

Table 2c shows that the tourists agreed that they are willing to purchase a tour package in Sta. Ana, Cagayan if the feedback shows trustworthy and positive reviews of the previous customers, which gives them confidence to purchase. Also, tourists are willing to purchase tour packages if the reviews are not commended on by trolls or dummy accounts.

TABLE IID. FACTORS AFFECTING THE PURCHASE INTENTION OF TOURISTS TO TOUR PACKAGES ALONG ITINERARY/ACTIVITIES IN STA. ANA, CAGAYAN

Factors	Mean	Qualitative Description
1. Tour package that has allotted time for various activities and are not rushed in just one day.	3.44	To a great extent
2. Tour package's itineraries are attainable.	3.52	To a very great extent
3. Tour package with a planned itinerary is safe and worth the energy to visit.	3.66	To a very great extent
4. Tour package's itineraries are accurate (arrive on time and return to the accommodation at a reasonable time).	3.54	To a very great extent
5. Tour package that has interesting and surprising itineraries.	3.58	To a very great extent
Average Mean	3.55	To a very great extent

Table 2d shows that tourists will purchase a tour package if the planned itinerary is safe and worth the energy to visit. Likewise, tourists will also purchase it when the allotted time for various activities is not rushed in just one day. This result showed that it affects the intention of tourists to purchase a tour package in Sta. Ana, Cagayan to a very great extent.

TABLE III. FACTORS AFFECTING THE PURCHASE INTENTION OF TOURISTS TO TOUR PACKAGES ALONG PACKAGE INCLUSIONS IN STA. ANA, CAGAYAN

Factors	Mean	Qualitative Description
1. Tour a package inclusion that provides the needs and wants.	3.65	To a very great extent
2. Tour package that includes travel insurance.	3.21	To a great extent
3. Tour package that has components included that contributes to the overall experience.	3.55	To a very great extent
4. Tour a package inclusion that compliments the various services.	3.46	To a great extent
5. Tour package inclusions that are free to purchase every single component separately.	3.38	To a great extent
Average Mean	3.45	To a great extent

Table 2e shows that tourists will purchase a tour package if the provided inclusions meet their needs and wants. Tourists will also purchase if travel insurance is included.

TABLE III. TEST OF SIGNIFICANT DIFFERENCE ON THE FACTORS AFFECTING THE PURCHASE INTENTION OF TOURISTS TO TOUR PACKAGES IN STA. ANA, CAGAYAN WHEN GROUPED ACCORDING TO PROFILE VARIABLES

Profile Variables	T-Values/ F-Values				
	Price	Promotion	Rating	Itinerary	Package Inclusion
Sex	0.786	0.301	0.488	0.229	1.000
Age	0.398	0.914	0.980	0.769	0.814
Civil Status	0.841	0.319	0.129	0.364	0.264
Monthly Income	0.980	0.835	0.934	0.478	0.444
Highest Educational Attainment	0.281	0.897	0.917	0.931	0.681
Preferred Travel Type	0.654	0.477	0.432	0.295	.077
Occupation	0.488	0.180	0.334	0.304	0.292
Number of Travels in a Year	0.567	0.899	0.877	0.682	0.693

*Significant at .05

Table 3 shows that there is no significant difference in the factors affecting the purchase intention of tourists to tour packages in Sta. Ana with regard to the price, promotion, rating, itinerary, and package inclusions when grouped according to sex, age, civil status, monthly income, highest educational attainment, preferred travel type, occupation and number of travels in a year. In general, the factors affecting purchase intention do not differ significantly when grouped according to profile. Thus, the hypothesis is accepted.

IV. DISCUSSIONS

Profile of the Respondents

Majority of the respondents in this study are men, between the ages of 30 and below. Most of them are single, have a monthly income of P10,000 and below, have earned a college degree, and prefer to travel with their families, who make an average of 5 and below trips together per year. It shows in this study that tourists who are freelancers, farmers, and housewives are able to purchase tour packages with their average income of P10,000, which allows them to spend quality time with their families by purchasing tour packages and by participating in various activities that the tour operator offers. Moreover, another study found out that respondents who have college or university degrees, and who are working are also the people who travel the most (Ivanova et al., 2021), which contradicts the findings of this study. Compared to this study's respondents, the average number of travel in a year is 5 and below, and most of them do not have high monthly income. The millennials and generation Z have the time and energy to explore destinations, although these groups have limited sources of income. Furthermore, the study was supported by Juliana and Shihab (2018), which suggests that millennials are keen on traveling with closer relatives, such as family members, instead of engaging in open trips that generally entail larger groups with 'unknown' people.

Factors Affecting the Purchase Intention of Tourists to Tour Packages in Sta. Ana, Cagayan

Since Santa Ana is considered as one of the most popular attractions found in Cagayan Province and a potentially competitive place to visit, tour operators take this opportunity to craft tour packages that include a variety of attractions and activities that tourists can enjoy. According to the study's findings, tourists are willing to purchase a tour package if it falls within their price range, implying that they are looking for a tour package that they can afford. When it comes to pricing, tourists are thinking carefully about which specific package they will avail because tour packages differ in price. However, it had been argued that tourists are reasonably well-informed about changes in exchange rates, whereas information on price levels and price changes in destination is generally unknown ahead of time (Forsyth et al., 2009). The cost of a tour package in Sta. Ana, Cagayan will undoubtedly entice tourists to buy because the destination itself provides a variety of activities that tourists can enjoy and be satisfied with after spending money on their travel. Tourists will tend to purchase cheaper tour packages, but they can maximize the level of enjoyment obtained regardless of whether the tour packages are cheaper or not.

As more tourists visit the attractions in Santa Ana, the more a place is promoted through Instagrammable photos and videos posted on social media. The most commonly used promotional tool of tour operators is the use of brochures of the tour packages that are usually posted on their social media pages, which highlights the scenic beauty of Santa Ana. Furthermore, as part of their marketing strategy for promoting a tour package, tour operators offer group discounts based on the number of pax. These promotions are ideal for groups of friends, family, reunions and so on which encourage more tourists to travel and avail tour packages. This means that group travelers will benefit more from the tour package as tourists can save more money on their expenses and avail more affordable tour packages, especially with budget-conscious travelers.

Moreover, tourists are mostly reliant on the online reviews of previous customers before purchasing a tour package. Majority of tour packages in Santa Ana nowadays are posted in social media to make it easier for travel agencies to reach the potential tourists. This implies that tourists are free to write their feedback regarding their experience, as well as their rating about the products and services offered by tour operators. Online and rating reviews are the most significant types of social proof nowadays. Travelers rarely purchase a tour package without checking first the websites of the travel agency or other platforms to see what other verified customers have said about it. According to the results in the study of Pinto & Castro (2019), online reviews are important in the customer's decision-making process, although it is not the most important factor. Furthermore, suppose the tour packages in Santa Ana have good online ratings and reviews. In that case, it can directly improve a product's and service's ranking and generate more conversations, resulting in more

purchases. The tour itinerary of tour packages in Sta. Ana, Cagayan is one of the most important parts of the tour packages as it covers the activities available for tourists to enjoy during their trip. Sta. Ana, Cagayan itinerary will make sure that tourists will enjoy because of the amazing view of the said municipality. The itinerary of a tour package going to different destinations in Sta. Ana, such as the Palau Island Seascape and Landscape, will start at San Vicente port, riding a boat to Cape Engaño, unwinding and enjoying the majestic and picturesque beauty of the Palau Island. Furthermore, the planned itinerary provided by tour operators is safe and worth the energy since tourists are enjoying the fun activities.

Under package inclusions, tourists focus more on how a tour package will provide their needs and wants in terms of transportation, accommodation, food, entertainment and other facilities and services while in Sta. Ana, Cagayan. In addition, these elements of a tour package are standardized, quality controlled, repeatable, sold as an inclusive tour package, and sold for a single price (Ivanova and Rahimi, 2016). The inclusions of tour packages provided by tour operators in Sta. Ana are transportation, accommodation, tour guide and environmental fee. Sometimes, there are also tour operators who include meals in the tour packages. Package inclusions in Sta. Ana, Cagayan guarantee tourists that they won't be stressed about the things they need during their vacation because it is already included in their tour package, thus tour operators see to it that all the inclusions complement the various services. Their perspectives on the inclusions provided to them give them the right to select the best among those inclusions to make their visit to Sta. Ana, Cagayan worthwhile and enjoyable, which can contribute to their overall experience.

Test of Significant Difference on the Extent of the Influence of the Factors Affecting the Purchase Intention of Tourists to Tour Packages in Sta. Ana, Cagayan when Grouped according to Profile Variables

The study found no significant difference in male and female intentions when purchasing tour packages. Tourist's sex won't affect the intention to purchase regardless of the tour package price, itinerary or activities, promotions, package inclusions, or online reviews. However, a similar study from Pinto & Castro (2019) stated that females give more importance to promotions and photos than men, but both genders still give importance to price and reviews. With regard to the age variable of this study, majority of the respondents are of working age and the rest are retirees. Pinto & Castro (2019) found significant differences on the importance that tourists place on all factors based on their age profile. Using pairwise comparison, their study determined that younger tourists are more concerned about the price. In this study, tourists who have graduated from college and have a monthly income of P10,000 or less can still have the intention to purchase tour packages. As regards civil status, it does not affect tourists' intentions to purchase tour packages. Richa et al. (2012) found out that this does not interfere with

purchase intention and that the civil status of tourists does not affect buying tours. When the respondents were grouped according to their gender, age, civil status, monthly income, highest educational attainment, preferred travel type, occupation, and number of travels in a year, the findings revealed no significant differences in the five factors influencing their purchase intention of tour packages in Sta. Ana, Cagayan. Tourists have the intention to purchase tour packages to Sta. Ana, Cagayan, regardless of their personal backgrounds.

Several limitations to this study should be investigated further in future research. According to Chua et al. (2021), purchase intention is a dependent variable that is influenced by external, as well as internal factors. Furthermore, one of the study's limitations is that it was only conducted in Tuguegarao City, but the respondents were from both outside Cagayan Province and Tuguegarao City and were interested in purchasing tour packages. Potential tourists from nearby municipalities are excluded from the study. Tourists who refuse to purchase Sta. Ana tour packages are also excluded from the study. To generalize the findings, extensive research in a variety of locations throughout Cagayan Province and other provinces, as well as with those tourists who are unwilling to purchase such tour packages, can be conducted.

V. CONCLUSION

When the COVID-19 protocols have been lifted in Cagayan Province, the municipality of Sta. Ana began to operate by opening different tourism destinations and attractions. Tourists who want to visit Sta. Ana, Cagayan, give importance to price and itinerary qualities that matter, such as great value and cost-saving tour packages. Furthermore, price has the most relevance to any tourists who wish to purchase any tourism products and services, like tour packages, because price defines the spending power of the tourists. When it comes to purchasing tour packages, tourists, particularly those with their own families and children, prefer prices that are budget-friendly, while other tourists ensure that the price is worth spending. Tourists are continuously seeking authentic experiences. Therefore, they give importance on itineraries/activities with a leeway for unforeseen circumstances. Likewise, tourists want to have unexpected and surprising positive activities that meet their expectation in the itineraries of the tour packages offered in Sta. Ana, Cagayan. Moreover, the itinerary offered to tourists is one of the factors that excites them to purchase such tour packages, and it shows how these activities make a wonderful experience for the tourists.

VI. RECOMMENDATIONS

1. Tour operators may consider the factors in this study when crafting tour packages that align with the tourists' preferences and interests, in order for them to buy or purchase the said package.

2. Moreover, a well-designed website of the travel agency's Facebook page, such as attractive tagline, glossy promotional brochures, and conveying message, should be developed to entice and influence the intention of tourists to purchase the tourism products and services.
3. Showcase the unique attractions of Sta. Ana to tourists as they engage in different tourist activities such as island hopping, seafood eating, hiking, snorkelling, swimming, sun bathing, sight-seeing, and so much more. It is to leave the best mark to foreign visitors that, indeed, Sta. Ana, Cagayan is not just an economic zone but also an Adventure Paradise. Tourists are now fond of surfing the internet to find great places to visit, so it would be great to have a website where tourists can learn about the unique selling points of Sta. Ana, Cagayan, and promote its scenic locations, products, and activities. Given the pieces of information from this study, Sta. Ana, Cagayan can be promoted by understanding more of the factors stated from this study and applying these in creating tour packages, which is one of the key ways to attract more tourists in the said municipality.
4. It is highly suggested for future researchers to study the reasons why some tourists are not interested in purchasing tour packages to Sta. Ana, Cagayan.
5. It is also recommended that future researchers determine other factors relevant to the purchasing intention of tourists aside from the given factors in this study.

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