

**HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING ADAPTATION:
ITS INFLUENCE ON GUESTS' INTENTION AND SATISFACTION**

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

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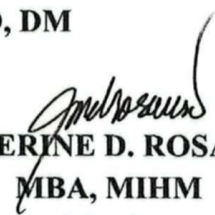

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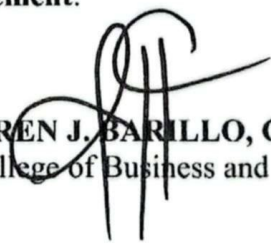
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THESIS ABSTRACT

Title : **HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING ADAPTATION: ITS INFLUENCE ON GUESTS' INTENTION AND SATISFACTION**

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Hotel accommodation plays a crucial role in enhancing the tourism and hospitality industry influencing guests' satisfaction and loyalty. This study examined the effect of Hotel Accommodations' Facebook Advertising Adaptation: Its Influence on Guests' Intention and Satisfaction. Utilizing a quantitative research approach and using a descriptive-correlational research design, data were collected from 166 respondents through survey questionnaires. The study focuses on four dimensions of Facebook Advertising: a) Surveillance Effect b) Social Interaction c) Information Sharing d) Customer Engagement. Findings reveal that Facebook Advertising significantly influences guest intentions and satisfactions, including revisit intention, word-of-mouth, willingness to pay more and loyalty of the guest. The results revealed that Facebook advertising adaptation has a significant influence on guests' intention and satisfaction to stay, indicating a perfect positive correlation. This suggests that as the quality or effectiveness of Facebook advertising increases, guests' intention to book and their satisfaction with the hotel also significantly improve. The findings



highlight the importance of social media as a marketing tool in the hospitality industry, recommending that hotels should prioritize optimizing their Facebook advertising campaigns by creating engaging visuals, targeting audiences, and fostering customer engagement through interactive and prompt responses, thereby encouraging guests to share experiences that will improve guests' satisfaction and loyalty, ensuring a competitive edge in the hospitality industry.

Keywords: *Customer Engagement, Facebook Advertising, Guest Intention, Guest Satisfaction, Hotel Accommodations*



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To God be all the Glory!

- **Researchers**



DEDICATION

This study is dedicated to our beloved families who have been our source of inspiration, for their unwavering love, patience, their moral, emotional, and financial support that sustained us through challenges.

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INTRODUCTION

Rationale of the Study

In today's digitized world, social media has become a powerful and helpful tool to engage people worldwide especially in the hospitality industry sector. (Priskila, 2023). Local travelers use these websites where they can discuss their experiences and destination information, while gaining valuable recommendations and tips (Alhuqbani, 2021). Recently, the hospitality industry focuses on creating content highlighting emerging tourism destinations, boasting a blend of natural and cultural attractions for a country.

Social media advertising is now widely adopted and effective approach for reaching target audiences efficiently. It is described as the practice of promoting a business through social media platforms. Given this, businesses strive to develop more successful online advertising strategies using best practices, and social media is a well-liked platform for advertising (Muñoz-Leiva, et al., 2019). Social networking can help with business decisions. Post-responses are analyzed. It is critical for businesses to utilize various social media platforms networks (SMN) such as Facebook, Instagram, Twitter, TikTok, and Snapchat (Hootsuite, 2021). Together, these platforms give companies the ability to interact with customers in novel ways, such as posting photos. This is a common type of advertising that can be seen in every platform, videos can also be one of used as an advertisement to promote postings, showcasing their products, services, or businesses, and carousel ads can also be one of the ways in which it allows users to include many photos, videos, headlines, links, or calls to action in a single ad (Khwanyuen, 2021).



Its large user base and advanced targeting capabilities make Facebook advertising a powerful tool. Businesses must prioritize data-driven decision-making, social media advertising, e-commerce platform developments, and personalized content because people in the Western setting prefer simple and humorous advertisement to optimize their marketing strategies in line with consumer behavior trends (Guan, 2023). The capacity to examine vast quantities of data from social networks helps companies to personalize their marketing efforts to specific consumer interests, enhancing engagement and conversion rates (Liao & Yang, 2021). In contrast, in Asian context, Social media enables real-time communication, personalized connections, and long-term partnerships (Karra, 2023). Facebook advertising' perceptions are influenced by cultural variances. Facebook advertisements including immersive travel experiences are shown to consumers, they are more likely to make hotel reservations (Xi et al., 2015).

The implications of social media have lately been investigated in various parts of the hotel industry, including a shift in purchasing services, changes in guest experiences, and improvements to lodgings. Customer value and its relationship to customer satisfaction and behavioral intents differ greatly among search kinds, necessitating a separate analysis for each consumer segment (Wahyuningsih, 2021). Social media provides several marketing options (Fink et al., 2019).

One increasingly attractive way to boost advertising effectiveness is through social media advertising (Lee & Hong, 2016). Facebook stands out as leading platform used by hotels for marketing purposes. Particularly, local hotels in Misamis Occidental, utilizes social media platforms to market their local attractions and their services. However, while many hotels invest in Facebook advertising, its actual effect



on guests' intention remains unknown. Facebook advertising is efficient in influencing guests to book and revisit these accommodations. To explore this uncertainty, this study aims to seek the influence of hotel accommodations' Facebook advertising on guests' intention and satisfaction to stay in Misamis Occidental, giving valuable insights for both the hoteliers and marketers interested in improving their digital advertising strategies.

Despite the increasing awareness of the crucial role that Facebook advertising plays within the hospitality sector, there is a significant gap in understanding its specific effect on guests' intentions and satisfaction to stay. This study seeks to close this gap by assessing the effectiveness of existing Facebook advertising in the hospitality business in Misamis Occidental. The rationale for this study comes from the increased reliance on social media platforms as critical tools for organizations to thrive in the digital marketplace (Ebrahim, 2020). By investigating the impact of Facebook advertising, this study hopes to identify how it influences guest decision-making and pleasure, thereby closing the knowledge gap in this field. Through this research, the researchers aim to provide valuable insights that can help local businesses such as hotels in Misamis Occidental enhancing their advertising strategies, enhancing customer engagement, satisfaction, and overall organizational success.

This study is limited to Misamis Occidental and only looks at Facebook advertising, leaving out other social media platforms. It also doesn't take into consideration elements like the caliber of on-site service that could affect how visitors perceive a place. By promoting improved visitor experiences through customized



advertising tactics, this study ultimately seeks to support the prosperity of the Misamis Occidental hospitality sector.

The importance of this study lies in its potential to offer valuable insights and guidance to local hospitality establishments. Understanding the impact of Facebook advertising in affecting visitor behavior allows hotels to adjust their marketing strategy to increase customer engagement, satisfaction, and overall organizational performance. Furthermore, the findings of this study may add to broader conversations about the role of digital marketing in the tourism and hospitality industries, providing practical insights that extend beyond the local context.



THEORITICAL FRAMEWORK

This study is grounded in key theoretical frameworks that explain how Facebook advertising by hotel accommodations influences guests' intentions and satisfaction. It draws from Ruggiero's (2000) Uses and Gratifications Theory, which explores how individuals actively seek media that meets their specific needs, and Ducoffe's (2000) concepts of Advertising Value and Advertising Processing, which examine how consumers perceive and respond to advertisements. These theories provide a foundation for understanding the role of social media marketing in shaping guest behavior and perceptions.

Uses and Gratifications Theory of Thomas E. Ruggiero

The Uses and Gratification Theory, often referred to as "need seeking," is a communication theory that highlights how individuals actively use media to fulfill various social and personal needs. Rooted in a functionalist perspective, it emphasizes that the primary role of media is to meet the motivations and desires of its users. People are drawn to the internet, especially social media, to satisfy their social needs—making it a key motivator for digital engagement (Wang et al., 2012). The internet provides users with endless communication possibilities, enabling constant interaction and information sharing at any time (Kiesler, 1997). This theory marked a significant shift in media research by focusing more on the audience's active role, suggesting that users are aware of and can articulate their reasons for consuming media (Windahl et al., 2008; Amiri et al., 2012). In the context of this study, the theory supports the idea that online platforms like Facebook allow businesses to effectively engage with audiences through targeted advertising, utilizing user demographics and enhancing the appeal of ads when their relevance and value are recognized.



Web Advertising Theory by Robert H. Ducoffe

Online advertising, also known as web or internet advertising, refers to digital content created by businesses or organizations to promote products or services to consumers through the Internet. According to Schlosser and colleagues (1999), this form of advertising serves as a means of communication between companies and their target audience. Ducoffe highlighted that the effectiveness of such ads lies in the value users perceive from them. To better understand how advertising functions as a communication tool, a model was developed focusing on its role in engaging consumers. Platforms like Facebook play a significant role in this process by offering access to a wide global audience and providing detailed demographic information, which helps in crafting highly targeted ads (Curran et al., 2011). Social media users often spend time browsing, during which they are regularly exposed to various online advertisements (Brajnik & Gabrielli, 2010).

Overall, Facebook is now widely recognized as one of the leading platforms for advertising on social media (Bannister et al., 2013). This theory supports the study in finding out how web advertising, particularly on platforms like Facebook, can effectively connect brands to global target markets and reveals its significance as a communication tool that enhances consumers' perceptions of value. This effectiveness stems from the dual strategies of organic and paid advertising, which positively influence consumer attitudes when they appreciate the advertisement's worth.



CONCEPTUAL FRAMEWORK

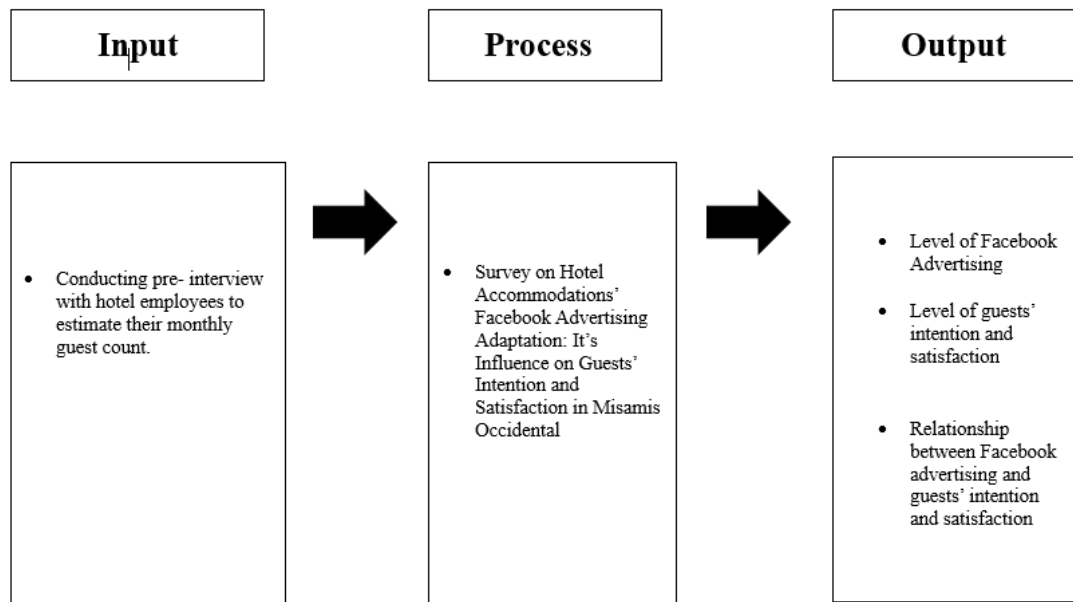


Figure 1. Schematic Diagram of the Study

OBJECTIVES OF THE STUDY

Generally, this study aimed to analyze the hotel accommodation Facebook advertising adaptation and guest's intention and satisfaction to stay in Misamis Occidental. Specifically, this study aimed provide to answer the following objectives:

1) Determine the level of Facebook advertising adaptation in terms of its:

- a) Surveillance Effect
- b) Social Interaction
- c) Information Sharing
- d) Customer Engagement

2) Determine the level of guests' intention in terms of its:

- a) Revisit Intention
- b) Word-of-Mouth
- c) Willingness to pay more
- d) Loyalty

3) Examine the relationship between the Facebook advertising and guests' intention.



SIGNIFICANCE OF THE STUDY

This study is significant as it would attempt to find the Hotel Accommodations' Facebook Advertising Adaptation on guests' intention and satisfaction to stay in Misamis Occidental. The findings of the current study can be beneficial to the following:

Hoteliers. The result of this study is significant for hoteliers in Misamis Occidental as it explores how Facebook advertising influences guests' intentions and satisfaction when choosing hotel accommodations. By understanding the impact of targeted ads, hoteliers can optimize their marketing strategies to attract more guests and enhance their experience. The results will shed important light on the direct relationship between social media advertising and visitor happiness and decision-making.

Guests. The result of this study benefits guests by providing insights into how Facebook advertising helps them make informed decisions about hotel accommodations in Misamis Occidental. It highlights how targeted ads can align with their preferences, improving their overall booking experience. Additionally, the study aims to ensure that guests' satisfaction is enhanced by matching their expectations with hotel offerings through effective online advertising.

Local Businesses. The result of this study can help local businesses in Misamis Occidental especially in the Hospitality industry to improve their marketing tactics and increase guest satisfaction and engagement by determining which Facebook advertising elements appeal most to their customers.



Academic Contribution. By providing localized viewpoints on how social media advertising impacts visitor satisfaction and intentions in the hospitality industry, this study fills a major vacuum in the literature.

Future Researchers. This study provides useful insights that future researchers can build on when examining how social media advertising influences consumer behavior, particularly within the hospitality sector. It offers a starting point for comprehending how Facebook advertisements affect visitors' intentions and level of happiness, especially when it comes to hotel stays. Future research on improving digital marketing tactics and determining how well they influence consumer choices can be guided by the findings.



REVIEW OF RELATED LITERATURE

In this chapter, this focus on exploring previous studies and written works that relate to the subject at hand that has explored the relevance and significance of Hotel Accommodation's Facebook Advertising Adaptation: Its Influence on Guests' Intention and Satisfaction. It supplies supporting information related to the study. Searching keywords is a strategy used for finding related literature to retrieve small numbers of specific results. Facebook advertising has emerged as a vital tool for the hotel industry, effectively reaching potential guests and influencing their decision-making processes. By leveraging targeted marketing strategies on this platform, hotels can enhance their visibility and foster guest satisfaction, ultimately driving bookings and loyalty.

Hotel Accommodation

Accommodations play a vital role in the hospitality and tourism industry. As Cooper et al. (2008) pointed out, it's uncommon for travelers to choose a place to stay without also considering the additional services that align with the purpose of their trip—whether it's for business or leisure. Because of this, accommodations are a key component in shaping and promoting tourism in any area. The variety and quality of lodging options not only reflect how developed a tourist destination is but also significantly influence a traveler's decision to visit. Nowadays, hotels are increasingly using social media platforms like Facebook and Instagram to market themselves more effectively. These platforms allow them to highlight what makes their services unique, connect directly with potential guests, and strengthen customer loyalty.



Usage of Social Media on Hoteliers

The hospitality businesses are increasingly promoting their products and services through different channels. The rapid growth of Internet usage and its broad range of applications have given rise to online platforms commonly known as social media (Jones et al., 2011). These platforms offer numerous advantages for businesses, such as affordability, the potential for content to go viral, and the ability to build a strong brand image. As a result, marketing through social media has become increasingly popular, prompting many hotels to adopt this strategy as well. Using social media in hotel accommodations has transformed the way businesses connect with guests and promote their services. Through targeted social media advertising, hotels can effectively reach specific audiences, highlight promotions, and create engaging content that drives bookings and enhances guest experiences.

Social Media Advertising

Social media has become deeply integrated into our everyday lives, influencing various aspects including advertising strategies. To better understand how people engage with content on these platforms and how it affects advertising outcomes, the engagement experience framework offers valuable insights. This approach emphasizes that digital engagement stems from users' experiences online and highlights three key aspects. First, it aligns with existing media engagement theories, helping explain how consumers interact with digital content. Second, unlike purely numerical methods that focus on engagement intensity or sentiment, this framework allows for a more flexible, context-specific understanding that recognizes differences across platforms. Third, this perspective has proven effective in predicting how well



advertising performs in digital environments. As a result, it helps deepen our understanding of the connection between user engagement and advertising success, especially on platforms like Facebook, which stands out for its large user base and advanced targeting tools that allow businesses to deliver personalized messages to specific audiences.

Facebook Advertising

The initial section will explore existing literature on Facebook advertising, focusing on the strategies hospitality businesses use to connect with their audiences. It will examine how different types of content like images and videos can boost customer interaction and foster brand loyalty. The ability to engage with customers in real time and manage large amounts of user data has caught the attention of researchers, offering fresh opportunities for marketers to improve their performance on social media platforms (Liu et al., 2019). Building user trust is a key factor that encourages individuals to engage with social plug-ins, such as reading reviews and leaving comments. Social media has become deeply integrated into daily life, with platforms like Facebook leading in popularity according to its fourth-quarter report (Facebook, 2021). Studies suggest that hotels that maintain an active presence on social media are better positioned to foster strong relationships with guests, leading to increased customer satisfaction. Research in tourism and hospitality highlights that a well-managed social media strategy can provide businesses with a competitive advantage (Xiang & Gretzel, 2010). Furthermore, Facebook advertising plays a crucial role in influencing consumer decisions and shaping marketing tactics across industries. However, the use of user data for targeted ads raises important privacy



concerns, as surveillance practices can impact how people view personalized marketing efforts.

Effect of Surveillance

Monitoring, especially in work and customer settings, has been shown to influence behavior and trust. In today's interconnected society, there are many chances to utilize technology for improving business, boosting safety, and enhancing the guest experience. The security function in hotels is firmly established but constantly evolving (Hume, 2021). Additionally, people turn to social media to satisfy their need for information (Brodie et al., 2013). According to Humphreys and Wilken (2014), the easy access to information on these platforms has created new opportunities for users to stay informed, engage with content, and participate more actively, making social media a powerful tool for both observation and interaction. The effect of surveillance in digital marketing environments can significantly influence social interaction among consumers, particularly in the context of hotel accommodations. As guests increasingly share their experiences online, the interplay between surveillance and social media shapes perceptions of hotels, impacting their reputation and the way potential customers engage with these establishments.

Social Interaction

Social interaction, especially on platforms like Facebook, significantly shapes consumer engagement. It serves as a key motivator that drives people to connect and communicate with others online (Whiting & Williams, 2013). Social media has transformed how people interact by making it easier to access information, expanding social networks, changing communication styles, and exposing users to diverse



perspectives (Geneix, 2023). These interactions influence how individuals form attitudes and make decisions (Coyle & Thorson, 2001). In the context of hotel marketing, social interaction becomes a powerful tool—encouraging users to engage with content, share experiences, and build community trust, which helps boost the hotel’s reputation and attract more bookings.

Sharing of Information

The exchanging of information, especially on online platforms, is more and more acknowledged as an important aspect of consumer decision-making and how brands are viewed. Information sharing on social media has become a powerful tool for boosting customer engagement, as it allows users to share personal experiences, such as hotel stays, through comments, photos, and reviews (Osatuyi, 2013). This type of content not only helps other consumers make informed decisions but also plays a key role in shaping brand attitudes, which in turn influence purchasing intentions (D. Lee et al., 2019). Social platforms that encourage the sharing of positive experiences can significantly drive consumer interest and behavior. Participant observation, as highlighted by Alexander et al. (2021), is essential to understanding why people choose to share online, offering deeper insights into consumer behavior. Overall, this exchange of information helps businesses build stronger relationships with their customers by fostering trust, engagement, and long-term loyalty in the digital age.

Customer Engagement

Customer engagement refers to how actively and meaningfully consumers interact with a brand across various points of contact. It involves the depth of a person’s involvement and connection with a company’s offerings or activities,



whether initiated by the brand or the customer themselves. With the rise of social media, engagement has become more dynamic and multifaceted, enabling not only direct communication between brands and consumers but also interactions among consumers that influence brand perception. Platforms like Facebook and Instagram allow users to openly share their thoughts, reactions, and experiences with brands through comments, likes, and shares. This kind of engagement plays a vital role in shaping potential guests' decisions to book hotel accommodations, as positive, personalized interactions can significantly enhance how a brand is perceived and increase the chances of turning interest into actual reservations.

Guests' Intention

This portion will look at the literature on guests' intention, specifically how guests' views and interactions with a hotel's Facebook advertising influence behaviors like bookings, repeat visits, and recommendations. Earlier frameworks like the Theory of Reasoned Action (TRA) focus on understanding human behavior through attitudes and perceived social pressures, highlighting the role of voluntary intention in guiding actions (Fishbein & Ajzen, 1975). Building on this, the Theory of Planned Behavior (TPB) expands the model by adding perceived behavioral control, which captures the influence of both intentional and unintentional factors in shaping a person's actions (Kim & Hwang, 2020).

Studies from both worldwide and local contexts show that good social media strategies can boost client happiness, loyalty, and even direct bookings. Customer loyalty is seen as a crucial objective in the hospitality business since it is a significant measure of a company's sustainability and is the best measure of client retention (Chen



& Chen, 2010). In the Philippines, local hotels use social media to communicate with both domestic and foreign visitors. Their study discovered that Filipino hotels commonly utilize Facebook to provide updates about new services, discounts, and local attractions, which aids in the development of a devoted client base. They underline the need of being consistent while publishing and connecting with customers in order to have a good online presence (Buhalis and Mamalakis, 2015). Guests' intentions greatly influence their overall satisfaction, as they often seek specific experiences during their stay.

Guests' Satisfaction

When it comes to eco-friendly hotel practices, guests generally view the reuse of linens and towels as a standard expectation rather than a special feature. If this basic practice is missing, it can lead to dissatisfaction among customers (Robinot & Giannelloni, 2010). A guest's overall satisfaction significantly influences their desire to return; a positive stay not only leaves a memorable impression but also encourages loyalty. When guests feel appreciated and enjoy their experience, they're more inclined to come back and share their positive experience with others.

Revisit Intention

Revisit intention refers to a person's likelihood or willingness to return to a place or repurchase a service, and it is heavily influenced by factors such as customer satisfaction, perceived value, and service quality. Several studies have highlighted how familiarity with a location can positively affect a tourist's desire to come back, while personal habits also play a crucial role—both in energy-saving behavior and in the adoption of new technologies like mobile payments. Researchers have found that



these habits, rooted in individual attitudes, can strongly shape decisions about revisiting a destination. Additionally, the intention to return often leads to positive word-of-mouth, as satisfied visitors tend to recommend the place to others, sharing their experiences with friends and family and becoming natural promoters of the *destination*.

Word of Mouth

Word-of-mouth (WOM), often seen as casual conversations between individuals, plays a crucial role in shaping consumer decisions, especially in the tourism industry—one of the world’s fastest-growing economic sectors (UNWTO, 2018). Rather than feeling like advertisements, these exchanges are perceived as personal and trustworthy, making them a powerful form of non-commercial communication (Harrison Walker, 2001). Studies like Zhang et al. (2021) have shown that familiarity with a place can influence a tourist’s intention to return, further emphasizing how personal experiences and habits shape decisions. For instance, everyday habits have been linked to behaviors like saving energy (Chen et al., 2018) or adopting mobile payment technologies (Morosan & DeFranco, 2016). When people share positive experiences, it not only enhances the perceived value and quality of a service but also encourages others to pay more for something that comes with a trusted recommendation.

Willingness to pay more

Willingness to pay (WTP) is essentially the maximum amount a customer is ready to spend on a product or service, which reflects their intention and perceived value of that offering. It's influenced by various factors, including the consumer's



knowledge and preferences—especially when it comes to environmentally sustainable choices, like eco-friendly hotel services. Studies suggest that people who are more environmentally aware are often willing to pay extra for sustainable options. The main cost driver in such scenarios is typically the hotel room itself. Moreover, there's a strong connection between a customer's willingness to pay more and their loyalty to a brand; when they believe they're getting good value, they're more likely to stick with the brand over time.

Loyalty

Customer loyalty refers to a consumer's consistent preference for a brand or service, often demonstrated through repeat purchases and ongoing engagement. It reflects a meaningful connection between a person's positive perception of a brand and their likelihood to return, highlighting the value of long-term relationships between businesses and their clients. This kind of loyalty not only encourages repeat business but also serves as a strategic asset that gives companies a competitive edge. In the hotel industry, customer loyalty is particularly important, as it fosters trust, repeat stays, word-of-mouth recommendations, and ultimately contributes to sustained profitability in a highly competitive market.



RESEARCH METHODOLOGY

Design

This research used a quantitative method, specifically a descriptive-correlational design. This approach involves collecting data about specific events or conditions, then organizing, presenting, and interpreting the information through tables, visuals, and detailed descriptions (Glass & Hopkins, 2021). At the same time, the quantitative approach involves a methodical study concentrated on measuring data and applying findings from a subset to a larger group. This method consists of gathering and interpreting numerical data to characterize variables, explore the connections between them, and identify cause-and-effect relationships (Babbie, 2021). Descriptive statistics, such as frequency and percentages, mean and standard deviation, and correlation coefficient, were used to analyze the data. Given that the study examined the substantial impact of Facebook advertising adaption on visitors' intention and pleasure, this approach was acceptable.

Setting

This study was conducted in in 2 cities of Misamis Occidental, Ozamiz City and Oroquieta City that utilize Facebook advertising to promote their accommodation services. The province is a growing tourist destination in Northern Mindanao, attracting visitors through its natural attractions and rich cultural heritage. Hotels in the area have increasingly turned to social media platforms, particularly Facebook, to reach potential guests. The study analyzed the effectiveness of these campaigns in engaging potential customers. It also assessed how Facebook advertising contributes to the overall marketing strategies of the hotels.



Respondents of the Study

This study focused on hotel guests in Misamis Occidental, with a total of 290 participants. The researchers used the Raosoft sample size calculator to determine that a sample of 166 respondents, who had stayed in hotels promoted through Facebook advertising, was required for the study. These guests were selected based on their interaction with hotel ads on the social media platform. Researchers utilized cluster sampling to efficiently gather data from large, diverse populations by selecting groups (clusters) instead of individuals, reducing time and costs. This strategy was effective data the researchers aimed to elicit. The institution is specifically located at H.T. when the population was geographically dispersed, making it impractical to sample everyone individually.

Their feedback provided insights into the effectiveness of Facebook ads in influencing their accommodation choices. The data collected from these participants helped identify trends in consumer behavior related to online hotel marketing. Their responses were instrumental in evaluating the overall impact of Facebook advertising on guest satisfaction and booking decisions.

Research Instruments

To assess the result of hotel accommodations' Facebook advertising adaptation: its influence on guests' intention and satisfaction to stay in Misamis Occidental, data was collected using appropriate instruments. The following are the instruments used:



A. Facebook Advertising Questionnaire. This is a four Point-Likert scale questionnaire. A research questionnaire from the study by Yoong and Lian (2019) was adapted in the study. It has 19 indicators.

In determining the level of hotel accommodations' Facebook advertising adaptation, the following scale was used:

Respondents	Continuum	Interpretation
4 – Strongly Agree (SA)	3.25-4.0	Very High (VH)
3 – Agree (A)	2.50-2.4	High (H)
2 – Disagree (D)	1.75-2.49	Low (L)
1 – Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

B. Guests' Intention and Satisfaction Questionnaire. This instrument played a crucial role in understanding the long-term relationships between hotels and their guests. The questionnaire was adapted from the study of Elmedulan (2024). It has 16 indicators.

In determining the level of guests' intentions to stay, the following scale was used:

Respondents	Continuum	Interpretation
4 – Strongly Agree (SA)	3.25-4.0	Very High (VH)
3 – Agree (A)	2.50-2.4	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 initiated the data collection process by obtaining approval from the Dean of the College of Business and Management to proceed with the study. They then sent a permission letter to the relevant establishments where the research was carried out. Survey questionnaires were distributed to participants who were either current or past guests of hotels in Misamis Occidental and had interacted with the hotel's social media platforms. The survey was made available online and in person to ensure a wide array of participants. Before distributing the survey questionnaires, a formal letter of approval was sent to the person managing the hotel. The respondents received a clear instruction for the survey questionnaire and their consent was collected before participation. Once the data was completed, the responses were gathered and thoroughly examined for accuracy and completeness. Throughout the entire process, all the data collected was kept confidential.

Data Analysis

The data gathered from the survey questionnaires will be analyzed using quantitative methods. The analysis will aim to provide a summary of the participants' demographic information and their level of involvement. Essentially, the goal is to provide a clear and brief overview of the participants' traits and their engagement in social media. Inferential statistics will be applied to examine the correlation between social media interaction and behavioral results. This examination will uncover important trends and provide understanding on how Facebook advertising affects customers' behavior in the hotel sector in Misamis Occidental. All the data analysis will be performed using specialized software and the results will be clearly interpreted in a way that addresses and helps achieve the objectives of the research.



Mode of Analysis/Statistical Treatment

This study used the following statistical tools:

Mean and Standard Deviation. These tools were employed to assess the extent degree of Facebook advertising in terms of surveillance effect, social interaction, information sharing, and customer engagement. In the same way, the guests' level of intent was assessed based on factors such as their likelihood to return, recommend the place to others, willingness to spend more and overall loyalty.

Correlation Coefficient (r). These tool utilized to explored the significant influence of Facebook advertising adaptation toward guests' intention and satisfaction.

Ethical Consideration

The study was done with strict adherence to ethical guidelines, following the (Bell and Bryman, 2007) format to maintain the authenticity of the research process. Letters permission was first obtained from the school administration, allowing the researcher to proceed with the necessary data collection and fieldwork. Confidentiality of the hotel guests was prioritized, ensuring that their responses remained anonymous throughout the study. A separate letter of permission was also secured from the hotel management, granting approval to conduct the study within their establishments. All participants were made aware of the researcher's purpose and were given the opportunity to withdraw at any point without facing any negative consequences. Consent was voluntarily granted by both the hotel guests and the hotel staff, ensuring that their participation was fully informed. Data was securely stored and only used for academic purposes. These steps were taken to safeguard the rights and privacy of everyone participating in the study.



RESULTS AND DISCUSSION

Table 1. Guests' Level of Facebook Advertising Adaptation

Constructs	M	SD	Interpretation
Surveillance Effect	3.459	.4795	Very High
Social Interaction	3.425	.5363	Very High
Information Sharing	3.442	.5284	Very High
Customer Engagement	3.316	.5856	Very High
Facebook Advertising	3.411	.4748	Very High

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Table 1 presents the Guests' level of Facebook advertising. The overall result indicates that Facebook advertising According to the data, Facebook advertising influence a very high result (M=3.441; SD=.4748). The study further revealed that the information sharing is very high (M=3.442; SD=.5284). Thus, social interaction (M=3.425; SD=.5363), and lastly the Customer Engagement (M=3.316; SD=.5856). This suggests a very high level Facebook advertising among all four constructs.

The findings revealed that Facebook advertising has significant influence in demonstrating its effectiveness of the digital tool in promoting hospitality services. The consistent positive results, coupled with a moderate standard deviation of 0.4748, suggest that Facebook advertisements are not only successful in raising awareness but also in capturing the attention of potential customers and fostering interactions that enhance their experience with the advertised services.



The high level of Facebook advertising underscore its role in surveillance effect indicating that it is effective, enhancing the promotion of hospitality services provided by hotels such as providing accurate and up-to-date information about its services, making sure customers are kept up to date with the latest information about the hotel. This strategy improves the overall guest experience by making key information more accessible and usable.

Relatively, the social interaction aspect reflects the interactive nature of Facebook. This highlights the respondents' effective use of features such as liking, commenting, and sharing advertisements. Moreover, the hotel promotes easy connections between guests, allowing them to engage with friends and other visitors, thereby boosting the overall social experience. Moreover, the information sharing aspect was reinforcing the notion that Facebook advertisements generate content perceived as valuable by users and customers, prompting them to share it. Continuously updating and posting content on a daily basis, can ensure that customers have easy access to the most recent promotional details and hotel amenities. It also allows them for easy sharing of information among guests and regulates the accuracy of the content, reducing the spread of misinformation. This method keeps guests informed and improves the entire experience.

Additionally, Facebook advertising enhances the customer engagement aspect indicating that Facebook advertisements provide numerous opportunities for customers to engage actively. Frequently browsing Facebook and engaging with hotel service posts by reading them, liking them, commenting, and sharing the content that can help the guests stay informed and connected with the hotel on social media.



These findings align with some certain pieces of literature, that frequent exposure to advertisements ensures that potential customers remain informed, thereby increasing awareness of the services offered by the hotels, which directly influences customer patronage (Chaffey & Ellis-Chadwick, 2019). It indicates a strong agreement among respondents on their perception of Facebook advertisements as an effective and efficient tool in raising awareness. It emphasizes the need of ensuring that advertising remains consistent and relevant in order to maintain high engagement levels.

Such interactions facilitate engagement between both customers and the hospitality sector, thereby promoting services through social networks in an effective manner (Hudson & Thal, 2018). Respondents interact in different ways depending on their personal preferences and behaviors. A customer's level of involvement and active participation can significantly enhance their overall engagement.

Furthermore, this sharing behavior, whether related to advertisements or promotions, enhances visibility and fosters word-of-mouth promotion of the services offered (Liu & Zhang, 2020). Hotels could concentrate on generating visually appealing and contextually appropriate advertising that appeal to a larger audience since it captures attention of the customer (Vera & Espinosa, 2019). Additionally, such actions as clicking on ads and browsing for further details promote deeper involvement, encouraging customers to either book services or seek additional information (Tuncer & Ozdemir, 2021). Social media also provides a platform for customers to freely share their thoughts, whether through comments, likes or share.

Hence, these suggests that Facebook Advertising enhances the overall guests' experience. By having consistent interaction and engagement, providing timely



information with the hotel's Facebook advertising, it can build and strengthens the connection of guests. This highlights its role in promoting the hotel services and fostering a customer relationship, customer loyalty, and satisfaction. Furthermore, the implication of these findings is that hotels can leverage Facebook advertising to strengthen the connections with the guests'. Consistently sharing interactive content, hotels can determine the preferences of the guests. Thus, this implies that Facebook advertising is an effective tool in fostering relationships with the guests.



Table 2. Level of Guests' Intention and Satisfaction

Constructs	M	SD	Interpretation
Revisit Intention	3.545	.4852	Very High
Word of Mouth	3.513	.4960	Very High
Willingness to pay more	3.292	.6459	Very High
Loyalty	3.414	.5405	Very High
Guests' Intention and Satisfaction	3.441	.4720	Very High

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Table 2 presents the Level of Guests' Intention and Satisfaction in terms of four factors: Revisit Intention, Word-of-Mouth, Willingness to pay more, and Loyalty. The overall result shows a very high result ($M=3.441$; $SD=.4720$). Meanwhile, when it comes to revisit intention it have a very high rating ($M=3.545$; $SD=.4852$).

Similarly, word-of-mouth falls into the very high rating ($M=3.5513$; $SD=.4960$). The willingness to pay more ($M = 3.292$; $SD = .6459$), and the Loyalty which also falls into a very high result of ($M = 3.414$; $SD = .5405$).

The finding indicates that the value for guests' intention and satisfaction has a significant effect among the four constructs, indicating a strong overall satisfaction that guests are satisfied, and more likely to return to the establishment.

On the other hand, the revisit intention indicates a strong intent to return to the establishments in which it was highly assessed by the guests'. The likelihood of coming more often to the accommodation can have a positive and satisfying experience that inspires enough to recommend it with others and the intention to



revisit the hotel accommodation. Hence, the hotel can benefit from the responses as it gains bookings, which is essential for long-term growth in the industry.

For word-of-mouth aspect, it demonstrates that the guests were willing to recommend the establishment to others. Saying positive responses about the hotel is powerful in this industry as it attracts guests to book and arouse their curiosity and interest in that specific hotel accommodation. This reflects their satisfaction with the services offered and their advocacy for the establishments.

Additionally, the statistic shows that the willingness to pay more was least assessed by the guests but were nevertheless interpreted as very high, indicating a moderate willingness to pay a premium for enhanced experiences. The willingness to pay more for the accommodation can be through the experience and expectations of the guests, such as the service, quality, and the overall experience justifies their functional and emotional needs. Finally, the construct loyalty was ranked slightly lower than willingness to pay more but interpreted as very high, reflects a positive response to the establishments' efforts to build customer loyalty.

These findings are further supported with certain literatures highlighting the effectiveness of revisit intention in guests' intention and satisfaction. The urgency of a traveler to revisit the accommodation and recommend it to others is based on their positive experienced (Eid et. al., 2019). These results indicate the Facebook advertisements effectively foster a positive perception and behavior among respondents (Tuten & Solomon, 2018).

Conversely, word-of-mouth is widely regarded as one of the most effective marketing strategies and a key factor in shaping customer behavior (Guo et al., 2002). It has been recognized for quite some time as a powerful influence. The desire to share



positive experiences tends to have a stronger impact on customer choices compared to other marketing methods and is considered the most reliable source of information (Todorov, 2021). This reflects their satisfaction with the services offered and their advocacy for the establishment. Thus, ads based on personal experiences may help to boost even further.

Moreover, Facebook advertising attracted a broad audience, the extent to which customer was willing to pay more varied significantly based on individual perceptions of value, budget, and expectations (Balaji et. al., 2019). Moreover, the level of environment awareness and personal preferences of guests can significantly impact their willingness to pay, especially for sustainable services (Nelson et al., 2021). This highlights the diverse range of customer reactions, implying that individual preferences and behavior affect their readiness to pay more for high-quality services.

Additionally, loyalty is highly influenced by the customers' memorable and differentiated experiences, since satisfied customers are more likely to remain loyal (Stein & Ramaseshan, 2019). This indicates the advertising campaign effectively fostered connections with guests, encouraging repeat patronage (Tuten & Solomon, 2018).

In conclusion, this finding highlights the influence of Facebook advertising on guests' intention and satisfaction particular among the four constructs; revisit intention, word-of-mouth, willingness to pay more, and loyalty. Guests' who were pleased with their experience were more likely to revisit, recommending the hotel to others, their willingness to pay for enhanced services, and enhance loyalty. These



positive behaviors, shows the effectiveness of Facebook advertising in building trust and strengthen the relationship between the hotels and their guests’.

Furthermore, this result suggests that hotels should utilize Facebook advertising to enhance guest intention and satisfaction. The use of Facebook advertising can have a substantial effect in improving brand visibility, increasing reservations ensuring a long-term success in the hospitality sector.



Table 3. Correlation between Facebook Advertising on Guests' Intention and Satisfaction

GUESTS' INTENTION AND SATISFACTION	r-value	p-value	Interpretation
Facebook Advertising	.79	0.00	Perfect Positive Correlation/ Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), Weak Negative Correlation (-0.01 to -0.10), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)*

Table 3 shows the result of a statistical analysis in determining the relationship between the Facebook Advertising and Guests' Intention and Satisfaction. The perfect positive correlation coefficient of r-value of .79 and the p-value of 0.00 shows a strong proof the correlation is real and not just a result of random chance, indicating that there is a positive relationship between Facebook advertising and Guests' intention and satisfaction. Meaning that as Facebook advertising efforts increase, guests' intention and satisfaction also significantly improve. In simpler terms, customer behavior (such as booking intentions and satisfaction) significantly improves when Facebook advertising quality and frequency rise.

Additionally, this values suggest that the two factors are closely linked, this means the observed relationship is not a result of random variation, but rather a consistent and statistically significant discovery, emphasizing the effectiveness of Facebook advertising.

Therefore, Facebook ads play a significant role in influencing customer intentions and overall satisfaction. If hotels boost or improve their Facebook

advertising, it is likely to greatly improve guest behavior and satisfaction. Facebook enables customers to view and assess similar comments and notes from their network that relates to a product or service of interest (Nguyen, 2021). Facebook users often evaluate the advantages of encountering fresh content from hotels, which encourages customers to make purchasing decisions by engaging with connections across different social media platforms.

It emphasized that effective advertising campaigns published on Facebook positively impact guests and motivate them to purchase the offered products and services. (Fink et al., 2020). Facebook advertising plays a key role in boosting purchase intent for companies within the communication sector. It has been shown to have a strong impact on consumers' likelihood to buy (Jermsittiparsert, 2019). A study by Long and Nga (2020) supports this, highlighting that Facebook ads significantly influence customers' attitudes, particularly their purchase intentions, by linking Facebook marketing to both the intention to buy and actual purchasing decisions.

This result underscores the substantial impact of Facebook advertising on guest behavior. Specifically, as the quality and frequency of Facebook advertisements rise, both guests' intention to book a stay and their satisfaction with the hotel significantly improve. It's important to differentiate between intention and satisfaction: intention refers to a guest's likelihood of booking, while satisfaction relates to how pleased they are with their experience.

To sum up, Facebook advertising plays a crucial role in influencing the intentions and satisfaction of guests. The findings suggest that hotels should focus on enhancing their Facebook advertising strategies to attract and retain satisfied guests,



which highlights the positive influence of social media marketing on customer behavior, particularly in driving purchase intentions and improving satisfaction.



CONCLUSIONS

The following conclusions can be drawn based on the findings:

1. Facebook advertising adaptation of hotel accommodations in Misamis Occidental is effective across key factors, such as impact of surveillance, social interactions, the exchange of information and the involvement of customers making them to attract more guests.
2. In terms of guests' intention and satisfaction, guests' are pleased with the different accommodation provided by the hotel.
3. Facebook advertising is an important factor for allowing wide dissemination of information for the guests to have the intention to stay and to be satisfied whenever they received the services.



RECOMMENDATIONS

From the conclusion obtained on hotel accommodation Facebook advertising adaptation: its influence on guests' intention and satisfaction to stay in Misamis Occidental, the researchers suggest the following recommendations;

1. **Enhancing Facebook Advertising Strategies.** Two-way communication on social media sites like Facebook should be a top priority for hotels. Active engagement, such as addressing questions, comments, and feedback, may improve customer loyalty and satisfaction while promoting word-of-mouth recommendations.
2. **Targeted Content and Promotions.** Facebook advertising may include current, personalized essentials on hotel services and promotions since guests appreciate the information's timeliness and relevance. Targeted advertisements according to guest preferences may improve guest satisfaction and engagement further.
3. **Encouraging User-Generated Content.** Encourage guests to provide evaluations and share their experiences. Positive social media recommendations and reviews from past guests can have a significant impact on the choices made by prospective clients, improving the hotel's reputation and bringing in new customers.
4. **Future Research on Platform-Specific Advertising Effects.** To comprehend different guest reactions, researchers to explore how different social media platforms, aside from Facebook, influence people and their behavior. By analyzing these comparisons, hotels can create well-informed strategies for



allocating resources across different platforms, ultimately aiming to boost guest satisfaction and build stronger customer loyalty.

These recommendations aim to enhance how social media is used to connect with guests, boost their satisfaction, and build lasting loyalty in the hotel industry.



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APPENDICES

APPENDIX A

Survey Questionnaire

FACEBOOK ADVERTISING

Adapted from: Yoong and Lian et. al., 2019

	4	3	2	1
Effect of Surveillance				
1. The hotel provides good information for their hotel services.				
2. The hotel provides an up-to-date with latest information to provide concrete information to the consuming public.				
3. The hotel customized information search for easy browsing experienced.				
4. The hotel provides up-to-date knowledge on the latest promotional information.				
5. The hotel provides assistance to help guests learn about the hotel services they are interested in.				
Social Interaction				
1. The hotel offers opportunities to the guests to know other customers.				
2. The hotel provides replies to customer-posted feedback, comments, and inquiries.				
3. The hotel enables guests to interact easily with other hotel customers.				
4. The hotel enables the exchange of opinion among its customers.				
5. The hotel allows guests to easily connect with friends and others.				
Sharing of Information				

1. The hotel updates and post messages on a daily basis.				
2. The hotel enables guests to easily share information with others.				
3. The hotel provides the latest hotel promotional information.				
4. The hotel offers quick access to information on the hotel services.				
5. The hotel check regulates the check of disinformation.				
Customer Engagement				
1. I often browse Facebook.				
2. I often read posts of hotel services posts in Facebook.				
3. I often use the “like” option on hotel services posts in Facebook.				
4. I often comment on hotel services posts in Facebook.				
5. I often share hotel services in Facebook.				

GUEST INTENTION AND SATISFACTION

Adapted from: Elmedulan et. al., 2024

	4	3	2	1
Revisit Intention				
1. I am willing to visit this accommodation when travelling to Misamis Occidental.				
2. I like to come back to this accommodation in the future.				
3. I like to come more often to this accommodation.				
4. I will make an effort to visit this accommodation when travelling to Misamis Occidental.				
5. I will visit with my friends and recommend the hotel to stay in Misamis Occidental.				
Word-of-Mouth				
1. I will encourage my friends and relatives to visit this accommodation when travelling to Misamis Occidental.				
2. I will recommend this accommodation to my friends or others.				
3. I will say positive things about this accommodation to others.				
4. Because of my experiences with this accommodation, I will convince others to try this accommodation.				
5. I will post a good comment on the page for the good accommodation.				
Willingness to pay more				
1. It is acceptable to pay more for this accommodation.				
2. I am willing to pay more for this accommodation.				
3. I am willing to spend extra in this accommodation.				



4. I pay more at every time in this accommodation does not bother me.				
Loyalty				
1. I intend to continue choosing this accommodation.				
2. I consider this accommodation as my first choice.				
3. I feel better when I go to this accommodation other than others				
4. I consider myself loyal to this accommodation.				
5. I will come back and enjoy my visit when I stay and travel in Misamis Occidental with this hotel.				



APPENDIX B

Sample of the Filled-Out Questionnaire

Misamis University
College of Business and Management

Research Questionnaire

HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING
AND GUESTS' INTENTION TO STAY IN MISAMS OCCIDENTAL

A. Demographic Profile

Instruction: Kindly respond to each question by filling -in the blank or marking check (✓) on the appropriate option.

1. Age

- ☒ 17 – 25 years old ☐ 42 – 57 years old
☐ 26 – 41 years old ☐ 58 – 67 years old

2. Sex

- ☐ Male
☒ Female

3. Purpose of Stay

- ☐ Convention/Seminar & Meetings ☒ Entertainment & Outdoor Recreation ☐ Visiting Friends & Relatives
☐ Business ☐ Personal ☐ Others, please specify:

4. Length of Stay

- ☐ Overnight ☒ 4 to 5 nights
☐ 2 to 3 nights ☐ 6 nights and above

5. Frequency of Stay

- ☒ Once a year
 ☐ 4 to 5 times a year
☐ 2 to 3 times in a year
 ☐ 6 times in a year and above

B. Facebook Advertising

This part determines the level of Facebook Advertising in terms of the following statements.

Instruction: Kindly respond to each question by marking check (✓) which corresponds to your answer.

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	4	3	2	1
Effect of Surveillance				
1. The hotel provides good information for their hotel services.		✓		
2. The hotel provides up to date with latest information to provide concrete information to the consuming public.		✓		
3. The hotel customized information search for easy browsing experienced.		✓		
4. The hotel provides up-to-date information on the latest promotional information.		✓		
5. The hotel aids help guests learn about the hotel services they are interested in.	✓			
Social Interaction				

1. The hotel offers opportunities to the guests to get to know other customers.		/		
2. The hotel provides replies to customer-posted feedback, comments, and inquiries.	/			
3. The hotel enables guests to interact easily with other hotel customers.	/			
4. The hotel enables the exchange of opinion among its customers.	/			
5. The hotel allows guests to easily connect with friends and others.		/		
Sharing of Information				
1. The hotel updates and post messages daily.	/			
2. The hotel enables guests to easily share information with others.		/		
3. The hotel provides the latest hotel promotional information.	/			
4. The hotel offers quick access to information on the hotel services.	/			
5. The hotel check regulates the check of disinformation.	/			
Customer Engagement				
1. I often browse Facebook.	/			
2. I often read hotel services posts on Facebook.		/		
3. I often use the "like" option on hotel services posts in Facebook.	/			
4. I often comment on hotel services posts on Facebook.		/		
5. I often share hotel services on Facebook.		/		

C. Guests' Intention and Satisfaction

This part concerns the guest's intention and satisfaction to stay in hotel accommodation in Misamis Occidental.

Instruction: Kindly respond to each question by marking check (✓) which corresponds to your answer.

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	4	3	2	1
Revisit Intention				
1. I am willing to visit this accommodation when travelling to Misamis Occidental.	✓			
2. I would like to come back to this accommodation in the future.	✓			
3. I like to come more often to this accommodation.	✓			
4. I will visit this accommodation again when travelling to Misamis Occidental.	✓			
5. I will visit with my friends and recommend the hotel in staying Misamis Occidental.	✓			
Word-of-Mouth				
1. I will encourage my friends and relatives to visit this accommodation when travelling to Misamis Occidental.	✓			
2. I will recommend this accommodation to my friends or others.	✓			

3. I will say positive things about this accommodation to others.		/		
4. Because of my experiences with this accommodation, I will convince others to try this accommodation.		/		
5. I will post good comments on the page for the good accommodation.		/		
Willingness to pay more				
1. It is acceptable to pay more for this accommodation.		/		
2. I am willing to pay more for this accommodation.		/		
3. I am willing to spend extra money on this accommodation.		/		
4. I pay more at any time in this accommodation does not bother me.		/		
Loyalty				
1. I intend to continue choosing this accommodation.		/		
2. I consider this accommodation as my first choice.		/		
3. I feel better when I go to this accommodation other than others		/		
4. I consider myself loyal to this accommodation.		/		
5. I will come back and enjoy my visit when I stay and travel in Misamis Occidental with this hotel.		/		

HOTEL ACCOMMODATIONS IN MISAMIS OCCIDENTAL

Select the hotel accommodations you have previously visited.

*

/ 0

- ☐ Almar Suites
- ☐ Costa Del Sol
- ☒ St. Gerard Hotel
- ☐ Habitación Hotel

Add individual feedback

A. Demographic Profile

0 of 0 points

Instruction: Kindly respond to each question by filling -in the blank or clicking the checkbox (✓) on the appropriate option.

Age *

/ 0

- ☒ 17 – 25 years old
- ☐ 26 – 41 years old
- ☐ 42 – 57 years old
- ☐ 58 – 67 years old

Add individual feedback

Sex *

/ 0

- ☐ Male
- ☒ Female

Add individual feedback

Purpose of Stay *

____ / 0

- ☐ Convention/Seminar & Meetings
- ☐ Business
- ☐ Entertainment & Outdoor Recreation
- ☐ Visiting Friends & Relatives
- ☒ Personal
- ☐ Other: _____

Add Individual feedback

Length of Stay *

____ / 0

- ☒ Overnight
- ☐ 2 to 3 nights
- ☐ 4 to 5 nights
- ☐ 6 nights and above

Add Individual feedback

Frequency of Stay *

____ / 0

- ☒ Once a year
- ☐ 2 to 3 times in a year
- ☐ 4 to 5 times a year
- ☐ 6 times in a year and above

Add individual feedback

B. Facebook Advertising

0 of 0 points

Instructions: Kindly respond to each question by choosing the scale on which corresponds to your answer.

Legend:

- 4 - Strongly Agree
- 3 - Agree
- 2 - Disagree
- 1 - Strongly Disagree

Effect of Surveillance *

	4	3	2	1	Score
The hotel provides good information for their hotel services.	☒	☐	☐	☐	____ / 0
The hotel provides up to date with latest information to provide concrete information to the consuming public.	☒	☐	☐	☐	____ / 0
The hotel customized information search for easy browsing experienced.	☐	☒	☐	☐	____ / 0
The hotel provides up-to-date information on the latest promotional information.	☒	☐	☐	☐	____ / 0
The hotel aids help guests learn about the hotel services they are interested in.	☐	☒	☐	☐	____ / 0

Social Interaction *

	4	3	2	1	Score
The hotel offers opportunities to the guests to get to know other customers.	☒	☐	☐	☐	____ / 0
The hotel provides replies to customer-posted feedback, comments, and inquiries.	☐	☒	☐	☐	____ / 0
The hotel enables guests to interact easily with other hotel customers.	☒	☐	☐	☐	____ / 0
The hotel enables the exchange of opinion among its customers.	☒	☐	☐	☐	____ / 0
The hotel allows guests to easily connect with friends and others.	☐	☒	☐	☐	____ / 0

Sharing of Information *

	4	3	2	1	Score
The hotel updates and post messages daily.	☐	☒	☐	☐	_____ / 0
The hotel enables guests to easily share information with others.	☒	☐	☐	☐	_____ / 0
The hotel provides the latest hotel promotional information.	☒	☐	☐	☐	_____ / 0
The hotel offers quick access to information on the hotel services.	☒	☐	☐	☐	_____ / 0
The hotel check regulates the check of disinformation.	☐	☒	☐	☐	_____ / 0

Customer Engagement *

	4	3	2	1	Score
I often browse Facebook.	☐	☒	☐	☐	_____ / 0
I often read hotel services posts on Facebook.	☐	☒	☐	☐	_____ / 0
I often use the "like" option on hotel services posts in Facebook.	☐	☒	☐	☐	_____ / 0
I often comment on hotel services posts on Facebook.	☒	☐	☐	☐	_____ / 0
I often share hotel services on Facebook.	☒	☐	☐	☐	_____ / 0

C. Guests' Intention and Satisfaction

0 of 0 points

Instructions: Kindly respond to each question by choosing the scale on which corresponds to your answer.

Legend:

4 - Strongly Agree

3 - Agree

2 - Disagree

1 - Strongly Disagree

Revisit Intention

	4	3	2	1	Score
I am willing to visit this accommodation when travelling to Misamis Occidental.	☒	☐	☐	☐	____ / 0
I would like to come back to this accommodation in the future.	☐	☒	☐	☐	____ / 0
I like to come more often to this accommodation. I like to come more often to this accommodation.	☐	☒	☐	☐	____ / 0
I will visit this accommodation again when travelling to Misamis Occidental.	☒	☐	☐	☐	____ / 0
I will visit with my friends and recommend the hotel in staying Misamis Occidental.	☐	☒	☐	☐	____ / 0

Word-of-Mouth *

	4	3	2	1	Score
I will encourage my friends and relatives to visit this accommodation when travelling to Misamis Occidental.	☒	☐	☐	☐	____ / 0
I will recommend this accommodation to my friends or others.	☒	☐	☐	☐	____ / 0
I will say positive things about this accommodation to others.	☒	☐	☐	☐	____ / 0
Because of my experiences with this accommodation, I will convince others to try this accommodation.	☒	☐	☐	☐	____ / 0
I will post good comments on the page for the good accommodation.	☒	☐	☐	☐	____ / 0

Willingness to pay more *

	4	3	2	1	Score
It is acceptable to pay more for this accommodation.	☐	☒	☐	☐	_____ / 0
I am willing to pay more for this accommodation.	☐	☒	☐	☐	_____ / 0
I am willing to spend extra money on this accommodation.	☒	☐	☐	☐	_____ / 0
I pay more at any time in this accommodation does not bother me.	☒	☐	☐	☐	_____ / 0

Loyalty *

	4	3	2	1	Score
I intend to continue choosing this accommodation.	☐	☒	☐	☐	_____ / 0
I consider this accommodation as my first choice.	☒	☐	☐	☐	_____ / 0
I feel better when I go to this accommodation other than others.	☒	☐	☐	☐	_____ / 0
I consider myself loyal to this accommodation.	☒	☐	☐	☐	_____ / 0
I will come back and enjoy my visit when I stay and travel in Misamis Occidental with this hotel.	☒	☐	☐	☐	_____ / 0

APPENDIX C

Sampling Computation



What margin of error can you accept? %
 5% is a common choice

What confidence level do you need? %
 Typical choices are 90%, 95%, or 99%

What is the population size?
 If you don't know, use 20000

What is the response distribution? %
 Leave this as 50%

Your recommended sample size is **166**

APPENDIX D

Request Letter to Adapt the Instrument

**MISAMIS UNIVERSITY**
OZAMIZ CITY

October 10, 2024

YOONG, L. & LIAN, S.

Authors of "Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry"
International Journal of Academic Research in Business and Social Sciences

Dear Sir/Ma'am,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: ***"HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING: IT'S INFLUENCE ON GUESTS' INTENTION AND SATISFACTION"***

For this, the study has its purpose to analyze the hotel accommodation Facebook advertising and guest's intention and satisfaction to stay in Misamis Occidental. As an output of the study, the researcher will propose as a valuable reference for future researchers exploring the relationship between social media advertising and consumer behavior in the hospitality industry.

With this, I humbly ask for your approval to allow us to adapt your research instrument used in your study.

Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

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

Respectfully,

Edgar O. Bungcaras

Ysha Alobelle Marie A. Rubio

Chrisiajen C. Gaviola

Ted Leonard C. Peligrino
BSHM Student Researchers

Received and Approved by:

Name: _____

Affiliation: _____

Noted by:
Dr. Gilda Illusorio
Research Adviser

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





MISAMIS UNIVERSITY
OZAMIZ CITY

October 10, 2024

ARNIEL M. ELMEDULAN JR.

Author of "Guest Satisfaction and Behavioral Intention on Services of Dot
Accredited Mabuhay Accommodations in Misamis Occidental"
PhD – IHTM Student

Dear Sir Elmedulan,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING: IT'S INFLUENCE ON GUESTS' INTENTION AND SATISFACTION"**

For this, the study has its purpose to analyze the hotel accommodation Facebook advertising and guest's intention and satisfaction to stay in Misamis Occidental. As an output of the study, the researcher will propose as a valuable reference for future researchers exploring the relationship between social media advertising and consumer behavior in the hospitality industry.

With this, I humbly ask for your approval to allow us to adapt your research instrument used in your study.

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

Respectfully,

Edgar O. Bungcaras

Ysha Alobelle Marie A. Rubio

Chrisiajen C. Gaviola

Ted Leonard C. Peligrino
BSHM Student Researchers

Received and Approved by:

Name: _____

Affiliation: _____

Noted by:

Dr. Gilda Illusorio
Research Adviser

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



APPENDIX E**Informed Consent Form****MISAMIS UNIVERSITY – OZAMIZ CITY****Bachelor of Science in Hospitality Management****HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING
ADAPTATION: ITS INFLUENCE ON GUESTS' INTENTION AND
SATISFACTION TO STAY**

Dear Respondents,

We are presently conducting a study entitled "Hotel Accommodations' Facebook Advertising Adaptation: Its Influence on Guests' Intention and Satisfaction to Stay". This is a requirement for the program of Bachelor of Science in Hospitality Management at Misamis University - Ozamiz City, Philippines. With this, we would like to ask for cooperation to gather data and information from you by answering the survey questionnaires below.

In accordance with RA 10173 of the Data Privacy Act of 2012, all personal and /or sensitive information solicited and disclosed from the questionnaire shall only be used for the study alone. Rest assured that your responses to this instrument will be kept confidential.

Thank you for taking time to complete this questionnaire.

Respectfully yours,
Student Researchers



APPENDIX F

Approved Letter of Intent/Letter of Consent



MISAMIS UNIVERSITY
OZAMIZ CITY

October 18, 2024

Hotel Accommodation

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: **"HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING ON GUESTS' INTENTION AND SATISFACTION TO STAY IN MISAMIS OCCIDENTAL"**.

For this, the study has its purpose **to analyze the hotel accommodation Facebook advertising and guest's intention and satisfaction to stay in Misamis Occidental**. As an output of the study, the researcher will propose **as a valuable reference for future researchers exploring the relationship between social media advertising and consumer behavior in the hospitality industry**.

With this, I humbly asking permission from the **hotel guests** 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.

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 are my contact details: **09639249302** and email address **edgar.bungcaras5@gmail.com**.

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

Thank you.

Respectfully,

Edgar O. Bungcaras
Ysha Alifene Marie A. Rubio
Christaiah C. Gaviola
Ted Leonard C. Peligrino
BSHM Student Researchers

Received and Approved by:

Name: John Arapoc
Affiliation: _____

Noted by:

Dr. Guadalupe
Research Adviser

College of Business and Management
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Ozamiz City, Misamis Occidental, Philippines
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www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

October 18, 2024

Hotel Accommodation

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: **"HOTEL ACCOMMODATIONS' FACEBOOK ADVERTISING ON GUESTS' INTENTION AND SATISFACTION TO STAY IN MISAMIS OCCIDENTAL"**.

For this, the study has its purpose to analyze the hotel accommodation Facebook advertising and guest's intention and satisfaction to stay in Misamis Occidental. As an output of the study, the researcher will propose as a valuable reference for future researchers exploring the relationship between social media advertising and consumer behavior in the hospitality industry.

With this, I humbly asking permission from the hotel guests 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.

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 are my contact details: 09639249302 and email address edgar.bungcaras5@gmail.com.

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

Respectfully,

Edgar O. Bungcaras
Ysha A. [Redacted]
Christiajen C. Gaviola
Ted Leonard C. Peligrino
BSHM Student Researchers

Received and Approved by:

Name: **VERM [Redacted] TALO**
Affiliation: _____

Noted by:

Dr. Gilma Illusorio
Research Adviser

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



Questions

Responses

97

Settings

Total points:

HOTEL ACCOMMODATIONS: FACEBOOK ADVERTISING ON GUESTS' INTENTION AND SATISFACTION TO STAY MISAMIS OCCIDENTAL

Good day!

We are presently conducting a study entitled "*Hotel Accommodations: Facebook Advertising on Guests' Intention and Satisfaction to Stay in Misamis Occidental*". This is a requirement for the program of Bachelor of Science in Hospitality Management at Misamis University - Ozamiz City Philippines. With this, we would like to ask for cooperation to gather data and information from you by answering the survey questionnaires below.

In accordance of RA 10173 of the *Data Privacy Act of 2012*, all personal and /or sensitive information solicited and disclosed from the questionnaire shall only be used for the study alone. Rest assured that your responses to this instrument will be kept confidential

Thank you for taking time to complete this questionnaire.

Respectfully yours,

Ysha Alobelle Marie A. Rubio

Edgar O. Buncaras

Chrisiajen C. Gaviola

Ted Leonard C. Peligrino

BSHM STUDENT RESEARCHERS

APPENDIX G

Statistical Computations

"1) Determine the Demographic Profile of respondents in term of its:

- a) Age
- b) Sex
- c) Purpose to stay
- d) Length of stay
- e) Frequency of stay"

"2) Determine the level of Facebook advertising in terms of its:

- a) Effect of Surveillance
- b) Social Interaction
- c) Sharing of Information
- d) Customer Engagement"

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Effect of Surveillance	166	1.0	4.0	3.459	.4795
Social Interaction	166	1.0	4.0	3.425	.5363
Sharing of Information	166	1.0	4.0	3.442	.5284
Customer Engagement	166	1.0	4.0	3.316	.5856
Facebook Advertising	166	1.0	4.0	3.411	.4748
Valid N (listwise)	166				

EOS5	3.428
EOS2	3.452
EOS4	3.452
EOS3	3.467
EOS1	3.5
Effect of Surveillance	3.459
SI2	3.367
SI4	3.428
SI5	3.428
SI1	3.44
SI3	3.464

Social Interaction	3.425
SOI2	3.404
SOI1	3.434
SOI5	3.434
SOI3	3.47
SOI4	3.47
Sharing of Information	3.442
CE4	3.259
CE5	3.319
CE1	3.331
CE3	3.331
CE2	3.337
Customer Engagement	3.316
Facebook Advertising	3.411

Constructs	M	SD	Interpretation
Effect of Surveillance	3.459	.4795	Very High
Social Interaction	3.425	.5363	Very High
Sharing of Information	3.442	.5284	Very High
Customer Engagement	3.316	.5856	Very High
Facebook Advertising	3.411	.4748	Very High

Note: Customer Retention Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

"3) Determine the level of guests' intention and satisfaction in terms of its:

- a) Revisit Intention
- b) Word-of-Mouth
- c) Willingness to pay more"

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Revisit Intention	166	1.0	4.0	3.545	.4852
Word of Mouth	166	1.0	4.0	3.513	.4960
Willingness to pay more	166	1.0	4.0	3.292	.6459
Loyalty	166	1.0	4.0	3.414	.5405
GUESTS' INTENTION AND SATISFACTION	166	1.0	4.0	3.441	.4720
Valid N (listwise)	166				

RI2	3.464
RI4	3.536
RI3	3.554
RI1	3.584
RI5	3.584
Revisit Intention	3.545
WOM4	3.464
WOM1	3.494
WOM5	3.506
WOM3	3.518
WOM2	3.584
Word of Mouth	3.513
WTPM3	3.271
WTPM4	3.277
WTPM2	3.295
WTPM1	3.325
Willingness to pay more	3.292
L2	3.271
L4	3.386
L3	3.452
L1	3.47
L5	3.494
Loyalty	3.414

GUESTS' INTENTION AND SATISFACTION

3.441

Constructs	M	SD	Interpretation
Revisit Intention	3.545	.4852	Very High
Word of Mouth	3.513	.4960	Very High
Willingness to pay more	3.292	.6459	Very High
Loyalty	3.414	.5405	Very High
GUESTS' INTENTION AND SATISFACTION	3.441	.4720	Very High

Note: Customer Retention Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

4) Examine the relationship between the Facebook advertising and guests' intention and satisfaction.

Correlations

			Facebook Advertising	GUESTS' INTENTION AND SATISFACTION
Spearman's rho	Facebook Advertising	Correlation Coefficient	1.000	.785**
		Sig. (2-tailed)		.000
		N	166	166
	GUESTS' INTENTION AND SATISFACTION	Correlation Coefficient	.785**	1.000
		Sig. (2-tailed)	.000	
		N	166	166

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

GUESTS' INTENTION AND SATISFACTION	r-value	p-value	Interpretation
Facebook Advertising Stigmatization	.785**	0.000	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)

APPENDIX H

Documentations

Proposal Defense



Final Defense





Data Gathering



APPENDIX I

Plagiarism Test Result



Page 2 of 58 - Integrity Overview

Submission ID tnnoid::2844793213495

22% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography

Exclusions

- 1 Excluded Source

Match Groups

- 127 Not Cited or Quoted 17%**
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- 37 Missing Quotations 5%**
Matches that are still very similar to source material
- 0 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
- 0 Cited and Quoted 0%**
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Top Sources

- 12% Internet sources
- 9% Publications
- 18% Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

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Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.



APPENDIX J

Grammarly Test Result

Report: GROUP_W-BSHM

GROUP_W-BSHM

by Misamis University

General metrics

77,403	10,714	824	42 min 51 sec	1 hr 22 min
characters	words	sentences	reading time	speaking time

Score



This text scores better than 96%
of all texts checked by Grammarly

Writing Issues

184	18	166
Issues left	Critical	Advanced

Plagiarism

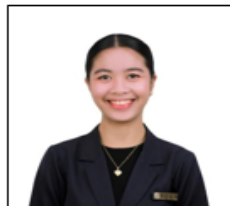
This text hasn't been checked for plagiarism

APPENDIX K

CURRICULUM VITAE

YSHA ALOBELLE MARIE A. RUBIO

Purok 4B- Carangan, Ozamiz City,
Misamis Occidental
0955-785-8139
rubioysha@gmail.com



CAREER OBJECTIVE

A highly motivated and enthusiastic fresh graduate of Hospitality Management seeking a job opportunity to apply my skills and knowledge. Eager to contribute to organizational success while gaining hands-on experience in a challenging growth-driven environment.

PERSONAL INFORMATION

Nickname :	Yam-yam	Religion :	Born Again Christian
Birth Date :	November 7, 2002	Father :	Medico T. Rubio II
Birth Place :	Ozamiz City	Occupation :	Salesman
Civil Status :	Single	Mother :	Alona A. Rubio
Sex :	Female	Occupation :	Housewife
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2 nd Semester 2024 - present
Secondary	Liceo de Cagayan University Humanities and Social Sciences Ozamiz City, Misamis Occidental	2019 – 2021

SKILLS AND KNOWLEDGE

- Service-Oriented
- Organizational Skills
- Adaptable
- Events Hosting
- Eager to Learn Task at Hand

ACHIEVEMENTS

- **BANQUET LEAGUE – VICE MAYOR (2023)** HOT – Hoteliers of Tomorrow
HMDAY
Misamis University

SEMINARS/WORKSHOPS/TRAININGS

- **Housekeeping NC II** October 2024
Ozamiz City, Philippines
- **Flower Arrangement and Paper Origami-Workshop** May 2023
MU Manor, Ozamiz City, Philippines
- **Career Orientation Seminar in the Cruise Line Industry** April 2023
MIHCA Cebu, Cebu City, Philippines
- **Lecture & Demonstrating on Basic House Keeping and Bed Making** April 2023
Mezzo Hotel, Cebu City, Philippines
- **Educational Tour** April 2023
Cebu City, Philippines
- **On-the-Job Training** January – April, 2025
Aya Hotel and Residences, Clarin, Philippines

REFERENCES

Catherine D. Rosauro, MBA, MIHM
BSHM Instructor
Misamis University
0951-885-5461
catherine.rosauro@mu.edu.ph



TED LEONARD C. PELIGRINO

Molicay, Ozamiz City,
Misamis Occidental
0970-928-6500
peligrinotedleonard@gmail.com



CAREER OBJECTIVE

Highly motivated and dedicated Hospitality Management student seeking an opportunity to utilize and enhance my skills in customer service. Eager to apply academic knowledge in hospitality operations, guest service, and food & beverage management to contribute to the success of your company while gaining practical industry experience.

PERSONAL INFORMATION

Nickname :	Ted	Religion :	Roman Catholic
Birth Date :	November 21, 2000	Father :	Leonardo C. Peligrino
Birth Place :	Iligan City	Occupation :	Coast Guard
Civil Status :	Single	Mother :	Teodocia C. Peligrino
Sex :	Male	Occupation :	Public School Teacher
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2021 – present
Secondary	Misamis University Pre-Baccalaureate Maritime Ozamiz City, Misamis Occidental	2019 – 2020

SKILLS AND KNOWLEDGE

- Creativity
- Adaptability
- Multitasking
- Professionalism

SEMINARS/WORKSHOPS/TRAININGS

- **Career Orientation Seminar in the Cruise Line Industry** April 2023
MIHCA Cebu, Cebu City, Philippines
- **Lecture & Demonstrating on Basic House Keeping and Bed Making** April 2023
Mezzo Hotel, Cebu City, Philippines
- **Educational Tour** April 2023
Cebu City, Philippines
- **NCII House Keeping** October 2024
Ozamiz City, Philippines
- **On the Job Training** Jpark Island Resort and Waterpark
Lapu-Lapu City, Cebu, Philippines

REFERENCES

Catherine D. Rosauro, MBA, MIHM
BSHM OJT Coordinator
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CHRISIAJEN C. GAVIOLA

P-4 Pan-ay, Clarin,
Misamis Occidental
09629-388-366
chrisiajen6@gmail.com



CAREER OBJECTIVE

To be place in a position in your company where I can apply and develop my skills as an HM student.

PERSONAL INFORMATION

Nickname :	CJ	Religion :	Seventh Day Adventist
Birth Date :	April 11, 1999	Father :	Christopher B. Gaviola
Birth Place :	Quezon City, NCR	Occupation :	Driver
Civil Status :	Single	Mother :	Jenifer C. Gaviola
Sex :	Female	Occupation :	Lady Guard
Nationality :	Filipino		

EDUCATION BACKGROUND

Tertiary	Misamis University Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	2 nd Semester 2021 - present
Secondary	Clarin National Highschool (CNHS) Clarin, Misamis Occidental	2017-2018

SKILLS AND KNOWLEDGE

- Communication Skills
- Cooking
- Ability to work independently
- Collaboration

WORK EXPERIENCE

- **Service Crew** Jollibee
Lam-an, Ozamiz City Current

SEMINARS/WORKSHOPS/TRAININGS

- **NC II Cookery** Arma Technical and Vocational Training School ,Inc., Purok 7, Lapasan, Clarin ,Misamis Occ. Feb. 12, 2018
- **Bread and Pastry Training** Arma Technical and Vocational training School , Inc., Purok 7, Lapasan, Clarin ,Misamis Occ. Mar. 9, 2018
- **Food and Beverage Service Training** Arma Technical and Vocational training School , Inc. Purok 7, Lapasan, Clarin ,Misamis Occ. Mar. 9, 2018
- **NC II Housekeeping** October 2024

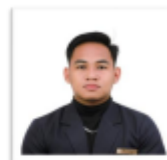
REFERENCES

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EDGAR O. BUNGCARAS

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0963-924-9302
edgar.bungcaras5gmail.com



CAREER OBJECTIVE

Seeking an opportunity where I will be able to utilize my skills and knowledge to the company, which will allow me to grow personally and experience great challenges.

PERSONAL DATA

Nickname : Gar	Religion : Roman Catholic
Birth Date : July 30 2001	Height : 5'6
Father : Abel S. Bungcaras Sr.	Weight : 71 kl.
Birth Place : Misamis Occidental Provincial Hospital	Occupation : Retired Gov. Employee
Civil Status : Single	Mother : Marina O. Bungcaras
Sex : Male	Occupation : Retired Gov. Employee
Nationality : Filipino	

EDUCATIONAL BACKGROUND

Tertiary present	Misamis University	2 nd Semester 2021 -
	Bachelor of Science in Hospitality Management Ozamiz City, Misamis Occidental	

Secondary	Misamis Occidental National High School	2019 - 2020
	Technical-Vocational Livelihood – Home Economics Oroquieta City, Misamis Occidental	

SKILLS AND KNOWLEDGE

- Editing Skills (Adobe Lightroom, Premiere Pro)
- Photography
- Videography
- Hard Working
- Compassionate
- Football and Basketball Skills
- Cocktail Mixing
- Adaptability
- Organizational

ACHIEVEMENTS

- **BRONZE SERVICE AWARDEE (2023)** MISAMIS UNIVERSITY - HOTELIERS OF TOMORROW ORGANIZATION

SEMINARS/WORKSHOPS/TRAININGS

- | | |
|---|---|
| • Coffee Making Seminar-Workshop | May 2023
MU Manor, Ozamiz City, Philippines |
| • Career Orientation Seminar in the Cruise Line Industry | April 2023
MIHCA Cebu, Cebu City, Philippines |
| • Lecture & Demonstrating on Basic House Keeping and Bed Making | April 2023
Mezzo Hotel, Cebu City, Philippines |
| • Educational Tour | April 2023
Cebu City, Philippines |
| • National Certificate II in Food and Beverages Services | December 2019 |
| • National Certificate II in Cookery | December 2019 |
| • National Certificate II in Bread and Pastry Production | December 2019 |
| • National Certificate II in Housekeeping | October 2024 |

REFERENCES

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