UNIVERSITY OF EDUCATION, WINNEBA

ASSESSING THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY IN SOME SELECTED HOTELS IN THE TAMALE METROPOLIS

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NOVEMBER, 2021

DECLARATION

Student's Declaration

I, SULEMANA ABDUL-MAJEED, declare that this Thesis, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

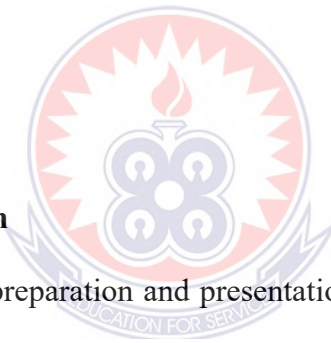SIGNATURE: …………………………………

DATE: ………………………………………………

Supervisor's Declaration

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Thesis laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: GILBERT SAMPSON OWIAH (Ph.D)

SIGNATURE: …………………………………

DATE: …………………………………………

ACKNOWLEDGEMENT

DEDICATION

I dedicate this Thesis work to my mother, Mrs. Iddrisu Abiba, my beautiful wife Mrs.

Zuwera Yakah and my lovely children.

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ABSTRACT

Tamale Metropolis has many business prospects and tourist attractions, attracting people from all over the world to meet and conduct business in the city. Many people have ventured into providing rooms for these visitors. However, the kind of services they provide to them becomes worrying which as a result causing some of them to lose customers upon their vantage location. The objective of this study is to assess how service quality affects customer satisfaction and loyalty in the Tamale Metropolis. The study's goals are to examine the impact of perceived service quality on customer satisfaction and the relationship between customer satisfaction and loyalty. To collect data for this study, a self-administered questionnaire was created using a quantitative approach. Non-probability sampling was used, with purposive samples of 10 hotels chosen and 30 respondents accidental selected in each hotel for a whole of 300 participants for the study. The instrument was tested, and the reliability coefficient was found to be 0.936. The demographic information of respondents was assessed using frequencies and percentages. The replies of hotel customers were analyzed using means and standard deviation, whereas the research questions 2 and 3 were analyzed using Pearson-moment correlations. An independent sample T-test was adopted to examine if there was a statistically significant relationship between gender and perceived service quality. All the service quality dimensions were evaluated as influential determinants in customer satisfaction, which leads to customer loyalty based on the results. According to the findings, Pearson-moment correlations results were 0.673 and 0.618 respectively; these revealed that there was statistical significant relationship in the service quality and customer loyalty. Hoteliers in the hotel business should pay attention to the predictor identified in this study as having a major impact on customer loyalty.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The expansion of hotel services is critical to the development of the tourism sector and the success of destination management. Ghana has sought high-quality hotel service standards against a policy backdrop of high value for long-term growth. More recently, the government has invested in its long-term national economy in order to position itself as a top tourism destination. The hotel industry accounts for 9% of the tourist industry's gross domestic product, according to the United Nations World Tourism Organization (UNWTO, 2015). In 2017, the UNWTO emphasized the importance of the hotel service sector in developing countries' socioeconomic change. However, as customers increasingly identify minor service components given among the multiplicity of rival hotel organizations, the hoteling offering has become more apparent. As a result, several hotels are struggling to upsurge market share by giving higher-quality service in order to raise customer satisfaction (Bala et-al, 2016). In today's world of aggressive competition, offering high-quality service that result in delighted customers is the key to long-term competitive advantage, according to Sureshchander, Rajendran, and Anatharaman (2002).

As per Al-Ababneh (2013), Service quality had unswerving effect based on traveler fulfillment in conditions of objective availability, offices, and allure. Transportation expenses, speed, and comfort around the vacationer site are for the most part perspectives to consider. Other vacationer locations including retail shops and trinket shops, just as different service like data administration and traveler areas can be named location offices, as can facilities, eateries, bistros, and transportation

administrations. Vacationers might be tempted to visit an area dependent on its fascination and environmental factors, especially if it has present day and memorable design, legacy, culture, and craftsmanship, in addition to other things. Service quality has been perceived in the writing as straightforwardly affecting consumer loyalty and a backhanded effect on customer reliability, as indicated by Al-Khattab and Al-dehayyat (2011). As indicated by Boon–Liat and Zabid (2013) and Kinderis et al., (2011), hotels should look for general grouping necessities to guarantee service quality. As indicated by Parasuraman, Zeithaml, and Berry (1991), there are five aspects to think about while assessing client assistance greatness.

Tangibility assets, reliability, responsiveness, empathy, and assurance are the aspects contained in this methodology. Actual appearance of offices, gear, staff, and materials used to associate with clients are instances of tangibility assets. Neatness, space, climate, server appearance, and situation are generally factors in the effects aspect. Speed, eagerness to react, accuracy, and steadfastness are the parts of responsiveness and unwavering quality that can be estimated. Information, talented experts, correspondence, and care would all be able to be utilized to assess the assurance and empathy aspects. Consumer loyalty has been essential in the help business for quite a while, as indicated by Barsky and Labagh (1992); Legoherel (1998), and Choi and Chu (2001). Customer satisfaction is upgraded through great help, which is generally viewed as a huge viewpoint in the hotel, providing food, and the travel industry organizations' presentation. Consumer loyalty, as indicated by Malik and Ghaffor (2012), is characterized as living up to purchasers' desires as far as fulfillment attributes. An individual can't totally conjecture the client mind since it is a convoluted blend of contemplations and thoughts. Customer loyalty, as per Pearson

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(1996), is characterized as a client's positive reasoning and great perspectives about an organization, as seen by their eagerness to purchase and recommend the company's services. The significance of service quality in impacting global explorers' choices to visit a leaned toward the travel industry site is irrefutable. Besides, in the hotel business, the nature of services is a basic part of accomplishment. Hotel organizations advantage from the latest thing of absolute quality services in the business.

As a result of this background research, the current research problem is to measure if there is a positive relationship between service quality, customer satisfaction, and customer loyalty in selected hotel sectors in Tamale Metropolis, built on existing theory.

1.2 Statement of the Problem

In every business, however especially in the hotel industry, service quality is critical for attracting new clients and retaining existing ones. Customer satisfaction and loyalty are significant in the hotel sector because they influence profitability and are seen as predictors of patronage. Tamale Metropolis has many business prospects and tourist attractions, attracting people from all over the world to meet and conduct business in the city. When they arrive, many people look for places to stay overnight that will allow them to conduct effective business. As a result of the large number of visitors, the establishment of hotels has become increasingly important, and many people have entered the market, resulting in a significant increase in the hotel industry in the capital city. Despite the rising demand for hotel services as a result of the city's economic boom, many hotels in the city are still struggling to fill their rooms, despite their advantageous positions. It's possible to wonder what kind of services these hotels provide to their guests. As a result, the current research sought to investigate the

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impact of service quality on customer satisfaction and loyalty in a selected number of Tamale Metropolis hotels and lodges. A number of authors have conducted studies on hotel service quality, but nothing similar has been done in the Northern region, particularly in Tamale Metropolis.

1.3 Main Objective

The major goal of this research is to find out how service quality affects customer satisfaction and loyalty in the hotel business at a few selected hotels in Tamale Metropolis.

Specific Objectives

The specific objectives of the study are

1. To determine the influence of perceived service quality on customer satisfaction.
2. To measure the relationship between customer loyalty and service quality.
3. To establish a relationship between customer satisfaction and loyalty.
4. To find out the difference in perceived impact of service quality based on gender.

1.4 Research Questions

1. What is the influence of service quality on customer satisfaction?
2. What is the relationship between customer loyalty and service quality?
3. What is the relationship between customer satisfaction and loyalty?
4. Is there any significant difference in gender in terms of service quality?

1.5 Significance of the Study

The study contributes to policy direction as well as the major flowing co-operation principles for destination quality management and positioning in relation to international visitor expectations. The analysis will point managers in the direction of areas where they may improve quality in order to boost customer satisfaction. It will also aid the research in understanding the relationship between customer satisfaction and loyalty and excellent service.

Students who will be performing further research on the issue or a comparable topic in the near future may find the study useful as a reference. The study variables are better understood and known as a result of the research work.

The study will aid hotels in Tamale Metropolitan in regaining their customer service standards so that they can compete effectively with other hotels both locally and globally.
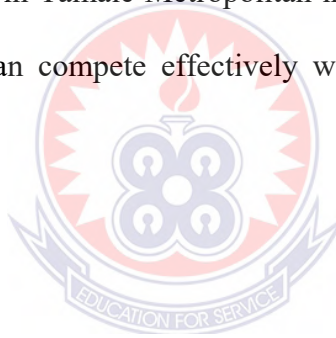
1.6 Scope of the Study

The study's main purpose was to evaluate the service quality of a selection of hotels in Tamale. Only the Metropolitan Assembly, the Northern Region's capital, was investigated. The region was chosen because it is close to the researcher, the conditions are similar to those seen in other parts of the country with hotels, and the findings and contributions can be applied nationally.

1.7 Limitation of the Study

The study needed additional time to analyze the influence of service quality in some selected hotels in the Tamale Metropolis, however because to the COVID-19 pandemic that struck the country, time was limited. Due to the president of the

Republic of Ghana's decision to close the hotel industry, the researcher was unable to speak with customers face to face, and instead had to rely on electronic means, such as mobile phones, to convert questionnaires into customer contacts with the assistance of hotel management. Because of security concerns, it was difficult to obtain their contact information, but I had to inform them that the research was being conducted for academic purposes. The study had to deal with a financial issue as well. The study cost a lot of money to fund. The cost of transportation, data for delivering surveys to clients, and the cost of typing and binding the work into a booklet are all taken into account.

1.8 Organization of the Study

This research is divided into five chapters. The introduction takes up the first chapter. The study's background, problem statement, purpose, and research questions are all included in this section. The relevance of the study and its limitations are also discussed in this chapter. The review of related literature is the topic of Chapter Two. The methodology chapter contains information about the research design, population, sample methodologies, sampling size, and data collection and analysis equipment. It also covers instrument classification and distribution. Tables and percentage figures are used in Chapter 4 to give an interpretation and discussion of the study's data and findings. The researcher's findings, conclusions, and recommendations are summarized in chapter five.

1.9 Definition of Terms

Customer: A person who buys or gets items, goods, or services from a business or merchant is referred to as a customer.

Correlation: A link or relationship between two or more facts, figures, variables, or other things.

Customer loyalty: It is the kind of behavior that leads to repeat purchases and the customer's propensity to buy more of the same company's products in the future.

Customer satisfaction: Is described as a customer's opinion of a product or service before purchasing and utilizing it.

Servqual: Compare a customer's opinion of the services they received to their desired service. "What the customer gets out of it and is willing to pay for," to put it another way.

Tourism: Is an industry that provides services such as hotels, motels, resorts, restaurants, and tourist attractions, among other things.

Customer service: All interactions intended at improving customer welfare and the firm's relationship with customers, including phone, social media, email, and face-to-face meetings.

Quality: Ensure that the product or service is manufactured in accordance with the design.

Service: Is a more or less intangible activity or group of activities.

Ambience: Is the unique ambiance or mood that a specific setting creates.

Hospitality: Refers to the human element of service quality.

Tangibility: All tangible items or physical facilities, such as staff, equipment, buildings, and renovations, are referred to as tangibility.

Reliability: Services are provided as promised by the hotel, with appropriate costs.

Responsiveness: Employees should always be willing to assist consumers, and they should be given time to reply to their requests.

Assurance: Employee understandings and civility, as well as their ability to convey confidence and trust, are all part of assurance.

Empathy: Is the ability to care for and respond to customers in a way that is tailored to their individual needs.

CHAPTER TWO

LITERATURE REVIEW
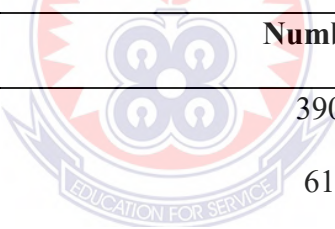
2.1 An Overview of Hospitality Industry in Ghana

According to Ghana Hotels Association, Nimako and Mensah (2013), hospitality services in Ghana are classified as part of the tourism industry. For the past four decades, the Ghana Tourist Board (GTB) has predominantly managed and controlled the tourism industry, having been founded by the National Redemption Council in 1973 and updated by the Supreme Military Council in 1977. In the year 2000, the GTB was established under the protection of the Ministry of Tourism (1993). However, In 2011, the Ghanaian parliament passed the Tourism Law Act 817, which renamed the Ghana Tourist Board the Ghana Tourism Authority. This was done to give the country's tourism infrastructure development more meaning. With a contribution of 7% to GDP, the tourism industry has been an important source of foreign money.

According to the Ghana Investment Promotion Center (2010), the industry's average growth rate over the next two decades is expected to be 4.1%. The tourism sector encompasses, among other things, hotel, motel, resort, restaurant, and tourist attraction services. According to Bokpin and Nyarko (2009), 60 percent of 3-star hotels are held entirely by Ghanaian companies, 20 percent are owned jointly with the majority of Ghanaians, and the remaining 20 percent are owned jointly with the majority of foreign investors. 40% of 4-star hotels are owned jointly by companies with a majority foreign reward, whereas 40% of other hotels are owned jointly by companies with a majority Ghanaian interest. There were no 3- or 4-star hotels owned

exclusively by Ghanaian enterprises in the hospitality industry. There were no 3- or 4-star hotels owned solely by Ghanaian enterprises in the hospitality industry. The Ghana Hotels Association (GHA) is an influential advocate for the hotel industry in Ghana. The GHA promotes and controls member operations to guarantee that hotel services are delivered effectively to clients and customers. Members of the GHA include hotels, motels, and guest houses that have been certified and licensed by the Ghana Tourist Authority to provide lodging, catering, and other tourism services throughout Ghana. The GHA had over 1000 registered members as of September 2012, with 817 of them being hotels. In Table 2.1, you can see how hotels are distributed across Ghana's regions.

Table 2.1: Distribution of Registered Hotels in Ghana

Region	Number	Percentages (%)
Greater Accra	390	47.74
Ashanti	61	7.47
Central	73	8.94
Volta	46	5.63
Eastern	80	9.79
Western	40	4.90
Brong Ahafo	43	5.26
Northern	33	4.04
Upper East	43	5.26
Upper West	8	0.98
Total	817	100

Ghana Hotels Association: Retrieved

Table 2.2: Hotel Ratings in the Northern Region

Rating	Number	Percentage (%)
5 Star Hotels	0	0
4 Star Hotels	0	0
3 Star Hotels	0	0
2 Star Hotels	14	42.42
1 Star Hotels	14	42.42
Budget Hotels	3	9.09
Guest Houses	2	6.06
Hostels	0	0
Total	**33**	**100**

Ghana Hotels Association: Retrieved from

2.2 Hotels Classification in Ghana

The Ghana Standards Board conveys hotels, resorts into five classifications: The various arrangements of stars are 1-star (fourth class), 2-star (fourth class), 3-star (fourth class), 4-star (fourth class), 5-star (fourth class), 6-star (fourth class), and 7-star (fourth class) (fourth class). Convenience: 2 stars (third class): 4-star (first class) and 5-star (first class) lodgings, just as 3-star (second study hall, are accessible (extravagance). Ghana has made a bunch of industry-explicit guidelines by consolidating the Economic Community of West African States Standard with its own (Ghana Tourist Board 2005). Most of the highlights that make up the different classes are effects like furnishings and ground surface. Others incorporate bathrooms and water wardrobes, phones, TVs, radios, and enlightenment, just as beds, eating lobbies, dinners, and individuals, just as firefighting hardware, electrical establishments, and

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other lawful wellbeing safety measures. Upkeep of sterile conditions, bug control techniques, and Access Street are completely remembered for the other power source or backup generator (Ghana Standard Board 2005). As per Asabere and Doku (2013), in spite of the fact that inns are isolated into 'Star' classifications (1-Star to 5-Star), there is no standard system for giving these evaluations, and consistence with standard necessities is deliberate. Lodging in the United States (US) with a particular rating, for instance, may show up significantly not quite the same as hotels in Europe or Asia. Lodging with a comparable star rating could offer various conveniences, a fluctuated scope of offices, and an alternate degree of administration. Non-chain lodgings may not settle on similar norms (even inside a similar nation), though hotel networks give solid principles in all cases. As indicated by Doku (2013), just generally 30% of inns in Germany decided to follow the arrangements of the German Hotels and Restaurants Association's norms. The whole participation of the Paris-based International Hotel and Restaurant Association (IH&RA) is against any such move, notwithstanding endeavors by the World Trade Organization (WTO) and the International Standard Organization (ISO) to convince inns to settle on some base necessities as worldwide norms. As per international hotel and restaurant association, ordering lodgings dependent on a solitary grade framework (that is steady across public lines) would be a troublesome and inconceivable undertaking.

A 1-Star Hotel, on the other hand, has a limited selection of amenities and services but maintains a high level of cleanliness across the property. A 2-Star Hotel provides satisfying lodging and well-equipped rooms, each with a telephone and private bathroom. A 3-Star Hotel has larger rooms with higher-end décor and furniture, as well as a color television. There are also a few bars and lounges. A 4-Star Hotel offers

additional space and comfort, as well as excellent dining, room service, and other perks. A 5-Star Hotel offers the most luxurious accommodations, as well as the most extensive choice of guest amenities, a swimming pool, and sports and fitness facilities. Hotels can be categorized as full service or restricted service, according to Chon and Maier (2010). Room service and three-meal-a-day dining are standard at full-service hotels, which also provide banquet, conference, and convention facilities. According to Pizam and Holcom (2008), accommodation can be commercial, non-commercial, or social, and includes hotels, motels, timeshares, guest homes, lodging-houses, bed and breakfast inns, and pensions. Holiday camps, holiday villages, sanatoria, villas, and apartments for rent are all included in the term "auberges". Hotels remain as classified by type (such as commercial hotels, airport hotels, conference centers, suite or all-suite hotels, residential hotels, casino hotels, resort hotels, and bed and breakfast hotels), service levels (since budget hotels that only provide "rooms and baths" to full service and premium luxury levels), and brand segmentation (which captures elements of what the traveller demands in a hotel, what that demand necessitates in the hotel, and what that demand necessitates in the hotel). The eight brand segments listed below are usually the most popular:

- Economy

- Midscale without food and beverage

- Midscale with food and beverage

- Economy extended stay

- Midscale or upscale extended stay

- Upscale

- Upper upscale and

- Premium luxury

The ranking system, according to Pizam and Holcom (2008), is the responsibility of government ministries or departments responsible for tourism promotion. In the United States, the Mobile Travel Guide, a division of the Mobile Oil Corporation, utilizes a star rating system, whereas the American Automobile Association (AAA) uses a diamond rating system. Under the AAA diamond system, a hotel can obtain up to five diamonds for the level of service and facilities it provides. To be listed in the AAA system, a hotel must meet a minimum of 34 essential operating standards, including management, public spaces, guest room security, fire protection, cleaning, maintenance, room décor, room atmosphere, and bathroom quality. At least once a year, a hotel that has been approved and is part of the AAA system is revalued.

2.3 The Scope of Service

No economy can function successfully without taking into account the critical role that services play in the economy. Service infrastructure includes banking, transportation, communication, the hotel and restaurant industry, and consulting, to name a few. However, as an economy grows, service becomes even more vital, and the service industry soon employs the great majority of people. One of the most significant aspects of service operations is the presence of the client in the delivery system. One of the most significant aspects of service operations is the presence of the customer in the delivery system. Focusing on the customer and addressing his or her needs has long been a vital everyday activity for service providers. Service is described as the production, delivery, and consumption of an intangible need for an individual. As a result, while the service is being delivered, the customer, together with the service's consumers, conferring to Kotler (1990), service is "a more or less

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intangible activity or series of activities not necessarily taken place in the interaction between customer and service staff, physical resources or items, and/or service provider system which are supplied as answers to customer problems." According to Fitzsimons (2005), service is an intangible, time-perishable experience provided to a consumer who acts as a co-producer. From the preceding definition of services, agreeing to Zeithanl and Bitner (2000), service is well-defined as "deeds, processes, and performances"; it is obvious that there is a clear difference between services and goods, as evidenced by their qualities.

2.4 Nature of Services and Service Characteristics

Service quality and performance in modern enterprises, according to Oliver (1997), are tied to the character and purpose of services, not just to demand fluctuations and competitor pressure. There are a few different ways to look at service qualities. As a starting point for service, the first group uses acts and performances. A collection of authors, according to Berry (1998), suggest defining services based on the important link between service providers and service users. Finally, some authors combine all of the above described attitudes. "A more or less intangible activity or set of activities that take place in the interaction between the customer and service staff and/or physical resources or items and/or system of the service provider, which are supplied as a solution to customer problems," giving by Gronroos (2001). In order to discuss the service and its nature, it is needed to be aware of a number of issues to the responsibilities of consumers and competitors in the service communication process. Users cannot forecast the service process or results before utilizing them, according to Babic'-Hodovic' (2010), because services do not exist before and unless customers want them. As a result, service characteristics such as intangibility, heterogeneity,

inseparability, perishability, and lack of ownership increase risk perception during the service purchasing decision-making process. Since differences among service industries are based on service characteristics and service concepts, and customers can hardly compare competitive service offers. Ladhari, (2008) believe that service characteristics will influence customer perceptions of service quality. Service organizations face challenges in defining service offers to differentiate themselves from the competition. Because the hotel industry has few methods to view out, management focuses on improving service quality and customer satisfaction as the foundations for starting and maintaining long-term customer relationships and loyalty. On the other hand, hotel business performance and market position remain absolutely subjective by dimensions, service quality, and customer satisfaction and loyalty. Sila and Ebrahimpour confirmed these influences, as well as the importance of service quality in the hotel industry (2002).
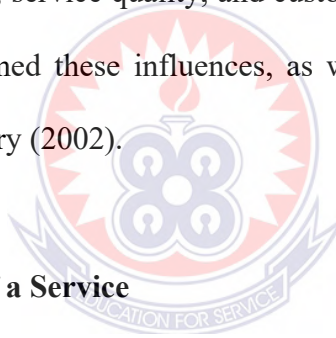
2.5 The Five Features of a Service

According to Babic'-Hodovic' (2010), diverse characteristic aspects in service help to identify them from things and ensure that the service is of high quality. Service characteristics reference to these five unique traits. The following are the distinguishing characteristics:

2.5.1 Intangibility: Services are ideas and concepts, whereas products are real objects, stopping them after being untested. The only alternative available to service providers is to expand quickly and compete aggressively. Customers are also affected by intangibility in business. For a service to be able to rely on its reputation, the government must occasionally assure that appropriate service is provided through regulation.

2.5.2 Inconsistency: Because producing, pricing, promoting, and providing services are difficult, service quality is frequently inconsistent. As a result, no two services will be precisely the same, even if they are delivered at the same time and under the same circumstances. Service inconsistency is a bigger problematic than product inconsistency.

2.5.3 Inseparability: The concept of inseparability has two dimensions. The first is that production and consumption are inextricably linked. Services, on the other hand, are sold first, then purchased and consumed concurrently, whereas things are made, sold, and then consumed. For example, a customer can purchase a ticket at the hotel ticket office and then come in to use the in-house facilities while it is being made. The second degree of inseparability is that the customer cannot separate the service delivery from the service aforementioned. For example, it is likely that the consumer determination be required to visit the hotel in order to obtain information. Though the service quality may be poor, the customer may be satisfied with the service experience if he or she has access to big business with personnel for instruction, finds whoever they are looking for rapidly, or receives correct and unpaid reception. This recommends that work perceptions, organization, and satisfying reception have the greatest impact on customer satisfaction.

2.5.4 Inventory: The inventory of services differs from the inventory of belongings. Carrying costs for services inventories are more subjective, and they are tight to idle production capacity, which occurs when a service provider is accessible but there is no demand**.** The inventory cost of service, according to Sommers et al., (2000), is the cost of supplying the service as well as the necessary equipment. If a person is paid to see customers but no one shows up, for example, the fixed cost of the idle worker's payment is a high inventory carrying cost.

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2.5.5 Lack of Ownership: Excellent quality service leads to increased customer satisfaction, which hints to higher customer retention. As a result, there is an increase in profitability. Lisa believes that customer loyalty is a vital contributor to long-term profit development, and that in order to succeed; staff must make outstanding service second nature to their company.

2.6 Consumer Behaviour Theory

"A consumer is an individual who purchases, or can purchase, goods and services provided for sale by marketing institutions in order to meet personal or family requirements, wants, or desires," according to Walters (1974). As shown in the definition above, a reference is known to an individual. As a result, Walter (1974) trusts that one should project with human behavior in awareness, since consumer behavior is a subset of human behavior. As a significance, human behavior "refers to the complete process by which an individual interacts with his environment," as established by the writer (Walters 1974). Every human thought, feeling, or action is referred to as human behavior. This means that every daily thought, purpose, sensation, and decision is categorized as human behavior. Consumer behavior, "the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related events," according to Schiffman and Kanuk (1997). Personal and organizational consumers were described by Schiffman and Kanuk (1997) as two distinct sorts of consumers. Personal consumers buy things and services for themselves or their families, or as gifts for others. As a result, personal customers buy for their own consumption. Organizational consumers, on the other hand, buy items and services to run a business, including for-profit and non-profit businesses, government agencies, and educational institutions. Assael (1995) set up

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that "client buying choices sway an association's deals and benefits." therefore, their inspirations and practices influence the company's financial endurance." thus, to be a fruitful merchant of items and administrations (as can be derived from the previous sentence), organizations should initially comprehend purchaser needs and conduct prior to drafting promoting plans to address those requests. As indicated by Kotler (1979), revealing the justifications for why purchasers purchase is a difficult endeavor since they are impacted by an assortment of variables. One explanation is that individuals' internal identities affect them, bringing about unequivocal buying reactions. Therefore, people are respected from an assortment of perspectives. Be that as it may, four models will be contemplated, as strong as promoting applications dependent on Kotler's outcomes, to expand a prevalent sort of human conduct (1979). The Marshallian financial model, Pavlovian learning, Freudian psychoanalytical model, and Vebenian social-mental model are the models of human conduct recorded here.
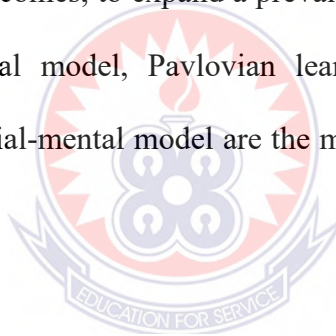
2.6.1 Marshallian Economic Model

Individual purchasers will spend their money on items and services that provide them the most choice, according to the Marshallian economic model, centered on their preferences and relative costs of possession. Both Adam Smith and Jeremy Bentham can be seen as forerunners of the Marshallian doctrine. Man is considered to be motivated by self-interest in all of his actions, according to Smith's economic growth doctrine. Alfred Marshall's theoretical work, which proposed to tie the classical and neoclassical economic traditions in the direction of realism, is based on his method of reviewing the effect of a single variable, such as price, while holding all other variables constant and creating simplified assumptions. To realize greater realism,

Marshall "reasoned out" the things of the previous assumptions, and then modified his assumptions in the processes that followed. Marshall's assumptions and practices have evolved into modern utility theory, in which economists take full advantage of his utility by investigating any transaction's "useful" influences. Marshall used money as the common denominator of psychological difficulties, allowing the cost of satisfying one need to be compared to the cost of satisfying other tasks. As a last comment on the Marshallian model and marketing application, it is likely to state that if actual income is higher, product/service sales will be higher, assumed the product/service is not inferior.

2.6.2 Veblenian Social-Psychological Model

As indicated by the Veblenian worldview, man is viewed as a "social creature," one who submits to the standards of his more extensive culture just as the more particular upsides of subgroups and up close and personal gatherings in which people collaborate (Kotler, 1979). Basically, this implies that current gathering affiliations impact human conduct and needs. In light of the model's hypothesis, Veblen requested that a critical apportion of monetary utilization is valuable and spurred by conspicuousness looking for rather than requirements or satisfaction for the purported relaxation class.. Veblen accentuates emulative powers that impact people when purchasing clear articles like vehicles and houses, just as even more affordable things like garments. Ultimately, while Veblen was not quick to remark on the effect of social status on human conduct, his clarifications were keen to the point that they supported more review. Subsequently, as per Kotler (1979), the Veblenian model's significance lies in its capacity to anticipate item/administration interest, just as the most fundamental cultural powers impacting such item wants. Diverse social impacts,

like financial class, subculture, reference gatherings, and up close and personal gatherings, should be considered by the advertiser.

2.6.3 Pavlovian Learning Model

Because of the absence of relational effects, insight, and subliminal impacts, the Pavlovian model doesn't vow to introduce a total record of customer conduct. The model, then again, helps advertisers by giving data about client conduct and promoting technique. The presentation of another brand into a profoundly cutthroat market is a representation of the model's utilization for the advertiser. By killing past brand propensities, the business might endeavor to foster new ones for its new image. Clients would require an intense period choosing among solid and powerless signs to test the new brand, in this manner the business would have a troublesome period convincing them to do as such. Regardless of the way that they are more costly, solid signs, for example, item tests, are typically the favored strategy to target markets with high brand reliability. Moreover, given the model's building up parts, the brand ought to be of satisfactory quality to give a positive encounter. Notwithstanding the prior, deciding the best prompts in significant brands might be helpful. To balance the worth of the model conveyed to showcasing, guidance is given on promotion duplicate, in light of the fact that a commercial should stir solid drives in an individual to be successful. Therefore, advertisers should find the most impressive item related inspirations. For instance, craving can be distinguished in pieces of candy, and status can be recognized in cars.

2.6.4 Freudian Psychoanalytical Model

According to Kotler (2000), Freud's theory accepts that greatest psychological features influencing people's behavior are unconscious, resulting in people's inability to completely comprehend their goals. The Freudian hypothesis goes on to say that as people get older, their minds remain the source of powerful impulses and drives. Human needs, particularly sexual desires, are related with shame and guilt, and therefore continue unknown from conscious responsiveness. As a result, defense mechanisms such as rationalization and sublimation develop, causing in the rejection or translation of such motivations into generally acceptable practices. In practice, one likely outcome of the paradigm is that, because the individual is unable to describe its own behavior, the casual observer will find it even more difficult to understand such behavior. When asked why a particular luxurious vehicle was purchased, a person can say that speed, comfort, and beauty were the determining factors. The most important marketing aspect of the Freudain paradigm, according to Kotler (1979), is that buyers are motivated by symbolic and economic-functional product considerations. Finally, motivational research can provide marketing researchers with useful insights and inspiration for advertising and packaging.

2.7 Customer Service

As per Khan and Afsheen (2012), the degree of consumer loyalty is controlled by the nature of brand credits given by the organization. Consumer loyalty can be portrayed as living up to clients' desires as far as fulfillment related elements. As indicated by Malik and Ghaffor (2012), the customer mind is a complicated blend of considerations and thoughts that can't be totally anticipated by people. Consumer loyalty with an organization's labor and products is likewise an essential angle for

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upper hand. Customer satisfaction is the way that prompts long haul client maintenance with regards to relationship advertising since disappointed shoppers have a high pace of exchanging (Lin & Wu, 2011). Client assistance, as characterized by Kotler et-al, (2002), is the connections and interchanges that clients have with a business. In this review, the term additionally incorporates all correspondences pointed toward advancing client government assistance and the company's relationship with clients, including all types of cooperation like telephone, web-based media, email, and eye to eye associations. The objective is to give them an encounter that surpasses their assumptions, in addition to a decent one. The café business in Ghana is no exemption with regards to offering brilliant client care. The business is a requesting one that puts a premium on great client assistance just as progressing quality and relationship improvement (Yeboah, Gyawu and Bampoe-Addy 2015).

Zairi (2000) depicts the fulfillment of inward requirements as a sensation of achievement. Client steadfastness is straightforwardly affected by consumer loyalty (Mittal and Lassar, 1998). If an item or administration meets the customer's needs and requests, he will be fulfilled and turn into an unwavering client, expanding the organization's client value. The productivity of a firm is displayed in its accounting report, yet it is likewise controlled by the nature of its client base and the worth those shoppers offer after some time. Client joy, as per Oliver (1993), is the hidden rule of each advertising plan and has a basic influence in an association's prosperity. Consumer loyalty is at the core of the current CRM instruments that advertisers utilize to secure and keep clients. Clients' finished fulfillment, as per Lim (2010), may considerably affect the climate. The actual climate supports the production of pictures in the personalities of clients to impact their conduct. The actual climate of eating

foundations impressively affects consumer loyalty. Consumer loyalty incorporates super, providing, directed, tunes, and a few other air parts. On the off chance that customer fulfillment is to be treated as a getting sorted out factor, complete help eating foundations should zero in on three components: support quality (responsiveness), valuing, and food quality (dependability). As per Oliver (1981), this joy rapidly disperses into one's general outlook. The teamsters of consumer loyalty advancements, as per Huang (2011), include a determination of exercises comparative as close to home selling; advertising, deals advancements, and publicizing that are deliberate to stand out for and grasp customers toward purchasing an item or administration. As indicated by Kumiawan (2010), promoting an item or administration is the best procedure to set up client connections since everybody is looking for the best can anticipate them. Clients, as indicated by Athanassopoulos (2000), need to perceive what they're searching for. At the point when a client looks at their viewpoint and assumption for administration conveyance, administration quality is surveyed. Zeithaml (1985) is the standard device for assessing and assessing numerous attributes of administration quality. It's a multi-thing scale with an incredible degree of legitimacy and dependability. Expectation on the piece of a client is significant. The higher the consumer loyalty, the nearer the help quality is to their assumptions. Kurniawan, (2010) affirmation that consumer loyalty is set up when he perceives quality through the web.

The (UI) web capacities as both a client and a help. They surf the web, recover data, and offer it when they associate with others over the web. The nature of web access is a higher priority than the degree of administration gave to customers in different ventures, like inns and medical clinics. As indicated by Schwager (2007), offering

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customers with an interesting encounter is the essential key to catching the market and acquiring their hearts and brains in the new thousand years. Consumer loyalty or dissatisfaction is the result of a client's utilization of labor and products, just as their assumptions. As indicated by Kurniawan (2010), one perspective that has been continually perceived in the picked item is marking. Buyers' buy choices are impacted by marking. The more a brand has prevailed before, the more worth it might create later on. As indicated by Today's true all around established advancement is marking, as per Kurniawan (2010). In the psyche of a customer, a brand is a bunch of principles or an affirmation. A brand, as per Boukili (2008), is an item that has extra aspects that set up it independently from different products. Marking permits clients to find out with regards to the item and convey the organization to other people, just as give openings. The American Marketing Association characterizes a brand as "a name, sign, image, or mix of them used to recognize and recognize labor and products, or merchants from their rivals." Lim (2010), a definitive fulfillment of a customer might hugely affect the climate. The actual climate may help to set up an image in the client's head and effect their conduct. Clients' pleasure is affected by the actual climate of the eateries. Customer pleasure is influenced by lighting, furnishings, sent, music, and other environmental elements. He goes on to argue that more quality can mean better taste, and that if a consumer enjoys the taste of the food, he or she will be prepared to spend more for it.

According to past studies, there is a strong link between consumer satisfaction and taste. Researchers discovered that superior food taste has a beneficial impact on customer satisfaction and also boosts customer retention, which is influenced by customer contentment. As a result, restaurants place a premium on food quality and

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services that influence customer satisfaction. Customer service is one of the organizational processes that businesses do in light of increased competition and the need to attract entrepreneurial prospects in order to increase profitability and market access while also enhancing customer happiness and loyalty. In terms of many customer services, business executives believe that sellers such as hotels help their customers better than their competitors (delivery, gift wrapping, more pleasant surroundings, and sales assistance), maintaining that this offers and builds a sufficient level of customer confidence in the service delivered and maintenances quality assurance.

2.8 What is Customer Service?

It is significant, as per Donald (1994), to get what customers expect to energize them. As per him, what advertisers limit in their showcasing and how well their assumptions are met impact clients' assumptions, how effectively an exchange can be finished once the client endeavors to make a buy, and how fulfilled the client is with the buy. Client support is isolated into three sections: pre-exchange, exchange, and post-exchange. He proceeds to express that consumer loyalty and maintenance have been known to be impacted by administration. Giving consumer loyalty incorporates offering a support, either through the offer of an item or by the actual arrangement of an assistance. At the point when a buyer gets an assistance that is conveyed expertly, precisely, expeditiously, and in a fitting setting, the person in question is fulfilled. Clients won't ever be fulfilled if the assistance gave is poor. As per Berman (2002), client assistance alludes to the perceptible however elusive demonstrations taken by a merchant regarding the vital things or administrations it gives. As per him, an organization's level of client support has a more noteworthy effect than any time in

recent memory on its ability to enlist, guarantee, and hold clients. Berkwowitz et al., (2000) clarify client care as a coordinations framework's capacity to fulfill clients as far as time, constancy, correspondence, and comfort. The contention proceeds to guarantee that client care is an essential instrument for helping client satisfaction, in addition to an expense. Client care is characterized by Mc Donald et al. (2003) as:

1. The level of support and courtesy shown to the organization's customers. It encompasses the primary tasks related to after-sale support in order to improve or sustain the product or service's value.

2. Customer service means a set of business performs that an organization hires when work together with its customers. It can also refer to a customer service professional or a dedicated customer service desk. Customer service, according to the researcher, is a procedural activity that struggles to match a customer's expectation regarding the scale of a product or service supply based on the preceding definitions.
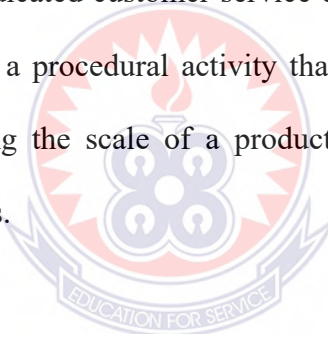
2.9 Role of Customers in Organization

As indicated by Kotler (2017), the showcasing climate in the twenty-first century is quick changing, and organizations and associations should work on certain techniques for reacting to advertise changes and adapting to changes in client conduct, example, pattern, and inclinations. Organizations surface generous issues in ensuring ideal buyer worth and satisfaction, as per Shamsudin, Razak, and Salem (2018).

2.10 Quality from Customers' Perspective

As indicated by Russell (2003), the client's thought of value is essentially more extensive. At last, clients care about the genuine item's quality, including its life span,

security, accommodation of utilization, and establishment. Clients are additionally intrigued about the nature of administration, which incorporates publicizing accuracy and honesty, responsiveness, and on-going help. At long last, mental elements like the organization's item information, the sympathy and affectability of deals and backing workers, and the item's standing effect clients' view of value. Clients are searching for what they need to see and need in an item or administration, and quality has turned into a critical element in their decision. Since this is the manner by which they characterize quality, the business should consider how quality affects them and how they characterize it. To be named quality, an assistance or item should fulfill the purchaser both now and later on. From this perspective, an item's or alternately administration's quality is undaunted by the client's inclinations and ability to pay for it.

2.11 Satisfactions as Cognitive or Affective Quality Measurement

A few chiefs, consenting to Donald (1999), have most extreme item execution and administration quality to expand consumer loyalty over the long run. Great practice results in important administrative sorts that lead to plentiful assistance quality and consumer loyalty. Chiefs who care about consumer loyalty should hold how clients see quality on the grounds that there is nothing of the sort as genuine quality. The intellectual (thinking) and full of feeling (passionate) portions of value are interlaced. It has to do with how clients see the assistance or item that gives them the favored degree of fulfillment. It's emotional as in it cautions the client's reaction to the assistance or item being full or offered to them. As per Stoke et al. (2007), consumer loyalty is biased by quality. In this manner, in the wake of inspecting each of the

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portrayals of prevalence; He drew closer to the supposition that the client's perspective on quality is the thing that is important, which contains the following:

1. Performance

2. It is based on a set of benchmarks.

3. It varies depending on the customer and the situation.

4. It can be found in what way individuals use and put away goods and services.

2.12 Service Quality

While the expression "Service Quality" is difficult to describe, marketing theory has recently established it as personal and subjective, with the customer's perspective being dynamic, according to Gonzalez et al. (2007). According to Fitzsimons (2005), service quality is defined as "comparing a customer's opinion of service received with the expectations of service requested. According to Berry (2002). "Customer practices five measures to usage their valuation of service quality, which are based on a comparison between expected and perceived service". The quality of a service is assessed during the service delivery process. Every client interaction is referred to as a "moment of truth," a chance to either satisfy or dissatisfy the consumer. As a result, defining customer satisfaction with a service's quality can be finalized by comparing the acquired perception to the desired service. At the end of the day, five features should be measured to assure that superiority is maintained and provided to the consumer. Reliability, responsiveness, assurance, empathy, and tangibility are the five factors that make up the service quality elements.

2.13 Hotel Service Quality

Two aspects are required to produce hotel service: a material base and a service; as a result of these disparities, hotel operators face an ambivalent quality dilemma. Technical quality, which reflects a material base, and functional or process quality are the two types of quality (service). There is no consensus on which is more important: technical or functional excellence (Kinderis et al., 2011). According to Boon-Liat and Zabid (2013) and Kinderis et al. (2011) hotel service quality should see broad classification requirements. It was recommended that hotel service quality be developed on three levels: process quality, result quality, and structure quality. Furthermore, some measures, such as regulations, quality assurance lists, mystery guests, personal inspections, expert consultations, a flawless system of customer service, meetings, and service assessment methodologies, should be used more broadly. However, more emphasis must be paid to enhancing the hotel's management, particularly general quality management and developing the service supply culture, with all employees of the company participating in this process.

2.14 Significant Elements of Service Quality in Hotels

2.14.1 Reliability

According to Koranne and Borgave (2014), reliability refers to a service provider's ability to consistently and precisely finish promised services. A customer's expectation of service reliability is that motivation be provided on time, in the same manner, and without mistakes every time. Quality is assured when a service provider recognizes what the consumer wants and expects to see or feel from the service being delivered. As a result, quality is endangered when the service or product's dependability is challenged. According to Koranne and Borgave (2014), reliability is

defined as the consistency of good character and quality that leads to dependability. They also indicated that reliability is an important component of service quality, as most passengers evaluate this dimension higher than the others when making a hotel reservation because they travel with complete trust in the hoteliers. This aspect of service quality is linked to a number of client expectations, and adherence to it leads to increased customer satisfaction (Koranne & Borgave 2014). When a hotel promises to do something by a certain time, it follows through: The majority of respondents are concerned that the promises made by hotels are kept, as these promises made through advertising literature and other forms of communication draw customers to a given facility. It has been noticed that keeping promises improves a service provider's reliability. The majority of travelers have limited time, therefore delivering services on time increases the service provider's reliability. Most travelers have a limited amount of time and want to make the most of it. They anticipate that the hotels will provide services on time and without delay. When the hotel says it will give service, it does so. From the perspective of the consumer, it is critical that the hotel is on time with its services and never delays their delivery. Because hotel guests are aware of the importance of timing, failing to adhere to the promised timing of services may result in customer discontent and a loss of the opportunity for repeat business. Even if some services have specific waiting hours, delays in service undermine a hotel's reliability, therefore hoteliers must be more aware of the claimed and real service delivery times.

2.14.2 Responsiveness

According to Koranne and Borgave (2014), responsiveness refers to a service provider's eagerness to assist consumers and deliver prompt service. Keeping consumers waiting for no cause, for example, does not give a positive picture of the company's service quality. If a service disappointment occurs, the capacity to

promptly and professionally repair problems dismiss produce a very positive view of the company's excellent service delivery. As a result, it is advisable to respond to service faults as quickly as possible while maintaining a high level of expertise in ensuring quality. Customers should not be unrestrained for no obvious reason. Guests request constant help through their stay, thus it's vital to look after them. Even if they aren't part of routine procedure, some of the services demand rapid attention. Koranne and Borgave (Koranne & Borgave, 2014).

a. **Employees in the hotel give your prompt service:** Nothing is worse than holding a guest waiting for some services, as the saying goes. Leaving a guest unattended, even for a short time, might reflect poorly on the company, making it difficult to please customers. Visitor attentiveness to guest needs and timely service, on the other hand, is valued by guests and has become a major draw for repeat visits. Frontline and managerial employees are both trained in this area, and the emphasis on rapid service provides a higher level of client responsiveness.

b. **Employees in the hotel are always willing to help you:** The majority of hotel personnel have been educated to assist customers. From making reservations to check-in, and from in-room services to dining services, they are ready to serve you. The hospitality sector requires consistency and a willingness to serve, and hotel visitors expect this element in particular, as well as compliance, which adds to a higher level of responsiveness. Hotel guests who have had little experience with hospitality services and who are first-time users give this quality a high rating.

2.14.3 Assurance

Koranne and Borgave (2014) define assurance as the application of policies and procedures for delivering services in accordance with a specified set of commonly established and recognized standards and norms. It could be a confident statement or action that implies a commitment or pledge. Employees' knowledge and civility, as well as their ability to express trust and confidence, are important factors. The assurance dimension includes the provider's capacity to deliver service, esteem and respect for customers, real communication with customers, and overall attitude. Quality assurance, in this circumstance, incomes that the service provider should look at not independent the delivery time and nature of the service, but also how it is provided. When it comes to contribution customers with quality, the supplier must do it with trust and confidence, confirming them that the service is reliable, good, and important to them. Again, the supplier must maintain a certain level of decorum, luxury the customer with respect at all periods, and communicate well with a helpful attitude toward the customer. These are crucial in guaranteeing the customer's satisfaction with the service. If quality is a priority, these should not be compromised in any manner. Koranne and Borgave (Koranne & Borgave, 2014).

a. **The behaviour of employees in the hotel instills confidence in you:** Customers always prefer expert services since they guarantee a high level of service with no glitches or faults. The crew is well-trained in soft skills and acts well, giving guests confidence that they are in good hands and that all services will be performed to the greatest standards. The importance of the aforesaid element was clearly noted in the data analysis.

b. **You feel safe in your transactions with the hotel:** It has been noticed that hotel customers seek secure transactions with the hotel, and that greater

openness in billing and accounting methods boosts customer trust in hotel management. The most up-to-date technology has ensured the greatest level of billing accuracy and a clear explanation of each and every bill issued to customers. Customers and the hotel will have a better knowledge of the price of products and services, taxes, and other costs if basic communication tactics are used.

c. **Employees in the hotel are consistently courteous with you:** Customers want to be treated similarly at all phases of their stay, from check-in to check-out, so consistency in employee behavior toward customers is critical in service quality management. Unlike other items, where the seller acts positively until the deal is finished and then ignores the consumer afterward, services necessitate consistent attention and respect to their customers.

2.14.4 Empathy

Borgave and Koranne (2014) Giving clients caring, one-on-one attention is defined as empathy. Empathy establishes that one in a diversity of ways, as well as approachability, sensitivity, and a desire to understand the needs of clients. As a result, while delivering service to the customer, you must meet their needs. It is incorrect to generalize customer wants and assume that all consumers require the same service. This does not suggest that the service was of meager quality. To attain quality, the service provider must treat each customer with care and sympathy to ensure that their anxieties are met.

a. **The hotel gives you individual attention:** Every guest staying at the hotel and using other hotel services believes that he or she should be regarded as an individual, with specific requirements, wants, and demands. It has been discovered that guests like to

be addressed by their first names, as if the hotel remembers their specific needs and treats them distinct from the rest of the crowd. This aids in the development of a stronger sense of assurance, which leads to increased client satisfaction.

b. **The hotel employees understand your specific needs:** One of the most common features is that the hotel and its workers should have a keen eye for detail and an understanding of the guest's individual wants. Many hotel visitors have unique and diverse needs, and hotel employees are expected to cater to these needs. It has evolved into an important aspect of the hospitality sector. Special services for the disabled, extra cushions for children, safer and well-maintained rooms for single lady travelers, secretarial services for business travelers, and so on are all available at hotels. This fosters a close relationship between the service provider and the customer, resulting in increased customer satisfaction.
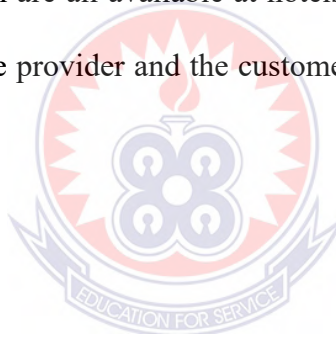
2.14.5 Tangibility

Physical products and services are not supplied for pre-testing, nor are they felt or smelled before purchase, according to Kotler (2006). Buyers are looking for real evidence that will offer them with information and trust about the service they will receive. The first thing a guest notices when they arrive at the hotel is the exterior; the cleanliness of the public areas, for example, gives signals regarding service. The tangible dimension of service quality is defined by Fitzsimmons and Fitzsimmons (2014) as the tangibility of the offered services, and it comprises the firm's products and equipment, physical facilities, physical environmental conditions, and communication materials. Physical, facilities, equipment, employees, and communication materials at the service provider's office. The state of the physical

evidence is a clear indication of the service provider's level of care and attention. As a result, the physical facilities, individuals, and other communication materials must all be in good effective order in order to safeguard the quality of the service assumed. When the tangibles are in disarray, the service will be of poor quality due to the potential for errors when providing service to the customer. As a result, adequate care should be made to guarantee that the tangible parts of service delivery are always in good working order in order to provide superior service (Koranne & Borgave 2014).

    a. The hotel has modern-looking equipment: The hotel's modern-looking equipment has attracted the attention of the respondents, and the majority of them believe it is a significant feature contributing to the tangibility component of service quality. The equipment also includes the infrastructure's exteriors and interiors, as well as display furniture and fixtures, trolleys and counters, doors, stairs and lifts, beds, bathrooms, and public-area equipment.

2.15 Benefits of Service Quality

❖ Jhon (2002) stated that the quality of service is critical for businesses seeking success and stability in commodity-based products, and that it can be used in production planning and product classification while customers wait. However, in the service industry, customers and employees work together to create services and submit them at the highest level to institutions, all while taking care of customers and employees to manifest the value of quality. According to (Jhon 2002), the advantages of quality are as follows:

❖ To get what the customer wants, you must first understand his or her needs and objectives.

❖ Provide goods or services that see the needs of the customer in terms of quality, valuing, and distribution of time.

❖ Adapt to a variety of technical, economic, and social factors.

❖ Improvement in product or service quality to achieve excellence in performance.

❖ Attract and keep more consumers.

❖ When clients receive satisfactory service, it is the best way for the customer to promote a product or service, resulting in the organization's expansion.

❖ Increased return on investment as a result of increased consumer pleasure, which leads to increased shareholder satisfaction.

❖ Quality of service may help you grow your customer base and boost private business in your organization, and it is the foundation for retention.

❖ Customer service may provide business owners with valuable educational business experience, allowing them to better comprehend the dynamics of international firms and keep up with the latest commercial and trending information.

❖ The process of fixing faults in in-service performance provides the institution with an opportunity to provide services that exceed consumer expectations.

2.16 Importance of Service Quality

Tancer (2009) stated that a company's good reputation is based on its quality, whether it is a product or a service. Many executives aim to develop strategic goals and performance monitoring to improve the quality of service or product in the following sections. Albert (2015) believes that incorporating customer service quality into the workplace decreases errors and cost complaints. The enterprise's service quality raises

it to the international grade standard. This also boosted communication and cooperation among the institution's units and departments. Form and establish a culture of successful positive change that is based on renewal and development once more.

2.17 Levels of Service Quality

The five levels of customer-expected service quality, each of which reflects a degree of service that must be supplied in accordance with the customer's expectations.

- ❖ Quality management, as perceived by hotels, is defined as the satisfaction of customers' wants and wishes.

- ❖ Actual quality, quality that delivers on its promises.

- ❖ The level of customer pleasure and acceptance that can be acquired from hotel customers when they receive their services is referred to as "quality promoted for customers."
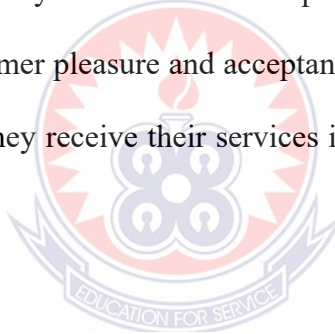
2.18 Measurement of Service Quality

According to Al-Ababneh (2017), there is disagreement among scholars over how to quantify service quality. Servqual, Servperf, Intservqual, and Insqplus are some of the instruments or measurements that have been developed. Many metrics for evaluating service quality have been created in the tourism business, including Holserv, Dineserv, Caserv, and Lodgserv. In the restaurant industry, Dineserv is utilized; in the casino industry, Caserv is used; and in the lodging industry, Lodgserv and Holserv are used. Employee perceptions of service quality are measured using other methods such as Intqual and Interservqual.

According to Parasuraman, Zeithaml & Berry (1985), a unique model (Service Quality) named Servqual was developed to measure service quality. The Servqual scale has quickly become the most widely used tool for assessing service quality. The approach has been used in a variety of service industries, including tourism, hospitality, and hotels. Empathy, reliability, assurance, responsiveness, and tangibility are the five dimensions of the Servqual paradigm. The gap between customer satisfaction and loyalty is used to assess customer views of service quality. Because service quality is a multidimensional construct, each dimension of servqual has unique characteristics for assessing customer loyalty and satisfaction in the hospitality business.

2.19 Service Quality Model

As far as deciding how to quantify administration quality, there has been a great deal of development. As per Gronroos (1984), Service quality has two aspects: specialized quality and practical quality. Clients get specialized quality because of their contacts with a specialist organization. The item quality aspect is the term for this quality. Utilitarian quality, then again, indicates to the technique where the assistance is conveyed. To put it another way, how administration staff draw in with purchasers affects how clients see the help. The correspondence quality aspect is the name for this component. There are five components of administration quality, as per Parasuraman et al. (1988). In more detail, (1) effects allude to the presence of actual components, (2) unwavering quality alludes to trustworthy and precise execution, (3) responsiveness alludes to expeditiousness and supportiveness, (4) affirmation alludes to validity, security, capability, and kindness, and (5) compassion alludes to straightforward entry, great correspondence, and client understanding. The Servqual

review instrument stayed set up by Sivakumar, Li, and Dong (2014) to evaluate administration quality dependent on the spot. Clients assess an organization's administration quality by contrasting their intrigues of it with their own assumptions (Sivakumar, Li, and Dong 2014). Servqual evaluates administration quality as the distinction between what is generally anticipated and what is conveyed. Cronin and Taylor (1992) bring up, then again, that the utilization of the assumptions execution hole as a norm for evaluating administration quality is set up on minimal hypothetical or observational proof. All things being equal, they propose that straightforward exhibition based help quality valuations are prevalent (Babakus and Boller, 1992; Park and Yi, 2016). As per Frochot and Hughes, administration quality assessment (2000), is more troublesome than item quality estimation in light of the recently referenced characteristics, for example, client investment in the assistance cycle, heterogeneity and theoreticalness, and others. As per Parasuraman et al., (1988), the standards of administration quality were used as the establishment for the improvement of many models of administration quality estimation, however, scientists and professionals question their dependability, appropriateness, and importance. The Servqual model, created by Servqual, is the most notable and broadly used model (Parasuraman et al., 1988). In spite of its few defects, the Servqual model remaining parts the most famous among scholastics and experimental analysts (Caruana et al., 2000).

2.20 Customer Satisfaction

As indicated by Razak and Shamsudin (2019), consumer loyalty examines how productively an item's utilization experience to sees the purchaser's worth assumptions. It is the client's impression of the administrations prior to obtaining and

utilizing them (Shamsudin, Nurana, Aesya, & Nabi 2018). As per Parasuraman, Berry, and Zeithaml (1993); Parasuraman, Zeithaml, and Berry (1994), clients require more than self-destroying importance since client experience is capably identified with fulfillment. They guess businesses to shock and fulfillment by doing an amazing job to accomplish their requirements and requests.

As per Khan and Afsheen (2012), consumer loyalty is dictated by the nature of brand attributes that inns give. Consumer loyalty, as per Malik and Ghaffor (2012), is characterized as living up to purchasers' desires as far as fulfillment qualities. A person can't completely conjecture the client mind since it is a muddled blend of musings and thoughts. Client care, as per Kotler et al. (2002), incorporates all contacts and trades that clients experience with an organization. All correspondences pointed toward advancing buyer government assistance and the association's relationship with clients, including all types of communications like telephones, web-based media, email, and eye to eye, are remembered for this review. The objective is to give them an encounter that surpasses their assumptions, in addition to a decent one. The business is a requesting one that puts a premium on great client support just as progressing quality and relationship improvement (Yeboah, Gyawu & Bampoe-Addy, 2015). As indicated by Zairi (2000), fulfillment is the experience of accomplishing one's most unimaginable longings. Client dependability is straightforwardly impacted by client satisfaction (Mittal & Lassar, 1998). If the item or administration meets the customer's needs and requests, he will be fulfilled and turn into a faithful client, expanding the organization's client value. The productivity of a firm is displayed on its accounting report, yet it is additionally dictated by the nature of its client base and the lifetime esteem that shoppers give. Client satisfaction, as per Oliver (1993), is the

basic guideline of any association's advertising methodology and has a basic impact in its prosperity. Consumer loyalty is at the core of the advanced CRM instrument that advertisers use to secure and keep clients.

As per Lim (2010), client last fulfillment might have a significant effect and is connected to the climate. The actual climate helps with the formation of pictures in the client's head that impact their conduct. What's more, the actual climate of the feasting foundations significantly affects the customers' fulfillment. Consumer loyalty is impacted by super, offering, steering, melodies, and a few other encompassing parts. If customer fulfillment is to be treated as a getting sorted out factor, complete help feasting foundations should zero in on three components: administration quality (responsiveness), evaluating, and dinner quality (dependability). As indicated by Oliver (1981), satisfaction rapidly rots into one's general disposition. Huang (2011) characterizes advancements as an assortment of exercises pointed toward catching and holding customer consideration to urge them to purchase an item or administration. Individual selling, advertising, deals advancements, and publicizing are outlines of these exercises.

As per Kurniawan (2010), promoting an item or administration is the best method to set up client connections since everybody is searching for the best can hope for them. Clients need to perceive what they're searching for, as per Athanassopoulos (2000). Administration quality is undaunted by partner a client's viewpoint and assumption for administration conveyance. Furthermore, Gronroos (1984) underscored the need of evaluating administration quality; numerous scientists practice administration quality to choose consumer loyalty (Zeithaml 1985). As per Kurniawan (2010), the instrument embraced as standard is for assessing and assessing different help quality

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aspects. This instrument is utilized to appreciate and find the assistance assumption and client insight to further develop administration quality. It has a few things and is legitimate and dependable. A client's expectation is a basic part. The nearer the help quality is to the client's assumptions, the higher the degree of fulfillment.

The nature of web access is a higher priority than the degree of administration gave to customers in different enterprises, like lodgings and clinics. In his review, According to Kurniawan (2010) and Schwager (2007), as long as clients with a one of a kind encounter is the main component in catching the market and enamoring their hearts and brains in the new time. The aftereffect of a client's utilization or experience of administrations or assumptions is fulfillment or discontent. As per Lim (2010), a client's last delight might significantly affect the climate. The actual climate may help to build up an image in the client's head and effect their conduct. Clients' pleasure is impacted by the actual climate of the eateries.

Lighting, goods, sent, music, and an assortment of other ecological factors all affect purchaser bliss. Consumer loyalty has been portrayed in an assortment of ways, yet the frequently acknowledged origination is that fulfillment is a post-decision assessment judgment of a given exchange (Bastos & Gallego, 2008). Consumer loyalty has been essential in the assistance business for a long time, as per Skogland and Siguaw (2004). Each client driven business' principle objective is to expand client bliss through its items and services. An in general execution assessment dependent on all earlier experiences with a firm" is the way fulfillment is characterized. A fulfilled client is one who got precisely what she or he anticipated from an inn stay. Clients who are thrilled with an industry might become steadfast clients who describe the business to others through verbal promoting (Zeithaml & Bitner, 2003). As indicated

by Anderson (1998) and Fornell (1992), fulfilled clients' assertion of-mouth suggestions decrease the expense of getting new clients and increment the business' general standing, while disappointed clients' analysis has the opposite outcome. Consumer loyalty with the inn is impacted by various variables, including the lodging's climate and the accommodation of the assistance provided to the client (Choi & Chu, 2001). Client bliss and great help are generally viewed as critical angles in the achievement of organizations in the inn, catering, and the travel industry enterprises (Choi & Chu, 2001; Legoherel, 1998). Consumer loyalty is habitually connected to viewpoints like the nature of the help/item/industry, the feelings of the clients, just as cost and administration conveyance time. Clients' pleasure can be guaranteed in the inn administration business by inviting settings and laborers, normalized room administrations, delicious cousins, etc. Therefore, to grow and make due in an exceptionally serious area, lodgings should make client delight an essential objective. This is on the grounds that customer fulfillment might give inns the direction, motivation, and inspiration they should be imaginative, cutthroat, and perform well.

2.21 Importance of Customer Satisfaction to Business Organizations

1. The organization can fulfill its customers and procure their trust.

2. As an essential objective, the business can look for more consumer loyalty than its rivals, inferring that the association should get a strategic advantage over its rivals, with the client filling in as the opposition.

3. The market fragment is characterized by the clients. An organization's piece of the pie can be expanded by expanding consumer loyalty.

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4. Gaining piece of the pie permits the business to expand pay and benefit for its investors.

2.22 Importance of Achieving Customer Satisfaction

As per Davras and Caber (2019); consumer loyalty impacts the organization. For instance, fulfilled clients are bound to make rehash acquisition of an item or administration (Razak & Shamsudin 2019). Fulfilled purchasers are faithful since they trust the organization (Hasim, Shamsudin, Ali, &Shabi 2018), and they will pay more or pay a premium since they are glad (Hasim, Shamsudin, Ali, and Shabi 2018). They support the organization in alluring new clients by embracing the organization's items and services to their loved ones. (Mohd Farid Shamsudin, Ishak, et al., 2019; Mohd Farid Shamsudin & Razali, 2015).

Others' conduct will be impacted by a dedicated client (Belwal and Amireh, 2018; Chen & Yang 2015; Gerpott & Bicak, 2016; Ghazzawi & Alharbi 2019), and they will purchase items or administrations exclusively in light of the fact that their relatives are doing as such (Belwal and Amireh, 2018; Chen and Yang 2015; Gerpott and Bicak, 2016; Ghazzawi and Alharbi 2019). (Belwal and Amireh, 2018; Chen and Yang 2015; Gerpott and Bicak, 2016; This strategy of admission will help the organization in making deals and earnings (Razak and Shamsudin, 2019).

2.23. Factors that affect Customer Satisfaction

According to Hokanson (1995), there are numerous elements that influence consumer satisfaction. Staff civility, invoice correctness and punctuality, competitive prices, service quality, speedy service, and trust are some of these criteria. While (Zeithaml,

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Parasuraman, & Berry 1990) recognizes that a variety of factors influence consumer satisfaction or expectations, (Zeithaml, Parasuraman, & Berry 1990) believes that:

➢ Personal control over the environment: This refers to how a person develops his or her expectations or satisfaction with a service organization or a service given by an organization that deals with customers based on other impressions.

➢ Personal needs: demonstrate that these needs are personal, technical, and social demands, as well as personal resources, and that a personal need varies from person to person based on age, gender, and culture.

➢ Past experience: The client's exposure to the same periods of previous service and the extent of his knowledge of nature after the experiment.

➢ Communication with the outside world. Intended for the messages that a business sends to its customers. Advertisement or publicity, for example, that permits a customer to imagine a certain degree of service quality.

2.24 Customer Loyalty

Most of client steadfastness research has spurred on the business' advantages. Client steadfastness can prompt further developed consumer loyalty, which is a mutually advantageous arrangement (Aksoy et al., 2015). As per Aksoy et al., (2015), client steadfastness serves to associate loved ones, which are the best huge indicators of client satisfaction (Nicolao, Irwin, & Goodman 2009). As indicated by Gilbert (2005), loved ones make solid social associations, communications, and a feeling that all is well with the world, all of which add to purchaser delight. Client reliability is additionally impacted by client associations with laborers, which prompts client joy. Purchasers' requirements for having a place and need are widespread, and client faithfulness can uphold in conference these necessities. Clients work on energetic

bonds with administrations, which clue to client faithfulness, which apparently is an advertiser for consumer loyalty (Yim, Tse, & Chan 2008).

Consumer loyalty, as indicated by Orth and Limon, is a result of client dedication to the help. As indicated by Rose et al. (2010), client dedication to the help adds to consumer loyalty. Likewise, a client's correspondence with an assistance chief might cause sure sentiments, bringing to client reliability. Shockingly, people feel better when compensating encounters with administrations spurred on client dedication. Clients' satisfaction is a demeanor, as per Shamsudin and Razak (2015), while clients' unwaveringness is their conduct. It is the client's ability to buy a future item from the organization that prompts repurchase (Shamsudin, Esa, et al., 2019).

Since they put stock in the organization's image, client joy prompts client dedication (Razak and Shamsudin 2019). Clients who are given to a brand are bound to spend more and will follow through on more prominent costs (Shamsudin, Razak, et al., 2018). (Iwashita et al. 2011). A serious client is uninterested with regards to estimating (Gerpott and Bicak 2016). As per Iddrisu (2011) claims that customer reliability creates over the long haul because of reliably satisfying, and once in a while in any event, surpassing, client assumptions. In certain conditions, client faithfulness can be acquired by furnishing a top notch item with a firm assurance, just as through free contributions, coupons, low-interest financing, high-esteem exchange ins, service agreements, refunds, and different prizes and motivator programs. A definitive reason for these is to make fulfilled customers who will purchase from the firm again and persuade others to use its items or administrations. Clients' Several help foundations have created client steadfastness programs as a component of their

relationship-building endeavors, as per Bloemer et al. (1999). Client devotion is a fascinating hypothesis to get a handle on.

The Oxford Dictionary portrays dependability as "a circumstance of direct confirmation." On the other hand, standard buys have been blended in with the said idea of devotion. In the assistance business, reliability has been portrayed as "noticed practices" from an expansive perspective. As per Caruana (2002), brand reliability is set up in all pieces of life, not just convictions. In any case, since a powerful cycle comes up short on a theoretical premise, conduct standards, (for example, rehash purchasing) have been named into vulnerability (Caruana 2002). The low recurrence of rehash acquisition of an uncommon assistance, for instance, could be because of an assortment of situation components, like non-accessibility or the absence of a supplier. As indicated by this perspective, faithful conduct can't give an intensive comprehension of the basic reasons for devotion. Moreover, reiteration could be inferable from market limits. Thus, this kind of client's reliability contrasts fundamentally from that of clients who emphatically support an item and have a mental connection with both the item and the firm. Thus, customer devotion was viewed as a disposition structure. This issue can be seen, for instance, in the tendency to prescribe a support of different buyers. At long last, client devotion is the result of clients' rehashed encounters with administration (Bettingen and Luedicke 2009).

2.25 Important of Customer Loyalty

As per Borishade et al., (2018), an association that customizes its correspondence endeavors toward steadfast clients will find that each dedicated client will participate in long haul connections, and as the result, the association should allot assets to keep

faithful clients since they are the business' gold mine (Liu et al., 2019). Since a business' present clients are steadfast, it ought not dedicate an excessive amount of time and cash seeing new ones (Davras and Caber 2019). (Gerdt et al. 2019, Gerdt et al., Gerdt et al., Gerd Customers are human people who seek after regard, and if they don't feel remembered, they will leave for an opponent (Zhang et al., 2019). Clients who have a solid, positive passionate love with a retailer going through 37% more with them, as indicated by Chicu et al (2019). Customer reliability has the likelihood to raise a business' income and compromise genuinely necessary money to an endeavor, especially a little one. As per (Kim et al. 2019) Customer dependability is essential to an industry's monetary achievement. The idea of (Berry, Zeithaml, et al., 1985) that the words and exercises of a nearby family can affect the exercises of others. This will bring about more forthcoming long haul faithful shoppers who will stay faithful to the organization for the span of the client lifecycle, permitting the organization to create profit.
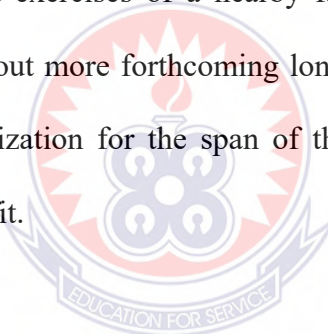
2.26 Customer Loyalty Strategies

According to Ahmed et al. (2017) businesses will pay more to obtain a new customer than to retain an existing one. The loss of a customer to a competitor takes an indirect impact on the company's sales and profitability. Customers' trust is difficult to earn, according to Ahmad and Papastathopoulos (2019). Only by forming trust (Shafiq, Mostafiz, & Taniguchi 2019) and belief in the brand can a business increase customer loyalty. According to many earlier investigations, customer loyalty can only be realized if the business has satisfied its customers (Letters, 2016; Shamim & Mohsin Butt, 2013; Yu & Yuan 2019).

2.27 Antecedents of Customer Loyalty

The antecedents of customer loyalty have been extensively researched and investigated by both academia and practitioners, as the factors that lead to customer loyalty may be crucial ingredients for a firm's sustainability and competitiveness (Allaway et al., 2011; Kandampully and Suhartanto 2000, Wang 2010). In order to offer a complete picture of how to improve customer loyalty and expose underlying relations among its antecedents, we study two groups of variables:

1. Variables that have been established in the literature and have been thoroughly discussed; and
ii. Newly discovered variables in the exploratory literature.

2.28 Customer Loyalty Pyramid

According to Walls et al. (2011), hospitality firms recognize that their survival and growth are dependent on their capacity to provide clients with distinctive, memorable, and enjoyable experiences. Creating brand ambassadors and co-creators of value by tailoring and providing tailored experiences that connect the company with like-minded consumers could increase loyalty and profitability. Co-creation and brand communities are both good-looking techniques for building meaningful relations with current and potential customers. People are more dedicated to brands with which they have a solid bond, according to Fuller (2010). According to (Hwang & Kandampully 2012), customer loyalty in the lodging house desires a long-term pledge. Bowen and Shoemaker (2003) have confidence in that service organizations to make brand advocates as well as a lifetime client base that is emotionally loyal and devoted. The strategic worth of a consumer rises as he or she permits through the levels of the theoretical pyramid. Customer commitment, particularly its affective form, is required

to produce emotionally loyal customers (Evanschitzky et al., 2012). Customers' loyalty is nurtured over time by personal interactions and trust.

2.29 Loyalty-Value Relationship

Customers demand enterprises to provide higher value in every engagement, according to Helkkula et al., (2012). As a result, in the hypercompetitive hospitality business, consumer loyalty is particularly unreliable (Deng et al., 2010). Loyalty programs have proven ineffective in building long-term client loyalty in today's competitive industry. However, there has been indication of a direct link between loyalty and hotel service performance (Kandampully & Hu 2007), as well as the perceived wealth of a business's product (Kandampully & Hu 2007). (Siu et al., 2013).

2.30 Maslow's Hierarchy Need Theory

Workers who team up with a requirement for achieving astounding outcomes through better authoritative culture are acknowledged as being at the core of the present most extreme useful and effective enterprises (Gignac and Palmer 2011).Motivation is one of the main elements of progress, as per calculated speculations and experimental proof (Hunter and Schmidt 1996). Therefore, cutting edge business pioneers should understand inspiration, stream, and foster an authoritative culture that urges workers to be more useful consistently (Sekhar et al. 2013). Representative work fulfillment is generally affected by persuasive factors. Subsequently, the association's exhibition will improve. Representative inspiration has a drawn out advantage of expanded creation. A spurred representative is an important resource who enhances an association's organization and expands pay. Inspiration will work if the undertaking is
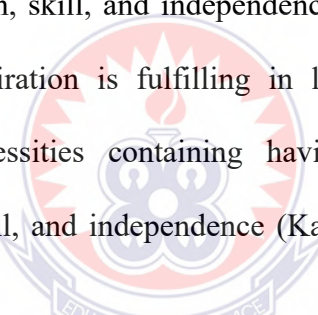
allocated to the ideal individual with the right gifts; any other way, it will be a misuse of assets and exertion, prompting position misery. Individuals who experienced childhood in a climate where their necessities were not tended to, as per Abraham Maslow, are probably not going to work as sound or balanced grown-ups. The Hierarchy of Needs, set up by Abraham Maslow, is at the front line of the main investigations on inspiration. Maslow's pecking order of necessities has beaten practically any remaining inspiration hypothesis in business history. Maslow's hypothesis asserts that people are propelled by their inward requirements program rather than outer impetuses like award and discipline. To put it another way, an individual's inspiration is driven by their requirements (Adair 2013). Wants, wishes, needs, desires, and interests are all important for the inspiration condition. Yearning, thirst, and sexuality are instances of physiological inspirations known as drives. The term needs alludes to solid inspirations like an individual's craving to succeed (Cuceloglu 2016).
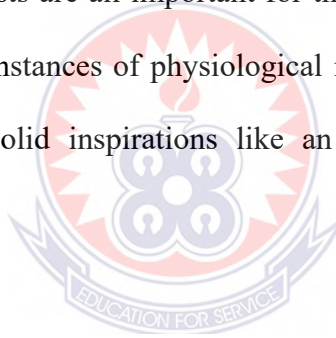
The review is significant on the grounds that it gives data and help to authoritative administrators in a choice of organizations concerning inspiration process systems, which is one of the most fundamental techniques for fruitful hierarchical execution and efficiency. It additionally adds another point of view to hypothetical investigations in the writing, looks at changes in Maslow's hypothesis, and gives complete data to researchers who concentrate on inspiration. Inspiration is notable on two phases: inward and outside, as far as the wellspring of force that pushes people to activity. Inner assets come from inside the individual, like inclination great toward the finish of a great job (Hossain & Hossain 2012). People's inclination to test with novel thoughts and hardships, just as to grow, creates disclosure, and increment new

abilities (Kasser & Ryan 1996). Interior drives come into direct association with mental powers like having a place, impact, individual life, connection, skill, and independence (Kasser & Ryan 1996; Ryan & Deci 2000).

Internal inspiration is characteristically sufficient in light of the fact that it sees basic mental requirements like having a place, impact, individual presence, relationship, ability, and independence (Kasser & Ryan 1996; Ryan & Deci 2000). Outer inspiration is the support or improvement of conduct that comes from others, who have material and profound qualities that raise or abatement the probability of repeat in both great and negative ways (Soyer et al. 2010). Inward drives straightforwardly talk about mental prerequisites along with having a place knowledge, impact, individual life, cooperation, skill, and independence (Kasser & Ryan 1996; Ryan & Deci 2000). Inward inspiration is fulfilling in light of the fact that it satisfies fundamental mental necessities containing having a place, impact, individual presence, relationship, skill, and independence (Kasser & Ryan 1996; Ryan & Deci 2000).

The support or development of execution by others with material and profound benefits, which raises or diminishes the choice of return in both accommodating and negative ways, is perceived as outside inspiration (Soyer et al. 2010). Outside inspiration is connected to rewards got from someone else, which can be material like cups, cash, or decorations, just as non-material sources like recognition and appreciation (Buchbinder & Shanks 2007). Interior inspiration is seen to be desirable over outside inspiration as far as occupation execution and occupation fulfillment. Since inherent inspiration is interesting to every individual and isn't forced by the board, it affects representatives (Chiang & Shawn Jang 2008). Both inward and outer

inspirations are thought to advance representative work fulfillment, but inner inspiration is believed to be more successful than outside inspiration (Edrak et al. 2013).

Maslow's chain of importance of necessities comprises of five levels, with the possibility that individuals will possibly meet their higher needs assuming their lower needs are met first. Many further created speculations depend on Abraham Maslow's chain of command of necessities theory. Maslow's necessities are partitioned into two classes by Herzberg's two-factor hypothesis: tidiness and inspiration (Eren 2003 Kocel 2014). Organization strategy, pay, working climate, security, management, and relational relations are all cleanliness contemplations. These components are not crucial for the work and make little difference to worker execution, yet they do assist with forestalling horrible showing because of work requirements. Representative despondency and work limitations are dense when sterile standards are seen, but these variables have minute mentality on high level execution.

Herzberg's inspirational elements, which are significant level wellsprings of inspiration that emphasis on work, contain achievement, appreciation, responsibility, and progression. These components well affect work satisfaction just as occupation execution. The primary classes of Maslow's progression of prerequisites are "presence needs," "relationship needs," and "advancement needs." Food, air, water, pay, beneficial advantages, and working conditions all give assistance to meet essential necessities. Building up sound associations with partners, chiefs, subordinates, companions, and family addresses relationship issues. People's endeavors to recognize self-awareness prospects through making imaginative or special commitments to the

working environment are alluded to as improvement needs (Wanous & Zwany 1977). A human might be persuaded to meet many needs simultaneously, permitting more elevated level should be met before lower-level requirements (Hossain & Hossain 2012). According to McClelland's accomplishment need theory, societies' basic needs are clear as constructive relationships, acquiring strength, and being successful, with achievement being the most significant (Aktas & Simsek 2015). Various studies on Maslow's hierarchy of needs theory have been accepted in every aspect of life until now. The most crucial point to remember in principle is that needs change throughout time and in different situations (Quichi 1982 & McGregor 2017).

2.31 Importance of Employee Motivation in the Hotel Industry

According to St-Onge et al. (2009), motivation among hotel personnel is a fascinating topic for many researchers and scholars. Employee alertness, friendliness, appearance, and behavior can all be used to assess employee performance in hospitality firms. Furthermore, their motivation level in their profession is determined by how they carry out their job responsibilities and complete their allotted tasks. At other words, the performance of personnel in restaurants and pubs should result in higher client satisfaction, resulting in repeat business. As a result, an organization's success in the hospitality sector, particularly in restaurants and pubs, is highly dependent on how well its leaders and management manage their work. This demonstrates that the workforce, which includes both management and non-management employees, is the most valuable asset of the hospitality industry (St-Onge et al. 2009). Employee motivation, whether professional, skilled, or non-skilled, is a critical factor in every service firm. The level of employee motivation is a big concern for hotels. In the hotel industry, management faces various problems in motivating personnel to stay on the

job and provide effective, high-quality services that meet or exceed client expectations. Employee motivation in the hotel sector has a negative impact on the company's overall success. There are visible effects such as job dissatisfaction, hesitation, failure to complete tasks on schedule, and even a high rate of job turnover.

2.32 Conceptualization and Operationalization of Service Quality

Figure 1 for measuring service quality was obtained with the help of Sim, Mark, and Jones (2006). Modern-looking equipment, physical facilities, neat-appearing workers, and items related with the service are all used to determine tangibility. Timing of services, timely service, and desire to help are all indicators of responsiveness, as is never being too busy to answer to clients' needs. Individual attention, accessible operation hours, customers' attention, customers' best interests at heart, and awareness of their customers' special demands are all indicators of empathy. Employee behavior, safe transactions, employee courteousness with clients, and knowledge to answer customers' inquiries are all indicators of assurance. The hotel's reliability is determined by its ability to deliver its services when it says it will. From the perspective of the consumer, it is critical that the hotel is on time with its services and never delays their delivery.

2.33 Conceptual Framework
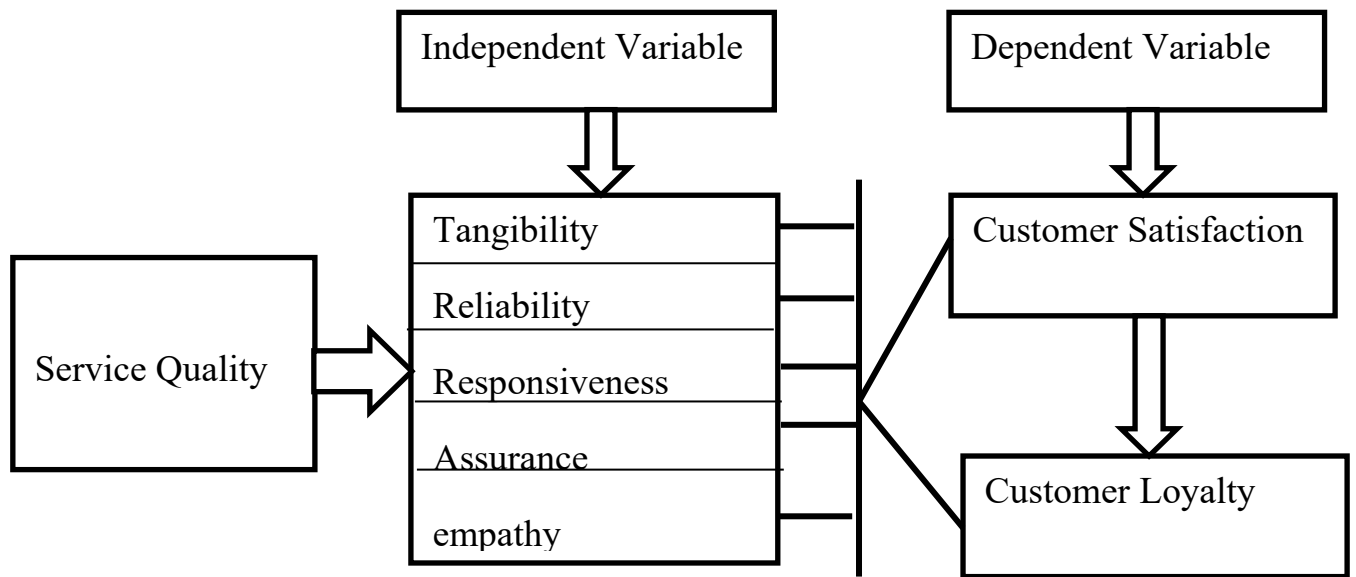
Figure 1.1: The impact of service quality on customer satisfaction and loyalty is conceptualized in this paradigm.

Agus et al. (2007), Caruana (2002), and Khan and Fasih (2002) all added to the advancement of the calculated structure (2014). The indicator factors are displayed in a diagrammatic methodology above; consequently, the five-administration quality, with customer satisfaction filling in as the intervening variable and customer loyalty filling in as the reliant variable. As the review's key target is to track down the effect of administration quality elements on consumer loyalty and devotion, connection investigations will be utilized to gauge the connection between service quality, customer satisfaction, and customer loyalty.

2.34 Empirical Review

2.34.1 Service Quality Dimensions

2.34.1.1 Reliability

As indicated by Koranne and Borgave (2014), unwavering quality is characterized as the consistency of good person and quality that prompts constancy. They likewise featured that unwavering quality is a significant part of administration greatness. Most customers give this aspect a higher rating than the others when booking an inn reservation since they travel with complete confidence in the hoteliers. This part of administration quality is connected to various customer assumptions, and adherence to it prompts expanded consumer loyalty (Koranne & Borgave 2014).

As indicated by Jay and Barry (2014), administration dependability is continually acceptable in quality and can convey administrations whenever. As indicated by them, dependability is characterized as "precise request satisfaction, exact record, precise statement, and precise charging," all of which keep the assistance promising to fulfill and stay faithful to the inn. As per Umesh (2014), dependability and consumer loyalty have a great connection. The information backs up this expectation, since Reliability offers a positive benefit (+ 0.116) to Customer Satisfaction, as per the Smart PLS program. The specialist's hypotheses view an easygoing of being acknowledged. Kheng et al. (2012) perceived a connection between unwavering quality, affirmation, and customer unwaveringness in Malaysian banks. Consumer loyalty is well affected by dependability, as indicated by Yosep, Kindangen, and Tumewu (2016), and staff will continually need to strive to further develop unwavering quality. As indicated by Shukri, Yajid, and Tham (2020), dependability has an extensive positive relationship with consumer loyalty; unwavering quality alludes to the capacity to offer a support

precisely and reliably to expand steadfastness and add to the customer's decision. Client unwaveringness is demonstrated to have a positive connection with dependability, as per Kheng et al. (2010). The review, in any case, was found to make little difference to consumer loyalty. This is reliable with the end that clients might remain with an organization despite the fact that it predicts disappointment since they accept they have no other choice (Zeithhaml et-al. 1996). Notwithstanding, in light of the fact that constancy had a p >0.05, it was judged genuinely inconsequential. This current review's discoveries are in accordance with those of Stromgren (2007), Musyoka (2013), and Akoko (2012), who found that the unwavering quality part greatestly affects consumer loyalty. In view of the logical inconsistencies found in the writing, more examination is expected to decide if unwavering quality is a variable in consumer loyalty and steadfastness. In Gran Puri Hotel Manado, Yosep, Kindangen, and Tumewu (2016) suggested that dependability is one part of administration quality that affects and associates with client joy. Purchasers have a more certain impression of the organization's steadfastness. Consumer loyalty is higher since all staff reliably performs well and are trustworthy. Client joy is impacted by unwavering quality. Munusamy, Chelliah, and Mun (2010) found that while unwavering quality has a negative relationship with consumer loyalty, it has no significant impact. In light of the rising prevalence of telephone and internet providers, which give clients a choice to up close and personal client service, Sanjuq (2014) suggested that unwavering quality generously affects consumer loyalty.

2.34.1.2 Tangibility

In their examinations, Hossain (2012), Mei et al. (1999), and Juwaheer (2004) found that substantial quality is the main component influencing buyer fulfillment. As per

Juwaheer (2004), substance components, for example, room engaging quality and dcor are the main elements impacting customer fulfillment. Subsequently, hoteliers ought not ignore this part of their business. As indicated by Al Karim and Chowdhury (2014), out of the five help quality attributes, Tangibility has the most elevated Mean score, while the bank should zero in on Responsiveness since it has the least Mean score. As per Srinivas and Charan (2013), substance was the main variable of happiness. Accordingly, lodging the board should keep up with the inn's unmistakable help quality ascribes. As indicated by the discoveries of Al-Rousan, Ramzi, and Mohamed (2010's) study, substance was the main part in foreseeing the travel industry administration quality assessment. Clients have a solid connection with the physical assets open at a specific inn, as indicated by Malik et al., (2011). Subsequently, the client's devotion is relied upon to develop because of the decent effects proposed to them. Clients have a solid connection with the effects open at a specific inn, as indicated by Malik et al. (2011). Clients' unwaveringness is projected to increment because of the pleasant physical assets open to them. The review exhibits that effects well affect shopper steadfastness. As indicated by Shafiq et al. (2013), the nature of administration helpfully affects consumer loyalty. Subsequently, if effects like enhancement, neatness, etc are given, an individual will be more substance.

As per Umesh (2014), substance and consumer loyalty have a good connection. As per the information, the commitment of consumer loyalty has expanded to a positive sum (+ 0.259). Therefore, substance and buyer fulfillment have a positive relationship, and the thought can be acknowledged. With regards to building customer devotion, Raza et al. (2012) accept that assistance quality is pivotal. As per the discoveries, the substantial quality aspect is a basic viewpoint in expanding shoppers'

eagerness to get back to the inns. Tesser, Hussain, and Ahmad (2016) observed that substantial quality is significant for customer fulfillment. They exhibit that clients concur that the substantial quality element is critical in deciding how fulfilled they are. In the Gran Puri Hotel, Yosep, Kindangen, and Tumewu (2016) found that actual variables affected client satisfaction. This idea of conceivable outcomes in help greatness is something we can trust in. A human couldn't have solid interchanges in their administration without useful variables. Sanjuq (2014) found that physical assets have an ideal connection with consumer loyalty and had a significant effect (P0.50). He proceeded to say that when clients connect with the organization's offices, gear, and agents, there is a positive relationship and a significant degree of importance. Munusamy, Chelliah, and Mun (2010) observed that physical assets have a positive connection with consumer loyalty and have a significant effect. Actually, research led by (Minh, Ha, & Matsui 2015) observed that effects altogether affected consumer loyalty, regardless of the way that they are decidedly associated with it. It very well may be clarified by the way that lodgings in Da Nang have basically been underlying late years with pristine offices and hardware, hence customers don't consider this aspect as a differentiator while picking between inns.

2.34.1.3 Empathy

As per Hossain (2012), sympathy is a significant driver of administration quality for contributing factors to consumer loyalty since it gives individual consideration, comprehends client explicit requests, and has a good menu. As per the discoveries, compassion greaterly affects consumer loyalty. As per a review directed by Malik et al. (2011), when an inn's sympathy is expanded, more customers will be faithful and satisfied. Thus, creating sympathy will bring about expanded customer dedication,

Shandiz and Jones (2015). Compassion is a huge variable for individual thought among individuals, as indicated by Lee et al. (2011) and Markovic et al. (2015). This examination uncovered that a hotelier's sympathy hugely affects consumer loyalty. In their review, Richard, Bupp, and Alzaidalsharief (2016) asserted that compassion shields customers from disappointment during administration experiences. Therefore, empathic conduct among specialist co-ops valuably affects responsibility, seen administration quality, and customer bliss. The discoveries of Umesh (2014) additionally exhibited a connection among compassion and customer delight. Since the worth of Empathy prompts consumer loyalty (+ 0.140), the idea is upheld by realities. Therefore, it very well may be contended that Empathy and Customer Satisfaction have a decent affiliation. As per the discoveries, the offered hypothesis can be taken on. As per Yosep, Kindangen, and Tumewu (2016's) research, the compassion variable has an extensive effect and is identified with client bliss in the Gran Puri Hotel. Since everybody needs to sympathize with others to fulfill them, this part is conceivable in assistance quality. Sympathy was demonstrated to be the main component in saw administration quality in a review directed by Ylmaz (2009) and Bucak (2014).

It is important that these and different perspectives be researched, and that apparent help quality be improved. Thus, buyer fulfillment rises significantly more. Yosep, Kindangen, and Tumewu (2016) observed that compassion factors impact and identified with consumer loyalty in the Gran Puri Hotel dependent on their examination discoveries. They asserted that this quality can be accomplished in assistance since individuals require compassion from others. The results of a review led by Sanjuq (2014), then again, uncovered that there is no critical positive

connection among sympathy and consumer loyalty. Numerous customers incline toward up close and personal assistance, in spite of the way that most clients would appreciate utilizing current inn highlights.

2.34.1.4 Assurance

Al-Rousan, Ramzi, and Mohamed concentrated on client reliability and the effect of administration quality (2010). The comfort test procedure was used on account of five-star lodgings in Jordan, where 322 polls were shipped off visitors who elected to take an interest in the review. Among the five elements of administration quality, affirmation arose as the most grounded indicator of the travel industry administration quality among different components in the model, as per the review's discoveries. As per Tesser, Hussain, and Ahmad (2016), affirmation greatestly affects consumer loyalty. Clients in Ethiopia are fulfilled by representatives' attitude, which imparts trust in them, skill and capacities, and graciousness. As indicated by Ludfi (2017), the part of administration quality that greatestly affects consumer loyalty is guaranteed. Moreover, as per AL-Rousan and Mohamed (2011), affirmation was the most grounded indicator of client joy. Subsequently, consumer loyalty is firmly attached to support quality. Clients might be fulfilled if the help supposedly is esteemed and of extraordinary quality, as per the examination. Confirmation, as per Yosep, Kindangen, and Tumewu (2016), involves workers' understandings and graciousness, just as their capacity to pass on certainty and trust. Subsequently, the connection among assurances and consumer loyalty is a reliable way of helping customer fulfillment. Sanjuq (2014) found that confirmation, or a customer's feeling of safety, has a good however inconsequential connection with consumer loyalty.

In view of the remarks, clients don't see confirmation to be a significant part of administration quality. As per the discoveries of the review, confirmation has arisen as the most grounded indicator of inn administration quality among the five components of administration quality, as per Ramzi and Mohamed (2010). These discoveries build up the thought that, notwithstanding the help quality scale's utilization as an idea, it ought to be modified for use in the assistance setting too. As per Kheng et al. (2010), there is an impressive connection among confirmation and customer devotion. Zhang et al. (2011), then again, found that affirmation is a solid negative indicator of projected consumer loyalty. Munusamy, Chelliah, and Mun (2010) found that conviction has a positive relationship with Customer Satisfaction, yet that this relationship isn't huge. In spite of the fact that affirmation is a method for remaining protected, the answers demonstrate that clients don't really accept that a significant part of administration quality ought to be incorporated.

2.34.1.5 Responsiveness

According to Moon et al. (2015), societal and personal incentives have a significant impact on customers' behavioural intentions. The research also identified a reliable source of information about the inhabitants of Tamale. It went on to say that people prefer to follow their social surroundings, which leads to the development of personal motives from time to time. Customer satisfaction is greatly influenced by these factors. According to Umesh (2014), responsiveness is positively associated to customer satisfaction. According to the data-backed theory, the value of responsiveness' contribution to customer satisfaction is (+ 0.440). For the theory to be accepted, it must conclude that there is a positive relationship between responsiveness and customer satisfaction. According to Tesser, Hussain, and Ahmad (2016),

responsiveness is the most important dimension for customers. The study's findings found that hotel personnel in Ethiopia place a high value on timely assistance, being able to attend to guests' demands, providing speedy check-in and check-out facilities, their capacity to promptly repair faults, and giving special attention to their guests. According to Shukri, Yajid, and Tham (2020), responsiveness has a strong positive association with customer satisfaction. However, because responsiveness had a $p > 0.05$, it was judged statistically insignificant. However, the findings of this study are in line with those of Musyoka (2013) and Akaka (2012), who discovered that the responsiveness component had the greatest impact on customer satisfaction.

2.34.2 Service quality on Customer Satisfaction

Al-Rousan, Ramzi, and Mohamed (2010) characterized five the travel industry administration quality aspects: substance, dependability, responsiveness, affirmation, and sympathy, which vacationers use to evaluate the help nature of Jordan's five-star inns. Gong and Yi (2018) analyzed the effect of Service Quality on consumer loyalty, faithfulness, and satisfaction in five Asian countries. In the review's example, around 175 substantial reactions from China, 178 legitimate reactions from Hong Kong, 172 legitimate reactions from Japan, 180 substantial reactions from South Korea, and 174 substantial reactions from Singapore. Self-regulated surveys stayed embraced information. Consenting to the review's discoveries, by and large assistance quality fundamentally affects consumer loyalty, which prompts client steadfastness and joy, and the general example of underlying relations remains constant all through the five nations. Administrators are conveyed with exhaustive data on the stages they need to appreciate this part. SERVQUAL was created to decide administration quality. It is set up on the feeling that clients measure a business' administration quality by

contrasting their perspectives on the business' support of their assumptions (Sivakumar, Li, & Dong 2014). As indicated by Dabholkar (as referred to in Gong and Yi 2018), customers consider administration quality on various levels, including aspect and by and large. They propose that the components of administration quality are isolated at this point fundamentally associated. Subsequently, they battle through the feeling that assistance quality aspects are estimated prevalent basic topic, and that all out help quality remaining parts a higher-request concern. As per Hellier, Geursen, Carr, and Rickard, by and large assistance quality advances client joy, which prompts client steadfastness (2003).Client joy has been distinguished as the main mark of client dependability in early review (Hume and Mort 2010).

As per Herington and Weaver (2009), there is a connection between administration quality perspectives and consumer loyalty. As can be seen, concentrates on utilizing consumer loyalty as the intervening variable have demonstrated the significant positive relationship between administration quality and client steadfastness (Chodzaza & Gombachika 2013 Chu et al. 2012). Administration quality has been demonstrated to be a significant perspective that decides client bliss, and therefore, administration quality affects client devotion (Oliver 1999). As indicated by Quyet, Vinh, and Chang (2015), each of the five assistance quality factors were emphatically related to consumer loyalty. The help quality attributes of the investigation discovered that substance, dependability, responsiveness, confirmation, and sympathy impressively and well impacted client perspectives as far as fulfillment, as indicated by Al Karim and Chowdhury (2014). This is to suggest that in the inn business, administration quality aspects are basic for consumer loyalty. Client joy and client dependability have been found to have a generous connection (Leninkumar 2017).

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Client dedication is characterized as when clients have positive encounters with an organization's administration and keep on working with the firm since they see it to be less risky, making them faithful and sensible in their direction. Consumer loyalty and administration quality have an impressive positive relationship, as per Muyeed (2012) and Ndubisi and Wah (2005). Also, administration quality straightforwardly expands client unwaveringness, with the consumer loyalty variable going about as an interceding factor (Kaura et al. 2015). Saravanakumar and Joth (2014) found that client steadfastness in India's helpful banks is affected by both unwavering quality and sympathy. Kheng et al. (2012) and Malik et al. (2012) both dismissed a significant connection among responsiveness and customer faithfulness, like the current discoveries (2011). As per Malik, Naeem, and Arif (2011), administration quality aspects generally affect effects and compassion essentially affects client devotion. The phase of administration got by inns persuasively affected the relaxed of visitors getting back to the lodging, as per sees by Al-Rousan, Ramzi, and Mohamed (2010) and Al-Tit (2015). As per research directed by Minh Ha, Anh, and Matsu (2015), administration quality reaffirms its capacity as a critical powerhouse of consumer loyalty, which prompts client faithfulness in the lodging business. Subsequently, administration quality ought to be focused on in both scholastic and viable activities. Ardeshir, Niko, and Aidin (2011) saw that the effect of five assistance quality elements on consumer loyalty and set up that every one of the five have a solid positive relationship with consumer loyalty.

As per Al Karim and Chowdhury (2014's) research, substantial quality, dependability, responsiveness, affirmation, and compassion valuably affected consumer loyalty sees. Thusly, SERVQUAL is a decent indicator of consumer loyalty in the inn business as a

deterministic variable. Consumer loyalty is impacted by a blend of substance, unwavering quality, responsiveness, affirmation, and sympathy, as indicated by Al Karim and Chowdhury (2014). Accordingly, the nature of administration advantageously affects consumer loyalty. In Pakistani lodgings, Ullah et al. (2016) found a great connection between administration quality and customer devotion. Administration quality, as per Rahman et al. (2016), advantageously affects social goals. The information show that dependability has a greater impact in the lodging business. Accordingly, clients anticipate top caliber in lodgings also. Subsequently, they found that top notch draws in clients to turn out to be long haul colleagues.

Kanwal (2016) uncovered that there is a connection between administration quality and customer repurchase expectations. The exploration centers on a few lodgings, and she found that buyer joy is connected to support quality. Client repurchase goals are well related to support quality, as indicated by the review. This is on the grounds that customer repurchase goals are vigorously impacted by appreciation sentiments and brand picture. As per Ludfi (2017), the components of administration quality (substance, dependability, responsiveness, affirmation, compassion) altogether affect consumer loyalty, which has brought about a fast expansion in lodgings in Indonesia and, accordingly, expanded rivalry in the inn business, making market contest runs very severe. As indicated by Zhang et al. (2011), the upsides of relapse coefficients, which incorporate genuine help substance, dependability, responsiveness, affirmation, and sympathy, have a critical advantageous impact on consumer loyalty. The review's discoveries are steady with those of prior examinations (Zhang et al. 2011). At long last, it was found that help quality attributes like substance, dependability, responsiveness, confirmation, and sympathy significantly affect consumer loyalty

and, thus, client dedication, which affects the accommodation business. A few researchers, in any case, went against each other; for instance, Kheng et al. (2010) uncovered no connection between administration quality and client dedication. This infers that client dependability is unaffected by administration quality.

2.34.3 Customer satisfaction on loyalty

Consumer loyalty and reliability were found to have a generous relationship (Leninkumar 2017). Customer fulfillment predicts client dependability; clients who have had positive encounters with an organization's administration will keep on working with this is on the grounds that they see it to be less risky, making them faithful and sensible in their direction. Leninkumar (2017) found a (positive) interface between consumer loyalty and client faithfulness in Commercial Banks in Sri Lanka's Northern Province. Consumer loyalty is an exceptionally huge indicator of client faithfulness, as per Ahmad, Hussain, and Rajput (2015), with a worth of 0.75 and importance at the $p = 0.01$ level, as identified with client trust, which has a worth of 0.67 and is huge at the $p = 0.01$ level. Customer joy and client dedication are connected, as indicated by Pont and McQuilken (2005). They additionally referenced that fulfilled clients aren't generally faithful clients. Client bliss and dedication are moving a similar way for this situation, implying that an ascent in consumer loyalty prompts an increment in client unwaveringness. Client bliss and unwaveringness have no relationship, as indicated by Al-Wugayan and Pleshko (2010) and Pleshko (2009).

Pleshko (2009), then again, declared that there is no connection between consumer loyalty and unwaveringness. They expressed that their discoveries apply just to banks with regards to shared assets Client joy can't be viewed as a decent indicator of client

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reliability in such manner. As indicated by Mohsan et al. (2011), consumer loyalty is certifiably not a solid indicator of faithfulness. Truth be told, fulfillment may just be viewed as a vital indicator of reliability, not an adequate essential. At the end of the day, we can have consumer loyalty without steadfastness, yet dedication without fulfillment is troublesome, if certainly feasible. As per Wong and Tsai (2010), a few parts of clients' pleasure with their experiential experiences considerably affect long haul buy conduct, which is a mark of client dedication. Customer joy doesn't generally impact client faithfulness, as indicated by past investigations (Reichheld, 1994). Client joy, as per Khairawatia (2020), is minimal in deciding client dependability.

All in all, the experimental audit uncovered that there is error in the writing. Minh, Ha, Anh, and Matsu (2015), for instance, guarantee that the discoveries propose that help quality approves its capacity as a critical force to be reckoned with of client satisfaction. Al Karim and Chowdhury (2014) likewise observed that the review's administration quality aspects expanded consumer loyalty fundamentally and well, but Kheng et al. (2010) observed that the assistance quality part fundamentally affected client dedication when clients are disappointed. Consumer loyalty and dedication, then again, require a (positive) relationship in Commercial Banks in Sri Lanka's Northern Province, as indicated by Leninkumar (2017). As per Khairawatia, consumer loyalty is certifiably not a huge arbitrator variable in determining client reliability (2020). Due to the previously mentioned irregularity, the scientist was propelled to lead this examination.

CHAPTER THREE

METHODOLOGY

3.1 Study Area

The Tamale Metropolitan Assembly was founded in 2004 as a result of a legislative instrument (LI 2068) that raised the then Municipal Assembly to the status of Metropolis. It is one of the country's six Metropolitan Assemblies and the only Metropolis in the country's five northern regions, which include the Upper East, Upper West, North East, Savannah, and Northern. Tamale serves as the metropolitan capital city as well as the Northern regional capital.

The Tamale Metropolis is one of the Northern Region's 18 districts. It is situated in the heart of the Region, bordering on the west and north with the Sagnarigu District. To the east lies Mion District, to the south is North East Gonja, and to the west is Central Gonja. The Metropolis has a total estimated land area of 646.90180sqkm, accounting for around 0.9 percent of the northern region's total land area (GSS-2010): The Metropolis is located between 9° 16 and 90° 34 North latitudes and 00 36 and 00 57 West longitudes. The Metropolis is made up of 115 different communities. The food basket for the Metropolis is most rural areas, which have a huge expanse of land for agricultural activity. The population of the city is estimated to be at 233,252. (GSS-2010). This translates to 9.4 percent of the total population in the northern area. It acts as a hub for a variety of tourism sites throughout the country's northern districts and regions. Mole National Park, Laribanga Mosque, Mognori Eco-village, Salaga Slave Market, Nalerigu Slave Defence Wall, Zayaa Mud Mosque at Wulugu, Tamale Central Market, and other unique tourist attractions are all available to visitors. In the metropolis, there are 33 hotels that have been registered.

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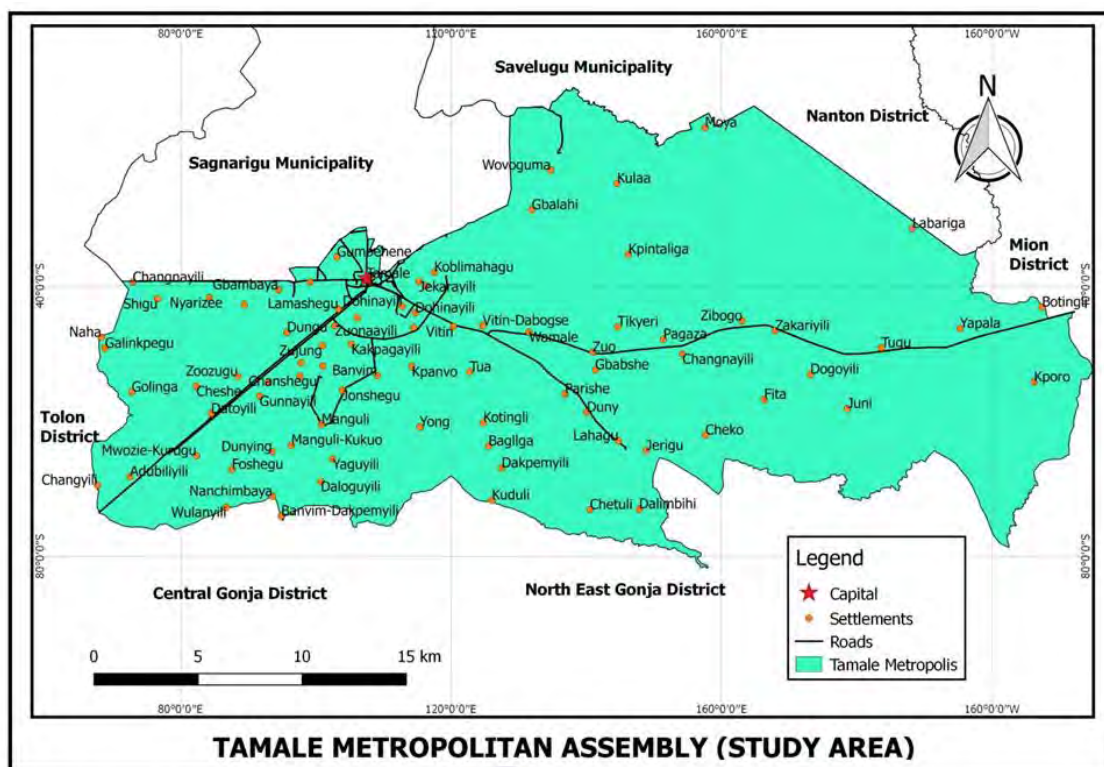
Figure 3.1: Map of the Tamale Metropolis

3.2 Research Design

Because the variables will be quantified in frequency and percentages, including means and standard deviation, correlation, and independent sample t-test for straightforward analysis, the descriptive survey design is appropriate for the study.

3.3 Population of the Study

All registered local hotels and lodges within the Tamale Metropolis were included in the study's target population. Thirty-three (33) hotels and lodges have been registered in the study region (Ghana Tourism Authority, 2019). The number of employees in these hotels and lodges varies from ten to seventy-one (71). Day in and day out, these hotels and lodges receive a large number of tourists, both foreign and local. The daily

figures for the number of guests visiting the hotels would be fifteen (15) for lodging and thirty (30) to fifty (50) for conferences.

3.4 Sampling Techniques and Sample Size

Because of cutoff points outside the scientist's grip, including each hotel in the review region had all the earmarks of being troublesome, if certainly feasible. The prerequisite for getting an example illustrative of the populace, just as the quantity of lodgings, became vital. Accordingly, the choice was made to utilize a non-probability sampling technique in which a purposive sampling of 10 hotels was picked, with 30 respondents' accidental chose in every hotel to get 300 respondents for the review, as displayed in Table 3.1 beneath. The review district was isolated into three gatherings because of the huge number of lodgings in the Tamale Metropolis and to guarantee a proper and delegate test for the review. Tamale North, Tamale South, and Tamale Central were among them.
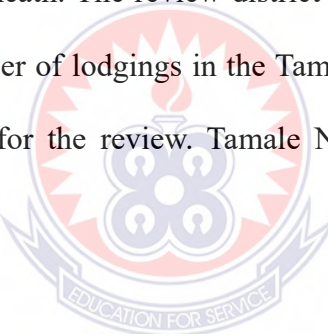
Table 3.1: Sample Size Tabulated

Name of Establishment	Grade	Staff Strength	Number of respondents
Ganaah Hotel	2-Star	13	30
Gariba Lodge	2-Star	18	30
Mariam Hotel	2-Star	72	30
Ma-s Hotel	2-Star	30	30
Moderncity Hotel	2-Star	42	30
Mum Hotel	2-Star	18	30
Picorna Hotel	2-Star	8	30
Regal Hotel	2-Star	35	30
Uds International Conference Center	2-Star	15	30
Pioneer Guest Lodge	2-Star	19	30
Total			**300**

3.5 Data Collection Instruments

Polls were utilized to gather information. The information was assembled from both essential and auxiliary sources. The singular survey reactions gave the essential information. Diaries, the web, and the travel industry authority were counseled for optional information. There were four areas in the survey. The segment perspectives are remembered for Section, sometime the Likert scale surveys are canvassed in Section B. The Likert scale surveys had 21 things that covered each of the five classifications of service quality (SERVQUAL). Five things estimating consumer loyalty and dedication were remembered for Sections C and D of the review instrument. There were 35 things in the full overview poll. The impact of the service quality perspectives on consumer loyalty was estimated utilizing a five-point Likert scale poll comprising of firmly agree=5, agree=4, neutral=3, disagree=2, and unequivocally disagree=1. To survey the effect of service quality on consumer loyalty from the appropriate responses, the cut-off was perceived at 5+4+3+2+1/5 = 3. Each thing with a score of 3 or higher, connotes understanding, while anything worth fewer than 3 addresses conflict. The general means and standard deviations were determined by adding the entirety of the subscale's singular method and partitioning by the complete number of things in the subscale. The equivalent might be said for the general standard deviations. 300 individuals were given self-managed shut finished surveys to browse by checking or surrounding the one they needed. The real organization of the surveys was place in the Tamale Metropolis over a time of 1 month, from June to July 16, 2020.

3.6 Data Collection Procedure

Hotels were asked for permission to participate in the study before the data was collected. Only those hotels whose management agreed to participate received the questionnaires. Unfortunately, COVID-19 took hold, and consumers were not contacted in person; instead, the questionnaires were given to customers by electronic media, utilizing their cell phone numbers, with the assistance of front desk personnel. It was entirely up to the participants to participate. A transformation sampling strategy was used to acquire the data. The responders were not offered any incentives.

3.7 Pre-Test of Questionnaire

Before releasing the final questionnaire, 30 hospitality professionals (hotel managers and academics) participated in a pre-test to provide feedback on the survey wording and instructions. The goal was to make sure that the final survey instrument caught all of the correct information. The questionnaire was made using a five-point Likert scale starting from strongly agree to strongly disagree, as a five-point Likert scale performs better and improves response rate and quality.

3.8 Reliability and Validity of the Study

The degree to which an instrument measures the same method each time it is used in the same location with the same participants is known as reliability. The Cronbach's Alpha coefficient was used to determine the instrument's reliability for this investigation. The hospitality surveys had a Cronbach's Alpha coefficient of 0.936, which was evaluated using SPSS version 20. This indicates that the items inside each factor were internally consistent. As a result, the instrument can be trusted.

The term **"validity"** relates to whether or not an instrument measures or investigates what it claims to measure. According to Harandi et al. (2008), content credit is necessary to establish the validity of the research instrument. The content credit of these surveys, as well as their release for consideration and corrective remarks, has been justified by guided professionals and scholars, resulting in the essential credibility.

3.9 Ethical Consideration

To guarantee that the research is conducted in an ethical manner, the researcher will ensure that all interactions with people related to the distribution of questionnaires and administration take place while clients are present and ready to reply to the questions. All participants in the study would give their agreement, and the study's essential nature would be stated. Respondents' confidentiality and identities would be protected by this survey instrument. There would be a defined ethical path to follow to ensure that data gathering and analysis do not result in inhumane and disrespectful treatment.

3.10 Data Analysis

The demographic factors were examined using descriptive statistics such as frequency and percentages; the general means and standard deviation were utilized to assess the respondents' perceived service quality dimension on customer satisfaction. Pearson-moment correlation for study questions two and three. For study question four, an independent sample T-test was utilized to detect gender differences depending on perceived service quality aspects. The Statistical Package for Social Sciences (SPSS) version 20.0 was used to analyze the data.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Demographic characteristics of hotel customers

The goal of the study was to figure out what the demographic characteristics of the sampled population were. Gender, age, occupation, and length of stay at the hotel are among them. Demographics are important because they help to form the context in which the study can reach a reasonable result. The investigation was based on the respondents' data in order to sort the exceptional outcomes according to their associates and reactions.

Table 4.1: Distribution of gender of hotel customers

Gender	Frequency	Percent
Male	161	53.7
Female	139	46.3
Total	**300**	**100.0**

The gender distribution of hotel customers is shown in Table 4.1, males made up 53.7 percent of the 300 responders, while females made up 46.3 percent. As a result of this investigation, it was discovered that males dominated the majority of the study participants.

Table 4.2: Age distribution of hotel customers

Age	Frequency	Percent
18-25	54	18.0
26-35	110	36.7
36-45	106	35.3
56-65	28	9.3
65 above	2	0.7
Total	**300**	**100.0**

The age distribution of hotel customers is shown in Table 4.2. The majority of the 300 respondents, 110 (36.7 percent), indicated they are between the ages of 26 and 35, while 106 (35.3 percent) said they are between the ages of 36 and 45. It's also worth noting that 54 percent of the respondents said they're between the ages of 18 and 25, with only 2 percent saying they're above 65. Because the youth are busy and most often involved in an active business that takes them out of their homes, it can be assumed that customers between the ages of 26 and 45 formed the majority of those who patronized hotel services compared to customers between the ages of 65.

Table 4.3: Distribution on the occupation of hotel customers

Occupation	Frequency	Percent
Student	68	22.6
public officer	149	49.7
Private sector employees	54	18.0
Businessman	29	9.7
Total	**300**	**100.0**

The occupation of hotel guests in the Tamale Metropolis is examined in Table 4.3. It is clear that out of 300 responders, 149 (49.7%) represented governmental personnel who primarily used the hotel's services. In addition, 68 (22.7%) were students. This signifies that the hotel amenities are intended for use as a learning center and a location for hospitality students to stay while on attachment to acquire new skills and improve their abilities. Business persons, on the other hand, had the lowest response rate, with 29 percent (9.7 percent). This analysis demonstrates that Tamale Metropolis is not a business-dominated area where investors flock to conduct business.

Table 4.4: Distribution of Customers Contact duration to hotel

Contact duration	Frequency	Percent
1-2yrs	132	44.0
3-4yrs	98	32.7
5-6yrs	40	13.3
7-8yrs	30	10.0
Total	**300**	**100.0**

The consequences of the investigation from the exploration on the dispersion of client contact span with lodgings are displayed in Table 4.4. As indicated by the information, 30 (10.0%) of the 300 reactions were buyers who had reached the lodging in the past 7-8 years. The information likewise uncovered that clients who had remained at the inn for 5-6 years were addressed by 40 of the aggregate (13.3 percent). Clients who reached the lodgings for a time of 3-4 years represented 98 (32.7 percent), though clients who reached the inns for a time of 1-2 years represented 132 (44.0 percent). Most of visitors reaching the lodgings were between the ages of 1-2 years, as indicated by the data.
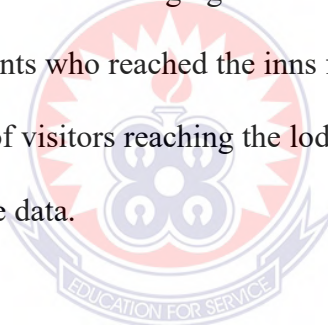
4.2 What is the influence of Service Quality on Customer Satisfaction?

The purpose of this study topic was to determine the impact of perceived service quality on customer satisfaction.

Table 4.5: Results of the analysis of the perceived Impact of Service Quality Dimensions

S/N	Items	N	Mean	Std. Deviation
	Tangibility			
1	The hotel has modern-looking equipment	300	4.2100	.78823
2	The hotel employees are neat appearing	300	4.4133	.64592
3	The hotel is clean	300	4.400	.61181
4	Materials associated with the service are visually appealing	300	4.2833	.68162
	Overall means	**300**	**4.3266**	**.68189**
	Reliability			
1	When you have a problem the hotel shows a sincere interest in solving it	300	4.2033	.74195
2	The hotel provides its services at the time it promises to do so	300	4.1567	.80058
3	The front desk employees of the hotel accurately verify reservation request	300	4.3400	.70193
4	The reservation system (e.g., telephone and internet) is easy to use	300	4.2467	.86505
	Overall means	**300**	**4.2366**	**.77737**
	Responsiveness			
1	The hotel employees are courteous	300	4.2333	.75329
2	The hotel employees give special attention	300	4.1367	.80839
3	The hotel employees adapted services to our needs	300	4.1800	.73216
4	The hotel staffs are willing to help guests	300	4.3167	.67173
	Overall means	**300**	**4.2166**	**.74139**
	Assurance			
1	The staffs in the hotels are polite	300	4.1767	.70743
2	The staffs imparted confidence to the guests	300	4.0600	.83189
3	The staffs are friendly	300	4.3367	.64657
4	The staffs had sufficient support from the hotel to do their jobs	300	4.0167	.87880
	Overall means	**300**	**4.1475**	**.76617**
	Empathy			
1	The hotel employees quickly apologized when service mistakes are made	300	4.2900	.71713
2	The hotel employees listened carefully when you complain	300	4.2533	.68609
3	The hotel has your best interest at heart	300	4.0900	.81493
4	The hotel gives you individual and special attention	300	4.1333	.78162
5	Employees understand your specific needs	300	4.0133	.84590
	Overall means	**300**	**4.1559**	**.76913**

Four items were created to measure tangibility as one of the service quality characteristics, as shown in Table 4.5. Based on the overall mean of 4.32 and the accompanying standard deviation of 0.68, it can be shown that the majority of the participants regard tangibility as a service quality dimension is an influential factor responsible for customer satisfaction. According to Juwaheer (2004), tangibility elements such as room attractiveness and décor are the most important factors influencing consumer satisfaction. As a result, hoteliers should not overlook this aspect of their business.

Despite many different aspects of service quality, tangibility was found to be one of the most powerful predictors of customer satisfaction. In their investigations, Hossain (2012), Mei et al. (1999), and Juwaheer (2004) discovered that tangibility is the most important factor affecting customer satisfaction. This new finding is in line with the findings of Yosep, Kindangen, and Tumewu (2016), who found that tangibles have an impact on customer satisfaction in the Gran Puri Hotel. In this regard, when hotels improve their tangibles, their consumers who use their services will be satisfied. The study, on the other hand, contradicts the findings of Minh, Ha, and Matsui (2015), who found that tangibility had a non-significant impact on customer satisfaction despite having a favorable association with customer satisfaction. The researcher also wanted to see if customer satisfaction is influenced by reliability. Based on the overall mean and standard deviation of 4.23 and 0.77 in table 4.5 above, it can be concluded that reliability as a service quality dimension evaluated as an influential factor responsible for customer satisfaction. According to Koranne and Borgave (2014), reliability is defined as "consistently good character and quality that leads to dependability." They also stated that dependability is an important aspect of service

quality. Most clients give this dimension a higher rating than the others when booking a hotel reservation since they travel with complete trust in the hoteliers. This study supported the findings of Yosep, Kindangen, and Tumewu (2016), who found that reliability has a beneficial impact on customer satisfaction, and that employees must continually work hard to improve reliability. This contradicts Sanjuq (2014), who said that reliability had little bearing on customer satisfaction, possibly due to the growing popularity of phone and online services, which provide customers with an alternative to face-to-face customer support. Based on the finding, it could be concluded that the more consistent the services provided by the hotels are, the more customers will patronize the hotels.

Based on the results of the research above, the respondents agreed that responsiveness as a service quality factor influences customer satisfaction, as evidenced by the overall mean of 4.21 and the accompanying standard deviation of 0.74 in table 4.5. This finding is consistent with Shukri, Yajid, and Tham (2020), who found a strong positive relationship between responsiveness and customer satisfaction. Again, Moon et al. (2015) found that social and personal incentives had a substantial impact on the customer's behavioral intentions. Responsiveness with a p>0.05, on the other hand, was deemed statistically insignificant. However, this study's findings are reliable with Musyoka (2013) and Akaka (2012), who establish that the responsiveness component had the greatest impact on customer satisfaction. Based on the overall mean of 4.14 and the accompaning standard deviation of.76, the four items assessing assurance as a service quality dimension were considered by hotel customers as the influential factor responsible for customer satisfaction, as shown in Table 4.5. According to Al-Rousan, Ramzi, and Mohamed (2010), assurance has emerged as the greatest predictor of

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tourism service quality among the five dimensions of service quality among the other elements in the model. The findings of Ludfi (2017), who found that the component of service quality that has the greatest impact on customer happiness is ensured, are also confirmed in this study. In this situation, hoteliers must keep all of their promises to their consumers in order to keep their business. In addition, according to AL-Rousan and Mohamed (2011), assurance was the strongest predictor of customer pleasure. As a result, customer satisfaction is strongly tied to service quality. Customers will only be satisfied if the service is seen to be valued and of exceptional quality, according to the research.

Finally, the findings supported Hamzah et al. (2015), who revealed a direct relationship between service quality and customer satisfaction. As shown in Table 4.5, empathy as a service quality dimension was an influential factor responsible for customer satisfaction, with an overall mean and standard deviation of 4.15 and 0.76, respectively. As a result of the study's findings, empathy appears to have a considerable impact on customer satisfaction. The findings back up Hossain's (2012) findings, which claim that offering individual attention, knowing customer unique wants, and having a good menu makes empathy a powerful driver of service excellence for customer pleasure. According to Jones and Shandiz (2015), Lee et al. (2011), and Markovic et al. (2015), empathy is a important variable for individual consideration among humans. The findings revealed that hoteliers' empathy had a significant impact on customer satisfaction. Sanjuq (2014), on the other hand, stated that there is no significant positive relationship between empathy and customer satisfaction. In their study, Richard, Bupp, and Alzaidalsharief (2016) claimed that empathy protects customers' pleasure during service encounters. As a result, empathic

behavior among service providers has a beneficial impact on commitment, perceived service quality, and client happiness. The findings of Umesh (2014) also demonstrated a relationship between empathy and customer satisfaction. Because the value of Empathy leads to customer satisfaction (+ 0.140), the notion is backed by facts. As a result, it can be argued that Empathy and Customer Satisfaction have a good relationship.

In this study, the five service quality aspects (tangibility, reliability, responsiveness, assurance, and empathy) were evaluated as influential determinants in customer satisfaction by the respondents.

4.3 What is the Relationship between Customer Loyalty and Service Quality?

The goal of this study was to discover the relationship between service quality and customer loyalty among hotel customers in Tamale. To investigate the relationship, empathy, reliability, assurance, responsiveness, and tangibility were used as independent variables. The Pearson product-moment correlation coefficient was used to determine the relationship between the independent and dependent variables. Preliminary analyses were conducted before the analysis to ensure that none of the assumptions were violated. The findings are summarized in Table 4.6.

Table 4.6: Pearson-Moment Correlation of Service Quality and Customer Loyalty

Independent variable	Customer loyalty		
Service Quality	N	r	p-value
	300	.673	.000

The results of the relationship between service quality and customer loyalty were provided in Table 4.6. The findings revealed a high positive relationship between

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service quality and customer loyalty (r=.673, n=300, p<0.05). Since the p<0.05, the results demonstrated that there was a statistically significant relationship. This suggests that service quality and customer loyalty are linked, and that when service quality improves, customer loyalty improves as well. The findings demonstrated a highly significant relationship between service quality and customer loyalty in Tamale Metropolis hotels. As can be seen, studies using customer satisfaction as the mediating variable have proven the considerable positive relationship between service quality and customer loyalty (Chodzaza & Gombachika 2013; Chu et al. 2012). This research confirmed the findings of Leninkumar (2017), who found a link between service quality and customer loyalty. The findings from the many investigations have a considerable impact on the present research. However, such investigations were not identical to the current study, and their findings revealed no statistically significant relationship. For example, Kheng et al. (2010) found no statistically significant relationship between service quality and customer loyalty. This implies that customer loyalty is not affected by service quality. Based on the findings, service quality has a substantial relationship with customer loyalty in this area.

4.4 What is the Relationship between Customer Satisfaction and Loyalty?

The goal of the study was to see if there were any relationship between customer satisfaction and loyalty among hotel customers in the Tamale metropolitan. Customer satisfaction was measured by adapting the scores of the items assessing customer satisfaction and customer loyalty as the important variables for the analysis in order to discover the relationship. The Pearson product-moment correlation coefficient was used to determine the relationship between the independent and dependent variables.

Preliminary analyses were conducted before the analysis to ensure that none of the assumptions were violated. The following table 4.7 summarizes the findings:

Table 4.7: Pearson-moment correlation of customer satisfaction and Customer loyalty

Independent variable	Customer loyalty		
Customer satisfaction	N	r	p-value
	300	.618	.000

The relationship between customer satisfaction and customer loyalty is illustrated in table 4.7. Customer satisfaction and loyalty were found to have a high, positive correlation (r=.618, n=300, p<0.05) when the study data was analyzed. Since the p<0.05, the results have revealed that there is a perceived strong relationship between customer satisfaction and customer loyalty. This confirms that customer satisfaction and loyalty are related, through customer loyalty growing as customer satisfaction also increases. Customer satisfaction and customer loyalty ensure a significant strong positive relationship, according to the study's findings. The findings of this investigation corroborated those of a previous study (Zhang et al., 2011). They discovered that service quality variables such as tangibility, reliability, responsiveness, assurance, and empathy have a major impact on customer satisfaction and loyalty, which has an impact on the hotel industry. It also agrees the results of Hellier, Geursen, Carr, and Rickard's (2003) study, which discovered that total service quality increases customer satisfaction, which leads to customer loyalty. Customer satisfaction has been identified as the most important indicator of customer loyalty in early study (Hume & Mort 2010). However, many studies have established the relationship between customer satisfaction and customer loyalty, signifying a positive relationship by finding customer satisfaction as one of the most projecting predictors of customer loyalty (Flint et al. 2011; Tsai et al. 2010). According to this study,

customer satisfaction is one of the most significant influences in customer loyalty (Gillani & Awan 2014; Hall, 2011). Based on the results, it can be concluded that when customers are completely satisfied, they are more likely to become extremely devoted to such hotels, which affects their ability to repurchase.

4.5 Is there any Significant Difference in Gender in Terms of Service Quality?

The goal of this study was to see if there was a significant difference in perceived service quality between men and women. This question was examined using the independent sample t-test. This statistic was used since the independent variable had two levels (male and female) and the dependent variable was a modified service quality dimension. Before beginning the study, all of the assumptions underlying the independent sample t-test were double-checked to ensure that they were not broken. The Levine test for equality of variance was found to have a p<0.05, indicating that equal variances are not assumed. Table 4.8 summarizes the findings of the analysis.

Table 4.8: Independent sample t-test on service quality based on gender

Gender	N	Mean	SD	Df	t-value	p-value
Male	161	88.0745	9.78938			
				269.318	-.779	.436
Female	139	89.0576	11.76323			

The findings of the independent sample t-test used to compare gender in perceived service quality are shown in Table 4.8. t (269.318) = -.779, p=.436 is the result of the analysis. Because p>0.05, the results revealed that there was no statistically significant difference in service quality between males (M=88.07, SD=9.7) and females (M=89.05, SD=11.7). This is consistent with the findings of a study conducted by Sun and Ham (2021), which found that there is a within-gender difference in the influence of service quality on word of mouth, but no significant

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difference between male and female. Aronson (2003), on the other hand, found that women are more influenced than males. These ladies are also becoming more involved in the purchase of hotel services. Again, according to Juwaheer (2011), female visitors are more mindful of service quality than male tourists, and they prefer to look for current technology and beautiful facilities while traveling.

The data suggest that hotel guests, whether male or female, have high expectations in terms of perceived service quality, but the differences between them are minor, as shown in Table 4.8.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The majority of the respondents 53.7% were males, while 46.3% were females, according to the survey. Due to the industry under investigation, distribution was rather extensive. Given the active labor force, the bulk of people between the ages of 26 and 35 make up 36.7 percent of the population. The 36-45 age groups accounted for 35.3 percent of the total. Two respondents, accounting for 7% of those aged 65 and up, were the least well-represented. The majority of responders were between the ages of 26 and 35, indicating a busy working group, according to the distribution. It was discovered that 49.7% of those who used the hotels' services were public officials. 22.7 percent of students said hotels are both a place to stay and a place to learn. The lowest percentage represented businessmen, at 9.7%, indicating that when the study was performed, business people exhibited little interest in hotels because the location is not conducive to doing business. The majority of respondents (44.0 percent) contact hotels within 1-2 years, according to the research. Furthermore, 33.7 percent contact hotels within 3 and 4 years.

The lowest percentage is 10.0 percent, which represents 7-8 years of contact. According to the findings, service quality parameters have a substantial impact on customer satisfaction and loyalty. All of the independent features that make up service quality were firm to be significant at the 0.05 level of confidence. Customer satisfaction was linked and had a strong substantial positive impact on customer loyalty, according to the study data. The correlation coefficient of 0.618 demonstrated

a strong positive relationship, as shown in Table 4.7. The study stated that the results presented in Table 4.6 demonstrated a strong positive significant association between service quality and customer loyalty among hotels in the Tamale Metropolis, with a correlation value of 0.673. The findings demonstrate that hotel guests, both male and female, have high expectations in terms of perceived service quality, but that the differences between them are minor. This suggests that service quality and customer loyalty are linked, and that when service quality improves, so does customer loyalty.

5.2 Conclusion

The study was successful in determining the impact of service quality in the hotel business and investigating the expectations of hotel visitors in Tamale Metropolis. The degrees of expectation were identified using statistical tests and data analysis in SPSS. The study's objectives were met, and the analysis' findings revealed that service quality had a major impact on customer satisfaction. According to the data, the three main standards, including service quality, customer satisfaction, and customer loyalty variables, had a substantial impact on hotel growth. This emphasizes the fact that when service quality improves, customer satisfaction and loyalty improves as well. Customer satisfaction and loyalty were found to be influenced by service quality factors, according to the findings. In terms of values, however, their significance levels were larger than each other. Although these characteristics were not shown to be significant in the study, this does not refute their importance, since numerous other studies have reaffirmed their significance. According to the findings, service quality features have a significant perceived influence on customer satisfaction, which leads to customer loyalty. However, since the $p < 0.05$, the results demonstrated a statistically significant association between service quality and customer loyalty. The

study data demonstrated that there is a considerable strong positive association between customer satisfaction and customer loyalty, which can be concluded. In conclusion, the current study found that hotel guests, both male and female, have high expectations in terms of perceived service quality, but that the disparities between them are minor.

5.3 Recommendations

The researcher recommends the following:

- The study advises hoteliers to pay close attention to the predictor identified in this study as having a strong impact on customer loyalty. They should not, however, overlook the relevance of other factors such as tangibles, empathy, assurance and reliability.

- Given the findings that service quality and customer loyalty move in the same direction (statistical strong influence), hoteliers should ensure that their services are of high quality at all times to assure loyalty.

- The variables retrieved in the context of customer expectations in the hotel sector must be included in any study of service quality in the hospitality industry.

- To improve generalization, more study should be undertaken on all Tamale metropolis hotels to discover the actual service quality characteristics leading to customer satisfaction.

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APPENDIX

UNIVERSITY OF EDUCATION, WINNEBA

DEPARTMENT OF TOURISM AND HOSPITALITY EDUCATION,

KUMASI CAMPUS

QUESTIONNAIRE FOR CUSTOMER

Dear Sir/Madam,

I am a Master of Philosophy (M.Phil.) Student in Catering and Hospitality Education undertaking a study on the topic: **"Assessing the Impact of Service Quality on Customer Satisfaction and Customer Loyalty"** in some selected hotels in the Tamale Metropolis. This questionnaire is part of the study aimed at gathering information on the above topic. Information gathered from you will be treated as confidential and for academic purpose only. Thank you.

SECTION A: Demographic Factor

Please kindly tick [√] the one that is most appropriate to you.

1. Gender: Male [   ]   Female [   ]

2. Age: 18-25 [   ]   26-35 [   ] 36-45 [   ] 56-65 [   ] 65 above [   ]

3. Occupation: Students [ ] Public Officer [ ] Private sector employees [ ]

   Businessman [ ] Teacher [   ]

4. How long have you been a customer to the hotel? 1-2yrs [ ] 3-4yrs [ ] 5-6yrs [ ]

   7-8yrs [ ]

SECTION B: SERVQUAL (Service Quality Measurement)

Please tick **[√]** the most appropriate

S/N	TANGIBILITY	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
5.	The hotel has modern-looking equipment					
6.	The hotel employees are neat appearing					
7.	The hotel is clean					
8.	Materials associated with the service are visually appealing					
	RELIABILITY	SA	A	N	D	SD
9.	When you have a problem the hotel shows a sincere interest in solving it					
10	The hotel provides its services at the time it promises to do so					
11	The front desk employees of the hotel accurately verify reservation request					
12	The reservation system (e.g., telephone and internet) is easy to use					
	RESPONSIVENESS	SA	A	N	D	SD

13	The hotel employees are courteous					
14	The hotel employees give special attention					
15	The hotel employees adapted services to our needs					
16	The hotel staffs are willing to help guests					
	ASSURANCE	**SA**	**A**	**N**	**D**	**SD**
17	The staffs in the hotel are polite					
18	The staffs imparted confidence to the guests					
19	The staffs are friendly					
20	The staffs had sufficient support from the hotel to do their jobs					
	EMPATHY	**SA**	**A**	**N**	**D**	**SD**
21	The hotel employees quickly apologized when service mistakes are made					
22	The hotel employees listened carefully when you complain					
23	The hotel has your best interest at heart					
24	The hotel gives you individual and special attention					
25	Employees understand your specific needs					

SECTION C: CUSTOMER SATISFACTION MEASUREMENT

Please tick [√] the most appropriate

		SA	A	N	D	SD
26	I am satisfied with the services provide by this hotel					
27	If I had to lodge again in this hotel, I would still feel satisfied					
28	Lodging in this hotel was a wise decision					
29	I am impressed with the management of this hotel					
30	I feel I get more attention from the employees of this hotel					

SECTION D: CUSTOMER LOYALTY MEASUREMENT

Please tick [√] the most appropriate

		SA	A	N	D	SD
31	I would continue to come even if the service charge was high					
32	I consider this hotel the first on my list in this environment					
33	I would recommend this hotel to my friends and colleagues					
34	If I can, I intend to comeback to lodge in this hotel					
35	I tend to prefer this hotel to the other hotels					

THANK YOU FOR YOUR TIME.