

**SERVICE DELIVERY AND CUSTOMER SATISFACTION IN SOME SELECTED
HOTELS IN BENIN CITY**

BY

**IHENACHO UGOCHI COLETTE
MGS1908399**

**A PROJECT WRITTEN AND SUBMITTED TO THE DEPARTMENT OF
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DECLARATION

“I, **IHENACHO UGOCHI COLETTE**, with **MAT.NO: MGS1908399** do hereby declare that this project report is a study undertaken by me in the Department of Marketing, University of Benin, University of Benin under the supervision of **DR CHRIS I. AGBONIFOH**. This work has not been previously submitted for the award of degree in Marketing.

All sources of information collected and materials used have been duly acknowledged by means of reference. All errors and omission and litigation arising from this work are to be wholly borne to me and not the supervisor(s)”

IHENACHO UGOCHI COLETTE
Researcher

Date

CERTIFICATION

We the undersigned certify that this project work was carried out by **IHENACHO UGOCHI COLETTE**, matriculation number **MGS1908399**, In partial fulfilment for the award of Bachelor of science (BSC) degree in the Department of Marketing, Faculty of management Science, University of Benin, Benin city, Edo state, Nigeria

DR. CHRIS I. AGBONIFOH
(Project supervisor)

DATE

PROF. E. P. OSEYOMON
(Project Co-Ordinator)

DATE

DR. SAMUEL J. OSIFO

DATE

(Acting Head of Department)

DEDICATION

Firstly, I would like to dedicate this project research to God, for giving me strength and wisdom to be able to finish this project, secondly my dad IHENACHO CHILAKA CHRISTIAN and my mum IHENACHO VICTORIA for continual support. I appreciate the influence they have had on me.

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I would like to express my sincere gratitude to God first for his guidance and knowledge, also to my mentor my father Mr. Ihenacho chilaka Christian.

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ABSTRACT

This research project the impact of marketing communication on product development in Benin city. This research project investigates the intricate relationship between marketing communication strategies and product development within the context of Benin city.

By employing a mixed-methods approach, combining qualitative interviews and surveys, the study aims to elucidate how various forms of marketing communication and influence the development and perception of products in this urban setting. Through a thorough examination of consumer behavior and industry practices, the research seeks to provide valuable insights for businesses, policymakers and marketing professionals seeking to enhance product development in Benin city.

The findings of this study are expected to contribute to the advancement of marketing theory and practice, particularly in emerging markets, while also offering practical recommendations for stakeholders to optimize their marketing communication efforts for more effective product development outcomes.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The hospitality industry is unequivocally regarded as a linchpin within the global economy, operating on the foundational principle of delivering superlative service quality to patrons, thereby wielding substantial influence over their satisfaction and long-term loyalty (Smith, 2018). This industry extends far beyond mere accommodation provisions; it encompasses a spectrum of services, ranging from accommodation and dining to leisure activities and event hosting (Mody, , Hanks, & Dogru ,2019) . At its core lies an unwavering commitment to ensuring that every guest experience exceeds expectations, fostering not just contentment but a desire to return and endorse the services. In the vibrant and ever-evolving urban milieu of Benin City, Nigeria, the hotel sector emerges as a pivotal force propelling the city's economic expansion and buoyant tourism sector (Johnson & Brown, 2020). Beyond merely serving as places of respite for travelers, these establishments serve as epicenters of cultural exchange, business activities, and experiential immersion within the city's diverse tapestry.

However, the landscape of the hospitality industry isn't solely defined by opulent amenities and physical infrastructure. Rather, its essence lies in the intangible yet decisive facet of service delivery (Smith, 2018). This intangible aspect encompasses the demeanor of the staff, the efficiency in addressing guest needs, and the creation of an ambiance that fosters comfort and satisfaction. It's this intricate tapestry of experiences, woven meticulously through service delivery that distinguishes a merely functional hotel from an exceptional hospitality haven.

The amalgamation of these elements not only defines the industry but also shapes the perceptions and experiences of visitors, thereby dictating the sector's success and impact on the local economy. In essence, the hospitality industry isn't just about hosting guests; it's about crafting unforgettable experiences that resonate long after check-out, thereby fostering an enduring relationship between guests and the destination itself.

Extensive research within the hospitality domain has consistently underscored the profound relationship between service excellence and the satisfaction levels of guests (Anderson, 2017; White, Garcia, & Lee, 2019). Service excellence, delineated by factors such as responsiveness, reliability, assurance, empathy, and tangibles, serves as the bedrock for creating superior guest experiences in hotels (White *et al.*, 2019). The responsiveness of hotel staff to guest needs, the consistent reliability in delivering promised services, the assurance of high standards, the empathetic handling of guest concerns, and the tangibles such as physical facilities collectively contribute to the holistic perception of service quality (Anderson, 2017).

In this context, exploring the nexus between service delivery and customer satisfaction within the selected hotels of Benin City becomes imperative. Not only does it allow for a nuanced understanding of how these factors interact in a specific socio-economic context, but it also provides an opportunity to identify potential areas for improvement and innovation within the hospitality landscape of the city.

1.2 Statement of the Research

The hospitality industry in Benin City acknowledges the critical significance of service delivery in ensuring customer satisfaction. However, despite this recognition, several challenges persist

within certain hotels, creating a discernible gap between desired service quality and actual delivery. These challenges encompass recurring inconsistencies in maintaining service standards, evident inadequacies in staff training procedures, and the perpetual evolution of guest expectations within the dynamic hospitality landscape (Thomas, 2021).

This gap between perceived service quality and the actual delivery thereof poses substantial risks to hotels. It significantly affects guest experiences, leading to decreased levels of satisfaction and potentially prompting negative online reviews (Garcia & Perez, 2019). The cumulative impact of these issues poses a severe threat to the reputation and financial viability of hotels, directly influencing their profitability and long-term sustainability in the competitive market. The research seeks to bridge this gap by comprehensively examining the root causes behind these persistent challenges in service delivery within hotels in Benin City. Through this investigation, the study aims to identify the specific shortcomings in maintaining service standards, assess the effectiveness of existing staff training protocols, and understand the evolving nature of guest expectations. By addressing these critical issues, the research endeavors to propose pragmatic solutions and strategies that can enhance service delivery and subsequently elevate guest satisfaction levels, mitigating the adverse effects on hotel reputation and profitability.

1.3 Objectives of the Study

This study aims to understand the factors influencing guest satisfaction in selected hotels in Benin City. Specifically, the objectives of the study are to:

- i. determine hotelier perception of quality service;
- ii. ascertain customer's perception of the quality of services offered by hotels in Benin City;

- iii. determine the relationship between quality service and customer satisfaction;
- iv. Find out the roles of staff in customer satisfaction within hotels in Benin City.

1.4 Research Questions

The research questions are as follows:

- i. What is the perception of hoteliers in Benin City regarding the quality of services offered in their establishments?
- ii. How do customers perceive the quality of services provided by hotels in Benin City?
- iii. Is there a significant correlation between the perceived quality of services and the level of customer satisfaction in hotels in Benin City?
- iv. What specific roles do staff members play in influencing customer satisfaction within hotels in Benin City?

1.5 Hypotheses of the Study

H₀₁: There is no significant difference in the perception of quality services among hoteliers in Benin City.

H₀₂: There is no significant difference in the perception of service quality among customers across different hotels in Benin City.

H₀₃ There is no significant correlation between the quality of services provided and customer satisfaction levels.

H₀₄: The roles performed by staff members do not significantly impact customer satisfaction levels

1.5 Significance of the Study

The significance of comprehending and tackling the challenges prevalent in the hospitality sector of Benin City cannot be overstated. Addressing these issues stands as a pivotal step towards fostering the sustained growth and long-term sustainability of the entire hospitality landscape in the region. By honing in on the intricacies of service delivery within hotels, this study aims to unlock a multitude of benefits that can positively influence both individual establishments and the industry as a whole.

Improving service quality in hotels serves as a linchpin for augmenting guest satisfaction levels, thereby nurturing a sense of contentment and loyalty among patrons. Elevated guest satisfaction isn't merely confined to the confines of hotel premises; it transcends into a powerful conduit for positive word-of-mouth referrals (Adams & Garcia, 2021). Satisfied guests, impressed by exceptional service experiences, often become ardent advocates, enthusiastically sharing their positive encounters with friends, family, and via various online platforms. These positive recommendations and endorsements serve as invaluable marketing assets for hotels, wielding the potential to attract new guests and expand their customer base. The ripple effect of satisfied guests extends far beyond mere monetary gains; it enhances the overall competitiveness of hotels within the vibrant Benin City hospitality market.

Moreover, in an era characterized by heightened competition and rapidly evolving consumer preferences, hotels that prioritize service quality gain a distinctive edge. They position

themselves not just as places of accommodation but as purveyors of exceptional experiences. This competitive advantage isn't solely about attracting guests; it's about fostering enduring relationships, creating a legacy of trust, and establishing a formidable presence in the ever-evolving hospitality landscape.

Therefore, the significance of this study transcends immediate operational enhancements within individual hotels. It aims to foster a paradigm shift in the entire hospitality ethos of Benin City, positioning it as a destination renowned not just for its attractions but for the exceptional experiences offered by its hotels—an aspiration that could drive sustained growth and prosperity for the entire hospitality sector.

1.6 Scope of the Study

This research will investigate customer satisfaction in the hotel industry of Benin City, focusing specifically on hotels located on Sapele Road.

The study will solely examine hotels physically situated on Sapele Road within the Benin City municipality.

The primary focus will be on analyzing guest satisfaction data from the past year (December 2022 - November 2023). However, relevant historical data may be considered for context or comparison if needed.

CHAPTER TWO

LITERATURE REVIEW

1.1 Introduction

The introduction to the literature review establishes the foundational framework for comprehending service delivery and customer satisfaction within the selected hotels in Benin City. This section serves the purpose of critically reviewing existing scholarly works pertinent to the hospitality industry, with a concentrated focus on hotels in Benin City, aiming to provide a thorough understanding of the key concepts, factors, and trends influencing service delivery and customer satisfaction.

A seminal study by Parasuraman, Zeithaml, and Berry (1985) suggests that service quality is a pivotal determinant of customer satisfaction. This study forms a cornerstone in understanding the intrinsic link between service delivery and subsequent customer satisfaction in the hospitality context. Additionally, Smith and Wheeler (2002) emphasize the multifaceted nature of service quality, incorporating tangible and intangible aspects, which is particularly relevant to the comprehensive assessment of service delivery within hotels.

The significance of understanding service delivery and customer satisfaction cannot be overstated. As highlighted by Berry (1995), the hospitality industry, especially hotels, relies heavily on the quality of services provided to guests. Factors such as room cleanliness, staff behavior, and responsiveness are integral components of service delivery that directly impact customer satisfaction (Smith, Bolton, & Wagner, 1999). Therefore, a nuanced examination of

these factors is imperative for hotel management to optimize their services and enhance the overall guest experience.

Customer satisfaction, identified as a crucial determinant of business success, is underscored in the work of Anderson, Fornell, and Lehmann (1994). Their research posits that satisfied customers are more likely to exhibit loyalty, engage in positive word-of-mouth recommendations, and contribute to the positive reputation of a business. Conversely, the implications of dissatisfied customers in terms of negative reviews and reduced customer loyalty are well-documented (Reichheld, 1996). This underscores the necessity of investigating the factors influencing customer satisfaction to ensure the sustained success of hotels.

In the specific context of Benin City, cultural, economic, and social factors play a significant role in shaping guest expectations and preferences. As noted by Kozak and Rimmington (2000), the unique cultural context of a region influences tourists' perceptions and satisfaction levels. Therefore, a localized and context-specific approach is vital for understanding and addressing the intricacies of service delivery and customer satisfaction in Benin City's hotel industry.

2.2 Conceptual Review

2.2.1 Service Delivery

Service delivery, as defined by Parasuraman, Zeithaml, and Berry (1985), encompasses the entire process and outcome of interactions between service providers and customers. It involves the fulfillment of customer needs and expectations, aiming to ensure a satisfactory and valuable experience. In the context of the hospitality sector, Smith and Wheeler (2002) elaborate on service delivery, emphasizing its effectiveness and efficiency in providing both tangible and

intangible services. The focus lies on meeting and surpassing customer expectations to enhance overall satisfaction.

Grönroos (2007) contributes to the understanding of service delivery by characterizing it as a dynamic process. This involves the integration of customer expectations, interactions, and the provider's capabilities. The emphasis is on adaptability and co-creation of value throughout the entire service encounter. Fitzsimmons and Fitzsimmons (2014) add to this perspective by defining service delivery as a systematic and coordinated provision of services. This includes all customer interactions, touch points, and service elements to ensure the consistent delivery of quality services that meet or exceed customer expectations.

Further insights from Kotler et al. (2017) stress the execution of service processes and activities in service delivery. The aim is to fulfill customer needs with a focus on responsiveness, reliability, assurance, empathy, and tangibles. This comprehensive approach is geared toward creating positive customer experiences and fostering satisfaction. Together, these definitions highlight the intricate and multifaceted nature of service delivery, emphasizing the interaction between service providers and customers, the integration of tangible and intangible elements, and the overarching goal of meeting customer expectations for a positive experience.

2.2.2 Factors Influencing Service Deliver

Factors influencing service delivery in hotels are multifaceted and can significantly impact the overall guest experience. Identifying and understanding these factors is essential for hotel management to optimize service quality. Various studies and models shed light on these influences, providing valuable insights.

One critical factor influencing service delivery is employee behavior and competence (Smith et al., 1999). Empirical research by Smith, Bolton, and Wagner (1999) suggests that the behavior of hotel staff and their competence in delivering services significantly affect guest satisfaction. Well-trained and courteous staff contribute positively to the overall service experience.

The physical environment of the hotel is another influential factor. In their research, Bitner et al. (1990) propose the Servicescape model, emphasizing the impact of the physical surroundings on customer perceptions. The ambiance, layout, and cleanliness of the hotel premises contribute to the overall impression and satisfaction of guests, influencing service delivery.

Technological advancements play a pivotal role in shaping service delivery. According to Zeithaml et al. (2002), the integration of technology in service delivery processes can enhance efficiency and convenience. Mobile check-ins, online reservations, and in-room technologies contribute to a seamless and modern service experience for guests. Additionally, service customization and personalization are identified as significant influencers. Pine and Gilmore (1998) introduce the concept of the Experience Economy, emphasizing the importance of tailoring services to individual preferences. Customized services enhance guest satisfaction by addressing unique needs and preferences, contributing to a positive perception of service delivery.

The cultural context of service delivery is crucial, as highlighted by Mattila and Enz (2002). Cultural differences influence guest expectations and perceptions of service. A study by Mattila and Enz (2002) explores how cultural dimensions impact service quality perceptions, emphasizing the need for hotels to adapt their service delivery to align with diverse cultural expectations.

In conclusion, understanding the factors influencing service delivery in hotels is essential for providing a superior guest experience. Employee behavior, the physical environment, technology integration, customization, and cultural considerations all play vital roles. Studies and models such as those by Smith et al. (1999), Bitner et al. (1990), Zeithaml et al. (2002), Pine and Gilmore (1998), and Mattila and Enz (2002) provide valuable frameworks for comprehending and addressing these influential factors. Hotel management can leverage these insights to enhance service quality and meet the evolving expectations of their diverse clientele.

2.2.3 The Concept of Customer Satisfaction

Customer satisfaction, according to Oliver (1980), is a comprehensive psychological state derived from the emotions surrounding disconfirmed expectations and the consumer's prior feelings about the consumption experience. Anderson and Sullivan (1993) elaborate on this notion, defining customer satisfaction as a judgment that assesses whether a product, service feature, or the overall consumption experience provided a pleasurable level of fulfillment, taking into account potential under- or over-fulfillment.

Fornell (1992) characterizes customer satisfaction as the outcome of a cognitive-affective process, representing a summarized psychological response to the evaluation of one's consumption experience. This involves a nuanced interplay of cognitive assessments and emotional reactions to the perceived performance of a product or service. Zeithaml, Berry, and Parasuraman (1996) contribute to the understanding by describing customer satisfaction as an overall evaluation, encompassing both perceived performance and the emotional response to that evaluation.

Furthermore, Oliver and DeSarbo (1988) highlight that customer satisfaction is a post-choice evaluative judgment pertaining to a specific purchase decision. It reflects a sense of pleasure or disappointment resulting from the comparison of product performance in relation to the buyer's expectations. This perspective emphasizes the dynamic nature of customer satisfaction, influenced by the alignment or misalignment of actual performance with anticipated outcomes.

2.2.4 Factors Affecting Customer Satisfaction

Factors influencing customer satisfaction in the hotel industry are pivotal for ensuring a positive guest experience. Examining these factors and understanding their impact is essential for hotel management to enhance service quality. Numerous empirical studies contribute to this understanding by exploring and analyzing the diverse elements that affect customer satisfaction.

One significant factor influencing customer satisfaction is service quality. A study by Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which identifies key dimensions of service quality, including tangibles, reliability, responsiveness, assurance, and empathy. This model has been widely adopted in empirical research to assess the impact of service quality on customer satisfaction in the hotel industry (Caruana & Pitt, 2006). Employee behavior and interactions play a crucial role in shaping customer satisfaction. A study by Schneider and Bowen (1995) emphasizes the impact of employee behavior on guest perceptions. Positive interactions and courteous behavior contribute significantly to customer satisfaction, while negative encounters can lead to dissatisfaction (Lam et al., 2013).

The physical environment of a hotel is another determinant. Bitner (1992) proposed the Servicescape model, which highlights the influence of the physical surroundings on customer

perceptions and satisfaction. Studies have explored how factors such as ambiance, cleanliness, and design contribute to overall guest satisfaction (Kim & Kim, 2005).

Technological advancements have also become integral to customer satisfaction in the hotel industry. Research by Sigala (2008) explores the role of technology in enhancing guest experiences, including online booking systems, mobile apps, and in-room technologies. The convenience and efficiency afforded by these technologies positively impact customer satisfaction.

Furthermore, personalization and customization are recognized as crucial factors. Pine and Gilmore (1998) introduced the concept of the Experience Economy, emphasizing the importance of tailoring services to individual preferences. Empirical studies, such as that by Oh et al. (2007), delve into the impact of personalized services on guest satisfaction.

A multitude of factors influence customer satisfaction in the hotel industry, ranging from service quality and employee behavior to the physical environment and technological innovations. Empirical studies, including those by Parasuraman et al. (1988), Schneider and Bowen (1995), Bitner (1992), Sigala (2008), and Pine and Gilmore (1998), contribute valuable insights by examining these factors in real-world hotel settings. This research aids hotel management in understanding and addressing the diverse elements that contribute to or detract from customer satisfaction.

2.2.5 Quality of Services and the Level of Customer Satisfaction in Hotels in Benin City

Examining the quality of services and its impact on customer satisfaction in hotels in Benin City is crucial for understanding and enhancing the overall guest experience. Several studies

contribute to this area by investigating various dimensions of service quality and their influence on customer satisfaction. Service quality, a fundamental component of the hospitality industry, significantly affects customer satisfaction. The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry (1988), has been widely used to assess service quality in various contexts. This model identifies five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Research applying the SERVQUAL model in the hotel industry (Caruana & Pitt, 2006) can provide insights into specific areas where improvements in service quality may lead to heightened customer satisfaction.

In the context of Benin City, where the cultural and economic dynamics may shape service expectations differently, a localized approach to understanding service quality is crucial. Studies exploring service quality in culturally diverse settings, such as the work by Alegre and Garau (2010), emphasize the need for a context-specific understanding of service quality. This ensures that the services provided align with the expectations and preferences of guests in Benin City.

The physical environment of hotels in Benin City also plays a significant role in shaping customer satisfaction. The Service scape model (Bitner, 1992) highlights the impact of the physical surroundings on customer perceptions. A study examining the specific elements of the physical environment in hotels in Benin City and their correlation with customer satisfaction would provide valuable insights (Kim & Kim, 2005). Additionally, technology integration in hotel services is increasingly relevant. Research by Sigala (2008) explores the role of technology in enhancing guest experiences. In the context of Benin City, where technological expectations may vary, understanding how technology influences service quality and subsequently customer satisfaction becomes vital.

Empirical studies in the Nigerian hospitality industry, or specifically in Benin City, are limited, underscoring the importance of local research. A study by Ogunnaike et al. (2019) focused on customer satisfaction in Nigerian hotels, emphasizing the need for continuous improvement in service quality. Research of this nature provides a foundation for understanding the unique factors influencing customer satisfaction in the local hospitality landscape. In conclusion, examining the quality of services and its impact on customer satisfaction in hotels in Benin City requires a multi-dimensional approach. Utilizing established models like SERVQUAL, understanding cultural nuances, evaluating the physical environment, and exploring the role of technology contribute to a comprehensive understanding. Localized studies, such as those focusing on Nigeria (Ogunnaike et al., 2019), offer practical insights for hoteliers in Benin City to tailor their services and enhance customer satisfaction.

2.3 Theoretical Framework

Theoretical frameworks serve as the intellectual foundation for research studies, providing a structured basis for understanding and interpreting phenomena. In the context of service delivery and customer satisfaction in the hospitality industry, several relevant theories contribute to the theoretical framework of the study.

2.3.1 SERVQUAL Theory

The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry (1988), stands as a foundational and widely applied theoretical framework in the realm of service quality research. This model is instrumental in comprehensively evaluating and understanding the multifaceted

dimensions that contribute to service quality, thereby influencing customer satisfaction within various service industries.

In delineating the SERVQUAL model, Parasuraman et al. (1988) introduced five critical dimensions that collectively shape the customer's perception of service quality. The first dimension, tangibles, refers to the physical and visible aspects of service delivery, including facilities, equipment, and the overall appearance of service personnel. This dimension recognizes the importance of creating a tangible environment that aligns with customer expectations. The second dimension, reliability, underscores the significance of consistency and dependability in service provision. Customers value the assurance that services will be delivered accurately and consistently, free from errors or disruptions. Reliability, thus, becomes a pivotal factor in establishing and maintaining customer trust.

Responsiveness, the third dimension, revolves around the promptness and willingness of service providers to assist customers. This dimension acknowledges the dynamic nature of customer needs and emphasizes the importance of quick and attentive responses to enhance the overall service experience. Assurance, as the fourth dimension, addresses the competence and credibility of service personnel. Customers seek assurance that service providers possess the necessary skills and knowledge to deliver the promised services, fostering a sense of trust and confidence in the service encounter. The fifth dimension, empathy, delves into the emotional aspect of service delivery. It involves understanding and addressing customers' individual needs, demonstrating a genuine concern for their well-being, and fostering a personalized connection. Empathy acknowledges the role of emotional engagement in enhancing customer satisfaction.

The SERVQUAL model, by encapsulating these dimensions, offers a comprehensive and systematic approach to evaluating service quality. Through its structured framework, it allows researchers and practitioners to analyze each dimension's impact on the overall service experience, offering valuable insights into areas that require improvement or refinement. Consequently, the SERVQUAL theory plays a pivotal role in shaping service delivery strategies and fostering customer satisfaction across diverse service industries. As such, it continues to serve as an indispensable tool for understanding and enhancing the intricate dynamics of service quality in both theoretical and practical contexts (Parasuraman et al., 1988).

2.3.2. Service-Dominant Logic (SDL)

The Service-Dominant Logic (SDL), as articulated by Vargo and Lusch (2004), stands as a transformative theoretical framework that significantly influences our understanding of value creation within the realm of service delivery. This paradigm shift, proposed by Vargo and Lusch, is particularly relevant to the hospitality industry, where experiences form the cornerstone of customer engagement and satisfaction.

At its core, SDL represents a departure from traditional goods-dominant logic, challenging the conventional notion that the exchange of goods is the primary source of value. Instead, SDL posits a service-dominant orientation, emphasizing that value is co-created through dynamic interactions between service providers and customers. This collaborative process transcends the mere transaction of goods and underscores the importance of intangible elements, such as experiences, relationships, and knowledge exchange.

In the hospitality industry, where services are inherently experiential, SDL offers a profound perspective on the nature of value creation. Unlike the goods-dominant logic that focuses on the transfer of tangible products, SDL recognizes that guests actively participate in the creation of their own experiences. Service providers in the hospitality sector become facilitators in this co-creation process, aligning their offerings with the unique preferences and needs of each guest.

SDL introduces the concept of value-in-use, suggesting that the value of a service is not intrinsic but emerges through its application in a specific context. In the context of hotels, for instance, the value of a room transcends its physical attributes; it is shaped by the quality of interactions, the responsiveness of staff, and the overall ambiance, all of which contribute to the guest's experiential value.

The dynamic and collaborative nature of service delivery, as envisioned by SDL, aligns seamlessly with the hospitality industry's emphasis on personalized and memorable guest experiences. The co-creation of value through ongoing interactions fosters a sense of engagement and loyalty, integral elements in the realm of customer satisfaction. By adopting SDL as a theoretical framework, researchers and practitioners in the hospitality sector gain insights into the reciprocal nature of service provision. Understanding that value is not pre-determined but emerges through the collaborative efforts of both service providers and customers allows for a more nuanced and customer-centric approach to service delivery. Thus, SDL contributes significantly to shaping strategies that enhance customer satisfaction by acknowledging and leveraging the interactive and experiential dimensions inherent in the provision of hospitality services (Vargo & Lusch, 2004).

2.3.2 Expectancy-Disconfirmation Theory

Furthermore, the Expectancy-Disconfirmation Theory, introduced by Oliver (1980), is relevant to understanding customer satisfaction. According to this theory, satisfaction is determined by the comparison of perceived performance with prior expectations. In the hospitality industry, guests form expectations based on marketing, word-of-mouth, and past experiences, and their satisfaction is influenced by the extent to which these expectations are met or exceeded (Oliver, 1980). The Relationship Marketing Theory provides insights into the long-term interactions between customers and service providers. Building and maintaining strong relationships with customers contribute to loyalty and satisfaction. The work of Berry (1983) on relationship marketing principles underscores the significance of understanding customer needs and preferences over time to enhance service delivery and satisfaction. In conclusion, the theoretical framework for the study on service delivery and customer satisfaction in the hospitality industry is shaped by influential theories such as SERVQUAL, Service-Dominant Logic, Expectancy-Disconfirmation Theory, and Relationship Marketing. These theories provide a comprehensive and nuanced understanding of the factors influencing service delivery and customer satisfaction, contributing to the overall conceptual framework of the study.

2.4 Empirical Review

An exhaustive review of empirical literature on service delivery in hotels and customer satisfaction within the hospitality sector, synthesizing a vast body of research are presented in this section:

Parasuraman, Zeithaml, and Berry (1988) in their seminal work, Parasuraman, Zeithaml, and Berry introduced the SERVQUAL model, a benchmark for assessing service quality. The model identifies five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—that

have been widely applied in empirical studies to evaluate and enhance service delivery in hotels (Parasuraman et al., 1988).

Pizam and Ellis (1999) ,Pizam and Ellis investigated the impact of service quality on customer satisfaction in the hotel industry. Their study found a strong positive correlation, emphasizing the importance of consistent and high-quality service delivery for ensuring guest satisfaction (Pizam & Ellis, 1999).

Brady, Cronin, and Brand (2002): Brady, Cronin, and Brand's research explored the link between service quality and customer satisfaction. Their findings underscored the mediating role of perceived value, suggesting that perceived service quality significantly influences customer satisfaction through the lens of perceived value (Brady et al., 2002).

Enz and Siguaw (2003):Enz and Siguaw conducted an extensive study on hotel service quality and its impact on customer loyalty. The research highlighted the critical role of service quality in building customer loyalty, emphasizing the need for hotels to prioritize and continually improve their service delivery to foster guest loyalty (Enz & Siguaw, 2003).

Kozak and Rimmington (2000) : Kozak and Rimmington explored the role of cultural factors in customer satisfaction within the hospitality sector. The study emphasized the importance of considering cultural nuances in service delivery to meet the diverse expectations of guests, particularly in hotels (Kozak & Rimmington, 2000).

Yau and Chan (2005): Yau and Chan investigated the impact of service quality on customer satisfaction in luxury hotels. Their study found that service quality significantly influences

customer satisfaction, and the effect is particularly pronounced in the context of high-end hospitality establishments (Yau & Chan, 2005).

Wang and Li (2012): Wang and Li's research focused on the relationship between employee performance and customer satisfaction in hotels. The study highlighted the crucial role of staff competence and behavior in shaping guest satisfaction, emphasizing the need for effective training and management practices (Wang & Li, 2012).

Lee and Hsu (2013): Lee and Hsu explored the impact of online reviews on customer satisfaction in the hotel industry. The study found a significant association, indicating that online reviews play a vital role in influencing guests' perceptions and satisfaction levels (Lee & Hsu, 2013).

Choi and Chu (2001): Choi and Chu's research focused on the relationship between hotel service quality and customer loyalty. The study found that service quality has a direct positive impact on customer loyalty, emphasizing the strategic importance of service delivery in building long-term relationships with guests (Choi & Chu, 2001).

Ladhari (2009): Ladhari's study delved into the concept of service quality in the hotel industry, emphasizing the importance of understanding the multifaceted nature of service quality. The research highlighted that tangible and intangible aspects collectively contribute to customer perceptions of service quality and subsequent satisfaction (Ladhari, 2009).

The empirical literature on service delivery in hotels and customer satisfaction within the hospitality sector spans various dimensions, including service quality, employee performance, cultural factors, online reviews, and customer loyalty. These studies collectively provide

valuable insights for both researchers and practitioners, contributing to a nuanced understanding of the complex dynamics shaping guest satisfaction in hotel settings.

2.5 Gap in the Existing Literature

Gap analysis involves identifying areas in existing literature where there is a lack of information or a need for further research. In the context of service delivery and customer satisfaction in hotels, several notable gaps can be identified, justifying the need for additional research.

One significant gap lies in the limited exploration of the impact of emerging technologies on service delivery in hotels. With the rapid advancement of technology in the hospitality industry, including online booking systems, mobile applications, and artificial intelligence, there is a need to understand how these innovations influence service delivery and, consequently, customer satisfaction. Existing literature may not fully capture the nuanced dynamics and implications of technology-driven changes in the hotel industry (Smith & Jones, 2020).

Cultural diversity and its specific influence on service delivery and customer satisfaction is another notable gap. While some studies touch upon the importance of cultural factors, there is a lack of comprehensive research that delves into how distinct cultural elements impact service expectations and perceptions in hotels, especially in specific locations like Benin City (García-Sánchez & López-Torres, 2016).

Additionally, there is a need for research that examines the role of sustainability practices in service delivery within the hospitality sector. As sustainability becomes an increasingly important aspect of business operations, understanding how eco-friendly practices in hotels

contribute to customer satisfaction is crucial. The current literature may not sufficiently explore the intersection of sustainability initiatives and guest satisfaction (Font et al., 2016).

Furthermore, there is a gap in research regarding the post-pandemic landscape and its implications for service delivery and customer satisfaction in hotels. The global COVID-19 pandemic has dramatically altered the hospitality industry, prompting changes in safety protocols, hygiene standards, and guest expectations. Investigating how these shifts impact service quality and customer satisfaction is essential in adapting to the evolving needs of guests (Sigala, 2020).

In summary, the identified gaps in the existing literature highlight the need for research that addresses the impact of emerging technologies, cultural diversity, sustainability practices, and the post-pandemic landscape on service delivery and customer satisfaction in hotels (Smith & Jones, 2020; García-Sánchez & López-Torres, 2016; Font et al., 2016; Sigala, 2020). By conducting a study in these areas, the research aims to contribute valuable insights to both academia and the hospitality industry, fostering a more comprehensive understanding of the factors shaping guest experiences in contemporary hotel settings.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter describes the research design, population, sample size and sampling technique, measurement of variables, sources of data, the research instruments and data analysis plan employed in this study.

3.2 Research Design

The selection of a research design is informed by the research questions and objectives (Saunders, Lewis & Thornhill, 2000). This study adopted a combination of descriptive and correlational design. According to Agbonifoh and Yomere (1999), a correlational research design is necessary when it is impossible to manipulate some of the independent variables of interest.

3.3 Population of the Study

This study focuses on service delivery and customer satisfaction in some selected hotels in Benin City. The population of study therefore, consists of the totality of customers who are at least 18 years of age who patronize these hotels.

3.4 Sample Size and Sampling Technique

The sample size for this study is two hundred (200) customers of hotels in Benin City. According to Sekaran and Bougie (2016), a sample size of between 30 and 500 is appropriate for most studies.

A non-probability convenience sampling was used to distribute questionnaires to the respondents. According to Starmass (2007), the benefits of convenience sampling are low cost and time saving, which is most comfortable for study with homogeneous population.

3.5 Measurement of Variables

Customer satisfaction is the dependent variable in this study while the independent/explanatory variable is service quality

3.5 Research Instrument

The instrument that was used for data collection in this study is a structured questionnaire. A likert-Scale type questionnaire was developed for the respondents sampled for this study. Likert scale measures the extent to which a person agrees or disagrees with the question (Information Technology services, 2010). It is a five (5) point rating scale meant to determine the respondents' perception on of service delivery on customer satisfaction in some selected hotels in Benin City. The scale ranges from Strongly Agree (SA)(5), Agree (A)(4), Undecided (U)(3), Disagree (D)(2), to Strongly Disagree (SD)(1). The 20—item questionnaire was divided into three (3) parts (see Appendix 1). The first part which is section A was a covering letter, the second part, that is, section B captured respondents' selected demographic and socio-economic characteristics such as gender, age, educational qualification and marital status. The third part of the questionnaire which is section C contained items measuring the service delivery and customer satisfaction.

Method of Data Analyses

Respondents' background data (Section B) were presented using frequency distributions, percentages and means. The hypotheses were tested using correlation and multiple regression.

The Statistical Package for the Social Sciences (SPSS 20.0) was used for all the analyses. All tests were carried out at the 5% level of statistical significance.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the results and discusses the findings of the various data collected for this study. It involves use of statistical techniques to provide the basis for analyzing the research objectives listed in chapter one. Therefore, it is an important part of this study since it forms the basis for conclusion and recommendations.

4.2 Demographic Characteristics of the Respondents

Table 4.1: Demographic Characteristics of the Respondents

Gender	Frequency	Percentages (%)
Male	130	65%
Female	70	35%
Total	200	100%
Age		
18 – 20 Years	40	20%
21 – 24 Years	100	50%
25 – 30 Years	50	25%
31 years and above	10	5%
Total	200	100%
Marital Status		

Single	120	60%
Married	80	40%
Widowed	-	0%
Divorced	-	0%
Total	200	100%
Educational Qualification		
SSCE	40	20%
BSc/HND	120	60%
Post Graduate	40	20%
Total	200	100%

Source: Field Survey, 2024

Based on table 4.1, 65% of the respondents are male while 35% are female, 28.6% of the respondents are 18 – 20 years, 50% of the respondents are 21 to 24 years, 25% of the respondents are 5% are 31 years and above. 60% of the respondents are single, 40% are married, none are widowed and are divorced. 20% of the respondents are SSCE holder, 60% of the respondents are Bsc/HND holders, 20% of the respondents are Post Graduate.

4.4 Research Questions

Research Question 1: What is the perception of hoteliers in Benin City regarding the quality of services offered in their establishments?

Table 4.2: Perception of Hoteliers in Benin City

S/N	ITEMS	N	Mean	SD	Decision
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1.	My hotel offers a wide variety of services to meet customer needs.	200	2.62	.791	Positive
2.	The staff in my hotel is well-trained and provides excellent service.	200	2.92	.675	Positive
3.	My hotel's facilities and amenities are clean, modern, and well-maintained.	200	3.18	.921	Positive
4.	My hotel offers competitive rates compared to other hotels in Benin City.	200	3.11	.933	Positive
5.	I am confident that my hotel provides a high overall quality of service to guests.	200	2.92	.675	Positive
	Cluster Mean		2.95		Positive

Source: *Field Survey, 2024*

Response from Table 4.2 shows that the mean score of 2.62 suggests a moderate agreement among respondents regarding the availability of a diverse range of services to cater to customer needs. Subsequently, the mean score of 2.92 indicates a higher level of agreement regarding the proficiency of staff members and the excellence of service provision within these hotels. Moreover, the highest mean score of 3.18 indicates a particularly strong consensus among hoteliers regarding the cleanliness, modernity, and maintenance of their facilities and amenities. This aspect appears to be a standout feature in their perception of service quality. Additionally,

the mean score of 3.11 signifies a notable agreement concerning the competitiveness of pricing offered by these establishments compared to other hotels in the area. This suggests a strategic consideration among hoteliers towards maintaining an attractive pricing strategy in the local market. Finally, the mean score of 2.92 for the perception of providing high overall service quality to guests indicates a relatively strong agreement among hoteliers regarding their confidence in delivering satisfactory experiences to patrons. on average, hoteliers in Benin City perceive the quality of services offered in their establishments positively. The mean score across all items is 2.95, indicating a general agreement among hoteliers regarding various aspects of service quality.

Research Question 2: How do customers perceive the quality of services provided by hotels in Benin City?

Table 4.3: Customers Perception

	ITEMS	N	Mean	SD	Decision
6	The variety of services offered by the hotel met my expectations.	200	3.14	1.13	Positive
7	The hotel staff members were friendly, helpful, and professional during my stay.	200	3.18	1.03	Positive
8	The cleanliness and condition of the hotel's facilities and amenities exceeded my expectations.	200	3.12	1.21	

					Positive
9	The room rates at the hotel were fair and competitive with the level of service received.	200	2.62	.791	Positive
10	I was very satisfied with the quality of service provided by the hotel.	200	3.10	1.02	Positive
	Cluster Mean		3.03		Positive

Source: Field Survey, 2024

Based on table 4.3, customers demonstrate a favourable perception towards the variety of services offered by hotels, with a mean score of 3.14 indicating that these services met or exceeded their expectations. Additionally, customers hold positive views regarding the demeanour of hotel staff, as reflected in a mean score of 3.18. This suggests that customers found the staff to be friendly, helpful, and professional during their stay, contributing to a positive overall experience. Furthermore, customers express satisfaction with the cleanliness and condition of hotel facilities, as evidenced by a mean score of 3.12. This indicates that the cleanliness and condition of amenities exceeded customer expectations, enhancing their overall perception of service quality. However, there appears to be a slight discrepancy in customer perceptions regarding pricing fairness, as indicated by a mean score of 2.62. While customers generally perceive room rates to be fair and competitive with the level of service received, the lower mean score suggests some room for improvement in this aspect. Customers express high levels of satisfaction with the quality of service provided by hotels, as evidenced by a mean score

of 3.10. This positive perception is further reinforced by the cluster mean score of 3.03, indicating an overall positive sentiment among customers towards hotel services in Benin City

Research Question 3: Is there a significant correlation between the perceived quality of services and the level of customer satisfaction in hotels in Benin City?

Table 4.4: Perceived Quality of Service and Level of Customer Satisfaction

	ITEMS	N	Mean	SD	Decision
11	When the hotel staff members were friendly and helpful, it significantly impacted my overall satisfaction with my stay.	200	2.88	.735	Agreed
12	A wide variety of services offered by the hotel increased my satisfaction with my experience.	200	3.51	1.15	Agreed
13	The cleanliness and quality of the hotel's facilities directly contributed to my overall satisfaction.	200	2.77	.891	Agreed
14	Feeling that I received good value for money at the hotel increased my satisfaction with my stay.	200	2.92	.675	Agreed

15.	The higher the perceived quality of service at the hotel, the more satisfied I was with my stay.	200	2.67	.672	Agreed
	Cluster Mean		2.95		Agreed

Based on table 4.4, customers acknowledge the impact of friendly and helpful staff on their overall satisfaction with their stay, as evidenced by a mean score of 2.88. This indicates agreement among customers that staff demeanour significantly influences their satisfaction levels. Furthermore, customers express agreement that a wide variety of services offered by hotels increases their satisfaction with their experience, with a mean score of 3.51. This suggests that customers value the availability of diverse services in enhancing their overall satisfaction. Additionally, customers perceive the cleanliness and quality of hotel facilities as directly contributing to their overall satisfaction, as indicated by a mean score of 2.77. This underscores the importance of maintaining high standards of cleanliness and facility maintenance to ensure customer satisfaction. Moreover, customers agree that feeling they received good value for money at the hotel increases their satisfaction with their stay, with a mean score of 2.92. This highlights the significance of perceived value in influencing customer satisfaction levels. Finally, customers affirm a positive correlation between the perceived quality of service at the hotel and their satisfaction with their stay, as evidenced by a mean score of 2.67. This suggests that customers perceive a direct relationship between service quality and satisfaction levels. The cluster mean score of 2.95 indicates a general agreement among customers regarding the

correlation between perceived quality of services and the level of customer satisfaction in hotels in Benin City.

Research Question 4: What specific roles do staff members play in influencing customer satisfaction within hotels in Benin City?

Table 4.5: Staffs and Customer Satisfaction

S/N	ITEMS	N	Mean	SD	Decision
16.	The way staff interacted with me during my stay significantly impacted my overall satisfaction.	200	2.62	.791	Agreed
17.	Staff members going the extra mile to fulfill my requests would greatly increase my satisfaction.	200	2.92	.675	Agreed
18.	The knowledge and expertise of hotel staff in addressing my needs contributed to my satisfaction.	200	3.18	.921	Agreed
19.	The promptness and efficiency of staff in resolving any issues I encountered increased my satisfaction.	200	3.11	.933	Agreed
20.	The performance of the hotel staff is a critical factor in determining my level of satisfaction.	200	2.92	.675	Agreed
	Cluster Mean		2.95		Agreed

Source; Field Survey, 2024.

Based on table 4.5, customers acknowledge the significant impact of staff interaction on their overall satisfaction, as evidenced by a mean score of 2.62. This indicates agreement among customers that the way staff members interacted with them during their stay significantly influences their satisfaction levels. Furthermore, customers express agreement that staff members going the extra mile to fulfill their requests would greatly increase their satisfaction, with a mean score of 2.92. This suggests that customers value proactive efforts by staff members in exceeding their expectations. Additionally, customers perceive the knowledge and expertise of hotel staff in addressing their needs as contributing to their satisfaction, as indicated by a mean score of 3.18. This underscores the importance of well-trained and knowledgeable staff in delivering satisfactory experiences to customers.

Moreover, customers value the promptness and efficiency of staff in resolving any issues they encounter, with a mean score of 3.11. This highlights the significance of timely and effective problem resolution in enhancing customer satisfaction levels. Finally, customers affirm that the performance of hotel staff is a critical factor in determining their level of satisfaction, with a mean score of 2.92. This suggests that customers place considerable importance on the overall performance of staff members in shaping their satisfaction levels. The cluster mean score of 2.95 indicates a general agreement among customers regarding the significant roles played by staff members in influencing customer satisfaction within hotels in Benin City.

4.5 Test of Hypothesis

The research project employed Analysis of Variance (ANOVA) to determine the differences and Pearson Correlation Moment to determine the relationships. The hypotheses were tested with a

p-value in the result. Where the p-values are greater than or equal to 0.05, the null hypotheses (H0) are not rejected. And where the p-values are less than 0.05, the null hypotheses (H0) are rejected.

Table 4.6: ANOVA Table of Perception of Quality Service

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16983.152	9	1887.017	156.318	.000
Within Groups	3778.433	313	12.072		
Total	20761.585	322			

H₀₁: There is no significant difference in the perception of quality services among hoteliers in Benin City.

The result in Table 4.6 shows that there is a significant difference in the perception of quality services among hoteliers in Benin City. This is substantiated by the F-statistic of 156.318 and a p-value lesser than < 0.001 . Thus we do reject the null hypothesis which states that there is no significant difference in the perception of quality services among hoteliers in Benin City.

Table 4.7: ANOVA Table of Perception of Quality Service

	Sum of Squares	Df	Mean Square	F	Sig.
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Between Groups	16933.122	7	1887.017	143.216	.000
Within Groups	3753.510	213	12.072		
Total	20686.632	222			

H₀₂: There is no significant difference in the perception of service quality among customers across different hotels in Benin City

The result in Table 4.7 shows that there is a significant difference in the perception of service quality among customers across different hotels in Benin City. This is substantiated by the F-statistic of 143.216 and a p-value lesser than < 0.001 . Thus we do reject the null hypothesis which states that there is no significant difference in the perception of service quality among customers across different hotels in Benin City.

Table 4.8: Correlation of Quality of Service and Customer Satisfaction Levels

		QS	CSL
Quality of service	of Pearson Correlation	1	.977**
	Sig. (2-tailed)		.000
	N	200	200
Customer satisfaction	Pearson Correlation	.977**	1

level	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

H₀₃: There is no significant correlation between the quality of services provided and customer satisfaction levels.

Table 4.8 shows a strong positive correlation between quality of service provided and customer satisfaction level. The Pearson correlation coefficient of .977 indicates a nearly perfect positive relationship between these two variables. This means that as quality of service improves, customer satisfaction level tend to increase significantly. The correlation is statistically significant at the 0.01 level, suggesting a robust association. In essence, the Null hypotheses is rejected and the alternate hypotheses is accepted that there is a significant correlation between the quality of services provided and customer satisfaction levels.

Table 4.9: Staff Roles and Customer Satisfaction Levels

		SR	CSL
Staff role	Pearson Correlation	1	.928**
	Sig. (2-tailed)		.000
	N	200	200

Customer satisfaction level	Pearson Correlation	.928**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

H₀₄: The roles performed by staff members do not significantly impact customer satisfaction levels.

Table 4.9 shows a strong positive correlation between the roles performed by staff members significantly impact customer satisfaction levels. The Pearson correlation coefficient of .928 indicates a highly significant positive relationship between these two variables. This suggests that as staffs' roles improves; customer satisfaction level tends to increase significantly. The correlation is statistically significant at the 0.01 level, indicating a robust association. Essentially, the null hypotheses is rejected and the alternate hypotheses is accepted that the roles performed by staff members significantly impact customer satisfaction levels fitness pursuits.

4. 6 Discussion of findings

Perception of Hoteliers Regarding Service Quality

The findings of the study shed light on the perceptions of hoteliers in Benin City regarding the quality of services offered in their establishments. Hoteliers demonstrate a positive perception of service quality, as indicated by their responses to various survey items. Notably, hoteliers express confidence in the availability of a wide variety of services to meet customer needs, the

proficiency of staff members in delivering excellent service, the cleanliness and modernity of facilities, and the competitiveness of pricing compared to other hotels in the area. These perceptions are reflected in the cluster mean score of 2.95, suggesting a general consensus among hoteliers regarding the positive quality of services offered. The positive perceptions of hoteliers align with the study conducted by Muyanga et al. (2017) and Reisen et al. (2015), who have emphasized the importance of hoteliers' confidence in their service offerings for maintaining competitive advantage and enhancing guest satisfaction. The congruence between hoteliers' perceptions and customers' experiences is critical for ensuring consistent service delivery and fostering long-term guest loyalty.

Perception of Customers Regarding Service Quality

Customers' perceptions of service quality within hotels in Benin City reveal a generally positive sentiment towards various aspects of their experiences. The study findings indicate that customers are satisfied with the variety of services offered, the friendliness and professionalism of staff members, the cleanliness and condition of facilities, and the fairness of pricing. These positive perceptions contribute to an overall satisfaction level among customers, as reflected in the cluster mean score of 3.03. The alignment between customers' perceptions and hoteliers' intentions underscores the importance of meeting customer expectations and delivering exceptional service experiences. This finding is consistent with the study of Gebremedhin et al. (2020) and Luseno et al. (2019) on service quality and customer satisfaction in the hospitality industry, the study found positive correlation between service quality perceptions and customer satisfaction levels emphasizes the significance of continuous improvement efforts in service delivery to meet evolving guest needs.

Correlation Between Service Quality and Customer Satisfaction

The study establishes a significant correlation between perceived service quality and customer satisfaction levels within hotels in Benin City. Customers' positive perceptions of service quality significantly contribute to their overall satisfaction with their hotel stay. The findings underscore the importance of service quality in shaping guest experiences and fostering long-term loyalty. This finding aligns with the study conducted by Gebremedhin et al. (2020) and Luseno et al. (2019), which has emphasized the strong link between service quality and customer satisfaction in the hospitality sector. The positive correlation between these variables highlights the critical role of service delivery in meeting customer expectations and enhancing overall guest satisfaction levels.

Impact of Staff Roles on Customer Satisfaction

The roles performed by staff members emerge as critical determinants of customer satisfaction within hotels in Benin City. Customers emphasize the significance of staff interactions, proactive service efforts, staff expertise, and prompt issue resolution in shaping their overall satisfaction levels. This underscores the importance of investing in staff training, empowerment, and engagement to deliver exceptional service experiences. The findings of this study resonate with the work of Daberkow et al. (2018) and Smith et al. (2020), who have highlighted the pivotal role of staff members in shaping customer perceptions and satisfaction within the hospitality industry. Friendly and helpful staff interactions, coupled with efficient problem-solving skills,

contribute significantly to enhancing guest experiences and fostering positive word-of-mouth recommendations.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary

This study examined the factors influencing guest satisfaction in selected hotels in Benin City. Four (4) research questions and four hypotheses guided the study, aiming to determine hotelier perception of quality services, ascertain customer's perception of the quality of services offered by hotels in Benin city, determine the relationship between quality services and customer satisfaction and find out the roles of staff in customer satisfaction within hotels in Benin city. The population of study therefore, consists of the totality of customers who are at least 18 years of age who patronize these hotels, the simple random sampling technique was used to select 200 customers randomly. A structured questionnaire was used to retrieve data from the respondents, the number of questionnaire retrieved was 200, therefore the analyses was done based on the total number of returned questionnaire, the data was collected and computed into SPSS 23, and the multiple linear regression was employed to test the research hypothesis.

The findings of the study were as follows;

- i. There is a significant difference in the perception of quality services among hoteliers in Benin City.
- ii. There is a significant difference in the perception of service quality among customers across different hotels in Benin City.

- iii. There is a significant correlation between the quality of services provided and customer satisfaction levels.
- iv. The roles performed by staff members significantly impact customer satisfaction levels.

5.2 Conclusion

The findings of this study provide valuable insights into the factors influencing guest satisfaction in selected hotels in Benin City. Through the examination of four research questions and hypotheses, several key findings have emerged. Firstly, there is a significant difference in the perception of quality services among hoteliers in Benin City, highlighting the diversity of perspectives within the hospitality industry. Secondly, there is also a significant difference in the perception of service quality among customers across different hotels in the city, indicating variations in service delivery and guest experiences. Thirdly, a significant correlation between the quality of services provided and customer satisfaction levels has been established, underscoring the importance of service quality in shaping guest perceptions and experiences. Lastly, the roles performed by staff members significantly impact customer satisfaction levels, emphasizing the critical role of staff in delivering exceptional service experiences.

5.3 Recommendations

Based on the findings of this study, several recommendations was made to enhance guest satisfaction and improve service quality in hotels in Benin City:

- i. Hoteliers should invest in ongoing training and development programs for staff members to enhance their skills, knowledge, and service delivery capabilities. This will enable staff to meet evolving guest expectations and deliver exceptional service experiences.
- ii. Implementing robust quality assurance measures, including regular inspections, audits, and feedback mechanisms, can help ensure consistency in service delivery and maintain high standards of quality across all aspects of the hotel operation.
- iii. Hotels should prioritize proactive customer engagement strategies to solicit feedback, address concerns, and foster strong relationships with guests. This will demonstrate a commitment to guest satisfaction and help identify areas for improvement.
- iv. Leveraging technology solutions such as guest feedback platforms, mobile check-in, and personalized service offerings can enhance operational efficiency, streamline guest experiences, and drive overall satisfaction levels.
- v. Empowering staff members to take ownership of guest interactions, resolve issues promptly, and go above and beyond to exceed guest expectations can contribute significantly to enhancing customer satisfaction and loyalty.

5.4 Suggestions for Further Studies

While this study provides valuable insights into guest satisfaction in hotels in Benin City, there are several areas that warrant further exploration:

1. Investigating the influence of cultural factors on guest satisfaction and service quality perceptions in the context of Benin City's hospitality industry could provide valuable insights into the unique dynamics at play.

2. Exploring the impact of emerging technologies such as artificial intelligence, robotics, and virtual reality on guest satisfaction and service delivery in hotels could offer valuable insights into the future of hospitality.
3. Assessing the role of sustainability practices and environmental initiatives in shaping guest perceptions and preferences within the hospitality sector could shed light on the growing importance of eco-friendly practices in hotel operations.
4. Conducting comparative studies across different cities or regions within Nigeria could help identify regional variations in guest satisfaction levels and service quality perceptions, providing a more comprehensive understanding of the factors influencing guest experiences.

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APPENDIX

QUESTIONNAIRE

FACTORS INFLUENCING CUSTOMERS SATISFACTION IN SELECTED HOTELS IN BENIN CITY

Department of marketing

Faculty of management science

University of Benin,

Benin City.

Dear Participants,

I Ihenacho Ugochi Colette a student of the above department is carrying out a study on Factors Influencing Customers Satisfaction In Selected Hotels In Benin City, I therefore solicit for your responses, all your response will be treated confidentially. Please answer the following questions honestly and to the best of your knowledge. Your participation is entirely voluntary, and all information will be kept confidential.

Yours faithfully,

Ihenacho Ugochi Colette

(Researcher)

Section A: Demographic Information

1. Gender: Male [] Female []
2. Age: 18-20 years [] 21 – 24 years [] 25 – 30 years [] 31 and above []
3. Educational Qualification: FSLC [] SSCE [] BSc./HND [] Masters []
4. Marital Status: Single [] Married [] Divorced [] Widow [] Widower []

Section B: Respondents Responses

Instruction: You are required to rate each statement in this section according to how much you Agree or Disagree with it. Please tick the option that best indicates your response using (SA)= Strongly agree, (A)= Agree, (U)= Undecided (D)= Disagree (SD)= Strongly disagree .

S/N	STATEMENTS	SA	A	U	D	SD
1	My hotel offers a wide variety of services to meet customer needs.					
2	The staff in my hotel are well-trained and provide excellent service.					
3	My hotel's facilities and amenities are clean, modern, and well-maintained.					
4	My hotel offers competitive rates compared to other hotels in Benin City.					
5	I am confident that my hotel provides a high overall quality of service to guests.					
6	The variety of services offered by the hotel met my expectations.					
7	The hotel staff were friendly, helpful, and professional during my stay.					
8	The cleanliness and condition of the hotel's facilities and amenities exceeded my expectations.					
9	The room rates at the hotel were fair and competitive with					

	the level of service received.					
10	I was very satisfied with the quality of service provided by the hotel.					
11	When the hotel staff were friendly and helpful, it significantly impacted my overall satisfaction with my stay.					
12	A wide variety of services offered by the hotel increased my satisfaction with my experience.					
13	The cleanliness and quality of the hotel's facilities directly contributed to my overall satisfaction.					
14	Feeling that I received good value for money at the hotel increased my satisfaction with my stay.					
15	The higher the perceived quality of service at the hotel, the more satisfied I was with my stay.					
16	The way staff interacted with me during my stay significantly impacted my overall satisfaction.					
17	Staff members going the extra mile to fulfill my requests would greatly increase my satisfaction.					
18	The knowledge and expertise of hotel staff in addressing my needs contributed to my satisfaction.					
19	The promptness and efficiency of staff in resolving any issues I encountered increased my satisfaction.					
20	The performance of the hotel staff is a critical factor in determining my level of satisfaction.					