



## **ETHICAL HOSPITALITY AS A MEDIATING VARIABLE ON THE INFLUENCE OF SERVICE QUALITY AND ORGANIZATIONAL PRESTIGE ON REVISIT INTENTION**

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### **ABSTRACT**

The increasing competitiveness of the hospitality industry requires a deeper understanding of the factors influencing guests' revisit intention. While service quality and organizational prestige are recognized as key determinants of guest behavior, limited studies have examined the mediating role of ethical hospitality, particularly in local hospitality contexts in the Philippines. This study examined the influence of service quality and organizational prestige on revisit intention, with ethical hospitality as a mediating variable. A descriptive-correlational research design was employed, and data were collected from 213 hotel guests in selected accommodation establishments in Cagayan de Oro City using a structured survey questionnaire. The questionnaire was subjected to reliability testing and confirmatory factor analysis to establish its validity and internal consistency. Service quality was measured using the SERVPERF model. The data were analyzed using descriptive statistics, multiple regression analysis, and mediation analysis. The results showed that service quality, organizational prestige, ethical hospitality, and revisit intention were all perceived at high levels. Service quality and organizational prestige significantly influenced revisit intention, with service quality emerging as the stronger predictor. Ethical hospitality partially mediated the relationship between service quality and revisit intention but did not mediate the relationship between organizational prestige and revisit intention. The findings highlight the importance of integrating service excellence with ethical practices to enhance guests' trust and encourage repeat patronage in the hospitality industry.

**Keywords:** *Ethical Hospitality, Organizational Prestige, Revisit Intention, Service Quality*

## INTRODUCTION

Hotels play a vital role in the hospitality industry by providing safe and comfortable accommodation. However, increasing competition has raised guest expectations beyond basic services, with greater emphasis on employee professionalism, behavior, and ethical conduct. Recent studies show that service performance and staff interactions significantly influence trust, satisfaction, and future decisions (Han & Hyun, 2021; Farmaki et al., 2020; Hassan & Soliman, 2021), placing growing pressure on hotels in developing cities like Cagayan de Oro.

In the post-pandemic period, the industry has faced challenges such as labor shortages, evolving service delivery, and fluctuating demand, which may lead to inconsistent service and negative guest perceptions (Dube et al., 2021; Jalees & Janjua, 2023). As service experience remains central to hotel operations, maintaining high service quality and strong ethical practices is essential.

Service quality is a key determinant of customer satisfaction and revisit intention, as positive experiences build trust and encourage repeat visits (Adzinyu et al., 2024; Gajewska & Zimon, 2022). However, guest behavior is also influenced by ethical treatment and organizational prestige, which reflects a hotel's reputation and credibility (Chen et al., 2022; Ali et al., 2023). Ethical hospitality—characterized by fairness, integrity, and transparency—enhances guest confidence, satisfaction, and loyalty (Abdelmoety et al., 2022; Han et al., 2022).

Despite its importance, limited research has examined ethical hospitality as a mediating variable between service quality, organizational prestige, and guest behavior, particularly in local hotel contexts in developing countries. Existing studies also suggest that improvements in service quality and reputation do not always guarantee guest loyalty (Rather, 2021; Stylos et al., 2021), highlighting the need for deeper understanding.

To address this gap, this study examines the influence of service quality and organizational prestige on revisit intention, with ethical hospitality as a mediating variable, in selected hotels in Cagayan de Oro City. The findings aim to provide practical insights for improving service quality, strengthening ethical practices, and enhancing hotel reputation. This research also supports Sustainable Development Goals (SDG) 8 and SDG 12 by promoting responsible, ethical, and sustainable hospitality practices (Kukanja et al., 2020; Dube et al., 2021).

## Theoretical and Conceptual Framework

This study is based on the premise that service quality and organizational prestige influence guests' revisit intention in hotels in Cagayan de Oro City, with ethical hospitality as a mediating factor. Guests' decisions to return are shaped by their service experiences, perceptions of hotel reputation, and evaluation of ethical practices. Positive service delivery and strong prestige encourage repeat visits, while poor service and unethical behavior reduce trust and loyalty.

Recent studies support that service quality and organizational reputation are key determinants of guest behavior, while ethical practices enhance trust, satisfaction, and long-term relationships (Rather, 2021; Stylos et al., 2021; Han et al., 2022; Ali et al., 2023). These findings highlight the importance of ethical hospitality in explaining guest behavior.

The study is guided by the SERVPERF model (Cronin & Taylor, 1992), which measures service quality based on actual performance across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The effective delivery of these dimensions improves satisfaction, trust, and revisit intention (Adzinyu et al., 2024; Gajewska & Zimon, 2022).

Service quality is considered both a direct and indirect predictor of revisit intention, influencing ethical perceptions through fair and professional service (Farmaki et al., 2020; Hassan & Soliman, 2021). Organizational prestige, defined as a hotel's reputation and credibility, also affects revisit intention by strengthening trust and perceived value (Chen et al., 2022; Ali et al., 2023).

Ethical hospitality serves as the mediating variable, reflecting fairness, honesty, and respect in service delivery. It enhances guest confidence and explains how service quality and prestige translate into behavioral outcomes (Han et al., 2022; Abdelmoety et al., 2022). The dependent variable, revisit intention, represents guests' likelihood to return and reflects loyalty and long-term sustainability (Stylos et al., 2021; Rather, 2021).

The conceptual framework proposes a partial mediation model in which service quality and organizational prestige influence revisit intention both directly and indirectly through ethical hospitality.

## Research Questions

This study sought to answer the following research questions:

1. What is the participants' assessment of the hotel's organizational prestige?
2. What is the participants' assessment of the hotel's service quality in terms of:
  - 2.1 Tangibles;
  - 2.2 Reliability;
  - 2.3 Responsiveness;
  - 2.4 Assurance; and
  - 2.5 Empathy?
3. What is the participants' assessment of the hotel's ethical hospitality?
4. What is the participants' level of revisit intention?
5. Do service quality and organizational prestige significantly influence guests' revisit intention?
6. Does ethical hospitality mediate the influence of service quality and organizational prestige on guests' revisit intention?

## **METHODOLOGY**

### **Research Design**

This study employed a descriptive-correlational research design to examine the relationships among service quality, organizational prestige, ethical hospitality, and revisit intention. Service quality and organizational prestige were treated as predictor variables, revisit intention as the dependent variable, and ethical hospitality as a mediating variable.

This design allows the analysis of relationships without manipulating variables and is appropriate for predicting behavioral outcomes using statistical methods such as regression and mediation analysis (Hair et al., 2021; Hayes, 2022). It is widely used in hospitality research to explain how guest perceptions influence behavior in real-world settings (Rather, 2021; Stylos et al., 2021).

### **Participants and Sampling Procedure**

The participants were hotel guests from selected establishments in Cagayan de Oro City with direct service experience. The population was estimated at 450 guests, and a sample size of 213 was determined using the Taro Yamane formula (0.05 margin of error). A total of 213 valid responses were obtained.

Convenience sampling was employed, selecting respondents based on availability and willingness (Etikan & Babatunde, 2021; Taherdoost, 2022). Participants were at least 18 years old, had recently stayed in a hotel for a minimum of two nights, and were able to complete the survey in English or Filipino.

Only registered hotels with recognized reputations (e.g., TripAdvisor awards, Travelers' Choice distinctions, or sustainability certifications such as Green Key) were included, while informal lodging establishments were excluded. Data were collected through an online survey via Google Forms, accessed through QR codes distributed in participating hotels.

### **Data Analysis**

Appropriate statistical tools were used to analyze the survey data in line with the research objectives. Research Questions 1, 2, 3, 4, which assessed organizational prestige, service quality, ethical hospitality, and revisit intention, the weighted mean was used to determine the average responses. For Research Question 5, multiple regression analysis was applied to examine the influence of service quality and organizational prestige on revisit intention. Prior to analysis, key assumptions such as normality, absence of outliers, and multicollinearity were tested to ensure model validity (Hair et al., 2021; Hayes, 2022). For Research Question 6, mediation analysis was conducted to determine the role of ethical hospitality. This included testing the total, direct, and indirect effects using bootstrapping and confidence intervals, which are widely recommended in recent behavioral research (Hair et al., 2021; Hayes, 2022; Sarstedt et al., 2020). These

procedures determine whether ethical hospitality significantly mediates the relationship between the independent variables and revisit intention.

## RESULTS AND DISCUSSION

Table 1 indicates that organizational prestige was perceived at a high level ( $M = 3.72$ ), suggesting that participants viewed the hotel as reputable and credible. Most respondents expressed agreement, reflecting a generally favorable perception, although some remained moderately convinced. This implies that while the hotel has established a positive image, there is still room for strengthening its market position. These findings support studies by Stylos et al. (2021), Han et al. (2022), Chen et al. (2022), and Ali et al. (2023), which emphasize the role of organizational prestige in shaping trust and behavioral intentions in hospitality.

**Table 1**

*Frequency, Percentage and Mean Distribution of Participants' Assessment of Organizational Prestige*

Range	Description	Interpretation	Frequency	Percentage
4.51-5.00	Strongly Agree	Very High	15	7.04
3.51-4.50	Agree	High	126	59.15
2.51-3.50	Slightly Agree	Moderate	70	32.86
1.51-2.50	Disagree	Low	2	0.94
1.00-1.50	Strongly Disagree	Very Low	0	0.00
<b>Total</b>			<b>213</b>	<b>100.0</b>
<b>Overall Mean</b>			<b>3.72</b>	
<b>Interpretation</b>			<b>High</b>	
<b>Specific Indicators</b>			<b>M</b>	<b>Description</b>
1.	This hotel is highly respected compared to other hotels in the city.	3.67	Agree	
2.	This hotel is regarded as a prestigious organization in the hospitality industry.	3.71	Agree	
3.	The hotel is known for its credibility and excellence.	3.85	Agree	
4.	This organization is considered a leader in its field.	3.57	Agree	
5.	The hotel has a high-status reputation among guests and the public.	3.69	Agree	
6.	Staying in this hotel makes me feel proud.	3.62	Agree	
7.	Being associated with this hotel enhances its perceived prestige.	3.89	Agree	

Table 2 showed that overall service quality was rated at a high level (M = 3.76), indicating favorable evaluations across all dimensions. Empathy and assurance received slightly higher ratings, while tangibles and reliability showed relatively lower scores, suggesting areas for improvement. These findings support Parasuraman et al. (1988), Han et al. (2021), Ozturk et al. (2022), and Ali et al. (2023), highlighting the importance of service quality in shaping satisfaction and behavioral intentions.

**Table 2**  
*Summary Table of Service Quality*

<b>Dimensions</b>	<b>Mean</b>	<b>Interpretation</b>
Tangibility	3.73	High
Reliability	3.73	High
Responsiveness	3.74	High
Assurance	3.76	High
Empathy	3.81	High
<b>Service Quality</b>	<b>3.76</b>	<b>High</b>

Table 3 indicated that ethical hospitality was perceived at a high level (M = 3.78), reflecting positive evaluations of fairness, honesty, and transparency. While most respondents agreed, a small proportion expressed concerns, suggesting the need for consistency in ethical practices. This supports Han et al. (2022), Abdelmoety et al. (2022), and Farmaki et al. (2020), who link ethical behavior to trust and positive guest outcomes.

**Table 3**  
*Frequency, Percentage and Mean Distribution of Participants' Assessment of Ethical Hospitality*

<b>Range</b>	<b>Description</b>	<b>Interpretation</b>	<b>Frequency</b>	<b>Percentage</b>
4.51-5.00	Strongly Agree	Very High	21	9.86
3.51-4.50	Agree	High	122	57.28
2.51-3.50	Slightly Agree	Moderate	61	28.64
1.51-2.50	Disagree	Low	8	3.76
1.00-1.50	Strongly Disagree	Very Low	1	0.47
<b>Total</b>			<b>213</b>	<b>100.0</b>
<b>Overall Mean</b>			<b>3.78</b>	
<b>Interpretation</b>			<b>High</b>	
<b>Specific Indicators</b>			<b>M</b>	<b>Description</b>
1. The hotel treats all guests fairly and equally.			3.78	Agree
2. Employees act honestly when serving guests.			3.57	Agree
3. The hotel protects guest privacy and keeps personal information safe.			3.97	Agree

4. Staff follow ethical rules when providing services. 3.63 Agree
5. The hotel handles guest complaints fairly and openly. 3.91 Agree
6. Employees show integrity in their actions and decisions. 3.74 Agree
7. The hotel cares about guests and the community. 3.82 Agree

Table 4 shows that revisit intention was rated highly ( $M = 3.73$ ), indicating strong willingness among guests to return and recommend the hotel. This suggests that positive experiences contributed to customer loyalty. The findings align with Stylos et al. (2021), Rather (2021), and Han et al. (2022), who identify satisfaction and trust as key predictors of revisit intention.

**Table 4**

*Frequency, Percentage and Mean Distribution of Participants' Assessment of Revisit Intention*

Range	Description	Interpretation	Frequency	Percentage
4.51-5.00	Strongly Agree	Very High	15	7.04
3.51-4.50	Agree	High	133	62.44
2.51-3.50	Slightly Agree	Moderate	65	30.52
1.51-2.50	Disagree	Low	0	0.00
1.00-1.50	Strongly Disagree	Very Low	0	0.00
<b>Total</b>			<b>213</b>	<b>100.0</b>
<b>Overall Mean Interpretation</b>			<b>3.73</b>	<b>High</b>

Specific Indicators	<i>M</i>	Description
1. I plan to stay at this hotel again in the future.	3.68	Agree
2. I would choose this hotel for my next visit to Cagayan de Oro City.	3.77	Agree
3. I will recommend this hotel to friends and family.	3.63	Agree
4. This hotel is my first choice compared to other hotels.	3.74	Agree
5. I plan to continue staying at this hotel whenever I visit.	3.59	Agree
6. Even if other hotels offer lower prices, I would still choose this hotel.	3.72	Agree
7. I want to return because I trust the hotel treats guests fairly and ethically.	3.86	Agree
8. I am determined to carry out my revisit decision at this hotel in the future.	3.74	Agree

9. Because this hotel is known for ethical hospitality, I am more willing to return. 3.81 Agree

Table 5 showed that service quality and organizational prestige significantly explained revisit intention ( $R^2 = 0.337$ ; Adj.  $R^2 = 0.330$ ), indicating that 33.7% of the variance was accounted for by these variables. The model was statistically significant, suggesting that both factors are important predictors of guest behavior, although other variables may also contribute.

**Table 5**

*Regression Analysis of the Influence of Service Quality and Organizational Prestige on Revisit Intention*

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	.965	.270		3.571	.000
Quality Service	.519**	.076	.425	6.797	.000
Organizational Prestige	.218**	.054	.251	4.014	.000
Model Summary					
R = 0.580	R <sup>2</sup> = 0.337	Adj. R <sup>2</sup> = 0.330	F = 53.258**	p = .000	

\*\*significant at 0.01 level

Table 6 reveals that service quality significantly influenced revisit intention, both directly and indirectly through ethical hospitality. The results indicate partial mediation, as service quality remained significant even after including the mediator. This suggests that ethical hospitality enhances, but does not fully explain, the relationship between service quality and revisit intention.

**Table 6**

*Mediation Analysis of Ethical Hospitality on the Influence of Service Quality and Organizational Prestige on Revisit Intention*

Effect	B	SE	t	P	BootLLCI	BootULCI	Interpretation
<b>Total Effect (Service Quality → Revisit Intention)</b>	0.5185	0.0903	5.74	< .001	—	—	Significant
Direct Effect (Service Quality → Revisit Intention)	0.4306	0.0830	5.19	< .001	—	—	Significant
Indirect Effect (Service Quality → Ethical Hospitality → Revisit intention)	0.0879	0.0357	—	—	0.0236	0.1630	Significant



Effect		B	SE	t	P	BootLLCI	BootULCI	Interpretation
<b>Total Effect</b> (Organizational Prestige → Revisit Intention)		0.2185	0.0553	3.95	< .001	—	—	Significant
Direct Effect (Organizational Prestige → Revisit Intention)		0.2046	0.0540	3.79	< .001	—	—	Significant
Indirect Effect (Organizational Prestige → Ethical Hospitality → Revisit Intention)		0.0139	0.0117	—	—	-0.0035	0.0415	Not Significant

## Conclusions

The findings indicate that revisit intention is influenced by service quality, organizational prestige, and ethical hospitality. Positive guest experiences are shaped by the combined effect of service performance, credibility, and ethical conduct.

Service quality emerged as the strongest predictor, showing that guests rely mainly on actual service experiences when deciding to return. Ethical hospitality partially mediates this relationship, strengthening the effect of service quality by enhancing perceptions of fairness, transparency, and trust.

In contrast, organizational prestige influences revisit intention directly and is not mediated by ethical hospitality, suggesting that guests base this decision more on reputation and credibility.

Overall, revisit intention is driven by both experiential factors (service quality) and perceptual factors (organizational prestige), with ethical hospitality enhancing the impact of service quality on guest behavior.

## Recommendations

Based on the findings, the following recommendations are proposed:

1. Hotel managers should enhance service quality by ensuring consistent, responsive, and reliable service across all SERVPERF dimensions.
  - 1.1 Hotels should integrate ethical hospitality practices by promoting fairness, transparency, respectful treatment, and proper handling of guest concerns and personal information.
  - 1.2 Hotel management should strengthen organizational prestige by maintaining high service standards and building brand credibility and trust.
2. Staff training programs should emphasize both technical skills and ethical behavior, including communication, service integrity, and guest relations.

3. Local Government Units (LGUs) and tourism authorities may use these findings to develop policies and programs that promote service quality, ethical practices, and sustainable tourism.
4. Hospitality and tourism educators may incorporate these findings into instruction to enhance students' understanding of service quality, ethics, and guest behavior.
5. Future researchers may conduct similar studies in other hospitality settings and include additional variables such as guest satisfaction, trust, and perceived value to further explain revisit intention.

### **Compliance with Ethical Standards**

This study was conducted in accordance with established ethical research standards. Prior to data collection, informed consent was obtained from all participants, ensuring that they were fully aware of the purpose of the study and their role in it. Participants were given the right to voluntarily participate and withdraw at any point without any consequences. Confidentiality and anonymity were strictly maintained throughout the research process, and no personal identifying information was disclosed. All collected data were handled in compliance with data privacy principles and were used solely for academic purposes. The researchers ensured that no harm, discomfort, or risk was imposed on the participants, and their well-being was prioritized at all times. Additionally, the study was conducted with honesty and integrity, with no fabrication, falsification, or misrepresentation of data. Proper acknowledgment of all sources was observed to avoid plagiarism. No conflict of interest was present in the conduct of this research. Any use of digital tools, including artificial intelligence, was limited to language refinement and did not influence the interpretation of the findings.

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