

Visitor Satisfaction and Revisit Intention At Lakay Ago Nature's Park, Agoo, La Union

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ABSTRACT

This study examined visitor satisfaction and revisit intention at Lakay Ago Nature's Park in Agoo, La Union. Using a quantitative, cross-sectional, descriptive-correlational design, data were gathered from 150 visitors through a researcher-developed questionnaire. Results showed that visitors were satisfied with attractions and facilities ($M = 3.99$), staff service ($M = 3.81$), cleanliness and environmental condition ($M = 3.96$), price and value for money ($M = 3.85$), and food and beverage products ($M = 4.05$). Revisit intention was high ($M = 3.96$). All satisfaction dimensions showed significant positive relationships with revisit intention, with Attractions and Facilities having the largest observed correlation coefficient ($r = .648$). The findings suggest that favorable visitor experiences corresponded with stronger intentions to revisit the park. The results may serve as a basis for improving selected aspects of the visitor experience and supporting park management in planning appropriate enhancements. Based on the findings, a Visitor Experience Enhancement Plan was proposed.

Keywords: Visitor Satisfaction, Revisit Intention, Nature-based Tourism, Visitor Experience

INTRODUCTION

Background of the Study

Tourism is important for economic development as it creates employment opportunities, generates income, and supports local communities. As the tourism industry continues to expand, destinations face increasing competition to provide high-quality experiences that meet visitors' expectations while maintaining their long-term competitiveness (Purwono et al., 2024). Visitor satisfaction has become an important measure of destination success because positive experiences are often associated with stronger revisit intention. Nature-based tourism destinations have become increasingly popular as they offer opportunities for relaxation, recreation and meaningful experiences in natural environments (Qiu et al., 2021). These destinations must be competitive and provide attractive facilities, quality services, clean surroundings, reasonable prices, and enjoyable food and beverage options. By understanding satisfaction levels with these aspects, tourism managers can recognize their strengths and weaknesses and improve the overall level of satisfaction.

La Union has been recognized as a tourism destination in the Ilocos Region, offering a variety of coastal attractions, cultural heritage sites, and nature-based recreational areas that attract both local and domestic visitors (Department of Tourism, n.d.). Among these destinations is Lakay Ago Nature's Park, locally referred to as "Lakay Ago," a nature-based recreational destination located in San Agustin East, Agoo, La Union. As a local nature-based recreational attraction receiving both local and non-local visitors, maintaining visitor satisfaction is important to the park's continued operation and competitiveness. A

preliminary review of publicly available Google Reviews of Lakay Ago Nature's Park, accessed in July 2026, suggests that visitors have expressed varied experiences regarding the park. Some visitors appreciated the park's natural environment and atmosphere, while others mentioned concerns involving waiting time, service delivery, food quality, staff interaction, and the availability of amenities. These observations are presented only as preliminary background and will not be treated as empirical findings of the study.

Despite the park's operation as a nature-based recreational destination, limited empirical information is available regarding visitors' satisfaction with its attractions and facilities, staff service, environmental condition, prices, and food and beverage offerings. Institution- and destination-specific evidence is also limited concerning whether visitor satisfaction is associated with intention to return. Therefore, this study will determine the level of visitor satisfaction and revisit intention and examine the relationship between each dimension of visitor satisfaction and revisit intention among visitors to Lakay Ago Nature's Park.

Review of Related Literature and Studies

Visitor Satisfaction in Tourism Destinations

Visitor satisfaction refers to visitors' overall evaluation of their experiences after comparing their expectations with the actual performance of a destination. Rather than depending on a single aspect of the visit, it reflects visitors' combined assessment of destination attributes such as attractions, facilities, service quality, cleanliness, accessibility, safety, and perceived value (Faerber et al., 2021; Marques et al., 2021).

Faerber et al. (2021) emphasized that visitor satisfaction develops from visitors' overall tourism experience rather than from a single destination attribute. Similarly, Marques et al. (2021) found that destination image and perceived value contribute to visitors' post-visit evaluations. Both studies describe visitor satisfaction as a multidimensional concept reflecting visitors' overall evaluation of the tourism experience.

Attractions and Facilities

Attractions and facilities are among the key aspects that shape visitors' experiences in tourism destinations. In nature-based attractions, visitors evaluate the condition of natural attractions, recreational areas, amenities, accessibility, safety features, and maintenance because these contribute to comfort and enjoyment during their visit. Research shows that well-maintained attractions and accessible facilities contribute to positive visitor evaluations, although the specific attributes valued by visitors may differ across tourism destinations. Similarly, a study conducted at Zhangjiajie National Forest Park in China found that visitors' satisfaction was strongly influenced by the quality of the park's natural environment, recreational facilities, and overall visitor experience. The study emphasized that maintaining high-quality attractions and visitor facilities contributes to favorable visitor evaluations and positive behavioral intentions in nature-based tourism (Cheng et al., 2022). Therefore, attractions and facilities are considered an important dimension of visitor satisfaction in the present study (Faerber et al., 2021; Hadinejad et al., 2024; Pereira et al., 2025; Cheng et al., 2022).

Staff Service

Staff service is an important aspect of visitors' overall evaluation of a tourism destination because employees are directly involved in delivering services and assisting visitors throughout their stay. Visitors commonly evaluate staff service through employees' courtesy, responsiveness, professionalism,

reliability, and ability to provide accurate information. Unlike physical attractions and facilities, staff service focuses on visitors' interactions with employees during their visit. The reviewed literature describes courteous, responsive, and professional employees as characteristics that visitors commonly value across various tourism destinations. Although service encounters vary depending on the destination and the type of tourism experience, the studies suggest that visitors include the quality of staff service when evaluating their overall experience (Faerber et al., 2021; Laela, 2024; Muhammad et al., 2025).

Cleanliness and Environmental Condition

Maintaining a clean and well-managed environment is considered an important aspect of visitor satisfaction in tourism destinations, particularly in nature-based attractions where the condition of the surroundings forms part of the visitor experience. Cleanliness extends beyond the appearance of the destination and also covers proper waste management, sanitation, landscape maintenance, environmental conservation, and the preservation of natural resources. In nature-based tourism, cleanliness is commonly discussed together with environmental management because both reflect how well a destination is maintained. Visitors do not only observe the physical appearance of a destination but also notice practices such as proper waste disposal, sanitation, and environmental conservation. Supporting this view, De Jesus and Ricafort (2025) found that effective resource protection strategies, environmental conservation, and proper management practices significantly contribute to visitor satisfaction at nature-based attractions in the Philippines. Despite differences in their research settings, the reviewed studies describe these conditions as important aspects of visitors' evaluation of tourism destinations (Constantin et al., 2022; Albishri & Srivastava, 2023; De Jesus & Ricafort, 2025).

Price and Value for Money

Price and value for money are important dimensions of visitor satisfaction because visitors commonly assess whether the quality of attractions, facilities, products, and services corresponds to the amount they spend during their visit. Rather than focusing solely on the price paid, visitors consider the overall benefits and experiences they receive in relation to the cost, making perceived value an important aspect of destination evaluation. Visitors generally expect the amount they spend to be consistent with the quality of the experience they receive. Their evaluation is not limited to the entrance fee or the cost of products and services but also includes whether these expenses are reasonable based on the attractions, facilities, and overall experience provided by the destination. This view is reflected across the reviewed literature, where fair pricing and favorable value for money are commonly described as important considerations in visitors' overall evaluation of tourism destinations (Faerber et al., 2021; Libre et al., 2022; Laela, 2024; Eviana, 2025).

Food and Beverage Products

Food and beverage products are an important aspect of the visitor experience because they form part of the services offered by a tourism destination. Visitors commonly evaluate food services based on their quality, variety, availability, taste, and value for money, together with how well they complement the overall destination experience. Food and beverage services may not be the primary reason for visiting a tourism destination, but they often become part of the overall experience, especially when visitors purchase meals, snacks, or beverages during their stay. The literature describes food quality, variety, availability, taste, and value for money as attributes that visitors commonly consider when evaluating food

services. Although these attributes have been examined across various tourism destinations, they remain relevant in understanding visitors' overall assessment of tourism destinations (Faerber et al., 2021; Laela, 2024; Eviana, 2025; Muhammad et al., 2025).

Revisit Intention

Revisit intention refers to visitors' willingness, likelihood, and plan to return to a destination in the future. Rather than representing actual revisit behavior, revisit intention refers to visitors' future plans or preferences based on their evaluation of their tourism experience. In tourism research, revisit intention is commonly used to understand visitors' future behavioral intentions rather than actual repeat visitation. Previous studies consistently use revisit intention as an indicator of visitor loyalty and future travel behavior across different tourism settings (Laela, 2024; Eviana, 2025; Muhammad et al., 2025).

Relationship between Visitor Satisfaction and Revisit Intention

Recent international studies have examined the relationship between visitor satisfaction and revisit intention across different tourism destinations. Eviana (2025), Laela (2024), and Muhammad et al. (2025) explored these variables across various tourism settings and consistently described visitor satisfaction as associated with visitors' willingness or intention to revisit a destination. Although their studies differed in terms of destination characteristics and tourism contexts, they commonly examined visitors' evaluations of tourism experiences, destination services, and future behavioral intentions.

Similarly, studies conducted in the Philippines have examined the relationship between visitor satisfaction and revisit intention in various tourism destinations. Dela Cruz et al. (2024), Libre et al. (2022), and Yamagishi et al. (2024) explored visitors' assessments of destination experiences together with their future behavioral intentions across resorts, farm tourism sites, and other tourism destinations. Despite the differences in their study settings, these researchers likewise described visitor satisfaction as related to visitors' intention to revisit a destination within the Philippine tourism context.

Within Region I, existing studies have also explored visitors' experiences and behavioral responses in local tourism destinations. Batoon et al. (2024) examined visitors' evaluations of destination attributes and tourism satisfaction, while Parilla (2023) focused on tourist engagement and destination loyalty. Although these studies contributed to understanding visitors' perceptions and behavioral responses in Region I, they did not directly examine the relationship between visitor satisfaction and revisit intention in a nature-based recreational destination comparable to Lakay Ago Nature's Park.

Synthesis and Research Gap

Synthesizing the reviewed literature, the international, Philippine, and Region I studies consistently examined visitor satisfaction and revisit intention within different tourism contexts. Across the reviewed studies, visitor satisfaction was commonly described as associated with visitors' intention to revisit a destination despite differences in tourism settings, destination characteristics, and visitor groups. International studies primarily focused on tourism destinations outside the Philippines, while Philippine and Region I studies examined resorts, farm tourism sites, and other local attractions. These similarities demonstrate the continuing importance of visitor satisfaction and revisit intention in tourism research, whereas the differences in study contexts indicate the need to examine their relationship in other tourism destinations.

The reviewed literature shows that visitor satisfaction is shaped by visitors' evaluations of destination attractions, facilities, employee service, cleanliness, environmental condition, prices, perceived value, and available products. Studies also consistently identify satisfaction as an important correlate of visitors' intention to return. However, much of the existing research has been conducted in established resorts, heritage sites, urban attractions, and tourism destinations outside La Union. Philippine and Region I studies provide useful evidence regarding tourism experience, destination satisfaction, and behavioral intention, but limited accessible research has directly examined the relationship between visitor satisfaction and revisit intention in a nature-based recreational destination in Agoo.

Theoretical Framework

The present study is anchored on the **Expectation-Confirmation Theory** developed by Oliver (1980). The theory explains that satisfaction results from the comparison between visitors' expectations before an experience and their perceptions of the actual experience. When the actual experience meets or exceeds expectations, positive confirmation occurs, leading to satisfaction. Conversely, when the actual experience falls short of expectations, dissatisfaction may occur.

Although the present study does not separately measure visitors' pre-visit expectations or confirmation, the Expectation-Confirmation Theory provides an interpretive basis for understanding visitors' post-visit satisfaction and its association with revisit intention. In this study, visitors evaluate different aspects of the park, including attractions and facilities, staff service, cleanliness and environmental condition, food and beverage products, and price and value for money after their visit. These post-visit evaluations provide the basis for examining the relationship between visitor satisfaction and revisit intention. Expectation-Confirmation Theory will serve as an interpretive foundation for understanding visitor satisfaction. However, the present study will not directly test the expectation-confirmation process because respondents' pre-visit expectations and confirmation levels will not be measured separately. The study will focus on visitors' post-visit satisfaction and its statistical relationship with revisit intention.

Within the context of the present study, visitors' post-visit satisfaction represents their evaluation of the park experience. Higher satisfaction may be associated with a stronger willingness, likelihood, and plan to revisit. However, the study examines only the statistical relationship between these variables and does not directly test the full expectation-confirmation process.

Conceptual Framework

Figure 1

Paradigm of the Study

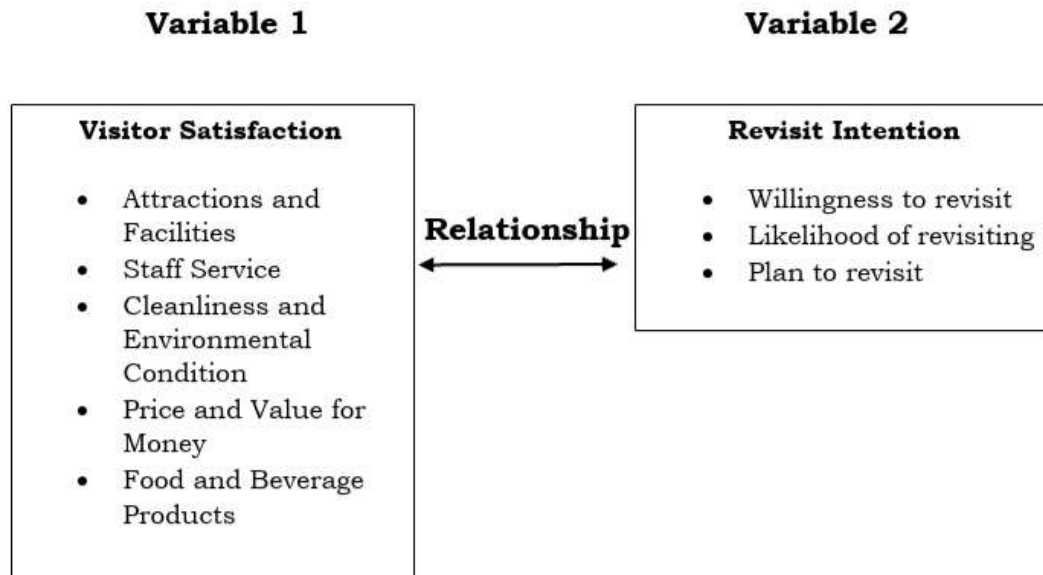


Figure 1 illustrates the conceptual paradigm of the study. Variable 1 is visitor satisfaction, which is measured in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products. Variable 2 is revisit intention, which is measured through visitors' willingness, likelihood, and plan to revisit Lakay Ago Nature's Park. Guided by the Expectation-Confirmation Theory, the study examines the significant relationship between visitor satisfaction and revisit intention. As a cross-sectional correlational study, it examines only the relationship between these variables and does not establish a cause-and-effect relationship.

Statement of the Problem

This study aims to determine the level of visitor satisfaction and revisit intention and examine the relationship between each dimension of visitor satisfaction and revisit intention among visitors to Lakay Ago Nature's Park in Agoo, La Union. Specifically, it seeks to answer the following questions:

1. What is the profile of respondents in terms of:
 - 1.1 age;
 - 1.2 place of origin; and
 - 1.3 visitor status as first-time or repeat visitor?
2. What is the level of visitor satisfaction in terms of:
 - 2.1 attractions and facilities;
 - 2.2 staff service;
 - 2.3 cleanliness and environmental condition;
 - 2.4 price and value for money; and
 - 2.5 food and beverage products?
3. What is the respondents' level of revisit intention?

4. Is there a significant relationship between each dimension of visitor satisfaction and the respondents' revisit intention?
5. What visitor experience enhancement plan may be proposed based on the findings?

Objectives of the Study

This study aims to determine the level of visitor satisfaction and revisit intention and examine the relationship between each dimension of visitor satisfaction and revisit intention among visitors to Lakay Ago Nature's Park in Agoo, La Union.

Specifically, it aims to:

1. Determine the profile of respondents in terms of age, place of origin and visitor status as first-time or repeat visitor;
2. Determine the level of visitor satisfaction in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products;
3. Determine the respondents' level of revisit intention;
4. Determine whether a significant relationship exists between each dimension of visitor satisfaction and revisit intention; and
5. Propose a Visitor Experience Enhancement Plan based on the findings.

Null Hypothesis

H₀₁: There is no significant relationship between satisfaction with attractions and facilities and revisit intention.

H₀₂: There is no significant relationship between satisfaction with staff service and revisit intention.

H₀₃: There is no significant relationship between satisfaction with cleanliness and environmental condition and revisit intention.

H₀₄: There is no significant relationship between satisfaction with price and value for money and revisit intention.

H₀₅: There is no significant relationship between satisfaction with food and beverage products and revisit intention.

Significance of the Study

Lakay Ago Nature's Park Management. The findings of the study may provide information that can help the park management understand visitors' levels of satisfaction and revisit intention. The results may also serve as a basis for reviewing and improving the park's attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products.

Municipal Government or Tourism Office of Agoo. The findings may serve as reference information for tourism stakeholders in understanding visitors' assessment of tourism services and experiences. The results may also contribute to tourism planning and decision-making.

Employees and Staff. The findings may serve as feedback for the park's employees and staff regarding visitors' perceptions of the services they provide. This information may help them identify areas where service delivery can be maintained or improved to enhance the overall visitor experience.

Current and Future Visitors. The findings of this study may indirectly benefit current and future visitors by providing information that may assist the management of Lakay Ago Nature's Park in identifying areas

for improvement. If appropriate improvements are considered and implemented by the management, visitors may experience better facilities, services, and overall visitor satisfaction in the future.

Future Researchers. The study may serve as a reference for future researchers who intend to conduct similar studies on visitor satisfaction, revisit intention, or other tourism-related variables in different tourism destinations.

Scope and Delimitations of the Study

This study focuses on determining the level of visitor satisfaction and its relationship with revisit intention among visitors to Lakay Ago Nature's Park in San Agustin East, Agoo, La Union. Visitor satisfaction was assessed in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products, while revisit intention was measured through visitors' willingness, likelihood, and plan to revisit the park.

The study was conducted during the approved data-gathering period in the First Semester of Academic Year 2026–2027. Respondents were recruited through a structured interval-based visitor-intercept procedure during management-approved data-gathering periods. Because no complete visitor list was available, the procedure remained non-probability in nature. The respondents consisted of first-time and repeat visitors who are 18 years old and above and willing to participate in the study.

Since not all visitors purchased or consumed food and beverage products during their visit, respondents first answered a screening question to determine whether they had availed of these products. Those who answered "No" did not answer the Food and Beverage Products items in the questionnaire. Similarly, respondents who did not directly interact with or receive assistance from park personnel did not answer the Staff Service items. Their responses were coded as "Not Applicable" for this dimension. This procedure ensured that respondents evaluated only the services and products they actually experienced. The handling of these responses in the analysis was explained in the Statistical Treatment of Data section. This study is limited to measuring self-reported revisit intention at the time of data collection and does not determine whether respondents actually revisit Lakay Ago Nature's Park. Therefore, the findings indicate visitors' intended future behavior rather than actual revisit behavior.

The findings are limited to the respondents who participated during the data-gathering period and may be influenced by the days, time of visit, visitor volume, weather conditions, and park activities during data collection. Consequently, the results may not be generalized to all visitors of Lakay Ago Nature's Park or to other tourism destinations.

Data collection was conducted only after securing permission from the park management and the appropriate institutional authorities.

Definition of Terms

To understand the study better, the following terms are defined:

Attractions and Facilities. Attractions and facilities include the physical features, amenities, and leisure resources that enhance visitors' overall tourism experience. This refers to how respondents assess the park's natural attractions, recreational facilities, and available amenities at Lakay Ago Nature's Park.

Cleanliness and Environmental Condition. Cleanliness and environmental condition cover the sanitation, maintenance, and overall state of a tourism destination. This refers to how respondents evaluate the cleanliness, waste management, and environmental upkeep of Lakay Ago Nature's Park.

Food and Beverage Products. Food and beverage products include the meals, snacks, and drinks available to visitors at a tourism destination. This pertains to how respondents assess the quality, variety, taste, and value of the food and beverages offered at Lakay Ago Nature's Park. This applies only to respondents who bought or consumed food and drinks during their visit.

Place of Origin. This refers to the geographical classification of respondents based on place of residence. Respondents' place of origin will be categorized as Agoo, other municipalities in La Union, other provinces in Region I, other provinces in Luzon, Visayas, Mindanao, and outside the Philippines.

Price and Value for Money. Price and value for money relate to visitors' views on whether the cost of products and services is reasonable compared to the quality and benefits received. This refers to how respondents assess the affordability and value of the entrance fee, facilities, products, and services at Lakay Ago Nature's Park.

Revisit Intention. Revisit intention refers to the respondents' expressed willingness, likelihood, and plan to return to Lakay Ago Nature's Park in the future. It represents intention only and does not indicate actual repeat visitation.

Staff Service. Staff service refers to the quality of assistance, responsiveness, courtesy, and professionalism shown by employees while serving visitors. This pertains to how respondents evaluate the services provided by the employees and staff at Lakay Ago Nature's Park during their visit.

Visitor Experience Enhancement Plan. This refers to the proposed set of recommendations and activities developed from the study findings to address lower-rated visitor-satisfaction areas and support the improvement of the visitor experience at Lakay Ago Nature's Park. The plan will be proposed only and will not be implemented or evaluated as part of the study.

Visitor Satisfaction. Visitor satisfaction refers to respondents' post-visit assessment of Lakay Ago Nature's Park in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products. It will be measured through the researcher-developed questionnaire and will not separately measure pre-visit expectations.

Visitor Status. This refers to the classification of respondents based on visitation frequency to Lakay Ago Nature's Park. Respondents are categorized as either first-time visitors or repeat visitors.

Visitors. Visitors are individuals who travel to and engage with a tourism destination for leisure, recreation, or other non-work-related reasons. This specifically refers to first-time and repeat visitors of Lakay Ago Nature's Park who participated in the survey during the data collection period.

METHODS

Research Design

This study employed a quantitative, cross-sectional, descriptive-correlational research design to determine the level of visitor satisfaction and its relationship with revisit intention among visitors to Lakay Ago Nature's Park in San Agustin East, Agoo, La Union.

A quantitative research approach was utilized because it enables the collection and analysis of numerical data to systematically describe the respondents' level of visitor satisfaction and revisit intention. The data gathered were analyzed using appropriate statistical tools to address the research objectives and answer the research questions.

The descriptive component of the study was used to determine the respondents' profile in terms of age, place of origin, and visitor status. It was also used to determine the level of visitor satisfaction in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money,

and food and beverage products, as well as the respondents' level of revisit intention.

The correlational component of the study determined whether a significant relationship exists between each dimension of visitor satisfaction and revisit intention. Since the study focuses on examining the relationship between the variables, it did not establish any cause-and-effect relationship. This research design was considered appropriate because it is consistent with the objectives and nature of the study.

Research Locale

This study was conducted at Lakay Ago Nature's Park, a nature-based tourism destination located in Barangay San Agustin East, Agoo, La Union. The park provided nature-based recreational facilities and visitor services that include food service facilities, leisure areas, and other visitor amenities. It accommodated both local and non-local visitors, making it a suitable setting for assessing visitor satisfaction and revisit intention.

Lakay Ago Nature's Park was selected as the locale of the study because it operates as a nature-based recreational destination in the municipality of Agoo, La Union. Despite its operation as a local nature-based recreational destination, limited empirical research has examined visitor satisfaction and revisit intention at the park. This makes it an appropriate setting for investigating the relationship between visitor satisfaction and revisit intention among its visitors.

Respondents of the Study

The population of this study consisted of visitors to Lakay Ago Nature's Park in Barangay San Agustin East, Agoo, La Union during the approved data-gathering period. The respondents included both first-time and repeat visitors who were 18 years old or older, had completed their visit, had reached the designated exit or the management-approved survey area, and voluntarily agreed to participate by providing informed consent. Approaching respondents only after they have completed their visit ensured that they have sufficiently experienced the park and can provide informed evaluations of its attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products.

Staff Service was evaluated only by respondents who answered "Yes" to the screening question: "During this visit, did you directly interact with or receive assistance from a park employee?" Respondents who answered "No" skipped the Staff Service section because they did not have direct interaction with a park employee. Likewise, Food and Beverage Products were evaluated only by respondents who purchased or consumed food or beverage products during their visit.

The respondents were considered appropriate for the study because they can provide informed evaluations regarding their level of visitor satisfaction in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products, as well as their revisit intention.

The study excluded visitors who are below 18 years of age, those who do not voluntarily provide informed consent, park owners, managers, and employees, individuals who participated in the pilot test, and visitors who have not yet completed their visit to Lakay Ago Nature's Park or have not yet reached the designated exit or the management-approved survey area.

Sampling Procedure

This study employed a structured interval-based visitor-intercept sampling procedure with minimum analytic subgroup targets. Because no complete list of park visitors was available, the procedure was

considered non-probability sampling. During each data-gathering session, the researchers selected a random starting number and approached every second eligible visiting party exiting the park. One qualified adult respondent was randomly selected from each visiting party. Data gathering continued until at least 150 valid respondents were obtained and until the Staff Service and Food and Beverage Products subgroups each contain at least 85 valid cases.

Eligible visitors who were available during the approved visitor-intercept schedules and voluntarily agreed to participate were recruited. The minimum required sample size was determined through an a priori power analysis using G*Power version 3.1.9.7 for Pearson's product-moment correlation. Using a two-tailed test, a significance level (α) of 0.05, a statistical power ($1 - \beta$) of 0.80, and a moderate effect size ($r = 0.30$), the analysis indicated that a minimum of approximately 85 valid respondents was required. These predetermined quotas were based on the minimum sample size identified through the study's a priori power analysis to provide adequate subgroups for the separate correlation analyses involving the Food and Beverage Products and Staff Service dimensions. Because the sampling procedure intentionally sought these qualified subgroups, the resulting profile percentages were not interpreted as estimates of the actual proportion of all park visitors who purchase food and beverages or interact with park employees. When either the Staff Service or Food and Beverage Products subgroups each contained at least 85 valid cases, data collection continued using the same structured interval-based visitor-intercept procedure. All selected visiting parties continued to undergo the same screening process. Respondents were not approached solely because they purchased food and beverages or interacted with park personnel.

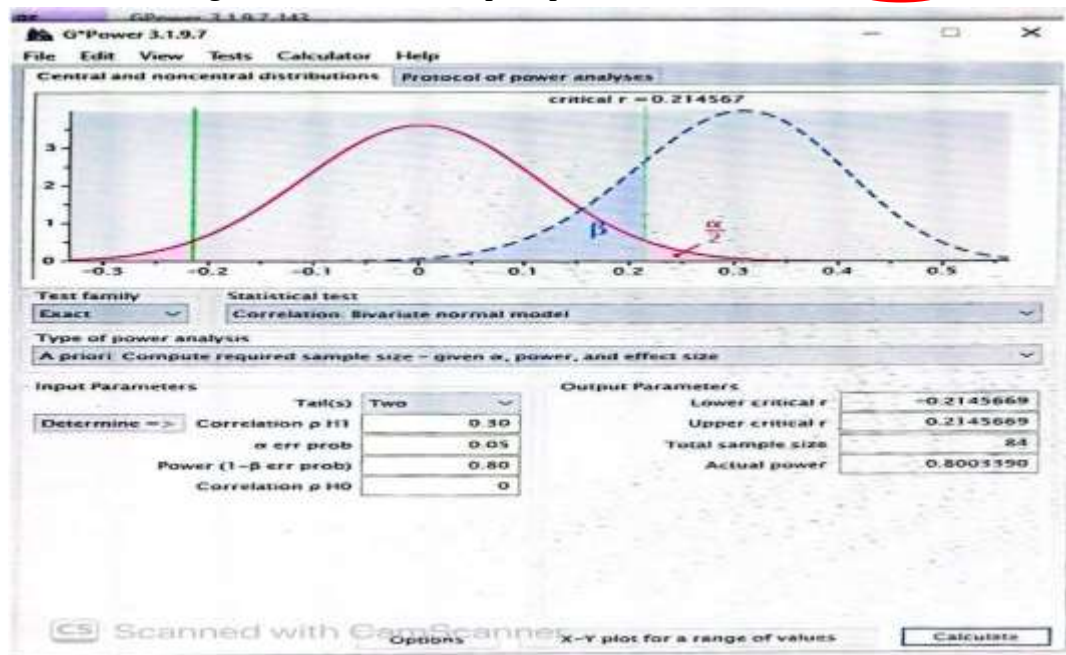


Figure 2. G*Power 3.1.9.7

At the beginning of each data-gathering session, the researchers randomly selected the starting number by drawing a number slip. When every second visiting party was approached, the starting number was selected from 1-2. When every third visiting party was approached, the starting number was selected from 1-3. Beginning with that number, every second eligible visiting party exiting the park was approached during normal visitor flow. During periods of high visitor volume, every third eligible visiting party was instead approached. The selected party was not replaced by the next immediately available willing visitor to avoid convenience substitution.

Data collection was conducted during the first semester of Academic Year 2026-2027 on management-approved data-gathering dates covering both weekdays and weekends, as well as morning and afternoon operating periods.

Eligible visitors who have completed their visit and reached the designated exit or the management-approved survey area were approached. Every selected visiting party was approached after completing its visit. If the visiting party contains more than one qualified adult, one respondent was selected using a simple random method, such as drawing a numbered slip. This procedure helped strengthen the independence of observations required for the correlational analyses.

Respondents who voluntarily agreed to participate and provide informed consent were requested to complete the questionnaire. To determine eligibility for the Staff Service section, respondents were first asked: “During this visit, did you directly receive service, assistance, instructions, information, payment processing, food service, or any other form of assistance from a park employee?” Only respondents who answered “Yes” completed the Staff Service section of the questionnaire. Respondents who answered “No” proceeded to the next applicable section.

A screening question was included to determine whether respondents purchased or consumed food and beverages during their visit. Only respondents who answered “Yes” completed the Food and Beverage Products section of the questionnaire, while those who answered “No” proceeded to the succeeding sections. Park owners, managers, employees, individuals who participated in the pilot test, visitors who have not yet completed their visit or had not yet reached the designated exit or the management-approved survey area were excluded from the study.

Questionnaires were not automatically excluded solely because of an unanswered item. Respondents were included in analyses for which they had sufficient valid responses. A five-item dimension score was computed when at least four items had valid responses. Respondents with fewer than four valid responses in a particular dimension were excluded only from the analysis involving that dimension. Sections legitimately skipped because of the screening questions for the Staff Service and Food and Beverage Products were coded as “Not Applicable.”

Research Instrument

The study utilized a researcher-developed questionnaire as the primary instrument for data collection. The questionnaire was developed by the researchers based on the reviewed literature and studies on visitor satisfaction and revisit intention and was specifically designed to suit the context of Lakay Ago Nature’s Park, Agoo, La Union. The instrument was constructed to gather the information necessary to address the objectives of the study. It underwent content validation by qualified experts and reliability testing before its administration to the target respondents. Before Part I, the questionnaire included an informed consent section and respondent eligibility screening to ensure that only qualified participants voluntarily proceeded to answer the survey.

The questionnaire consisted of four parts.

Part I. Respondents’ Profile. This section gathered the respondents’ demographic information, including age, place of origin, and visitor status (first-time or repeat visitor). For purposes of this study, a local visitor referred to a resident of Agoo, La Union. A domestic visitor referred to a Philippine resident whose place of residence is outside Agoo, La Union. An international visitor referred to a resident of another country.

Part II. Visitor Satisfaction. This section measured the respondents’ level of satisfaction in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money,

and food and beverage products. A screening question first determined whether the respondent had sufficient interaction with a park employee or staff member to evaluate the service provided. Respondents who answered “No” skipped the Staff Service section. A second screening question determined whether the respondent purchased or consumed food and beverage products during the visit. Respondents who answered “No” skipped the Food and Beverage Products section.

Part III. Revisit Intention. This section measured the respondents’ willingness, likelihood, and plan to revisit Lakay Ago Nature’s Park.

Part IV. Comments and Suggestions. This section contained one open-ended question that allowed respondents to provide comments and suggestions for improving the visitor experience at Lakay Ago Nature’s Park. The responses to the open-ended question were collected as supplementary information that could provide additional context for the development of the Visitor Experience Enhancement Plan. These responses were not analyzed as a separate qualitative research component.

The researcher-developed questionnaire contained the following dimensions and number of items:

Table 1
Distribution of Items in the Research Questionnaire

Dimension	Indicators	Item codes	Items	Conceptual basis
Attractions and Facilities	Visual appeal, condition and maintenance, availability, safety and security, ease of access	AF1-AF5	5	Faerber et al. (2021); Hadinejad et al. (2024); Pereira et al. (2025)
Continued to page 35 Continuation of Table 1				
Staff Service	Courtesy, and friendliness, promptness, usefulness, professionalism, reliability	SS1-SS5	5	Faerber et al. (2021); Laela (2024); Muhammad et al. (2025)
Cleanliness and Environmental Condition	Cleanliness, waste-disposal, protect and conserve, maintenance	CE1-CE5	5	Constantin et al. (2022); Albishri & Srivastava (2023)
Price and Value for Money	Park’s entrance affordability, fairness of price, value received, reasonable cost	PV1-PV5	5	Faerber et al. (2021); Libre et al. (2022); Laela (2024); Eviana (2025)
Continuation of Table 1				
Food and Beverage Products	Quality, taste, variety, portion size, presentation	FB1-FB5	5	Faerber et al. (2021); Laela (2024); Eviana (2025); Muhammad et al. (2025)
Revisit Intention	Willingness, likelihood, plan to revisit	RI1-RI3	3	Laela (2024); Eviana (2025); Muhammad et al. (2025)

A five-point Likert scale was used. For Visitor Satisfaction, the response categories were: 5 – Very Satisfied, 4 – Satisfied, 3 – Neither Satisfied nor Dissatisfied, 2 – Dissatisfied, and 1 – Very Dissatisfied. For Revisit Intention, the response categories are: 5 – Strongly Agree, 4 – Agree, 3 – Neither Agree nor Disagree, 2 – Disagree, and 1 – Strongly Disagree.

The scores for each dimension were computed by obtaining the mean of the respondents' ratings for all items under that dimension. A dimension score was computed when at least 80% of the items under that dimension had valid responses. For each five-item satisfaction dimension, at least four items had to be answered. The dimension score was computed as the mean of the answered items. When fewer than four items were answered, no score was computed for that dimension. Sections legitimately skipped because of a screening response, including the Staff Service and Food and Beverage Products sections, were coded as "Not Applicable" rather than as missing data and were not assigned numerical values. Respondents were included only in the analyses for which they had complete and valid scores.

The completed researcher-developed questionnaire, including the actual wording of all 28 items, was included in the appendices for content validation and reference.

Validation and Pilot Testing of the Research Instrument

Content validation was conducted by three qualified validators using the PCLU Research Instrument Validation Form. The form evaluated the questionnaire using 16 criteria covering alignment and content, item construction and language, response/probing and measurement, and organization, appropriateness, and ethics. Each criterion was rated using a four-point scale, with 4 indicating Highly Acceptable, 3 Acceptable, 2 Needs Improvement, and 1 Not Acceptable. Based on the completed validation forms, Validator 1 obtained a total score of 64 out of 64 (100.00%), interpreted as Highly Acceptable; Validator 2 obtained 62 out of 64 (96.88%), also interpreted as Highly Acceptable; and Validator 3 obtained 57 out of 64 (89.06%), interpreted as Acceptable with Minor Revisions. Across the three validators, the instrument obtained a combined score of 183 out of 192 (95.31%), which fell within the Highly Acceptable range.

The validators' comments and recommendations were considered in revising the questionnaire before pilot testing. Documented revisions included the wording of selected items under Attractions and Facilities, Staff Service, Price and Value for Money, and Revisit Intention; the addition of an N/A/Not Sure response option for the Price and Value for Money section where applicable; and improvements to the questionnaire layout and formatting. The validated and revised questionnaire was subsequently used for pilot testing. After content validation and revision, the questionnaire was pilot-tested among 10 adult visitors of Westcroft Farm and Garden Center. Westcroft Farm and Garden Center was selected as the pilot-testing site because it was a comparable recreational attraction where visitors could evaluate facilities, staff interaction, entrance or service charges, and food-and-beverage services similar to those available at Lakay Ago Nature's Park. The site possessed characteristics similar to those of the target respondents and was separate from the actual study site. Permission was first obtained from the management of Westcroft Farm and Garden Center before the pilot test was conducted.

The 10 pilot respondents met the same inclusion criteria as the actual respondents, including being at least 18 years old, having completed their visit, and voluntarily providing informed consent. Individuals who participated in the pilot test were not included in the actual study at Lakay Ago Nature's Park.

The internal consistency of the questionnaire was assessed using Cronbach's alpha for the applicable questionnaire dimensions, namely Attractions and Facilities, Staff Service, Cleanliness and Environmental Condition, Price and Value for Money, Food and Beverage Products, and Revisit Intention. Based on the

pilot-test results from 10 respondents, the Cronbach's alpha coefficients were 0.89 for Attractions and Facilities, 0.41 for Staff Service, 0.87 for Cleanliness and Environmental Condition, 0.91 for Price and Value for Money, 0.92 for Food and Beverage Products, and 0.95 for Revisit Intention. The Staff Service dimension yielded a lower reliability coefficient and was interpreted as having low reliability in the pilot-test results, while the other dimensions showed good reliability. Because the pilot test involved only 10 respondents, the reliability estimates were considered preliminary. The questionnaire was retained for the actual data gathering following the content validation and pilot-testing process.

Data Gathering Procedure

Prior to the conduct of the study, the researchers first secured approval from the research adviser and the research panel. The research proposal and the researcher-developed questionnaire were then revised based on their recommendations. After the revisions, the questionnaire underwent content validation by three qualified experts. The researchers incorporated the validators' comments and recommendations into the questionnaire before proceeding to the next stage.

After the questionnaire had been revised following the content validation, the research proposal, questionnaire, recruitment procedure, informed consent form, and other required documents were submitted for institutional ethics review. Data collection activities, including pilot testing, began only after ethics approval was obtained. Thereafter, permission to conduct the pilot test was secured from the management of the selected pilot-testing site, and permission to conduct the actual study was likewise obtained from the management of Lakay Ago Nature's Park.

Upon obtaining the required approvals and permissions, the questionnaire was pilot-tested among respondents who possessed characteristics similar to those of the target population and who were not included in the actual study. The results of the pilot test were used to determine the reliability of the instrument and to make any necessary revisions before the administration of the final questionnaire.

Data gathering was conducted during the approved data-gathering period in the First Semester of Academic Year 2026-2027, covering selected weekdays and weekends and both morning and afternoon schedules. The researchers personally administered the survey questionnaires to visitors of Lakay Ago Nature's Park who met the inclusion criteria and voluntarily agreed to participate in the study. The questionnaires were administered near the designated exit or another management-approved area after the visitors had completed their park experience. Respondents were given sufficient privacy and time to answer the questionnaire. The questionnaire took approximately 5 to 10 minutes to complete.

Before answering the questionnaire, the respondents were informed of the purpose of the study, and an informed consent form was provided. Respondents who voluntarily agreed to participate indicated their consent by checking the consent box before proceeding with the questionnaire. The researchers ensured that participation was voluntary and that the respondents understood their rights as participants. The management and employees of Lakay Ago Nature's Park did not require, influence, or pressure visitors to participate in the study. Before distributing the questionnaire, respondents were first asked, "Have you already answered this survey during a previous visit or data-gathering schedule?" Visitors who answered "Yes" were not invited to participate again. Only one questionnaire was administered to each visitor who voluntarily provided informed consent, and each participant was instructed that only one response was permitted throughout the data-gathering period. No names or other personal identifiers were collected solely for the purpose of preventing duplicate responses.

Upon completion of the survey, the accomplished questionnaires were collected, checked for completeness,

and organized for data processing. The researchers immediately checked the submitted questionnaires for completeness without requiring respondents to disclose their identity. Questionnaires were reviewed for completeness and compliance with the inclusion criteria. Respondents with sufficient valid responses were retained for analyses in which complete data were available and excluded only from analyses requiring variables with insufficient responses. Questionnaires that did not satisfy the inclusion criteria were excluded from the study.

The data were then encoded, tabulated, and analyzed using appropriate statistical tools to address the research objectives. The results of the analysis served as the basis for the interpretation of the findings, conclusions, recommendations, and the proposed Visitor Experience Enhancement Plan.

Ethical Considerations

The researchers observed ethical principles throughout the conduct of the study to ensure the protection of the rights, welfare, privacy and confidentiality of the respondents. Prior to the data collection, approval to conduct the study was obtained from the appropriate institutional authorities, and permission was secured from the management of Lakay Ago Nature's Park.

Participation in the study was entirely voluntary. Before the administration of the questionnaire, the purpose, objectives, procedures, and expected duration of participation were clearly explained to all respondents. An informed consent form was included in the study. Respondents were likewise informed that they may refuse to participate or withdraw from the study at any stage without penalty or any consequences.

The researchers strictly maintained the anonymity and confidentiality of all respondents. The questionnaire did not require respondents to write their names, signatures, contact numbers, or any unnecessary identifying information. All responses were used solely for academic and research purposes and were reported only in summarized or aggregated form.

The accomplished questionnaires and electronic data files were stored securely in password-protected digital storage and in a locked filing cabinet accessible only to the researchers. The research adviser had access only to anonymized research data when necessary for academic supervision. The research records were retained for 3 years in accordance with the institutional policy. At the end of the approved retention period, printed questionnaires were securely shredded and electronic files were permanently deleted.

No monetary compensation, gifts, or other incentives were provided to respondents for participating in the study. Participation was based solely on the respondents' voluntary willingness to contribute to the research. Participation in this study involved only minimal risk, primarily the time required to answer the questionnaire and the minor inconvenience associated with completing the survey.

Participants could request clarification regarding the study and could request a summary of the study results after completion through the researcher using the contact information provided in the informed consent form. No participant was required to provide information beyond what is necessary for the study.

The researchers also acknowledged their responsibility in the use of generative artificial intelligence tools during the development of the study. ChatGPT, QuillBot, and Grammarly were used for brainstorming research ideas, language editing, organizing information, and explaining statistical concepts. No confidential or personally identifiable participant information was entered into AI tools. All AI-assisted output was reviewed, verified, and critically evaluated by the researchers before use. The researchers retained full responsibility for the accuracy, originality, interpretation, conclusions, and ethical integrity of the study. AI tools were not treated as authors or as substitutes for the researchers' academic judgment. The use of AI was conducted in accordance with institutional research and academic policies.

The researchers also disclosed any actual or potential conflict of interest related to the conduct of the study. The researchers declare that they have no actual or potential financial, personal, or other interests that could improperly influence the conduct, analysis, interpretation, or reporting of this study.

Statistical Treatment of Data

The data collected from the respondents were organized, coded, tabulated, and analyzed using appropriate statistical tools to address the research objectives and answer the research questions.

Frequency and Percentage. These statistical tools were used to describe the profile of the respondents in terms of age, place of origin, and visitor status. Frequency was used to determine the number of respondents in each category, while percentage was used to determine the proportion of respondents relative to the total number of participants.

Mean and Standard Deviation. The mean and standard deviation were used to determine the level of visitor satisfaction in terms of attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products, as well as the level of revisit intention. The mean described the respondents' average ratings for each variable, while the standard deviation measured the variability or consistency of their responses around the mean. Higher standard deviation values indicate greater variation in responses, whereas lower standard deviation values indicate more consistent responses among the respondents. For the Staff Service and Food and Beverage Products dimensions, only the responses of participants who qualified based on the respective screening questions were included in computing the mean and standard deviation. The computed mean scores were interpreted using the established descriptive scale.

Table 2
Interpretation of the Mean for Visitor Satisfaction

Scale	Mean Range	Interpretation
5	4.21-5.00	Very Satisfied
4	3.41-4.20	Satisfied
3	2.61-3.40	Neither Satisfied nor Dissatisfied
2	1.81-2.60	Dissatisfied
1	1.00-1.80	Very Dissatisfied

Table 3
Interpretation of the Mean for Revisit Intention

Scale	Mean Range	Interpretation
5	4.21-5.00	Very High Revisit Intention
Continuation of Table 3		
4	3.41-4.20	High Revisit Intention
3	2.61-3.40	Moderate Revisit Intention
2	1.81-2.60	Low Revisit Intention
1	1.00-1.80	Very Low Revisit Intention

Pearson's Product-Moment Correlation Coefficient (Pearson's r). Pearson's Product-Moment

Correlation Coefficient (Pearson's r) was used to determine the significant relationship between each dimension of visitor satisfaction and revisit intention.

For every respondent, a dimension score was calculated by obtaining the mean of the valid item responses under that dimension. The revisit-intention score was computed as the mean of the three revisit-intention items. These respondent-level scores were used in the correlation analyses.

Specifically, separate correlation analyses were performed between:

- attractions and facilities and revisit intention;
- staff service and revisit intention;
- cleanliness and environmental condition and revisit intention;
- price and value for money and revisit intention; and
- food and beverage products and revisit intention.

The strength of the correlation coefficient was interpreted using the following guidelines adapted from Schober et al. (2018): 0.00-0.09 = negligible, 0.10-0.39 = weak, 0.40-0.69 = moderate, 0.70-0.89 = strong, and 0.90-1.00 = very strong.

The correlation involving the Staff Service dimension was computed only among visitors who had direct interaction with or received assistance from a park employee during their visit. Likewise, the correlation involving Food and Beverage Products dimension was computed only among respondents who purchased or consumed food and beverage products during their visit. Consequently, the number of respondents included in this analysis may differ from those included in the other correlation analyses.

For each correlation analysis, the study reported the correlation coefficient, its direction and strength, the exact p-value, and the sample size (n) used in the analysis. Statistical decisions for the five correlation analyses were based on the 0.05 level of significance. The null hypothesis was rejected when the p-value was less than 0.05. Otherwise, the null hypothesis was not rejected.

Table 4
Interpretation Guide for the Correlation Coefficient

Absolute Correlation	Interpretation
0.00-0.09	Negligible
0.10-0.39	Weak
0.40-0.69	Moderate
0.70-0.89	Strong
0.90-1.00	Very Strong

Development of the Visitor Experience Enhancement Plan

The proposed Visitor Experience Enhancement Plan contained the identified concern, objective, proposed strategy, responsible person or office, timeframe, resources needed, and expected outcome. The plan was primarily based on the lowest-rated visitor satisfaction indicators, operational feasibility, and relevant associations identified in the study. Since the study employed correlational analysis, the plan was based on observed associations rather than causal relationships.

Table 5

Proposed Format of Visitor Experience Enhancement Plan

Identified Concern	Objective	Proposed Strategy	Responsible Person /Office	Timeframe	Resources Needed	Expected Outcome
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The plan remained proposed only and was not implemented or evaluated within the present study.

RESULTS AND DISCUSSION

This chapter presents and discusses the results of the survey conducted among visitors of Lakay Ago Nature's Park, Agoo, La Union. The collected responses were tallied, organized, and analyzed using appropriate descriptive and correlational statistical tools. The results are presented according to the research questions and are discussed in relation to relevant literature and studies.

Profile of the Respondents in Terms of Age, Place of Origin, and Visitor Status

Profile of the Respondents in Terms of Age

Table 6 shows that the majority of the 150 respondents were 18–24 years old, accounting for 97 respondents or 64.7% of the sample. This was followed by respondents aged 25–34 years old with 26 or 17.3%, those aged 35–44 years old with 16 or 10.7%, and those aged 45–54 years old with 7 or 4.7%. The smallest group consisted of respondents aged 55 years old and above, with only 4 respondents or 2.7%.

Table 6

Profile of the Respondents in Terms of Age

Age	Frequency	Percentage (%)
18-24	97	64.7
25-34	26	17.3
35-44	16	10.7
45-54	7	4.7
55 and Above	4	2.7
Total	150	100.0

The distribution indicates that the respondents were predominantly younger adults. Nearly two-thirds belonged to the 18–24 age group, while participation progressively decreased among the older age groups. This indicates that the visitor group represented in the study was largely composed of young adults. The relatively smaller representation of older respondents may simply reflect the composition of the visitors who participated during the data-gathering period and should not be interpreted as evidence that older individuals were less likely to visit the park.

The finding is comparable with the study of Cahigas et al. (2023) on continuous visiting behavior in Palawan, Philippines. Among their 712 Filipino respondents, the largest age group was also 18–24 years old, accounting for 51.54%, followed by those aged 25–34 years old at 23.74%. Their study likewise reported relatively smaller proportions among the older age groups. This similarity suggests that younger adults may constitute a substantial portion of respondents in tourism-related studies conducted among Filipino visitors. The predominance of younger respondents is also relevant when interpreting the visitor experience at Lakay Ago Nature's Park. McKercher (2023) emphasized that tourists in their twenties exhibit common travel

attitudes and behaviors across generations, while age itself may be an important consideration when understanding tourist behavior. Thus, the large representation of 18–24 years old respondents provides useful descriptive information about the visitors included in the present study, particularly in relation to their perceptions of the park’s attractions, facilities, services, cleanliness, prices, and food and beverage products. Overall, the respondents were predominantly 18–24 years old (64.7%), indicating that young adults comprised the largest portion of the study participants. This age distribution provides an important description of the sample and serves as context for interpreting the succeeding findings on visitor satisfaction and revisit intention.

Profile of Respondents in Terms of Place of Origin

For Table 7, in terms of place of origin, the largest proportion of respondents came from other municipalities in La Union, with 99 respondents or 66.0%. This was followed by residents of Agoo, La Union, with 39 respondents or 26.0%. Eight respondents or 5.3% came from other provinces in Region I, excluding La Union, while 4 respondents or 2.7% came from other provinces in Luzon, outside Region I.

Table 7
Profile of Respondents in Terms of Place of Origin

Place of Origin	Frequency	Percentage (%)
Agoo, La Union	39	26.0
Continuation of Table 7		
Other municipality in La Union	99	66.0
Other province in Region I, excluding La Union	8	5.3
Other province in La Union, outside Region I	4	2.7
Visayas	0	0.0
Mindanao	0	0.0
Outside the Philippines	0	0.0
Total	150	100.0

The distribution points to a predominantly nearby visitor market for Lakay Ago Nature’s Park. Since most respondents were from La Union, the park appeared to draw considerably more visitors from communities within the province than from locations farther away. The presence of visitors from outside La Union, although relatively small, also shows that the destination reached some tourists beyond its immediate provincial market.

The findings indicate that most respondents were from within La Union, although the majority were not residents of Agoo itself. Together, respondents from Agoo and other municipalities in La Union accounted for 92.0% of the sample. Thus, the respondent group was largely composed of visitors originating relatively close to the study site.

In a Philippine local tourism study, Hinlayagan et al. (2022) likewise considered place of origin as one of the characteristics of local tourists in examining their tourism motivations. Their findings showed that motivation did not significantly differ based on place of origin. This suggests that geographic origin can

be useful in describing visitor groups without necessarily assuming that visitors from different locations have different tourism motivations.

Profile of the Respondents in Terms of Visitor Status

For Table 8, With regard to visitor status, 94 respondents or 62.7% were first-time visitors, while 56 or 37.3% were repeat visitors. The sample therefore contained a larger proportion of individuals experiencing Lakay Ago Nature's Park for the first time.

Table 8
Profile of the Respondents in Terms of Visitor Status

Visitor Status	Frequency	Percentage (%)
First-time Visitor	94	62.7
Repeat Visitor	56	37.3
Total	150	100.0

The presence of both visitor groups provides a useful basis for examining satisfaction and revisit intention because first-time visitors evaluated the destination based on their current experience, while repeat visitors had previous experience with the park for comparison. The 37.3% share of repeat visitors also shows that a considerable portion of the respondents had already returned to the destination.

The finding is consistent with Rather et al. (2022), who examined first-time and repeat tourism customers and found differences in their tourism engagement, experience, value cocreation, and revisit intention. Their study highlights the relevance of previous visitation when examining tourists' experiences and behavioral intentions. Similarly, Humagain and Singleton (2021) examined first-time and repeat visitors in outdoor recreation settings and considered satisfaction and behavioral intentions in understanding visitors' responses to tourism destinations. These studies support the inclusion of visitor status as part of the respondents' profile in tourism research.

Among the 56 repeat visitors, 30 respondents (53.57%) had visited Lakay Ago Nature's Park three to four times, while 26 respondents (46.43%) had visited twice. The slightly higher proportion of visitors with three to four visits suggests that a considerable number of repeat respondents already had more than one previous experience with the park.

The pattern is relevant because repeat visitors are not necessarily a uniform group. Schofield et al. (2020) found that differences in the frequency of previous visits can be associated with differences in how visitors evaluate destination attributes and their future behavioral intentions. This supports the inclusion of visit frequency in describing the repeat-visitor group in the present study.

Level of Visitor Satisfaction in Terms of Attractions and Facilities, Staff Service, Cleanliness and Environmental Condition, Price and Value for Money, and Food and Beverage Products

Level of Visitor Satisfaction in Terms of Attractions and Facilities

As shown in Table 9, the respondents were satisfied with the Attractions and Facilities dimension. All five indicators obtained mean scores within the range of 3.41–4.20, which indicates that the respondents were Satisfied with all aspects under this dimension.

Among the indicators, AF1, visual appeal of the park's natural attractions, obtained the highest mean of 4.13 with a standard deviation of 0.717. This indicates that respondents were particularly satisfied with

the visual and natural appeal of the park. The finding suggests that the park's natural attractions were among the more favorably perceived aspects of the visitor experience.

This was followed by AF5, ease of access to the park's main attractions and visitor facilities, with a mean of 4.00 and an SD of 0.760, and AF2, condition and maintenance of the park's recreational facilities, with a mean of 3.99 and an SD of 0.613. AF2 had the lowest standard deviation within the dimension, indicating relatively greater consistency among respondents in their assessment of the condition and maintenance of the recreational facilities.

Meanwhile, AF3, availability of basic visitor amenities, and AF4, visible safety and security measures, both obtained the lowest mean of 3.94 and 3.92. Their respective standard deviations were 0.800 and 0.761. Although these were the comparatively lowest-rated indicators, both remained within the Satisfied category. Thus, the findings do not indicate dissatisfaction but suggest that basic amenities and visible safety and security measures may be considered for further enhancement.

The questionnaire specifically assessed the visual appeal of natural attractions, maintenance of recreational facilities, basic visitor amenities such as seating areas, comfort rooms, pathways and parking facilities, visible safety and security measures, and accessibility of attractions and facilities.

Overall, Attractions and Facilities obtained a mean of 3.99 and a standard deviation of 0.621, verbally interpreted as Satisfied. This indicates that respondents generally held favorable perceptions of the park's attractions and facilities.

Table 9
Visitor Satisfaction in Terms of Attractions and Facilities

Indicators	N	Mean	SD	Interpretation
AF1	150	4.13	0.717	Satisfied
AF2	150	3.99	0.613	Satisfied
AF3	150	3.94	0.800	Satisfied
AF4	150	3.92	0.761	Satisfied
AF5	150	4.00	0.760	Satisfied
Overall Dimension	150	3.99	0.621	Satisfied

For a nature-based destination, the quality and condition of the physical features available to visitors form an important part of the experience. Faerber et al. (2021), through a meta-analysis of 61 studies involving visitor attractions, found that visitor satisfaction is associated with several characteristics of the attraction itself, including elements of the core visitor experience and the quality of facilities and services provided. Their findings emphasize that attractions need to be properly managed because the visitor experience is shaped not only by the main attraction but also by the supporting elements surrounding it.

The relatively high mean obtained by Lakay Ago Nature's Park indicates that these physical and experiential components generally met the respondents' expectations. This interpretation is also supported by recent tourism research examining attractions and facilities in nature-based destinations. Sembiring et al. (2024), for example, reported significant relationships involving tourist attractions, facilities, visitor satisfaction, and revisit intention in their study of Waduk Darma. While their study examined a different destination and used a different analytical approach, it supports the relevance of attractions and facilities when evaluating visitor experiences.

Level of Visitor Satisfaction in Terms of Staff Service

Table 10 shows the respondents' level of satisfaction in terms of Staff Service. All five indicators obtained mean scores within the Satisfied range.

The highest mean scores were obtained by SS1, courtesy and friendliness of the park staff, and SS5, reliability of the service provided by park staff, both with a mean of 3.83. Their standard deviations were 0.739 and 0.877, respectively. These results indicate that respondents generally had favorable perceptions of the staff's courteous and friendly behavior and the reliability of the services provided.

SS3, usefulness of the information provided by the park staff, obtained a mean of 3.82 and an SD of 0.850, while SS2, promptness of the staff in responding to visitors' needs, recorded a mean of 3.81 and an SD of 0.769.

The lowest mean was obtained by SS4, professionalism demonstrated by the park staff, with a mean of 3.78 and a standard deviation of 0.881. Although this was the lowest-rated indicator under Staff Service, it was still interpreted as Satisfied. Its relatively higher standard deviation also indicates greater variation in visitors' perceptions of staff professionalism. This suggests that consistency in professional service delivery may be an area that management could further strengthen.

The valid sample size for Staff Service was 144, rather than 150. This is consistent with the questionnaire design, which instructed only respondents who had directly received service, assistance, information, payment processing, food service, or other assistance from a park employee to answer the Staff Service section. Respondents who had no such interaction were instructed to skip it.

Overall, Staff Service obtained a mean of 3.81 and a standard deviation of 0.711, verbally interpreted as Satisfied.

Table 10
Level of Visitor Satisfaction in Terms of Staff Service

Indicators	N	Mean	SD	Interpretation
SS1	144	3.83	0.739	Satisfied
SS2	144	3.81	0.769	Satisfied
Continuation of Table 10				
SS3	144	3.82	0.850	Satisfied
SS4	144	3.78	0.881	Satisfied
SS5	144	3.83	0.877	Satisfied
Overall Dimension	144	3.81	0.711	Satisfied

The rating indicates that the visitors generally had a satisfactory assessment of the personnel at Lakay Ago Nature's Park. The result suggests that aspects of staff service, such as courtesy, responsiveness, reliability, assistance, and professionalism, were generally viewed favorably by the respondents. Nevertheless, Staff Service obtained the lowest mean among the five dimensions of visitor satisfaction, indicating that this area received comparatively less favorable evaluations than the other aspects assessed in the study.

Service encounters are an important component of tourism experiences because visitors often evaluate a destination not only through its physical attractions but also through the quality of assistance they receive. Boro (2022) examined destination service quality and tourist satisfaction and found that service-quality

dimensions were significantly associated with tourists' evaluations of their destination experience. The study demonstrates the relevance of service quality when assessing how tourists perceive a destination. A related study by Tabaeian et al. (2023) examined host-tourist interaction and perceived service quality in an ecotourism context. Their findings emphasized the role of interactions between hosts and tourists in shaping visitors' perceptions of service quality and their overall tourism experience. This is relevant to Lakay Ago Nature's Park because staff members are among the people with whom visitors may interact while accessing facilities, seeking assistance, or participating in activities.

Level of Visitor Satisfaction in Terms of Cleanliness and Environmental Condition

As presented in Table 11, the respondents' level of satisfaction in terms of Cleanliness and Environmental Condition. All indicators were rated Satisfied, with mean scores ranging from 3.93 to 3.98.

The highest mean scores were obtained by CE2, cleanliness of the park's comfort rooms, and CE5, maintenance of the park's landscaped and natural surroundings, both with a mean of 3.98. Their respective standard deviations were 0.773 and 0.807. These results indicate that respondents generally had favorable perceptions of the cleanliness of comfort rooms and the upkeep of the park's landscaped and natural surroundings.

CE1, cleanliness of the park premises, obtained a mean of 3.97 and an SD of 0.854, also interpreted as Satisfied. Although its mean was favorable, it had the largest standard deviation among the indicators under this dimension, suggesting comparatively greater variation in visitors' perceptions of the cleanliness of the overall park premises.

The lowest mean scores were recorded by CE3, adequacy of the waste-disposal facilities, and CE4, visible efforts to protect and conserve the natural environment, both with a mean of 3.93. Their standard deviations were 0.769 and 0.831, respectively. Despite being the lowest-rated indicators, they remained within the Satisfied category. The findings suggest that waste-disposal facilities and visible environmental conservation efforts may still be strengthened to further enhance the visitor experience.

The questionnaire measured this dimension through the cleanliness of the premises and comfort rooms, adequacy of waste-disposal facilities, visible environmental conservation efforts, and maintenance of the landscaped and natural surroundings.

Overall, Cleanliness and Environmental Condition obtained a mean of 3.96 and an SD of 0.664, verbally interpreted as Satisfied.

Table 11
Visitor Satisfaction in Terms of Cleanliness and Environmental Condition

Indicators	N	Mean	SD	Interpretation
CE1	150	3.97	0.854	Satisfied
CE2	150	3.98	0.773	Satisfied
CE3	150	3.93	0.769	Satisfied
Continuation of Table 11				
CE4	150	3.93	0.831	Satisfied
CE5	150	3.98	0.807	Satisfied
Overall Dimension	150	3.96	0.664	Satisfied

This finding highlights the importance of maintaining a clean and orderly environment is particularly relevant to a nature-based destination because visitors directly experience the physical surroundings of the park. This is supported by Insuwanoo and Phetvaroon (2022), who examined tourist expectations and satisfaction across different destination attributes in the Andaman Provinces of Thailand. Their findings showed that tourists evaluated overall cleanliness as one of the attributes of the destination, demonstrating the relevance of cleanliness in visitors' assessment of tourism environments.

The favorable mean obtained in the present study indicates that visitors generally had positive perceptions of the environmental conditions they encountered at Lakay Ago Nature's Park. The 0.664 standard deviation further shows relatively limited variation in the responses, suggesting that the assessments were generally clustered around the satisfactory level.

For a park whose appeal is connected with its natural surroundings, sustaining cleanliness and environmental maintenance remains important. Regular waste disposal, proper sanitation, landscape care, and preservation of the natural setting can help maintain the satisfactory experience reported by visitors. These practices may also support the park's effort to preserve its physical environment while providing a comfortable setting for leisure and recreation.

Level of Visitor Satisfaction in Terms of Price and Value for Money

Table 12 shows the respondents' level of satisfaction in terms of Price and Value for Money. All indicators were interpreted as Satisfied.

The highest-rated indicator was PV1, reasonableness of the park's entrance fee, which obtained a mean of 3.91 and a standard deviation of 0.763. This suggests that respondents generally considered the park's entrance fee reasonable.

This was followed by PV4, overall value received from the visit, with a mean of 3.86 and an SD of 0.867, and PV5, reasonableness of the cost of visiting in relation to the attractions, facilities, and services provided, with a mean of 3.85 and an SD of 0.814.

The lowest means were recorded by PV2, affordability of the park experience, and PV3, fairness of the park's fees and prices, both with a mean of 3.82. Their standard deviations were 0.795 and 0.820, respectively. Although both indicators remained within the Satisfied category, their relatively lower mean scores suggest that affordability and perceptions of price fairness could be considered when identifying possible areas for enhancement.

The questionnaire assessed the reasonableness of the entrance fee, affordability, fairness of fees and prices, overall value received from the visit, and the reasonableness of cost relative to attractions, facilities, and services provided.

Overall, Price and Value for Money obtained a mean of 3.85 and a standard deviation of 0.711, interpreted as Satisfied.

Table 12
Visitor Satisfaction in Terms of Price and Value for Money

Indicators	N	Mean	SD	Interpretation
PV1	150	3.91	0.763	Satisfied
PV2	150	3.82	0.795	Satisfied
PV3	150	3.82	0.820	Satisfied
PV4	150	3.86	0.867	Satisfied

PV5	150	3.85	0.814	Satisfied
Overall Dimension	150	3.85	0.711	Satisfied

Price is only one part of how visitors evaluate value. What matters to tourists is also whether the benefits they receive are perceived as reasonable in relation to the costs of the trip. Carvache-Franco et al. (2022) examined perceived value among visitors to Lima, Peru, and identified an economic-functional dimension of perceived value that was particularly important in explaining tourist satisfaction. Their findings suggest that visitors consider the practical and economic benefits of a tourism experience when forming their satisfaction evaluations.

This perspective is applicable to the present finding because visitors at Lakay Ago Nature's Park may assess the amount they spend alongside the attractions, facilities, activities, and services available to them. Thus, the 3.85 mean indicates that the respondents generally considered the overall value received from their visit to be satisfactory.

Compared with the other satisfaction dimensions, however, Price and Value for Money received a relatively lower rating. This does not indicate dissatisfaction, but it suggests that the financial aspect of the visitor experience may still be given attention. Clear communication of entrance fees and other charges, transparency regarding what is included in the fees, and ensuring that available facilities and activities correspond to the costs paid may help maintain visitors' favorable perception of value.

Level of Visitor Satisfaction in Terms of Food and Beverage Products

Table 13 presents the respondents' level of satisfaction in terms of Food and Beverage Products. All five indicators obtained mean scores within the Satisfied range.

The highest mean was obtained by FB5, presentation of the food and beverage products, with a mean of 4.12 and a standard deviation of 0.737. This indicates that respondents had particularly favorable perceptions of how the food and beverage products were presented.

This was followed by FB2, taste of the food and beverages served, with a mean of 4.07 and an SD of 0.717, and FB1, overall quality of the food and beverage products, with a mean of 4.05 and an SD of 0.719.

FB4, portion size of food products in relation to their prices, obtained a mean of 4.04 and an SD of 0.762. Meanwhile, FB3, variety of food and beverage options available, obtained the lowest mean of 3.98 with an SD of 0.709. Although it was the lowest-rated indicator in the dimension, the respondents were still classified as Satisfied. This suggests that food and beverage variety could potentially be expanded while maintaining the positive evaluations received by the other aspects.

The valid sample size for this dimension was 130. This is consistent with the questionnaire, which instructed only respondents who purchased or consumed food or beverage products during their visit to complete this section; otherwise, it was treated as not applicable. The five food and beverage indicators covered quality, taste, variety, portion size relative to price, and presentation.

Overall, Food and Beverage Products obtained a mean of 4.05 and an SD of 0.613, verbally interpreted as Satisfied.

Table 13
Visitor Satisfaction in Terms of Food and Beverage Products

Indicators	N	Mean	SD	Interpretation
FB1	130	4.05	0.719	Satisfied
FB2	130	4.07	0.717	Satisfied
Continuation of Table 13				
FB3	130	3.98	0.709	Satisfied
FB4	130	4.04	0.762	Satisfied
FB5	130	4.12	0.737	Satisfied
Overall Dimension	130	4.05	0.613	Satisfied

The favorable rating suggests that visitors who experienced the food and beverage offerings generally had a positive evaluation of these products. In a tourism setting, food can become part of the visitor experience because tourists may assess not only its taste and quality but also the variety, presentation, and overall experience associated with consuming it.

This is supported by Jeon and Heo (2022), who examined tourists' experiential value of local food and found that different aspects of the food experience were associated with food satisfaction. Their findings indicate that visitors' evaluation of food may extend beyond the product itself and include experiential elements such as presentation and service.

Given this favorable assessment, maintaining the existing quality of the food and beverage offerings is important. Attention may be given to consistency in taste and quality, adequate variety and availability, reasonable portions and pricing, and attractive presentation. Sustaining these aspects can help preserve the positive food-related experience reported by the visitors.

Table 14
Summary of the Level of Visitor Satisfaction

Visitor Satisfaction Dimension	N	Mean	SD	Interpretation
Attractions and Facilities	150	3.99	0.621	Satisfied
Staff Service	144	3.81	0.711	Satisfied
Continuation of Table 14				
Cleanliness and Environmental Condition	150	3.96	0.664	Satisfied
Price and Value for Money	150	3.85	0.711	Satisfied
Food and Beverage Products	130	4.05	0.613	Satisfied

Table 14 summarizes the respondents' level of satisfaction across the five dimensions. All dimensions obtained mean scores within the Satisfied range, demonstrating generally favorable visitor evaluations of Lakay Ago Nature's Park.

Among the dimensions, Food and Beverage Products recorded the highest mean of 4.05 (SD = 0.613), followed by Attractions and Facilities with a mean of 3.99 (SD = 0.621). Cleanliness and Environmental Condition ranked next with a mean of 3.96 (SD = 0.664), followed by Price and Value for Money with a mean of 3.85 (SD = 0.711). Staff Service obtained the lowest mean of 3.81 (SD = 0.711).

Although Staff Service had the lowest dimension mean, it was still interpreted as Satisfied. Thus, the findings should not be interpreted as indicating dissatisfaction with staff service. Rather, its comparatively lower rating suggests that it may offer a greater opportunity for improvement relative to the other dimensions.

At the individual-indicator level, AF1, visual appeal of the park's natural attractions, received the highest mean among all satisfaction indicators at 4.13, followed by FB5, presentation of food and beverage products, at 4.12. In contrast, SS4, professionalism demonstrated by the park staff, obtained the lowest individual mean at 3.78. Nevertheless, every individual indicator remained within the Satisfied category. Based on the findings, the respondents were Satisfied with all five dimensions of visitor satisfaction at Lakay Ago Nature's Park. Food and Beverage Products obtained the highest dimension mean ($M = 4.05$), while Staff Service obtained the lowest ($M = 3.81$). Despite the differences in their mean scores, all five dimensions and all individual indicators were classified as Satisfied.

The results therefore indicate generally favorable visitor perceptions of the park's attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products. At the same time, comparatively lower-rated indicators—particularly staff professionalism, affordability and fairness of prices, basic visitor amenities, visible safety and security measures, waste-disposal facilities, and visible environmental conservation efforts—may be considered priority areas for further enhancement.

Level of Revisit Intention

Table 15 presents the respondents' level of revisit intention toward Lakay Ago Nature's Park. The overall mean of 3.96 (SD = 0.714) was interpreted as High Revisit Intention. Among the three indicators, R11 obtained the highest mean of 3.98, followed by R13 at 3.96, while R12 had the lowest mean of 3.93. The small difference among the ratings indicates a generally consistent willingness to consider returning to the park.

Table 15
Level of Revisit Intention

Indicators	N	Mean	SD	Interpretation
RI1	150	3.98	0.700	High Revisit Intention
RI2	150	3.93	0.795	High Revisit Intention
RI3	150	3.96	0.785	High Revisit Intention
Overall Dimension	150	3.96	0.714	High Revisit Intention

The finding suggests that the visitors' experiences at the park were sufficiently favorable for many of them to express an intention to return. Revisit intention represents a visitor's stated willingness or likelihood to visit a destination again and is commonly used as an indicator of future behavioral intention in tourism research. In a study involving 696 visitors to national parks in the United States, Acharya et al. (2023)

examined revisit intention alongside satisfaction and travel experiences and found that visitors' evaluations of their tourism experiences were associated with their intention to revisit.

Similarly, Martins (2023) examined tourist revisit intentions and reported that destination image, service quality, and tourist satisfaction were relevant to visitors' intentions to revisit. The study emphasized the importance of the experience derived from visiting a destination when understanding tourists' future revisit decisions. These findings provide context for the present result, where visitors of Lakay Ago Nature's Park showed a high level of willingness to revisit despite the responses not reaching the Very High category.

Relationship Between Each Dimension of Visitor Satisfaction and the respondents' Revisit Intention

The table 16 shows the analysis examined whether the five dimensions of visitor satisfaction were significantly related to visitors' revisit intention at Lakay Ago Nature's Park. Pearson's correlation coefficient was used to determine the direction and strength of the relationships. The results showed that all five dimensions had positive and statistically significant relationships with revisit intention, indicating that more favorable evaluations of the different aspects of the park experience corresponded with stronger intentions to return.

Attractions and Facilities and Revisit Intention

The relationship between Attractions and Facilities and Revisit Intention yielded $r = .648$, $p < .001$, based on 150 valid cases.

The coefficient indicates a moderate positive relationship. Since the p-value is less than the .05 level of significance, the null hypothesis is rejected.

This means that higher satisfaction with the park's attractions and facilities tends to be associated with higher revisit intention. Visitors who evaluate the park's attractions, facilities, amenities, safety measures, and accessibility more favorably also tend to report stronger intentions to revisit.

Among the five satisfaction dimensions, Attractions and Facilities recorded the largest observed correlation coefficient with revisit intention ($r = .648$, $p < .001$) in the present data.

Staff Service and Revisit Intention

Staff Service obtained a Pearson correlation coefficient of $r = .500$, $p < .001$, indicating a moderate positive relationship.

Since $p < .05$, the null hypothesis is rejected. Thus, there is a statistically significant relationship between satisfaction with staff service and revisit intention.

The finding means that more favorable evaluations of staff service tend to occur alongside stronger intentions to return to the park. However, the coefficient was the lowest among the five dimensions, indicating that Staff Service had the weakest association with revisit intention relative to the other dimensions studied.

The correlation was based on 144 valid cases, consistent with the questionnaire's skip instruction for respondents who did not receive direct assistance from park personnel.

Cleanliness and Environmental Condition and Revisit Intention

Cleanliness and Environmental Condition showed a correlation of $r = .635$, $p < .001$, based on 150 valid cases.

This indicates a moderate positive and statistically significant relationship. The null hypothesis is therefore rejected.

The finding suggests that respondents who reported higher satisfaction with cleanliness and environmental conditions also tended to report stronger intentions to revisit Lakay Ago Nature's Park.

The relationship highlights the potential importance of maintaining clean premises, comfort rooms, adequate waste-disposal facilities, visible environmental conservation efforts, and well-maintained natural surroundings as parts of the overall visitor experience.

Price and Value for Money and Revisit Intention

Price and Value for Money produced a correlation coefficient of $r = .587$, $p < .001$, based on 150 valid cases.

Based on the adopted interpretation scale, this represents a moderate positive relationship. Since $p < .05$, the relationship is statistically significant, and the null hypothesis is rejected.

The result indicates that visitors who perceive the park's prices, fees, affordability, and overall value more favorably also tend to have stronger intentions to revisit.

This does not mean that perceived value causes repeat visitation. Rather, the two variables show a positive statistical association in the present sample.

Food and Beverage Products and Revisit Intention

Food and Beverage Products yielded $r = .603$, $p < .001$, indicating a moderate positive relationship.

Because the p-value is less than .05, the null hypothesis is rejected. There is therefore a statistically significant relationship between satisfaction with food and beverage products and revisit intention among respondents for whom this section was applicable.

The finding indicates that higher satisfaction with food and beverage quality, taste, variety, portion size relative to price, and presentation tends to be associated with stronger revisit intention.

The analysis involved 130 valid respondents, reflecting the questionnaire instruction that only those who purchased or consumed food or beverage products should answer this section.

Table 16
Relationship Between Each Dimension of Visitor Satisfaction and Revisit Intention

Satisfaction Dimension	n	Pearson r	Strength and Direction	p-value	Decision on H ₀	Interpretation
Attractions and Facilities	150	.648	Moderate Positive	<.001	Reject H ₀₁	Significant
Staff Service	144	.500	Moderate Positive	<.001	Reject H ₀₂	Significant
Cleanliness and Environmental Condition	150	.635	Moderate Positive	<.001	Reject H ₀₃	Significant
Price and Value for Money	150	.587	Moderate Positive	<.001	Reject H ₀₄	Significant
Continuation of Table 16						
Food and Beverage Products	130	.603	Moderate Positive	<.001	Reject H ₀₅	Significant

Note. Level of significance: $\alpha = .05$, two-tailed. The correlation for Staff Service was based on respondents who received direct assistance from park personnel, while the correlation for Food and Beverage Products was based on respondents who purchased or consumed food or beverage products during their visit.

The moderate relationship between Attractions and Facilities and revisit intention is consistent with findings from Constantin et al. (2022), who examined visitor satisfaction and revisit intentions across Romanian ecotourism destinations. Their study considered attribute-level satisfaction involving attractions and information services, amenities, and the conservation of natural and cultural resources when examining visitors' intentions to revisit. This provides relevant support for the present finding, particularly because both studies were conducted in nature- or ecotourism-related settings where destination attributes form an important part of the visitor experience.

The relationship between visitor satisfaction and behavioral intention has also been observed in outdoor recreation settings. Holland et al. (2021) examined 405 tourists participating in outdoor recreation trips and found significant relationships involving overall satisfaction, perceived value, and behavioral intentions, including revisit and recommendation intentions. This is relevant to the present study because Lakay Ago Nature's Park likewise provides an outdoor, nature-based recreational experience. The finding supports the view that visitors' evaluations of their experience are meaningfully connected with their subsequent intention to revisit.

Similarly, Wiskulski (2024) examined 822 Polish tourists visiting Croatia and found that satisfaction was a significant factor associated with intention to return. The study also showed differences in the strength of this relationship across tourist groups, indicating that satisfaction can have varying relevance depending on visitor characteristics and evaluations of destination attributes. This corresponds with the present result in which all five satisfaction dimensions were significantly related to revisit intention, although the strength of the relationships varied across dimensions.

The findings are also consistent with Thipsingh et al. (2022), who investigated tourist satisfaction and temporal revisit intention in Yogyakarta. Their study found significant relationships involving satisfaction, perceived value, destination image, and revisit intention, highlighting the relevance of visitors' evaluations when examining their willingness to return. In the present study, the significant relationships across all five satisfaction dimensions similarly indicate that different elements of the visitor experience were associated with revisit intention.

Overall, the results provide sufficient evidence to reject the null hypothesis stating that there is no significant relationship between visitor satisfaction and revisit intention. All five dimensions—Attractions and Facilities, Staff Service, Cleanliness and Environmental Condition, Price and Value for Money, and Food and Beverage Products—showed statistically significant positive relationships with revisit intention. Among the five dimensions, Attractions and Facilities recorded the largest observed correlation coefficient with revisit intention ($r = .648$, $p < .001$), while Staff Service recorded the smallest observed correlation coefficient ($r = .500$, $p < .001$). Both relationships were statistically significant.

FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the findings of the investigation, the conclusions drawn from the results, and the recommendations proposed by the researchers.

Summary of Findings

This study, entitled “Visitor Satisfaction and Revisit Intention at Lakay Ago Nature's Park, Agoo, La

Union,” determined the level of visitor satisfaction and revisit intention and examined the relationship between each dimension of visitor satisfaction and revisit intention among visitors of Lakay Ago Nature’s Park. The study employed a quantitative, cross-sectional, descriptive-correlational research design. A total of 150 respondents participated in the study. Visitor satisfaction was assessed in terms of Attractions and Facilities, Staff Service, Cleanliness and Environmental Condition, Price and Value for Money, and Food and Beverage Products, while revisit intention was measured through visitors’ willingness, likelihood, and plan to revisit the park.

The following summarizes the major findings of the study:

1. The majority of the respondents were 18–24 years old, comprising 97 respondents or 64.7% of the sample. In terms of place of origin, most respondents came from other municipalities in La Union, with 99 respondents or 66.0%, followed by residents of Ago, La Union, with 39 respondents or 26.0%. Regarding visitor status, 94 respondents or 62.7% were first-time visitors, while 56 or 37.3% were repeat visitors. Among the repeat visitors, 30 respondents or 53.57% had visited the park three to four times, while 26 or 46.43% had visited twice.
2. The respondents were generally Satisfied with all five dimensions of visitor satisfaction. Food and Beverage Products obtained the highest mean of 4.05, followed by Attractions and Facilities with 3.99, Cleanliness and Environmental Condition with 3.96, Price and Value for Money with 3.85, and Staff Service with the lowest mean of 3.81. Despite the differences in their ratings, all five dimensions were interpreted as Satisfied.
3. Attractions and Facilities obtained an overall mean of 3.99 (SD = 0.621), interpreted as Satisfied. The highest-rated indicator was the visual appeal of the park’s natural attractions with a mean of 4.13, while visible safety and security measures obtained the lowest mean of 3.92. Basic visitor amenities also received a comparatively lower rating of 3.94.
4. Staff Service obtained an overall mean of 3.81 (SD = 0.711), interpreted as Satisfied. The highest means were obtained by courtesy and friendliness and reliability of service, both with a mean of 3.83. The lowest-rated indicator was professionalism demonstrated by the park staff, with a mean of 3.78. The analysis for this dimension was based on 144 valid respondents who had direct interaction with park personnel.
6. Cleanliness and Environmental Condition obtained an overall mean of 3.96 (SD = 0.664), interpreted as Satisfied. The highest-rated indicators were the cleanliness of the comfort rooms and maintenance of landscaped and natural surroundings, both with a mean of 3.98. The lowest-rated indicators were adequacy of waste-disposal facilities and visible efforts to protect and conserve the natural environment, both with a mean of 3.93.
7. Price and Value for Money obtained an overall mean of 3.85 (SD = 0.711), interpreted as Satisfied. The highest-rated indicator was the reasonableness of the park’s entrance fee, with a mean of 3.91. The lowest-rated indicators were affordability of the park experience and fairness of the park’s fees and prices, both with a mean of 3.82.
8. Food and Beverage Products obtained the highest overall satisfaction mean of 4.05 (SD = 0.613), interpreted as Satisfied. The highest-rated indicator was presentation of food and beverage products, with a mean of 4.12, while variety of food and beverage options received the lowest mean of 3.98. The analysis involved 130 valid respondents who purchased or consumed food and beverage products during their visit.

9. The respondents demonstrated a High Revisit Intention, with an overall mean of 3.96 (SD = 0.714). Among the three indicators, RI1 obtained the highest mean of 3.98, followed by RI3 at 3.96, while RI2 obtained the lowest mean of 3.93.
10. All five dimensions of visitor satisfaction showed moderate positive and statistically significant relationships with revisit intention at the 0.05 level of significance. Attractions and Facilities recorded the largest observed correlation coefficient ($r = .648$, $p < .001$), followed by Cleanliness and Environmental Condition ($r = .635$, $p < .001$), Food and Beverage Products ($r = .603$, $p < .001$), Price and Value for Money ($r = .587$, $p < .001$), and Staff Service ($r = .500$, $p < .001$).

Conclusions

Based on the findings of the study, the following conclusions were drawn:

1. The respondents of the study were predominantly young adults aged 18–24 years old, and most came from municipalities within La Union. The sample also consisted of both first-time and repeat visitors, with first-time visitors comprising the larger proportion.
2. The visitors were generally Satisfied with the different aspects of their experience at Lakay Ago Nature's Park. This indicates that the park was generally viewed favorably in terms of its attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products.
3. Among the five dimensions, Food and Beverage Products received the highest satisfaction rating, suggesting that respondents who experienced the park's food and beverage offerings generally evaluated them favorably. Meanwhile, Staff Service obtained the lowest satisfaction rating, although it remained within the Satisfied category. Therefore, staff service represents a comparatively greater area for possible enhancement rather than an indication of dissatisfaction.
4. The respondents demonstrated a High Revisit Intention, indicating that they generally agreed with statements reflecting their willingness, likelihood, and plan to revisit Lakay Ago Nature's Park. However, the result represents intention only and does not establish actual future visitation. The study specifically measured self-reported revisit intention rather than actual repeat behavior.
5. All five dimensions of visitor satisfaction were found to have moderate positive and statistically significant relationships with revisit intention. This indicates that more favorable evaluations of the park's attractions and facilities, staff service, cleanliness and environmental condition, price and value for money, and food and beverage products corresponded with stronger intentions to revisit.
6. The five dimensions of visitor satisfaction were significantly and positively related to revisit intention. Attractions and Facilities recorded the largest observed correlation coefficient with revisit intention ($r = .648$, $p < .001$), while Staff Service recorded the smallest observed correlation coefficient ($r = .500$, $p < .001$). These findings indicate that the measured aspects of visitor satisfaction were associated with visitors' intentions to revisit Lakay Ago Nature's Park.
7. Since the study used a descriptive-correlational design, the findings demonstrate statistical relationships rather than cause-and-effect relationships. Therefore, the results should be understood as evidence that the satisfaction dimensions were associated with revisit intention among the respondents, rather than evidence that one variable directly caused the other.

Recommendations

Based on the findings and conclusions of the study, the following recommendations are proposed:

1. Lakay Ago Nature's Park Management may prioritize the improvement of Staff Service, particularly staff professionalism, since this dimension obtained the lowest overall satisfaction mean. Regular service orientation, customer-service training, and reinforcement of professional communication and visitor assistance may be considered to promote more consistent service delivery.
2. Management may continue maintaining the park's natural attractions and facilities, particularly their visual appeal and general condition. At the same time, attention may be given to the comparatively lower-rated areas, particularly basic visitor amenities and visible safety and security measures, to further improve the visitor experience.
3. The park may strengthen cleanliness and environmental management, particularly the adequacy of waste-disposal facilities and the visibility of environmental conservation efforts. Regular monitoring of waste-disposal areas, sanitation, landscaping, and environmental maintenance may be conducted to sustain the satisfactory assessment of visitors.
4. Management may review the park's pricing and value-for-money practices, particularly affordability and perceived fairness of fees and prices. Clear communication of entrance fees and other charges, transparency regarding inclusions, and continued alignment of facilities and services with the costs paid may help maintain favorable perceptions of value.
5. The park may maintain the quality and presentation of its food and beverage products, while considering an expansion of food and beverage variety. Since this dimension obtained the highest satisfaction rating, maintaining its current strengths while addressing the lowest-rated indicator may help sustain the favorable food-related experience of visitors. The recommendation applies to visitors who purchase or consume food and beverages at the park.
6. Since all five satisfaction dimensions were significantly associated with revisit intention, management may consider a balanced approach to visitor-experience improvement rather than focusing on only one aspect. Particular attention may be given to the comparatively lower-rated indicators while preserving the aspects that visitors already evaluated favorably.
8. The Visitor Experience Enhancement Plan may be used by park management as a guide for addressing the identified areas for improvement. The plan may focus on staff professionalism, visitor amenities, safety and security, waste disposal, environmental conservation, price fairness and affordability, and food and beverage variety. The proposed plan should be treated as a management guide and may be implemented and evaluated separately in the future.

Proposed Visitor Experience Enhancement Plan

Identified Concern	Objective	Proposed Strategy	Responsible Person/ Office	Timeframe	Resources Needed	Expected Outcome
Attractions and Facilities – AF4: "I am satisfied with the visible safety and security measures within the park." (M = 3.92)	To improve the visibility and adequacy of safety and security measures throughout the park.	Conduct routine safety inspections of attractions, pathways, recreational areas, and other visitor use facilities. Improve the placement and visibility of safety reminders, emergency information, directional signs, and other appropriate safety provisions.	Park Management and Maintenance/ Security Staff	Within 1-3 months; regular inspection	Safety signages, inspection checklist, emergency materials, maintenance supplies, and repair resources	Visitors can be more aware of safety and security measures and can navigate the park with greater awareness of available safety provisions.

Identified Concern	Objective	Proposed Strategy	Responsible Person/Office	Timeframe	Resources Needed	Expected Outcome
Staff Service – SS4: "I am satisfied with the professionalism demonstrated by the park staff." (M = 3.78)	To improve the professionalism and consistency of staff in dealing with visitors.	Conduct routine service and professional conduct training covering proper communication, courteous behavior, responsiveness, and appropriate handling of visitor concerns. Establish simple service standards that staff can consistently follow when assisting visitors.	Park Management and Park Staff	Within 1-3 months; quarterly monitoring	Training materials, service guidelines, staff time, and training facilitator	More consistent and professional interactions between staff and visitors and improved delivery of visitor services.

Identified Concern	Objective	Proposed Strategy	Responsible Person/ Office	Timeframe	Resources Needed	Expected Outcome
Cleanliness and Environmental Condition – CE3: "I am satisfied with the adequacy of the waste-disposal facilities within the park." (M = 3.93)	To maintain proper waste disposal and strengthen visible environmental practices.	Provide or improve strategically placed waste bins, waste-segregation labels, and environmental reminders in frequently visited areas.	Park Management and Maintenance/ Staff	Daily monitoring; monthly evaluation	Waste bins, labels, signboards, cleaning materials, maintenance supplies, and repair resources	Improved waste management and cleanliness within the park, resulting in greater awareness of environmental conservation practices.

Proposed Visitor Experience Enhancement Plan

Identified Concern	Objective	Proposed Strategy	Responsible Person/ Office	Timeframe	Resources Needed	Expected Outcome
Cleanliness and Environmental Condition – CE4: "I am satisfied with the park's visible efforts to protect and conserve the natural environment." (M = 3.93)	To strengthen the visibility and consistency of the park's environmental protection and conservation practices.	Conduct regular environmental inspections and strengthen visible conservation practices, including proper waste segregation, placement of environmental reminders, regular maintenance of natural areas, and monitoring of waste disposal practices.	Park Management and Maintenance/ Staff	Daily monitoring; monthly evaluation	Waste bins, environmental signages, cleaning materials, maintenance supplies, and inspection checklist	More visible and consistent environmental protection practices and a cleaner, better maintained natural environment for visitors.

Identified Concern	Objective	Proposed Strategy	Responsible Person/ Office	Timeframe	Resources Needed	Expected Outcome
Price and Value for Money – PV3: "I am satisfied with the fairness of the park's fees and prices." (M = 3.82)	To make the park's fees and prices clearer and easier for visitors to understand.	Review the presentation of entrance fees, food and beverage prices, and other applicable charges. Provide updated and clearly visible price lists or signages at appropriate areas of the park to help visitors know the costs before availing of products or services.	Park Management and Maintenance/ Security Staff	Within 1-2 months; periodic review	Updated price lists, signages, printing materials, display boards, and management time	Visitors can easily identify and understand the applicable fees and prices, resulting in clearer communication regarding park costs.

Identified Concern	Objective	Proposed Strategy	Responsible Person/ Office	Timeframe	Resources Needed	Expected Outcome
Food and Beverage Products – FB3: “I am satisfied with the variety of food and beverage options available.” (M = 3.98)	To maintain and improve the variety of food and beverage options available to visitors.	Review the existing food and beverage selection and identify possible additions or rotations based on visitor preferences, product availability, demand, and operational feasibility. Visitor feedback may also be considered when reviewing the available choices.	Park Management and Food/ Service Personnel	Within 1-3 months; periodic review	Food supplies, menu materials, supplier coordination, visitor feedback forms, and monitoring records	A more varied selection of food and beverage products while maintaining their availability, quality, and suitability to visitor needs.

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