The Mediating Effect of Satisfaction on the Relationship between Destination Image and Behavioral Intention of Sun and Beach Tourism in the Island Garden City of Samal

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Abstract: *Beach resorts in the Philippines today are familiar with how to gain a competitive advantage for the business to succeed: to satisfy guests. The study was conducted to determine the mediating effect of satisfaction on the relationship between destination image and behavioral intention of sun and beach tourism in Island Garden City of Samal. The study administered a quantitative, non-experimental design of research using the correlational technique and utilized an adapted survey questionnaire which was randomly distributed to 303 guests from beach resorts in Samal Island. Data were statistically treated and analyzed using Mean, Pearson r, regression technique, and med graph using Sobel z-test. Findings revealed significant relationships between satisfaction, destination image, and behavioral intention. Further, the data results elicited the mediating effect of satisfaction on the relationship between destination image and behavioral intention. This signifies that the mediating role acted by satisfaction stimulated in elucidating the process responsible for the relationship between destination image and behavioral intention. This study introduces a comprehensive framework on the most significant influence of destination image on tourists' behavioral intention through the satisfaction that can be used by the resorts' management, the City Tourism Office, and the Local Government Unit (LGU). In other words, they should work closely together to understand tourists' behavior toward revisiting and recommendations by adequately shaping the image of the destination, both perceived and branding, which can be achieved through assessing and monitoring aspects that need innovation and change. Paving the way for satisfaction to act as a moment of truth when those pre-travel expectations meet the travel experience affecting future intentions.*

Keywords: *Satisfaction, Destination Image, Behavioral Intention, Samal Island*

1. INTRODUCTION

Ensuring guests' satisfaction is the primary concern of every resort, as this will determine guests' willingness to revisit the place and make them permanent visitors (Bianci & Guray, 2018). However, various resorts tend to fail to assess components of their offerings and measure tourist satisfaction which cumulatively resulted in their shortfalls. Customer satisfaction is a focal point for this sector in gaining a competitive advantage (Alauddin, Ahsan, Mowla, Islam, and Hossain, 2019). In the tourism and hospitality industry, providing accurate and prompt service delivery and establishing a favorable image of the destination is critical. Some factors should be accumulated and considered to meet the level of satisfaction of the guests, especially those that will affect their perceived image of the destination and their willingness and intention to visit. Moreover, as stated by Jhobeil, De Guzman, Abanilla, Abarquez, Garcia, Manimtim, Reyes, and Apritado (2020), a satisfied guest will be more likely to come back and revisit the destination in the future, and a great possibility that they will spread their happiness and experience through word-of-mouth eventually affecting other potential tourists' perceived image of the destination and intention to visit.

In the context of tourism, the destination image is crucial in making traveling decisions. As Albert da Silva, Costa, and Moreira (2018) state, destination image has a significant role as it influences tourist behavior. Suppose a potential tourist needs to gain direct experience of the destination. In that case, their traveling decisions will eventually depend on the initial image of the destination instead, which does not always correspond with reality, thus will affecting their behavioral intention (Ragab,

Mahrous, Ghoneim, 2020). Moreover, the effect of destination image has been a pivotal factor in behavioral intentions, including the intention to recommend, revisit, and visit (Afshardoost & Eshaghi, 2020). Furthermore, the connection of images generated towards the destination may create a favorable attraction leading to developing a positive behavioral intention, or may also be the opposite depending on the perceived image of the destination, as the behavioral intention is heavily dependent on the perception of a particular destination. Hence it is evident that destination image affects how potential tourists select a destination (Pan, Chang, & Zhu, 2021; Pujiastuti, 2018).

The behavioral intention has been one of the most indispensable elements in tourist motivation in sorting out a destination. As defined by LaMorte (2019), behavioral intention is determined by the attitude as to how people think they can get a similar experience or outcome. It is also a personal assessment of whether the outcome is beneficial or dangerous. Moreover, behavioral intention is likely to be influenced by the destination image, as the latter is a salient aspect that influences how tourists behave concerning their destination choice (Ibrahim, Albattat, & Khatibi, 2021).

Sun and beach tourism has been rapidly growing, increasing competition in this industry sector. Tourism stakeholders attempt to understand tourists' behavioral intentions by assessing the destination's perceived image and satisfaction. Tourists develop an eminent sentiment toward a destination from the experience they have gathered or based on the experience they have been exposed to concerning a destination, eventually affecting their travel behavior. Additionally, if tourists perceive the destination as pleasant, they are more likely to establish a positive image, increasing their intention to visit and recommend it to others (Ibrahim et al., 2021). Moreover, the destination image is the image depicted in the tourist's mind reflecting the nature and attributes, either tangible or intangible, of the place (Anshori, Farya, Fatmasari, & Herlambang, 2020; Islam, Mazumder, Hossain, 2022). If a resort has its distinctiveness and uniqueness, it is more likely to be remembered by tourists building a positive destination image that will eventually create a sense of satisfaction. Furthermore, the image of the destination acquired by a resort results from tourists' satisfaction during their time of visit. Correspondingly, the strong association between satisfaction and behavioral intention is being constantly tested in tourism.

In the beach resorts of the Island Garden City of Samal, ensuring guest satisfaction is of utmost priority. Samal Island has been a favorite tourist destination for both domestic and international tourists as the island is tranquil, brimming with pristine beaches with crystal clear waters, and full of life, which makes the destination rarely interesting (Letigio, 2022). The beach resorts in Samal Island that were assessed in terms of their guests' level of satisfaction, destination image, and behavioral intention were namely Camp Holiday Resort and Recreation Area, Alta Vista View, Isla Beach Resort, and Kaputian Beach Park. These beach resorts were personally chosen by the researchers to be evaluated.

Mostly, the studies conducted by the researchers have not yet come across measuring tourist satisfaction as to how it influences the relationship between destination image and behavioral intention. Commonly, the researchers focus more on how quality influences satisfaction and loyalty. This study is deemed necessary to investigate and elaborate that quality is not only the basis of choosing a destination but of further exploring the factors that influence destination choices, particularly destination image and behavioral intention and satisfaction as intervening factors.

This study intends to explore the mediating effect of satisfaction on the relationship between destination image and behavioral intention of sun and beach tourism in the Island Garden City of Samal. Furthermore, this study adheres to the following objectives: to measure the level of destination image of the sun and beach tourism in the Island Garden City of Samal; to assess the level of the behavioral intention of sun and beach tourism in the Island Garden City of Samal; to ascertain the level of satisfaction of sun and beach tourism in the Island Garden City of Samal; to determine the significant relationship in terms of destination image and behavioral intention, destination image and satisfaction, and satisfaction and behavioral intention; and to discover the mediating effect of satisfaction on the relationship between destination image and behavioral intention of sun and beach tourism in the Island Garden City of Samal.

2. REVIEW OF RELATED LITERATURE

2.1. Destination Image

It is a subjective matter, and tourists can have different perceptions and opinions regarding the destination. In line with this, Endah, Umar, Suharyono, and Andriani (2018) stated that the destination image is inclined to the number of beliefs, attitudes, and perspectives of individuals or groups about the travel to a specific tourist destination or the aspect of the destination. In agreement with Akgün, Senturk, Keskin, and Onal (2019), the destination image affects potential tourists' intentions, preferences, and decisions due to its intangible travel destination products and limited information about the destination. Moreover, Alcocer and Ruiz (2019) stated that promoting the tourism destination can be the key to success because it can differentiate the uniqueness of one destination from other destinations. Samal is considered one of the country's largest resort cities or islands, with its fine beaches and numerous beach resorts. It also showcases pristine marine reefs and tranquil waters that attract tourists, especially Talikud Island (Supetran, 2018). Creating a positive image of the destination can influence tourists' satisfaction and willingness to return (Jebbouri, Zhang, Imran & Bouchiba, 2022). Destination Image significantly influences the tourist's travel from decision-making, cognition, and behavior at a destination to satisfaction levels and recollection of the experience.

2.2. Behavioral Intention

Tourist behavior plays a significant role in determining future tourist behavior. Moreover, this is where behavioral intention takes place. Behavioral Intention refers to the factors that motivate people to perform something. It is the influence where there is a firm intention, and people are more likely to visit and experience a particular destination. According to Duong, Phan, Nguyen, Huynh, Truong, and Duong (2022), when tourist behavior is appropriately measured, it can be a strong and solid determiner of people's social behavior. Knowing how behavioral intentions influence tourists in choosing a destination is very important. Zhang, Yang, Wang, and Ma (2020) suggest that when tourists have a good experience with a particular destination, they tend to provide better and positive feedback or word of mouth, recommend the place, and are more likely to revisit the destination. In addition, according to Chen and Chen (2019), tourists' satisfaction has impacted behavior intention directly. Therefore, carefully understanding customer satisfaction and behavioral intentions as to how they are related or affect each other contributes to the growth of the tourism industry.

2.3. Satisfaction

Tourist Satisfaction is also an essential criterion for measuring the quality of their services. Satisfaction can be achieved by designing appropriate processes such that services are provided that meet the demand and expectations of the tourists (Tapak, Abbasi, & Mirhashemi, 2019). It can be by leveling their pricing to the product quality that can attract guests and increase their satisfaction. Also, Beach Resorts should always give their best to provide quality service to their guests to what they deserve (Jhobeil et al., 2020). In addition, Nneoma & Uwabor (2021) stated that it is essential for the business to satisfy the tourist because it influences the decision of the tourist regarding the destination and the consumption of products and services, and it can also indicate the decision to make them return. Furthermore, the intention to satisfy the customer is to expand the growth of the business and maximize the profit to make the business successful.

Further, to study, analyze, and gather more data about the tourist, we need to know the relationship between destination image and satisfaction, behavioral intention and destination image, and satisfaction and behavioral intention. Leou, Wang, and Hsiao (2018) reported that the destination image is an antecedent of satisfaction. Perceived destination image varies among consumers, and a positive destination image would improve satisfaction. A flood of information can build the initial destination image even if tourists have never visited the destination. Succeeding in satisfaction and behavior, Ardani, Rahyuda, Giantari, and Sukaatmadja (2019) stated that analyzing the cognitive and behavioral intentions will help you understand the reason why tourists are satisfied. Additionally, customer satisfaction is critical and significant in influencing customer behavioral intentions.

3. EXPECTATION-DISCONFIRMATION THEORY AND THEORY OF PLANNED BEHAVIOR

From a theoretical lens, this study is anchored on the Expectation- Disconfirmation Theory, which is an approach that analyzes customer satisfaction in the process. It shows that satisfaction and dissatisfaction result from a customer comparing performance in a product or service with predetermined performance standards (1996). This study is also supported by the Theory of Planned Behavior, as cited by Kan & Fabrigar (2017), which aims to determine behavioral intention and predict behaviors by utilizing the three factors: attitudes toward the behavior, subjective norms, and perceived behavioral control.

Furthermore, there are two-dimensional concepts to measure the destination image perceived by tourists and travelers, which are the organic and induced images (Aboud, 2019). The organic image is from non-commercial or uncontrolled information sources, while the induced image appears from commercial information sources (Alcocer et al., 2019). This correlates to the study because it is in line with a person's behavior, which is a particular manner that can influence the minds and actions of an individual in selecting the beach destination that can match their desired outcomes.

4. METHODOLOGY

This study employed a quantitative, non-experimental design of research using the correlational technique. The quantitative approach focuses on objective measurements and gathering numerical or statistical data to explicate a specific phenomenon (Olivar, 2021). The correlational approach evaluates the connection of two or more variables in a natural environment with no influence from any extraneous variable. In the correlation study, the researchers focus on how strong the relationship between variables is by assessing how changes in one variable were correlated with the changes in other variables (Olivar, 2021). Furthermore, this study employed a mediation model. Statistically speaking, the mediation model probes to determine and investigate the process that underlies the observed association between an independent variable (destination image) and a dependent variable (behavioral intention) via the involvement of a third explanatory variable, known as the mediator variable (satisfaction). Within this frame of reference, a third variable is incorporated in analyzing the relationship between the dependent and the independent variable to ameliorate understanding of such relationships or ascertain whether the relation is accurate (MacKinnon, Fairchild, & Fritz, (2018). Henceforth, mediating relationships occur when an added third variable plays a salient part in governing the relationship between the two other variables (Olivar, 2021).

The selection of respondents in the study was based on one involved in the research topic. The researchers did not force the respondents, so approval to participate in the study was also appraised. The study's respondents were the guests from the beach resorts in the Island Garden City of Samal. They were selected through a purposive sampling technique. The number of samples employed in this research study is 303. This number of surveyed participants allowed the study to have well-established findings, as the larger the sample size, the lesser the likelihood that the findings would be biased.

Table1. *Characteristics of 303 respondents included in the survey.*

Profile Variables	Group	Frequency	Percent
Age	18-29	209	69.0
	30-44	59	19.5
	45-60	28	9.2
	61 above	7	2.3
Sex	Male	130	42.9
	Female	173	57.1
Work Status	Student	130	42.9
	Worker	44	14.5
	Employee	87	28.7
	Self-Employed	33	10.9
	Retired	9	3.0
Civil Status	Single	209	69.0
	Married	89	29.4
	Widowed/Widower	5	1.7
Frequency of Visit	1st time	102	33.7
	2nd Time	77	25.4
	3rd Time	124	40.9

The table displays that there were a number of 303 respondents included in the survey, showing their characteristics as well. It revealed that most of the respondents surveyed had ages ranged between 18-29 years old (69%), most were female (57.1%), most were students (42.9%), single (69%), and had a frequency of visit of [third] time and above (40.9%). This signifies that most of the respondents surveyed were 18-29 years old, female, undergraduate, single, and have visited the beach resorts in Samal multiple times.

This study used an adapted survey questionnaire after the original work of Jhobeil, De Guzman, Abanilla, Abarquez, Garcia, Manimtim, Reyes, & Apritado (2020) for satisfaction, Koo (2013) for destination image, and Gonzales, Cansana, & Brea (2007) for behavioral intention. These instruments were adapted from standard questionnaires and were modified to contextualize in the local setting. It was a collected 30-item survey questionnaire that was divided into four parts: (a) Demographic Profile of the Respondents, (b) Satisfaction, (c) Destination Image, and (d) Behavioral Intention. Likert Scale was used as the respondents' basis in answering the survey questions.

4.1. For Satisfaction

Scale	Description	Interpretation
5	Very Satisfied	This means that the item indicated shows an extremely high level of satisfaction
4	Satisfied	This means that the item indicated shows a high level of satisfaction
3	Moderately satisfied	This means that the item indicated shows an average level of satisfaction
2	Unsatisfied	This means that the item indicated shows a low level of satisfaction
1	Very Unsatisfied	This means that the item indicated shows an extremely low level of satisfaction.

4.2. For Destination Image

Scale	Description	Interpretation
5	Strongly Agree	This means that the item indicated shows extremely evident
4	Agree	This means that the item indicated is constantly evident
3	Moderately Agree	This means that the item indicated is occasionally evident
2	Disagree	This means that the item indicated is hardly evident
1	Strongly Disagree	This means that the item indicated is not evident at all

4.3. For Behavioral Intention

Scale	Description	Interpretation
5	Extremely Likely	This means that the item indicated shows an extremely high probability
4	Likely	This means that the item indicated shows a high probability
3	Neutral	This means that the item indicated shows a fair probability
2	Unlikely	This means that the item indicated shows a low probability
1	Extremely Unlikely	This means that the item indicated shows an extremely low probability

The researchers followed systematical steps to have fluency all along the data-gathering procedure. The researchers asked permission through a formal letter noted by our thesis adviser, thesis coordinator, and our college Dean addressed to the beach resorts' management. Then, seeking approval from the beach resorts' management to allow us to conduct a study among their guests. Then, after approval of the beach resorts' management, the researchers sought random respondents and distributed the 30-item survey questionnaire with their approval to be part of the study. Later, the researchers retrieved all answered survey questionnaires, and all the data were gathered, recorded, tallied with the help of appropriate statistical tools, analyzed, and interpreted accurately.

The data gathered were quantified and tested through the following statistical tools applicable to the study. Mean was used to compare the average for each item in the questionnaire answered by our 303 respondents. Standard deviation was utilized to test the differences between the frequency distribution and the mean for each question answered by our 303 respondents. Pearson R was used in this study to measure the strength of the association among the study variables. Regression Analysis was employed to examine the influence of each variable on one another. Sobel Test was utilized to determine if satisfaction mediates the relationship between destination image and behavioral intention.

5. RESULTS AND DISCUSSION

Table 1 reveals the level of destination image of sun and beach tourism in the Island Garden City of Samal. As shown in the table, the highest computed average resulted in 4.44 with a standard deviation of .678 which is described as very high, belonging to item 6 under destination brand for having beautiful scenery. On the other hand, the lowest computed mean equaled 3.60 with a standard deviation of .929 but still signifies a high level of destination image under the destination brand belonging to item 10. Moreover, the overall computed mean score is 4.13, with a standard deviation of .591, which is very high. This suggested that the level of destination image of sun and beach tourism in the Island Garden City of Samal is very much observed.

Table2. *Level of destination image of sun and beach tourism in the Island Garden City of Samal.*

Items	Mean	Std. Deviation	Descriptive Level
Perceived Value			
Beach resort is an enjoyable travel destination.	4.34	.728	Very High
Beach resort has suitable accommodations.	4.21	.745	Very High
Beach resort offers good value for my travel money.	4.15	.800	Very High
Beach resort's accommodations are reasonably priced.	4.14	.803	Very High
Beach resort has a good standard of hygiene and cleanliness	4.00	.843	Very High
Destination Brand			
Beach resort has beautiful scenery.	4.44	.678	Very High
Beach resort is safe.	4.24	.754	Very High
Beach resort has a good network of tourist information.	4.18	.792	Very High
Resort has quality infrastructure	3.99	.874	High
Beach resort has good shopping facilities.	3.60	.929	High
Overall	**4.13**	**.591**	**Very High**

The outcome of determining the level of destination image shows a very high-level result. The result showed that tourists' perceived value of Samal is strongly positive as all items under it were very high. This means respondents highly agreed that sun and beach tourism in Samal has beautiful scenery. Also, respondents believed that Samal is a safe spot where they can have their leisure and recreation as the Local Government Unit of Samal (LGU) initiated training more lifeguards to boost the security of the guests and strengthen the overall security of the Island (Palicte, 2022). Additionally, respondents highly agreed that beach resorts in Samal have an excellent standard of hygiene and cleanliness and offer good value for their travel money. Meanwhile, the lowest garnered mean under

the destination brand but still showed a high descriptive level which still signifies that the respondents still believe that Samal beach resorts have quality infrastructures which is true as recently inauguration of the city's Tourist Service Center and Rest Area (TSCRA) that will set out as clean restrooms and a rest zone for local and foreign visitors, as well as an information center and a Pasalubong center proposed by the DOT, Tourism Infrastructure and Enterprise Zone Authority (TIEZA), and the local government of Samal as part of tourism development projects were conducted (Reyes, 2020; Supetran, 2018). This conglomeration will lead to rapid economic development for Samal and Davao and bring opportunities for the entire Davao region.

Table 2 elicits the behavioral intention of sun and beach tourism in the Island Garden City of Samal. As shown in the table, the overall level of behavioral intention is 3.86 with a standard deviation of .724 which is described as high. This exhibits that the level of the behavioral intention of sun and beach tourism in the Island Garden City of Samal was much observed. The result shows that items 2 and 3 under recommend intention got the highest average value of 4.07 with a standard deviation of .935 for item 2 and .913 for item 3. Meanwhile, the lowest mean score, which was 3.46, was garnered by item 10 under willingness to pay more with a standard deviation of 1.015, but still, it showed a high descriptive level.

Table3. *Level of the behavioral intention of sun and beach tourism in the Island Garden City of Samal*

Items	Mean	Std. Deviation	Descriptive Level
Recommend Intention			
I will recommend this beach resort to my friends, relatives, and associates.	4.19	.930	Very High
I will write good reviews on social media.	4.07	.935	Very High
I will spread positive word-of-mouth about this resort.	4.07	.913	Very High
Repeat Visit Intention			
I am willing to revisit this resort in the future.	4.15	.898	Very High
I intend to stay at this resort if I come to this area again.	4.01	.924	Very High
This beach resort is the first on my list.	3.82	1.077	High
Complaining Intention			
If I have any problem with this establishment, I will go to another one.	3.72	1.116	High
I will complain and advise others on the bad quality of this establishment.	3.56	1.160	High
Willingness to pay more			
I would rather pay a higher price than in other establishments because of its advantages.	3.56	.980	High
I would continue to come even if the prices were higher.	3.46	1.015	High
Overall	**3.86**	**.724**	**High**

The overall result revealed that the level of the behavioral intention of sun and beach tourism in Samal Island has a high descriptive level wherein it can be inferred that the respondents are positively influenced by their satisfaction, providing positive feedback to the establishment and acting as a critical driver to revisit, recommend to other people and share their experience in social media, willing to pay more and complain if needed to help the resort improve. The study of Borbon, Apritado, Pulhin, and Ylagan (2022) confirms that post-travel behavior seems too often affected by their memory of the place and the value they attained through the experience. Behavioral intention pertains to a person's subjective judgments and prospects that tourists' will perform a behavior that will intend to show some expectation throughout their escapade (Warshaw & Davis, 2018). Following the study

of Chhavi, Ba, Sir, Duval, Mauritius, and Ramkissoon (2018), the attitude and subjective norms that humans display in public were found that it can be a casual factor of behavioral intention. In the end, the subjective perception of the tourists regarding the resorts affects their emotions and awareness of their surroundings and environment. It motivates them to re-think and explore more about the experience they attain during their vacation.

Table 3 displays the level of satisfaction of sun and beach tourism on Samal Island. It was shown that the overall computed average equaled 4.08 with a standard deviation of. 557. The overall mean score is described as a very high level which signifies that guests of the beach resorts in the Island Garden City of Samal are very highly satisfied in terms of the beach resort's responsiveness, completeness, courtesy, accessibility, and accuracy. Examining the data closely, items 1, 2, and 6 garnered the same and highest general mean score of 4.25, with a standard deviation of .763 for items 1 and 6 and a standard deviation of .697 for item 2. The result revealed that the respondents had an almost homogenous choice of answers from the given items. Meanwhile, item 7 garnered the lowest general average of 3.80 with a standard deviation of .866, but it still signifies that the guest satisfaction of sun and beach tourism in the Island Garden City of Samal is very much observed.

Table4. *Level of satisfaction of sun and beach tourism in the Island Garden City of Samal.*

Items	Mean	Std. Deviation	Descriptive Level
Responsiveness			
The resort's staff responds to the customer's demands and concerns promptly.	4.25	.736	Very High
The staff is attentive when it comes to guests' needs and wants.	4.25	.697	Very High
Courtesy			
Staff offers help to their guests with willingness.	4.25	.763	Very High
Staff greets the guests joyfully.	4.18	.848	Very High
Completeness			
Beach resort provides correct and complete information about its services.	4.23	.742	Very High
Beach resort has several facilities, such as dining rooms, meeting rooms, a swimming pool, and a business center.	3.96	.995	High
Accuracy			
The billing of guests is updated every other day without discrepancies.	4.02	.773	Very High
The beach resort information about the services and prices on the website is updated.	3.98	.851	High
Accessibility			
The beach resort is accessible by any mode of transportation.	3.90	.889	High
Modes of transportation going to and from the beach resort are available 24 hours a.	3.80	.866	High
Overall	**4.08**	**.557**	**Very High**

The result of determining the level of satisfaction of sun and beach tourism in the Island Garden of Samal was realized to obtain a very high level of satisfaction which signifies that beach resort guests in Samal Island elicited the satisfaction by which they are measured. This finding conforms to Williady, Wardhani, and Kim (2022) study that a destination's comprehensive core attributes and services offered heavily influence guests' satisfaction. These sources of satisfaction may include tangible and sensorial experiences, staff performance, aesthetic perception, and location.In agreement with the study of Alemneh (2018), which states that providing excellent services to guests will

undoubtedly positively influence their satisfaction. Additionally, the respondents give a low score on the accessibility of transportation. This shows that the location of the beach reach resort is far from the wharf and the fare is expensive. By the study conducted by Kusumawardhani and Bogor (2022) on measuring satisfaction by accessibility found that location and accessibility are crucial in influencing guest satisfaction, wherein the more convenient and shorter the distance of travel, the more satisfied the guests will be. Hence, the upcoming Samal-Davao Bridge will significantly resolve accessibility issues.

Table 4 exhibits the findings of the test of correlation between the mediating variable (Satisfaction), independent variable (Destination Image), and dependent variable (Behavioral Intention). The data revealed that destination image and behavioral intention were correlated as it garnered an r-value result of 0.700 which described a robust positive relationship. Moreover, destination image and satisfaction attained a result of 0.709 for r-value which also shows a strong positive relationship. Meanwhile, the r-value result acquired by satisfaction and the behavioral intention was 0.580, which described a moderate positive relationship.Furthermore, the interpreted correlated variables resulted in acquiring the exact value of df (n-2), which was 301 with a p-value of 0.000, which resulted in the null hypothesis being rejected. Henceforth, this signifies that destination image and behavioral intention, destination image and satisfaction, and satisfaction and behavioral intention have a significant relationship among sun and beach tourism in the Island Garden City of Samal.

Table5. *Correlation between destination image and behavioral intention, destination image and satisfaction, and satisfaction and behavioral intention.*

Variables Correlated	r-value	Verbal Description	df (n-2)	p-value	Decision
Destination Image vs Behavioral Intention	0.700**	Strong Positive Relationship	301	0.000	Ho is rejected
Destination Image vs Satisfaction	0.709**	Strong Positive Relationship	301	0.000	Ho is rejected
Satisfaction vs Behavioral intention	0.580**	Moderate Positive Relationship	301	0.000	Ho is rejected

*Legend: * *Correlation is significant at 0.01 level (2-tailed)*

The relationships of the three variables were tested using a correlation test to reveal a significant relationship. In detail, the correlation test between destination image and behavioral intention resulted in a strong positive relationship. In connection to the study conducted by Pan, Chang, and Zhu (2021), the stronger impression influences the tourists' cognition and emotion about the destination, the easier it is to promote the resort's image to the tourists in terms of revisiting and intention to recommend. Subsequently, destination image and satisfaction also have a strong positive relationship. It only shows that tourists' satisfaction may develop positive consequences as well as presenting a positive destination image influencing tourists' consciousness and resulting in creating an impact on their post–visit satisfaction (Ruiz, Bermúdez, & Zamora, 2018). Meanwhile, satisfaction and behavioral intention elicit a moderate positive relationship which indicates that it correlates to the satisfactory tourism experience whether the tourists are pleased and contented according to the positive emotions that they sense during the experience of using the resort's product or service both in cognitive and affective that can tend to increase satisfaction (Park, Back, Bufuin and Shapoval, 2019). Conclusively, the results of these three relationship variables showed that destination image directly influences satisfaction, and satisfaction directly affects future behavioral intention.

The data entry for the different paths is elicited in Table 5. The Mediating Variable (MV) is Satisfaction (JC), the Independent Variable (IV) is Destination Image (OC), and the Dependent Variable (DV) is Behavioral Intention (JS). The number of steps involved in the path analysis was 3. The first data entry is Path A (MV & IV), wherein satisfaction was regressed on the destination

image. The result yielded a correlation coefficient of 0.669 to 0.038. Moreover, the second data entry was Path B (MV & DV), in which satisfaction was regressed on the behavioral intention, which yielded a correlation coefficient of 0.219 to 0.075. Furthermore, destination image was regressed on behavioral intention. This is the third entry which is distinguished as Path C (IV & DV). The result yielded a correlation coefficient of 0.711 to 0.071. Subsequently, the result revealed a point of effect equal to 0.1465, which determined the relation of the three paths of this study. Additionally, the table displayed the Sobel test of 2.8806 with *a p-value* of 0.000. Thus, the *p-value* shows a significant correlation between the three paths. Therefore, the indirect effect between destination image and behavioral intention of sun and beach tourism in the Island Garden City of Samal via satisfaction is statistically significant (p-value < 0.05).
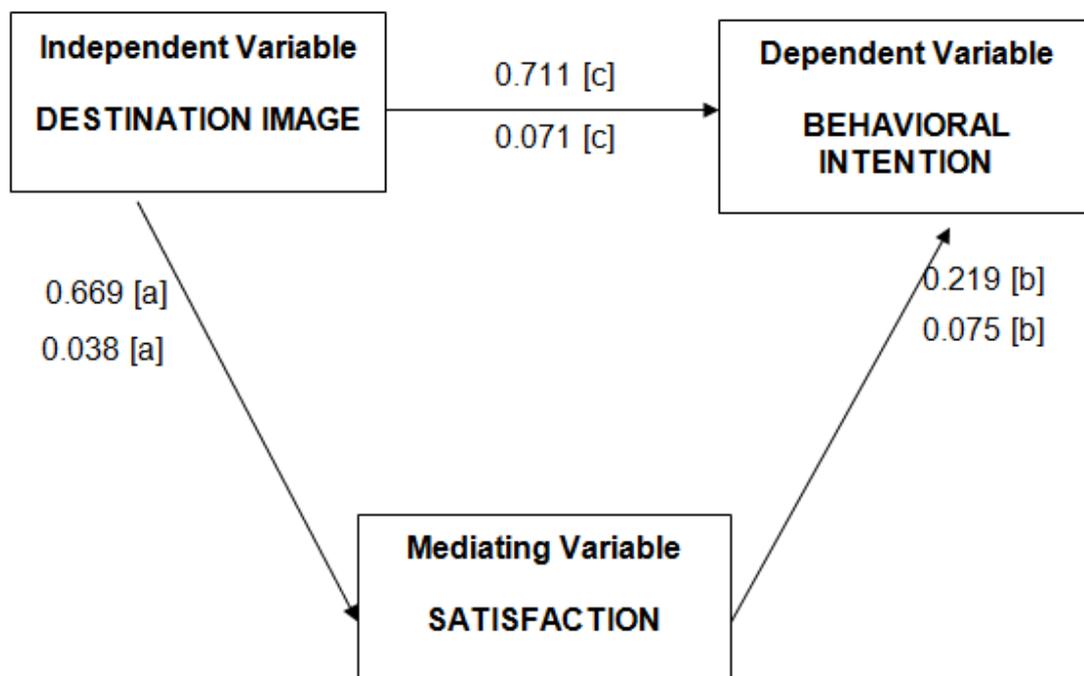
Table6. *The mediating effect of satisfaction on the relationship between destination image and behavioral intention of sun and beach tourism in the Island Garden City of Samal.*

Mediating Variable (MV)	**Satisfaction (S)**	
Independent Variable (IV)	**Destination Image (DI)**	
Dependent Variable (DV)	**Behavioral Intention (BI)**	
STEPS		
1. Path C (IV and DV)		
Destination Image Regressed on Behavioral Intention		
B (Unstandardized Regression Coefficient		.711
SE (Standard Error)		.071
Significance		.000
2. Path B (MV and DV)		
Satisfaction Regressed on Behavioral Intention		
B (Unstandardized Regression Coefficient		.219
SE (Standard Error)		.075
Significance		.000
3. Path A (MV and IV)		
Satisfaction Regressed on Destination Image		
B (Unstandardized Regression Coefficient		.669
SE (Standard Error)		.038
Significance		.000
4. Combined Influenced of MV and IV on DV		
Satisfaction Regressed on Destination Image and Behavioral Intention		
Point of Effect		.1465
Sobel Test		2.8806
p-value		.000
Conclusion: The indirect effect between destination image and behavioral intention of sun and beach tourism in the Island Garden City of Samal via satisfaction is statistically significant (*p-value*< 0.05).		

This study expands our understanding of guest satisfaction regarding how it acquaints with destination image and behavioral intention. The overall result yielded for destination image is very high, especially in all the items under perceived value, because guests hold an actual image of the destination's desired or perceived elements (Stylidis & Cherifi, 2018). Moreover, their traveling decisions will depend on the initial images of the beach resort, and satisfaction acts as a moment of truth when those pre-travel expectations meet the travel experience. Subsequently, the behavioral intention was much observed as it obtained a high overall result for all items under the recommended intention. Behavioral intention is a critical concept in understanding guests' selection, preference of destinations, and future motives and behavior. Thus, the beach resort's management should thoroughly analyze how to attract tourists to visit, re-visit, and recommend the destination. Furthermore, the level of guest satisfaction was very high, as highlighted by Ragab, Mahrous, and Ghoneim (2019) that it is the pivotal factor for every resort to attract and retain guests as this is the fundamental elements used to assess the destination image and performance influencing tourists' decisions in selecting a destination, revisit intention, and intention to recommend. Hence, it is crucial

to satisfy guests' needs, desires, and expectations, as guests who are highly satisfied with a product or service will be more likely to avail again. Furthermore, the result elicited that the correlation between the three variables has a significant relationship. Additionally, the result suggested that satisfaction significantly mediates the relationship between destination image and behavioral intention. In connection, the study proposed by Eid and Agag (2019) showed that when guests are satisfied, they will be more likely to revisit and recommend the destination, such as through word-of-mouth which will eventually affect the destination brand and perceived value of the resort, and vice versa.

Figure 1 below displays the result of the mediation. As shown in the result, the Sobel test yielded a value of 2.8806 with a *p-value* of 0.000 which is statistically significant at 0.05 level. In the same manner, the mediation result was generated through Med Graph. Herewith, it was used to ascertain that satisfaction acted as a significant mediator between destination image (IV) and behavioral intention (DV). Moreover, the relationship between destination image and behavioral intention decreased from a significant correlation coefficient of 0.711 to 0.071. Despite that, it is still significant at the inclusion of the mediating variable, which is satisfaction.

Figure1. *Showing the significant relationship between the variable in this study.*

In the tourism and hospitality industry, customer satisfaction is of utmost priority. The mediating effect of satisfaction on the relationship between destination image and behavioral intention has been found to be significant. Further, the result of the study revealed that the relationship between the three variables, namely satisfaction, destination image, and behavioral intention, is crucial and significant for beach resorts to retain guests and gain a competitive advantage. As highlighted in the study by De Guzman, Abanilla, Abarquez, Garcia, Manimtim, Reyes, and Apritado (2018), a successful business has a high guest retention rate. Beach resorts should always prioritize providing the best products and services that will satisfy their guests. Hence, it is critical to constantly assess and monitor guests' satisfaction as it strongly influences retaining guests and attracting new ones. Moreover, destination image and behavioral intention are critical determinants in measuring satisfaction (Bianci & Guray, 2018). Destination image is a pivotal factor in behavioral intentions regarding the intention to revisit, recommend, pay more, and complain (Molinillo, Liébana-Cabanillas, Anaya-Sánchez, & Buhalis, 2018). Thus, satisfaction acts as mediating variable between destination image and behavioral intention.

6. CONCLUSION

This section of the paper exhibits the conclusion made by the researchers following the analysis of the findings. In conformity with the results, it was evident that satisfaction significantly mediates the relationship between destination image and behavioral intention of sun and beach tourism in the

Island Garden City of Samal. Additionally, satisfaction fuels a business to be fruitful, especially those in the tourism and hospitality industry. Satisfaction is defined as an overview of an individual's cognitive and affective reaction to a prior consumption or travel experience. In connection with that, if tourists are highly satisfied, they will eventually create a positive perceived value towards a destination, generating a positive destination brand as well. Similarly, this will lead to building favorable behavioral intentions such as saying positive word-of-mouth, encouraging peers to visit the destination and experience the tourism service, and revisiting the destination even if there is an increase in prices. Moreover, the level of satisfaction and destination image manifested a very high result. In contrast, the level of behavioral intention yielded a high result wherein these signify that they are very much and much observed and evident in beach resorts on Samal Island. Herewith, the null hypothesis (Ho) of the study is rejected; hence, there is a significant relationship in terms of satisfaction and destination image, satisfaction and behavioral intention, and destination image and behavioral intention.

7. RECOMMENDATIONS

The researchers made the following recommendations to be the basis of the beneficiaries, which primarily are the beach resorts' management of Camp Holiday Resort and Recreation Area, Altavista Beach Resort, Isla Beach Resort, and Kaputian Beach Park; Local Government Unit (LGU) of Samal; and Samal City Tourism Office.

Shopping facilities and quality infrastructure were the areas that obtained the lowest calculated average under destination image. Through this, the Local Government Unit (LGU) and the City Tourism Office of Samal Island should collaborate to implement or impose sustainable ways to improve shopping facilities and quality infrastructure. It is recommended to have allocated funds for building facilities and amenities that could provide justifiable satisfaction to the guests. The beach resort, on the other hand, should invest in enhancing the destination image, focusing on ameliorating shopping facilities and quality infrastructure.

In addition, paying higher prices for behavioral intention got the lowest calculated average score. With this, beach resorts' management may offer loyalty cards and reward systems to entice guests to revisit. Most importantly, they should ask for feedback from their guests about the current services to ascertain which area and aspect needs innovation and change.

Under satisfaction, accessibility by any mode of transportation has the lowest calculated average score. Thus, The Local Government Unit (LGU) and City Tourism Office of Samal should establish excellent and speedy access not just to the beach resorts but to the island in general, such as increasing the number of ferry boats that would transport passengers from Davao City to Samal Island and vice versa or just coming up with a good ferry system for the meantime since the Samal-Davao Bridge is still on its way. For the beach resort, it is suggested that they put up or create more signages that can easily be seen and distinguished by the tourist to minimize confusion and maximize organization and coherence.

The destination image, behavioral intention, and satisfaction were correlated, which means that they have a direct effect on each other. Therefore, to make the beach resorts recognizable and more effective, they should effectively promote their scenery, service, and recreational activities by utilizing mediums such as social media, brochures, flyers, radio, and tv advertisements for mass dissemination with the support from the LGU and City Tourism Office of Samal. Moreover, the beach resort management should perceive the feedback and reviews from the websites and feedback forms.

Satisfaction is the most influential variable that intervenes in the tourists' decision-making. Hence, providing a service quality can satisfy the guests and gain advantages in a competitive industry by giving proper orientation and special training to the employees and staff to enhance their skills, positively impacting the tourists' behavior and perspective.

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