



CUSTOMERS' EXPERIENCES ON HOTEL AND RESTAURANT SERVICES IN NASUGBU, BATANGAS: INPUT TO A PROPOSED SOCIAL ACTIVITIES

SALAS, ROENAN MYRO A.
STI College Balayan

ABSTRACT

The study examines the influence of social experiences on customer loyalty within the hospitality sector. This employs a quantitative descriptive and inferential research design to analyze how customer interactions and service quality shape retention and satisfaction. A sample of 78 respondents, categorized by age, sex, and length of stay, has been surveyed using structured questionnaires.

Findings indicate that social engagement, service quality, and event participation are key determinants of customer loyalty. Hotels and restaurants that foster interactive experiences tend to build stronger patronage. The study highlights that younger customers favor dynamic environments, while older guests prioritize reliability in service. Additionally, length of stay significantly influences loyalty, but satisfaction levels remain consistent across different durations. Social experiences play a critical role in shaping return intentions, reinforcing the need for establishments to enhance guest interaction strategies.

Based on the results, the research recommends implementing targeted social activities, such as community-driven events, interactive workshops, and guest networking opportunities, to strengthen customer engagement. By incorporating experiential hospitality,

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan
Managing Editor: Raymart O. Basco

Associate Editor: Andro M. Bautista
Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza



hotels and restaurants can establish lasting relationships that drive repeat visits. This study provides valuable insights into social experience integration as a strategic tool for customer loyalty and sustainable growth in Nasugbu’s hospitality industry.

Keywords: *Social experiences, service quality, social engagement*

OUTPUT – Proposed Social Activities



Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue I

June 2025

Available online at <https://www.instabrightgazette.com>



Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza
