



ABSTRACT

The study focused on hotels in Auchi, Etsako West Local Government of Edo State, Nigeria. Service parameters and customer satisfaction with hotels which used tangibility, reliability, responsiveness, assurance and empathy as its independent variables and customer satisfaction as dependent variable are the focus of this study. Data were collected from primary source using structured questionnaire. Random sampling method was used

EFFECT OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION WITH HOTELS IN AUCHI, EDO STATE OF NIGERIA

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Introduction

Background to the Study

In this modern world, service quality is an area of great importance to hotel practitioners, managers and researchers because of its association with customer satisfaction (Al-Ababneh, 2013). The service businesses, especially the hotels need to do their best in order to improve on their service quality standards to satisfy their customers. Operators of hospitality firms has discovered that if customers' needs and wants are identified, understood and provided they are likely to make them satisfied and stay longer in the hotel (Choi & Chu, 2001). Arguably, service quality delivery of hotels has been given more prominence because service quality is associated with customer satisfaction and revisiting.

The relevance of service quality has been emphasized by some marketing scholars; (Mohsin & Lockyer, 2010; Yilmaz, 2009; Ganesan-Lin, 2008; Akbaba, 2007). Service quality of hotels is evaluated based on the comparison of service expectation of customers with the actual performance. The highest priority for hotel owners is the satisfaction of their guest and personal service is most cherished by travellers when considering the hotel to lodge (Wipoosathaya, 2001). Many researchers all over the world claim that offering quality services give a sustainable competitive advantage to any business. It enhances not only the fulfilment of present needs of customers but the anticipation of their future needs.



and a sample size of 130 respondents was used, selected in three hotels in Auchi (Uyi Grand Hotel and Suites, Meremu International Hotel and Suites and Presto Hotels Limited). The statistical tool employed for analysis was the SPSS and descriptive analysis like frequency, mean, standard deviation and inferential statistics and the Pearson's Correlation and Multiple Regression. A five- point Likert scale was used for all the variables with '1' strongly disagree and '5' strongly agree. The study found that tangibility, reliability, responsiveness, assurance and empathy have strong significant relationship with customer satisfaction. The provider of service must deliver a high quality of service to meet customer expectations and achieve high satisfaction. With this customer's trust, retention and loyalty can be attained and it promotes profitability.

KEYWORDS: Service quality, reliability, empathy, responsiveness, assurance, tangibility, customer satisfaction

Being able to anticipate the future needs of customers allows hotel managers to delight their customers through quality services on consistent basis. Subsequently, customers' satisfaction and customers' loyalty level towards these service firms is enhanced (Naik, Gantasala & Prabhakar, 2010)

The knowledge of customers' attitudes and perceptions has helped hotels to improve on their services and this leads to satisfaction and corporate growth. Operators of hotels should have accurate information about their customer's needs and to create improvements in other areas of service delivery. Customer satisfaction is vital to hotel successes and service quality positively affects customers' satisfaction (William and Buswell, 2003).

A high service quality is one in which customer's expectations meet or exceed their expectations. Quality exists when expectations match perceptions and when there is a discrepancy between expectations and perceptions, quality gaps exist. The perceived service quality dimensions should consist of reliability, assurance, responsiveness, tangibility, and empathy. Performance gap may be largely a reflection of inadequate service quality and can be expressed through dissatisfaction (Stevenson, 2002). Achieving quality and service excellence in a competitive business environment is increasingly important.

Customer satisfaction is an indicator of whether customers will return to a hotel or destination. There is guarantee that a satisfied customer may repeat visit; it is nearly certain that a dissatisfied customers will not return. Domingo (2002) asserted that analysis of the element or attributes of customer satisfaction will provide clues regarding what action an hotelier should do, to increase the likelihood that customers are willing to



come back. When tourists' expectations are met and exceeded by the hospitality and tourism operations, one can expect repeat business and positive word-of-mouth communications. Customers are well placed to comment on quality gaps in their capacity as recipient of the service during service encounter.

It is being argued that hotels in Nigeria are gaining recognition in the areas of quality service delivery to meeting customer's satisfaction and as source of revenue generation, to both individuals and government and therefore quality services should be their hallmark. It is in the light of the foregoing that this study seeks to identify the extent to which service quality impacts on customer satisfaction with hotels in Auchi, Edo state of Nigeria.

Statement of Research Problem

Customers' changing taste and competition are the challenges facing hospitality firms in Nigeria. The customers' dynamism and their changing taste, wants and preferences have also posed serious challenges to hospitality firms. Understanding customers' expectation is crucial in the service-oriented firms, such as the hospitality industry.

Managers of hospitality firms should carry out initial market surveys to ascertain what the market needs are. Inability of the hospitality firm's managers to understand what the customers' desire in a service and the features needed to deliver high quality service will result to mismatch between consumer expectations and performance perception, which can be expressed through satisfaction level (Tam, 2004). No single hotel is technically and financially strong to provide the needed services to all the people, hence their management come up with different types of services (Okoli & Adederi, 2018).

Hotel managers that cannot provide the desired services to their customers will not make profit. Customers' satisfaction can only be sustained or guaranteed if quality services are made available for the customers. It is the buyers' loyalty that is more important in business successes than customer satisfaction. The business image is also important and should be sustained by staff through their various supportive roles which promote growth (Seo, 2012; Boon-itt & Rompho, 2012)

Previous studies carried out in Edo state in this similar area by Bello and Bello (2019), Bello and Majebi (2018) and Ugbomhe, Osagie and Udu (2018) were not emphatic and none was on service quality dimensions in the hospitality industry. It is against this background that this study is undertaken to investigate the effect of services quality dimensions on customer satisfaction with hotels in Auchi, Edo State of Nigeria.

Objectives of the Study

The main objective of this study will be to determine the extent to which service quality dimensions impact on customer satisfaction with hotels in Edo State of Nigeria.



However, the specific objectives of the study are to:

1. Ascertain the effect of tangibility on customer satisfaction with hotels in Edo State of Nigeria.
2. Determine the effect of reliability on customer satisfaction with hotels in Edo State of Nigeria.
3. Ascertain the effect of responsiveness on customer satisfaction with hotels in Edo State of Nigeria.
4. Examine the effect of assurance on customer satisfaction with hotels in Edo State of Nigeria.
5. Ascertain the effect of empathy on customer satisfaction with hotels in Edo State of Nigeria.

Research Hypotheses

The research hypotheses formulated are in null form:

1. **H₀₁**: Tangibility has no significant effect on customer satisfaction with hotels in Edo State of Nigeria.
2. **H₀₂**: Reliability has no significant effect on customer satisfaction with hotels in Edo State of Nigeria.
3. **H₀₃**: Responsiveness has no significant effect on customer satisfaction with hotels in Edo State of Nigeria.
4. **H₀₄**: Assurance has no significantly effect on customer satisfaction with hotels in Edo State of Nigeria.
5. **H₀₅**: Empathy has no significant effect on customer satisfaction with hotels in Edo State of Nigeria.

Review of Related Literature

Service Quality

Service quality is the conformance to customer requirements to the services delivered (Chakrabarty, Whitten and Green, 2007). A business with a high level of service quality is likely capable of meeting customer needs, while also remaining economically competitive in their respective industry. Service quality is important to gain a competitive advantage in service industry. The satisfaction level of customers is depended on their perception of service quality and the trust in service provided (Ismail et al, 2006).

Wilkins, Merrilees and Herington (2007) stated that service quality has been believed to have direct impact on customer's satisfaction, reoccurrence of buying behaviour and security of a company's profit in the long run.

Gronroos (2007) defined service quality as the result of an evaluation process in which customer compare their perspective of service outcome against what they expected.



Kaura, Presad and Sharma (2015) stated that a service quality will convince a client to repeat the demand for service that fulfils customer expectation and this will result to customer loyalty. Good service quality will have a positive influence on profitability by elevating the customer base of a firm (Rauch, et al, 2015).

Nitech and Harnon (2002) defined service quality in terms of meeting or exceeding customer expectations or as the difference between customer perceptions and expectations of service. Prebury, Fitzgerald and Chapman (2005) stated that service quality is depended on the degree of actual service performance in meeting customer's needs and expectations. Kumra (2008) argued that service quality is contributed by not only the service itself but also by the production process, the time of production, the delivery process and the waiting time for accepting service with the delivery of final service Also, both company size and the operational procedure have great contribution on the service quality measurement.

Moshin and Lockyer (2010) defined service quality as the overall evaluation of a specific service by a customer, comparing it with the general expectations of what its performance should be like. Petkova, Sander and Brombacher (2002), are of the view that service quality is the key ingredient for every customer and customer is the key person who describes the quality. Hotel managers that must provide good services to their customers should understand their expectations (Nilsson, Johnson, & Gustafsson, 2001; Shi & Su, 2007)

Service Quality Dimensions

Othman & Owen (2001) stated that there are five widely distinguished sets of service quality dimensions namely; empathy, reliability, assurance, responsiveness and tangibles which has been developed and considered a starting point by researchers and managers in the hospitality sector.

Empathy

Empathy has to do with the “caring and individualized attention” granted to customers besides the degree of understanding personnel manifests in relation to customer needs (Kandampully, 2007). It involves listening to their problems and effectively addressing their concerns and demands. It has been ascertained to be more desirable and significant in magnifying the quality of service in industries where establishing relationships with customers and clients guarantees survival (Andaleeb & Conway, 2006). The likelihood of clients returning back to a company provided they were given special care and attention is very high (Delgado-Ballester, 2004).

Reliability



Reliability is the ability of the customer to perform the service dependably, accurately and consistently right from the first time and this one is the most important component to the consumers. Reliability is defined as the dependability, consistency and accuracy with which the service is performed by the provider (Kandampully, 2007). It is about the business of keeping its word. It is the ability to perform the promised service dependably and accurately or delivering its promises (Zeithaml and Bitner, 2006). According to Shimekit, Wondoson & Seid (2016) reliability is the ability of service providers to perform the promised service dependably and accurately.

Assurance

Assurance is the extent to which the service personnel stimulate faith and credence among the customers of the firm (Kandampully, 2007). It is the employees' knowledge and courtesy and the service provider's ability to inspire trust and confidence (Zeithaml, Bitner and Gremler, 2006). If the customers don't find the service and staff of the company pleasant, the chances of them returning back will be slim (Delgado-Ballester, 2004).

Lamb, Hair and McDaniel (2004) noted that assurance is the knowledge and courtesy of employees and their ability to convey trust. Skilled employees who treat customers with respect make customers feel of the trust the firm as exemplified in assurance.

Responsiveness

Responsiveness is the ability to provide service promptly to customers. Responsiveness relates to the zeal in the service personnel to serve customers in a well-timed, effective fashion and it incorporates elements like cooperativeness, kindness and tenderness of the service staff (Kandampully, 2007). It is the desire of the service giver to be supportive and quick in rendering the service (Prayuhda & Harsanto, 2014)

Tangibility

Tangibles referred to those things that have physical evidence and can be seen and touched. Seo (2012), highlighted that tangibility include material characteristics like the building, gadgets, equipment, Vending machine, ATM and staff appearance. This component deals with the existence of the physical facilities and the perceived quality of the materials, personnel and equipment used by the service giver (Kandampully, 2007). Tangibility means the ambience, general appearance or physical facilities, rooms, restaurants, equipment, personnel and communication materials (Na, 2010).

The SERVQUAL Model

According to Othman & Owen (2001) there are five sets of service quality dimensions. These service quality dimensions are frequently used and remain quoted elements in the



research works on service quality. These dimensions are tangibility, reliability, responsiveness, assurance and empathy and they have been applied by many service firms to measure quality performance.

The SERVQUAL technique can be used by companies to better understand the expectations and perception of their customers. It is applicable across a broad range of service industries and can easily be modified to take account of specific requirements of a company. In effect, it provides a skeleton for an investigatory instrument which can be adopted or added to as needed.

Tangibles as a SERVQUAL dimension

Tangible refer to the firms' representatives, physical facilities, materials and communication materials. Bonomyong and Supatn (2011) described the three areas of tangibles dimension: assets, personnel and availability. Sharmin, Tasnim, and Shimul (2016) considered 'Tangibles' as a distinct element, showing consistency across cultures. Physical environment conditions appeared as a clear evidence of the care and attention paid for the details offered by the service provider. Tangible relates to material characteristics like gadgets, equipment and how staff carry themselves (Seo, 2012).

Reliability as a SERVQUAL dimension

Reliability is handling customer service issues: perform the service right the first time, offer services on time, and maintain a record of error-free service. Reliability is the ability to perform the service dependably and the accuracy with which the service is performed by the service providers (Kandampully, 2007). Kersten and Koch (2010) explain the importance of reliability dimension based on promising time delivery, solving customer problems, doing right at the first time and delivery on time and delivery damaged-free goods. It describes the relationship between service and time.

Responsiveness as a SERVQUAL dimension

Responsiveness describes the capabilities to fulfil promised services accurately and dementedly (Ojo, 2010). It means employees are always willing to help the customers and they should have a time to respond to a customer's request. Tell the employees the exact time about service deliveries. Employees are available for prompt services (Loke, Taiwo, Salim & Downe, 2011). Responsiveness is the zeal with which service personnel serve customers timely, cooperatively, with kindness and tenderness of service staff (Kandampully, 2007).

Assurance as a SERVQUAL dimension

Assurance contains factors of credibility, security, competence and courtesy as the measurement scale. Jun, Yang and Kim (2004) pointed out that assurance enable service



providers to assess knowledge and courtesy of employees and their ability to inspire trust and confidence towards customers. Gao and Wei (2004) stated the assurance comprises the knowledge and the ways service personnel interact with customers to inspire confidence in the organization and manifest into revisit and customer loyalty.

Empathy as a SERVQUAL dimension

Vega and Garcia (2008) defined empathy as the individual service given by the provider of services to its customers. Customers are concerned about giving them individual attention, conveniences of operating hours, personal attention and understanding special needs of customers by service providers.

SERVQUAL has some weaknesses and the model fails to draw on established economic, statistical and psychological theory. Despite these weaknesses the model remains a useful instrument for service-quality research for the past 20 years (Ladhari, 2009)

Customer Satisfaction

Customer satisfaction is a very important element in service quality assessment because the higher the customer satisfaction the higher the performance of a business (Morgan, Anderson & Mittal, 2005). Customer satisfaction can be guaranteed through a product or service that is of good quality (Guarathne, 2014). Minazzi (2008) defined customer satisfaction as the difference between expected quality of service and customers experience or perceptions after receiving the service. Schiffman and Kanuk (2004) defined customer satisfaction as the individual's perception of the performance of a product or service in relation to his or her expectations.

Kotler and Armstrong (2010) stated that customer satisfaction is the extent to which a product or service perceived performance matches a buyer's expectations. Rojas (2010) also stated that high client's or guest's satisfaction (with pleasurable experiences), are strong predictors of their retention, loyalty and product or services repurchase.

Maghzi, Abbaspour, and Hamid (2011) define customer satisfaction as the individual's perception of the performance of the product or service in relation to his or her expectations. Kotler, Armstrong, Saunders and Wong (2001) opined that customer satisfaction with a purchase depends upon the product's or service's performance relative to a buyer's expectations.

Delgado-Ballester (2004) defined customer satisfaction as the business doctrine that is inclined towards generating worth to customers, predicting and governing their assumption, and indicating capacity and authority to fulfil their demands and requirements. Customer satisfaction can be guaranteed via a product or service that is of good quality (Gunarathne, 2014). Kotler and Keller (2014) defined customer satisfaction



as a personal feeling of pleasure or disappointment resulting from comparing a product performance (outcome) in relationship to his or her expectation.

Customer satisfaction is a crucial element in service quality assessment because the higher the customer satisfaction the higher the performance of a business (Morgan et al., 2005). Clients' prior encounter of content or discontent is essential due to its impact on the anticipation of a person's purchase behaviour the next time (Gutierrez & Uribe, 2011). It is the doctrine that emphasizes the significance of making worth for customers, predicting and handling their presumptions and manifesting the capability and duty to meet their requirements (Dominici & Guzzo, 2010). Martin, et al (2008) opined that customer satisfaction is linked with a person's feeling of pleasure or disappointment which resulted from company's products or services perceived performance against experience.

Underpinning Theory for the Study

Expectancy-Disconfirmation Theory (EDT)

The Expectancy-Disconfirmation Theory is a widely accepted theory concerning customer satisfaction processes and it was developed by Richard L. Oliver in 1977. The expectancy-disconfirmation theory (EDT) has been applied in many fields to explain satisfaction (Shi, et al, 2010).

However, Bhattacharjee (2001) argued that there exist some cores similarities between user's continuance decisions but consumers purchase decisions allowed for such application.

The expectancy-disconfirmation theory is popularly used to explain how consumers form satisfaction judgments by evaluating actual product or service. The theory broadly classified the process of satisfaction under three groups; Dissatisfaction, Satisfaction, and Extreme Satisfaction (Adee, 2004).

The theory argued that the Satisfaction process is the comparison of what was expected with the product or service's performance. If the perceived performance is less than the customer's expectation, then customer is dissatisfied. Also, if the perceived performance is exactly equal to the expectation of the customer, customers are satisfied. Customers are said to be Extremely Satisfied when the perceived performance exceeded the customer's expectation.

Disconfirmation is the discrepancy between expectations and the actually perceived performance (Meng, et al, 2009; Venkatesh and Goyal, 2010). Consumer satisfaction is regarded as a key determinant for post-purchase behaviour including repurchase or continuance of use intention (Premkumar and Bhattacharjee, 2008). Consumers, when they use or experience a product or service, they have a decision to make about their own perception of the product or service actual performance (Premkumar and Bhattacharjee,



2008). If the performance falls below expectations consumers build negative disconfirmations (Khalifa and Liu, 2004)

Most of the criticism on EDT is based on the fact that consumer satisfaction is assumed to be solely determined by the level of disconfirmation. Au, et al, (2002) stressed that from the perspective of the EDT, low expectation is confirmed by a low perceived performance and same influences on satisfaction, and high expectations are confirmed by high perceived performance. It is reasonable to assume that besides expectations built by consumers, a desire for a certain absolute performance impacts satisfaction (Khalifa & Liu, 2004). In other words, individuals whose expectations are slightly disconfirmed to the negative or positive may still be satisfied or dissatisfied with a product or service.

This theory is relevant to the variables of the present study: the theory posits that customers that patronize hospitality services such as hotel/restaurants would form expectations prior to arrival at the establishment. Thereafter, the consumption of or experience of the customers with the product or service rendered by the hotel or fast-food restaurant staff produces a level of perceived quality that is influenced by expectations (Ivanka, Suzana, & Sanja, 2003). If the perceived performance is less than the customer's expectation, then customer is dissatisfied (Ivanka, Suzana, & Sanja, 2003). Also, if the perceived performance is exactly equal to the expectation, customers are satisfied.

Empirical Review

There are related studies done on the link between service quality and customer.

Al-Ababneh (2013) conducted a study on service quality and its impact on tourist satisfaction. The study aimed to assess tourist perceptions towards quality tourism services in Petra and Jordan. Data was collected from 180 respondents through questionnaire. The result from the multiple regression analysis revealed that there was significant relationship between service quality and tourist satisfaction throughout destination facilities, destination accessibility and destination attraction.

Afthanorhan, Awang, Rashid, Aoziah and Ghazah (2019) conducted a study to assess the effect of service quality on customer satisfaction in Malaysia. The study aimed to examine service quality dimensions that satisfy the customers. A sample of 170 respondents was randomly collected using questionnaire. The results of the covariance-based structural equation modelling and importance-performance analysis revealed that service quality had a significant impact on customer satisfaction and library environment and general services were viewed as high importance and strong performance index.

Methodology

The objective of the study is to determine the impact of service quality on customer satisfaction with hotels in Auchi, Edo State of Nigeria. Survey questionnaire was used to



collect relevant data for this study. A total of 150 questionnaires were distributed to customers of the various hotels on order to be filled out by hotel guests, and out of the total 150 questionnaires 130 were positive and complete which resulted in 86.87% response rate. The selected sample represented a balanced mix of various demographic factors- Gender, age, marital status, nationality, educational qualification, occupation and visit purpose.

In order to ensure the confidentiality of the hotel customers the drop-off and pick-up method of self-administered questionnaire was used. The **SERVQUAL** Model was used in order to measure service quality which incorporates 5 dimensions namely tangibility, reliability, responsiveness, assurance and empathy. A 5 points interval Likert scale was used for all the variables with 1 denoting strongly disagree and 5 strongly agree. The data collected was analyzed using SPSS and descriptive analysis like frequency, mean, standard deviation and inferential statistics like the Pearson's correlation and multiple regression were used.

Findings

Demographically, out of a total of 130 respondents, 50% were male and 50% were female. Regarding the distribution of the age range of respondents, majority of the respondents (31.5%) fall within the category of 36-45 years of age followed by 26.9% of the respondents being under the category of 26- 35 years of age. With regards to nationality, while 50.8% of the respondents were foreigners and 49.2% were Nigerians. In addition to that, majority of the respondents (53.8%) were married while 39.2% were currently single. Further, while 40.8% of the respondents have acquired their Bachelor's degree and 27.7% of the respondents are with Master's degree and above. Due to the good educational qualification most of the respondents have high taste for quality services. Also, majority of the respondents representing (56.2%) are employed while 28.5% are self-employed.

Table 1: Result of descriptive analysis of the dependent variable and independent variables

Variables	Mean	Standard Deviation
Customer satisfaction	3.57	1.05
Tangibles	3.56	1.08
Reliability	3.61	1.11
Responsiveness	3.72	0.98
Assurance	3.52	1.09
Empathy	3.60	1.1

Reliability test was then conducted to ensure the goodness of the variables. The results obtained from the reliability test showed that all the variables had a Cronbach value of greater than 0.9 which according to a study conducted by George & Mallrey (2003)



proves that the data are commendable and deemed to be good. Furthermore, Pearson's correlation analysis was conducted in order to examine significant relationship between two quantitative and continuous variables. From the results obtained it can be observed that all the independent variables are commendably correlated with the dependent variable as all of the independent variables are above 80% able to explain the dependent variable customer satisfaction. Of all the independent variables, Assurance had the highest correlation (0.863) with the dependent variable. Table 2 shows result obtained from the Pearson's Correlation analysis.

Table 2: Pearson's Correlation Analysis

		DV_CS	IV1_T	IV2_Rel	IV3_Res	IV4_Asu	IV5_Emp
DV_CS	Pearson Correlation	1	.843**	.850**	.861**	.863**	.832**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130
IV1_T	Pearson Correlation	.843**	1	.839**	.780**	.781**	.789**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130
IV2_Rel	Pearson Correlation	.850**	.839**	1	.907**	.877**	.816**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130
IV3_Res	Pearson Correlation	.861**	.780**	.907**	1	.911**	.828**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130
IV4_Asu	Pearson Correlation	.863**	.781**	.877**	.911**	1	.865**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130
IV5_Emp	Pearson Correlation	.832**	.789**	.816**	.828**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914 ^a	.835	.829	.45472

a. Predictors: (Constant), IV5_Emp, IV1_T, IV3_Res, IV2_Rel, IV4_Asu



Model summary shows the predicted variances of the variables. From the above model summary, it can be observed that R represents multiple correlation coefficient which has a value of 0.914 stating a high correlation among all the variables. On the other hand, Adjusted R Square shows the value of 0.829 which predicts the variables with over 82.9% variance. It implies that the variables have high impact among each other.

Discussion

The results from the study indicated that 3 out of the 5 independent variables have significant impact on the dependent variable customer satisfaction, i.e., tangibility, responsiveness and assurance. Tangibility is about creating a good image in the hearts and minds of customers the first time. A good first impression will result in customers wanting to use the other facilities of the hotels. In contrary if customers are not pleased with what they see the first time, it is unlikely that they will want to stay at the hotel to make use of the other facilities that the hotel provides. So, tangibility plays an important role in satisfying customers. This study proves that the customers feel the same about the tangibility component being important in the way they measure their satisfaction. Responsiveness is the other dimension that customers deem important. The findings from the study revealed that the reason is because guests in Ethiopia emphasized value to the employees of the hotel providing prompt help, being able to cater to guests needs, rendering quick check-in and check-out facilities, their ability to quickly correct mistakes and give special attention to their guests (any citation to support the statement). This indicates that employees' taking action and giving immediate response to any kind of problem the customer faces play an important role in satisfying the customer because clients praise easy and hurdle free stay by all means. Assurance was found to have the highest impact on customer satisfaction. The customers get satisfaction from employees' behavior instilling confidence towards them, their knowledge and skills and their polite behavior. The hotel creating a safe and secured feeling is another factor they deem important. Assurance relates to the staff of the hotel. It is whether or not they are skilled and can obtain the trust and credence of clients and also about their problem solving skills. If clients are not in content with the employees, there is a high probability that they will not come back to do more business with the company (Delgado & Ballester, 2004). Guests get delighted when they get solutions to their problems easily. Employees' problem-solving skills fall under the assurance dimension. Hence, the high correlation between assurance and customer satisfaction could also be explained by this fact.

Based on the study conducted by Torres & Kline (2013), employees being well educated and the right implementation of their duties is yet another factor guests deem crucial. This relates to the skills and competency they possess and proficiency in the implementation of important work duties. Employees' professionalism is one of the most frequently stated factors in what customers consider important when they measure their satisfaction. These factors have led to the high correlation between assurance and customer satisfaction.



Conclusion

In service sector, service is evaluated based on customer perceived value, that is customer overall assessment from the utility of a product based on perceptions of what has received and what has been paid for. The intent of any hotel is to create a customer. By constantly delivering high levels of service quality, customer retention will take place which will in turn result in a loyal customer in the long haul. Overlooking the power of customer satisfaction especially their needs and requirements could wreck the power of customer retention and loyalty. Therefore, hotel managements' biggest challenge lies not just behind attracting customers but also on recognizing customer satisfaction individually. Customers have different expectations and they are different in the way they perceive things. No two customers perceive the same service in the same way and nor do they have the same needs. Thus, there is no one best way of improving service quality in the hotel industry. It all depends on the country where the hotel is located and the culture of the people. Because culture influences the way people perceive things, it is best to study the culture of the people prior to commencing a hotel business and render the service exactly in the way they find it fit and satisfying.

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