Made)

Greetings! Thank you for choosing Mabuhay Accommodation for your stay. We greatly value your feedback, which will help us enhance our services.

Direction: Please take a moment to complete this survey by rating your experiences using the 4-point Likert scale below. For each statement, select the option or simply **check the box** that best represents your level of agreement or satisfaction. Please be honest and thoughtful in your responses. Your responses are valuable to us and will help us understand your experiences in more detail.

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
A. Bookings				
1. The Mabuhay Accommodation brand has a significant impact on my decision to book a stay.				
2. I found it convenient to make a reservation at Mabuhay Accommodation.				
3. I felt confident about my booking choice with Mabuhay Accommodation compared to other services/hotels in Ozamiz city.				
4. Mabuhay Accommodation's branding influenced my decision to book with them.				
5. I would consider booking with Mabuhay Accommodation again in the future.				



Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
B. Customer Reviews				
1. I am more likely to leave a positive review for Mabuhay Accommodation due to its branding efforts and services.				
2. I am more likely to recommend Mabuhay Accommodation to others because of its services and branding.				
3. The branding of Mabuhay Accommodation is consistent with the feedback I read in reviews.				
4. The positive reviews I have heard of Mabuhay Accommodation is evident that they treat the guests/customers.				
5. I would consider booking with Mabuhay Accommodation again in the future.				

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
C. Competitive Positioning				
1. Mabuhay Accommodation's branding makes it a top choice compared to other options.				
2. I am more likely to choose Mabuhay Accommodation over its rivals because of its branding such as; services offered, ambiance, and brand names.				
3. The branding of Mabuhay Accommodation is consistent with the value it offers.				
4. I believe that Mabuhay Accommodation's branding sets it apart from competitors.				



5. The branding of Mabuhay Accommodation is consistent with the value it offers.				
--	--	--	--	--

Appendix B

CUSTOMER'S REPETITIVE VISIT QUESTIONNAIRES

(Researcher Made)

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
A. Satisfaction				
1. I am highly satisfied with my experiences at Mabuhay Accommodation, which encourages me to visit again.				
2. The facilities and amenities at Mabuhay Accommodation contribute to my satisfaction.				
3. My stays at Mabuhay Accommodation have been consistently enjoyable.				
4. I am satisfied with the quality of service provided by Mabuhay Accommodation.				
5. I feel that my preferences and requests are considered and well-accommodated which contributes to my satisfaction.				

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
B. Loyalty				
1. I consistently prefer to stay at Mabuhay Accommodation when visiting Ozamiz City rather than other accommodation services.				
2. I am more likely to book future stays at Mabuhay Accommodation.				
3. I have a history of returning to Mabuhay Accommodation multiple				



times because of their excellent accommodation services.				
4. I frequently return to Mabuhay Accommodation because I enjoy my previous stays.				
5. Mabuhay Accommodation has earned my loyalty through its exceptional service.				

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
C. Engagement				
1. I seek out opportunities to engage with Mabuhay Accommodation's social media and online content.				
2. I regularly provide feedback and suggestions to Mabuhay Accommodation to help them improve.				
3. I actively explore the amenities and services offered by Mabuhay Accommodation during my visit.				
4. I am enthusiastic about participating in loyalty programs or rewards offered by Mabuhay Accommodation.				
5. I actively seek out information about local attractions and experiences recommended by Mabuhay Accommodation.				



	Misamis University	56



APPENDIX C: SAMPLE FILLED-OUT QUESTIONNAIRE

Appendix A

BRANDING EFFECTIVENESS QUESTIONNAIRES

Greetings! Thank you for choosing Mabuhay Accommodation for your stay. We greatly value your feedback, which will help us enhance our services.

Direction: Please take a moment to complete this survey by rating your experiences using the 4-point Likert scale below. For each statement, select the option or simply **check the box** that best represents your level of agreement or satisfaction. Please be honest and thoughtful in your responses. Your comments are valuable to us and will help us understand your experiences in more detail.

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
A. Bookings				
1. The Mabuhay Accommodation brand has a significant impact on my decision to book a stay.		✓		
2. I found it convenient to make a reservation at Mabuhay Accommodation.		✓		
3. I felt confident about my booking choice with Mabuhay Accommodation compared to other services/hotels in Ozamiz city.	✓			
4. Mabuhay Accommodation's branding influenced my decision to book with them.	✓			
5. I would consider booking with Mabuhay Accommodation again in the future.		✓		



Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
B. Customer Reviews				
1. I am more likely to leave a positive review for Mabuhay Accommodation due to its branding efforts and services.		✓		
2. I am more likely to recommend Mabuhay Accommodation to others because of its services and branding.	✓			
3. The branding of Mabuhay Accommodation is consistent with the feedback I read in reviews.	✓			
4. The positive reviews I have heard of Mabuhay Accommodation is evident that they treat the guests/customers.		✓		
5. I would consider booking with Mabuhay Accommodation again in the future.		✓		

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
C. Competitive Positioning				
1. Mabuhay Accommodation's branding makes it a top choice compared to other options.		✓		
2. I am more likely to choose Mabuhay Accommodation over its rivals because of its branding such as; services offered, ambiance, and brand names.	✓			
3. The branding of Mabuhay Accommodation is consistent with the value it offers.	✓			
4. I believe that Mabuhay Accommodation's branding sets it apart from competitors.		✓		
5. The branding of Mabuhay Accommodation is consistent with the value it offers.		✓		



Appendix B

CUSTOMER'S REPETITIVE VISIT QUESTIONNAIRES

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
A. Satisfaction				
1. I am highly satisfied with my experiences at Mabuhay Accommodation, which encourages me to visit again.		✓		
2. The facilities and amenities at Mabuhay Accommodation contribute to my satisfaction.	✓			
3. My stays at Mabuhay Accommodation have been consistently enjoyable.		✓		
4. I am satisfied with the quality of service provided by Mabuhay Accommodation.	✓			
5. I feel that my preferences and requests are considered and well-accommodated which contributes to my satisfaction.	✓			

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
B. Loyalty				
1. I consistently prefer to stay at Mabuhay Accommodation when visiting Ozamiz City rather than other accommodation services.		✓		
2. I am more likely to book future stays at Mabuhay Accommodation.		✓		
3. I have a history of returning to Mabuhay Accommodation multiple times because of their excellent accommodation services.		✓		
4. I frequently return to Mabuhay Accommodation because I enjoy my previous stays.		✓		
5. Mabuhay Accommodation has earned my loyalty through its exceptional service.	✓			



Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
C. Engagement				
1. I seek out opportunities to engage with Mabuhay Accommodation's social media and online content.		✓		
2. I regularly provide feedback and suggestions to Mabuhay Accommodation to help them improve.		✓		
3. I actively explore the amenities and services offered by Mabuhay Accommodation during my visit.		✓		
4. I am enthusiastic about participating in loyalty programs or rewards offered by Mabuhay Accommodation.		✓		
5. I actively seek out information about local attractions and experiences recommended by Mabuhay Accommodation.	✓			



Appendix C
MARKETING STRATEGY QUESTIONNAIRES

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
A. Customer Preference				
1. The marketing campaigns of Mabuhay Accommodation align with my preferences as a customer.		✓		
2. I like the services offered in Mabuhay Accommodation compared to other accommodation in Ozamiz city.		✓		
3. I prefer to book at Mabuhay Accommodation over other accommodation in the city.		✓		
4. The marketing materials of Mabuhay Accommodation accurately represent the experience I expect than other accommodations.	✓			
5. Mabuhay Accommodation's marketing campaigns influence my decision to book a stay here than going to other accommodations.		✓		

Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
B. Brand Affinity				
1. I perceive Mabuhay Accommodation as a brand that understands and values its customers.	✓			
2. Mabuhay Accommodation's marketing strategies make me feel more connected to the brand.		✓		
3. The marketing efforts of Mabuhay Accommodation create a sense of trust and reliability.	✓			
4. I have a positive emotional connection with the Mabuhay Accommodation brand due to its marketing strategy.		✓		
5. Mabuhay Accommodation's marketing strategies have strengthened my affinity for the brand.		✓		



Statements	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
C. Brand Reputation				
1. Mabuhay Accommodations has a strong and positive reputation in their quality service for the customers here in Ozamiz city.		✓		
2. I believe that the branding strategy influences the target guests/customers decision to choose Mabuhay Accommodation over another hotels in Ozamiz city.		✓		
3. The positive reviews and feedback I've heard about Mabuhay Accommodations impact my choices in booking here.		✓		
4. I have recommended Mabuhay Accommodations to others based on its good reputation.		✓		
5. Mabuhay Accommodations' brand reputation is consistent with the quality of its services.		✓		



APPENDIX D: VALIDATION OF INSTRUMENT



MISAMIS UNIVERSITY
OZAMIZ CITY

College of Business and Management
Misamis University,
Ozamiz City, Misamis Occidental Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph

December 4, 2023

Mr. Joseph Glenn Laput
Faculty
H.T Feliciano St., Aguada, Ozamiz City,
Misamis Occidental

Dear Mr. Laput,

Greetings!

The undersigned is a student of Bachelor of Science in Hospitality Management (BSHM) Misamis University – Ozamiz City undertaking thesis writing having the research entitled: ***"The Role of Branding Toward Customers' Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodations"***.

For this, the study has its purpose to investigate the significant role of branding towards the customers' repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

With this, **being an expert of Hospitality Management field**, I humbly requesting to have **validate my instrument**.

Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response. Thank you.

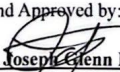
Respectfully,


Jerry, Jr. A. Villanueva
BSHM-Student

Noted by:

Dr. Renzito Alf Carpio
Research Adviser

Received and Approved by:


Name: Mr. Joseph Glenn Laput
Affiliation: FACULTY



Validation Scale

Direction: This tool asks for your evaluation of the Instrument guide, to establish its validity and reliability, to be used in the data gathering for the study stated above. You are requested to give your accurate assessment using the criteria stated below; please check the appropriate box for your ratings.

Scale	Interpretation
5	Excellent
4	Very Good
3	Good
2	Fair
1	Poor

Validator's Instrument Guide Assessment

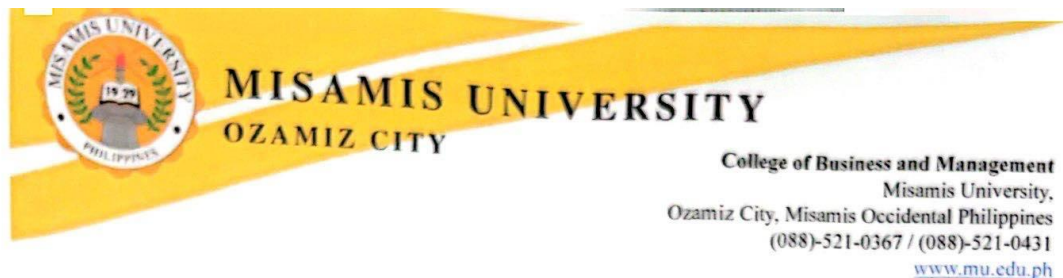
	5	4	3	2	1
1. Clarity and Direction of Question The vocabulary level, language, structure, and conceptual level of respondents. The Instrument direction					
2. Presentation and Organization of Questions The questions are prescribed and organized in a local manner.					
3. Suitability of Items The statements are appropriately presented as the substance of the research. The questions are designed and fit in the current practice.					
4. Adequateness of the Content The number of questions is representative enough of all the questions needed for the research.					
5. Attainment of Purpose The instrument as a whole fulfills the objective needed for the study.					
6. Objectives Each statement requires only one specific answer or measures only one behavior and no aspect of the Instrument guide suggests the past of the researcher.					
7. Scale and Evaluation Rating The scale adapted is appropriate for the statements.					

***Please have your Comments and Suggestions on the attached questionnaire

Evaluator: Joseph Glenn Laput
(Signature over Printed Name)

Date: December 04, 2023





December 4, 2023

Gilda L. Ilusorio

Faculty

H.T Feliciano St., Aguada, Ozamiz City,
Misamis Occidental

Dear Mrs. Ilusorio,

Greetings!

The undersigned is a student of Bachelor of Science in Hospitality Management (BSHM) Misamis University – Ozamiz City undertaking thesis writing having the research entitled: *“The Role of Branding Toward Customers’ Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodations”*.

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We are looking forward to your request and would merit your positive response. Thank you.

Respectfully,

Jerry, Jr. A. Villanueva
BSHM-Student

Noted by:
Dr. Renzito Alf Carpio
Research Adviser

Received and Approved by: /

Name: **Gilda L. Ilusorio**
Affiliation: **FACULTY**





Validation Scale

Direction: This tool asks for your evaluation of the Instrument guide, to establish its validity and reliability, to be used in the data gathering for the study stated above. You are requested to give your accurate assessment using the criteria stated below; please check the appropriate box for your ratings.

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Validator's Instrument Guide Assessment

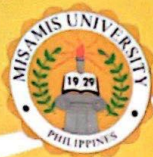
	5	4	3	2	1
1. 1. Clarity and Direction of Question The vocabulary level, language, structure, and conceptual level of respondents. The Instrument direction					
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6. Objectives Each statement requires only one specific answer or measures only one behavior and no aspect of the Instrument guide suggests the past of the researcher.					
7. Scale and Evaluation Rating The scale adapted is appropriate for the statements.					

***Please have your Comments and Suggestions on the attached questionnaire

Evaluator: Gilda L. Ilusorio
(Signature over Printed Name)

Date: December 04, 2023





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Ozamiz City, Misamis Occidental Philippines
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www.mu.edu.ph

December 4, 2023

Catherine D. Rosauro
Faculty, BSHM Program
H.T Feliciano St., Aguada, Ozamiz City,
Misamis Occidental

Dear Mrs. Rosauro,

Greetings!

The undersigned is a student of Bachelor of Science in Hospitality Management (BSHM) Misamis University – Ozamiz City undertaking thesis writing having the research entitled: *“The Role of Branding Toward Customers’ Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodations”*.

For this, the study has its purpose to investigate the significant role of branding towards the customers’ repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

With this, being an expert of Hospitality Management field, I humbly requesting to have validate my instrument.

Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response. Thank you.

Respectfully,

Jerry, Jr. A. Villanueva
BSHM Student

Received and Approved by:

Name: Catherine D. Rosauro
Affiliation: FACULTY

Noted by:
Dr. Renzifelo Alf Carpio
Research Adviser





MISAMIS UNIVERSITY
OZAMIZ CITY

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Validation Scale

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4	Very Good
3	Good
2	Fair
1	Poor

Validator's Instrument Guide Assessment

	5	4	3	2	1
1. 1. Clarity and Direction of Question The vocabulary level, language, structure, and conceptual level of respondents. The Instrument direction					
2. Presentation and Organization of Questions The questions are prescribed and organized in a local manner.					
3. Suitability of Items The statements are appropriately presented as the substance of the research. The questions are designed and fit in the current practice.					
4. Adequateness of the Content The number of questions is representative enough of all the questions needed for the research.					
5. Attainment of Purpose The instrument as a whole fulfills the objective needed for the study.					
6. Objectives Each statement requires only one specific answer or measures only one behavior and no aspect of the Instrument guide suggests the past of the researcher.					
7. Scale and Evaluation Rating The scale adapted is appropriate for the statements.					

***Please have your Comments and Suggestions on the attached questionnaire

Evaluator: Catherine D. Rosauro
(Signature over Printed Name)

Date: December 04, 2023



APPENDIX E: RELIABILITY TEST

	N	Mean	Std. Deviation
BK1	191	3.628	.5058
BK2	191	3.565	.4970
BK3	191	3.508	.5218
BK4	191	3.492	.5318
BK5	191	3.471	.5409
BOOKING	191	3.533	.3367
CR1	191	3.586	.5248
CR2	191	3.592	.5034
CR3	191	3.545	.5098
CR4	191	3.508	.5218
CR5	191	3.497	.5117
CUSTOMER REVIEW	191	3.546	.3530
CP1	191	3.581	.5256
CP2	191	3.539	.5204
CP3	191	3.529	.5211
CP4	191	3.471	.5109
CP5	191	3.518	.5114
COMPETITIVE POSITIONING	191	3.528	.3422
BRANDING EFFECTIVENESS	191	3.535427574	.2785850429
SA1	191	3.607	.5598
SA2	191	3.550	.5093
SA3	191	3.545	.5300
SA4	191	3.497	.5417
SA5	191	3.508	.5416
SATISFACTION	191	3.541	.3565
LO1	191	3.576	.5363
LO2	191	3.534	.5308
LO3	191	3.503	.5513
LO4	191	3.513	.5115
LO5	191	3.471	.5694
LOYALTY	191	3.519	.3372
EN1	191	3.539	.5687
EN2	191	3.555	.5087



EN3	191	3.508	.5513
EN4	191	3.173	.6541
EN5	191	3.513	.5512
ENGAGEMENT	191	3.458	.3848
CUSTOMERS	191	3.506108202	.2747948345
REPITITIVE VISIT		443282	51358
CP1	191	3.618	.5186
CP2	191	3.550	.5195
CP3	191	3.482	.5216
CP4	191	3.455	.5200
CP5	191	3.513	.5011
CUSTOMER			
PREFERENCE	191	3.524	.3312
BA1	191	3.581	.5355
BA2	191	3.545	.5200
BA3	191	3.482	.5010
BA4	191	3.508	.5318
BA5	191	3.482	.5216
BRAND AFFINITY	191	3.519	.3315
BR1	191	3.597	.5329
BR2	191	3.602	.5014
BR3	191	3.560	.4977
BR4	191	3.581	.4947
BR5	191	3.550	.5195
BRAND REPUTATION	191	3.578	.3386
MARKETING	191	3.540314136	.2667502394
STRATEGY		125656	99053
Valid N (listwise)	191		



APPENDIX F: LETTER OF INTENT



MISAMIS UNIVERSITY
OZAMIZ CITY

November 03, 2023

Mr. Stanley Lao
Manager of Citi Tourist Inn

Dear Mr. Stanley,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "The Role of Branding Toward Customer's Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodation".

For this, the study has its purpose to investigate the significant role of branding towards the customers' repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

With this, we are humbly asking permission to all the guests/customers among all establishments under the Mabuhay Accommodation to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

JERRY, JR. VILLANUEVA
RYAN VOLTAIRE D. MARTIR
JOHN LLOYD ORACION
BSHM Student Researchers

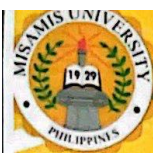
Noted by:
DR. RENZITULO ALF CARPIO
Research Adviser

Received and Approved by:

Name: **STANLEY LAO**
Affiliation: **Manager of Citi Tourist Inn**

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental,
Philippines
(088)-521-0367 / (088)-521-0421





MISAMIS UNIVERSITY
OZAMIZ CITY

Manager of Asia Novo Hotel

Dear Ma'am/Sir,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "The Role of Branding Toward Customer's Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodation".

For this, the study has its purpose to investigate the significant role of branding towards the customers' repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

With this, we are humbly asking permission to all the guests/customers among all establishments under the Mabuhay Accommodation to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

JERRY, JR. VILLANUEVA

RYAN VOLTAIRE D. MARTIR

JOHN LLOYD ORACION
BSHM Student Researchers

Noted by:

DR. RENZITULO ALF CARPIO
Research Adviser

Received and Approved by:

Name: Marie Jean Dela Cruz

Affiliation: _____

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental,
Philippines
(088)-521-0367 / (088)-521-0431





MISAMIS UNIVERSITY
OZAMIZ CITY

November 03, 2023

Ms. Daphne C. Kuok
Manager of Timfanel Ornamental Plant Farm

Dear Ms. Daphne,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "The Role of Branding Toward Customer's Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodation".

For this, the study has its purpose to investigate the significant role of branding towards the customers' repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

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Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

JERRY, JR. VILLANUEVA

RYAN VOLTAIRE D. MARTIR

JOHN LLOYD ORACION
BSHM Student Researchers

Received and Approved by:

Name: **DAPHNE C. KUOK**
Affiliation: **Manager of Timfanel Garden**
Ornamental Plant Farm

Noted by:

DR. RENZITELO ALF CARPIO
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental,
Philippines





MISAMIS UNIVERSITY
OZAMIZ CITY

November 03, 2023

Ms. Angelie Abarquez
Manager of Mt. Moriah Inn

Dear Ms. Angelie,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "The Role of Branding Toward Customer's Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodation".

For this, the study has its purpose to investigate the significant role of branding towards the customers' repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

With this, we are humbly asking permission to all the guests/customers among all establishments under the Mabuhay Accommodation to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

JERRY, JR. VILLANUEVA

RYAN VOLTAIRE D. MARTIR

JOHN LLOYD ORACION
BSHM Student Researchers

Received and Approved by:

Name: **ANGELIE ABARQUEZ**

Affiliation: **Manager of Mt. Moriah Inn**

Noted by:

DR. RENZITLO ALF CARPIO
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental,
Philippines
(088)-521-0367 / (088)-521-0431





MISAMIS UNIVERSITY
OZAMIZ CITY

November 03, 2023

Ms. Mary Grace P. Lagarnia
Manager of Asia Novo Hotel

Dear Ms. Mary Grace,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "The Role of Branding Toward Customer's Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodation".

For this, the study has its purpose to investigate the significant role of branding towards the customers' repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

With this, we are humbly asking permission to all the guests/customers among all establishments under the Mabuhay Accommodation to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully

JERRY, JR. VILLANUEVA

RYAN VONNARE D. MARTIR

JOHN LLOYD ORACION
BSHM Student Researchers

Noted by:
DR. RENZITULO ALF CARPIO
Research Adviser

Received and Approved by:

RECEIVED:

Name: **MARY GRACE P. LAGARNIA**
Affiliation: **Manager of Asia Novo Hotel**

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental,
Philippines





MISAMIS UNIVERSITY
OZAMIZ CITY

November 03, 2023

Ms. Beacon Ganaden
Manager of Be Palace Hotel

Dear Ms. Beacon,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "The Role of Branding Toward Customer's Repetitive Visits and Marketing Strategy Effectiveness of Mabuhay Accommodation".

For this, the study has its purpose to investigate the significant role of branding towards the customers' repetitive visits and its effectiveness in marketing strategy. As an output of the study, the researcher will propose empirical data findings and valuable insights regarding the potential benefits yielded from the results of the study. As this will be benefited by the hospitality industry, specifically to the Mabuhay accommodation providers, hoteliers, customers, and even to the academic and research community.

With this, we are humbly asking permission to all the guests/customers among all establishments under the Mabuhay Accommodation to answer the questions related to the study. Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality.

Should you have any concerns regarding this query, here is the researcher contact details: +63945627 6830 and email address: jerryvillanueva1010@gmail.com.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,

JERRY, JR. VILLANUEVA

RYAN VOLTAIRE D. MARTIR

JOHN LLOYD ORACION
BSHM Student Researchers

Received and Approved by:

Name: **BEACON GANADEN**

Affiliation: **Manager of Be Palace Hotel**

Noted by:
DR. RENZITULO ALF CARPIO
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental,
Philippines



APPENDIX G: STATISTICAL OUTPUT

1. What is the level of branding effectiveness among Mabuhay Accommodation in terms of; bookings, customer reviews, and competitive positioning?

Constructs	Mean	Std. Deviation	interpretation
Booking	3.533	.3367	Very high
Customer review	3.546	.3530	Very high
Competitive positioning	3.528	.3422	Very high
Branding effectiveness	3.535	.2786	Very high

Note: Branding effectiveness is the overall weighted mean...

Descriptive Statistics

	N	Mean	Std. Deviation
BOOKING	191	3.533	.3367
CUSTOMER REVIEW	191	3.546	.3530
COMPETITIVE POSITIONING	191	3.528	.3422
BRANDING EFFECTIVENESS	191	3.53542757417	.278585042957
Valid N (listwise)	191	1031	514

2. What is the level of customers' repetitive visits in terms of satisfaction, loyalty, and engagement?

Constructs	Mean	Std. Deviation	interpretation
Satisfaction	3.541	.3565	Very high
Loyalty	3.519	.3372	Very high
Engagement	3.458	.3848	Very high
Customers repetitive visit	3.506	.2748	Very high

Note: Customers repetitive visit is the overall weighted mean...

Descriptive Statistics

	N	Mean	Std. Deviation
SATISFACTION	191	3.541	.3565
LOYALTY	191	3.519	.3372
ENGAGEMENT	191	3.458	.3848
CUSTOMERS REPITITVE VISIT	191	3.50610820244	.274794834551
Valid N (listwise)	191	3282	358



3. What is the level of marketing strategy effectiveness implemented among Mabuhay Accommodation in terms of customer preference, brand affinity, and business reputation?

Constructs	Mean	Std. Deviation	interpretation
Customer preference	3.524	.3312	Very high
Brand affinity	3.519	.3315	Very high
Brand reputation	3.578	.3386	Very high
Marketing strategy	3.540	.2668	Very high

Note: Marketing strategy is the overall weighted mean...

Descriptive Statistics

	N	Mean	Std. Deviation
CUSTOMER PREFERENCE	191	3.524	.3312
BRAND AFFINITY	191	3.519	.3315
BRAND REPUTATION	191	3.578	.3386
MARKETING STRATEGY	191	3.54031413612	.266750239499
Valid N (listwise)	191	5656	053

4. Is there a significant relationship between the role of branding and the marketing strategy employed by Mabuhay Accommodation?

Tests of Normality

Constructs	p-value	interpretation
Branding effectiveness	.000	Not normally distributed
Customers repetitive visit	.001	Not normally distributed
Marketing strategy	.001	Not normally distributed

a. Lilliefors Significance Correction

Correlations

Constructs	Kendall's tau_b		Spearman's rho		interpretation
	r-value	p-value	r-value	p-value	
Branding effectiveness and Marketing strategy	.554**	.000	.705**	.000	Strong positive correlation/there is significant relationship (Kendall's tau_b) Perfect positive correlation/there is significant relationship (Spearman's rho)

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations



			BRANDING EFFECTIVENESS	MARKETING STRATEGY
Kendall's τ_{ab}	BRANDING EFFECTIVENESS	Correlation Coefficient	1.000	.554**
		Sig. (2-tailed)	.	.000
		N	191	191
	MARKETING STRATEGY	Correlation Coefficient	.554**	1.000
		Sig. (2-tailed)	.000	.
		N	191	191
Spearman's rho	BRANDING EFFECTIVENESS	Correlation Coefficient	1.000	.705**
		Sig. (2-tailed)	.	.000
		N	191	191
	MARKETING STRATEGY	Correlation Coefficient	.705**	1.000
		Sig. (2-tailed)	.000	.
		N	191	191

**. Correlation is significant at the 0.01 level (2-tailed).

5. Is there a significant relationship between branding role and customers' repetitive visits?

Correlations

Constructs	Kendall's τ_{ab}		Spearman's rho		interpretation
	r-value	p-value	r-value	p-value	
Branding effectiveness and Customers repetitive visit	.468**	.000	.617**	.000	Strong positive correlation/there is significant relationship (Kendall's τ_{ab}) Perfect positive correlation/there is significant relationship (Spearman's rho)

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations			BRANDING EFFECTIVENESS	CUSTOMERS REPITITIVE VISIT
Kendall's τ_{ab}	BRANDING EFFECTIVENESS	Correlation Coefficient	1.000	.468**
		Sig. (2-tailed)	.	.000
		N	191	191
	CUSTOMERS REPITITIVE	Correlation Coefficient	.468**	1.000



	VISIT	Sig. (2-tailed)	.000	.
		N	191	191
Spearman's rho	BRANDING	Correlation Coefficient	1.000	.617**
	EFFECTIVENESS	Sig. (2-tailed)	.	.000
		N	191	191
	CUSTOMERS REPITITVE	Correlation Coefficient	.617**	1.000
	VISIT	Sig. (2-tailed)	.000	.
		N	191	191

** . Correlation is significant at the 0.01 level (2-tailed).

6. What is the perceived impact of branding on the marketing strategies of Mabuhay Accommodation?

Coefficients

Constructs	B-value	p-value	interpretation
Branding effectiveness	.665	.000	There is positive significant impact

a. Dependent Variable: Marketing strategy

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.189	.178		6.692	.000	.839	1.540
BRANDING EFFECTIVENESS	.665	.050	.695	13.271	.000	.566	.764

a. Dependent Variable: MARKETING STRATEGY

RELIABILITY TEST

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BK1	197.426876090 750340	178.921	.400	.	.941
BK2	197.489703315 881260	179.569	.359	.	.941
BK3	197.547294938 917900	178.368	.427	.	.941



BK4	197.563001745 200600	179.376	.346	.	.941
BK5	197.583944153 577600	178.240	.420	.	.941
BOOKING	197.522164048 865530	178.738	.638	.	.940
CR1	197.468760907 504280	176.503	.561	.	.940
CR2	197.463525305 410030	178.197	.457	.	.941
CR3	197.510645724 258200	178.530	.426	.	.941
CR4	197.547294938 917900	178.888	.389	.	.941
CR5	197.557766143 106360	177.125	.529	.	.940
CUSTOMER REVIEW	197.509598603 839350	177.709	.718	.	.940
CP1	197.473996509 598520	177.868	.460	.	.941
CP2	197.515881326 352460	178.398	.426	.	.941
CP3	197.526352530 540920	178.099	.447	.	.941
CP4	197.583944153 577600	178.449	.431	.	.941
CP5	197.536823734 729400	176.990	.540	.	.940
COMPETITIVE POSITIONING	197.527399650 959780	177.809	.731	.	.940
BRANDING EFFECTIVENESS	197.519720767 888230	178.045	.871	.	.940
SA1	197.447818499 127320	176.113	.550	.	.940
SA2	197.505410122 163970	178.659	.417	.	.941
SA3	197.510645724 258200	179.644	.329	.	.941
SA4	197.557766143 106360	178.636	.391	.	.941



SA5	197.547294938 917900	179.535	.328	.	.941
SATISFACTION	197.513787085 514760	178.357	.642	.	.940
LO1	197.479232111 692770	175.909	.590	.	.940
LO2	197.521116928 446700	178.852	.385	.	.941
LO3	197.552530541 012150	178.990	.359	.	.941
LO4	197.542059336 823660	181.033	.240	.	.942
LO5	197.583944153 577600	179.378	.321	.	.942
LOYALTY	197.535776614 310580	178.654	.646	.	.940
EN1	197.515881326 352460	176.064	.544	.	.940
EN2	197.500174520 069720	178.388	.438	.	.941
EN3	197.547294938 917900	177.786	.442	.	.941
EN4	197.882373472 949300	180.249	.223	.	.942
EN5	197.542059336 823660	178.756	.376	.	.941
ENGAGEMENT	197.597556719 022600	178.073	.621	.	.940
CUSTOMERS REPITITVE VISIT	197.549040139 615980	178.307	.846	.	.940
CP1	197.437347294 938830	176.915	.537	.	.940
CP2	197.505410122 163970	178.603	.412	.	.941
CP3	197.573472949 389100	178.572	.412	.	.941
CP4	197.599650959 860300	179.855	.320	.	.941
CP5	197.542059336 823660	179.383	.369	.	.941



CUSTOMER PREFERENCE	197.531588132 635160	178.509	.675	.	.940
BA1	197.473996509 598520	176.291	.564	.	.940
BA2	197.510645724 258200	178.207	.441	.	.941
BA3	197.573472949 389100	178.578	.431	.	.941
BA4	197.547294938 917900	180.578	.261	.	.942
BA5	197.573472949 389100	177.946	.458	.	.941
BRAND AFFINITY	197.535776614 310580	178.157	.715	.	.940
BR1	197.458289703 315800	177.784	.459	.	.941
BR2	197.453054101 221570	178.255	.455	.	.941
BR3	197.494938917 975470	178.893	.410	.	.941
BR4	197.473996509 598520	178.609	.434	.	.941
BR5	197.505410122 163970	177.816	.470	.	.941
BRAND REPUTATION	197.477137870 855070	178.127	.703	.	.940
MARKETING STRATEGY	197.514834205 933600	178.224	.884	.	.940



APPENDIX H: DOCUMENTATION



**ASIA NOVO HOTEL DATA
GATHERING**



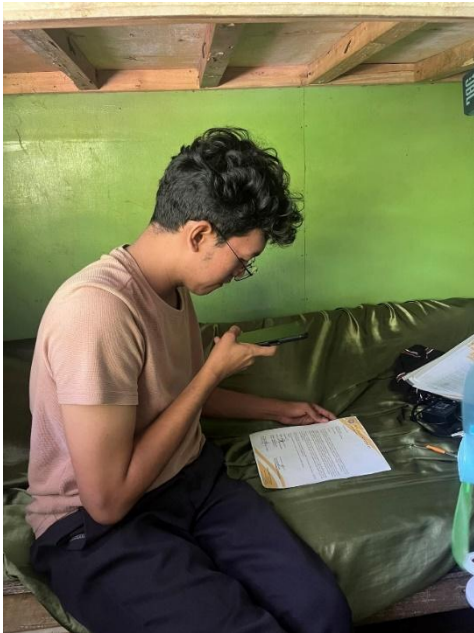
**ASIA NOVO HOTEL DATA
GATHERING**



**TIMFANEL GARDEN
ORNAMENTAL PLANT FARM
DATA GATHERING**



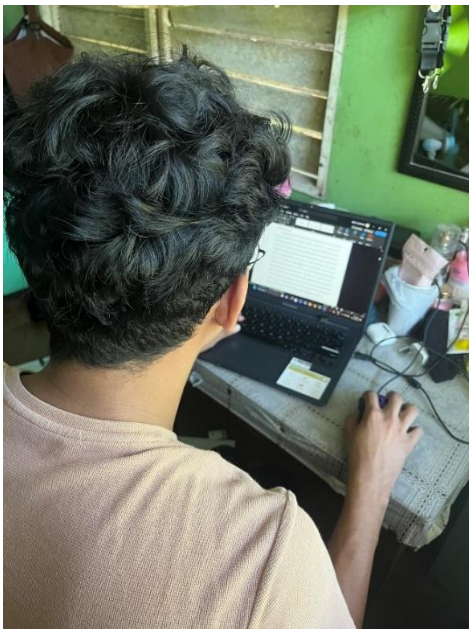
**TIMFANEL GARDEN
ORNAMENTAL PLANT FARM
DATA GATHERING**



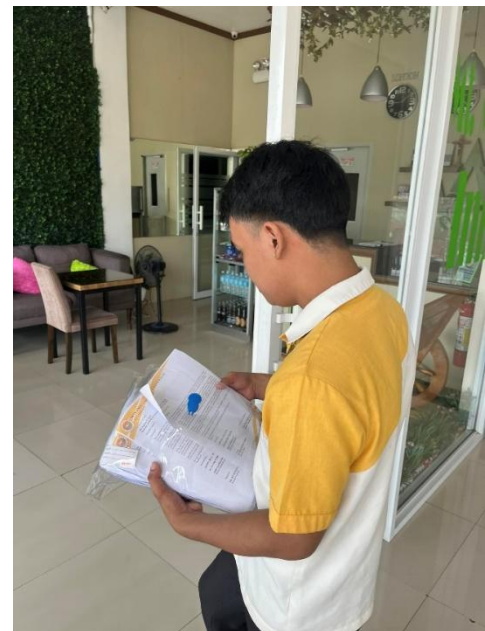
SCANNING THE



**MT. MORIAH INN DATA
GATHERING**



WORKING ON THE



**MT. MORIAH INN DATA
GATHERING**



TOURIST INN DATA



TOURIST INN DATA



GV HOTEL DATA GATHERING



GV HOTEL DATA GATHERING



APPENDIX I: PLAGIARISM TEST RESULT



Similarity Report ID: oid:28447:48645082

PAPER NAME

VILLANUEVA.docx

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10066 Words

CHARACTER COUNT

62404 Characters

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53 Pages

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REPORT DATE

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APPENDIX J: GRAMMARLY TEST RESULT



Report: FINAL-RESEARCH-VILLANUEVA-Copy

FINAL-RESEARCH-VILLANUEVA-Copy

by Misamis University

General metrics

75,002

characters

10,254

words

689

sentences

41 min 0 sec

reading
time

1 hr 18 min

speaking
time

Score



This text scores better than 97%
of all texts checked by Grammarly

Writing Issues

225

Issues left

85

Critical

140

Advanced

Plagiarism

This text hasn't been checked for plagiarism



APPENDIX K: CURRICULUM VITAE



CONTACT

Email
jerryvillanueva1010@gmail.com

Phone
09456276830

Address
Blancia, Molave, Zamboanga del Sur

AWARDS

- Faculty Lister – A.Y. 2021 – 2022
- With Honors – S.Y. 2018 – 2019
- With Honors – S.Y. 2017 – 2018

SKILLS

- Time Management
- Housekeeping
- Communication Skills
- Cooking

SEMINARS ATTENDED

- Career Orientation Seminar in the Cuisine Line Industry, MICAH Cebu – April 24, 2023
- Lecture and Demonstration on Basic Housekeeping and Bedmaking, Mezzo Hotel – April 26, 2023
- Cake Decorating and Customizing using Fondant, MU Manor, Misamis University Ozamiz City – June 9, 2023
- Understanding Workplace Diversity in Tourism and Hospitality Industry. Misamis University Ozamiz City, May 13, 2021
- HIMAMAT: Discovering The Untold Taste of Mindanao – June 19, 2021

JERRY, JR. A. VILLANUEVA

PERSONAL INFORMATION

Date of Birth: October 10, 2000
Age: 23
Place of Birth: Blancia, Molave, Zamboanga del Sur
Religion: Roman Catholic
Sex: Male
Civil Status: Single
Language/Dialect Spoken: Bisaya, English, and Filipino

EDUCATIONAL ATTAINMENT

TERTIARY

SCHOOL: Misamis University
DEGREE: Bachelor of Science in Hospitality Management
SCHOOL YEAR: 2023 – Present

SENIOR HIGH SCHOOL

SCHOOL: Molave Vocational Technical School
ADDRESS: Molave, Zamboanga del Sur
SCHOOL YEAR: 2018–2019

JUNIOR HIGH SCHOOL

SCHOOL: Molave Vocational Technical School
ADDRESS: Molave, Zamboanga del Sur
SCHOOL YEAR: 2016–2017

ELEMENTARY

SCHOOL: Blancia Central School
ADDRESS: Blancia, Molave, Zamboanga del Sur
SCHOOL YEAR: 2012–2013

EXPERIENCES

LSC Officer
 CBM Department Officer, 2023–2024
 Misamis University, Ozamiz City

H.O.T (President 2nd Semester)
 Organization Officer, 2022–2023
 Misamis University, Ozamiz City

H.O.T (Social Manager 1st Semester)
 Organization Officer, 2022–2023
 Misamis University, Ozamiz City

Class President
 Classroom President, 2017
 Molave Vocational Technical School





RYAN VOLTAIRE D. MARTIR

CONTACT

Email
martirryanvoltaire@gmail.com

Phone
09496617638

Address
P- Malig-on, Tinago Ozamis City, Misamis
Occidental

AWARDS

SKILLS

- Serving
- Housekeeping
- Cooking

SEMINARS ATTENDED

- Career Orientation Seminar in the Cuisine Line Industry, MICAH Cebu – April 24, 2023
- Lecture and Demonstration on Basic Housekeeping and Bedmaking, Mezzo Hotel – April 26, 2023
- Work Immersion completer OAKHILL INN, Ozamiz City

PERSONAL INFORMATION

Date of Birth: September, 23, 2000
Age: 22
Place of Birth: Tinago Ozamis City, Misamis Occidental
Religion: Roman Catholic
Sex: Male
Civil Status: Single
Language/Dialect Spoken: Bisaya, English, and Filipino

EDUCATIONAL ATTAINMENT

TERTIARY

SCHOOL: Misamis University
DEGREE: Bachelor of Science in Hospitality Management
SCHOOL YEAR: 2023 - Present

SENIOR HIGH SCHOOL

SCHOOL: Misamis University
ADDRESS: H.T., Feliciano St., Ozamiz City, Misamis Occidental
SCHOOL YEAR: 2019-2020

JUNIOR HIGH SCHOOL

SCHOOL: Ozamiz City National High School
ADDRESS: Misamis Occidental
SCHOOL YEAR: 2015-2016

ELEMENTARY

SCHOOL: Ozamiz City Central School
ADDRESS: Misamis, Occidental
SCHOOL YEAR: 2012-2013

EXPERIENCES

- Work Immersion January 2019
OAKHILL INN, Ozamis City
Housekeeping and Serving





JOHN LYOD C. ORACION

PERSONAL INFORMATION

Date of Birth: December 04, 2000
Age: 23
Place of Birth: Oroquieta City
Religion: Roman Catholic
Sex: Male
Civil Status: Single
Language/Dialect Spoken: Bisaya, English, and Filipino

EDUCATIONAL ATTAINMENT

TERTIARY

SCHOOL: Misamis University
DEGREE: Bachelor of Science in Hospitality Management
SCHOOL YEAR: 2023 – Present

SENIOR HIGH SCHOOL

SCHOOL: Misamis University
ADDRESS: H.T., Feliciano St., Ozamiz City, Misamis Occidental

SCHOOL YEAR: 2018–2019

JUNIOR HIGH SCHOOL

SCHOOL: Mount Carmel High School
ADDRESS: Baliangao, Misamis Occidental
SCHOOL YEAR: 2015–2019

ELEMENTARY

SCHOOL: Baliangao Central School
ADDRESS: Baliangao, Misamis Occidental

SCHOOL YEAR: 2010–2016

EXPERIENCES

Triple J Fastfood Ventures Corporation
 Chowking Gaisano Mall, Ozamiz City
 Service Crew

CONTACT

Email
 jlyod.oracion2000@gmail.com

Phone
 09383163861

Address
 Baliangao Misamis Occidental

AWARDS

SKILLS

- Housekeeping
- Baking
- Cooking

SEMINARS ATTENDED

- Career Orientation Seminar in the Cuisine Line Industry, MICAH Cebu – April 24, 2023
- Lecture and Demonstration on Basic Housekeeping and Bedmaking, Mezzo Hotel – April 26, 2023
- Cake Decorating and Customizing using Fondant, MU Manor, Misamis University Ozamiz City – June 9, 2023

