

# An Analysis of Spa and Wellness Facilities

**Art Winsel A. Samson<sup>a</sup>, Gersom Q. Desamparado<sup>b</sup>, Dindo D. Silud<sup>c\*</sup>**

<sup>a b c</sup> College of Hospitality Education, University of Mindanao, Davao City, Philippines, 8000

**Abstract:** Modern tourists are increasingly choosing to travel to escape their everyday routines and have access to new pleasures and experiences. This has made spas one of the most attractive travel locations that isn't just related to health tourism. The study aims to investigate customer preferences, experiences, and satisfaction with spa and wellness, analyzing the relationship. A randomly selected 400 respondents in Davao City were given the adaptive survey questionnaire using a descriptive quantitative approach. Additionally, frequency, mean, and regression analyses were conducted and analyzed statistically. The results show that customer preference, experience, and satisfaction are high, as seen by consistently good mean scores for every indicator. The analysis shows that the three factors strongly correlate with one another and that customer preferences significantly impact their experiences and level of satisfaction. Positive experiences have also been shown to raise satisfaction levels directly. The findings highlight the need to comprehend customer expectations and provide reliable, superior services to guarantee customer satisfaction. This study highlights how spas and wellness can enhance the services while pinpointing areas that need specific enhancements to improve customer experiences. The insights offer recommendations for improving services and future research directions.

**Keywords:** *Spa and wellness; preference; experience; satisfaction; good health and well-being.*

## I. Introduction

More and more tourists opt for travel that will take them away from their daily routines and give them access to novel experiences and delights. As a result, spas have become some of the most appealing tourist destinations beyond just health tourism. When these tourists want to stay at a hotel or resort, they check the services or facilities they offer. Spa is one of the services the hotel and resort offer, which they will enjoy. According to the study conducted by Kocić et al. (2019, p 43–56), tourism is becoming increasingly popular among today's tourists to escape their regular lives and discover new joys. The spa tourism segment is the fastest-growing part of the tourism industry. The wellness industry is steadily capturing the attention of marketing professionals, even though it remains a relatively new category of health tourism.

On top of that, in the report of SpaSeeker, the most significant growth in searches, up 82% from 2023, is observed in medical spas. Medical spas, called Medi-spas, are popular on TikTok, with 108.3 million views. Their expertise lies in nonsurgical aesthetic procedures such as Botox, fillers, fat reduction, laser hair removal, microneedling, and tattoo removal. Female-only spas, or spas that only serve people who identify as female come in second place after medical spas. In addition, the appeal of wellness and spa tourist destinations positively influences tourists' satisfaction and their likelihood of returning. Additionally, the quality and value of wellness and spa services positively affect tourists' fondness for these destinations (Lakićević et al., 2021, p. 2-3).

According to the report of the International Spa Association (2024), compared to those who visit the spa less frequently, repeat visitors tend to spend more money each time. Furthermore, the survey highlights the significance of lucidity and openness concerning gratuities, a point that is progressively impacting the choices made by spa customers. A report by the Global Wellness Institute (2023) highlights that spas and wellness centers provide therapeutic services to revitalize the body, soul, and mind, promoting overall wellness. Furthermore, it is essential to consider the life stage of tourists when researching tourism experiences and developing wellness services for different client segments. Regular

visits to spas exemplify a retirement lifestyle focused on consumerism and wellness-oriented individuality, which, in turn, encourages positive aging perspectives for both individuals and the community (Koskinen, 2019, pp. 18–34).

According to a Global Wellness Institute forecast, the Philippines' wellness industry is projected to grow to \$41 billion by 2022. The country is recognized as one of Asia-Pacific's leading wellness destinations. Promoting age-old customs like the "hilot" massage, outdoor wellness pursuits, and varied retreats, wellness tourism is a significant area of interest. In addition, wellness tourism alone was worth \$2.44 billion in 2022, indicating a 79.9% growth rate from 2020 to 2022. The Philippines' wellness sector was estimated to be worth \$41 billion in 2022. Creating jobs and advancing wellness tourism is vital to nation-building and economic recovery. In 2017, the Philippines ranked 25th in the size of its wellness economy, valued at \$29.2 billion. By 2020, this value had risen to \$33 billion, earning the country a commendable 21st place in the ASEAN region. The Philippines outperformed several well-known health and wellness travel destinations, including Thailand, Malaysia, Vietnam, Singapore, Myanmar, Cambodia, and Laos.

The number of spa facilities and investor interest in the spa and wellness sector in Davao City has been on the rise. The expansion of spa and wellness institutions has been notable, as the Davao Wellness Association (DavWell) has increased its membership from six owners to 26 members, collectively managing more than 50 spa and wellness facilities. Nationwide, there are 15,000 licensed therapists, with 117 of them based in Davao, according to the December 2016 examination results.

The study of Chen et al. (2022, p. 1-23) said that enhancing the overall customer experience requires creating a calm and welcoming environment. Customers should be able to relax and feel renewed in the spa setting; offering exceptional service and ensuring that clients feel at ease and well-cared-for, skilled and knowledgeable therapists and staff members can significantly improve their customer experience. Customer satisfaction continues to be important in the sector, as evidenced by a recent survey by Spa Business Magazine in 2023, which found that 87% of spa visitors rated it as the most critical factor influencing their decision to revisit a spa. Every customer wants to feel satisfied when purchasing a product or service. To attract and retain clients, businesses must provide the right offerings in today's market and build strong customer relationships. Maintaining a positive customer relationship involves delivering services that surpass the competition. Customer feedback is crucial for accurately assessing customer satisfaction. It is often said that high-quality service enhances the likelihood of customer happiness (Fida et al., 2020, p. 10). Moreover, Kim et al. (2021, p.95) Customers who visit spas enjoy customization and are prepared to pay more for services that are catered to their interests. This emphasizes how important it is for spa and wellness centers to consider consumer preferences. The wellness concept has a harmonious and all-encompassing impact on how the body functions today, and it comes the closest to meeting the needs of modern people in terms of health. It encompasses those resources and practices that enhance a person's sensory, physical, emotional, intellectual, social, aesthetic, and spiritual qualities as a new way to adopt a healthy lifestyle (Mondok, 2019, p. 21–26).

This study examines customers' preferences, experiences, and satisfaction levels with spa and wellness facilities in hotels and resorts in Davao City. It aims to analyze the level of customer preference for these facilities, their experiences, and overall satisfaction. By doing so, the study seeks to determine whether a significant relationship exists among these factors, providing a comprehensive understanding of how they interact within the context of spa and wellness services. Additionally, the study aims to identify any potential gaps in these areas.

### **1.1. Preference**

Many hotels and resorts in Davao City already offer this service, and tourism has grown, and many tourists visit any place in Mindanao. When these tourists want to stay at a hotel or resort, they check the services or facilities they offer. Spa is one of the services the hotel and resort offer, which they will enjoy. This indicates that there is a need for these establishments to focus on customer preference and take notes on the customer's experience to deliver quality service that would result in customer satisfaction. Indeed, a comprehensive understanding of customer desires helps an establishment achieve strategic business development, marketing, and promotion and improve services (Ahani et al., 2019, p. 52–77).

The spa and wellness industry is dynamic and evolving, driven by changing consumer preferences and advancements in holistic health awareness. Customers now prioritize establishments that offer diverse services (Nilashi et al., 2021, p.158). In addition, Kim et al. (2020, p.523–535) state that customer preferences in the spa and wellness realm encompass various critical factors that significantly influence their choices. Cleanliness, ambiance, the professionalism of staff, and the range of services available are at the forefront of these preferences. In Thipbharos et al.'s (2023, p. 147-151) study, pricing methods greatly influence customers' views and decisions in the spa and wellness industry.

Indeed, customers want straightforward pricing plans that provide good value for their money. (Paulose and Shakeel, 2021, p.447–481). According to Szromek and Naramski (2019, p. 11), spas have concentrated on utilizing their natural resources, while companies offering a diverse range of spa services seek new value propositions to attract

emerging market segments. In addition, in Dalton's study (2024, p.4-6), customers prefer personalized services over trendy products. 86% of customers said they prefer spas that specialize in the services they need, and 83% of respondents said customization is essential to their spa experience. This realization clarified how important it is for spas to provide customized experiences to draw and keep clients. Moreover, in the study of Executive (2024, p. 2-4), Spa trends are also changing, with many exhibiting ingenuity and innovation to satisfy guests' aspirations for wellness. These consist of stressing diet, utilizing data to customize wellness requests, concentrating on mental wellness, and fusing classic spa treatments with contemporary technology.

### **1.2. Satisfaction**

Ensuring an exceptional customer experience is paramount in the spa and wellness industry. A seamless and delightful experience encourages customer satisfaction and fosters loyalty. Customers expect personalized services, easy booking processes, and tailored treatments that address their needs (Nunkoo et al., (2020, p. 91). Clients seek a sanctuary that pampers them and provides an environment conducive to relaxation and rejuvenation (Solakis et al. (2021, p. 948–969). In addition, the effectiveness of staff interactions plays a key role in determining how customers feel about a spa or wellness center. Customers value employees with the necessary knowledge, skills, cells, and strong interpersonal abilities. Enhancing client satisfaction requires courteous, responsive, and informed staff that can help them on their road to wellness (Priyo et al., 2019, pp. 10-11).

According to Ali (2021, p. 1-2), in a Hotel and Quality service study, the perceived value of the services offered compared to the cost is essential for client satisfaction and repeat business. To strike the proper balance and fulfill consumer expectations, spa centers, hotels, and resorts carefully calibrate their pricing strategies, considering market dynamics and the perceived value of their spa and wellness offers. Cleanliness and hygiene are essential in spas and wellness centers, significantly impacting patron trust and satisfaction. Customers demand that the treatment rooms, common spaces, and restrooms meet the highest standards of cleanliness (Alketbi et al. 2020, p. 5-6). On top of that, to comply with health and safety regulations and ensure client pleasure, a clean atmosphere must be maintained. In the context of Davao City, the satisfaction of spa and wellness facility customers hinges on the establishment's ability to meet and exceed these expectations (Barusman and Rulian, 2020, p.1-2).

Wisitnorapatt and Sirirat's (2023, p. 221 - 238) study states that satisfaction is essential in determining loyal customer intentions. Offering such experiences to tourists is increasingly vital for wellness and spa tourism (Campon-Cerro et al., 2020, p.17). In addition, according to the study by Liberato et al. (2021, p. 2-3), overall satisfaction with a spa destination significantly impacts customer loyalty to health and wellness venues. The sociodemographic characteristics of spa users affect their service choices. Additionally, the factors people prioritize when selecting a spa influence their overall satisfaction with the experience and their likelihood to recommend the destination and return.

### **1.3. Experience**

In the study of Madzikatire et al. (2019, pp. 35-52), while individual experiences with spa products vary, they are crucial for customers' psychosocial and financial growth. Creating a memorable experience ensures repeat visits and generates positive word-of-mouth recommendations. Users' satisfaction is above average regarding lodging, dining options, spa services, public transportation, and the surrounding environment. Additionally, most of these patrons say they plan to return and would recommend it to others, demonstrating an exceptionally high customer loyalty. In the study of Anaya-Aguilar et al. (2021, p. 332), firstly, there are two types of service results in the spa industry: mental and physical outcomes. Second, there are two components to evaluating consumer satisfaction with spa services: Outcome and service satisfaction are both important. Third, spa service outcomes can be treated as a separate variable since they influence post-consumption behavior after affecting specific characteristics.

Moreover, Gemar et al. (2019, p. 1546–1566) noted that the general satisfaction of customers who return to a place more often than not is higher. Conversely, younger tourists are less content than older tourists. The influence of a location recommendation is also thought to be more significant than the intention to return, as the latter depends on various tourist incentives. Numerous studies also link the location of tourism-related businesses and consumer happiness; hence, location is crucial to the sustainability of these businesses. A person's internal temperament and spa experience positively influence their subjective well-being, regardless of the length of stay.

Additionally, it has been discovered that excellent travel experiences and well-being influence client loyalty. Pelegrín-Borondo et al.'s (2020, p. 544) study states that regarding wellness visitors' intention to acquire a spa, the emotional dimension of enjoyment was the second most relevant variable. For wellness travelers, it means unwinding, meeting new people, admiring beauty, reducing stress, and getting away from everyday life; for medical and Healthcare travelers, it means managing pain, curing illnesses, and enhancing well-being. In addition, Dalton (2024, p.4-6) also

states that people visit spas mainly for relaxation and health benefits. High Impact Customers put self-care first, and they have a big say in what the market does.

To analyze the spa and wellness offerings at Davao City's hotels and resorts, this study uses the SERVQUAL framework, a popular theory in service quality assessment. The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry in 1985, identifies five key elements of service quality that are particularly relevant to spa and wellness services: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the physical features of the facility, such as cleanliness and ambiance. Reliability involves delivering services consistently and dependably. Responsiveness emphasizes the staff's ability and willingness to address customers' needs promptly. Assurance relates to the competence and professionalism of the employees, which helps build customer confidence. Lastly, empathy reflects the establishment's ability to understand and respect each client's unique preferences. Together, these elements contribute to the overall quality of service in the spa and wellness industry. Conversely, Gutman (1982) states that the means-end theory suggests customers perceive their purchases as a pathway to valued outcomes, helping to explain how these purchases lead to their desired results. It contends that customers' judgments about which goods or services to choose are driven by their values.

On top of that, a concept developed in the 1980s by Pierre Eiglier and Eric Langeard, Servuction captures the dynamic interplay that shapes the entire service encounter by involving customers, environments of service, and service providers. Understanding The service is vital for companies aiming to enhance customer satisfaction, loyalty, and competitiveness in today's service-oriented market. Servuction combines "production" and "service," emphasizing the distinct qualities of services as intangible, diverse, and inextricably linked to the service delivery procedure. Knowing and addressing consumer preferences regarding staff contact, price, and cleanliness is vital to the success of spa and wellness facilities inside Davao City's hotels and resorts. Excellent employee interactions, open and fair pricing, and unwavering cleaning standards all boost client happiness and give businesses an edge in the booming spa and wellness sector.

## **II. Method**

This study utilized a descriptive quantitative approach to analyze customer preferences, experience, and satisfaction throughout the spa and wellness facilities of Davao City's hotels and resorts. According to Cresswell (2014), quantitative research explores social or human issues by testing theories involving numeric variables. The findings from this type of research are analyzed using various statistical techniques to determine whether the predictions made by these theories are accurate. The primary objectives of quantitative research methods include control, accuracy, and objectivity. Typically, these methods are structured using deductive designs to support or disprove specific ideas and hypotheses (Leavy, 2022).

In quantitative research, events affecting a specific group of individuals, known as the sample population, are observed. Various techniques are used to gather a range of numerical data, which is then statistically analyzed to aggregate, compare, or demonstrate correlations between the data (Sreekumar, 2024). Furthermore, as noted by Sirisilla (2023), descriptive research designs focus on observing a topic and collecting data without attempting to establish cause-and-effect relationships. This approach aims to provide a thorough and accurate representation of the studied population or phenomenon and explain the correlations, patterns, and trends identified in the data. Descriptive research designs systematically collect data to characterize a population, situation, or phenomenon, addressing research questions about what, when, where, and how rather than why (Chaudhari, 2021).

The Researcher used a survey questionnaire to evaluate the spa and wellness facilities' preferences, experiences, and satisfaction levels. Simple random sampling was utilized for the participants of this study. In simple random sampling, every member of a population has an equal chance of being selected through an impartial process (Simkus, 2023). Each participant is assigned a number, and the sample is chosen randomly. To thoroughly explore customer preferences, experiences, and satisfaction, 400 participants from various age groups, genders, marital statuses, and occupations completed a 30-item questionnaire.

Table 1. Characteristics of 400 respondents included in the survey.

Profile Variables	Group	Frequency	Percent
Gender	Male	178	41.8
	Female	190	44.6
	Other	32	7.6
Age	18-24	153	35.9
	25-34	162	38.0
	35-34	68	16.0
	45-54	10	2.3
	55 and above	7	1.6
Civil Status	Single	252	59.2
	Married	140	32.9
	Widowed/Widower	8	1.9
Occupation	Employed Full- time	211	49.5
	Employed Part-time	15	3.5
	Self-employed	29	6.8
	Student	121	28.4
	Business owner	14	3.3
	Retired	7	1.6
	Other	3	.7

Table 1 displays the characteristics of 400 respondents, including gender distribution: males (41.8%), females (44.6%), and the LGBT community (7.6%). It revealed the age ranges of the respondents between 25-34 years old (38%), which is the highest percentage of age, were single (59.2%) and employed full-time (49.5%). This implies that most respondents are female, likely single, and employed full-time. They usually visit the spa and wellness center in Davao City.

The researchers employed a 30-item survey questionnaire to gather data for that study. The goal was to collect relevant information reflecting participants' diverse preferences, experiences, and satisfaction levels. By examining those varying perspectives, the researchers aimed to gain a comprehensive understanding of the factors that influenced customer satisfaction in the spa and wellness sector in Davao City. This would have helped us improve the services offered. The 30-item questionnaire was adopted in the Study of Nikolaos Trihas and Anastasia Konstantarou entitled *Spa-goers' Characteristics, Motivations, Preferences and Perceptions: Evidence from Elounda, Crete*. The 5-level scale was applied to the responses received and their interpretation.

A methodical approach to data gathering was employed to guarantee accurate and comprehensive data collection. These steps were taken to obtain the data for the study. To proceed with the survey, the Researcher requested authorization from the Office of the Charge of Davao City Parks and then submitted an approval form and letter. The Researcher administered the questionnaire in person once it had been validated. The Researcher explained the purpose of the activity and obtained consent, providing respondents with the questionnaire so they wouldn't take it for granted. Questionnaire retrieval: information about the respondents was retrieved at the study site. The information collected was totaled, tabulated, analyzed, and interpreted in confidentiality.

The Researcher employed the following statistical techniques to examine the data gathered. The frequency was determined using each profile category's total number of responses. The level of customer preference, experience, and satisfaction with the spa and wellness in Davao City hotels and resorts was measured using the mean. The direction and strength of the relationship between three variables, such as the relationship between customer satisfaction levels, preferences, and experience, were determined using regression analysis. These computations were necessary to analyze the data and derive significant conclusions regarding the customer's perception, experience, and satisfaction with the spa and wellness offered by the hotels and resorts in Davao City.



### III. Results and Discussion

The results indicate that customers prefer a highly favorable view of spa and wellness facilities in hotels and resorts in Davao City, with ratings ranging from 4.24 to 4.45, showing all the aspects are extremely important. Notably, cleanliness and maintenance received the highest mean score of 4.45. This reflects that customers prioritize spas and wellness centers that offer exceptional services and uphold high hygiene standards. Proper hygiene and sanitation practices are crucial not only for the health and well-being of customers but also for protecting the spa's reputation. Effective cleaning protocols, well-trained staff, and attention to guest feedback are vital in achieving this goal (Cleanipedia, 2023, p. 1-2).

On the other hand, the variety and quality of services, along with the professionalism of spa staff, received ratings between 4.43 and 4.44. This suggests that customers specifically consider service offerings and the quality of treatment from staff when evaluating their preferences. The behavior and expertise of personnel play a significant role in shaping customer preferences and perceptions of service quality, ultimately influencing satisfaction and loyalty (Alén et al., 2005, p. 67-90).

The findings highlight all the aspects that were extremely important to spa and wellness facilities in Davao City, which maintain high standards across all services, such as competitive pricing, quality, facilities, equipment, services, branding, reputation, and reviews, with an overall mean score of 4.38. This reflects their ability to meet customer preferences and cater to diverse needs. Indeed, tailoring services to individual customer requirements enhances overall satisfaction and preference (Alliance, 2024, p.1-2).

Table 2. Level of customer preference for spa and wellness facilities.

Item	Mean	Std. Deviation	Descriptive level
1. Facilities and equipment	4.39	0.616	Extremely Important
2. Ambiance and decoration	4.31	0.599	Extremely Important
3. Cleanliness and maintenance	4.45	0.594	Extremely Important
4. Variety and quality services offer	4.43	0.671	Extremely Important
5. Personnel behavior and knowledge	4.44	0.65	Extremely Important
6. Personalized treatments	4.39	0.607	Extremely Important
7. Competitive prices	4.42	0.644	Extremely Important
8. Privacy and Reputation	4.39	0.666	Extremely Important
9. Hotel and resort spa and wellness brand name	4.39	0.647	Extremely Important
10. Reviews (TripAdvisor, Agoda)	4.24	0.675	Extremely Important
Overall	4.38	0.411	Extremely Important

Table 3 illustrates the experience levels of spa and wellness facilities, consistently reflecting strong agreement on all the experience factors, with the mean score ranging from 4.30 to 4.41. The findings show factors such as cleanliness, comfort, and ambiance meet or exceed customer expectations, indicating their crucial roles in enhancing the overall experience with a means score of 4.38 to 4.41, suggesting that customers understand the importance of the atmosphere or ambiance of the spa and wellness in which enhance the experience on the facilities, this implies that design and layout of spas significantly influence ambiance, with natural elements like plants and water features fostering relaxation. Additionally, thoughtful choices in color and materials contribute to a cohesive and calming environment (Contributor, 2023, p. 1-2).

Furthermore, the professionalism and expertise of staff members are essential to customer satisfaction. With a mean score of 4.37, this reflects how effectively staff interact with customers, ultimately enhancing their overall experience with the services provided. This highlights the importance of skilled personnel in delivering high-quality services. This supports Smith and Wallace (2020, p.1-16) that employee motivation and excellent customer service are pivotal factors in creating personalized experiences.

Overall, the findings reveal that professionalism, expectations, cleanliness, variety, ambiance, quality, comfort, accessibility, availability, effectiveness, reliability, and recommendation are key drivers of a positive customer experience, which implies Spa experiences are not just about treatments, they encompass a holistic approach that addresses physical, mental, and emotional aspect (Garcia,2024, p.1-2). Yet, a welcoming atmosphere and strong first impressions enhance client satisfaction, as Marthan (2017, p.1-2) noted. The results highlight a positive customer experience in spa and wellness facilities in Davao City, with a commendable overall mean score of 4.36.

**Table 3. Level of Customer experience for spa and wellness facilities,**

Item	Mean	Std. Deviation	Descriptive level
1. The spa and wellness Staff provides professional and expert service.	4.37	0.631	Strongly agree
2. The spa or wellness center's amenities, treatment rooms, and other facilities meet expectations.	4.30	0.622	Strongly agree
3. Cleanliness and hygiene of the spa/wellness facility.	4.41	0.623	Strongly agree
4. I was pleased with the variety of services the spa/wellness offered.	4.34	0.652	Strongly agree
5. The ambiance or mood of the spa or wellness facility.	4.39	0.639	Strongly agree
6. Comfort and quality of the amenities provided at the spa/wellness facility.	4.39	0.659	Strongly agree
7. Comfort and accessibility of the pool/sauna/hot tub facilities at the spa/wellness facility.	4.38	0.645	Strongly agree
8. Availability and effectiveness of relaxation areas or quiet spaces within the spa/wellness facility.	4.38	0.649	Strongly agree
9. The reliability of your encounters during several trips to the spa or wellness facilities.	4.33	0.618	Strongly agree
10. Recommend the spa/wellness facility to others based on your experience.	4.36	0.598	Strongly agree
<b>Overall</b>	<b>4.36</b>	<b>0.425</b>	<b>Strongly agree</b>

Table 4 revealed that customer satisfaction in spa and wellness facilities is strongly influenced by various factors, with mean scores ranging from 4.28 to 4.48. Key indicators such as cleanliness, staff demeanor, and the relaxation-focused ambiance had mean scores between 4.37 and 4.48. These findings indicate that these factors are essential for enhancing the overall customer experience and providing quality service, ultimately leading to customer satisfaction. This supports the idea that the quality of staff service and the facility's ambiance significantly relate to customer satisfaction (Sulaiman et al., 2020, p. 2-10).

Furthermore, the results suggest that exceeding customer expectations contributes to higher satisfaction, while failing to meet those expectations can result in dissatisfaction (Sangpikul, 2022, p.2-6). Additionally, factors such as customer feedback and the treatments provided by spa professionals considerably impact customers' experiences. When feedback is addressed, it enhances service quality, suggesting that facilities can improve clients' experiences and satisfaction levels by utilizing actionable insights for service enhancement: by considering client concerns and feedback, spa professionals can tailor treatments to meet individual needs, fostering a positive client-practitioner relationship (Trujillo, 2023, p.1-2).

Overall, the findings highlight that several key factors contribute to customer satisfaction in spas and wellness facilities in Davao City. These factors include cleanliness, staff professionalism, value for money, a straightforward process, employee knowledge, quality of services, ambiance, and overall experience. High customer satisfaction led to repeat visits and positive word-of-mouth referrals, which are crucial for sustaining and growing a spa business (Vildová, 2015, pp. 151-168).

Given the data in Table 5, the correlation between customer preference, experience, and satisfaction highlights the interconnectedness of these variables in shaping consumer behavior and perceptions in the spa and wellness industry. Customers' preferences closely align with their experiences, significantly influencing their satisfaction. When services are tailored to meet these preferences and deliver high-quality experiences, satisfaction improves, creating a positive cycle.

Studies indicate that the quality of service significantly impacts customer satisfaction, with outcomes like improved well-being serving as a mediating factor. This means that when services align with customer expectations, it can increase satisfaction levels (Sivapitak et al. 2024, p.30). A study on customer satisfaction responses in spa services found that service experience significantly influences customer satisfaction and feedback. (Sinh, 2024, p.4-6).

**Table 4. Level of Customer satisfaction for spa and wellness facilities**

Item	Mean	Std. Deviation	Descriptive level
1. I was satisfied with the clean spa and wellness facilities.	4.37	0.599	Strongly agree
2. My visit to the spa and wellness facility was improved by the staff's kindness and politeness	4.24	0.633	Strongly agree
3. The spa and wellness facility provided good value for the money.	4.40	0.621	Strongly agree
4. Making appointments was a simple and effective process.	4.39	0.635	Strongly agree
5. I felt knowledgeable about the spa and wellness facilities' services and packages.	4.33	0.669	Strongly agree
6. The spa and wellness facility offered amenities that were of a high enough quality.	4.31	0.645	Strongly agree
7. The spa and wellness center's ambiance/atmosphere promoted relaxation.	4.48	0.579	Strongly agree
8. The spa and wellness center provided an adequate variety of services.	4.34	0.625	Strongly agree
9. During my visit, the staff's professionalism was remarkable.	4.36	0.63	Strongly agree
10. Overall, I am satisfied with my experience at the spa and wellness facility.	4.28	0.637	Strongly agree
Overall	4.35	0.427	Strongly agree

Furthermore, research indicates that a positive customer experience, shaped by meeting or exceeding customer expectations, leads to higher satisfaction levels. This relationship highlights the need for hospitality providers to understand and cater to customer preferences, ensuring that the services offered align with what customers value most (Kim et al., 2022, p. 848). In summary, there is a significant correlation between customer preferences, experiences, and satisfaction in the spa and hospitality industries. Tailoring services to meet customer preferences enhances their experiences, boosting satisfaction levels.

**Table 5. Correlation between customer preferences, experience, and satisfaction.**

Indicators	Preference	Experience	Satisfaction
Preference	1	0.679** (0.000)	0.707** (0.000)
Experience	0.679** (0.000)	1	0.816** (0.000)
Satisfaction	0.707** (0.000)	0.816** (0.000)	1

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

#### IV. Conclusion and Recommendation

The survey results indicate that Davao City hotels and resorts receive high ratings in client preference, experience, and satisfaction with their spa and wellness facilities. Customers prioritize cleanliness, well-maintained equipment, a relaxing ambiance, and various services. Personalized treatments, competitive pricing, and attentive staff significantly shape their preferences, emphasizing the need for high-quality services to attract and retain clients.

Customer experience is overwhelmingly positive due to professional staff, cleanliness, and ambiance. Comfortable and accessible relaxation areas enhance the experience, while consistent service fosters trust and loyalty. Similarly, customer satisfaction is high, with customers citing cleanliness, courteous staff, and good value for money. Easy



appointment bookings, quality amenities, and a diverse service menu contribute to their satisfaction, while a calming ambiance enhances the overall experience.

The findings reveal a strong connection between customer preferences, experiences, and satisfaction. Customers who receive services aligned with their preferences tend to report higher satisfaction, highlighting the importance of delivering high-quality, customer-focused services. The results indicate that customers value cleanliness highly, significantly impacting their satisfaction and overall experience. Spa and wellness facilities should continue to enhance their practices to maintain cleanliness. This includes implementing rigorous sanitation protocols and establishing regular maintenance schedules to ensure consistently high hygiene standards.

The professionalism and knowledge of spa employees significantly impact customer satisfaction. To guarantee a consistent and excellent experience, spa and wellness continuous training programs enhance the staff knowledge, technical skills, and customer service practices, ensuring a consistent and high-quality experience. This will ensure every staff member, regardless of shift or location, delivers a consistently high-quality experience. Similarly, the study emphasizes the significance of service variety and comfort in enhancing the customer experience. Spas and wellness centers continually offer a range of treatments, innovative wellness therapies, and improved relaxation areas to align with customer preferences.

The results indicate that customers highly value positive online reviews. Therefore, spas and wellness centers can enhance their online presence by leveraging social media platforms like Facebook, Instagram, and X to manage appointments, gather reviews, and respond to inquiries effectively. While this recommendation may enhance customer satisfaction, preference, and experience in spa and wellness facilities, the study focuses solely on this variable. It overlooks other essential factors such as loyalty, accessibility, comprehension of customer behavior, and external influences. As a result, the findings do not indicate behavioral outcomes like repeat visits or referrals.

Additionally, the study was confined to Davao City, even though the spa and wellness sector also operates in other provinces. The results indicate that customers of spa and wellness services in Davao City are satisfied with the services they receive and their overall experience. This emphasizes the importance of aligning the offered services with customer preferences, as a positive service experience leads to greater satisfaction.

## References

- [1] Ahani, A., Nilashi, M., Ibrahim, O., Sanzogni, L., & Weaven, S. 2019. Market segmentation and travel choice prediction in Spa hotels through TripAdvisor's online reviews. *International Journal of Hospitality Management*, 80, pp.52-77.
- [2] Alén, Elisa & Brea, José Antonio. (2005). An Investigation of the Relationship Among Service Quality, Customer Satisfaction and Behavioural Intentions in Spanish Health Spas. *Journal of Hospitality & Leisure Marketing*. 13. p.67-90.
- [3] Ali, B. J. 2021. Hotel Service Quality: The impact of service quality on customer satisfaction in hospitality. pp. 1-2
- [4] Alketbi, S., Alshurideh, M., & Barween, A. K. 2020. THE INFLUENCE OF SERVICE QUALITY ON CUSTOMERS' RETENTION AND LOYALTY IN THE UAE HOTEL SECTOR CONCERNING THE IMPACT OF CUSTOMER SATISFACTION, TRUST, AND COMMITMENT: A QUALITATIVE STUDY. 3Marketing Department, Faculty of Business Administration, Amman Arab University, Amman, Jordan. pp. 5-6
- [5] Alliance, E. (2024) 'Why service excellence is important in a Spa. Welcome to Valmont,' EHL Insights, 8 July. pp.1-2.
- [6] Anaya-Aguilar, R., Gémár, G., & Anaya-Aguilar, C. 2021. Factors Associated with Spa Tourists' Satisfaction. *Mathematics*, 9(4), pp. 332.
- [7] Asian Journal News (2024) *Formation of the Wellness Tourism Association of the Philippines (WETAP)*.
- [8] Barusman, A. R. P., & Rulian, E. P. 2020. Customer Satisfaction and Retention and its Impact on Tourism in Hotel Industry. *readalyc.org*. pp. 1-2
- [9] Campón-Cerro, A. M., Di-Clemente, E., Hernández-Mogollón, J. M., & Folgado-Fernández, J. A. 2020. Healthy Water-Based Tourism Experiences: Their Contribution to Quality of Life, Satisfaction and Loyalty. *International Journal of Environmental Research and Public Health*, p. 17.
- [10] Chaudhari, A. 2021. What is Descriptive Research Design? *Voxco*.
- [11] Chen, Y., Wang, D., Zhang, L., & Zhang, T. 2022. The Impact of Service Environment and Employee Service Delivery on Spa Customer Satisfaction. *Journal of Hospitality Marketing & Management*, pp. 1-23.
- [12] Cleanipedia (2023) *The Importance of Cleanliness in the Hospitality Industry: Why it Matters*.pp. 1-2.
- [13] Contributor, I. (2023) *The Role of Landscaping, Ambiance & Design For An Effective Spa Experience*. pp.1-2.
- [14] Correia, A., Kozak, M., & Ferradeira, J. 2013. From tourist motivations to tourist satisfaction. *International Journal of Culture, Tourism and Hospitality Research*, 7, 411-424.

- [15] Creswell, J. W. 2014. Research design: Qualitative, quantitative, and mixed methods approaches. Thousand Oaks, CA: SAGE Publications.
- [16] Cuofano, W. I. G. 2023. What Is the SERVQUAL Model? SERVQUAL Model In A Nutshell. FourWeekMBA.
- [17] Dalton, S. 2024. SPA Consumer Report & findings. pp. 4-6.
- [18] Enes Madzikatire, Patrick Walter Mamimine, Gwatirera Javangwe & Clotildah Kazembe 2019. Individuals' experiences with Spa technology consumption in Zimbabwe, *International Journal of Spa and Wellness*, 2:1, pp.35-52.
- [19] Executive, S. 2024. 2024 Spa & Wellness Trend: wellness travel & innovative approaches. pp.2-4
- [20] Fida, B., Ahmed, U. & Al-Balushi, Y., 2020. Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *Financial Economics, Business, and Management*, p. 10.
- [21] Garcia, S. (2024) The Importance of Resort Spa Retreats for your Overall Health. pp.1-2
- [22] Gemar, G., Soler, I. P., & Guzman-Parra, V. F. 2019. Predicting bankruptcy in Resort Hotels: A survival analysis. *International Journal of Contemporary Hospitality Management*, 31(4), pp. 1546-1566.
- [23] Global Wellness Institute (2023) Spa industry - Global Wellness Institute. <https://globalwellnessinstitute.org/what-is-wellness/spa-industry/>. Global Wellness Institute
- [24] Global Wellness Institute (2024) *Wellness in the Philippines - Global Wellness Institute*.
- [25] John Z. Pages and John Z. Pages, 2017. *Booming spa, wellness industry*.
- [26] Kim, J., Lee, C. K., & Kim, J. 2021. Understanding Customer Preferences in Spa Services: A Conjoint Analysis Approach. *International Journal of Hospitality Management*, pp. 95.
- [27] Kim, W., Lee, S., & Kim, K. 2020. Effects of sensory marketing on customer satisfaction and revisit intention in the hotel industry: the moderating roles of customers' prior experience and gender. *Anatolia an International Journal of Tourism and Hospitality*, 31(4), pp. 523-535.
- [28] Kim, Y.-J., & Kim, H.-S. (2022). The Impact of Hotel Customer Experience on Customer Satisfaction through Online Reviews. *Sustainability*, 14(2), pp. 848.
- [29] Kocić, M., & Radaković, K. 2019. The implications of electronic word-of-mouth communication in choosing a wellness offer. *Ekonomski Horizonti*, 21(1), pp. 43-56.
- [30] Koskinen, V. 2019 'Spa tourism as a part of aging well,' *International Journal of Spa and Wellness*, 2(1), pp. 18-34.
- [31] Lakićević, M., Pantović, D., & Fedajev, A. 2021. Investigating Factors of Customer Loyalty Formation for Wellness Spa. *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies*. p. 2-3.
- [32] Leavy, Patricia. 2022. Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches. Guilford Publications.
- [33] Liberato, D. et al. 2021. 'Satisfaction and loyalty evaluation towards health and wellness destination,' *proa.ua.pt*. pp 2-3
- [34] Madzikatire, E., Mamimine, P.W., Javangwe, G., & Kazembe, C. 2019. Individuals' experiences with Spa technology consumption in Zimbabwe. *International Journal of Spa and Wellness*, 2, pp.35 - 52.
- [35] Marthan (2017) 5 ways to improve the guest experience in your spa, wellness center, or salon | CSMART. pp.1-2
- [36] Means-end theory and customer experience | Talon.One (no date).
- [37] Mondok, A. 2019. New generations – new trends in the spa industry, *Economica*10(2), pp. 21-26.
- [38] Nilashi, M., Samad, S., Ahani, A., Ahmadi, H., Alsolami, E., Mahmoud, M., Majeed, H. D., & Alarood, A. A. 2021. Travelers decision making through preferences learning: A case on Malaysian spa hotels in TripAdvisor. *Computers & Industrial Engineering*, p. 158.
- [39] Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. 2020. Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, pp. 91,.
- [40] Paulose, D., & Shakeel, A. 2021. Perceived Experience, Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality & Tourism*, 23(2), p. 447-481.
- [41] Pelegrín-Borondo, J., Araújo-Vila, N. and Fraiz-Brea, J.A. 2020. 'Comparison of Spa Choice between Wellness Tourists and Healthcare/Medical Tourists,' *Healthcare*, 8(4), p. 544.
- [42] Priyo, J. S., Mohamad, B., & Adetunji, R. R. 2019. Examining the Effects of Service Quality and Customer Satisfaction on Customer Loyalty in the Hotel Industry. *Tourism Department, Faculty of Cultural Science Universitas Sebelas Maret, Central Java, Indonesia*. pp. 10-11.
- [43] Sangpikul, A. (2022) Understanding dissatisfied customers' expectations of spa service quality. pp.2-6
- [44] Simply Psychology (2023) *What is Simple random sampling?*

- [45] Sinh, N.H. (2024) Customer Satisfaction Responses in Spa Services: An In-Depth Investigation into Feedback Behavior. pp.4-6
- [46] Sirisilla, S., & Sirisilla, S. 2023. Bridging the Gap: Overcome these seven flaws in descriptive research design. Enago Academy.
- [47] Sivapitak, Sivanun & Sangpikul, Aswin. (2024). Understanding the relationship between service quality, service outcomes, and satisfaction in the spa industry. *Tourism and hospitality management*. pp.30.
- [48] Smith, Melanie & Wallace, Mike. (2020). An analysis of key issues in spa management: viewpoints from international industry professionals. *International Journal of Spa and Wellness*. 2. pp. 1-16.
- [49] Solakis, K., Peña-Vinces, J. C., López-Bonilla, J. M., & Aguado, L. 2021. FROM VALUE CO-CREATION TO POSITIVE EXPERIENCES AND CUSTOMER SATISFACTION. A CUSTOMER PERSPECTIVE IN THE HOTEL INDUSTRY. *Technological and Economic Development of Economy*, 27(4), pp. 948–969.
- [50] Sreekumar, D. 2024. What is Quantitative Research? Definition, Methods, Types, and Examples | Researcher.Life.
- [51] Strikos, Y. 2024. *Demystifying Servuction: Understanding its Impact on Customer Experience*.
- [52] Sulaiman, S. et al. (2020) Customer satisfaction and service quality of spa in Penang / Suria Sulaiman... [et al.]. pp.2-10
- [53] Szromek, A. R., & Naramski, M. 2019. A business model in Spa Tourism Enterprises: Case Study from Poland. *Sustainability*, p. 11.
- [54] Thipbharos, Piyavit & SANGPIKUL, Aswin. (2023). UNDERSTANDING SERVICE OUTCOMES IN THE SPA INDUSTRY. *Tourism and hospitality management*. 29. p. 147-151.
- [55] Trujillo, J. (2023) 'The importance of exceptional customer service for a successful medical spa | SkinFX Medical Spa,' *SkinFX Medical Spa*, 22 October. pp.1-2.
- [56] Vildová, Eliška & Martincik, David & Tluchor, Jan & Jakubíková, Dagmar. (2015). Measuring customer satisfaction and loyalty in spa companies. *E+M Ekonomie a Management*. pp. 151-168.
- [57] Visco, R. 2024. The health and wellness industry will help attract tourists to PHL and boost the economy | Rory Visco.
- [58] Wisitnorapatt, S., & Sirirat, P. 2023. Measuring customers' satisfaction and loyalty in Thai wellness spas. *International Journal of Spa and Wellness*, 6, pp. 221 - 238.