

IMPACT OF SUSTAINABILITY PRACTICES OF GOLDEN PYRAMID PAVILION AND RESORTS TO THE GUEST SATISFACTION LEVEL

ABSTRACT

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This research examines the impact of Golden Pyramid Pavilion and Resorts' sustainability initiatives on the satisfaction levels of its guests. It aims to identify which sustainable practices have the most significant impact on a positive guest experience. The findings aim to offer actionable insights for improving service quality while ensuring that sustainability efforts align with guest expectations and preferences. This study utilized a quantitative descriptive research design with a sample of 100 diverse respondents from Golden Pyramid Pavilion and Resort, selected through simple random sampling. A self-constructed questionnaire, written in both English and Filipino, served as the primary data collection tool. The instrument underwent expert validation and a pre-test to ensure reliability and clarity. To guarantee full participation, the researchers personally administered and retrieved the questionnaires, enabling systematic and accurate data collection and analysis. The findings indicate that 23% of respondents are between the ages of 24 and 28, with an equal split between male and female guests (50% each). Nearly half of the participants (47%) reported visiting the resort occasionally. Guests generally responded positively to the resort's sustainability initiatives, particularly in energy conservation, which received the highest mean score of 3.60. Water conservation and waste management both received favorable ratings (mean = 3.20), while environmental responsibility (mean = 3.13), cleanliness (mean = 3.18), and cost reduction (mean = 3.14) were also acknowledged. Despite these strengths, some areas for improvement were identified, including cracked pathways (reported by 18% of respondents) and mold in bathrooms (17%). The study concludes that Golden Pyramid Pavilion and Resort has an equal gender distribution among its respondents, with a significant number aged 24–28 and many visiting occasionally. Guests generally view the resort's water management and waste disposal efforts positively (mean = 3.20), highly value its energy conservation initiatives (mean = 3.60), and recognize its commitment to environmental responsibility (mean = 3.13), cleanliness (mean = 3.18), and affordability (mean = 3.14). Despite these strengths, concerns regarding comfort, safety, and hygiene remain, highlighting areas for further improvement.

RECOMMENDED CITATION

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