



The Impact of Hotel Service Quality on Customer's Satisfaction in Katsina State Hotels

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ABSTRACT

As the hospitality industry in Katsina State continues to evolve, the imperative to understand and enhance the relationship between hotel service quality and customer satisfaction becomes paramount. This research investigates the multifaceted impact of hotel service quality on customer satisfaction, aiming to contribute valuable insights to the hospitality landscape in Katsina State. The study addresses existing challenges, including inconsistencies in service quality standards among hotels, in understanding guest expectations and the influence of cultural and regional factors on customer satisfaction. The effectiveness of employee training programs in elevating service quality and the identification of specific areas for improvement within the service management process are also central to the research objectives. A comprehensive approach involving surveys, interviews, and observational analyses was employed to gather data from a diverse sample of hotel guests, managers and employees across Katsina State. Statistical tools and qualitative analyses has been utilized to explore the correlations between various dimensions of service quality and customer satisfaction. The anticipated outcomes include a nuanced understanding of the current state of hotel service quality in Katsina State, identification of key factors influencing customer satisfaction, and practical recommendations for hoteliers and policymakers to enhance service delivery. This research aspires to contribute to the sustainable growth of the hospitality industry in Katsina State, fostering positive experiences for both local and international guests and solidifying the region's reputation as a premier tourist destination.

Keywords: Hotels, Services, Customer and Satisfaction

1.0 Introduction

In the vibrant and diverse landscape of Katsina State, the hospitality industry plays a crucial role in catering to the needs of both local and international visitors. The impact of hotel service quality on customer satisfaction is a topic of significant importance, reflecting the essence of the hospitality experience in this region. As visitors explore the various attractions within the state, the quality of their accommodation becomes a pivotal element in shaping their overall experience. The hotels in Katsina State, ranging from boutique establishments to larger resorts, are integral contributors to the tourism ecosystem, and their service quality stands at the forefront of influencing customer satisfaction. In recent years, the hospitality industry in Katsina State has undergone notable transformations, marked by an increased emphasis on enhancing service quality to meet the evolving expectations of guests. The correlation between service quality and customer satisfaction is a central focus for both hoteliers and visitors alike. Guests no longer perceive hotels merely as places of accommodation but as immersive hubs where personalized service, comfort, and memorable experiences converge. The construction of new hotels and the continuous improvement of existing ones in Katsina State reflects the industry's commitment to providing top-notch service. The myriad of services offered, from accommodation to recreational facilities and dining options, contributes to the holistic guest experience. Consequently, hotel managers in Katsina State recognize the competitive landscape and are strategically directing efforts toward elevating service quality as a means to ensure customer satisfaction and loyalty. Understanding the specific needs and preferences of guests in Katsina State is crucial for hotels aiming to deliver exceptional service. Whether catering to business travelers, tourists exploring cultural landmarks, or locals seeking a weekend retreat, the adaptability of hotel service quality becomes a defining factor. It is within this context that the examination of the impact of hotel service quality on customer satisfaction in Katsina State becomes a pertinent and insightful area of study. As we delve deeper into the following discussions, we will explore the various dimensions of hotel service quality, customer expectations, and the resulting satisfaction levels in the unique and dynamic hospitality landscape of Katsina State. Through a comprehensive analysis, we aim to unravel the intricate connections that shape the guest experience, ultimately contributing to the continued growth and success of the hospitality industry in this region.

Service Quality Management

Management of service quality involves a range of procedures focused on maintaining and monitoring systems for achieving long-term service goals. These procedures aim to track developments and assess the effectiveness of services provided to customers, as noted by Veyrat (2016). Differentiation

within this framework can be established based on factors such as task urgency, service transaction duration or the application of premium pricing. Recognizing that unoccupied time feels prolonged, it is crucial to ensure that customers have engaging activities while waiting for services. A lack of occupation during wait times can lead to a negative experience, causing frustration and irritation. Research indicates that providing customers with advance notice of the expected wait time or their position in the waiting queue contributes to more positive outcomes, as customers appreciate transparency. Clear communication of rules and priorities in the service delivery process beforehand empowers customers and fosters a more relaxed experience. Maintaining fairness in the waiting queue is essential, typically adhering to a first-come-first-served basis, unless there is a designated section for prioritized clients. Additionally, customers expect reasonable explanations when service operations take longer than anticipated.

Improving Customer Service

Even with a proactive approach, organizations cannot anticipate all issues without honest feedback. It is crucial to gather opinions through various channels such as email, phone calls, websites, or surveys to prevent customers from expressing dissatisfaction on social media platforms (Tim, 2018). Additionally, offering a flexible and transparent refund policy builds significant trust, creating a more risk-free purchasing experience, which customers seek as a guarantee. Effective coordination can be a challenge for many organizations, and implementing intelligent Customer Relationship Management (CRM) platforms can streamline workforce processes. However, it's essential to recognize that CRM software alone cannot overcome deficiencies; service providers must possess effective communication and problem-solving skills (Sharma, 2018). A prime example of advanced customer service is IKEA, which provides in-house facilities for specific customers and integrates augmented reality apps for virtual furniture design and arrangement. Similarly, Google stands out for delivering top-notch service, leading to a positive impact on employee experience. The emerging trend indicates a correlation: the more satisfied the customers, the more willing the employees are to work for the company.

Modern organizations in the hospitality industry

Over the decades, modern organizations in the hospitality industry have consistently faced intense competition, and the outlook for the coming years suggests an even more challenging environment (Abdullah & Othman, 2019). In today's competitive landscape, success or even survival in the hospitality sector hinges on aligning services with customer expectations, a cornerstone for fostering repeat business (Anwar & Abdullah, 2021). The tourism and hospitality industries have become indispensable contributors to a country's income, prompting nations to actively attract visitors and tourists to bolster economic growth and enhance the overall quality of life (Gardi et al., 2020). Within this context, hotels play a crucial role as integral components of the tourism sector, primarily addressing the fundamental need for accommodation (Prabhu et al., 2020). However, hotels are not merely providers of lodging; they offer a spectrum of services, including recreational facilities such as playgrounds, tennis courts, restaurants, saunas, bars, swimming pools, and more. Recognizing the pivotal role of hotel staff in the success of the business, employee performance becomes a critical factor. The staff, responsible for delivering services to guests, significantly influences the overall guest experience. In the event that hotel staff fail to provide the expected level of service, it can lead to negative consequences, potentially deterring guests from returning to the same establishment. Conversely, when hotel staff excel in delivering the right services, guests are more likely to have positive experiences, fostering the possibility of return visits (Sultan et al., 2020).

Service Quality Concept

Quality, as articulated by Abdullah & Afshar (2019), is a concept that remains elusive and multifaceted. It is imperative to distinguish between goods and services due to their distinct characteristics—the former being tangible objects and the latter embodying intangible, actual performance (Abdullah & Rahman, 2015). A notable feature of services, unparalleled and significant, is their nature as processes rather than tangible entities. Consequently, service-oriented companies lack a physical product but engage in interactive processes. The invisibility of services poses a challenge for suppliers to convey and consumers to measure (Ali et al., 2021). In the hospitality industry, where service delivery inherently involves human interaction, the focus should be on people management, particularly the interactions between clients and personnel, termed service encounters. The success or failure of the hospitality business hinges on the collective impact of service encounters in which customers actively participate (Abdullah, 2018).

Various researchers have put forth significant definitions of service quality. One definition posits service quality as the variance between a client's expectations of the service provider and their evaluation of the services received (Saleh et al., 2021). Another perspective, proposed by Othman & Abdullah (2016), asserts that service quality is the disparity between consumers' expectations for service performance before an encounter and their perceptions of the services rendered. A further definition by Gefan (2002), as cited in Abdullah & Othman (2016), characterizes service quality as the specific appraisal made by consumers between expected service quality and the services actually provided.

Research Questions

- i. What are the current service quality standards?
- ii. What are the factors within hotel service quality that influence customers?
- iii. What is the customer satisfaction levels across different hotels in Katsina?
- iv. What are the strategies for improving service qualities?

Objectives of the Study

The overarching aim of the research is to investigate and understand the relationship between hotel service quality and customer satisfaction in Katsina State hotels, with the goal of providing visions that can enhance the overall hospitality experience in the region.

The specific objectives of the research are:

- i. To evaluate and measure the current service quality standards
- ii. To identify and analyses factor within hotel service quality that influence customers
- iii. To measure customer satisfaction levels across different hotels in Katsina.
- iv. To investigate strategies for improving service qualities

Hypothesis

(H0): There is no significant relationship between hotel service quality and customer satisfaction in Katsina state hotels

2. Research Method

2.1 Research Design

The study can be classified as explanatory research. The population of the research will include some selected people that visit hotels from the period of December 2023 to February 2024 in Katsina metropolis of Katsina State. The study will be a descriptive type.

2.2 Method of Data collection

A self-administered survey questionnaires was distributed to a total sample of 150 international and domestic guests who have visited the selected hotels for personal purposes. Data were obtained through personally administered questionnaires that was prepared based on literature review to address research questions. The structured questionnaire consists of two sections. The first section focus on general background information about the participants/guests. The second section has questions focusing on the feeling of guests about the hotel service performance with respect to dimensions of the research objectives.

2.3 Statistical Analysis.

The data that were collected from this study is subjected to statistical analysis using Statistical Package for Social Sciences (SPSS version 23.0) for windows. The research uses descriptive statistics in the analysis and presentation of data it also uses inferential statistics to test the hypothesis of the research.

3. Result and Discussion

The respondents for the study personal data was analysed The data include: Gender of the respondent, Age of the respondent, Religion of the respondent and How often do the respondent stay in hotels.

Gender of the respondent	Frequency	Percentage
Male	120	80%
Female	30	20%
Total	150	100%
Age of the respondents		
18-29	10	6.7%
30-39	36	24.0%
40-Above	104	69.3%
Total	150	100%
Religion		
Islam	90	60.0%
Christian	56	37.3%
Others	4	2.7%

Total	150	100%
How often you stay in Hotel		
Very Frequently	31	20.7%
Occasionally	70	46.7%
Rarely	30	20.0%
First time	19	12.7%
Total	150	100.0%

Table 1. Demographic profile of the respondents

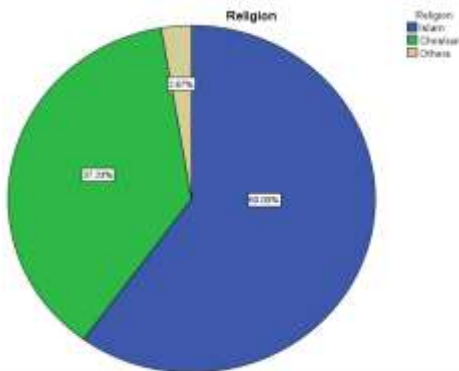


Fig. 1 barchart showing how respondent stays in hotel

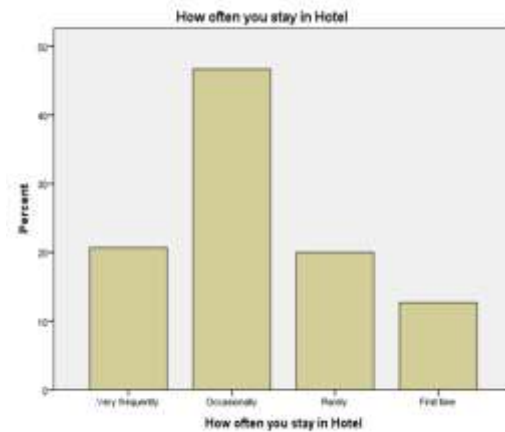


Fig. 2. piechart representing the religion of the respondent

From Table 1, figure 1, and 2 reveals interesting patterns in the sample population of hotel customers in Katsina State. Firstly, there is a notable gender disparity, with males comprising 80% of the respondents compared to only 20% females. This suggests a potential imbalance in the hotel customer base, which could warrant further investigation into the reasons behind this skew and whether it reflects broader trends in the local hospitality market. Secondly, the age distribution highlights that a significant majority of respondents, 69.3%, fall into the "40 and above" category. This indicates that older individuals constitute the majority of hotel patrons in the region. Understanding the preferences and needs of this demographic group is crucial for hotels to tailor their services accordingly, whether it involves amenities, dining options, or leisure activities, to ensure maximum satisfaction and retention of this key customer segment. Furthermore, examining the religious affiliation of respondents reveals that Islam is the predominant faith among hotel customers, accounting for 60% of the sample, followed by Christians at 37.3%. This demographic insight underscores the importance of cultural sensitivity and religious considerations in hotel operations and service delivery. Hotels in Katsina State may need to accommodate religious practices and dietary requirements to enhance the overall guest experience and foster inclusivity. Overall, these demographic insights provide valuable implications for hoteliers in Katsina State to better understand their customer base and tailor their services to meet their diverse needs effectively. And lastly the frequency of hotel stays among respondents provides valuable awareness into their behavior and relationship with hospitality establishments in Katsina State. Nearly half of the respondents, 46.7%, indicated staying in hotels occasionally, suggesting a significant portion of the population utilizes hotels for occasional trips or leisure activities. This highlights the importance for hotels to consistently deliver satisfactory experiences to these occasional guests, as they represent a sizable portion of their customer base. Ensuring quality service and amenities during their stays can lead to positive word-of-mouth referrals and potential repeat visits. Moreover, while a considerable number of respondents stay in hotels occasionally, it's noteworthy that 20.7% stated they stay very frequently, indicating a segment of loyal and possibly business-oriented clientele. This group presents an opportunity for hotels to cultivate long-term relationships and loyalty programs to incentivize repeat stays and enhance customer retention.

Measuring the current service quality standards

What is your satisfaction level with the cleanliness of hotel facilities

	Frequency	Percent
Strongly satisfied	20	13.3
Satisfied	28	18.7
Neutral	85	56.7
Dissatisfied	10	6.7

Strongly dissatisfied	7	4.7
Total	150	100.0

Table 2. Satisfaction level and the cleanliness of hotel facilities

The satisfaction levels regarding the cleanliness of hotel facilities as shown in table 2. indicate a mixed perception among respondents. While a majority, 56.7%, expressed a neutral stance, suggesting they neither strongly approve nor disapprove of the cleanliness, a significant portion of respondents, totaling 18.7%, reported being satisfied with the cleanliness. This indicates that there is room for improvement in maintaining cleanliness standards within hotel facilities in Katsina State. Hotels may need to reassess their cleaning protocols and invest in training staff to ensure consistent cleanliness and hygiene throughout their premises. Addressing cleanliness concerns can significantly impact guest satisfaction and contribute to positive reviews and repeat business. Furthermore, it's crucial to note that a notable percentage of respondents, 11.4%, expressed dissatisfaction with the cleanliness of hotel facilities, with 6.7% being dissatisfied and 4.7% strongly dissatisfied. This suggests that there are areas within hotel establishments where cleanliness standards are not meeting guest expectations.

Evaluate the responsiveness of hotel staff during your stay

	Frequency	Percent
Poor	7	4.7
Fair	10	6.7
Good	72	48.0
Very good	41	27.3
Excellent	20	13.3
Total	150	100.0

Table 3 Satisfaction level and the cleanliness of hotel facilities

The evaluation of the responsiveness of hotel staff during guests' stays from Table 3 reveals a generally positive perception, with 88.3% of respondents reporting good to excellent levels of responsiveness. Specifically, 48.0% of respondents rated the responsiveness as good, while 27.3% rated it as very good, and 13.3% as excellent. These findings indicate that a significant majority of guests feel that hotel staff are attentive and responsive to their needs and requests during their stay. This positive feedback reflects well on the quality of customer service provided by hotels in Katsina State, contributing to overall guest satisfaction and potentially fostering repeat business and positive word-of-mouth recommendations. However, it's worth noting that a small portion of respondents, totaling 11.7%, rated the responsiveness of hotel staff as poor to fair. While this percentage is relatively low compared to the overall positive ratings, it still represents opportunities for improvement.

Rate the quality of dining services provided by the hotels

	Frequency	Percent
Unsatisfactory	17	11.3
Satisfactory	50	33.3
Good	63	42.0
Very good	15	10.0
Excellent	5	3.3
Total	150	100.0

Table 4. Quality of dining services provided by the hotels to the visitors

The evaluation of the dining services provided by hotels in Katsina State indicates a generally positive perception among guests, with 88.3% of respondents rating the quality as satisfactory or above. Specifically, 42.0% of respondents rated the dining services as good, followed by 33.3% who found them satisfactory. This suggests that a majority of guests are generally content with the dining options offered by hotels in the region, reflecting positively on the culinary offerings and service standards. However, it's important for hotels to continuously monitor and improve their dining services to meet evolving guest expectations and preferences. On the other hand, a notable portion of respondents, totaling 11.7%, rated the quality of dining services as unsatisfactory or below average. While this percentage is relatively small compared to the overall positive ratings, it signifies areas for potential

enhancement. Hotels should pay close attention to guest feedback regarding dining experiences and take proactive measures to address any shortcomings, whether it involves menu variety, food quality, service efficiency or ambiance.

How would you rate the efficiency of the check in and check out process

	Frequency	Percent
Unsatisfactory	4	2.7
Satisfactory	6	4.0
Good	34	22.7
Very good	96	64.0
Excellent	10	6.7
Total	150	100.0

Table 5. The efficiency of the check in and check out process of the hotels

Table 5 evaluate the efficiency of the check-in and check-out process reveals overwhelmingly positive feedback from guests, with 92.7% of respondents rating the process as good to excellent. Particularly noteworthy is the high percentage of respondents, totaling 64.0%, who rated the process as very good, indicating a seamless and efficient experience during arrival and departure. This suggests that hotels in Katsina State have been successful in streamlining their check-in and check-out procedures, potentially contributing to improved guest satisfaction and overall operational efficiency. However, despite the majority of respondents expressing satisfaction, it's essential for hotels to continuously monitor and optimize these processes to ensure consistent and exceptional guest experiences. While the vast majority of respondents rated the efficiency of the check-in and check-out process positively, a small proportion, totaling 7.3%, rated it as unsatisfactory to satisfactory. Although this percentage is relatively low compared to the overall positive ratings, it signifies areas where improvement may be necessary.

Factor within hotel service quality that influence customers

Factors influencing your decision to choose a particular hotels

	Frequency	Percent
Price	99	66.0
Location	31	20.7
Reviews	20	13.3
Total	150	100.0

Table 6. Choosing a particular hotels base on the perception of the respondent

Table 6 above analysed the factors influencing the decision to choose a particular hotel reveal key perceptions into the preferences and priorities of guests in Katsina State. Notably, the majority of respondents, accounting for 66.0%, identified price as the primary factor influencing their choice of hotel. This suggests that affordability plays a significant role in decision-making for guests, highlighting the importance for hotels to offer competitive pricing strategies to attract and retain customers. Moreover, this finding underscores the significance of value for money in the hospitality industry, indicating that guests are seeking accommodations that provide a balance between cost and quality. In addition to price, location emerged as another influential factor, with 20.7% of respondents considering it in their decision-making process. This emphasizes the importance of convenience and accessibility in selecting a hotel, particularly for travelers seeking accommodations in proximity to specific attractions, business districts, or transportation hubs. Hotels should leverage their location advantage and promote nearby amenities or attractions to appeal to guests seeking convenience and accessibility. Furthermore, by understanding and addressing the various factors influencing guests' decisions, hotels can tailor their marketing efforts and service offerings to better meet guest needs and preferences, ultimately enhancing guest satisfaction and loyalty.

How crucial is room comfort in contributing to your satisfaction

	Frequency	Percent
Important	120	80.0

Neutral	26	17.3
Not important	4	2.7
Total	150	100.0

Table 7. Conformability of the respondent in different hotels

The data on the importance of room comfort in contributing to guest satisfaction reveals that the majority of respondents, accounting for 80.0%, consider room comfort as important. This high percentage underscores the significant impact that the comfort of accommodations has on overall guest satisfaction. Guests prioritize factors such as comfortable bedding, adequate space, temperature control, and cleanliness, as these directly influence their quality of rest and relaxation during their stay. Hotels should prioritize investing in high-quality furnishings, bedding, and amenities to ensure guest rooms meet or exceed expectations for comfort. By focusing on providing comfortable accommodations, hotels can enhance guest satisfaction, improve guest reviews, and foster repeat business. However, it's important to note that a small percentage of respondents, totaling 20.0%, expressed a neutral or negative stance towards the importance of room comfort. While this proportion is relatively low compared to those who consider it important, it still signifies opportunities for improvement.

Access the important of hotel amenities on your satisfaction

	Frequency	Percent
Significant impact	120	80.0
Neutral	27	18.0
No impact	3	2.0
Total	150	100.0

Table 8 Important of hotel amenities to the customers

Table 8 shows the responds regarding the importance of hotel amenities on guest satisfaction indicates that a significant majority of respondents, accounting for 80.0%, perceive hotel amenities to have a significant impact on their satisfaction. This high percentage underscores the crucial role that amenities play in shaping the overall guest experience. Guests often value amenities such as complimentary breakfast, fitness facilities, swimming pools, spa services, and Wi-Fi access, as they enhance comfort, convenience, and enjoyment during their stay. Hotels should prioritize investing in and promoting amenities that align with guest preferences and expectations to maximize satisfaction levels. By providing a diverse range of high-quality amenities, hotels can differentiate themselves in the competitive market and attract guests seeking enhanced experiences and value-added services. While the majority of respondents perceive hotel amenities to have a significant impact on their satisfaction, a small proportion, totaling 20.0%, expressed a neutral or negative stance. Although this percentage is relatively low compared to those who recognize the importance of amenities, it still signifies areas for improvement or potential misalignment between offered amenities and guest preferences.

Customer satisfaction levels across different hotels in Katsina.

How satisfied are you with your overall experience at the hotel

	Frequency	Percent
Satisfied	20	13.3
Neutral	115	76.7
Not satisfied	15	10.0
Total	150	100.0

Table 9. General satisfaction of the respondent at the hotel

The data on overall guest satisfaction with their hotel experience highlights a notable trend towards neutrality, with 76.7% of respondents indicating a neutral stance. While neutrality may not necessarily imply dissatisfaction, it suggests that a significant portion of guests did not strongly lean towards either satisfaction or dissatisfaction with their overall hotel experience. This could indicate that while guests may not have encountered significant issues during their stay, they also may not have experienced exceptional service or amenities that would warrant high levels of satisfaction. Hotels should pay attention to these neutral responses and strive to identify opportunities for improvement to enhance guest satisfaction levels and create memorable experiences that encourage positive reviews and repeat business. Additionally, 13.3% of respondents reported being satisfied with their overall hotel experience, while 10.0% expressed dissatisfaction. While the percentage of satisfied guests is relatively low compared to those who are neutral, it still signifies a segment of guests who had positive experiences during their stay. On the other hand, the percentage of dissatisfied guests underscores the

importance for hotels to address any issues or concerns promptly to prevent negative reviews and mitigate potential damage to their reputation. By consistently delivering exceptional service, exceeding guest expectations, and addressing any shortcomings, hotels can improve overall guest satisfaction levels and foster long-term loyalty among their clientele.

Strategies for improving service qualities in hotels

What do you think can lead to customer satisfaction (multiple choice)

	Responses		Percent of Cases
	N	Percent	
Staff training program	135	45.2%	91.2%
Facility upgrade and renovation	90	30.1%	60.8%
Implimentation of customer feedback	32	10.7%	21.6%
Enhance aminities and services	42	14.0%	28.4%
Total	299	100.0%	202.0%

Table 10. Customers views on what can lead to their satisfaction

The data provided in table 10. highlights several key factors that can lead to customer satisfaction in the hospitality industry. Firstly, staff training programs emerged as the most significant contributor, with 45.2% of respondents acknowledging its importance. Well-trained staff can provide attentive, knowledgeable, and courteous service, enhancing the overall guest experience and fostering positive interactions. Investing in staff training not only improves service quality but also empowers employees to effectively address guest needs and resolve any issues that may arise, ultimately leading to higher levels of satisfaction and loyalty among guests. Additionally, facility upgrades and renovations were recognized by 30.1% of respondents as crucial for customer satisfaction. Renovating and modernizing hotel facilities can enhance comfort, aesthetics, and functionality, aligning with evolving guest expectations and preferences. By investing in facility upgrades, hotels can create a more attractive and competitive environment, enticing guests to choose their establishment over others.

Hypothesis test

There is no significant relationship between hotel service quality and customer satisfaction in Katsina state hotels

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.264	1	.264	1.668	.199 ^b
	Residual	23.455	148	.158		
	Total	23.719	149			

Table 11. Regression table for satisfaction and service quality

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.918	.159		12.101	.000
	SERVICE QUALITY	-.067	.052	-.106	-1.291	.199

Table 12. Model representation of coefficients of service quality

Based on the regression analysis output, from Table 11 and 12 the model summary indicates that the relationship between hotel service quality and customer satisfaction in Katsina State hotels is not adequately explained by the model. The R-squared value of 0.011 suggests that only approximately 1.1% of the variance in customer satisfaction can be attributed to hotel service quality. Additionally, the adjusted R-squared value, which takes into account the number of predictors in the model, is very low at 0.004, indicating that the model may not effectively capture the relationship between the variables. Furthermore, the analysis of variance (ANOVA) results show that the regression model as a whole is not statistically significant, with a p-value

of 0.199. This suggests that the observed relationship between hotel service quality and customer satisfaction could be due to random chance rather than a true effect. Therefore, there is insufficient evidence to reject the null hypothesis, which states that there is no significant relationship between hotel service quality and customer satisfaction in Katsina State hotels. Examining the coefficients, the variable "SERVICE QUALITY" has a coefficient of -0.067, indicating that, holding all other variables constant, a one-unit increase in service quality is associated with a -0.067 decrease in customer satisfaction. However, this relationship is not statistically significant, as evidenced by the high p-value of 0.199. Consequently, based on this regression analysis, it appears that hotel service quality may not have a significant impact on customer satisfaction in Katsina State hotels.

4. Conclusion

This research is on crucial aspects influencing the hospitality landscape in the region. The findings underscore the significance of service quality in shaping customer satisfaction and consequently, the overall success and sustainability of the hotel industry in Katsina State. The study reveals the dynamic interplay between different dimensions of service quality, including responsiveness, reliability, empathy, and cultural sensitivity. A nuanced understanding of these dynamics is vital for elevating customer satisfaction. Cultural and regional factors significantly impact customer satisfaction. Acknowledging and incorporating these influences into service offerings are essential for creating a positive and inclusive hospitality experience in Katsina State. The research highlights the pivotal role of well-trained and culturally aware employees in delivering high-quality services. Continuous training and development programs are critical for enhancing employee competence and, consequently, guest satisfaction. Identifying and aligning with guest expectations emerge as key components in ensuring customer satisfaction. Hotels must actively manage and meet these expectations to create a positive and memorable guest experience. Specific areas for improvement within the service management process have been identified. These areas serve as focal points for strategic interventions, fostering continuous enhancement in service quality.

5. Recommendation

Based on the findings of the research several recommendations can be proposed to enhance the overall service quality and customer satisfaction in the hospitality sector of Katsina State, such as, to:

- i. Establish standardized service quality guidelines for hotels in Katsina State, ensuring consistency in responsiveness, reliability, empathy and other key dimensions across the industry.
- ii. Provide cultural sensitivity training to hotel staff to better understand and cater to the cultural and regional preferences of guests, fostering a more inclusive and welcoming environment.
- iii. Implement guest recognition and rewards programs to acknowledge and incentivize repeat visits. This can enhance customer loyalty and contribute to positive word-of-mouth marketing.
- iv. Encourage hotels to engage with the local community, supporting local businesses and contributing to community development projects. This can foster a positive image of the hospitality sector in Katsina State.
- v. Collaborate with tourism authorities in Katsina State to align hotel offerings with broader tourism strategies, ensuring a cohesive and strategic approach to attracting and satisfying visitors.

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