

Resort Online Reservation: Basis for Action Plan

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Abstract – *The research conducted mainly focus on assessing resort which offer online reservation system. The study is focused on examining the factors affecting intention to use resort’s online reservation system. It aims to identify the profile of the customers in terms of age, gender frequency of visit, educational attainment, and frequency of internet use. This study evaluates the resorts online reservation system in terms of service quality, usefulness, ease of use, online reviews, experience and satisfaction. They are also able to test the significant difference on the responses when grouped according to profile variable. Lastly to propose a plan of action based on the result of the study. The study used descriptive method in the evaluation of the online reservation of resorts. The participants of the study are 305 customers of selected resorts using online reservation system. Majority of the respondents are 18-29 years old, male third time to visit the resort. Finished vocational studies, using internet twice a week and use website reserve for resort accommodation. There is a high level of assessment on the online reservation system is evaluated with regards to usefulness, satisfaction, ease of use online reviews, service quality and experience. The assessment of resort online reservation does not vary across each profile. Proposed plan of action was formulated to enhance the evaluation of online reservation system of resorts.*

Keywords: *Assessment & Online Reservation*

INTRODUCTION

In recent years, the use of information technology, such as the internet, has transformed the way hospitality companies do business with customers. Commerce through the internet, or e-commerce, has grown at a tremendously high speed. Online, user-generated reviews about travel destinations, hotels, and tourism services became important sources of information for travellers. Further, internet was an increasingly popular channel for hospitality customers to make reservations for future trips.

The reason for this trend was due to customers’ insistence upon ease of use, hassle-free service, and adequate information can obtained during their trip planning process. Customers were satisfied not only by the good service quality, but also because of the ease of dealing with their booking process through the online reservation system.

As the internet develops, online shopping or booking becomes part of customers’ daily life. Service organizations, such as retailing companies or companies, are providing services to their customers not only in person, but also in the cyberspace. Online shopping enables anyone to access a virtual marketplace, where the content of a transaction is information about services or goods, and to interact with different systems and other people in a fast and convenient way [1].

The resort owners provide details posted on their resort’s website. The resort’s website is updated based on the development of the resort. In the website, the clients are able to look for the perfect accommodation they needed. Also, they can easily book for their desired room.

The study scrutinizes the factors that affect the customer’s intention to use the online reservation system is the dependent variable. The quality of service being offered, accessibility of internet connection, mode of payment, and insufficient details posted in the website are the independent variables that may affect the customer’s intention in using the resort’s online reservation system.

According to the resort owners who offer online reservation, the clients are very satisfied with this process. They always get positive feedback with regards to the convenience of the online reservation.

This study aims to asses and evaluate the resorts online reservation system to be able to determine the extent of its use and the benefit it brings based on the perspective of the customers. This is chosen because of the innovation and digital technology adapted by the hospitality industry.

OBJECTIVES OF THE STUDY

The study is focused on examining the factors affecting customer intention to use the resort's online reservation system. Specifically, it aimed to identify the profile of the customers in terms of age, gender, frequency of visit, educational attainment, and frequency of internet use; assess the resorts online reservation system in terms of service quality, usefulness, ease of use, online reviews, experience and satisfaction; test the significant difference on the responses when grouped according to profile variable; and propose a plan of action based on the results of the study.

METHODS

Research Design

The study used descriptive method in the evaluative assessment on the online reservation of resorts. The descriptive method is focused on how the information is gathered based on statistical treated data of what is happening in the present phenomena. This is to find the facts that exist in the present condition and to gain further interest in a certain topic that the researchers would like to address.

Participants of the Study

The participants of the study are 305 customers of selected resorts using online reservation system. The participants are selected randomly in each resort.

Instrument

The instrument of the study is adapted from the study of Wu [1] that has two parts. Part I, identified the profile of the customers in terms of age, gender, frequency of visit, educational attainment, and frequency of internet use. Part II evaluated the resorts online reservation system in terms of service quality, usefulness, ease of use, online reviews, experience and satisfaction Scoring. The instrument used 4 Likert scale where 4 will be the highest mean value while 1 is the lowest with the following interpretation: 3.50 – 4.00: Strongly Agree (SA); 2.50 – 3.49: Agree (A); 1.50 – 2.49: Disagree (D); 1.00 – 1.49: Strongly Disagree (SD).

Procedure

The researchers produced copies of questionnaire which are distributed among the respondents. All information is provided through a letter are obtained in the objectives of the study and the purpose/rationale of

their participation. The data are tallied and tabulated as the researchers analysed and provided it with support.

Data analysis

To be able to interpret the results, the following are used such as Percentage and Frequency to identify the profile of the customers in terms of age, gender, frequency of visit, educational attainment, and frequency of internet use; Weighted Mean is used to evaluate the resorts online reservation system in terms of service quality, usefulness, ease of use, online reviews, experience and satisfaction; and ANOVA tested the significant difference on the responses when grouped according to profile variable. Ranking is used to determine which item obtained the highest or lowest value. In addition, all data were treated using statistical software known as PASW version 18 to further interpret the results of the study.

Ethical Consideration

The researchers are guided with ethical considerations as they gathered the data. This is to maintain the positive attitude and research ethics while gathering the necessary information that would help them to evaluate the resorts online reservation system.

RESULTS AND DISCUSSION

Table 1 presents the percentage distribution of the respondents' profile in terms of age, sex, frequency of visit, educational attainment, frequency of internet use and source of reservation.

In terms of age, it shows that majority of the respondents are 18 – 29 years old which got the highest frequency of 208 or 68.20 percent followed by 50 – 59 years old with 42 or 13.8 percent and 40 – 49 years old with 37 or 12.10 percent and the least is 30 – 39 years old with 18 or 5.90 percent. This means that most of the customers using online reservation belong to the age of young adults because they are those who experienced the changes of manual reservation into online application because the transition of the generation is visible with regards on the technologies.

They understood the sequence of reservation system which was changed and innovated into online or web-based application.

Young people become open minded with the presence of internet and how it could help the process of hospitality industry. The people who are market of the industry at time would seek the internet of these are available online system that would reduce the manual process they need to comprehend [2].

Table 1. Percentage Distribution of the Respondents Profile

Profile	f	%
Age		
18 – 29 years old	208	68.20
30 – 39 years old	18	5.90
40 – 49 years old	37	12.10
50 – 59 years old	42	13.8
Sex		
Male	213	69.80
Female	92	30.20
Frequency of Visit		
First	81	26.60
Second	63	20.70
Third	161	52.80
Educational Attainment		
High School Graduate	81	26.60
College Graduate	53	17.40
Vocational	171	56.10
Frequency of Internet Use		
once a week	24	7.90
twice a week	122	40.0
once a month	89	29.2
everyday	70	23.0
Source of Reservation		
Website	115	37.7
Travel of Application	94	30.8
Booking Sites	96	31.5

With regards to their sex, it shows that majority of the respondents are male with higher frequency of 213 or 69.80 percent while female with 92 or 30.20 percent.

It means that most of the respondents are males who often visit resort because the recreational activities offered are more masculine which are suited for men such as water-based activities like swimming, scuba, kayaking, and wake boarding. Men are active type of people who will be interested in such activities. However, females are also visiting the resorts due to relaxation and beauty of bodies of water along with biodiversity associated with it. Men wanted to be by themselves to have fun and to get away from stress [3].

The profile frequency of visit shows that majority of the respondents have been in the resort for the third which got the highest frequency of 161 or 52.80 percent followed by those who are first with 81 or 26.60 percent, and the least are second timers with 63 or 20.70 percent.

It means that the respondents have returned in the resort for the third time based on the profile frequency stated above because they are motivated to return due to their previous experience with it. It implies they were

satisfied before so they would actually choose the same place for leisure activity in the future.

With regards to their educational attainment, majority of the respondents finished vocational course which got the highest frequency of 171 or 56.10 percent followed by High School Graduate with 81 or 26.60 and the least are College Graduate with 53 or 17.40 percent. It means that those who used internet or online reservation system understood the advantage of doing an online reservation to reduce the conflicts and be able to acquire a slot before they arrive in the destination.

In terms of frequency of internet use, it shows that majority of the respondents are using it for at least twice a week which got the highest frequency of 122 or 40.0 percent followed by once a month with 89 or 29.2 percent and the those using it every day with 70 or 23.0 percent while the least is once a week with 24 or 7.90 percent.

It means that those who acquire online reservation usually use internet twice a week. It is enough to be well informed about the resort's online reservation.

The source of reservation shows that majority of the respondents reserved through website which got the highest frequency of 115 or 37.7 percent followed by booking sites with 96 or 31.5 percent and the least is travel of application with 94 or 30.8 percent.

Table 2 shows the evaluation of resort online reservation as to service quality. It obtained the composite mean of 2.95 and verbal interpreted as agree.

Table 2. Evaluation of Resort Online Reservation as to Service Quality

Service Quality	WM	VI	Rank
1. The resort was visually appealing on the website	3.15	Agree	1
2. Employees responded promptly to my reservation	2.84	Agree	2
3. My reservation was handled efficiently	2.86	Agree	3
Composite Mean	2.95	Agree	

This means that the respondents agreed that online reservation system can contribute to the overall service quality of the resort because the system provide efficiency and convenience to their customers who wanted to reserve for accommodation.

According to study [4], service quality is viewed in different perspective such as vantage among service people of delivery of their products and services to meet the needs of their customers. They are able to provide the services at a given time and can foresee the future needs of the clients while travelling. They immediately offer alternative solutions before the

problem arises. If possible, they guarantee the process of service before the actual time and not only in a percentage of the given time frame of services.

It shows that the respondents agreed that the resort was visually appealing on the website which got the highest weighted mean of 3.15 followed by their reservation was handled efficiently with 2.86.

This means that the online system is visually appealing to encourage internet users to check the site. Colourful images adds to the interest of the users and eventually would be aware the cost of rooms and accommodations of resorts which could affect their decision in choosing which place to visit once they will have their vacation or any leisure activities.

Web design have distinctive qualities that not any linkages does have. Those who became successful in any business endeavours are those that have new innovation and using technology for reservation, have good vision, with different technology, and risk takers. Aside from this, they tend to become natural explorers and internet savvy who mastered different technological advancement relating to travel operations and documents processes. When these attributes are combined, then they can have a successful income and became more competent in the industry they chose to work from [5].

And the least is employees responded promptly to my reservation with lowest mean of 2.84 and verbal interpreted as agree.

The respondents agreed that employees responded promptly in their reservation once they arrived in the resort. They are asked by the receptionist if they already have any reservation so that they could check the status of their transactions. Once they learned there is a reservation, the employees would immediate address the needs of the customers and limited background information will be needed since some data has been encoded in the system prior to the arrival of customers. This lessens the time for the customers and employees to do business transactions. That made the employees become prompt in dealing with their customers at this matter.

According to study [6] reliability of service is measure immediately through providing the services at the promised time which is dependably and accurately. Their study found out that reliability is to provide the service within the time frame because this is the largest gap in making the customers satisfied. The time that the task is accomplished can increase the satisfaction because if there are unforeseen problem that might occur, the staff are able to alter the situation that make the customers feel happy about it. They understood that

incident may arise that could affect the acquired services but since it is done earlier than expected, the clients were able to prepare other matters beforehand.

Table 3. Evaluation of Resort Online Reservation as to Usefulness

Usefulness	WM	VI	Rank
1. Using the resort's online reservation system in my reservation process enabled me to accomplish tasks more quickly	3.12	A	5
2. Using this resort's online reservation system improved my reservation process	3.02	A	6
3. Using this resort's online reservation system in my reservation process increased my productivity	3.13	A	4
4. Using this resort's online reservation system enhanced my effectiveness on the reservation process	3.70	SA	1
5. Using this resort's online reservation system made it easier to make the reservation	3.31	A	2
6. found this resort's online reservation system useful in my reservation process	3.28	A	3
Composite Mean	3.26	A	

Table 3 shows the evaluation of resort online reservation as to usefulness. It obtained the composite mean of 3.26 and verbal interpreted as agree.

This means that the respondents agreed that the system is useful in doing reservation because they do not need to travel and make a reservation or do a telephone call. They just need to encode the data and information about their arrival, stay and accommodation to be acquire from the resort. Also mode of payment is included so that customers will be able to budget their expenses.

Usefulness is a quality of service providers that is very important in the industry. The capability of the online reservation to communicate clearly with the clients, their basic information about the services and showing the customers all important details are all an advantage to gain customer satisfaction. In measuring the usefulness, the system of the organization ensures credibility in providing secure services to gain trust from their customers [7].

It can be gleaned from the table that the respondents strongly agreed that using this resort's online reservation system enhanced my effectiveness on the reservation process which got highest weighted

mean of 3.70 followed by using this resort's online reservation system made it easier to make the reservation with 3.31 and found this resort's online reservation system useful in my reservation process with 3.28.

The respondents are interviewed about their feedback in the online reservation system. The respondents agreed that using the system made them effective in the process of reservation because the system has its guide line and frequently asked questions (FAQ) where the users could ask how to use the system.

Based on the study [8], the good and quality services start when the online service and technical support of resorts understand their role and were able to identify the purpose of the accommodation. This allows them to pay attention to the needs of their customers and allow them to respond immediately when there are issues that affect their hospitality-related services. Eventually, problem usually arises during their face-to-face transactions with the clients, or worst, before and during their departure/travel. Addition to this, the system does not just satisfy the needs of their customers, but they would need to professionally respond to them.

However, the respondents agreed that using this resort's online reservation system in my reservation process increased my productivity which got the weighted mean of 3.13 and using the resort's online reservation system in my reservation process enabled me to accomplish tasks more quickly with 3.12 and the least is using this resort's online reservation system improved my reservation process with lowest mean of 3.02.

The respondents agreed that the system improved the reservation process because it became easy for them to choose products and services before they have their actual vacation or travel.

Study found out [1], a hotel's online reservation system can increase the satisfaction and build trust for future business dealings. It acquires the patronage of the customers, so they make sure that clients are secured and confident. This also allows to make the customers feel they are being valued. The importance of making them feel secured and enhance their confidence is to increase the possibility that they will keep coming back in the future or that they will spread their experiences with other potential customers. The companies must provide attention to details about their customers and developing a new way to communicate with them clearly will potentially make them feel that they are important through simple gestures such as calling them by their name. It feels they have personal

connection with the service providers and the chances of foreseeing their needs are high.

Table 4 shows the evaluation of resort online reservation as to ease of use. It obtained the composite mean of 3.11 and verbal interpreted as agree.

Table 4. Evaluation of Resort Online Reservation as to Ease of Use

Ease of Use	WM	VI	Rank
1. Learning to operate the resort's online reservation system was easy to me	3.27	Agree	2
2. I found it easy to get this hotel's online reservation system to do what I wanted it to do	2.98	Agree	5
3. My interaction with this hotel's online reservation system was clear and understandable	3.04	Agree	4
4. I found this hotel's online reservation system to be flexible to interact with	3.17	Agree	3
5. It was easy for me to become skilful at using this hotel's online reservation system	3.31	Agree	1
6. I found this hotel's online reservation system easy to use	2.90	Agree	6
Composite Mean	3.11	Agree	

This means that the respondents agreed that online reservation system is easy to use because of its friendly-user interface which could be understood by their target market and internet users.

Using online reservation, it is stated above that customers find it easier and convenient because they are able to book their desired accommodation inside the comfort of their home. One factor which made it easier is that the mode of payment is faster because clients are able to pay using their credit cards. It saves both time and money to ensure a stress-free vacation [9].

It shows that the respondents agreed that it was easy for me to become skilful at using this hotel's online reservation system which got the highest weighted mean of 3.31 followed by learning to operate the resort's online reservation system was easy to me with 3.27 and they found this hotel's online reservation system to be flexible to interact with which got the mean of 3.17.

The respondents became skilful in using the system because they became aware of the usual feature of online reservation which will not be hard for them in the future when they use another kind of online system

since they could compare it with the current system they already used.

However, the respondents agreed that their interaction with this hotel's online reservation system was clear and understandable with weighted mean of 3.04 and found this hotel's online reservation system easy to use with 2.90 and the least is learning to operate the resort's online reservation system was easy to me with lowest mean of 3.27.

This means that the respondents agreed that it was easy for them to use the system since the direction is written in English and there are available buttons where they need to click once they already made their choices.

Advantage of online reservation system of businesses is that it allows the organization to focus on the needs of people who will consumer and use their products or services. Through this, they will be able to attain more customer satisfaction and increase the likelihood of repurchase. They will be in an advantage when they will include this concept on their goals and attain long term profitability in the industry. It has relationship with the markets' needs to assure that all services are aligned. Enterprise must know their target market and eventually assess their behavior to ensure that all developed products and services will meet the customer preference that would lead to further satisfaction [10].

Table 5. Evaluation of Resort Online Reservation as to Online Reviews

Online Reviews	WM	VI	Rank
1. I read other customer's online reviews to know if this resort made a good impression to others	3.01	A	3
2. To make sure I choose the right hotel, I read other customers' online reviews	3.02	A	2
3. I consulted other customers' online reviews to help choose	2.92	A	5
4. I gathered information from other customers' online reviews before I made the room reservation	2.87	A	6
5. If I didn't read other customers' online reviews when I made the room reservation, I would be worried about my decision	3.45	A	1
6. When I made the room reservation, reading other customers' online reviews made me confident in staying at the resort	2.98	A	4
Composite Mean	3.04	A	

Table 5 shows the evaluation of resort online reservation as to online reviews. It obtained the composite mean of 3.04 and verbal interpreted as agree.

This means that the respondents agreed that resort online reservation has positive online reviews because of the easy features it provides and convenience of the user where they could pay through online banking, choose the accommodation and services.

Automation of booking system effectiveness helps not only the clients but also the owners of the resort because it would be easier for them to accommodate all the guests who inquire in the resort. Online reservation gives the client information and details about their resort and the services they offer. Customers are able to make reservations that would fit in their schedules [11].

It can be seen that the respondents agreed that if I didn't read other customers' online reviews when I made the room reservation, I would be worried about my decision which got the highest weighted mean of 3.45 followed by to make sure I choose the right hotel, I read other customers' online reviews with weighted mean of 3.02 and read other customer's online reviews to know if this resort made a good impression to others with 3.01.

The respondents agreed that customer's online reviews affect their decision in choosing which resort to reserve from because they wanted to assure that they will have positive experience before they made transactions with the hotel. Also, since there are many cyber scams that happen, they wanted to be sure that the transaction they will make is official or used the right online reservation system of the hotel.

Marketing innovation and strategies increases the competitive advantage since it can carry out different information about the product that is very useful in acquiring potential customers [12].

However, the respondents agreed that when I made the room reservation, reading other customers' online reviews made me confident in staying at the resort with 2.98 and the least is gathered information from other customers' online reviews before I made the room reservation with lowest mean of 2.87.

The respondents agreed that they seek information from the internet different blogs and feedback about the credibility of the resort online reservation system. There are many hackers and spam sites that could trick people into reserving and paying so it is important that they checked first about the status of the site before making any transaction.

Customer satisfaction is increased through the innovation and utilization of technology. The use of computers and digital technology allows the businesses

to make fast transactions and efficient retrieval of information. The quality of change management is based on the knowledge and information acquired from the organization itself. It has driven many success stories of many corporations and businesses around the globe. The benefits of utilization of information system in any enterprise and businesses are because of its efficient use in processing transactions. The adaptation of new system improved the operation through acquiring information, assimilation of the system, transforming its use and exploits its advantages to enhance the performance and operations of the company [13].

Table 6. Evaluation of Resort Online Reservation as to Experience

Experience	WM	VI	Rank
1. Using this resort's online reservation system was a good experience	2.72	Agree	4
2. Using this resort's online reservation system was pleasant	3.29	Agree	1
3. Using this resort's online reservation system was a positive experience	2.84	Agree	3
4. Using this resort's online reservation system was appealing	2.86	Agree	2
Composite Mean	2.93	Agree	

Table 6 shows the evaluation of resort online reservation as to experience. It obtained the composite mean of 2.93 and verbal interpreted as agree. This means that the respondents agreed that they have positive experience with the online reservation because they are able to acquire the chosen accommodations and services they encoded in the system.

Personal relationship and innovation is a key strategy for hospitality industry to assure that customers demand and expectations are met. Addition to this, the restaurant must ensure that the combination of ambiance and food service will become appealing to their customers when it is realized to be related with what image they project. To be able to acquire the loyalty and satisfaction of the customers, the business must increase their service performance because it has a high effect to the behaviour and intention of the customers [14].

Among the items, it shows that the respondents agreed that using this resort's online reservation system was pleasant which got the highest weighted mean of

3.29 followed by using this resort's online reservation system was appealing with 2.86.

The respondents agreed that the online reservation is a pleasant experience because of being able to successfully process their transaction which makes them overwhelmed and excited to it.

Service industry and providers would want to ascertain that their employees and physical facilities look good and sanitized. The tangibility aspect of service quality is usually the least importance among the dimensions, but it is the first thing that is being noticed by the customers [15].

However, they agreed that using this resort's online reservation system was a positive experience with 2.84 and the least is using this resort's online reservation system was a good experience with lowest weighted mean of 2.72.

The respondents agreed that the online reservation is a good experience to them since it caters their needs virtually and the employees support the system by being prompt once the customers arrived at the scheduled date.

when it comes to customer care skills, business should be focused on one thing which is people. They must be pampered, and the service must reach them in a minimum time frame. This will lessen the anxiety that occurs during the transaction. Whether business refers them as clients, customers or employees, their loyalty is the key to the hotel success. Furthermore, increasing customer care skills is a smart and necessary way to increase profits. Not only that, happy employees are long term employees, and increasing employee retention will significantly lower the operating costs. Keep reading to learn how to hire, motivate and retain key customer care employees [16].

Table 7 shows the evaluation of resort online reservation as to experience. It obtained the composite mean of 3.13 and verbal interpreted as agree.

Table 7. Evaluation of Resort Online Reservation as to Satisfaction

Satisfaction	WM	VI	Rank
1. Overall,, I was satisfied with this resort	3.28	A	3
2. I was satisfied with my decision to stay at this hotel	3.05	A	2
3. I was satisfied with this hotel's services	3.06	A	1
Composite Mean	3.13	A	

This means that the respondents evaluated the system with their experiences. It implied that they have good experiences with the online reservation because

they are accommodated properly by both the system and the employees at the actual day of arrival.

It shows that the respondents agreed that they are satisfied with this hotel's services which got the highest weighted mean of 3.06 followed by satisfied with my decision to stay at this hotel with 3.05.

The respondents agreed that they are satisfied with the services of the hotel because the management meet their expectation. Once the hotel has an online system, the customers will have higher expectation of how they are able to deliver their services.

Quality is assured towards the customers such as equipment used would be modernized and innovative methods would be used to keep the costs down. The restaurants would adopt local cuisine and wines proving their worth in the development of local culture [17].

While the least is overall, they were satisfied with this resort with lowest mean of 3.28.

The respondents are satisfied with the overall service of the resort from the day they made the reservation until the day they check out from their accommodation. The first impression is important factor for satisfaction and when the customers feel satisfied with their first experience with the reservation process, they will have positive attitude towards the services of the hotels.

Online reservation is way to market the business and is communicated to customers by length of time they have to wait for assistance, answers to questions or attentions to problems. Responsiveness also captures the notion of flexibility and ability to customize the service to customers need. To excel on the dimension of responsiveness, a company must view the process of service delivery and the handling of requests from the customer's point of view rather than from the company's point of view [18].

Table 8. Summary Table of Evaluation of Resort Online Reservation

Online Reviews	WM	VI	Rank
Service Quality	2.95	High	5
Usefulness	3.26	High	1
Ease of Use	3.11	High	3
Online Reviews	3.04	High	4
Experience	2.93	High	6
Satisfaction	3.13	High	2
Overall Composite Mean	3.07	High	

Table 8 shows the summary table of evaluation of resort online reservation. It obtained the overall composite mean of 3.07 which signifies that there is high evaluation rating for resort online reservation.

Among the items, Usefulness got the highest weighted mean of 3.26 followed by Satisfaction with 3.13 and Ease of Use with 3.11.

This means that respondents agreed that the online reservation has achieved its usefulness because it provides comfort and convenience to their customers in processing reservation and at times even paying or any other kind of transactions.

A reservation is not a total product branding but a service provider where they will acquire the needed products of their customers such as ticket and accommodation. The resorts at times were given discounts because they are the key for marketing proposition among water-based activities. Both will profit through this because of give-and-take process flow. For example, included in the package different airlines travel that allow travel agencies to market them as part of a travel package, and in return will give discounts or allow them to mark up the value for profit purposes.

However, Online Reviews with 3.04, Service Quality with 2.95 and the least is Experience with lowest mean of 2.93 and verbal interpreted as agree.

The respondents agreed they have good experience with the system because of increase the advertising placements using the social networking sites and websites that allow the customers see and learn different services available in the market.

Nowadays, the use of internet as means of marketing strategy has increased the opportunities for new entrant to branch out their travel-related products. Home-base and freelance network has become appealing to small time entrepreneurs that at times affect the brand positioning of official travel agencies. The use of internet has been one of the trends nowadays that people would communicate with travel agents through messaging (SMS, chat and email) due to its convenience on the part of the customers [19].

Table 9 disposed that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis.

Table 9. Difference of Responses on Evaluation of Resort Online Reservation When Grouped According to Age

	F-value	p-value	Interpretation
Service Quality	0.567	0.637	Not Significant
Usefulness	1.299	0.275	Not Significant
Ease of Use	0.462	0.709	Not Significant
Online Reviews	0.124	0.946	Not Significant
Experience	1.243	0.294	Not Significant
Satisfaction	0.986	0.400	Not Significant

This means that there was no significant difference observed and implies that the responses do not vary

across the respondents' age. Study found that no relationship was found between new product development and the implementation of innovaton strategies and utilization of reservation system. They recommend that analytical tool may be used to be more specific with the difference of the two variables [20].

Table 10. Difference of Responses on Evaluation of Resort Online Reservation When Grouped According to Sex

	t-value	p-value	Interpretation
Service Quality	0.954	0.341	Not Significant
Usefulness	0.392	0.695	Not Significant
Ease of Use	1.058	0.291	Not Significant
Online Reviews	1.321	0.187	Not Significant
Experience	1.150	0.251	Not Significant
Satisfaction	0.303	0.762	Not Significant

Legend: Significant at p-value < 0.05

Table 10 shows that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and implies that the responses do not vary across the respondents' sex.

Online reservation system adaptation effort and the organizational performance and changes are not significantly related since the process is limited to the design of the innovation which does not affect how the organization will perform. This is confirmed because service-related industry needs to provide unseen services towards their customers that requires behavioural changes and not just innovation with the service itself only [20].

Table 11. Difference of Responses on Evaluation of Resort Online Reservation When Grouped According to Frequency of Visit

	F-value	p-value	Interpretation
Service Quality	0.018	0.982	Not Significant
Usefulness	2.098	0.125	Not Significant
Ease of Use	0.841	0.432	Not Significant
Online Reviews	0.448	0.640	Not Significant
Experience	0.678	0.508	Not Significant
Satisfaction	0.531	0.589	Not Significant

Table 11 presents that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis.

This means that there was no significant difference observed and implies that the responses do not vary across the respondents' frequency of visit.

Table 12 shows that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis.

This means that there was no significant difference observed and implies that the responses do not vary across the respondents' educational attainment.

Table 12. Difference of Responses on Evaluation of Resort Online Reservation When Grouped According to Educational Attainment

	F-value	p-value	Interpretation
Service Quality	1.384	0.252	Not Significant
Usefulness	1.532	0.218	Not Significant
Ease of Use	0.995	0.371	Not Significant
Online Reviews	1.159	0.315	Not Significant
Experience	2.063	0.129	Not Significant
Satisfaction	0.428	0.652	Not Significant

Legend: Significant at p-value < 0.05

Online reservation system has grown in the recent year increase the advertising placements using the social networking sites and websites that allow the customers see and learn different services available in the market. The consumers have more access to important information such as pricing and feedback on products that is why companies must make sure that they monitor all aspect of marketing factors such as product pricing, advertising placements and strategies to reach out to customers. It is important that any kind of enterprise to have an organized records and précised information. This will allow the management to track down the cash flows and to reduce the risk for further expenditures of the company. The information will also a basis on what are the needs to make appropriate decision-making [20].

Table 13. Difference of Responses on Evaluation of Resort Online Reservation When Grouped According to Frequency of Internet Use

	F-value	p-value	Interpretation
Service Quality	0.343	0.794	Not Significant
Usefulness	1.051	0.370	Not Significant
Ease of Use	0.850	0.467	Not Significant
Online Reviews	0.089	0.966	Not Significant
Experience	0.726	0.537	Not Significant
Satisfaction	0.330	0.804	Not Significant

Legend: Significant at p-value < 0.05

Table 13 shows that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis.

This means that there was no significant difference observed and implies that the responses do not vary across the respondents' frequency of internet use.

Businesses such as hospitality and tourism are affected by the changes brought by the information technology (IT) due to the widespread of internet use that change the modern travel services. As a result, they

tend to change and adapt as they consider the rise of online booking, storage of data, communication technology and outlook in the travel-related products. Those who provide services know what the customer expects from them and what they care about. It can provide good guesses and assumption on the part of businesses. Thus, price is also part of the quality, its impact to the overall satisfaction is an important matter too. The customers will determine if the quality of service meet their expectation through their understanding what services should be visible and expected. Such perception is the reaction of the customers about how an enterprise provides their services and offered to their customers. This is the process of acquiring information from the environment, word of mouth, the experiences and media [22].

Table 14. Difference of Responses on Evaluation of Resort Online Reservation When Grouped According to Source of Reservation

	F-value	p-value	Interpretation
Service Quality	0.867	0.421	Not Significant
Usefulness	0.601	0.549	Not Significant
Ease of Use	0.703	0.496	Not Significant
Online Reviews	0.591	0.554	Not Significant
Experience	1.055	0.349	Not Significant
Satisfaction	1.220	0.297	Not Significant

Legend: Significant at $p\text{-value} < 0.05$

Table 14 presents that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and implies that the responses do not vary across the respondents' source of reservation.

A reservation is not a total product branding but a service provider where they will acquire the needed products of their customers such as ticket and accommodation. The resorts at times were given discounts because they are the key for marketing proposition among water-based activities. Both will profit through this because of give-and-take process flow. For example, included in the package different airlines travel that allow travel agencies to market them as part of a travel package, and in return will give discounts or allow them to mark up the value for profit purposes [4].

Measuring customer satisfaction is a complicated process. It is not just providing a customer need but giving them an exceptional service through a highly motivated and well trained team, good quality product, environment – friendly facilities and an expert service

provider that will treat them as —guest| not just a —customer [23].

Table 15. Proposed Plan of Action to Enhance the Evaluation of Resort Online Reservation System

Key Area Result Objectives	Strategies	Outcome
Service Quality To enhance the prompt response of the employees through online reservation	Proved Technical Support employee who will assist and guide the customers using online reservation system	The online reservation system have designated employees who will provide prompt response with the customers
Usefulness To improve the reservation process	The IT department may consider purchasing online reservation system or simplify the online process for their employee and customers.	The reservation process is improve since all transaction are simplified and easily understandable for both customers and employees
Ease of Use To improve the effectiveness of the online reservation system	Provide one website for any online reservation system which includes different resorts	The online reservation of resorts are improved and effective
Online Reviews To improve the online reviews acquired by the online reservation system	The technical support of the online system may provide explanation and feedback to guest comments and online reviews	The online reviews have positive feedback and issues are addressed by the management through explanation and feedback to reviews
Experience To enhance the satisfaction and experience of the customers in using online reservation system	Train all employees to be a technical support for the online reservation system	The customers are satisfied in using online reservation system
Satisfaction To enhance the overall satisfaction of the customers in using online reservation system	Make reservation process fast and easy to use by removing unnecessary option	The customers are overall satisfied with the online reservation system

CONCLUSION AND RECOMMENDATION

Majority of the respondents are 18-29 years old, male, third time to vисти the resort, finished vocational studies, using internet twice a week and used website to reserve for resort accommodation. The respondents agreed that online reservation system is evaluated with regards to usefulness, satisfaction, ease of use, online reviews, service quality and experience. The assessments of resort online reservation do not vary across each profile.

The resorts may develop mobile application for their own reservation system to assure that the

customers will be having efficient online reservation system at any time and any place. It can also lessen the risk for scam when they paid their reservation through online banking. Resorts may hire and designate a person/s for 24/7 that will help in navigating their system and will act as technical support for customers utilizing online reservation system. The resorts may provide step-by-step procedure in utilizing online reservation system that will be distributed among their customers. The proposed plan of action may be used to enhance the evaluation of online reservation system of resorts. A future study may be done to make a deeper analysis of the effectiveness of online reservation system among resorts.

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