

SENTIMENT ANALYSIS OF CUSTOMERS IN SIARGAO BLEU RESORT AND SPA

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(Received 20th March 2023; accepted 27th May 2023)

Abstract. This study generally aimed to know the sentiment analyses of customers' overall satisfaction at Siargao Bleu Resort and Spa, located in Surigao Del Norte, using the SERVQUAL tool. The researchers aimed to determine the rate and positive and negative assessments of customers towards Siargao Bleu Resort and Spa. This study is qualitative research utilizing a phenomenological research design. The study's target population is not only limited to travelers; it is also open to individuals who have openly responded and given their feedback. In gathering the data and information, researchers focused on TripAdvisor for the online reviews and feedback from customers from the years 2019-2021. The researchers used feedback from this online travel agency, which was interpreted and analyzed through thematic analysis. The data will be analyzed using codes that impose highly positive, positive/negative, neutral, and highly negative ratings based on the words and statements used to manually scrutinize the reviews. The majority of the feedback has a rating of 5 stars, which is 31 out of 74 feedbacks gathered, which is interpreted as highly positive, followed by those with high negative feedback. The researchers have concluded that those who have highly positive feedback toward Siargao Bleu have sentiments that indicate that the customers are very particular about the tangible dimension of a resort. The majority of the highly negative and negative sentiments of the customers show that the responsiveness and reliability dimensions affect the satisfaction of the customers. Tangibles such as facilities and responsiveness, such as the approachability of the staff, matter most to the customers. The researchers highly recommend this study to the following possible recipients: It is recommended for customers and tourists to assess the experience of other people based on their feedback towards the service and performance of Siargao Bleu Resort and Spa before they visit.

Keywords: *sentiment, positive, negative, feedback, resort*

Introduction

Nowadays, we cannot deny that the tourist spots here in our country have decreased their value. There are many factors in which those tourist spots are being depreciated by the local tourists. Many of them became dirty because of the trashes, and many of it has been already forgotten due to the rise of modernized recreational environments such as malls, and theme parks. Its value has not been preserved over the years passed, it seemed it was washed away over by time. There has been a decrease in local visitors to these tourist spots because locals prefer to visit tourist spots overseas. This will not only impact the tourist spot in the country, but also the people that used these tourist spots for their livelihood. And because of the lack of visitors, there is also a lacking budget to sustain the preservation of these tourist destinations. Locals of these tourist spots are making a livelihood out of it and thus preservation of this tourist spot will be beneficial for them (Pilapil-Añasco and Lizada, 2014). Everyone wants to feel satisfied when they are choosing various locations throughout the city for a staycation. Since the Philippines have hundreds of beaches and resorts to choose from, many visitors from other countries are eager to visit and experience the country's uniqueness. They have

developed an affinity with different islands, especially in Siargao much like other people do when they want to set foot on the island. Since it was developed two (2) years ago, an affinity that people have barely developed with any other place in the country, through other destinations that have been just as beautiful.

Siargao Bleu Resort and Spa is one of the province's most beautiful spots. It's on the Philippine Island of Siargao. It is a nine-municipality island in Surigao del Norte province, also known as the "Surfing Capital of the Philippines." This province is credited with popularizing surfing in the country. Siargao is also open to other activities, such as cave explorations and rock climbing. This is one of the reasons why so many people want to visit the island and see its natural beauty. Despite being affected by the pandemic's hard lockdowns two (2) years ago, the island is undeniably surpassed as many people choose to explore and stay there. Siargao Blue Resort and Spa allows visitors to gaze upon the sun's smile. As people imagine, the sunrise can give them a sense of life, allowing them to move forward after relaxing and unwinding. The status quo appears crumbling, and they will lose almost all their resources. This pandemic, as terrifying as it is, does not allow people to smile. It only allowed people to concentrate on the present situation in order to survive the crisis, as if they were being pursued by unknown entities, viruses. People are confused by the enhanced and modified quarantine protocols, and they lose their focus to think clearly and return to normal. As they experience the magic and wonder of nature at Siargao Bleu Resort and Spa, they feel a sense of excitement. People can take a direct flight from Davao City to Cebu City and then to Siargao in 45 minutes via Cebu Pacific and Pal. People traveling from Manila will most likely take one hour and forty minutes on Sky Jet Airways. Philippine Airlines offers a direct flight from Davao to Siargao that takes one (1) hour and fifteen (15) minutes. By sea, they can take a ferry from Cebu to Surigao City every day at 7:00 p.m., except on Sundays. Then, for two (2) hours and thirty (30) minutes, they take a fast craft from Surigao City to Siargao Island. They can travel to Siargao via land by taking a 24-hour bus service from Cagayan De Oro, Davao City via Butuan, and Surigao City. They can easily take a RoRo from Surigao City to Dapa Port, Siargao.

In foreign countries, places there provide high-quality products and services. When the world began to reopen and readjust, the results reflect the kinds of properties customers longed to visit when they couldn't travel and the ones, they returned to first once they could. More than 800,000 of them filled out this article's survey, and while they are always curious about where they have been and where they are going, they are especially excited to learn about the truly memorable places that sparked your imagination and stayed with you when travel seemed out of reach so that this article provides 50 best resorts in the world. To be part of this, location, accommodation, taste of food, and quality of services is one of the main reasons to consider and the best feedback from previous customers must also be looked out. Communities in the biodiversity havens of different tourist destinations in the Philippines earn millions in tourism-related services each year, but the industry has been paralyzed due to the lockdown. Since it aired for nearly two years, many tourist attractions have been forced to close, and many people have sought alternative sources of income rather than spending time cleaning various resorts and spas that have been closed due to government regulations. This outbreak, which occurred two (2) years ago, forced the closure of tourist sites in the province, affecting thousands of families who rely on tourism. Despite this, these communities continue to protect their protected areas, ensuring that illegal logging and fishing do not become widespread during the

lockdown. These community organizations can sustain themselves and the areas they look after for a year due to proper financial management, but interventions and support are required to keep these areas protected in the long run.

The Philippines has thousands of islands and numerous tourist attractions to choose from, which is why studying resorts and spas is important because it gives researchers an idea of how the country was organized, managed, and cared for despite many challenges. This research could be useful in the industry of resorts and spas, and it will aid in the recovery of the economy. This study generally aimed to know the sentiment analyses of customers' overall satisfaction in Siargao Bleu Resort and Spa, located in Surigao Del Norte using the SERVQUAL tool. Specifically, the researcher's main reasons to conduct this topic are: (1) the researcher aims to know the different sentiments of the customers in Siargao Bleu Resort and Spa; (2) the researchers aimed to determine the rate and positive and negative assessments of customers towards Siargao Bleu Resort and Spa; and (3) to provide recommendations that should possess for the betterment of the resort of spa.

The study was focused on sentiment analyses of customers' overall satisfaction in Siargao Bleu Resort and Spa, located in Surigao Del Norte. In particular, the researcher aims to benefit the Customers and tourists since they are capable in expressing their opinions, responses, and feedback regarding the performance of the resort. This study serves information and data that helps them to assess how was the experience of other people towards the service and performance of Siargao Bleu Resort and Spa before they could visit. The researcher also aims to benefit the Siargao Bleu Resort and Spa itself as this could help them to fill the gap and problems that their customers encountered as they become informed. Furthermore, the management could improve their services and address their lacks. Lastly, the researchers aimed to benefit future researchers since this study can be used as an instrument to guide future researchers as the data that will be gathered in this paper are from credible and reliable sources. The ideas that will be presented in this study may be used as a reference in conducting new studies.

Literature review and theoretical framework

This study is anchored in the theory of the SERVQUAL model and customer satisfaction developed and modified by Parasuraman et. al in year 1991. It has independent variables such as reliability, responsiveness, assurance, and empathy. Reliability refers to the ability of the company to perform or do their promised tasks and services. Assurance refers to the assurance of the customers regarding their safety from the place and from the employees. Tangible refers to the physical aspects of the resort. Empathy refers to the attitude of the employees towards the customers and lastly, responsiveness is the ability of the employees to respond quickly to the needs of the customers (Hossain, 2014). It represents service quality as the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions. Since this study needs to know the level of satisfaction of customers by means of getting their feedback on TripAdvisor, the researchers came up with this theory and used as a tool of data gathering. The purpose of this study is to examine the influence of service quality elements, which are reliability, responsiveness, assurance, and empathy, towards customer satisfaction. Parasuraman et al. (1985) developed this these variables to fully measure the satisfaction of customers towards product and services (*Figure 1*).

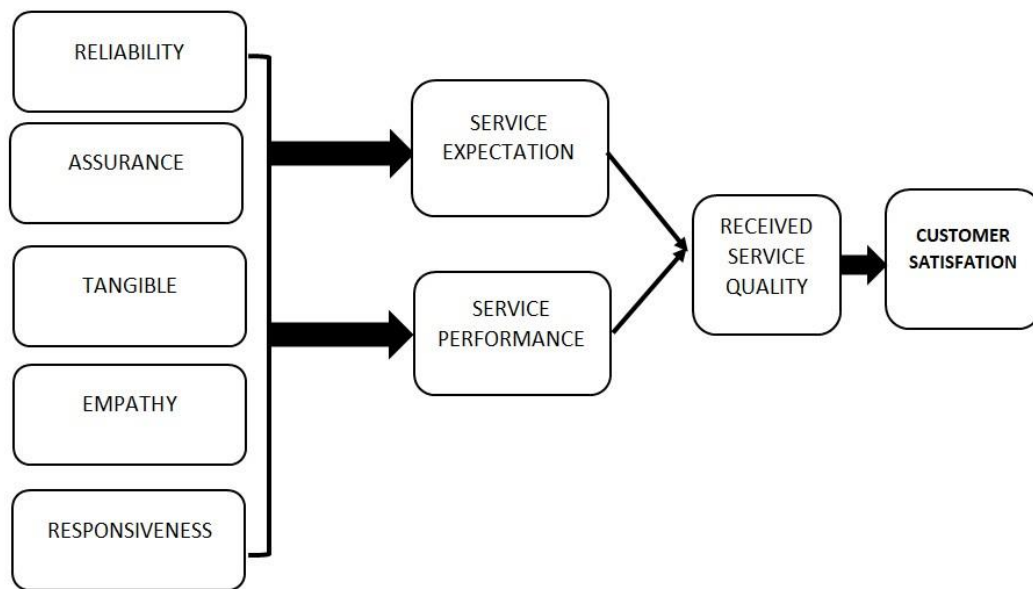


Figure 1. The theoretical framework of the SERVQUAL model and customer satisfaction.

According to the study of Gallagher et al. (2019), it discusses how text mining became a crucial role in assessing the sentiment analysis of the customers, specifically in the modern customer experience. Conversely, this involves understanding how the customers respond towards the service, products, and even the interaction involved in the specified business. Commonly, this is known as the Voice of the Customer (VOC) data which is the main and primary key in unlocking the customers' sentiment. Based on the study's findings, there is a significant value between the rating score of the customer and their corresponding review sentiment about a particular product. Sentiment analysis is the type of process that determines a person's emotion, whether it is negative, positive, or neutral. However, customers are more aware and tend to look over the reviews before buying an item or purchasing a service. Sentimental analysis is an easy way for the customers to truly analyze a certain product or service. Moreover, the studies have shown that the customers' feedback, the sentiment analysis, were identified into different stages depending on factors such as their experience that corresponds to their views. In comparison, the sentiment analysis of the customers may only be defined into three various levels: positive, negative, and neutral. Yet, studies show that customers may assess their feedback before.

Aballe et al. (2021) show that customers' satisfaction is based on the ambiance, accessibility, safety, and security being provided in the local aspect. Clearly, these mentioned studies shows that there are external factors, and it varies depending on the involvement of the customers as well as the industry itself. As a result, the developing study may vary depending on the factors in providing a high-quality service for the customers. The satisfaction of the customers regarding the service quality of hotels and resorts was measured using the five dimensions of service quality such as tangibles, assurance, reliability, responsiveness, and empathy. As stated in the study of Alhkami and Alarussi (2016), the tangible dimension includes the appearance and physical factors of the hotels and resorts as well as the appearance of employees. Assurance refers to the skills of the employees, their trustworthiness and the safety and security that the guests feel. Reliability is based on how the management fulfills the services

they promised. Responsiveness refers to the willingness of the hotels and resorts to help their customers and by responding quickly to their needs. Lastly, Empathy refers to the care of the employees towards the guests by giving attention and providing value to them. Meanwhile, a connection between the reliability dimension of service quality of hotels and resorts and customer satisfaction shows that it has a positive influence on customer satisfaction, and it has a significant value with each other. It was found that the reliability of Malaysian hotels in terms of service quality is one of the predictors of the overall quality of the delivery of services according to their customers in hotels located in Ghana (Yeong et al., 2022).

In line manner with the study above, one study showed that the quality of information and the responsiveness of the employees and staff of the hotel in terms of using the Agoda application influence the loyalty of the customers. The more responsive the staffs are the increase in loyalty of the customers occurs due to the fact they are being catered to first. This literature is relevant since most of the resorts locally such as Highland Garden Resort uses online platforms specifically in booking reservations (Pitchayadejanant et al., 2019). One dimension of service quality is assurance which is one of the major determinants of customer satisfaction. This assurance includes the satisfaction of the customers about their privacy throughout their stay and their safety while enjoying their stay in Kurdistan Hotels. It can also include the privacy and safety offered by the staff to the customers which greatly affected their satisfaction (Abdulla et al., 2019). Moreso, it was discovered that the empathy dimension of service quality is significantly related to the customer's loyalty and satisfaction which indicates that staffs and employees who are empathic to their customers tend to have loyal customers which repeatedly comes to their hotel (Kanyama et al., 2022). Lastly, it was discovered that tangibility is the most important dimension of the service quality of the hotels according to the perception of the customers. It was found that those hotels which have expensive accommodation have higher customer satisfaction as compared to those with cheaper accommodation rate which can be due to the amenities and facilities being offered (Giannakos et al., 2014).

Moreover, it was found that empathy is one of the determinants of customer satisfaction in hotels which includes the care of the employees and staff to the customers and how well they cater to their customers despite of misunderstandings and on how well they behave towards their customers (Kiran and Kumar, 2019). This signifies that the attention of employees toward guests is a huge impact to their satisfaction. The cited studies are similar to the present study since they all study the dimensions of service quality and the effect on satisfaction, and this is relevant since these studies can help the researchers gauge how the customers view satisfaction in terms of services provided by hotels and resorts. In the Philippines, there may tourist spots that have a role in the tourism industry and economy of the country. Through the years, the different tourist spots even those with historical background have been discovered and being travelled by different individuals. Through these tourist destinations, Philippine Culture and history are being discovered (Pilapil-Añasco and Lizada, 2014). Travel and tourism industry play a major role in the development of the economy of the country. This allows the entry and exit of tourists that bring profit and improvement to the current economic state of the country. Travel vloggers and bloggers are source of travel information of tourists since they show the way of transportation, how to socialize with locals, knowing the culture of the place, the different historic sights, accommodations, and food (Birch-Jensen, 2020). People are fond of viewing and

reading travel vlogs, travel posts since through these they can gather expectations from different places (Mirasol and Cunanan, 2017).

Furthermore, Cano et al. (2021) found that the level of tourist satisfaction depends on the quality of accommodation facilities, cleanliness, water and food safety, hospitality and comfort, as well as accessibility, attractiveness and authenticity of the destination. Tourism is described as an activity essential to the life of nations because of its direct effects on the social cultural, educational and economic sectors of national societies and their international relations. Tourists' sentiments are key factors for providing a good quality service of any field in the tourism industry. By having sentiments, others also could have an overview about the experiences of previous travelers or tourists that was catered before. Based on a study conducted by Valencia et al. (2022), it is very paramount that businesses like travel or tour agencies dedicate their compassion in providing services to their customers or clients. With that, satisfaction is reachable for them and it will enable them to have a good reputation in their business that could compete with others. The study of Aguila and Ragot (2014) stated that the residents may, as with their local government, be engaged in having to implement the tourism development plan. In order to maintain the quality of the service to both the local residents and the tourist, the proposed tourism development plan may be submitted to the authorities concerned for review and implementation. The focus of the results verify that the younger demographic is much more interested in specific sustainability dimensions and this interest impacts their decision-making processes, motivations, and behaviors. Travel is a discretionary expenditure; thus, the pandemic discourages travel and impacts behavior. Apart from the current worldwide issue, other perceived risks are associated with visiting tourist areas. Consumers should generally avoid high-risk tourism destinations in areas with lower perceived risk risks. In general, tourist hazards are manifestations of crises in the business that substantially impact the image of the destination. As a result, tourist risk management is critical for academics and practitioners. Essentially, a tourist's objective views, ideas, and perceptions of a location are reflected in the destination image. Understanding travelers' perceptions and concerns about locations are critical to long-term tourism sustainability (Valdez, 2019).

Tourists have different expectations over destinations and, restricting ourselves to beach tourism, each tourist is assumed to visit beaches with some expectations about an experience composed by different factors (Ledesma, 2021). Clean beach is more likely to visit by the tourists and make their self-satisfied by their own experience. Proper waste segregation helps to maintain the cleanliness of the beach. Assessment of service quality is significant in attaining satisfaction for the tourists in the tourism industry. Bomediano and Cabaron (2022), stated that by having self-assessment in terms of quality in service, there is always a room for improvement and also, interventions can be made if they find something is needed to alter. This results to satisfaction of tourist because they are adaptable with changes that leads to betterment of their service and prioritizing the quality in it.

Materials and Methods

This study is qualitative research utilizing a phenomenological research design. Phenomenological qualitative research is concerned with establishing answers to the whys and how's of the phenomenon in question. It focuses on the selection's own perspectives of their lived experiences (Miles et al., 2013). This research design will be

used to assess the sentiments of the customers towards Siargao Bleu Resort and Spa. Additionally, the study's target population is not only limited to travelers, but it is open for the individuals who openly responded and gave their feedback. With that, the identified sample size of the study is based on the confidence level, the population size, and the margin of error. On the other hand, the sampling method is identified in order to collect the sample of the group wherein they will be the ones who will participate in the research, which involves nonprobability sampling. In this case, non-probability sampling aims to select the participants based on judgments, particularly the purposive sampling method. The judgment sampling, known as purposive sampling, wherein the researchers will select the participants who mostly fit in the developing study. To be specific, it defines that non-probability sampling is a kind of process in which the chances of getting chosen are uncertain. Therefore, the data that is chosen for this study is only significant and necessary for the study itself. With that, the reviews from the online travel agencies were specifically targeted for inclusion in this study. Apart from that, the study involves thematic analysis and quantification method in interpreting and analyzing the gathered data. In gathering the data and information, researchers focused on TripAdvisor for the online reviews and feedback from the customers from the year 2019-2021. The researchers used the feedback from this online travel agency which were interpreted and analyzed through thematic analysis.

As stated in the study of Kiger and Varpio (2020), thematic analysis analyzes the qualitative and searches across in another data set to report, identify, and analyze the said patterns. Commonly, this involves a description and, at the same time, an interpretation. By the time that the researchers gathered the data, the researchers will interpret the feedback and reviews through thematic analysis by supporting the details from the relevant literature and studies being used in the study. Since the study is a qualitative approach, thematic analysis is necessary to make codes as referred for the responses per item questions from key informant interview. The categorization, coding and theming of the answers in the key informant interview will be generated once the answers are all taken in in order to observe and observe the key terms, phrases or sentence which will be the basis for the determination of the theme. This will be helpful in covering the summative and conclusive analysis with the answers of the respondents. For the interview questions in issues and challenges, the following will be the codes and corresponding themes for their answers (*Table 1*).

Table 1. *Thematic analysis for sentiment analysis.*

Codes	Theme
Superlative positive	Highly positive
Simple adjective	Positive or negative
Both positive and negative	Neutral
Superlative negative	Highly negative

The data will be analyzed using codes that impose highly positive, positive/negative, neutral, and highly negative based on the words and statements used to manually scrutinize the reviews. For instance, in identifying, if a customer uses superlative words, this will be marked as highly positive as sane with the negative reviews. However, if the customers only used simple adjectives, then it will be marked as positive or negative. Simply, these factors are to be checked, including the words, reactions, and even expressions. Subsequently, the data that will be gathered is based on selected travel agencies pertaining to the customers of Siargao Bleu Resort and Spa. The researcher

kept all the information confidential and private by ensuring the devices where the data are stored were encrypted and the data that was personally identifiable will not be collected by the researchers.

Results and Discussion

The *Table 2* shows the feedback of customers at Siargao Bleu Resort and Spa based on the results of the reviews. It illustrates that in 2019, there were the greatest number of feedbacks from customers on the TripAdvisor website with 61 reviews. Moreover, the data shows that most of the customers gave the resort a five-star rating, which means that they are satisfied with the establishment. Most of the reviews were categorized as highly positive, and most of the five-star ratings fall under the tangible aspect of the hotel. The *Table 3* shows that the customers of the establishment gave the most feedback with a four-star rating. In addition, this year has the lowest review count on the TripAdvisor website, with only six reviews in total. The possible reason for this is the impact of the global pandemic, which restrains customers and tourists from traveling and going to accommodation facilities. The *Table 4* illustrates that customer reviews in 2021 will be limited to four and five stars. The majority of the customers opted to give the establishment a five-star rating, which shows that the customers are very happy and satisfied with the resort.

Table 2. Customers star rating percentage in 2019.

Star rating	Percentage
5	37.70
4	24.59
3	16.39
2	3.28
1	18.03

Table 3. customers star rating percentage in 2020.

Star rating	Percentage
5	33.3
4	50
3	16.6
2	0
1	0

Table 4. Customers star rating percentage in 2021.

Star rating	Percentage
5	87.5
4	12.5
3	0
2	0
1	0

This section presents the tabulated data and figures of the different parameters mentioned in the research questions (*Table 5*). This section presents the interpretation and detailed discussion of each of the results given and this section answers the research questions stated in this study.

Table 5. *Customers' feedback from tripadvisor (2019-2021).*

Year	Rate*	Feedback	I
2019	5	"I don't even know where to start. Siargao Bleu is a very nice place, how about that? Haha. We spent 5 days and 4 nights in here for our Siargao Dream Vacay and this place didn't disappoint. "	HP
	5	"EXCEPTIONAL!! Labor day of last year (2018) I got the chance to stay over the night at Siargao Bleu Resort. It was quite expensive, but totally worth it. The room we stayed in was so tidy and the room was so spacious. The food also was superb. The staffs were so friendly. SATISFACTION GUARANTEED. I highly recommend this resort to anyone who plans to Siargao :) "	HP
	5	"Outstanding resort!! I had an amazing time during my stay at Siargao Bleu. It isn't beachfront HOWEVER Cloud 9 is only a 10minute walk. I was able to do everything that I wanted to including surfing, checking out the local eats and hanging with the locals during my island hopping trip that Siargao Bleu arranged. The staff took very good care of me especially Brandon and Honeybelle. They both showed me the beauty of Siargao. I already miss it and can't wait to come back. If you are looking to relax and unwind in an upscale and quiet space then Siargao Bleu is for you. If you are looking to party or think this is an all-inclusive kind of resort then look elsewhere as there are plenty of hostels that accommodate that scene. All in all I had an amazing time and again I will definitely be back! Thank you for everything Siargao Bleu! "	HP
	5	"Had a magnificent time here with my fiancé who traveled to the Philippines for the first time ever. Siargao was our first stop and we both couldn't have been welcomed with a better first impression from the complimentary van pickup, hassle free check in (we came earlier than check in and our floating villa was ready), respectful and friendly staff at the hotel, housekeeping, and restaurant! The whole property is gorgeous and has beautiful decor in a jungle paradise setting. It's in front of the ocean but there is unfortunately no beach, but the pool is just as amazing. You can wander off to the beach by walking or tribike no worries. Both the pool bar and restaurant had good service and everything tasted great"	HP
	5	"GREAT. Stayed here and everything was FAB! Will really stay here when I visit Siargao again. For sure will recommend this to my friends. The resto as well serves the best food on the island a must go when you are hungry."	HP
	5	"Fabulous hotel! Super dedicated, professional and competent staff. I highly recommend this paradise in Siargao. It has everything needed for a great vacation. Magnificent breakfast with a wide variety of food. Very peaceful environment."	HP
	5	"Great place to stay! Lovely ambiance, great service, awesome people. Would love to come back here alone even though we enjoyed so much with friends. Sure recommending this to my friends back in Brazil."	HP
	5	"This place is beautiful, staff and facilities were fantastic. We can't wait to come back and enjoy again someday soon. Easy to get to Cloud 9 and other places. Worth every cent and we will definitely stay here again!"	HP
	5	"The resort is quiet.. so beautiful.. no beach, just stairs to the sea, and in May, when I went, low tide is very low tide. Lots of young people. It was a perfect choice for my girlfriend and myself. Food was excellent, the staff amazing, The beach bar was perfect. Air conditioning was great and the rooms were spacious."	HP
	5	"VERY HAPPY CUSTOMER 5/5. I will recommend to my family. I will be back again. May 15, 2019 .. We arrived from the airport and JO greeted us and took us to the resort. She was amazing and full of information. Very nice and helpful. The driver drove safely and with caution. Then when we arrived at the resort we were greeted by friendly and professional staff at the front desk named Teresa and Paulo . They were very accommodating and understanding. They set me up with a tour the same day to avoid wasting my day. I had breakfast and the food was great!! The room was cool for the super hot weather and very comfortable. Then my son and I went with JP for the tour, 3 island hopping. JP was awesome!!! He was very courteous and willing to help. He was honest and gave me ideas without being pushy. He cooked delicious lunch and we ate it by the beach. We were able to finish in our own time even though JP usually works until 4pm only. He never made us feel rushed. Good job JP!!"	HP
	5	"So it wasn't perfect at first because our air conditioner was not cooling properly but Remy the General Manager came to the rescue. He had a brand new one installed the same day! They are definitely working on resolving issues from past reviews. The staff was friendly. The restaurant, Karagatan had the best breakfast buffet! Don't pass up on the little crunchy dried fish! The pool was beautiful. Loved hanging out at the cabanas by the water. Only negative would be the barely frosted bathroom door. I was traveling with my brother and sister so it was kinda awkward. But solved the problem by turning lights off in the bathroom! There was enough light streaming in from the bedroom."	HP
	5	"The hotel was comfortable enough with a good view and awesome pool. Great for relaxing. We had an issue with our AC and Remy the Hotel Manager had it replaced with a brand new one right away. Their staff are very friendly and polite."	HP
	5	"Even though we didn't stay here. On Friday's, they have buy one drink and get 50% off second drink. And they had cool DJ playing music, and you can watch the beautiful sunset too. Definitely recommend it. The next time we go, we will definitely stay at this resort. The staff are super friendly. The pool looks nice too."	HP
	5	"We were in a floating villa on the pool, an amazingly beautiful villa with a rock bath something very special and a shower, outside a balcony and sun loungers and a hammock. Very weak and disappointing breakfast, comfortable beds, a very pampering hotel. We will come again from the sea"	HP

- hunt, it was fun.”
- 5 “The hotel is very beautiful! It has a pool in the middle and the rooms are little houses around the pool or behind in the woods. Ours was from the forest, and it was very pretty. It's quiet, the room is spacious, the bathroom too, although it had a step... which was out of the question... but very good. A bar in the garden, and a very complete and very rich breakfast! The truth is that we got purple at breakfast! Hahaha” HP
- 5 “Enjoyable beach stay. I felt this hotel was a good value for us, particularly on Siargao. It is a pleasant mixture of luxury and island living. It is not the same experience as a 4-5 star hotel on any of the larger islands; there are minimal bath toiletries provided and yes some of the rooms could use sprucing up. But for the island I felt it t50o be quite nice relative to other options. The location is well placed, near Tuazon Vella, but at least a 1 mile motor bike ride away from cloud 9. It is situated on the beach as most other places are. The buffet has some ok options, but there are so many places to eat in Siargao I can't say we spent much time there. The spa and in room massage that I had were exactly what I wanted; nothing fancy but the masseuses were excellent and experienced.” HP
- 5 “The Definition of Peace and Quiet. Ambiance (5/5): The resort was so serene. The rich island resort vibe is certified! Hotel Staff (5/5) : They were very accommodating and they offered buko juice as their welcome drinks. Just wow! The Room (5/5): It was my first time to ever see such complete set of amenities. Even for shaving and cotton pads. The beds were very comfy, perfect! Breakfast Buffet (3.5/5): They had fresh fruit juices. Bacon was good. Though, the selection wasn't plenty but just enough.” HP
- 5 “Enjoyed a very relaxing 4 night stay. From the moment they picked us up at the airport, to the fresh coconut welcome drink, to the wonderful greeting we get from EVERY staff member we meet, Siargao Bleu Resort did not disappoint. The food at the restaurant was tasty and service was very attentive. Lielanie was always ready to get whatever we needed. Breakfast buffet was varied between traditional Filipino breakfast and American style breakfast, with crepes and fresh fruit. We also enjoyed the spa which was very reasonably priced. Excellent massage by Isabel. Spa staff was very attentive and aim to please always checking on the pressure and how you were doing. “ HP
- 5 “Perfect location, perfect service. The hotel is located in the middle of all the hotspots. If you like surfing, cloud 9 is around the corner and if you like good food all the nice restaurants are on the other corner. I will go back next year!” HP
- 5 “We love this hotel very beautiful and the food is good , the service is very 5star people are friendly and accomodating . And our tour guide Brandon he is the best he very helpful and very kind . the front desk also very friendly and they always update us.” HP
- 5 “We had a fantastic time at the resort. The rooms were great and the service was amazing. Everybody was so very helpful and nice. We especially had a great time going to Kawhagan Island and Sugba Lagoon outing. Our guide was amazing and took care of all the details from top to bottom. I want to give a shout out to our guide Brandon who also assisted us after the tour with other things we needed. We highly recommend this resort to anybody that is looking to have a great time in Siargao.” HP
- 5 “It's rare for me to post reviews of properties as it's my impression people tend to use forums such as Tripadvisor to nitpick, however I want to use this forum to rave about our recent stay at Siargao Bleu. We just returned to the States from Siargao (December 8-17). The island of Siargao is absolutely magical and it has the mystique of Bali 20+ years ago, each day was a new adventure and our stay at Siargao Bleu made this trip so incredibly memorable.” HP
- 5 “Upon arriving, it was clear that the resort would be enjoyable and safe. I was met with great friendliness, hospitality, and service...not to mention the complimentary bottle of “Siargao Rum”. I arrived early in the morning, way before check-in time but had plans to go caving and swimming at the rock pools, so I left my stuff, changed into swimming gear and was told that my belongings would be safe with them and brought to my room as soon as it was ready.” HP
- 4 “Nice central location, great staff. We stayed at the floating villas and it can comfortably sleep 4 adults and 1 child. The bathroom was big. Siargao Bleu does not have a beach so i felt the price was on the expensive side. Spotty internet too. The breakfast was good. Want to commend the wonderful staff at the reception, mentioning Karl for arranging my 4 room bookings and adjusting to all my requests. Our flight was cancelled last January due to typhoon, the hotel shuttle (free) took us to the airport and waited for us to finished rebooking and gladly sent us to another resort where we stayed for another 2 nights.” P
- 4 “Great staff and location. We just got back from three nights at Siargao Bleu. The staff is amazing and very helpful. The pool is large and very relaxing. Don't miss sunset happy hour at the beach bar. I loved the rustic setting to this wonderful little hotel” HP
- 4 “The island is incredible. Our favourite place in the Philippines, but the hotel was the perfect place to stay and we would not hesitate in booking again.The resort is clean, well kept and tastefully decorated. Food was very good - breakfast, bar snacks and dinner. Drinks were excellent and very reasonably priced.The staff are very friendly and incredibly helpful. Our room was spacious, again well furnished with quality furnishings and had clean décor. Downsides were : The resort is directly onto the ocean, with strong waves for a significant part of the day. The tap in the bathroom had only a dribble of water coming out. There was only one paddle board available. The shower head was not very effective with water spraying out of the sides. We would however recommend unreservedly.” HP
- 4 “We spent 2 weeks on the island of Siargao and wanted to end in style with this hotel... The site is very beautiful, the rooms beautiful and spacious (tap fittings apparently redone and worked very well) and the breakfast buffet was not bad. The rooms well maintained and clean. It is still expensive for the Philippines. The place is located between General Luna and Cloud 9, so convenient to get to one side or the other... but a little less convenient for the evening if you want to

- eat in one of the many restaurants in General Luna because you can't go there on foot... you have to take a tricycle... not expensive but sometimes it's cool to be able to do everything on foot.”
- 4 “Service: They provided a free shuttle from airport to the hotel and then shuttle to our next hotel. HP
Welcome drink of fresh buko juice while waiting. Hotel staff are friendly and courteous, they are also helpful and accomodating . Food: The free buffet breakfast is very satisfying, you have plenty of choices to choose from drinks, food and desserts. They have a good restaurant. Accomodation: It's cozy, with basic complimentary toiletries and a basket of assorted fruits. Location: Very accesible to cafe hangouts by foot only. A minute drive to famous Cloud 9. Transportation is not a problem. Ammeneties: You will enoy a pool as well as the sea. Comfy beds/chairs and nice garden in the seaside.”
- 4 “Siargao Bleu is a beautiful resort with everything you need. We stayed in an over water villa which P
had a balcony, hammock, tables and chairs. We were with a large group so our villa quickly became the party villa. The room was perfect size for 4. The bathroom was HUGE. Have the direct pool access was fantastic. The only minor problems I had were. We had to ask for extra towels every day (there were 4 in the room and they kept leaving only 3) They never came and picked up our leftover food plates until the next day. You only received Buko on arrival and I really really wanted one every day! Lol. I would definitely stay here again.”
- 4 “Overall, above average hotel -- better than most accommodations in Siargao. Pretty far from most P
locations (can't walk to the bars, etc.) If you want to swim on the beach, this hotel doesn't really have a good shoreline. Food prices area also pretty steep. Great service, however. Food was good.”
- 4 “We enjoyed staying at Siargao Bleu for our 4 nights in Siargao. The pool is big and relaxing, the P
bar serves great drinks and is by the water, the food was good and the staff is helpful. We enjoyed our butler who booked great trips and food for us. Island hopping is fun, renting motor bikes and touring is easy. Massages are good deals at the hotel.”
- 4 “Great place for peaceful holiday in General Luna. We booked this hotel based on a friend’s HP
recommendation as we were looking for a place to stay with our 2 kids This hotel just met our expectations: rooms are very comfortable and quiet (we stayed on the garden side), the pool is very large and well maintained, Nice garden furniture to enjoy the sun next to the pool or the sea, The restaurant is good : morning breakfast does not vary a lot but it is still ok. A la carte dishes are very nice and tasty but service may be quite slow in the evening, Staff is very friendly and helpful.”
- 4 “Like any other top hotels I have been to and of course a bit pricey, the Siargao Bleu really lives up HP
to its name, excellent service and experience. There is a free bike to use, a gym, a pool and beach bar. Food is good and the staff really are so nice and greets you while a warm smile. Lobby is a statement of beach and class resort. Really love this place.”
- 4 “It took me a while till I finally booked my flight to Siargao. It Was my first time and was totally HP
clueless as to what this beautiful island can offer. Can't even decide as to which property to stay at so after so much web searching, finally decided to go with Siargao Bleu. I had a really pleasant stay in this property, not perfect but pleasant. I stayed in their pool side villa. I liked it coz u can easily jump off the pool from your balcony, and I love the natural rock bathtub, aside from that, I think the rooms are just OK. I suggest that the management take a closer look into their rooms physically, and make the necessary adjustments to address the issues that they have. My customer service experience was pleasant as well. I find that most of the staff that I have encountered were polite and very accomodating. The hotel's location is very convenient. You can easily grab a trike, or take their hotel shuttle or even walk to other tourist spots/bars/restos. The thing with this property is that it doesn't have a shoreline, true it's a waterfront property, but it doesn't have a beach. Overall, this property will always be a contender for me if I ever I visit Siargao again”
- 4 “When you feel like you been working full time almost all your life and want to be pampered with P
all the amenities... this is the place. A bit in the high end but who cares? The place is festive if you want it to be; if you just hangout at the bar by the water and serene enough to read a good book in a cabana next to it”
- 4 “The place is totally private and beautiful. The common areas were well-kept and maintained. The HP
rooms can use a little bit of sprucing up, but it was comfortable. Breakfast was decent and the staff were really friendly. Stayed for 4 nights and it was mostly quiet during my stay. They do have activities by the beachfront at night which I wasn't able to check because I am mostly out of the hotel. However, I did try their spa, and it was exquisite. Overall, it was a truly relaxing and pleasurable experience.”
- 4 “We stayed in one of the floating cottages and absolutely loved it. Unfortunately, we came during HP
rainy season, but the room and grounds were lovely. Very clean and hot water was not an issue. There were some connectivity issues with wifi though, but didn't matter to us. The bathroom was beautiful. Massages were quite good. Breakfast was okay, but for the high price tag I would expect more selection and more options for vegetarians. Location-wise, not exactly in the very heart of General Luna, but still on the main drag and easy enough to catch a cheap tricycle to all of the popular bars and spots in General Luna. Would definitely recommend this place if you're okay with spending a little more coin.”
- 3 “Stayed there for 2 nights. This resort seems to cater to couples, as it’s quiet and boutique. Everyone P
was friendly, especially our personal butler (someone who took care of us during the stay, his name is J.P.). He was very friendly, helpful and courteous. He would go out of his way to get Sunblock from the town for us, keeping an eye on our belongings during our surfing class and time in the water. We are very satisfied with his level of service. Aside from staff, food in resort’s restaurant were delicious as well (only one).”
- 3 “Over Rated If your looking for beach front... this is not the place for you and your family. The NEG
hotels accommodation is not impressive with the high prices for room rates. Although it can accommodate big groups it doesn't have much to do!

3	“Lesser than expected!! Me and my boyfriend get the chance to visit this place. Since there is only one available room for accomodation which is the private villa we took it and booked it. Everything is perfect in this place; the huge villa by the pool. It is very spacious; huge bathroom with a very big and nice carved-stone bath tub. Perfectly clean indoor and outdoor environment!! Cleaning staffs outside were very friendly and approachable. The only things we didn't like were; the front desk were not so friendly. It seems like they have different world; they are not so approachable and lots of them are snobbish. They are always on pannic and seems like they don't know what to do and how to handle different situations for a 5 star luxury resort?? Bad management, staffs are not well-trained!! “	NEU
3	“The hotel is quite new and clean, however for the price they charge, which is about US220 a night, the service and product is quite average. There are no sockets near the bed; the switches for the lamps are located near the door of the room, so you'll have to find your way to bed in darkness or leave the light on. Breakfast offering is dismal - breakfast finishes at 10am, went at 9.30am and what was left in the buffet were a few scraps. Tried to ask the poolbar service staff for a towel and was directed to those 'wearing brown shirts because I work in the bar'. There are other accommodation options in Siargao that costs about US65 a night with great dining facilities and the same level of service.”	NEU
3	“Typical island experience with bungalow-like villas. We paid for a pool villa which was beautiful, however our pre-requested additional beds were answered with mattresses on the floor. Cold showers and clogged toilets weren't refreshing - we didnt mind the raw experience, but expected more given the price we paid.”	NEU
3	“My partner and I stayed in their floating villa by the pool, April 29 to May 1, 2019. We got cottage number 6 which was perfect because it is at the end of the row and is near the water. First, the good: Warm staff, very courteous which is a very Filipino trait. Almost-perfect room amenities except the tv is too small for the room. But we didn't go to Siargao to watch tv, so I will let that one go. Good buffet breakfast spread. Now, the bad: For 18,000 or close to USD350.00 a night, I was expecting the bathroom to be at par with other luxury resorts of the Philippines. We choose to pay premiums for two things: the comfort of the bed (which in this case was perfect), and the bathroom amenities. The lights on top of the sink were not all working. Only 1/3 turned on. We mentioned this to the front desk but when we came back it wasn't fixed.”	NEU
3	“My family & I checked in on April 22-25, 2019. We reserved months ahead. Our first reservation was approximately 20K+ a night for 1 villa. Then after a couple of months we decided to add another villa, the rate shot up to 25K+ a night. My sister didn't mind paying as long as the place and service was worth it. There is airport shuttle service, the staff were all smiles and accommodating when we arrived. They gave us a bottle of Siargao Rum for each villa and there were free fruits in the room...1 apple, 1 pear, 1 orange. I would have expected a little bit more for our 60k+/villa stay. There were no welcome drinks, it's probably the rum?”	NEU
3	“We stayed at their floating cottage for 4nights id say if your not a surfer or much of a swimmer but love the beach maybe you have to think twice, because there's no beach just a nice view of swimming pool. Oh and if your a foodie its not a place for you.”	NEU
3	“had 25000 php STOLEN from us from within the hotel during our stay by persons unknown. staff very dismissive of incident and are reluctant to inform management about incident. draw what conclusion you may from that. police informed. apart from that hotel ok but bit far out. expensive but so is everything in general luna.”	NEG
3	“Due to a mishap we had to opt for this hotel at the last minute. Nice hotel with a large swimming pool on the sea. Positive points: • Nice bedding • Large and very clean room • Smiling and attentive staff • Very complete and hearty breakfast • Very good restaurant A nice hotel but the price does not correspond services: • No wi-fi in the room • The toilets in the room smell of sewage The price does not match the services of the establishment.”	NEU
2	“Overpriced for what they offer. Having lived in Manila for few years and travelling around the country I knew Siargao was mostly a backpackers island but travelling with kids we decided to go for nicer resort or so we thought... Paying US\$200 a night in Siargao where most places are a fraction of that we were expecting at least the basics like hot water, decent breakfast, clean room and friendly staff... I guess we got friendly staff but that alone is not worth the \$200 price tag.”	NEG
2	“Totally overpriced for the level of service we have received. We have spent one week at siargao just before the Easter break so hotel was full at its peak. Firstly we liked very much the setting, the garden is beautiful, pool is nice and spacious, villas Balinese style, the location is perfect, staff very friendly but after few days we have encountered several disappointments... Philippines are our favorite destination over past 12 years so we know very well the level of service we shall receive for 200 usd price, and this was definitively rip off and we would unfortunately not recommend the place to our friends neither we would come back to the hotel.”	HN
1	“We stayed for 4 nights in Siargao bleau resort and definitely the resort is overpriced for what you get. We payed 1200 dollar for 4 nights for a quality of room that in other islands are sold at half of the price. Staff were friendly and smiling but far beyond from offering a level of service worth the money. Breakfast was poor... things that in a normal resort where you pay that money, are given for free here you had to pay for...orange juice to be paid, cappuccino or espresso to be paid for, one little cup of cereals bacon and some Filipino dishes. No other options. The pool bar offers good drinks but very limited food, and if you want to enjoy a salad by the sea you can't you need to go back to the restaurant. More than one morning we were awake due to the cleaning staff being too loudly.”	NEG
1	“Disappointed: Transportation to/from airport/hotel not provided. We have to wait over 30 minutes upon arrival as they ran out of service vans. However, there were families on the same flight with us that was provided transportation right away, I complained to the front desk upon arrival, but they	NEG

		don't seem to care. Rooms were old and main door to the room can barely be locked, safety deposit box, not working, Internet was intermittently working!!! Not enough seats at the restaurant during breakfast buffet. Not recommending this resort to anyone!!!!	
1		"over price with bad facilities and hygiene. we stay for 4 nights. The highlight was a bug in my breakfast and no one from the hotel management was able to talk with us for 2 days!!! The room was dirty but we were this is a small problem we also add more money for extra bed and we get mattress on the floor wifi is bad if you think to get some email or talk with the hotel wifi forget about it the bar on the beach is with limited food option. You not able to swim on the beach and the hotel pool is not well maintenance and of course its over price! you will get all of this in half of the price in different hotel. not recommended"	NEG
1		"Mischarged me at first and then did not return my money for the double charge. \$300 was just wasted. Do yourselves a favor and just stay at other way nicer places that are not out there to get your money. Thank you, Siargao blue!"	NEG
1		"What a nightmare! Very dishonest people. We booked months before, tried to cancel, were told that the booking was noncancellable, so decided to push through with the vacation. We had our confirmation for the booking and "rebooking" from Agoda. On the day of our flight, we called from the airport prior to departure to make sure that a car would pick us up and were told that they could not find our booking. I forwarded them a copy of our Agoda confirmation. They were supposed to call us back but didn't so I had to call again while the plane was ready to take off. Supposedly, the last Front Desk manager left and did not update their system. I told them that we were taking off so to please find us accommodations."	HN
1		"4,3,2,1,Zero stars!... really your last resort! The stay started a bit rough with a few problems but we said 'hey, sh*t happens'. Then it got so out of control and noone cared! We (my wife, 8-month old son, myself) kept our mouth shut for 2 days just waiting if anyone would even show a sign of concern, and that would help. But no, all about the overcharged rate!"	HN
1		"Very poor value for money! Customer service sucks! The Resort is actually very beautiful BUT The day we checked into our room the shower wasn't working, no wifi ,the bathroom has a weird stinky smell ,rusty faucet in the sink area, Two ceiling lights weren't working. For 18,000 pesos per night you would definitely expect that at least you'll get those basic needs such us RUNNING WATER especially if you've just completed a very long and tiring trip.	HN
1		"DISAPPOINTING. At PHP18000 per night you would expect a fully functioning room with great customer service...but that's definitely not what you get at this resort."	HN
1		"Don't stay here this property is nowhere near the advertised standard. The accommodation is run down and not maintained to a good standard. We had broken doors. Mirrors not held in place and loose drain covers. The room we had was in desperate need of repair and refurbishment. I mentioned the problems to the property there was barely an apology or concern for our well being. This is one of the most expensive Hotels I have used and most disappointing and it is not a 4 star resort as facilities are lacking. Wifi was non existent. (Other resorts nearby had working internet). There is very little for children to do. "	HN
1		"Staff needs to be trained. Not worth our money because of bad service. Overall resort needs maintenance. Well maintained. Front desk staff and other dont know how to greet properly. Lack of information about check out. I called their cellphone 14 times and texted one but no answer and reply. Wont go back."	HN
1		"The hot water ends after 2 minutes of showering and there is really low water pressure in the room. Most of the staff don't speak good English and therefore can't understand us, all they do is say that they will check and do nothing about it. We asked to speak with the manager for 4 days and they didn't let us. Overall bad service, and not worth the price! You might as well stay at a cheaper hostel."	HN
2020	5	"We first checked into a garden room near the buffet restaurant. Room was very spacious and clean with a big bathroom and lovely porch! We stayed there for 2 nights and then moved to one of their amazing pool villas to celebrate my 40th birthday! This room was FABULOUS! it had a large outdoor area with hammock, table, couch, 2 loungers and a deck. Being a pool villa you literally had the pool right at your doorstep! Room was huge and so was the washroom which also included a big huge tub that was made of rock, separate shower, closet, sink.	HP
	5	"Nice place to visit in Siargao, really enjoyed visiting the place, great setup and very warm ambiance. crew was great as well, very hospitable. will definitely go back soon while exploring the amazing Siargao."	HP
	4	"This hotel is a tale of 2 polarised halves and experiences. Accommodation wise the hotel is perfectly located just north of General Luna in the Catangnan area and a leisurely 10 minute stroll from Cloud 9. Having deliberated over whether paying double for a poolside room was worth it we took the plunge and don't regret it. Staying there for a week with the fantastic pool on our veranda made our stay. The waterside views and relaxation beds are spectacular too. The staff are incredibly helpful (Gia is a marvel!) and friendly as always in the Philippines."	HP
	4	"Love the view and the ambiance. Will definitely pamper you with personalized services. great staff and an awesome accommodation. Try it, a one-of-a-kind experience that will surely enjoy. Start your weekend right!"	HP
	4	"Positive: Incredible pool by the sea, it is a paradise that is hard to beat. Perfect service, they are charming and attentive to every detail, they have a pick-up and drop-off service to the airport or another accommodation/hotel. The bathroom in the room is outdoors and you felt like you were in a movie. Negative: the only "cons" are that the buffet breakfast has a very limited variety for the level of the hotel. In addition, the room even having everything you need, I would say that it is slightly small and simple, for example they should expand the television channels."	HP

	3	"This is truly a nice resort however it had a lot of drawbacks. First of all the WiFi was not very good. Also they only supplied 2 towels and there were 4 of us in a room. When asked for more towels they ran out of the bath towels so they gave us pool towels. We were called to confirm an appt at the Spa and when we arrived for our appointment, it was not listed. Tried to get change to break down 1000 pesos and I asked 2 people who never got back to me. Tried to order from their restaurant menu only to find out that it was not available the whole time we were there. We were so excited to stay here because of the beauty of it however because of our experience I would not recommend it."	NEU
2021	5	"My friends and I really enjoyed our stay in Siargao Bleu. The staff really made an effort to serve us well from a personal butler who'll fetch us on the airport to assisting us in all we need. The food is also another must try in this place especially the cordon bleu. We also love the ambiance especially how the rooms were built to give us the maximum comfort in our stay. Lastly, we love how the staff cater to all our needs and special request like setting up an intimate dinner for our group to enjoy. Thank you so much Siargao Bleu, we would definitely love to visit you soon."	HP
	5	"Siargao Bleu is one of the best places where you can dine, relax and enjoy your vacation. One particular thing which caught my attention was the details of the interior of the floating villa. Remarkably designed to suit your exquisite taste while retaining the ambiance of the tropical paradise. Excellent food presentation and their STEAK is the best in the island!"	HP
	5	"Great Experience. We stayed at February in the floating villa that is beautifully decorated with a large swimming pool. Despite from the best food we have tasted in the island. What we were amazed that during our second night we experienced problem with the air condition. During our check-in the General Manager gave his personal number for any assistance at anytime of the day."	HP
	5	"Together with my wife we stayed for 3 nights and we had a great time. Rooms are beautiful and nicely designed. I recommend the Floating Villa by the pool. The food at the restaurant is great. Lots of choices. I recommend the Catch of the Day! Super tasty and fresh!"	HP
	5	"The whole experience started with a personal butler picking me up at the airport. When we arrived, we were greeted by Mack, the manager, who then kept checking on us every day and provided with lots of recommendations on what to do on the island. No hard sell, pure honesty to make sure we will have a good time!"	HP
	5	"EVERYTHING IS JUST GREAT! WELL TRAINED STAFF. Also the Mr. Samson (Manager) of the Siargao Bleu restaurant does an outstanding service as well as his staff. I am so amazed! The bar, the shower, the pool! WILL BE SURE TO COME BACK HERE! HIGHLY RECOMMENDED!"	HP
	5	"I love that place very clean and relaxing; staff are very helpful and very attended. Room was nice which I love it food is good also. And most of they very honest people my husband left his headset in the van and they give it back to us. I highly recommend this to my friends if the want to go in Siargao."	HP
	4	"We came here for a massage at their Spa but decided to linger longer when we saw the gorgeous floating villas, huge lagoon-like swimming pool, beachside cabanas and outdoor bar serving refreshing cocktails at half price during Happy Hour. The entire vibe was reminiscent of upscale Bali."	P

Notes: *=star; I=Interpretation; HP=Highly positive; P=Positive; NEU=Neutral; NEG=Negative; HN=Highly negative

The researcher aimed to know the different sentiments of the customers in Siargao Bleu Resort and Spa. The results presented are the gathered data from TripAdvisor in the year 2019-2021. In the year 2019-2021, the majority of the feedback have rate of 5 stars which are 31 out of 74 feedbacks gathered which is interpreted. This is followed by those with a rate of 4 stars. There are 11 out of 74 who rate the resort with 3 stars and the rest of the feedbacks rate the resort with 1-2 stars. The researcher aimed to determine the positive and negative assessments of customers toward Siargao Bleu Resort and Spa. The majority of the feedback in the year 2019-2021 is interpreted as highly positive and this is followed by those with high negative feedback. Those who have highly positive feedback toward Siargao Bleu have sentiments such as Siargao Bleu is a very nice place, and they had a great experience because of the great place, facilities, ambiance, and staff. In addition to that, the other sentiments of those who rate Siargao Bleu as 4-5 stars include the area has a very peaceful environment, great service, and awesome people. The Positive sentiment, on the other hand, includes the pool is big and relaxing, the food being good, and the staff is helpful. Others mentioned that they have better than most accommodations in Siargao. and nice central location, great staff. This means the tangibles such as facilities and ambiance and the responsiveness such as the approachability of the staff matter most to the customers. In

the study of Gumussoy and Koseoglu (2016), It was found that the service dimensions such as tangibles and responsiveness have an effect on the satisfaction of the customers which indicates that the atmospheric factors of a hotel such as ambiance, décor, feeling of being at home as well as the feeling of being treated well by the staff can increase their satisfaction with the service quality of the hotels.

Lastly, the majority of the highly negative and negative sentiments of the customers include overpriced, Very poor value for money, over price with bad facilities and hygiene, bad internet and food. Other negative sentiments include the place is lesser than expected some of the front desks were not so friendly and they are not so approachable. This shows that the customers really value their money and want a good experience that is right for the amount of money that they paid. Moreso, as mentioned above, most of the customers also prefer that employee and management who are approachable and reliable. In the study of Cilliers et al. (2018), it is stated that the reliability of the employees of hotels in terms of their ability to deliver services such as cleanliness and trustworthiness as well as their effectiveness in delivering quality services contributed to the satisfaction of the customers throughout their whole stay at the hotel. Additionally, according to the study of Setini (2020), It was discovered that there is 73.8% value of responsiveness of the employees in responding to the needs and concerns of guests which leaves a good impression. This includes responding to the needs of the customers quickly and readily which makes the customers think that they are given importance by the employees and staff of the hotel.

Conclusion

This study focused on knowing the sentiments of customers' overall satisfaction in Siargao Bleu Resort and Spa, located in Surigao Del Norte using the SERVQUAL tool. Specifically, the researchers aimed to determine the rate and positive and negative assessments of customers towards Siargao Bleu Resort and Spa and to provide recommendations that should possess for the betterment of the resort of spa. It was discovered that the majority of the feedback have rate of 5 stars which are 31 out of 74 feedbacks gathered which is interpreted and the majority of the feedback in the year 2019-2021 is interpreted as highly Positive and this is followed by those with high negative feedback. Based on the results of this study, the researchers have concluded that those who have highly positive feedback toward Siargao Bleu have sentiments such as Siargao Bleu indicates that the customers are very particular with the tangible dimension of a resort. On the other hand, the majority of the highly negative and negative sentiments of the customers shows that the responsiveness and the reliability dimension affects the satisfaction of the customers. Tangibles such as facilities and ambiance and the responsiveness such as the approachability of the staff matter most to the customers and that most of the customers also prefer that employee and management who are approachable and reliable.

The researchers highly recommended this study to the following possible recipients of the study: it is recommended for customers and tourists to assess the experience of other people based on their feedback towards the service and performance of Siargao Bleu Resort and Spa before they could visit. It is also recommended for Siargao Bleu Resort and Spa itself fill the gap and problems that their customers encountered and to make their services better and that the management should improve their services and

address their lacks. Lastly, it is recommended for future researchers to use this paper as a guide for their future studies.

Acknowledgement

This research study is self-funded.

Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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