

A Critical Assessment Of Some Determinant Factors Of Loyalty Among Hotel Guests In Awka, South East, Nigeria

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Abstract

Hospitality industry in Nigeria has grown quite tremendously over time, contributing significantly to the national economy. This has made it apt to evaluate the determinants of loyalty of hotel guests who are at the receiving end of these hotel services. The study evaluates determinant factors of loyalty among hotel guests in Awka, South East, Nigeria. The research which applied equity theory of social psychology is a survey with data collected from customers of ten hotels. 407 copies of questionnaire were distributed and 400 were collected. Data was subjected to inferential-statistic using correlation and regression analyses with the aid of SPSS version 21. Preliminary analyses were conducted to ensure no violation of normality, linearity and homoscedasticity. The correlation coefficient was done to measure the extent to which the variables are associated. It also measured the strength and direction of their association. Result shows that the variables were associated, positively directed and the strength of the linearity was also significant. The study concluded that these predictor variables; security, quality of infrastructure, and prices of hotel services, have direct influence on guest loyalty. The study recommends that hotel establishments should consider issue of security of guests as well as their confidentiality as sacrosanct and should be treated as such without compromise of any sort. They should not rely on regular state police. Hotel managements must continuously improve on the standard of their facilities, as well as keep the price of services moderately affordable.

Keywords: Loyalty; Hotel Service; Tourism; Security; Customer Patronage; Infrastructure

INTRODUCTION

Hospitality industry has emerged as one of the largest industries with respect to income generation and employment opportunities around the world [1]. Nigeria is equally endowed with several tourist centres such as the Olumo Rock, Obudu Cattle Ranch, Oguta Lake and others. It is however sad to note, that given these enormous human and natural resources, Nigeria has remained a laggard in hospitality development and this has consequently threatened patronage and loyalty of hotel users. It is this loyalty that is needed by hotels and other tourism firms to thrive [2]. Loyalty is the attitude of a customer to continuously patronize an organization and act as her ambassador [3]. This role involves the customers' willingness to always buy the product and seek the service of the organization, encouraging others to join in patronizing the organization and keeping the management of the organization informed on issues that are detrimental to the progress of the organization. Griffin in [4] identifies

two critical factors in customer loyalty; customer's emotional attachment and customer's repeat purchase; the attitude of a customer in constantly choosing to buy a particular product or obtain a particular service. [5] opines that loyalty for hospitality services does not thrive on emotions and sentiments. It is the destination/location that is most safe and with attractive quality of infrastructure that can maximize the potentials for patronage as a matter of choice. There is therefore the suspicion that the presence of insecurity in terms of highway killings, armed robbery and kidnapping, and the absence of adequate quality world class infrastructure in so many hotels located in Nigeria may be part of the problems affecting the 'loyalty' and 'patronage' in the institution in Awka, Nigeria. A significant challenge facing hotels in Awka is the pace of competition with many new hotels springing up here and there. Competition has had major implication for guests' loyalty; customers have options, increase

bargaining power and constant desired for better service. Thus, it has become essential for hotels to continuously strategize and rigorously make effort to be competitively better than others in some dimensions of services they render and to be customer-centric for the purposes of customer retention and loyalty.

Statement of the Problem

Awka is the capital city of Anambra State, Southeast of Nigeria. The city is just ten minutes-drive from Onitsha, and twenty minutes-drive from Nnewi, the two most important economic hubs (commercial cities) of the Southeast region, and of course in the country. This makes it very easy for business people coming into the state for business transactions in and around Onitsha and Nnewi to have access to a wide range of a number of hotel services which are domiciled in Awka. Owing to the quantum and volume of commercial and other economic activities in the region, Anambra records large influx of tourists/business people from within and outside Nigeria, requiring hotel accommodation and services for their business trips and other economic engagements in the region.

However, it is observed that rather than an overwhelming tourist the hotels in Awka are recording low patronage. Further observation revealed that these business people will prefer to go to Asaba in the far away Delta State to have access to a number of hotel services of their choice than staying in Awka. This indicates a gap between what the potential hotel guests want and what they actually get at the end of the day which is making them pass through the pain of taking long distance on road to access hotel services. By extension, hotels in Anambra are losing potential tourist/guests. A further inquiry into the reason of their preference points to security, quality of infrastructure, prices of the hotel services among others.

It is on this premise that the current study decided to do a critical assessment of these three variables to determinant how they impact on customer loyalty, with the view to finding out why hotels are losing huge volume of businesses every day and the possible ways to ameliorate such business losses.

Purpose/ Objectives of the Study

The principal objective or purpose of the study is to examine the determinants of loyalty among hotel guests in Awka, South East – Nigeria. The specific objectives include:

- i. To determine the effect of security of the hotel on loyalty of hotel guests
- ii. To identify the influence of quality of infrastructure on loyalty of hotel guests
- iii. To ascertain the effect of prices of hotel services on loyalty of hotel guests

Research Hypotheses

The study considered the following hypotheses: -

- H₀₁: Security of hotel does not have any significant effect on loyalty of hotel guests
- H₀₂: Quality of infrastructure has no significant influence on loyalty of hotel guests
- H₀₃: Prices of hotel service has no significant effect on loyalty of hotel guests

Significance of the Study

This study is essentially to assess and examines the determinants of loyalty among hotel guests in a business environment that is highly competitive and prone to high security risk of all sorts. This study is novel because it identified a problem that has been bedevilling hotel businesses in the southeast Nigeria, and geared towards finding solutions to the problem. The significant of the study is therefore enormous. It is significant in the following aspects;

i. The study will be useful to so many stakeholders in hotel industry and management. The survey is a confirmatory result on the need for management of hotel establishments to pay greater attention to these three important variables; Security of hotel guest, improved infrastructure and price of hotel services. The changing trend as relates to worrisome porosity in security apparatus in so many business environments, coupled with other facility issues is a big concern. The implication of lapses in security is a subject that has not been fully appreciated in Africa. Hotel establishments should consider issue of security of guests as well as their confidentiality as sacrosanct and should be treated as such without compromise. They era of abandoning security issues to the regular state police is now a thing of the past. Security issue is now a network arrangement, involving civilians and regular police. Private security unit should effectively compliment state policing. Hotel managements must continuously improve on the standard of their facilities, as well as keep the price of services moderately affordable. This study unveils the necessity of being competitive in managing hotel establishment by offering excellent customer satisfaction.

ii. Even though some past researches indicated correlations between the variables and loyalty. It is necessary to conduct a fresh study to give a scholarly backing on the present trend as it concerns local and foreigner tourists to Nigeria. The study is useful to tourist as a guide in choosing destinations and accommodations, especially in Nigeria, and Africa.

iii. This survey also contributed to beef up literature in securing customer loyalty in a service industry. It is equally a reference paper for further research in determining other variables of customer loyalty in hospitality industry.

RELATED LITERATURE

Conceptual Review

Customer Loyalty: [6] postulates that customer loyalty is of two aspects, which are: the degree by which customer repurchases (behaviour) and the degree of customer's attachment (attitude). From these two aspects, four types of customer loyalty emerged; (i) Premium loyalty or true loyalty- when a customer attachment is very high leading to regular patronage, (ii) Inertia loyalty or spurious loyalty- when a customer patronizes the company regularly although there is absent of emotional attachment to her, (iii) Latent loyalty- when customers' emotional attachment to the company is strong though the degree of purchase is minimal. (iv) Lack of loyalty or low loyalty- where a customer has no emotional attachment to a company and find it difficult to continue buying her products. Premium or true loyalty has the potential to resist competitor's offerings, thus, companies should endeavour to build their loyalty around it; while customers that have spurious or inertia loyalty, will be influenced by competitor's offerings. Customers will switch over to a competitor if they have better offerings [6].

Security in the Hotel: Security of life and property is sacrosanct to everybody. People (whether hotel guests or not) are very particular about the security of their life and property. As a matter of fact, hotel prospects must be assured of their safety during their stay and while in transit. Also, the local people (host community) are inherently sceptical of the over-riding benefits of hotel /tourism and must also be assured of their wellbeing. [7] posit that safety and security is the protection of life, health, physical, psychological and economic integrity of travellers, lodgers, staff and host community members, including the consideration of security interests of tourists and other business people. Similarly, [8] opines that security is very important issue when deliberating on hospitality development. When a hotel is unsafe for visitors it loses patronage and all that accrue from it. Even her loyal customers will find it difficult to keep patronizing them.

No rational prospect can enjoy the benefits of hotel services at the expense of his life and or property and therefore, security is first and should be treated as such. Security issues for hotel industry in Nigeria are absolutely important. Even a layman will guess that security is the most important variable in customer loyalty. The porosity in security apparatus in Nigeria is worrisome; the nefarious activities of kidnappers; merciless murder of innocent persons by armed robbers and hired assassins call for national emergency. The threat to security is boundary less; Nigerian and foreigners are victims, thus affecting tourism and hospitality business. Since the security system cannot be relied on, hotel establishments engage the service of

private security units and organization, though the arrangement may not guarantee total safety.

Quality of Infrastructure: An integrated tourism package must involve infrastructure. Infrastructure in hospitality industry refers to the facilities which are available within the location and which enhance the quality of stay of the tourists. These include the availability of portable water, access roads, steady electricity and telecommunication services as well as the provision of food and accommodation. A hotel outfit therefore with a regular power supply is unarguably an attraction for people to patronize. A region's capacity to attract people and business in a sustainable way is associated inter alia with the (local) infrastructure. It is assumed that the greater and the more diversified the infrastructure is, the greater the capacity to attract people to a hotel will be [9].

Again, a culture of incremental innovation in hotel infrastructure should be sustained to continuously attract customers patronage, while there are very old hotels that need radical innovation. It is needful that in designing a hotel complex, care must be taken to model it in such a way that it will be easy in remodelling. All sections in the hotel has demand to make it a home outside home. The taste of the entire environment of hotel establishment should be better than an average home standard. The architectural masterpiece of hotel building development should have potentials to attract customers, though studies have not indicated the level of the relationship nor the impact level of the two variables.

Prices of Hotel Services: The most important factors for prospect and existing customers are the perceived value received for money spent (not necessarily the amount of money spent) and the attractions [10]. Hospitality outfits must be sincere in price determination for all their services.

Objectivity in fixing price of products and services promotes loyalty, but lack of transparency in price determination is a discouragement for customers. Hotel business is one that requires networking; none will succeed without reference to what colleagues are doing. Price determination is done with reference to the true nature of market forces; supply and demand, and with adequate knowledge of what others charge for unit price of similar product and service. When a hotel customer discovers an extensive differential in unit price of products and services offered to him or her, the customer may begin to lose trust in the organization and may switch loyalty [11].

The determinants of loyalty of hotel guests can be explained by the conceptual framework in fig 1.

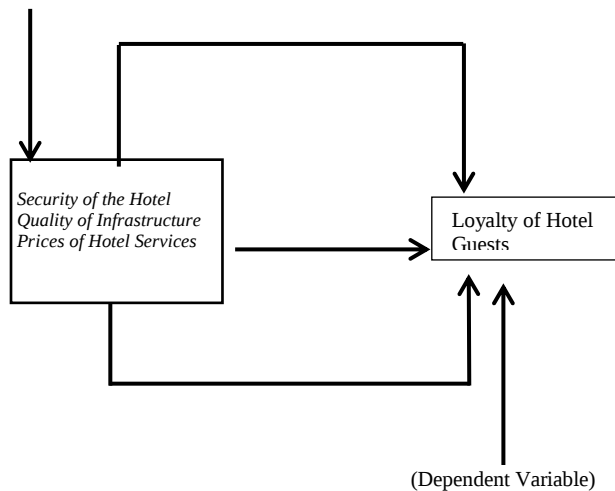


Figure I: Conceptual framework of the study
(Source: Authors, 2020)

Theoretical Framework

The study is hinged on equity theory. The deductions on equity are founded on social psychology studies of [12]. The concept is deduced from the idea of proportionality from the standpoint of the customer. The customer measures the outputs and the inputs of a product or service and makes his/her comparison with the outputs and inputs in a similar exchange. Research indicates that this customer understanding can influence the satisfaction level negatively or positively and invariably loyalty; patronage will be positive when the difference between inputs and outputs is at customers advantage, while low perceived equity will give rise to lower patronage. Study shows, that long-term' customers will react more in absence of perceived equity in the exchange conditions, while the effect will be less for occasional customers, all things being equal [13].

Empirical Review

A research on hotel image and reputation on building customers loyalty was conducted by [14]. It is an empirical study conducted in Macau. The subject of this study is Macau, one of Portuguese colony that went back to China in 1999. The study was hinged on the premise that the affinity between corporate image and reputation is not yet explored because most of the scholars examined the two concepts independently. The purpose of this study was to examine the roles of hotel image and reputation, their effects on the processes that generate customer loyalty to a hotel. The study in addition examines the relationships existing between hotel image, hotel reputation, service quality, perceived value, customer satisfaction, customer commitment, and customer loyalty. The study employed structural equation modelling analysis and Sobel to analyse the significance of mediation effects relative to hotel image and reputation using data collected from 442

respondents. Findings from the study indicate that hotel image is an antecedent of hotel reputation, and all other factors pointed out play a major role in building customer loyalty. This study led to the development of a research model that enable researchers and hotel stakeholders comprehend the complex relationships among the mentioned seven constructs in the hotel sector [14].

The Impact of Hotel Service Quality on the Loyalty of Customers was another good work. The competitive capability of hotels, and the issue of customer loyalty are all considered. In the paper two methodologies were adopted; SERQUALOYL, and SERQUAL. They are used in study of service quality, and in the assessment of customer's loyalty level stage. The study reveals that customer's loyalty is significantly influence when there is resemblance between expected quality and quality experienced. The result also revealed a positive correlation between hotel services' quality and customer loyalty: customers tend to be loyal when service quality is high and that increases the customers' drive to use the hotel services repeatedly and for that reason recommends it to friends and acquaintances [15].

While [16] work on Measuring customer satisfaction in the hospitality industry is a study of the hotels in the capital cities of Europe. The purpose of this paper was to verify the needs of hotel customers relative to the services rendered by the hotel. The study surveyed 6,768 hotels located in forty-seven (47) capital cities in Europe. The study was conducted using the methods of partial correlation and hierarchical regression analysis. The study revealed that the number of stars is the most important determinant of customer satisfaction in the hotel industry. Research findings indicate that the following variables correlate positively with customer satisfaction; room price, lobby bar, the facilities in the room (presence of air-conditioning in rooms), and free Wi-Fi, while the number of rooms in a hotel and its distance from the city centre have negative correlation with customer satisfaction. It was observed that the number of stars apportioned to individual hotels can explain 28.90% of the total variability, while, 9.70% of variability may be explained by involving those variables that describe hotel distinctiveness such as air conditioned rooms, number of rooms in the hotel, lobby bar, free Wi-Fi, price of accommodation, and distance from the city centre [16].

A study on the impact of service quality on customer's loyalty was carried out by [17]. This study was conducted with customers of five-star hotels in Riyadh, KSA. The study's objective was to assess the impact of service quality (quick responsiveness, empathy and tangibility) on loyalty of customers in five stars hotels. The study made use of 500 copies of questionnaire,

which were distributed, while 333 were retrieved. The population of the study comprise all hotels' customers in Riyadh. The result from multiple regression revealed that there is a positive significant impact of the hotel service quality- quick responsiveness, tangibility, empathy, on customer loyalty in Riyadh [17].

[18] Did a study on assessment of service quality in the hotel industry. The objective of this work was to enhance the knowledge of hotel service quality by promoting a conceptual framework and measurement scale. The study was basically a review of qualitative and empirical researches. This led to the development of a multi-dimensional and hierarchical model of service quality for the hotel industry, of which 622 customers that participated in the study revealed that the proposed model really fit well in the data [18].

[19] Research on Customer Satisfaction in the Hotel Industry, is a case study in the city of Sicily. The research was based on the guest satisfaction, which lead to the consideration whether or not customers will continue to patronize the hotel or encourage other tourists to do same. Through the analysis, the study evaluates the total customer satisfaction level for the hotel and for every service provided. The work involved performing a qualitative analysis of the Sporting Club Hotel in the town Cefalù on the Sicilian coast in the south of Italy, using the Critical Incident Approach. In the survey methodology, field and desk research were applied. The "desk" analysis was carried out and it was followed by questionnaire distribution to hotel managers and 100 guests. Result was positive for customer satisfaction in view of the total assessment and that of the single services (6 out of 8 of the single aspects assessed) [19].

The main antecedents which hinders the Sporting Club Hotel's competence to obtain higher customer satisfaction levels was the standardization of services which weaken the feasibility to customize the offer for individual guests needs. It was found that the hotel management adopted a "push" marketing approach, a model whereby specific customers' needs are not known because services to be rendered to tourist are decided by the management of hotels instead of collaboration with customers [19].

Focus on establishing individuals' levels of loyalty and what sustains and develops their customer loyalty was the priority of [20]. The paper acknowledges the important place customer loyalty occupy in many competitive organisations. The approach employed in the study was of two-stages; confirming individual levels of loyalty and establishing the function of mediating effects in loyalty development. The study employed a postal survey, which include a 28-item

scale, which is patterned to measure customer loyalty, what sustains it and its vulnerabilities. The stage two, which was the major objective of this study, employed scores from the loyalty scale (high, medium and low levels of loyalty) to ascertain what sustains and cause loyalty amidst different levels of development. The findings from the research highlight the importance of identifying, understanding and managing mediating effects, in the context of loyalty development. The research also stressed on the need for differentiated approach in developing and managing customer loyalty by employing the strategy of giving proper reward to customers at different levels. It also highlights the importance of reciprocity especially from the angle of service which customers treasure [20].

Research in hospitality business is valuable to all stakeholders in the industry and scholars around the globe shall continue in their effort to give them direction. It is important to observe that most of the study on customer loyalty in hotel industry is based on western and Asian environments. In Nigeria, hotel industry is among the fastest growing business with many new comers. It is necessary to conduct a fresh study to give a scholastic backing on the present trend as it concerns local and foreigner tourists to Nigeria. Even though some past researches indicated correlations between the variables under study and customer loyalty, the measure of the strength and direction of their association differs among trade and business environment. Trend is changing because of worrisome porosity in security apparatus in so many business environments, coupled with other issues. The implication of lapses in security is a subject that has not been fully appreciated in Africa. The issue of security and its impact on influencing patronage has not yet been exploited. The security situation in Nigeria which somehow has negatively influence the attitude of hotel business owners as par maintenance culture, are issues that has a lot of implications. It is necessary to conduct a fresh study to give a scholastic backing on the present trend as it concerns local and foreigner tourists to Nigeria. Thus, this study investigates hotel customers' view on issues of security, infrastructure and price of hotel services in typical Nigeria environment. The study is also necessary because hotel business, seem to be one of the fastest growing industry in Awka, the economically important state capital located in the very heart of Igbo land in the South East, Nigeria. The growing stiff competition amongst the players in the industry gave rise to the need for a study.

METHODOLOGY

Research Design

[21] Postulate that survey approach is the most preferred data collection methodology due to its ability to accommodate large sample size; the ability to improve and generalize the results; and ease of

administering and recording questions and answers. Therefore, this study adopted the descriptive/survey research design with the view to providing explanations for the determinants of loyalty among hotel guests in Awka, South East, Nigeria

Population

The population was drawn from ten hotels in Awka, South East, which were enlisted on the website of a Nigerian hotel online service provider domiciled at www.hotels.ng. This is a monthly average hotel guests in each of the hotels for first quarter of 2019 as shown.

Table I Population of the Study

S/N	Hotels	POPULATION (Monthly Average of Guests)
1.	Cheleku Hotels	400
2.	De Santos Hotel	650
3.	Ubatel Hotels	400
4.	Choice Hotels	520
5.	Tourist Garden	420
6.	Old English	350
7.	Finotel Hotels	620
8.	Marble Arch Hotels	580
9.	Adig Suites	560
10.	La-Luna Hotels	580
	TOTAL	5,080

Source: Field study, 2019

Sample Size Determination

After totalling the various population figures from each stratum, the general sample size was gotten using Taro Yamane, while individual sample size for each stratum was gotten proportionally, using the general sample size. The analysis was done in the table 2 hereunder:

Sample size:

$$n = \frac{N}{1+N(e)^2} \quad (1)$$

Where:

n = Sample size

N = Population

e = error margin

1 = Constant

Thus:

$$n = \frac{5080}{1+5080(0.05)^2} = 370$$

Table II: Sample Size Determination

S/N	The Institution	Population Average.	Sample size determination for each stratum	Sample size
1.	Cheleku Hotels	400	$400 \div 5080 \times 370 =$	29
2.	De Santos Hotel	650	$650 \div 5080 \times 370 =$	47
3.	Ubatel Hotels	400	$400 \div 5080 \times 370 =$	29
4.	Choice Hotels	520	$520 \div 5080 \times 370 =$	38
5.	Tourist Garden	420	$420 \div 5080 \times 370 =$	31
6.	Old English	350	$350 \div 5080 \times 370 =$	26
7.	Finotel Hotels	620	$620 \div 5080 \times 370 =$	45
8.	Marble Arch Hotels	580	$580 \div 5080 \times 370 =$	42
9.	Adig Suites	560	$560 \div 5080 \times 370 =$	41
10.	La-Luna Hotels	580	$580 \div 5080 \times 370 =$	42
	TOTAL	5080		370

Source: Field study, 2019

However, to be able to account for missing and possible unreturned copies of the questionnaire, the researcher added extra ten percent of the 370-sample size which is 37copies. Therefore, the total copies of questionnaire distributed were 407.

Operationalization of Variables

The variables of this study that form both the dependent and independent variables are hereunder operationalized:

Y = dependent variable

X = independent variable

$$Y = f(X) \quad (2)$$

Where;

X = Determinants of loyalty

Y = Loyalty of hotel guests

Model Specification

The Model specification implies that the Loyalty of hotel guests (LHG) which is the dependent variable could be significantly influenced by the independent variables (the determinants) which are: *Security of the Hotel* (SOH); *Quality of Infrastructure* (QOI); and

Prices of Hotel Services (PHS). These are modelled as follows:

$$\begin{aligned} Y &= f(X_1, X_2, X_3) \\ \text{LHG} &= f(\text{SOH}, \text{QOI}, \text{PHS}) \end{aligned} \quad (3)$$

This is formulated in a multiple regression form as:

$$\begin{aligned} Y &= \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + U \\ \text{LHG} &= \alpha + \beta_1 \text{SOH} + \beta_2 \text{QOI} + \beta_3 \text{PHS} + U \end{aligned} \quad (4)$$

Where:

LHG (Y) = Loyalty of hotel guests (Dependent Variables)

X_1, X_2, X_3 = Determinants of loyalty (Independent Variables)

SOH= Security of the Hotel

QOI= Quality of Infrastructure

PHS= Prices of Hotel Services

β = Slope of the straight line

α = Y-Intercept

U= Disturbance Term

DATA ANALYSIS AND RESULT DISCUSSION

Out of the 407 copies of questionnaire distributed, 400 were retrieved. Five copies were not retrieved while two copies were not properly completed. Therefore, the 400copies retrieved were collated and analysed below.

Data Presentation and Analysis

Table III: Descriptive Statistics of the variables

	Mean	Std. Deviation	N
Loyalty of Hotel Guests	60.51	8.068	400
Security of the Hotel	60.82	9.824	400
Quality of Infrastructure	60.02	8.328	400
Prices of Hotel Services	60.04	8.302	400

Table IV: Correlations Coefficient Matrix

		Loyalty of Hotel Guests	Security of the Hotel	Quality of Infrastructure	Prices of Hotel Services
Pearson Correlation	Loyalty of Hotel Guests	1.000	.911	.924	.926
	Security of the Hotel	.911	1.000	.852	.856
	Quality of Infrastructure	.924	.852	1.000	.988
	Prices of Hotel Services	.926	.856	.988	1.000
Sig. (1-tailed)	Loyalty of Hotel Guests	.	.000	.000	.000
	Security of the Hotel	.000	.	.000	.000
	Quality of Infrastructure	.000	.000	.	.000
	Prices of Hotel Services	.000	.000	.000	.
N	Loyalty of Hotel Guests	400	400	400	400
	Security of the Hotel	400	400	400	400
	Quality of Infrastructure	400	400	400	400
	Prices of Hotel Services	400	400	400	400

Table V: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.955 ^a	.912	.911	2.403	.912	1366.742	3	396	.000

a. Predictors: (Constant), Prices of Hotel Services, Security of the Hotel, Quality of Infrastructure

Table VI: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.332	.880		7.198	.000
	Security of the Hotel	.359	.024	.438	15.142	.000
	Quality of Infrastructure	.227	.094	.234	2.407	.017
	Prices of Hotel Services	.312	.096	.321	3.256	.001

a. Dependent Variable: Loyalty of Hotel Guests

RESULT DISCUSSION

The correlation coefficient was primarily done to measure the extent to which the variables are associated. It also measured the strength and direction of their association as depicted in table 4 marked: Correlations Coefficient Matrix. Of course, the matrix shows that the variables were associated, positively

directed and the strength of the linearity was also significant. The matrix shows 0.911 for: security of the hotel; 0.924 for: quality of infrastructure; and 0.926 for prices of hotel services, respectively. The result is in agreement with [8] work that acknowledge the issue of security as being too important in hospitality development. According to their study, when a destination is prone to attack of differing nature, it

loses not only patronage but also the associated revenue accruing from the visitation and subsequent repeat actions. The result is also in agreement with [16] findings which indicate a positive correlation between the variables, room price, lobby bar, the presence of air-conditioning in rooms, free Wi-Fi and customer satisfaction. The result supports [9] assumption, that the greater and the more diversified the infrastructure is, the greater the capacity to attract people to a hotel will be.

Table 5 marked "Model summary" shows that adjusted R square of 91.1% of the variance of the loyalty of hotel guests is explained by Prices of Hotel Services, Security of the Hotel, and Quality of Infrastructure. Regression coefficients indicated the individual contributions of the independent variables: standard beta of 0.438 for security of the hotel; 0.234 for quality of infrastructure in the hotel; and 0.321 for prices of hotel services. A cursory look at the table shows that security of the hotel stood at 0.438 (highest of the three predictor variables) which shows that guests take security very seriously and should not be compromised at all in any manner, time and in whatever circumstance.

This is closely followed by prices at which services are rendered in the hotel, which stood at 0.321 and shows that guests are conscious of the prices of services. All of these of course indicated that the combination of the predictor variables significantly accounts for how loyal a guest could be to a hotel. However, only 91.1% contribution is explained by the predictors, while the rest of 8.9% remaining could be explained by other determinants such as brand image (that is, the image of the hotel) or employee attitudes to guest or competition. The variables under consideration are three very important factors that determine customer loyalty. These other determinants could be studied by further researchers by incorporating them in order to find out their own individual contributions to loyalty.

CONCLUSION AND RECOMMENDATION

Conclusion

Having looked critically at the result and findings of the survey of which all tested variables are positively directed and associated and the strength of the linearity also significant, the research therefore concludes;

- i. Loyalty of hotel guests is determined by the level of security in the hotel.
- ii. Loyalty is also determined by the quality of hotel infrastructure.
- iii. Prices at which the hotel services are rendered can equally determine loyalty.

Recommendation

- i. Security of life and property of guests as well as their confidentiality are sacrosanct and should be treated as such without compromise of any sort or degree.
- ii. Quality facilities such as trained and experienced human resource, recreational facilities, internet access and good foods are recommended.
- iii. Price of services should be made moderately affordable and competitive.

LIMITATIONS OF THE STUDY

The research encountered the following limitations;

- i. Discouraging attitude of some respondents. This is not new in research of this nature. However, in each hotel establishment selected, there is an anchor person who actually encouraged the staff to complete the questionnaire. Telephone calls and regular visits were employed to monitor the exercise.
- ii. Challenge of making several visits to dispersed locations of hotel establishments: The study involved making several visits to the hotel establishment under investigation. This is both time consuming, as well as financially involving. This is equally a common factor in field survey. It is a challenge that every researcher must plan to overcome.

SUGGESTION FOR FURTHER STUDIES

The study recommends further research on the effect of hotel environment to customer patronage, and the effect of multiple taxation and levies on price of hotel services.

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CONFLICT OF INTEREST

There is no conflict of interest whatsoever.

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