

Socio-Economic Factors Influencing Customer Level of Satisfaction on Hotel Infrastructure

Abstract

*Sururat Etuonu, OLOSO^{ORCID}
School of Housing, Building and Planning
Universiti Sains, Malaysia, Email,
[protocos4real2004@gmail.com/](mailto:protocos4real2004@gmail.com)
Corresponding author

Irwana Omar, SHIDA^{ORCID}
School of Housing, Building and Planning
Universiti Sains, Malaysia

Musa Wash, PETER^{ORCID}
Department of Urban and Regional
Planning, Plateau State Polytechnic,
Barkin-Ladi

Hotel infrastructure is still a crucial component, and the most reliable indicator of how satisfied customers will be. This is so because it frequently sets the tone for the interaction. However, there may be additional elements that affect how satisfied guests are with the hotel's infrastructure. This study aims to comprehend the interaction between customers' satisfaction with hotel infrastructure in Lagos and the socioeconomic environment. The study used a survey-style descriptive research design. administered a 450-person sample size, and 400 valid answers were returned. With the multistage sampling procedure, the sample was selected from local governments in each of Lagos' three senatorial districts, yielding an 89% response rate." The study's noteworthy findings show that age, economic level, and marital status all have a big impact on how satisfied guests are with the hotel's amenities. However, it was discovered that the guests' degree of happiness in this aspect was not significantly impacted by their gender, religion, race, or educational attainment. The results highlight the significance of customizing amenities to meet the various needs of various demographic groups, with a particular emphasis on age groups, income brackets, and marital status. It is advised to make certain that visitors with a range of financial situations experience a sense of appreciation and quality service. Recognizing that marital status has an impact on satisfaction also highlights how important it is to provide services that address the unique needs of individuals of various ages and marital situations. This paper is unique due to its quantitative nature and offers a fresh perspective to exposing the socio-economic determinants of choice of hotel infrastructure in Lagos.

Keywords Customer satisfaction, hotel infrastructure, socio-economic factors, service quality

How to cite this article: Oloso, S.E., Shida, I.O. & Peter, M.W. (2024). Socio-Economic Factors Influencing Customer Level of Satisfaction on Hotel Infrastructure. African Journal of Hospitality, Tourism and Leisure, 13(1):121-127. DOI: <https://doi.org/10.46222/ajhtl.19770720.489>

Introduction

Lagos's fast urbanization is a defining feature of its economic dynamism and cultural variety. Lagos, which is frequently called the economic centre of Nigeria, has seen an unheard-of increase in both population growth and urban development. It draws a wide range of visitors as the commercial hub of the nation, from business travellers looking for chances in its booming markets to tourists' eager to experience its rich history and lively culture. This expansion has led to a boom in the hospitality sector, especially in hotels. However, there is a complicated interaction between client expectations, service quality, and ultimately customer happiness within this environment of potential.(Abomeh & Roland, 2013; Ajake, 2015).The degree of fulfilment and contentment that customers feel after acquiring a company's good or service is commonly referred to as customer satisfaction (Assaker et al., 2020; Lodorfos et al., 2015). Customer satisfaction in the tourist and hospitality sectors is largely dependent on the general caliber of service that clients receive from the variety of services offered by a service provider (Filtenborg et al., 2017; Sinha et al., 2020). Since customer satisfaction is the primary factor influencing both higher sales and longer customer retention, Padma & Ahn (2020) claim that it is still a fundamental problem that customers must deal with. Research has also shown that when services meet or exceed customers' expectations, there is a greater chance of customer satisfaction and retention (Ali et al., 2023; Bello & Ojo, 2021; Jamiu et al., 2018).

Within the hotel sector, service quality pertains to the calibre or benchmark upheld when providing services to visitors. It also includes a range of elements of the visitor experience, such as interactions with personnel, the hotel's general ambience, and its amenities (Khan et al., 2019). Travelers pick hotels mainly for the experience they want to have, not only for the tangible amenities. When customers receive high-quality service, they feel appreciated, at ease, and have their demands not only fulfilled but exceeded. Their impression of the hotel is immediately impacted by this great experience, which promotes return business and enthusiastic referrals to others. A wide range of services, such as lodging, food and drink, event space, fitness centres, booking and reservations, laundry, parking, Wi-Fi, and recreational activities, are among those where service quality can be demonstrated. The following are some of the most important measures of hotel service quality, according to Ali et al. (2021): comfort, staff productivity, consistency, and physical infrastructure. Customers' experiences with the indicators are thus closely related to the level of satisfaction (Bello et al., 2021). Prior studies (Vikelwa & Oswald 2014; Ngo & Nguyen, 2016; Fida et al., 2020; Mosimanegape et al., 2020) have primarily examined the relationship between customer satisfaction and service quality, with little focus on examining the impact of socioeconomic factors on customer satisfaction within the framework of hotel infrastructure. Relevant social indicators include things like age, gender, income, education, occupation, and whether hotel amenities are available. Based on aspects, some research has examined the relationship between customer satisfaction and service quality (Bogoro et al., 2013; Danish et al., 2018; Nazarian et al., 2021; Soemari et al., 2020; Hellen & Sadananda, 2021). there has been a notable absence of research into the satisfaction derived from fundamental facilities like tangible amenities, encompassing the physical structure of the building, entrance, communal areas, corridors, bedrooms, furnishings, decoration, aesthetics, and so forth. The main problem here is that there isn't much research exploring how service quality and customer happiness relate to these physical facility variables. These factors then have an impact on customer patronage, revenue production, and hotel reputation. Although certain studies have employed service quality dimensions to create correlations,



none of them have considered the specific variables (related to hotel infrastructure) in the three senatorial districts of Lagos state. To close the gap, this study examines how customer satisfaction is impacted by factors such as gender, age, religion, ethnicity, marital status, income, and education, with a focus on the distinctive qualities of Lagos State's three senatorial districts.

Literature review

Customer satisfaction

Customer satisfaction is frequently used to gauge how happy customers are with a company's goods, services, and capabilities. The perception and assessment of the many aspects provided by the hotel by its customers is a critical component of hotel services. Their degree of satisfaction is primarily determined by how satisfied they are with the facilities and services they have access to overall. It also includes their evaluation of the level of service, lodging and amenities, food services, accessibility and location, staff interactions, personalization, and problem solving. Customer happiness is now seen as critical to both competitiveness and customer retention in modern hospitality management services. Some methods utilized by significant companies in this industry include innovativeness and staff engagement (Adeola & Ezenwafor, 2016), customer loyalty (Sohail & Nabaz, 2019), revisit intentions (Ugwuanyi et al., 2021), and customer relationship management (Mubiri, 2016). Several techniques can be used to measure customer satisfaction with hotel services, although surveys are the most popular (Baquero, 2023; Mubiri, 2016; Shah et al., 2018). Other techniques include customer retention, visitation frequency, and recommendations (Bhatt, 2020; Bhuian, 2021; Soemari et al., 2020).

Socio-economic factors

A population's social and economic circumstances are explained by socio-economic factors (Farooq et al., 2018). These characteristics include a wide range of things, including access to amenities, gender, age, income, education, and vocation. Seven socioeconomic factors—gender, age, religion, ethnicity, married status, income level, and educational attainment—were considered for the purposes of this study. The social and cultural duties and behaviors associated with a person's designated sex at birth are referred to as gender. Age is merely the sum of a person's years of life, which is frequently divided into several categories. A group of people's shared cultural characteristics, background, ancestry, language, and practices are what make them ethnic. It influences identity, customs, and social relationships by differentiating people according to their cultural, national, or regional backgrounds (Busulwa et al., 2020). This denotes a person's current state in relationships, such as being married, single, divorced, separated, or widowed. It may have an impact on one's way of life, obligations, social support system, and financial security. According to Barone et al. (2020) income is a widely used metric because it is a useful tool for differentiating between socioeconomic levels and because it gives people a sense of how much they can afford in relation to others in their community or nation.

Hotel infrastructure

According to Baquero (2023), hotel infrastructures refers to physical amenities such as the building's structure, entrance, common areas, hallways, bedrooms, furniture and décor, and aesthetics. In addition to food and drink, room amenities are seen by Abiodun (2021) as standard hotel infrastructure that most hotels provide and that more guests want to take use of. But it also has a spa, a concierge desk, a swimming pool, etc. More broadly speaking, hotel infrastructure refers to the systems, buildings, and physical elements that comprise a hotel property and allow it to operate and serve visitors. The structure and facilities, the rooms and amenities (TVs, minibars, elevators), the technology, the building's aesthetics and architecture, the safety management system, and the surveillance are only a few of its numerous components. (Ali et al., 2023; Farooq et al., 2018; Hagan, 2015).

Determinants of indicators

This hotel service quality measure was chosen in light of research showing how important hotel physical infrastructure is in drawing in visitors and maybe retaining them as repeat business (Bhuian, 2021; Danish et al., 2018). Nevertheless, some research argues that the interaction among these factors not only holds more weight over hotel services but also molds the initial perception (Baquero, 2023). More precisely, some research has found that certain features—like minibars and swimming pools—as well as hotel aesthetics and physical structure are important contributors. (Ali et al., 2023; Cakici et al., 2019) However, little study has been done to examine the factors—particularly the guests' socioeconomic factors—that may have an impact on these interactions. For example, Adewale et al. (2019) found no evidence that socioeconomic characteristics had any discernible impact on visitors' preferences for amenities. Meesala & Paul (2018) on the other hand, found that hotel visitors in Ghana's Western region had significantly different perceptions of service quality based on factors such as gender, education level, religion, occupation, national origin, and monthly income. Nevertheless, the scope of this study is constrained, and it does not really look at how satisfied visitors are with the hotel's physical infrastructure. The goal of this study is to carefully examine how socioeconomic characteristics mediate with customers' satisfaction levels regarding hotel infrastructure in Lagos State to decipher these complications.

Methodology

In this study, a descriptive research design was used. This aids in describing the characteristics of the population or sample as it is (Shehu et al., 2019). This study's design is deemed suitable as it aids in identifying the socioeconomic elements that

influence the degree of satisfaction with hotel infrastructure. Lagos State is in Nigeria, West Africa; more precisely, it lies in the country's southwest on the Bight of Benin's narrow plain. It borders Ogun State to the north and east and the Republic of Benin to the west. It is situated roughly between longitudes 20°42'E and 32°2'E and latitudes 6°22'N and 6°2'N (Figure 1). It extends over 180 kilometers along the Guinea Coast of the Bight of Benin on the Atlantic Ocean (Patrick et al., 2020). The state is divided into three senatorial zones (Lagos-west, Lagos-central and Lagos-east), covering the metropolis of Lagos and the four administrative divisions of Ikeja, Ikorodu, Epe, and Badagry, together known as IBILE. With an area of 358,862 hectares, or 3,577 square kilometers, it makes up 0.4% of Nigeria's 923,773 square kilometer total territorial land mass (Adeola & Ezenwafor, 2016). UN-Habitat and other development agencies have estimated that Lagos State will have 15,946,000 people living there in 2023 (World Bank United Census 2017–2024).



Figure 1: Map of Nigeria showing Lagos State

Lagos's fast urbanization embodies the city's socio-economic dynamism. Called the beating heart of Nigerian economy, Lagos has seen an unheard-of explosion in both population growth and urban development. As the nation's commercial hub, it draws a wide range of tourists and business travelers, eager to discover its lively culture and rich legacy. Business travelers seek chances in dynamic markets. Hotels have prospered because of this rise in the hospitality sector. The intricate relationship between consumer needs, service quality, and ultimately customer happiness exists within this opportunity environment (Patrick et al., 2020). Using a digital questionnaire to collect data and acquire insights into the factors under consideration, the research employs a survey approach in response to comments obtained from the pre-survey information. Lagos State has a total of 2081 registered hotels, according to the Ministry of Tourism, Art, and Culture. The Jumia Travel Hospitality Report estimates that the total population of hotel guests in Lagos will be approximately 1.6 million in 2023, which is the same as the population under study. The Yamane (1967) method yields 384 as the study's sample size, plus an extra 66 for appropriate zoning, bringing the total to 450.

The sample size was determined using a multistage sampling procedure that combined stratified random sampling and purposive sampling. In the first phase, a total of nine hotels were purposefully chosen from the Central, East, and West senatorial districts of Lagos. 450 samples were obtained in the second step, which involved selecting 50 visitors from each hotel using a stratified sampling strategy (male and female). Data utilized for the study was acquired via a well-structured questionnaire that includes items on respondents' socio-economic characteristics (gender, age, religion, ethnicity, marital status, income level, and educational level) and degree of satisfaction with physical infrastructure. The responses are rated on a four-point Likert scale as follows: Strongly Disagree (1), Disagree (2), Agree (3), and Strongly Agree (4). Out of the 450 surveys that were distributed, 400 were completed and saved for examination. Test and measurement specialists and researchers from the University of Lagos determined the validity of the instrument. After two weeks of testing the instrument's dependability using the test-retest approach, a reliability coefficient of 0.74 was found, which was deemed sufficient for the study. With the use of



the Statistical Packages for Social Sciences (SPSS), both descriptive and inferential statistics were applied to the acquired data. The data were described using the mean and standard deviation, and the statistical techniques of the t-test and ANOVA were utilized to assess the hypotheses at the 0.05 level of significance.

Results

Table 1: T-test summary table on influence of gender on customer level of satisfaction on hotel infrastructure

		N	Mean	SD	t	Sig.
Satisfaction	Male	227	47.95	12.637	1.529	.127
	Female	173	45.98	12.997		

The result revealed that gender does not significantly influence customer level of satisfaction on hotel infrastructure in Lagos State ($t=1.529, p > .05$). Although the male gender ($X = 47.95$) tends to score higher in the level of satisfaction compared to their female counterparts ($X=45.98$) in hotel infrastructure, this difference is negligible and not significant

Table 2: Duncan test on influence of age on customer level of satisfaction on hotel infrastructure

Duncan ^{a,b}		Subset for alpha = 0.05	
Age	N	I	
18 - 30 years	134	47.25 ^a	
above 50 years	35	46.89 ^b	
<18 years	43	46.93 ^b	
31 - 50 years	188	47.78 ^a	
F (ANOVA)		2.75	
Sig.		.041	

The results of the ANOVA indicated that, in Lagos State, age had a significant impact on consumer satisfaction with hotel infrastructure ($F(3, 396)=2.75, p < .05$). Additionally, the Duncan range test showed that respondents in the 18–30 and 31–50 age groups had similar levels of satisfaction, however they were more satisfied than those in the 18–50 and above 50 age groups.

Table 3: ANOVA Summary table on influence of religion on customer level of satisfaction on hotel infrastructure

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	49.191	2	24.596	.149	.862
Within Groups	65480.006	397	164.937		
Total	65529.198	399			

The ANOVA result for hotel infrastructure in Lagos State, as shown in Table 3, indicates a significant relationship between religion and customer satisfaction ($F(2, 396)=.149, p > .05$). Therefore, the respondents' degree of satisfaction with the hotel infrastructure is unaffected by their religion.

Table 4: ANOVA Summary table on influence of ethnicity on customer level of satisfaction on hotel infrastructure

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	378.296	3	126.099	.766	.513
Within Groups	65150.902	396	164.522		
Total	65529.197	399			

The ANOVA result on the impact of ethnicity on the degree of customer satisfaction with hotel infrastructure in Lagos State is shown in Table 4. It was found that, in Lagos State, ethnicity has no discernible impact on patron satisfaction with hotel infrastructure ($F(3, 396)=.766, p > .05$). Consequently, the degree of guest satisfaction with hotel infrastructure is not influenced by ethnicity.

Table 5: Duncan test on influence of marital status on customer level of satisfaction on hotel infrastructure

Duncan ^{a,b}		Subset for alpha = 0.05	
Marital Status	N	I	
Single	106	45.34 ^a	
Widowed	4	47.00 ^b	
Married	250	47.70 ^b	
Separated	40	47.98 ^b	
F (ANOVA)		3.11	
Sig.		.024	

Table 5 showed that respondents' marital status had a significant impact on how satisfied guests were with the hotel infrastructure in Lagos State ($F(3, 396)=3.11, p < .05$). Additionally, the Duncan test showed that, in comparison to married, widowed, and separated respondents, single respondents' guests had a lower mean score for the quality of hotel infrastructure. Table 6 revealed that there is a significant influence of respondents income level on customer level of satisfaction on hotel infrastructure in Lagos State ($F(4, 395)=5.71, p < .05$). Furthermore, the Duncan test revealed that respondents' there are difference in satisfaction level means, those who earn below 50,000 and between 50,000 – 100,000 have means that falls in the same category. Similarly, those who earn between 100,001 - 200,000 falls in another category while those that earn between 200,001 – 500,000 and above 500,000 have similar category of means. This implies that those that earn between 200,000 - 500,



000 and those that earn above 500,000 experience higher level of satisfaction on hotel infrastructure compared to those who earned lesser.

Table 6: Duncan test on influence of income level on customer level of satisfaction on hotel infrastructure

Duncan ^{a,b}		Subset for alpha = 0.05
Income	N	1
Above 500,000	11	47.25 ^b
100,001 – 200,000	184	46.14 ^{ab}
200,001 – 500,000	80	47.87 ^b
50,000 – 100,000	79	44.22 ^a
<50,000	46	43.15 ^a
F (ANOVA)		5.71
Sig.		.012

The results of Table 7 ANOVA showed that visitors' educational background had no discernible impact on how satisfied they are with the hotel infrastructure in Lagos State ($F(4, 395)=.210, p>.05$). Therefore, their degree of satisfaction with the hotel infrastructure in Lagos State is the same regardless of their educational background.

Table 7: ANOVA Summary table on influence of educational level on customer level of satisfaction on hotel infrastructure

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	139.196	4	34.799		
Within Groups	65390.001	395	165.544	.210	.933
Total	65529.197	399			

Discussion

The investigation's findings show that there is no appreciable difference in the satisfaction levels of the sexes, indicating that gender is not a significant factor in determining how satisfied guests are with hotel infrastructure. The gender-neutral design of many hotel amenities and the equally enjoyable services offered to both genders may be to blame for this lack of gender-based impact. This result runs counter to the findings of Nazari et al. (2020), who found gender disparities in perceptions of service quality. However, a Ghanaian study finds that female visitors have a more positive opinion of the quality of hotel service than do male visitors. The survey also shows that age has a major impact on satisfaction levels, with younger visitors showing higher levels of satisfaction than older ones. Age-related differences in demands, expectations, and preferences may be the cause of this disparity; younger visitors may value contemporary amenities more highly or have higher expectations, whereas older visitors may value comfort and accessibility. Remarkably, it doesn't seem that religion or ethnicity has a major influence on satisfaction levels, suggesting that travelers, regardless of their religious or ethnic origin, often have similar preferences and experiences with hotel infrastructures. This result contradicts the widely held notion that a consumer's choice is determined by their religion and ethnicity (Asgarpour et al., 2015; Juanamasta et al., 2019). Religion and ethnicity have little bearing on expectations and preferences regarding hotel infrastructures since customers prioritize their personal comfort and overall standards of excellence over their religious and ethnic affiliations. People's levels of contentment are influenced by their marital status; those who are single report feeling less satisfied than those who are married, widowed, or separated. This disparity can be explained by different needs or expectations; married people look for family-friendly features like bigger beds and more private, spacious suites, while single people prioritize their own experiences, which may affect how well the infrastructure works (Anabila et al., 2022; Ogunbayi et al., 2019). The study shows that income has a significant impact on satisfaction levels, with higher earners expressing higher levels of happiness than those in lower income ranges. This perceived gap may be attributed to higher-income people's capacity to pay for upscale services, such as first-rate infrastructure (Gorondutse & Hilman, 2014; Soemari et al., 2020). Lastly, it appears that customers' perceptions and experiences with hotel infrastructure are quite comparable, regardless of their educational background, as there is no discernible relationship between educational attainment and satisfaction levels. This data contradicts the assertion made by An et al. (2019) that a customer's level of education significantly influences their level of satisfaction and loyalty.

Conclusion

This study sheds light on how different socioeconomic categories affect how satisfied guests are with hotel infrastructure. The results show that visitors' satisfaction levels with hotel infrastructures in Lagos, Nigeria are not significantly impacted by factors such as gender, religion, ethnicity, or educational attainment. Nonetheless, age, income level, and marital status are found to be important determinants of how well tourists perceive and are satisfied with the hotel infrastructure. The findings draw attention to several variables, including age, income, marital status, and socioeconomic impact. Positive reactions were noted, demonstrating a link between these factors, and bolstering the theory. This emphasizes how important it is to take these into account as markers of how visitors feel about the hotel's infrastructure. Due to its quantitative nature, the technique offers a fresh perspective to this area of research. It clarifies information on the facts, expertise, and comprehension of Lagos, Nigeria's hotel infrastructure system. According to the report, hotel management should focus their efforts on tailoring services and amenities to match the various demands and preferences related to age groups, marital status, and income levels. For instance, customizing offerings to accommodate varying age groups may result in modifications to features or offerings, guaranteeing they correspond with the distinct inclinations of younger or elderly visitors. In a similar vein, catering services to different income levels can produce a variety of options and help customers from varied socioeconomic backgrounds feel appreciated



and cared for. Furthermore, the significance of offering services that accommodate single travelers as well as those in partnerships or families is highlighted by the realization that marital status has an impact on satisfaction. The current study has several important empirical insights, but it also has certain drawbacks. Future researchers can accept these limitations to critically analyze them thoroughly and to enhance their work in the future. The study's specific focus was on evaluating hotel infrastructure in relation to socioeconomic characteristics and customer satisfaction. Notably, the questionnaire was based on a predicted figure from the literature rather than data from the National Population Commission (NPC). Therefore, it is advised that further research carefully examine each facility, considering any related amenities (such water, electricity, roads, and scenery) within the hotels in the various sectorial zones of Lagos.

References

- Abiodun, J. (2021). Business Continuity Management among Small Hotels in Nigeria. *Scholars Journal of Economics, Business and Management*, 8875(2017), 208–218. <https://doi.org/10.36347/sjebm.2021.v08i08.003>
- Abomeh, O. S. & Roland, A. O. (2013). Hospitality and Tourism. Hospitality and Tourism, Synergizing Creativity and Innovation in Research. (pp. 12–25). <https://doi.org/10.1201/b16064>
- Adeola, O. & Ezenwafor, K. (2016). The Hospitality Business in Nigeria: Issues, Challenges and Opportunities. *Worldwide Hospitality and Tourism Themes*, 8(2), 182–194. <https://doi.org/10.1108/WHATT-11-2015-0053>
- Adewale, B. A., Ibem, E. O., Amole, B. & Adeboye, A. B. (2019). Assessment of Residential Satisfaction in the Core Area of Ibadan Metropolis, Nigeria. *Journal of Human Behavior in the Social Environment*, 29(2), 206–233. <https://doi.org/10.1080/10911359.2018.1502116>
- Ajake, A. O. (2015). Assessing the Impacts of Hospitality Industry in Enugu City, Nigeria. *American Journal of Tourism Management*, 2015(3), 43–53. <https://doi.org/10.5923/j.tourism.20150403.01>
- Ali, A., Al, M., B, H. M. & Hotels, M. (2023). Analysing The Impact Factors of Customer Loyalty Among Small and Medium-Sized Hotels in Dubai. *Journal of Professional Business Review*, 8(5), e01816. <https://doi.org/10.26668/businessreview/2023.v8i5.1816>
- Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, B., Hamza, P. A., Aziz, H. M. & Sabir, B. Y. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28 3, 14–28.
- An, S., Suh, J. & Eck, T. (2019). Examining Structural Relationships Among Service Quality, Perceived Value, Satisfaction and Revisit Intention For Airbnb Guests. *International Journal of Tourism Sciences*, 19(3), 145–165. <https://doi.org/10.1080/15980634.2019.1663980>
- Anabila, P., Edem, L., Ameyibor, K. & Allan, M. M. (2022). Service Quality and Customer Loyalty in Ghana's Hotel Industry: The Mediation Effects of Satisfaction and Delight Service. *Journal of Quality Assurance in Hospitality & Tourism*, 23(3), 748–770. <https://doi.org/10.1080/1528008X.2021.1913691>
- Asgarpour, R., Hamid, A. B. A., Sulaiman, Z. B., & Asgari, A. A. (2015). Efficiency or Inefficiency of Customer Satisfaction As one of the Main Antecedents of Customer Loyalty In Tourism And Hospitality Industry. *Advanced Science Letters*, 21(6), 1842–1844. <https://doi.org/10.1166/asl.2015.6133>
- Assaker, G., Connor, P. O., El-haddad, R., Assaker, G., Connor, P. O. & Examining, R. E. (2020). Examining an Integrated Model of Green Image, Perceived Quality, Satisfaction, Trust, and Loyalty in Upscale Hotels. *Journal of Hospitality Marketing & Management*, 29(8), 934–955. <https://doi.org/10.1080/19368623.2020.1751371>
- Baquero, A. (2023). Is Customer Satisfaction Achieved Only with Good Hotel Facilities? A Moderated Mediation Model. *Administrative Sciences*, 13(4). <https://doi.org/10.3390/admsci13040108>
- Barone, C., Hertel, F. R. & Smallenbroek, O. (2020). What we think when we speak about stratification. <https://doi.org/10.31235/osf.io/rpfza>
- Bello, K. B., Jusoh, A. & Md Nor, K. (2021). Relationships and Impacts of Perceived CSR, Service Quality, Customer Satisfaction and Consumer Rights Awareness. *Social Responsibility Journal*, 17(8), 1116–1130. <https://doi.org/10.1108/SRJ-01-2020-0010>
- Bello, M. B. & Ojo, Y. (2021). Job Satisfaction and Employees' Turnover in Hotel Industry: Evidence From Lagos State Nigeria. *Journal of Tourism Theory and Research*, 7(1). <https://doi.org/10.24288/jtr.844747>
- Bhatt, K. (2020). Measuring Service Fairness and its Impact on Service Quality and Satisfaction: A Study of Indian Banking Services. *Journal of Financial Service*, 25(1–2), 35–44. *Journal of Financial Services Marketing*, 25(1–2), 35–44.
- Bhuiyan, D. (2021). *The Impact of Service Quality on Customer Satisfaction in Hotel Business Development: Correlation Between Customer Satisfaction and Service Quality*. Unpublished Master's Dissertation. Karlstad University, 1(1), 1–70.
- Bogoro, P., Maimako, S. S. & Kurfi, A. K. (2013). Assessing the Role of Infrastructure on Customer Satisfaction. *International Journal of Scientific & Engineering Research*, 4(10), 826–843.
- Busulwa, R., Evans, N., Oh, A. & Kang, M. (2020). *Hospitality Management and Digital Transformation: Balancing Efficiency, Agility and Guest Experience in the Era of Disruption*. <https://doi.org/10.4324/9780429325205>
- Cakici, A. C., Akgunduz, Y. & Yildirim, O. (2019). The Impact of Perceived Price Justice and Satisfaction on Loyalty: The Mediating Effect of Revisit Intention. *Tourism Review*, 74(3), 443–462. <https://doi.org/10.1108/TR-02-2018-0025>
- Danish, R. Q., Humayon, A. A., Iqbal, H. J., Raza, S. & Shahid, J. (2018). The Impact of Service Quality and Service Value on Customer Satisfaction through Customer Bonding: Evidence from Telecommunication Sector. *European Online Journal of Natural and Social Sciences*, 7(1), 40–47.
- Farooq, M. S., Salam, M., Fayolle, A., Jaafar, N. & Ayupp, K. (2018). Impact of Service Quality on Customer Satisfaction in Malaysia Airlines: A PLS-SEM Approach. *Journal of Air Transport Management*, 67, 169–180. <https://doi.org/10.1016/j.jairtraman.2017.12.008>
- Fida, B. A., Ahmed, U., Al-Balushi, Y. & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020919517>
- Filtenborg, A. F., Gaardboe, F. & Sigsgaard-Rasmussen, J. (2017). Experimental Replication: An Experimental Test of the Expectancy Disconfirmation Theory of Citizen Satisfaction. *Public Management Review*, 19(9), 1235–1250. <https://doi.org/10.1080/14719037.2017.1295099>
- Gorondutse, A. H. & Hilman, H. (2014). Mediation Effect of Customer Satisfaction on the Relationships Between Service Quality and Customer Loyalty in the Nigerian Foods and Beverages Industry: Sobel Test Approach. *International Journal of Management Science and Engineering Management*, 9(1), 1–8. <https://doi.org/10.1080/17509653.2013.812337>
- Hagan, E. (2015). Service Quality Perceptions and Socio-demographic Characteristics of Hotel Guests in the Western Region of Ghana. *Journal of Tourism Hospitality and Sport*, 10, 16–30.
- Hellen, E.A. & Sadananda, P. (2021). Service Quality, Satisfaction and Loyalty of Customers in Hotels: The Case of Northern Tanzania. *African Journal of Hospitality, Tourism and Leisure*, 10(4), 1430–1451. <https://doi.org/10.46222/ajhtl.19770720-171>
- Jamiu, O., Tech, A. D., Babalola, W., Juliet, F. F. & Christiana, A. (2018). Perceptions of City Hotel Visitors' on Service



- Expectation and Actual Service Received. *Research on Social Science and Humanities*, 8(24), 92–105.
- Juanamasta, I. G., Wati, N. M. N., Hendrawati, E., Wahyuni, W., Pramudianti, M., Wisnujati, N. S., Setiawati, A. P., Susetyorini, S., Elan, U., Rusdiyanto, R., Astanto, D., Ulum, B., Khadijah, S. N., Trimarjono, A., Syafii, M., Mubarroq, A., Kristiningsih, K., Pratiwi, R. D., Veri, V. & Umanailo, M. C. B. (2019). The Role of Customer Service Through Customer Relationship Management (CRM) to Increase Customer Loyalty and Good Image. *International Journal of Scientific and Technology Research*, 8(10), 2004–2007.
- Khan, M. A., Tun, U., Onn, H., Mdyusoff, R., Tun, U., Onn, H., Hussain, A., Tun, U., Onn, H., Ismail, F., Tun, U. & Onn, H. (2019). The Mediating Effect of Job Satisfaction on the Relationship of HR Practices and Employee Job Performance: Empirical Evidence from Higher Education Sector. *International Journal of Organizational Leadership*, 8, 78-94. <https://doi.org/10.33844/ijol.2019.60392>
- Lodorfos, G., Kostopoulos, G. & Kaminakis, K. (2015). The Impact of Service Delivery System Effectiveness on Service Quality: A Hierarchical Approach. *International Journal of Business Performance Management*, 16(2–3), 169–181. <https://doi.org/10.1504/IJBPM.2015.068721>
- Meesala, A. & Paul, J. (2018). Service Quality, Consumer Satisfaction and Loyalty in Hospitals: Thinking For the Future. *Journal of Retailing and Consumer Services*, 40, 261–269. <https://doi.org/10.1016/j.jretconser.2016.10.011>
- Mosimanegape, P., Jaiyeoba, O., Iwu, C. G. & Chekula-Mahama, C. (2020). Examining the Relationship Between Service Quality and Customer Satisfaction in the Public Service. The case of Botswana. *WSEAS Transactions on Business and Economics*, 17, 579–593. <https://doi.org/10.37394/23207.2020.17.57>
- Mubiri, J. B. (2016). *Customer Satisfaction in Hotel Service: Case Lake Kivu Serena Hotel*. Unpublished Bachelors Dissertation. JAMK University of Applied Science.
- Nazari, N., Rahman, A. A., Aziz, Y. B. A. & Hashim, H. (2020). The Effect of Customer Satisfaction on the Performance of the Small and Medium-Sized Hotels. *Tourism and Hospitality Management*, 26(1), 69–96. <https://doi.org/10.20867/thm.26.1.5>
- Nazarian, A., Velayati, R., Foroudi, P., Edirisinghe, D. & Atkinson, P. (2021). Organizational Justice in the Hotel Industry: Revisiting GLOBE From A National Culture Perspective. *International Journal of Contemporary Hospitality Management*, 33(12), 4418–4438. <https://doi.org/10.1108/IJCHM-04-2021-0449>
- Ngo, M. V. & Nguyen, H. H. (2016). The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. *Journal of Competitiveness*, 8(2), 103–116. <https://doi.org/10.7441/joc.2016.02.08>
- Nomga, V.J. & Mhlanga, O. (2014). An Assessment of Customer Satisfaction and Service Quality: The Case of Hotels in East London, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 4(2), 1-13.
- Ogunbayi, G. B., Olatidoye, O. P., & Agbebi, P. A. (2019). Assessment of Service Quality on Customer Satisfaction in Selected Hotels in Abeokuta Metropolis, Ogun State, Nigeria. *Journal of Applied Sciences and Environmental Management*, 23(6), 1035. <https://doi.org/10.4314/jasem.v23i6.6>
- Padma, P. & Ahn, J. (2020). Guest Satisfaction & Dissatisfaction in Luxury Hotels: An Application of Big Data. *International Journal of Hospitality Management*, 84, 102318. <https://doi.org/10.1016/j.ijhm.2019.102318>
- Patrick K. A. L., Solomon A. A. & O. Salome, I. (2020). Moderating Factors and Customer Loyalty of Selected Hotels in Lagos State, Nigeria. *Journal of Asian Business Strategy*, 10(1), 1–12. <https://doi.org/10.18488/journal.1006.2020.101.1.12>
- Shah, S. N. U., Jan, S. & Baloch, Q. B. (2018). Role of Service Quality and Customer Satisfaction in Firm's Performance: Evidence from Pakistan Hotel Industry. *Pakistan Journal of Commerce and Social Science*, 12(1), 167–182.
- Shehu, A. I., Inuwa, I. I., Husseini, I. U. & Yakubu, I. (2019). Hotel Energy Application Practices in Abuja Nigeria. *Journal of Sustainable Development*, 12(6), 27–38. <https://doi.org/10.5539/jsd.v12n6p27>
- Sinha, S., Jawahar, I. M., Ghosh, P. & Mishra, A. (2020). Assessing Employers' Satisfaction with Indian Engineering Graduates Using Expectancy-Disconfirmation Theory. *International Journal of Manpower*, 41(4), 473–489. <https://doi.org/10.1108/IJM-04-2019-0185>
- Soemari, Y. B., Sapri, Maghfiroh, F., Yuniarti, Achaditani, N. M., Varianti, R., Tsabitah, A. F., Zulkarnain, A. K., Wahyuningsih, M. S. H., Nugrahaningsih, D. A. A., Akmaliah, M., Syamsul, E. S., Amanda, N. A., Lestari, D., Sumule, A., Kuncahyo, I., Leviana, F., Xue-, W., Kimia, J. T. & Jubaidah, S. (2020). Factors Affecting Customers Satisfaction in the Hospitality Industry: The Case Study of the Tamale Metropolis. *Journal of Chemical Information and Modeling*, 2(1), 5–7.
- Sohail, K. & Nabaz, N. A. (2019). The Effect of Atm Service Quality on Customer's Satisfaction and Loyalty: An Empirical Analysis. *Russian Journal of Agricultural and Socio-Economic Sciences*, 89(5), 227–235. <https://doi.org/10.18551/rjoas.2019-05.28>
- Ugwuanyi, C.C., Ehimen, S. & Uduji, J.I. (2021). Hotel Guests' Experience, Satisfaction and Revisit Intentions: An Emerging Market Perspective. *African Journal of Hospitality, Tourism and Leisure*, 10(2), 406-424. <https://doi.org/10.46222/ajhtl.19770720-108>