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INFLUENCE OF ENVIRONMENTAL INITIATIVES AND PERCEIVED CONSUMPTION VALUE ON GUESTS' INTENTION TO RETURN IN THE HOSPITALITY INDUSTRIES

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ABSTRACT

The main purpose of this study was to determine if there were domains of environmental initiatives and perceived consumption value that significantly influence the guests' intention to return to the hospitality industries of Davao del Norte. This study employed quantitative, non-experimental research utilizing correlational technique. This study employed a convenience sampling technique. The respondents were the guests of the hospitality industries in Davao del Norte Province, with a total of 272 guests. The number of respondents was determined through Slovin's formula. The researcher utilized an adapted and modified questionnaire as the instrument to gather data. Meanwhile, to interpret the data, statistical tools such as mean, Pearson-r, and multiple regression analysis were used. Results of the study revealed that the level of Environmental Initiatives, Perceived Consumption Value, and guest intention to return are all very high. Also, the result concluded that there is a positive correlation between the environmental initiatives, perceived consumption value, and guest intention to return. Further, there are domains of environmental initiatives that significantly influence guests' intention to return, namely: general green practices, water conservation strategies, energy conservation strategies, waste management practices, purchasing practices, and logistics practices. Lastly, there are also domains of perceived consumption value that influence guests' intention to return, and these are: Functional, Social, and Emotional values.

KEYWORDS: Environmental Initiatives, Perceived Consumption Value, Guests Intention to Return, Region XI, Philippines

INTRODUCTION

Guest intention to return is a crucial concept in the hospitality industry, as it directly impacts the success and sustainability of businesses within this sector. If guests do not return to hotels after their visits, several problems can emerge. First, hotels may experience a loss of revenue and reduced profitability, as returning guests tend to spend more and make direct bookings. Negative feedback from dissatisfied guests who do not return can damage the hotel's reputation and deter potential customers. Increased marketing costs may be necessary to attract new guests to compensate for the loss. Operationally, fluctuating occupancy rates can make staff and inventory management

challenging. Lower engagement in loyalty programs and increased competition are also concerns (AlJuboori, Sher, Hazafa, Khan & Chen, pp.88-93).

The influence of environmental initiatives and perceived consumption value on guests' intention to return to hotels has received significant attention in the hospitality industry. By understanding the relationship between these variables, valuable insights can be gained regarding guests' intention to return to hotels (Kumar & Mittal, 2019, p.322). The hotel industry has launched various initiatives to reveal their willingness to support sustainability, such as putting up eco-labels, implementing practices related to sustainable conduct, and adopting environmental management systems (Kang, Stein & Heo, 2021, pp.564–572).

This study is significant since it thoroughly analyzes the variables that affect visitors' intentions to return. The study offers useful insights for hotel managers and marketers to comprehend the drivers of guest loyalty and create efficient strategies to increase guest intention to return by examining several variables, including service quality, satisfaction, image, loyalty programs, and electronic word-of-mouth (Li, Li, & Zhang, 2021, pp.26-28). Sustainability is currently a major pursuit in many industries, including the hospitality industry, where it is a vital issue for industry development (Shen, Qian & Chen, 2020, p12). Although different scholars have illustrated that the rapid growth of the hotel industry contributes significantly to environmental degradation worldwide, as hotels consume a large amount of energy and water for heating, cooling, and lighting, which negatively influences the environment, some hotels have implemented environmental policies to specifically promote environmental preservation in the hope of improving the quality of human lives. The growing interest in the principles of sustainable development and the resulting pressure from the media, government, and consumer sources to increase activity levels in this area is forcing many hotels to increasingly implement more environmentally friendly practices (Kapera, 2019, pp. 23–30).

This study is anchored on the Social Exchange Theory (SET), which explains that the perceived consumption value will depend on the outcome or experience that the guest received in relation to their intention to return to hotels. Social Exchange Theory (SET) proposes that an individual is ready to be involved in an exchange of goods/services if the person knows there is a benefit from it, and such benefits that will accrue will be greater than the costs he/she is putting in the exchange (Skidmore, 1975, p.132). In addition, the study is also supported by the theory of Goldstein (2002, pp.495–524) on Strategic Environmental Management Theory (SEM), which describes that environmental initiatives of the hospitality industry are a significant factor would affect the guest intentions to return to the hospitality industries since the impact of this would add to their experience during their visit. SEM seeks to harmonize environmental and bottom-line goals by integrating impact-reducing product and process design into companies' core strategic visions.

Although numerous studies have focused on analyzing guest satisfaction and loyalty, only a few articles have explored the effects of environmental initiatives applied by this type of tourism and

hospitality business on perceived consumption value and guest intention to return to the establishment. This drives the urgent need to investigate the level of environmental initiatives and perceived consumption value on guests' intention to return to the hospitality industries of Davao del Norte. This research will therefore seek to find which domain would significantly influence the environmental initiatives and perceived consumption value to guests' intention to return to the hospitality industries of Davao del Norte.

This research can be beneficial to the following entities or beneficiaries. The Management of Hotels would benefit greatly from the findings of this study as they can save money by using biodegradable products and conserve energy, increasing their budget for customer convenience. Managers, Supervisors, and staff of the company and the industries would find this study beneficial as it will provide insight into the relationship between green practices to guest satisfaction and guest intention to return to the hospitality industry. Through this study, Hoteliers/employees would have information useful in making informed decisions about whether they provide, perform, and use green practices for sustainable hospitality and tourism. Since the globe is moving towards zero-vitality construction, sustainability is progressively becoming a key thought of building professionals, approach creators, and industry alike. Scholars and Future Researchers would find this study very important since, through the thorough process of data collection and organized analysis and presentation of findings, it would greatly contribute to the body of knowledge in this field for the utilization of sustainable materials brings about lower emissions and along these lines a lower environmental impact.

1.1 Research Objectives

The main purpose of this study was to determine if there were domains of environmental initiatives and perceived consumption value that significantly influence the guests' intention to return to the hospitality industries of Davao del Norte.

Specifically, it sought to answer the following:

1. To assess the level of environmental initiatives in terms of:
 - 1.1. general green practices;
 - 1.2. water conservation strategies;
 - 1.3. energy conservation strategies;
 - 1.4. waste management practices;
 - 1.5. purchasing practices;
 - 1.6. maintenance of air quality; and
 - 1.7. logistics practices
2. To describe the level of perceived consumption value in terms of:
 - 2.1. functional value;
 - 2.2. social value; and
 - 2.3. emotional value
3. To determine the level of guest intention to return in terms of:

- 3.1 behavioral intention; and
- 3.2 attitudinal intention
- 4. To find out if there is a significant relationship between environmental initiatives and perceived consumption value on guests' intention to return to the hospitality industries of Davao del Norte.
- 5. To determine which domain in environmental initiatives significantly predicts guest intention to return to the hospitality industries of Davao del Norte.
- 6. To determine which domain in perceived consumption value significantly predicts guest intention to return to the hospitality industries of Davao del Norte.

The following null hypotheses were tested at .05 level of significance.

- 1. There is no relationship between environmental initiatives and perceived consumption value on guests' intention to return to the hospitality industries in Davao del Norte.
- 2. There is no domain that would significantly influence the environmental initiatives on guests' intention to return to the hospitality industries of Davao del Norte.
- 3. There is no domain that would significantly influence the perceived consumption value on guests' intention to return to the hospitality industries of Davao del Norte.

METHOD

2.1 Respondents

The respondents of the study were the guests of the best hospitality industries in Davao del Norte Province. A total of 272 guests were considered as respondents in the best hotels in Davao del Norte Province. The number of respondents was determined through Slovin's formula.

This study employed a convenience sampling technique. Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research (Nikolopoulou, 2023, p17). A well-known illustration of convenience sampling is conducting Facebook polls or asking questions on the platform to gather user responses. This method entails using the first available data source that meets the research requirements without imposing specific criteria for participant selection. Convenience sampling involves reaching out to participants wherever they can be found, often opting for the most convenient locations. Unlike other sampling methods, convenience sampling does not involve predefining inclusion criteria for subject selection, and all potential subjects are invited to participate in the study. The participants were identified based on the following selection criteria: 1) guests of the hospitality industries in Davao del Norte. The guests who can participate are those aged 18 and up who can answer the questions in the survey questionnaire; 2) Those aged 17 and below who are not qualified to participate in this research process, and those who are not capable of answering the survey questionnaire. Those who don't want to participate in this research process have the right to decline and will not be forced to do so.

2.2 Materials and Instruments

The researcher adapted and modified the downloaded questionnaires of Dr. David Cababaro Bueno (2019, appendix A), Questionnaire Environmental Initiatives of Selected Hotels in Subic Bay Freeport Zone Towards A Proposed Bueno Framework; Kumar, (2016, appendix A) Examining the role of destination personality and self-congruity in predicting tourist behavioral and attitudinal intention to visit; and Demir, Rjoub and Yesiltas (2021, appendix A) Environmental awareness and guests' intention to visit green hotels.

The researcher prepared a survey questionnaire with three parts. The first is for the independent variable to describe the level of the environmental initiatives in terms of general green initiatives, water conservation strategies, energy conservation strategies, waste management practices, purchasing practices, maintenance of air quality, and logistics practices. The second is for the other independent variable on the level of perceived consumption value in terms of functional, social, and emotional value. Lastly, the dependent variable is the level of guest intention to return in terms of behavioral and attitudinal intention.

2.3 Design and Procedure

This study employed quantitative, non-experimental research utilizing correlational technique. This method was used so that the variables of interest cannot be manipulated since they are attributable variables. The researcher must consider possible alternative explanations to jointly analyze several variables and present conclusions without making definitive correlation statements (Belli, 2008, p59).

To gather the necessary data for the research, the following steps were considered:

The researcher requested a letter of permission to conduct the research from the Graduate School's Dean and certification as proof that UM Tagum College officially recognized this research. After this, the researcher proceeded to the assigned statistician to verify and finalize the number of respondents conducted for the Cronbach Alpha and the study's chosen respondents. Next, the approved letter and the certification were given to the hotel manager, Supervisor, and human resource personnel of the selected best hotels for permission to conduct the study. Upon approval of the hotel manager, Supervisor, and human resource personnel, the researcher personally administered the distribution of the questionnaire to the respondents through online Google forms for the safety protocols and printed questionnaires for those respondents who will request upon their comfortability. This was to ensure accuracy in answering and retrieving questionnaires and following our guests' health and safety protocols. Moreover, the researcher personally oriented the respondents on the purpose of the study and gave them further instructions on how to go along with the research instruments (questionnaires). Moreover, the questionnaire has a qualifying question to validate and qualify the study respondents as to the type of guest who has been to the hotels in the Province of Davao del Norte.

Furthermore, the researcher tabulated the gathered data, which took a few days to finish. The researcher analyzed and interpreted the statistician's results using the prescribed tools in treating them.

The following statistical tools were used in interpreting the data collected: mean, Pearson-r, and multiple regression analysis. The mean was used to describe the level of environmental initiatives and perceived consumption value on guests' intention to return to the hospitality industries of Davao del Norte. Pearson-r was used to determine the significance of the relationship between the environmental initiatives and perceived consumption value on guests' intention to return to the hospitality industries of Davao del Norte. The Multiple Linear Regression Analysis was used to find out what domain in the environmental initiatives and perceived consumption value best predicts the guest s' intention to return to the hospitality industries of Davao del Norte.

RESULTS AND DISCUSSIONS

Presented in this area are the key findings of the study and the discussions of the result.

3.1 Level of Environmental Initiatives Among Hospitality Industries

Table 1 shows the level of environmental initiatives among hospitality industries in terms of *general green practices, water conservation strategies, energy conservation strategies, waste management practices, purchasing practices, maintenance of air quality, and logistics practices*. The overall mean is 4.37, and the standard deviation of 0.2, with the descriptive equivalent of very high.

Among the seven indicators, *energy conservation strategies and purchasing practices* got the highest mean of 4.40 with a standard deviation of 0.27 and 0.35, respectively. It was followed by *waste management practices*, obtaining a mean of 4.37 with a standard deviation of 0.28. Next, the indicators *of general green practices, management of air quality, and logistics practices* all got a mean of 4.36 with a standard deviation of 0.30, 0.43, and 0.36, respectively. Finally, the indicator *waste conservation strategies* obtained a mean score of 4.32 with a standard deviation of 4.32. All the indicators have a descriptive equivalent of very high. This means that environmental initiatives are very evident among the hospitality industries in Davao del Norte.

The *energy conservation strategies and purchasing practices* received the highest mean score among all the indicators, indicating their significant impact on the establishment's energy-saving efforts.

Table 1 Level of Environmental Initiatives among Hospitality Industries

Indicators	Mean	SD	Descriptive Equivalent
General Green Practices	4.36	0.30	Very High
Water Conservation Strategies	4.32	0.31	Very High
Energy Conservation Strategies	4.40	0.27	Very High
Waste Management Practices	4.37	0.28	Very High
Purchasing Practices	4.40	0.35	Very High
Maintenance of Air Quality	4.36	0.43	Very High
Logistics Practices	4.36	0.36	Very High
Overall	4.37	0.27	Very High

Specifically, two items within the energy conservation strategies indicator were particularly effective. The first item involved ensuring that lights were switched off in unoccupied rooms using magnetic cards that automatically turned off the room's power when the guest left. The second item is encouraging guests to avoid leaving doors and windows open to minimize heating or air conditioning energy consumption. The item with the next highest mean score was related to switching off equipment when not required, especially after busy periods.

Likewise, hospitality businesses have increasingly focused on energy efficiency and integrating renewable energy sources. Studies have examined implementing energy-saving technologies, such as LED lighting, smart energy management systems, and renewable energy systems. Research highlights the benefits of energy efficiency measures, including reduced operational costs, improved environmental performance, and enhanced guest experiences (Choi & Hart, 2021, p.101). Additionally, using energy-efficient light bulbs was a popular energy-related initiative identified in hotels. The replacement of less energy-efficient light bulbs with more energy-efficient ones in guest rooms is frequently reported (Khemiri & Hassairi, 2020, pp. 903-911). Further, the adoption of energy-efficient appliances and electronics varies. However, hotels are more likely to use energy-saving electronics or appliances as they are relatively inexpensive. By switching out less energy-efficient appliances and electronics, the hotel ensures that all employees and guests are involved with energy reductions when using the appliance or equipment (Yan, 2019, p.11).

The result for purchasing practices focused on eco-friendly and socially responsible procurement. Top-rated practices included encouraging shops to sell sustainable products and replacing paper towels with energy-saving blowers. The hotel's preference for eco-labeled, fair trade, and recyclable products also received positive feedback.

Similarly, Choi and Johnson (2019, pp.145–155) highlight the importance of purchasing practices in environmental initiatives within the hospitality industry. They emphasize the role of sustainable supply chain management, responsible procurement, and adopting environmentally friendly purchasing

practices in reducing environmental impacts, conserving resources, and improving operational performance in the hospitality sector. Similarly, purchasing carpets or other furnishings made from recycled materials was found to be another way of purchasing environmentally friendly items (Nicholls & Kang, 2022b, p.953-974). Furthermore, hotels would buy recycled guest amenities to be environmentally friendly (Rahman, Reynolds, & Svaren, 2020, p.720-727).

The second highest indicator is *waste management practices*. "At-source segregation" received the highest mean score, indicating its effectiveness in improving recycling rates. Container distinction also obtained a positive result, aiding proper waste separation. Next is using refillable products supporting sustainable consumption.

Accordingly, a research of Son, Kim, Sung, and Yu, (2020, p.1615) emphasized the importance of proper waste segregation, staff training, and guest engagement to achieve effective waste management. Successful waste management practices can result in cost savings and improved environmental performance. Also, advanced waste processing such as recycling, composting, and incinerating have yet to be widely conducted nationwide. As for waste management observation in Indonesia, reusing is reusing waste substances either by direct self-reuse or pitching them to foragers (Mediana & Gamse, 2020, p.663-680). Pham Phu, Hoang, and Fujiwara (2019, pp.19-30), in a study on solid waste management practices of the hotel industry in Hoi An, Vietnam, found that the higher the scale of a hotel, the more the attention to solid waste management practices. Larger companies enjoy economies of scale in waste reuse, recycling, and recovery.

The third highest indicators are *general green practices*, *maintenance of air quality*, and logistics practices. The highest-rated measures on general green practices focused on the non-smoking policy for indoor air quality and landscaping with native plants for water conservation. Using Energy star-rated equipment and "encouraging guests to be environmentally friendly" also scored well. These findings demonstrate the property's commitment to sustainability and potential for positive guest experiences.

Engaging stakeholders, including employees, guests, and local communities, is crucial for successful environmental initiatives. Literature has explored the role of communication, employee training, and green marketing strategies in promoting sustainability within hospitality businesses Sohaib, Wang, Iqbal, and Han, (2022, pp.103-126). Research highlights the significance of transparent communication, eco-labeling, and green branding to attract environmentally conscious guests and gain a competitive advantage. Some other scholars, such as Hermawan, Sunaryo, and Kholil (2020, p.423) and AlJuboori et al. (2020, pp.88-93) state that implementation of green practices improves environmental sustainability through lowering emissions of greenhouse gases into the atmosphere. In most cases, hotel operators look at profits and inadvertently ignore the natural environment, leading to its degradation and low productivity (Okumus, Köseoglu, Chan, Hon, & Avci, 2019, pp.193–200).

Implementing environmentally friendly practices, in turn, led to reduced operational costs and maximized profits among the hoteliers (Langgat, 2019, p.33).

For air quality maintenance, results showed that the most positively rated practice was labeling smoking and non-smoking rooms. Following closely was the practice of designating non-smoking areas in public spaces. A slightly lower score was the practice of cleaning moldy areas with bleach and ventilation. These findings illustrate the hotel's dedication to ensuring a healthy air for its guests.

Similarly, in the highly competitive hotel industry, hotels must provide multifaceted comfort and services to guests and an ambient internal environment, which requires air quality, temperature, odor, light, and sound controls. Indoor hotel air quality maintenance requires high-quality air purification devices to filter the air and remove harmful pollutants that can contaminate the indoor environment. Air quality monitoring systems, such as air-gas sensors, scrubbers, cyclones, mist collectors, biofilters, and incinerators, are used to regulate and remove potentially harmful pollutants in hotels, with these internal physical devices and monitoring systems being instrumental to guests' images of a hotel Park, Yoo, and Yu, (2021, p.93-96). A study by Kim, Park, and Lee (2019, pp.23–30.) also highlighted the impact of perceived air quality on customer satisfaction, image, and behavioral intentions in the hospitality industry. It highlights the importance of clean and fresh air in hotels to enhance guest experiences and foster positive perceptions. Hotels are responsible for ensuring the hotel air quality environment is safe, especially when guests usually spend at least one-third of their travel time in their rooms eating, working, sleeping, or exercising (Wooley, 2019, p43). Meanwhile, the Department of Labor and Employment mandated all establishments to offer health and safety-related seminars and training. It is necessary to do this to protect the well-being of every employee as well as the customers visiting the site. The Occupational Safety and Health Standards (OSHS) of 1978 provide guidance and enforcement for workplaces to accomplish the goal. These include records of occupational and environmental diseases, safe equipment use, personal protective equipment, fire protection, occupational health records, and commissions dedicated to safety and health (Narciso & Narciso, 2022, p. 10123).

In the indicator logistics practices, the highest-rated practice was checking the expiration dates of materials to prevent waste. Restricting access to hazardous products and controlling their use scored well, enhancing safety. Another important practice was checking for undamaged contents to ensure material quality. These findings underscore the hotel's commitment to efficient, safe, and quality-focused logistics practices.

Furthermore, the study by Choi and Johnson (2019, pp.145–155) examined the relationship between sustainable procurement, logistics management, and operational performance in the lodging industry. It emphasizes the importance of integrating sustainability principles into procurement practices and the efficient management of logistics operations to enhance environmental and operational outcomes.

Going green and practicing sustainability has become a significant part of hotels' strategy in terms of marketing, brand development, competitiveness, and cost-cutting associated with waste disposal and material usage (Chandran, Bhattacharya, (2019, pp.218–233). During implementation, costs need to focus on purchase and inventory costs. It is important to monitor purchase costs with products that have a short life cycle and have to be replenished frequently since hotels usually buy too many stock-keeping units (SKU) for the same use (Constantine, Ruwadi, & Wine, 2019, pp. 16-19).

Among the indicators assessed, water conservation received the lowest mean score, suggesting room for improvement. The practice with the highest mean score was encouraging guests to reuse their towels. This initiative aimed to reduce unnecessary laundry, thus conserving water and promoting sustainability. Next is avoiding leaving taps open unnecessarily. This practice emphasizes the importance of responsible water usage and minimizing wastage. Next is encouraging guests to report damaged faucets and pipes in their guestrooms. This approach ensures timely repairs and prevents water leakage, contributing to conservation efforts. These practices contribute to water conservation efforts in the context of the study.

In a study by Han, Lee, Trang, and Kim (2019, pp.58–66), water conservation measures adopted by the hotel sector include installing water-efficient devices and appliances (e.g., using low-flow toilets and showerheads and installing infrared-activated faucets), implementing towel/bed linen reuse programs, fixing leaks in toilets and baths regularly, watering grass and plants early in the morning and late at night to limit evaporation, recycling the grey water (water from washing vegetables and fruits) for grass irrigation and monitoring the water consumption in each department to track usage. Also, Abdou, Hassan, and El Dief (2020, p15) stressed that hotels can practice different efficiency measures such as using water-saving or dry horticulture technology, using treated wastewater for garden irrigation, and water-saving equipment (low-flow or infrared-activated faucets, low-flow shower nozzle, low-water-volume toilet, etc.), instituting a linen reuse program and using water-efficient laundry equipment and dishwashers. In addition, Han and Hyun (2019, pp.87–97) claimed that water conservation measures contribute to environmental sustainability and positively impact operational costs and guest satisfaction.

3.2 Level of Perceived Consumption Values among Hospitality Industries

Table 2 presents the level of perceived consumption values among hospitality industries in terms of *functional*, *social*, and *emotional value*. The overall mean of perceived consumption value is 4.41 and a standard deviation of 0.34 with a descriptive equivalent of very high. This indicates that the perceived consumption value among hospitality industries is very much evident.

Among the three indicators, the *social value* obtained the highest mean of 4.49 and a standard deviation of 0.40. It was followed by the indicator *emotional value* with a mean of 4.41 and a standard deviation of 0.36. The indicator with the lowest mean is *functional value*, with a mean of 4.34 and a standard deviation of 0.42. All three indicators obtained a descriptive equivalent of very high.

Table 2 Level of Perceived Consumption Values among Hospitality Industries

Indicators	Mean	SD	Descriptive Equivalent
Functional Value	4.34	0.42	Very high
Social Value	4.49	0.40	Very high
Emotional Value	4.41	0.36	Very high
Overall	4.41	0.34	Very high

The study showed that social value received the highest mean score, indicating strong agreement among respondents. The practice that obtained the highest mean score was emphasized in being accepted by others. This item reflects the importance of feeling valued and included within social circles, signifying a desire for positive social interactions. Following closely was the item related to making a good impression on others. This suggests that respondents highly value their ability to leave a positive impression on others, indicating a concern for social recognition. Another notable item stressed giving some social approval. This signifies the significance of receiving approval from others, reinforcing a sense of belonging and validation.

This is in connection to the study of Han, Yu, and Hyun (2019, pp.1–20), which focused on the effects of hotel attributes on customer satisfaction and revisit intention. It emphasizes the role of social value attributes, such as friendly staff, personalized service, and opportunities for social interaction, in shaping customers' perceived consumption value. It also highlights the importance of social value in creating positive customer experiences and fostering customer loyalty in the hospitality industry. It was stressed in the study of Park, Yoon Joo, and Sung Joon Yoon (2022, p.93-96) that social value was defined as the degree of perception of the social status that an individual can obtain through collective consumption, and it consisted of three items. (1) using collective consumption to fit the usual image. (2) collective consumption will make a good impression on friends and colleagues. (3) collective consumption will help feel different from friends and colleagues.

The second highest indicator is emotional value. The practice that received the highest percentage was making customers/guests feel they were doing their part to improve things. This finding suggests that guests highly value the opportunity to contribute positively, aligning with broader social and environmental goals. The item about achieving self-fulfillment followed closely. This indicates that individuals find satisfaction in activities that bring personal fulfillment, suggesting a deeper emotional connection to these actions. The item about feeling satisfied in life also received a notable result. This suggests that such actions contribute to an overall sense of life satisfaction. The item about feeling it's the morally right thing to do also received a positive result, highlighting the importance of ethical considerations in decision-making related to these practices. These findings indicate that emotional value is a significant driver for individuals. The desire to make a positive impact, experience self-

fulfillment, and align with moral values underscores the importance of such practices in the study's context.

It is similar to the study of Zhao, Chau, Shen, Duan, and Huang (2020, pp.479–485), which focused on customer experience creation and emphasized the role of emotional value in shaping customers' perceptions and behaviors. It highlights the importance of creating emotionally engaging experiences that evoke positive emotions within the hospitality industry, such as happiness, satisfaction, and surprise. The research provides insights into managing emotional value to enhance customers' perceived consumption value. A study by Laturlean (2019, pp. 37-39) emphasized that in the hotel industry, the emotional perceived value by customers is important to manage, considering the hotel is operating in the service field. Several indicators to measure customer emotional value give product/service value by providing functions, benefits, and convenience. Other indicators are products/services provided to fulfill the customers' needs for the customers to feel fresh, joyous, convenient, and secure. Goodman (2020, 188–198) also highlighted that experiential purchases often involve social interactions with friends and family, leading to positive emotional experiences that contribute significantly to happiness. This implies that making a purchase itself can bring happiness to customers, and to enhance this happiness, customers may engage in consumption activities repeatedly. Gopi and Samat (2020, pp. 22-23) also noted that customer satisfaction led to positive aspects like improved hotel image, market share, and sales.

Functional value had the lowest mean score on perceived consumption value. The item with the highest mean was for worth when traveling, suggesting its particular significance in the travel context. The item related to reliability closely followed, emphasizing its importance. Another item stressed maintaining consistent quality. These findings showcase the multi-faceted nature of perceived value, providing insights into how customers evaluate it in this context.

Similarly, a study by Peng and Chen (2019, pp.1348–1366) emphasizes the relationships among destination image, tourist satisfaction, and destination loyalty. It highlights the importance of functional value, including tangible aspects such as accommodation quality, amenities, and service efficiency, in influencing perceived consumption value and ultimately enhancing tourist satisfaction and loyalty within the hospitality industry. In the study of Sheth J.N., Bruce, and Barbara (2021, pp. 22-25), it was found that functional value was central to the positive impact on the choice made by consumers, and different value attributes are significant. Meanwhile, it depends on the type of product that is in consideration. Thus, it was emphasized by Hamilton-Ibama, Lolia & Ogonu, and Gibson (2022, pp.75-93) that hotel consumers choose to stay at establishments that provide them with the greatest value for their money given their current financial restraints.

3.3 Level of Guest Intention to Return

Shown in Table 3 is the level of guest intention to return to the hospitality industry in terms of *behavioral* and *attitudinal intention*. The overall mean of guest intention to return is 4.40, and the standard deviation is 0.30, with a descriptive equivalent of very high.

Among the two indicators, *behavioral intention* obtained a higher mean of 4.48 and a standard deviation of 0.31. On the other hand, the indicator *attitudinal intention* got a lower mean of 4.33 and a standard deviation of 0.33. Both indicators obtained a descriptive equivalent of very high.

Table 3 Level of Guest Intention to Return

Indicators	Mean	SD	Descriptive Equivalent
Behavioral Intention	4.48	0.31	Very high
Attitudinal Intention	4.33	0.33	Very high
Overall	4.40	0.30	Very high

The indicator *behavioral intention* obtained the higher mean. The practice that garnered the highest mean score was about the guaranteed satisfaction during a guest's visit. This finding suggests that ensuring guest satisfaction is a critical aspect of behavioral intention, with guests valuing a satisfying experience. Following closely was the guest's feeling that visiting this destination/establishment was worth their time and effort. This item reflects the importance of the perceived value of the time and effort invested in the visit. Another notable item was the guest who wanted to be perceived as similar to the personality of the destination/establishment. This underscores the significance of aligning with the establishment's identity and values in influencing behavioral intention.

Also, Eid, Agag, and Shehawy's study (2020, p.109) highlighted the effects of tourists' perceived value and satisfaction on their behavioral intentions, including the intention to return, in the context of Chinese outbound tourists visiting Russia. It also highlights the role of perceived value and satisfaction as determinants of behavioral intentions. The study emphasizes the importance of delivering value-added experiences and ensuring customer satisfaction to encourage guests' intention to return. Additionally, customers' behavioral intentions to recommend the hotel were influenced by how much customers were satisfied with their stay. In their study, Nguyen and Leblanc (2020, pp. 242-262) found that revisit intention is directly influenced by the superior quality provided, satisfaction of customers, and perceived risk towards tourist destinations. Such positive experiences will be reflected in customers' word-of-mouth and hotel revisit intentions. Hotel visitors with positive behavioral intentions are more likely to return and spread positive word of mouth, which aligns with the study of Quan, Al-Ansi, & Han (2022, pp.103-123).

The indicator *attitudinal intention* has a lower mean. The item on consistency with how the guests see themselves has the highest mean, signifying a strong alignment between respondents' self-perception and their perception of the subject being evaluated. Following this, the item on the guest's confidence that this is a good tourist attraction underscores the role of confidence and positive perception in shaping respondents' views about the quality of the attraction. Another significant item is making the guest very attached to the destination, which suggests that respondents developed a sense of attachment to the subject being evaluated, possibly due to positive experiences or emotional connections.

Moreover, Eid et al. (2020, p.109) study examines the effect of place attachment on tourists' intention to revisit niche tourism destinations. It investigates how emotional and cognitive aspects of place attachment influence guests' attitudes and intentions. The research highlights the significance of positive place attachment in fostering attitudinal intention to return to niche tourism destinations. In addition, Customer satisfaction is a state which shows that the customer has achieved his needs, wants, and demands due to a particular product or service and intends to repurchase. Customer satisfaction is the customers' attitude about the services, whether they fulfill their requirements or otherwise (Aksar, Kayani & Ali, 2020, pp.137- 151). Slack and Singh (2020, p.32) outline that many companies have made it their aim to satisfy their customers at all times to gain their loyalty and trust, hence leading to more sales and profits. When customers perceive a certain brand positively, they will always choose that brand whenever they need it. Because most customers use perception and attitude to show satisfaction, it is vital that product branding captures their attention.

3.4 Significance on the Relationship of Environmental Initiatives and Perceived Consumption Values on Guest Intention to Return

The study's conclusions indicated a substantial connection between the environmental initiatives and perceived consumption value on guests' intention to return to the hospitality industry. The r-value that was calculated revealed a significant positive connection between the two variables. The strong positive correlation implies that the guests' intention to return to the hospitality industry is also high as the environmental initiatives and perceived consumption value go high. Moreover, it also implies that as the environmental initiatives and perceived consumption value decrease, the guests' intention to return to the hospitality industry is also low.

Table 4 Significance of the Relationship of Environmental Initiatives and Perceived Consumption Values on Guest Intention to Return

Independent Variables	Dependent Variable	r-value	r-squared	p-value	Descriptive Equivalent
Environmental Initiatives	Guest Intention to Return	0.911*	0.829921	0.001	Reject Ho
Perceived Consumption Value		0.905*	0.819025	0.001	Reject Ho

*p<0.05

Since the table shows that the variables environmental initiatives and perceived consumption value have a probability level of 0.001, which is less than 0.05, thus, the null hypothesis "there is no relationship between environmental initiatives and guest intention to return in the hospitality industries in Davao del Norte" and "there is no relationship between perceived consumption value and guest intention to return in the hospitality industries in Davao del Norte" has been rejected. The strong correlation of the variables showed that environmental initiatives and perceived consumption value have a significant relationship towards guest intention to return in the hospitality industries in Davao del Norte.

Furthermore, the study's findings establish a strong connection with the anchored theory on Skidmore's Social Exchange Theory (SET) in the context of hospitality, which explains that the perceived consumption value will depend on the outcome or experience that the guest receives in relation to their intention to return in hotels (Skidmore, 1975, p.132). This connection underscores that a guest's perceived value of their hotel experience is intricately linked to the fulfillment of their anticipated outcomes, shaping their intention to revisit.

3.5 Regression Analysis on the Influence of the Domains of Environmental Initiatives on Guest Intention to Return

Presented in Table 5 is the regression analysis on the Influence of the Domains of Environmental Initiatives on Guest Intention to Return to the Hospitality Industries in Davao del Norte. The table reveals an F-ratio of 885.599 and a p-value of 0.001, which was far less than the 0.05 level of significance. This enabled the researcher to reject the null hypothesis, which states that there is no domain that would significantly influence the environmental initiatives on guests' intention to return to the hospitality industries of Davao del Norte. The r-value of 0.932 indicated a strong positive relationship between environmental initiatives and guests' intention to return to the hospitality industries of Davao del Norte. The coefficient of determination (r^2), which is 0.868, connotes that

86.8% of the variation in the level of environmental initiatives experienced by the guests in the hospitality industries in Davao del Norte could be attributed to the level of guest intention to return. The remaining 14.2% is a chance variation, which suggests other factors beyond the scope of the study.

Table 5 Regression Analysis on the Influence of the Domains of Environmental Initiatives on Guest Intention to Return

Independent Variables	Unstandardized Coefficient		Unstandardized Coefficient	t-value	p-value	Decision
	B	Std Error	Beta			
(Constant)	-0.285	0.136				
General Green Practices	0.132	0.040	0.134*	3.302	0.001	Reject Ho
Water Conservation Strategies	0.139	0.039	0.147*	3.514	0.001	Reject Ho
Energy Conservation Strategies	0.224	0.042	0.203	5.294	0.001	Reject Ho
Waste Management Practices	0.317	0.050	0.299	6.373	0.001	Reject Ho
Purchasing Practices	0.128	0.042	0.149*	3.088	0.002	Reject Ho
Maintenance of Air Quality	0.013	0.032	0.019	0.403	0.687	Do not Reject Ho
Logistics Practices	0.120	0.028	0.143	4.311	0.001	Reject Ho
Dependent Variable:		Guest Intention to Return				

$R = 0.921^*$ $R^2 = 0.848$

F – ratio = 210.695

P – value = 0.001

The influence of the environmental initiatives revealed that six out of seven domains, namely, general green practices, water conservation strategies, energy conservation strategies, waste management practices, purchasing practices, and logistics practices, significantly influence guests' intention to return. The other domain, which is the maintenance of air quality, was found to be not significant in influencing guests' intention to return. However, this domain should not be regarded since it is still significant to the independent variable.

The result of the findings on the influence of environmental initiatives on guest intention to return was supported by the study of Demir, Rjoub, and Yesiltas (2021, p.108), which highlighted the importance of consumer choices, stating that people's decisions are influenced by their belief that they are actively contributing to reducing environmental pollution, thereby ensuring a safer future for generations to come.

3.6 Regression Analysis on the Influence of the Domains of Perceived Consumption Value on Guest Intention to Return

Presented in Table 6 is the regression analysis on the Influence of the domains of Perceived Consumption Value on Guest Intention to Return to the Hospitality Industries in Davao del Norte. The table reveals an F-ratio of 210.695 and a p-value of 0.001, which was far less than the 0.05 level of significance. This enabled the researcher to reject the null hypothesis, which states that there is no domain that would significantly influence the perceived consumption value on guests' intention to return to the hospitality industries of Davao del Norte. The r-value of 0.921 indicated a strong positive relationship between perceived consumption value and guests' intention to return to the hospitality industry of Davao del Norte. The coefficient of determination (r^2), which is 0.848, connotes that 84.8% of the variation in the level of perceived consumption values experienced by the hospitality industries in Davao del Norte could be attributed to the level of guest intention to return. The remaining 16.2% is a chance variation, which suggests other factors beyond the scope of the study may also be attributed to guests' intention to return.

Table 6 Regression Analysis on the Influence of the Domains of Perceived Consumption Value on Guest Intention to Return

Independent Variables	Unstandardized Coefficient		Unstandardized Coefficient	t-value	p-value	Decision
	B	Std Error	Beta			
(Constant)	0.964	0.102				
Functional Value	0.262	0.029	0.367*	9.197	0.001	Reject Ho
Social Value	0.266	0.029	0.360*	9.295	0.001	Reject Ho
Emotional Value	0.252	0.029	0.303	8.608	0.001	Reject Ho

Dependent Variable:	Guest Intention to Return
R = 0.905*	R ² = 0.819
F – ratio = 405.022	P – value = 0.001

The influence of perceived consumption value revealed that all three domains, namely, functional value, social value, and emotional value, significantly influence guests' intention to return. Among the three domains, functional value has the most influence, corresponding to the practical benefits and features that a guest expects from a service or accommodation, including factors such as cleanliness, comfort, efficiency, and the quality of amenities. It is followed by social value, which involves the impact a service or accommodation has on a guest's social experience, and last is emotional value, which refers to the emotional connections and experiences that guests form during their stay. Thus, it signifies that all the domains significantly influence guest intention to return.

Moreover, as stated by Demir et.al. (2021, p.108), a consumer's perceived consumption value occurs in the entire process of consumption, and consumers assess the service provided prior to making the purchase; in other words, PCV can be developed in the absence of goods/services being purchased or utilized. The PCV comes with perceived emotional, functional, and social value. Further, the influence of low-carbon usage in an eco-friendly hotel on how guests sensed the consumption benefits.

CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

The result of the study revealed that the Level of Environmental Initiatives among the Hospitality Industries in Davao del Norte is very high. Moreover, the Level of Perceived Consumption Value among Hospitality Industries in Davao del Norte is also very high. And lastly, the Level of Guest Intention to Return also scored very high. The study's findings also revealed a significant relationship among indicators; hence, there is a relationship between environmental initiatives and perceived consumption value on guests' intention to return to the hospitality industries in Davao del Norte. Additionally, the findings also showed that the guest intention to return to the hospitality industries in terms of environmental initiatives is influenced by general green practices, water conservation strategies, energy conservation strategies, waste management practices, purchasing practices, and logistics practices. The domain maintenance of air quality showed no influence on guests' intention to return but should not be disregarded. Moreover, the result also revealed that the domain's functional, social, and emotional value significantly influenced guests' intention to return to the hospitality industries in Davao del Norte.

4.2 Recommendations

Following the data presentation and the study's outcomes, the researcher formulated recommendations to strengthen guests' intention to return to the hospitality industry.

First, sustain the industry's existing environmental initiatives since the result showed that these have contributed to guests' intention to return. An intensified **“Go Green Program”** for the hospitality industries in Davao del Norte may be a program to achieve these sustainable development goals. This program may help guide the hospitality industry in improving its environmental initiatives.

Second, continue the practices and excellent services that would satisfy the guests and increase their consumption value while visiting the hospitality industry. Establishing a **“Hospitality and Tourism industry organization”** for the hospitality industries in Davao del Norte will be a great stepping stone to maintain the excellent and quality service wherein each hospitality industry in the said locality may become a member of this organization. They may select a representative from their company to participate in certain training and work immersion activities related to providing quality service in the hospitality industry, they must also apply this in their organizations. This organization may serve as a venue for discussions on the latest trends and resolution of certain problems in their organization.

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