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Determinants of Customers Satisfaction with Service Quality in selected Hospitality Outlets in Ondo State, Nigeria.

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ABSTRACT

Customer satisfaction and service quality are equally important for all types of businesses, hence the reason why every business strives to keep their customers delighted while also exceeding their expectations. Customer satisfaction with service quality in selected hospitality industry in Owo and Akure, Ondo State, Southwest Nigeria was investigated in this study. The statistical population comprised guests to the selected hotels. Two hundred and seventy questionnaires were administered to respondents based on their willingness to participate in the study. Data obtained were statistically analyzed using descriptive statistics and Pearson correlations. Findings from this study show that the important factors considered by the visitors are hygiene of the hotel, reliability of the hotel, accessibility into the hotel and genial hotel staff. Majority of the visitors to the hotels like the overall service quality and delivery at the hotels and were highly satisfied with safety and security provided. Also, the guests highly rated their expectations of service quality at the hotel. There is significant relationship between customers' satisfaction with services offered at the hotels and their marital status (r = -0.17, P<0.01), religion ((r = 0.17, P<0.01), income (r = -0.27, P<0.01) and place of residence (r = -0.46, P<0.01). The study recommends that the management of the hotels should maintain the quality of service and service delivery which has contributed immensely to the growth of these hotels.

Keywords: Hospitality, service quality, customer, satisfaction, service delivery

INTRODUCTION

Tourism depends on simultaneous manufacture and consumption of destination-based product (Mbaiwa, 2008). According to the World Travel and Tourism Council (2014), tourism and travel are among the world's largest industries, accounting for US$6 trillion, or 9% of global GDP, and sustaining 260 million jobs. Most of these employment opportunities are provided by the hotel sector, offering the industry with an incredible chance to help local communities prosper (Aref & Redzuan, 2009). Hospitality industry is a service oriented business that can be found in several strategic locations of any city. The business renders service to guests or visitors within and outside their environment. The business is seen as the people business whose main activities are the provision of shelter, selling of food, beverage for consumption on the premises and provision of entertainment services (Ofobruku *et al*., 2012; Ofobruku, 2013). The hospitality sector boosts community development, creates new jobs, and provides a better quality of life for the residents. The contribution of the sector to Gross Domestic Product (GDP) is also efficient as it amounts to over 10% (GDP) of any country and employs great numbers in the world's workforce (Oyinbo, 2013).

Services rendered by the hospitality sector are necessary due to changes in lifestyle (Mohajerani, 2012), which explains why customers demand a service at a cost in order to enjoy offerings that meet their expectations (Sukaisih & Hamid, 2015). As a result, the hotel industry will offer a variety of excellent services to patrons with the expectation that they will return to use the same services in the future. It can be challenging to meet various consumers' needs with diverse backgrounds, but good customer service is vital to the survival of any business. Although prospective consumers are essential, good customer service will facilitate repeat business and customer loyalty (Lalla *et al*., 2015). The Nigerian hospitality industry, like those found in other parts of the world (Rao, 2014), can hardly rely on its accommodation industry to survive the economic downturn. Investors and tourist arrivals in Nigeria, which significantly increase hotel revenue, decreased from 1.6 million in 2010 to 71,500 in 2013 (WTO, 2014). In order to survive the downturn, managers now have to start looking inward for their market and survival. Awara & Anyadighibe (2014) opined that satisfying customers is one of the major tasks for any firm to achieve because customer needs and expectations are evolving and changing every time. Understanding customers' expectations is crucial in service industries such as hospitality, so managers should carry out initial market surveys to identify the market needs, which should also give some insight into the market dynamics (Kabuitu & Ngige, 2016).

According to Waitiki (2014), destination management should seek to understand the level of consumer satisfaction with their services as well as the types of service quality levels that their customers would prefer in order to provide exactly what would be perceived positively. Quality of service and customer satisfaction are the primary components of achieving competitive advantage in the hospitality industry which will draw consumer interest while

retaining them, and as a result, there is significant demand for customer satisfaction in order to achieve repeat purchases and attract new customers (Forozia et al., 2013). This research thus aimed to assess the determinants of customer satisfaction with service quality in selected hospitality industry in Ondo State due to its potential in determining the mediating role of customer satisfaction and its impact on brand or customer loyalty in future.

LITERATURE REVIEW

Hospitality and tourism are two interrelated and highly complementary fields (Rusu *et al*., 2014). Hospitality according to Rusu *et al*., (2014) is a relationship that is established between hosts and guests. Roh (2017) and Tisca, *et al*., (2015) posited that while the tourism industry source for and bring in the tourist market, the availability of tourism support services offered by the hospitality industry has been described to be a major determinant in tourist's choice of tourism destinations. Quality products and friendly service as noted by Tisca *et al.,* (2015) are the tourist's needs which when fulfilled motivates the tourist into spending more, to make a return visit and also has the capability of increasing tourist flow. Thus, while complementing the tourism industry, the hospitality industry directly and indirectly contributes immensely towards the socio-economic development of the nation; directly through income generation, creation of entrepreneurial opportunities and jobs, while indirectly through the provision of support services to the tourism and other affiliated industries which keeps them viable. Babalola & Oluwatoyin, (2014); Adeola & Ezenwafor, (2016) assert that hospitality and tourism accounts for trillions of dollars in income generation globally while in Nigeria, about 75% of tourists spending are on hospitality related products and services. Considering the enormous demand for and the economic, environmental and socio-cultural benefits of tourism, many, especially developing countries consider tourism (and by extension, hospitality), as a cheaper, viable and preferred alternative for national economic diversification (Awodele & Ayeni, 2011). This has not only led to competitive development of, but also the aggressive marketing of tourism destinations by making the best use of technological breakthroughs. This provides the tourist a wide and varied range of destination options to choose from, which in turn places a demand on tourism destination developers and marketers to outstandingly develop and market own destinations.

Customer Satisfaction in Hospitality Industry

Customer satisfaction is considered to be a key element for a company's success in the market; a leading criterion in determining the quality of service or product to the customers; and it is also crucial for organizational survival. Customer satisfaction, loyalty, and the image of the business, have become the most discussed and relevant topics in research for the service industry, especially for hotel management theory and practice, being considered as the next source of competitive advantage (Nasution & Mavondo, 2008). The measurement of customer satisfaction has become an important issue for researchers in service marketing and hospitality management. Customer satisfaction is, and has always been, "the mission and the purpose of every business" (Kandampully & Suhartanto, 2003). Customer satisfaction has become a key intermediary objective in service operations due to the advantage it brings to organizations (Ranaweera & Prabhu, 2003). According to Lin & Wu (2011) customer satisfaction in the marketing context is a key that leads to long term customer retention because the dissatisfied customers have the choice to switch brands or a satisfied customer will probably talk to others about their good experiences this implies that customer satisfaction play a huge role in the survival of the business. Customer satisfaction is the ability of a service provider to create high rate of satisfaction crucial for product differentiation and developing strong relationship with customers (Deng *et al*., 2009).

Chamayne (2013) enumerated the strategies that can be used to improve customer satisfaction as listening ears, (i.e. proper customer compliant handling procedure or technique) pricing (adequate and reasonable pricing policy), provision of adequate security and proper satisfaction management, quality service delivery, prompt service delivery courteous staff, employee training and retraining, etc. Hotels are increasing their investments to improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus resulting in better relationships with each customer (Jones *et al.,* 2007). Among the top three (3) determinants of customer satisfactions are: cleanliness, appearance and price. Knutson (1988) publicized that room cleanliness and comfort, prompt service, friendliness of employee's convenience of location, safety and security, and are important. Choi & Chu (2001) concluded that staff quality, room qualities and value are the top three factors free breakfast, airport shuttle, car hire service, atmosphere, security and friendly staff. Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff.

The hotel industry is a customer bound service and for hotel industries to market themselves as brands it is very important to be customer centric and make sure that their customers get the best of the values. The hospitality manager must ensure that customers feel welcomed, courteously and efficiently served in a clean, safe and secured environment with the best quality of products sold at a reasonable price. Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs.

Service Quality in Hospitality Industry

According to (Eshetie *et. al.*, 2016) the quality in a service business has become a measure of the extent to which the service provided meets the customer's expectations. Arguments by (Forozia *et. al*., 2013) are that in most of the service industries, service quality plays a fundamental role for companies to achieve success and therefore it is crucial for management of hotels to have a proper consideration of what customers' requirements are. Poor-quality service produces customer dissatisfaction, and customers may not return to the establishment in the future or even immediately move their business dealings to other providers (Prentice, 2013). Arguments by Wu et al., (2014) are that both perceptions and expectations need to be measured in order to evaluate service quality. Mauri *et. al*., (2013) further defines service quality as "a multidimensional concept, assessed and perceived by consumers, according to a set of essential parts, grouped in five categories, namely: tangibility, reliability, responsiveness, assurance and empathy". More so (Rauch *et al*., 2015) indicates that the concept of service quality was initially used as part of a framework of marketing strategies, by making customers the focal point.

There is abundant literature on the effects of service quality on customer satisfaction in the hotel industry by (Minh *et al*., 2017; Abukhalifeh & Mat Som, 2012; Lalla *et al*., 2015; Eshetie *et. al*., 2016). A study conducted by (Eshetie *et. al*., 2016) investigating literature on the Service Quality and Customer satisfaction in hospitality industry in selected hotels in Ethiopia highlighted the lodging quality index (LQI) which is multidimensional scale developed on the basis of service quality (SERVQUAL) model. The process of the LQI scale was argued that it began with the ten dimensions that were originally in the first version of SERVQUAL and was highlighted that the authors claimed that the LQI is a generic measure of hotel service quality. While investigating their literature (Rauch *et. al*., 2015; Mbuthia *et al*., 2013; Minh *et. al*., 2017) have expounded on the LQI model and highlighted its ten dimensions as follows; tangibility; reliability; responsiveness; competence; courtesy; credibility; security access; communications; and understanding. The original service dimensions used by consumers to judge the quality of a service include:

Assurance: This refers to the knowledge and courtesy of employees and their ability to inspire, convey trust and confidence in hotel guests. The assurance dimension may be measured using elements of knowledgeable trained professionals, communication and taking care of the customer (Awara & Anyadighibe, 2014).

Reliability: This consists of four items, such as "My reservation was handled efficiently (Mbuthia *et al*., 2013). Reliability is defined as the dependability, consistency and accuracy with which the service is performed by the provider (Rauch *et al*., 2015), as well as hotel's ability to perform services on time right at the first time (Minh *et al*., 2017). Dependably is defined as the service provider is able to provide what is needed and to be trusted while accurately is defined as service provider is able to achieve the outputs that are correct (Tefera *et al*., 2017). High service reliability refers to the error-free performance provided by the service provider. Reliability of service includes complaint handling, pricing and promises delivery (Rahman *et al*., 2014). Besides, customers compare the expectation and the perception of the company's delivery performance in order to evaluate their acceptability (Demoulin & Djelassi, 2013).

Responsiveness: This refers to hotel's willingness and flexibility to serve and help customers (Minh *et al*., 2017) in a timely, efficient manner and includes items such as helpfulness, friendliness and warmth of the service staff (Rauch *et al*., 2015).

Empathy: This is related to the caring personal attention extended to customers, as well as the level of understanding personnel demonstrate relative to customer needs (Rauch *et al*., 2015) and the consideration, individualized attention the hotel provides to its guests (Eshetie *et al.*, 2016).

Tangibles: This refers to the appearance of hotel and hotel staff, equipment personnel, physical facilities at hotel and rooms, communication materials and visual materials for customers (Minh *et al*., 2017). Elements within the tangibles dimension are cleanliness, space, atmosphere, appearance of server and location (Awara & Anyadighibe, 2014).

MATERIALS AND METHODS

Ondo State lies in latitude 7º15′ North of the Equator and on longitude 5º15′ East of the Greenwich meridian, which is within the rainforest and forest-mosaic zones of South–western Nigeria. The statistical population for this study were the customers to the selected hotels (Tables 1a & 1b) within Akure and Owo metropolis being the core commercial hub of the state and based on their star standard ratings. The instrument of data collection was questionnaire which was self-administered by the respondents. A total of two hundred and seventy respondents (270) were randomly selected from the hotels; two hundred and thirty (230) and forty (40) respondents from Akure and Owo metropolis respectively based on their willingness to participate in the study. The questionnaire administered was used to elicit information on respondents' demographic profile, trip characteristics, services offered by the hotel management, the service quality at the hotels, effect of service quality on customers' satisfaction and the effect of service quality on customers' expectation. Data was analyzed using statistical Package for Social Sciences (SPSS version 21) and presented descriptively using tables and inferentially using Pearson Correlation.

Table 1a: Sample Size Selection of Hotels in Akure according to their Star Ratings

Hotels		Numbers of respondents
1 Star Hotels	Edo lodge	10
	Patfun Hotel	8
	La-Point Hotel	13
	Lafe Inn	3
	Miami Hotel	6
	Rokegon Hotel	6
	Q-Bar	8
	White Palace Hotel	8
	Sharon Exclusive Hotel	4

2 Star Hotels	Al-ba Hotel	8
	Ayus Hotel	12
	Love and peace Hotel	8
	Royal bird Hotel	8
	Solab Hotel	2
	Grand O'tad Hotel	4
	Swan Hotel	6
	Royal Parklane Hotel	12
	Fontel Hotel	18
	Helena Hotel	10
3 Star Hotels	Flourish Hotel	12
	Towland Hotel	14
	Grand capital Hotel	15
4 Star Hotels	Blissworld Hotel	35
Total		230

Table 1b: Sample Size Selection of Hotels in Owo according to their Star Ratings

Hotels		Numbers of respondents
Owo		
1 Star Hotel	Lilijo Hotel	10
2 Star Hotel	First Molac Hotel	8
3 Star Hotel	Chanchery Hotel	8
4 Star Hotel	Mydas Hotel	14
Total		40

RESULTS

Table 1 reveals the socio-demographic characteristics of the respondents. Highest percentage of the respondents were males (62.2%) while 37.8% were females. Also, highest percentage of the respondents were within the age group of 21-30 years (48.5%), single (50.7%) and had tertiary education (94.4%). Furthermore, the respondents were majorly Christians (71.1%), students (38.9%) and were high income earners of above N100,000 (33.3%). In addition, greatest percentage of the respondents were living within Ondo State (77.8%) while 22.2% were patrons from outside the state and they were all Nigerians.

Table 1: Socio-demographic characteristics of the respondents

Variables	Frequency (N=270)	Percentage (%)
Gender		
Male	168	62.2
Female	102	37.8

Age (Years)		
<20	14	5.2
21-30	131	48.5
31-40	61	22.6
41-50	55	20.4
51-60	9	3.3
61 and above	0	0.0
Marital status		
Single	137	50.7
Married	127	47.0
Divorced/separated	4	1.5
Widower/widow	2	0.7
Level of Education		
Non-formal education	3	1.1
Primary	1	0.4
Secondary	11	4.1
Tertiary	255	94.4
Religion		
Christianity	192	71.1
Islam	70	25.9
Traditional	8	3.0
Occupation		
Student	105	38.9
Self-employed	39	14.4
Private sector	23	8.5
Unemployed	6	2.2
Public sector	97	35.9
Monthly Income		
N0 - N20, 000	20	7.4
N 21, 000 - N 40, 000	79	29.3
N41, 000 - N60, 000	37	13.7
N60, 001 – N80, 000	21	7.8
N81, 000 – N100, 000	23	8.5
N100, 000 and above	90	33.3
Place of residence		
Within Ondo State	210	77.8
Outside Ondo State	60	22.2
Nationality		

| Nigerian | 270 | 100.0 |
| Non Nigerian | 0 | 0.0 |

Table 2 presents the travel characteristics of the hotel respondents. Majority were first time visitors (55.9%) while 44.1% were repeat visitors. Most of the visitors visited with friends (41%) and stayed one night (56%). The major source of awareness of the hotels to the visitors was through the visitors' personal experience (47.8%) and the highest percentage of the visitors came for leisure purpose (47.8%).

Table 2: Travel characteristics of the respondents

Variables	Frequency (N=270)	Percentage (%)
Visitation pattern		
First visit	151	55.9
Repeat visit	119	44.1
Visit company		
Alone	73	27
With spouse	59	22
With family members	14	5
With friends	111	41
With an organized group	14	5
Length of stay		
1 night	151	56
2-3 nights	92	34
4-5 nights	19	7
More than 5 nights	8	3
Source of awareness		
Advertisement	40	14.8
Personal experience	129	47.8
Through referral	101	37.4
Purpose of visit		
Leisure	129	47.8
Business	43	15.9
Meeting	37	13.7
Research	7	2.6
Adventure	54	20

Table 3 presents the services rendered by the hotel management. It shows that all the respondents (100%) affirmed that the hotels offer accommodation services, 96.3%, 94.4% and 92.6%, of the respondents affirmed that the hotels offered catering services, laundry services and entertainment services respectively to their customers. Also, 76.7% and 77.4% of the respondents affirmed that the hotels had conference rooms and business centres available respectively.

Table 3: Services offered in the selected Hotels

Services Offered	Yes (%)	No (%)
Accommodation	100.0	0.0
Transport	20.4	79.6
SPA	3.3	96.7

Conference	76.7	23.3
Business Centre	77.4	22.6
Laundry	94.4	5.6
Club	48.9	51.1
Fitness centre (gym)	29.6	70.4
Catering	96.3	3.7
Entertainment	92.6	7.4

Table 4 presents the ratings of the level of importance of factors respondents considered before making use of the hotels. The mean of the level of importance of factors visitors considered before making use of the hotels as presented in Table 5 ranges from 3.71 to 4.70. "The hygiene of the hotel had the highest mean value of 4.70 while "spacious banquet hall" had the least mean value of 3.71.

Table 4: Level of Importance of the Factors to consider while patronizing the Hotels

Variables	Extremely Important		Very Important		Important		Less Important		Mean	S.D
	Freq.	%	Freq	%	Freq	%	Freq	%		
Genial hotel staff	154	57.0	104	38.5	12	4.4	0	0.0	4.53	0.58
The service of hotel	120	44.4	135	50.0	14	5.2	0	0.0	4.39	0.60
The price of hotel	82	30.4	120	44.4	61	22.6	7	2.6	4.03	0.78
The hygiene of hotel	203	75.2	55	20.4	9	3.3	3	1.1	4.70	0.59
The service of restaurant	110	40.7	120	44.4	39	14.4	1	0.4	4.26	0.71
The location of the hotel	108	40.0	120	44.4	41	15.2	1	0.4	4.24	0.71
The decoration of hotel	67	24.8	150	55.6	48	17.8	5	1.9	4.03	0.71
The situation of rooms	119	44.1	117	43.3	33	12.2	1	0.4	4.31	0.69
The reliability of hotel	169	62.6	80	29.6	17	6.3	4	1.5	4.53	0.68
Adequate parking space	99	36.7	145	53.7	23	8.5	3	1.1	4.26	0.66
Spacious banquet hall	59	21.9	109	40.4	66	24.4	2	13.3	3.71	0.96
Accessibility	164	60.7	93	34.4	10	3.7	3	1.1	4.55	0.62

Table 5 presents the service quality of services offered at the hotels. The means and standard deviation for all measures which consist of 39 items (nine (9) tangibility items, seven (7) reliability items, seven (7) responsiveness items, six (6) confidence items, six (6) communication items and four (4) empathy items).. Tangibility is rated highly with most items having a mean closer to five. The mean of the tangibility items ranges from 4.45 to 4.64. The item "the hotel's interior and exterior were all maintained" had the highest mean value of 4.64, while the items "the staff are professionals" and "the hotel was bright and well light" had the least mean values respectively. The means regarding to reliability spanned between 4.45 to 4.64; "I got what I paid for" had a mean of 4.64, the highest in reliability dimension, while "TV, telephone, A/C, lights, sockets, showers and sinks worked properly" had the lowest mean value of 4.45.

The items "informative literature about the hotel was provided" and "employees give individual attention to guests" both had the highest mean value of 4.64 in the responsiveness dimension; while "employees responded promptly to my requests" had the lowest mean value (4.45) in the responsiveness dimension. Furthermore, the mean of the confidence items ranges from 4.45 to 4.64. The item "the hotel provided a safe environment" had the highest mean of 4.64, while the item "employees were polite when answering my questions" had the least mean of 4.45. However, the mean of the communication dimension ranges from 4.45 to 4.64. The item "receptionist tried to find out my particular needs" had the highest mean of 4.64, while the item "I received undivided attention at the front desk" had the lowest mean of 4.45. The item "service quality of services offered at the hotels" in the empathy dimension had the highest mean of 4.64, while the item "friendliness and courtesy of staffs" had the lowest mean of 4.45.

Table 5: Service Quality at the Hotels

Service Quality	Items	N	Mean	S.D	Max	Min
Tangibility	The staff had clean, neat uniforms	270	4.61	0.93	5	1
	The staff are professionals	270	4.45	0.59	5	3
	The front desk was visually appealing	270	4.64	0.70	5	2
	The restaurant's atmosphere was inviting	270	4.56	0.99	5	1
	The shops were pleasant and attractive	270	4.50	0.58	5	3
	The outdoor surroundings were visually attractive	270	4.61	0.93	5	1
	The hotel was bright and well light	270	4.45	0.59	5	3
	The hotel's interior and exterior were well maintained	270	4.64	0.70	5	2
	The hotel was clean	270	4.56	0.99	5	1
Reliability	My guestroom was ready as promised	270	4.50	0.58	5	3
	My reservations were handled efficiently	270	4.61	0.93	5	1
	TV, telephone, A/C, lights, sockets, showers and sinks worked properly	270	4.45	0.59	5	3
	I got what I paid for	270	4.64	0.70	5	2
	Well-trained and knowledgeable staff	270	4.56	0.99	5	1
	Hotel provided services at the time it promises to do so	270	4.50	0.58	5	3
	The staff performs services as promised	270	4.61	0.93	5	1
Responsiveness	Employees responded promptly to my requests	270	4.45	0.59	5	3
	Informative literature about the hotel was provided	270	4.64	0.70	5	2
	Employees were willing to answer my questions	270	4.56	0.99	5	1
	Employees responded quickly to solve my problems	270	4.50	0.58	5	3
	Room service was prompt	270	4.61	0.93	5	1
	Check-in and check-out procedures were fast and efficient	270	4.45	0.59	5	3
	Employees gives individual attention to guests	270	4.64	0.70	5	2
Confidence	Employees knew about local places of interest	270	4.56	0.99	5	1
	Employees treated me with respect	270	4.50	0.58	5	3
	I felt safe in the service delivery	270	4.61	0.93	5	1
	Employees were polite when answering my questions	270	4.45	0.59	5	3
	The hotel provided a safe environment	270	4.64	0.70	5	2
	The facilities were conveniently located	270	4.56	0.99	5	1
Communication	Charges on my account were clearly explained	270	4.50	0.93	5	3
	Hotel employees have the customers' best interest at heart	270	4.61	0.59	5	1

	I received undivided attention at the front desk	270	4.45	0.70	5	3
	Receptionist tried to find out my particular needs	270	4.64	0.99	5	2
	Managers of the hotel was supervising and friendly welcoming me	270	4.56	0.58	5	1
	Employees anticipated my needs	270	4.50	0.58	5	3
Empathy	I am happy with the services offered	270	4.61	0.93	5	1
	Friendliness and courtesy of staffs	270	4.45	0.59	5	3
	Special attention given by staff to know each guest	270	4.64	0.70	5	2
	Employees at the hotel should treat guests sincerely and compassionately	270	4.56	0.99	5	1

Table 6 presents the effect of service quality on customers' satisfaction. The mean value of the effect of service quality on customers' satisfaction as presented in Table 7 ranges from 3.66 to 4.75. The statement "I am satisfied with the safety and security provided" had the highest mean value of 4.75 while the statement "I would consider this hotel as my first choice when I need a hotel service" had the least mean value of 3.66.

Table 6: Effect of Service Quality on Customers' Satisfaction at the selected Hotels

Customer Satisfaction	Highly satisfied		Satisfied		Undecided		Fairly Satisfied		Not satisfied		Mean	S.D
	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%		
The service quality of what I experienced meets my expectations	88	32.6	180	66.7	2	0.7	0	0.0	0	0.0	4.32	0.48
Overall, I was satisfied with the services provided by the hotel	87	32.2	181	67.0	0	0.0	0	0.0	2	0.7	4.30	0.55
I am satisfied with my choice of hotel (my decision)	82	30.4	183	67.8	5	1.9	0	0.0	0	0.0	4.29	0.49
I left the hotel with positive experiences	82	30.4	185	68.5	2	0.7	1	0.4	0	0.0	4.29	0.49
I intend to continue using this hotel	80	29.6	166	61.5	16	5.9	6	2.2	2	0.7	4.17	0.70
I would recommend this hotel to other people	88	32.6	141	52.2	41	15.2	0	0.0	0	0.0	4.17	0.67
I would like to stay in this hotel next time	89	33.0	157	58.1	22	8.1	2	0.7	0	0.0	4.23	0.65
I would like to repurchase many services in this hotel	42	15.6	159	58.9	50	18.5	19	7.0	0	0.0	3.83	0.77
I consider the performance in this hotel strong	81	30.0	130	48.1	46	17.0	13	4.8	0	0.0	4.03	0.81
I would consider this hotel as my first choice when I need a hotel	46	17.0	111	41.1	90	33.3	21	7.8	2	0.7	3.66	0.88
I am satisfied with the safety and security provided	232	85.9	17	6.3	13	4.8	8	3.0	0	0.0	4.75	0.68

	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Mean	S.D
Courtesy of staff	141	52.2	92	34.1	25	9.3	10	3.7	2	0.7	4.33	0.85
Assessment of physical facilities	20	7.4	224	83.0	19	7.0	7	2.6	0	0.0	3.95	0.50

Table 7 presents the effect of service quality on customers' expectation. The result shows that large percentages of the respondents highly rated their expectations of service quality at the hotel. The mean of the customers' expectation of service quality at the hotels ranges from 3.83 to 4.71. "the hotel has a variety of restaurants, bars, entertainment and other activities" had the highest mean of 4.71, while "the hotel meals are of high quality" had the lowest mean of 3.83.

Table 7: Effect of Service Quality on Customers' Expectation

Items	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		Mean	S.D
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
I expect the hotel to be of good value for money	132	48.9	123	45.6	14	5.2	1	0.4	0	0.0	4.43	0.61
I expect the hotel premises to be safe and secure	59	21.9	207	76.7	2	0.7	2	0.7	0	0.0	4.19	0.51
Employees are never too busy to respond	71	26.3	197	73.0	2	0.7	0	0.0	0	0.0	4.26	0.45
The hotel staff is friendly	159	58.9	109	40.4	0	0.0	0	0.0	2	0.7	4.57	0.58
Efficiency at the check-in and check-out of the accommodation is what I expect	50	18.5	218	80.7	2	0.7	0	0.0	0	0.0	4.18	0.40
The hotel has a variety of restaurants, bars, entertainment, and other activities	196	72.6	71	26.3	2	0.7	1	0.4	0	0.0	4.71	0.49
The hotel meals are of high quality	77	28.5	94	34.8	76	28.1	21	7.8	2	0.7	3..83	0.96
The hotel is easily accessible	121	44.8	147	54.4	2	0.7	0	0.0	0	0.0	4.44	0.51

Table 9 presents the relationship between customers' satisfaction and their socio-economic characteristics. Statistically, there is significant relationship between customers' satisfaction and the marital status of the customers ($r = -0.17$, $P<0.01$). Also religion (($r = 0.17$, $P<0.01$); income ($r = -0.27$, $P<0.01$) and place of residence ($r = -0.46$, $P<0.01$) had significant relationship with the satisfaction of the customers with services offered at the hotels. However, gender, age, level of education and occupation had no significant relationship with the customers' satisfaction with services offered at the hotels.

Table 9: Relationship between Customers' Satisfaction and their Socio-demographic

Characteristics of the Hotel Visitors

Variable	Correlation Value (r) (Customer Satisfaction)	Significance (2-tailed)	Decision
Gender	0.11	0.06	NS
Age	0.05	0.42	NS
Marital Status	-0.17**	0.00	S
Education	0.01	0.81	NS
Religion	0.17**	0.00	S

Occupation	-0.02	0.74	NS
Income	-0.27**	0.00	S
Residence	0.46**	0.00	S

*P < 0.05, **P < 0.01; NS: Not Significant, S: Significant

DISCUSSION

The study shows that highest percentage of the respondents were male. This is in agreement with the findings of Adebisi *et al,* (2017) in Abeokuta, Ogun State, Nigeria who reported that majority of hotel visitors as male. Also, majority of the respondents were within the age group of 21-30 years which is in line with Ahmad & Sattar (2018) who reported that majority of visitors to hotels in Punjab province, Pakistan were quite young within the age bracket of 24-29 years. Since youths are adventurous, they tend to have the strength and time to travel and visit different places to satisfy their curiosity. The study further shows that most of the respondents were single which contradicts Nduka *et al*., (2017) who reported that majority of visitors to Hotels in Abia State, Nigeria were married.

The education status of the respondents also revealed that considerable number of the respondents were highly educated attaining tertiary level of education and this is in line with Ahmad & Sattar (2018) who reported that majority of visitors to Punjab province, Pakistan were highly educated attaining to tertiary level of educations and its derivatives. The respondents were mainly Christians. Furthermore, highest percentage of the respondents were students which is inconsistent with Nduka *et al.* (2017) who reported that half of visitors to Hotels in Abia State, Nigeria are civil servants. The study also shows that highest percentage of the respondents earned N100, 000 and above as their monthly income which supports Adebisi *et al.,* (2017) who reported that more than half of visitors to hotels in Ogun State as middle income earners. Majority of the respondents resides within Ondo State and were all Nigerians and is consistent with Ahmad & Sattar (2018) who reported that majority of visitors to hotels in Punjab province, Pakistan are local visitors.

Most of the visitors were patronizing the hotels for the first time. This is inconsistent with the findings of Kukoyi & Iwuagwu (2015) who reported that most of the visitors to Divine Fountain Hotels, Lagos State, Nigeria are repeat visitors. Highest percentage of the visitors stayed in the hotels for 1 night which is a short period. This is inconsistent with the findings of Dil-Pazir & Amin (2019) which reported that most visitors to the hotels in Kashmir Valley, India stayed at the hotels for a long period. Furthermore, majority of the respondents patronized the hotels for leisure. It is evident from the study that all the hotels offer accommodation services; large percentages of the hotels offered catering services, laundry services and entertainment services respectively to their customers.

The study shows that hygiene of the hotel, reliability of the hotel, accessibility into the hotel, genial hotel staff and situations of the rooms were rated as extremely important while the decoration of the hotel and the service of the hotel were rated as very important. This finding is consistent with Kukoyi & Iwuagwu (2015) who posited that majority of hotel visitors rated cleanliness of hotel staff, efficiency of hotel staff, location and accessibility of the hotel, facilities available at the hotels, variety of meal served at the hotel as important factors to consider while visiting the hotel. The study also reveal that most of the visitors to the hotels like the overall service quality and delivery at the hotels. They were also highly satisfied with safety and security provided at the hotels as well as courtesy of the hotel staff.

Furthermore, majority of the visitors were satisfied with the quality of service offered at the hotels, as well as their experience during their visit. This is tandem with the findings of Dil-Pazir & Amin (2019) who reported that most of the visitors to the hotels in Kashmir Valley, India were satisfied with the service quality at the hotels. Kukoyi & Iwuagwu (2015) also reported that majority of visitors to Divine Fountain Hotels, Lagos State, Nigeria were satisfied with overall service quality and delivery of the hotel. Although, Brady *et al.* (2005) also reported that service quality has both direct and indirect influences on satisfaction. These two variables "service quality" and "customer satisfaction" are good predictor of growth, improving the quality of services offered and increase the patronage and revenue generated at the hotels. Saghier (2015) reported that there was significant relationship between tangibility and customers' satisfaction.

This simply means that the tangible features of hotel services such as physical infrastructure; furniture and fittings; equipment etc. when put in place can increase a guest satisfaction. Responsiveness is another determinant of service quality which portrays the ability of the employees to give attention and quick response to customers need and complaint. Minh *et al.* (2017) in their findings reveals that responsiveness have a significant relationship with customers' satisfaction. Shing *et al.* (2012) and Watiki (2014) in their research found reliability to have the strongest relationship and significance with customers' satisfaction. Shing *et al.* (2012) opined that it is the most important variable in determining customers' satisfaction; therefore, hoteliers should improve on their problem-solving skills and prompt attendance to guest complains. Statistically, there is significant relationship between customers' satisfaction and the marital status of the customers. Also religion, income and place of residence have significant relationship with the satisfaction of the customers with services offered at the hotels. However, gender, age, level of education and occupation had no significant relationship with the customers' satisfaction with services offered at the hotels.

CONCLUSION

Improved products and services demand by customers in the hospitality industry is increasing as competitive pressures are becoming alarming. Hence, findings from this study show that most of the visitors to selected hotels in Ondo State were male, in their youthful age, single, highly educated attaining

to tertiary level of education, Christians by religion. The study also reveals that some of the respondents were students, civil servants, while some were self-employed. Thus, some were middle income earners while some were low-income earners, majority of the respondents resides within Ondo State, and were Nigerians. Most of the visitors were first time visitors. The important factors visitors considered in their choice of hotel are hygiene of the hotel, reliability of the hotel, accessibility into the hotel and genial hotel staff. Majority of the visitors to the hotels like the overall service quality and delivery at the hotels and were highly satisfied with safety and security provided at the hotels. Also, the visitors highly rated their expectations of service quality at the hotel. Finally, it can be concluded that the majority of hotels offer high-quality services to their customers, resulting in a positive customer experience and satisfied hotel guests. As a result, for any hotel to satisfy its customers, gain good customer patronage, and repeat business, hotels must prioritize quality service and delivery without compromise.

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