

## SERVICE QUALITY, CUSTOMER SATISFACTION AND GUEST LOYALTY TO HOTELS IN DELTA STATE

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### ABSTRACT

*Extant marketing literature has accentuated service quality (SQ) as the critical determinant of customer satisfaction (CS) and ultimately guest loyalty (GL) in the hotel industry. However, it is pertinent to disaggregate SQ into its sub-variables to ascertain the effect of each sub-dimension on CS and GL. The research was undertaken to understand the influence of tangibility (TAN), responsibility (RES), reliability (REL), empathy (EMP) and assurance (ASS) on guest loyalty (GL) mediated by CS. 352 customers of rated hotels in Delta State, Nigeria were selected by stratified and convenience sampling methods. Statistical analysis was conducted by multiple and hierarchical regressions. The outcome showed that TAN, REL, RES, EMP and ASS significantly affected CS and GL. Furthermore, the connection between SQ2 (TAN), SQ3 (EMP) and GL is fully mediated by CS, but its mediational effect on SQ1 (RES), SQ4 (REL) and SQ5 (ASS) is partial; owing to their direct effect on GL, besides via CS. Arising from the crucial role played by CS in engendering customer loyalty in the hotel industry, hoteliers need to pay attention to components of SQ upon which quality service delivery ultimately rely, to stay ahead of the competition.*

**Keywords:** *customer satisfaction, service quality, guest loyalty, rated hotels, hierarchical regression*

### Introduction

Many hotels have become increasingly enticing to clients over the years because they continue to provide them with a warm, welcoming ambiance, excellent service, and a sense of home away from home. This has created a competitive environment for hotel brands in both big cities and suburban locations. Nowadays, consumers are better informed and as a result of the large number of service providers across many industries, their understanding of SQ and its dimensions are constantly evolving (Uford, 2017; Etuk, Uford & Udonde, 2023). There is no doubt that rapid improvement in technological advancements particularly in information and communication technology has impacted greatly on consumers' perception of improved SQ and guest loyalty (GL) in the hospitality industry.

SQ in terms of tangibility, responsiveness, reliability, assurance and empathy has changed in the last several years. Many researchers have affirmed that SQ is the primary driver of firms' financial performance because it enhances customers' satisfaction (CS) which is an essential factor to earning increasing revenues and

profits. Furthermore, brand loyalty, brand image and pricing policies all influence companies' abilities to promote CS that affects profitability, which in turn helps organizations to expand their market shares and gain competitive advantages (Uford, & Mfon, 2023). According to Rajput and Gahfoor (2020), CS refers to the degree a customer's expectations are fulfilled by the services provided, as determined by an evaluative process. It is possible to ascertain if customers are satisfied or not with offerings they have got through CS. When product and service offerings exceed customers' expectations, customers are more than satisfied (Kotler & Armstrong, 2021). For hoteliers to succeed, customer service is crucial because the success of these businesses depends on their capacity to attract, retain and maintain happy consumers. Customers who are satisfied not only bring in new businesses, but they also spread positive word-of-mouth about the hotel to their friends and acquaintances (Gultom, Purnama & Arif, 2021).

In the hospitality industry, several organizations are focusing on service quality, flexibility, efficient service and competitive pricing to meet customers' continually changing needs (Uford, Effiong & Charles, 2023; Pimic, Dukic & Krsmanovic, 2023). As a key factor influencing CS and GL in the hotel sector, enhanced service quality has been the subject of numerous researches throughout the years (Silas, Dung & Bagobiri, 2022). Nevertheless, with the entry of numerous operators in the business and the hyper-competition their entry has engendered, hoteliers are examining the particular effects of the sub-variables of SQ; tangibility (TAN), responsiveness (RES), empathy (EMP), reliability (REL), and assurance (ASS) not only on CS, but also on GL, as well as how the impact of SQ sub-variables on GL is mediated by CS. The following research questions are addressed; what influence does TAN exert on CS and GL? Does REL affect CS and GL? In what manner does RES influence CS and GL? How does ASS affect CS and GL? How does EMP affect CS and GL? Is the impact of SQ sub-variables on GL to hotels mediated by CS? The primary goal of the research is to determine the impact SQ factors on CS and GL, and also to analyse how CS mediates the impacts of SQ on guest loyalty to hotels in Delta State, Nigeria.

## **Literature Review**

Sustaining and expanding a market share in an intensely competitive industry such as hospitality requires operators to think outside the box to deliver to their customers services that meet, and sometimes go beyond their expectations. Myo, Khalifa and Aye (2019) studied the "Impact of Service Quality on Customer Loyalty and The Mediating Role of Customer Satisfaction of Myanmar Hospitality Industry". Data generated from 300 hotel customers in Yangon and analysed by SEM with Smart PLS to test hypotheses that were specified. The results reveal that SQ exhibited a direct relationship with CS and CL, but an indirect association with CL via CS. Thus, confirming that CS partially mediated effects of SQ on CL in the hotel industry in Myanmar.

Susanti (2019) studied the "Effect of Service Quality and Perceived Price Fairness on Consumer Loyalty through Consumer Satisfaction on Budget Hotel in

East Java”, with a random sample of 200 respondents who stayed in the hotel for more than 6 by applying sampling withdrawal technique. The findings indicate that SQ ( $\beta = 0.87, p < 0.01$ ), PP ( $\beta = 0.73, p < 0.01$ ) and CS ( $\beta = 0.98, p < 0.01$ ) have positive and significant effects on CL on the one hand, but CS mediates the impact of SQ on CL as well as that of PP on CL. That author concluded that CS alone cannot guarantee CL, therefore hoteliers need to do an in-depth study of the sub-divisions of SQ to identify the major drivers of CS and consequently guest loyalty in hotels.

Goeltom, Kristiana, Juliana, Bernato and Pramono (2020) carried an investigation of the mediating role of CS on the association between SQ and value of five-star hotel services on customers’ behavioural intentions (BI) in Indonesia. The purpose of the research was to improve customers overall knowledge of decision making on the effect CS on the relationship between SQ and value in rated hotels in the hospitality industry. Quantitative research approach was employed and data collected from a random sample of 150 respondents, who have stayed in five-star hotels for some time, was analysed using SEM (PLS). The results indicated that the relations between SQ and SV of five-star hotels do not have significant positive impact on consumers’ BI. Nevertheless, the mediation analysis revealed that CS partially mediates SQ and SV with consumers’ BI to stay in rated hotels in the location of study. This implies is that, quality and perceived SV are indirectly influenced by CS.

In another study, Nikou and Khiabani (2020) investigated the relationship among SQ, CS, and CL loyalty among customers of four-star hotels in Malaysia. The aim of the research was the determination of the direct impacts of SQ on CL, the intermediary function of CS between SQ and CL, and determine the moderating influence of frontline staff interpersonal relationships on customers' sustained use of hotel services in the study area. Data were generated from a random sample of 384 hotel guests in Kuala Lumpur, and analysed with IBM SPSS AMOS program using SEM. Hierarchical regression was employed to test mediational impact of CS, and the moderating influence of interpersonal relationship on CL. The authors concluded that SQ directly affected CS and CL, and the meditating role of CS between the two variables was confirmed. Furthermore, interpersonal relationship also moderated the link between CS and CL.

Anabila, Ameyibor, Allan and Alomenu (2021) interrogated the over-reliance in the marketing literature on CS as the path towards achieving CL but they rather accentuate the need for hoteliers to go beyond merely satisfying customers to offering delightful services that would enhance CL in the hotel sector in Ghana. The relationship between SQ and CL, and the mediational effects of CS and CD between CL and SQ were investigated in this article. Adopting a quantitative survey design and employing a convenience sampling technique, 313 customers who have stayed in rated hotels in Ghana were selected. Data analysis was done by descriptive statistics and SEM (PLS). The outcome revealed that SQ significantly improved both CS and CD; additionally, SQ and CL were mediated by both CS and CD, with CD having a greater significant effect on CL than CS. The implication of the findings is that though the pursuance of CL via SQ and CS is pertinent, the outcome has showed that

hotels in Ghana needed to do more by highlighting the impact of CD as the pathway to realising long-term customer patronage and loyalty.

Vidyanata (2022) studied the mediating influence of CS in the association between CL and SQ in the hotel sub-sector in Indonesia. The study used a purposive sample of 196 customer in a 5-star hotel in Jakarta that has stayed at least four times at the facility. Descriptive statistics and SEM with SmartPLS 3.0 were used to analyse data collected. The findings reveal that SQ significantly affect CS and CL, CS impacted CL, while the relationship between SQ and CL, was mediated by CS. The author posited that since SQ and CS are crucial factors that influence the extent of GL in hotels, hoteliers should adopt operational strategies that will improve overall SQ and guarantee CS as a means to earn the trust and loyalty of patrons.

Customer loyalty is an important factor of business success among hotel operators. Baba, Krishnan and Gera (2024) studied the effects of SQ on CS and CL, while considering the mediating influence of customers' trust in hotels in India. The study thus examined the connection between SQ and CS and how their relationship has impinged upon CL through the moderating impact of customer trust. Exploratory design was adopted and convenience sampling method was used to obtain cross sectional primary data from 210 respondents who have patronized different classes of hotels. Statistical analysis was undertaken by SEM, Smart PLS to establish the relationship among the constructs. The results show that CS significantly affected trust and CL, while trust impacted CL positively. Additional results revealed that customer trust was a significant mediator of the association between CS and CL among patrons of hotel services in India.

### ***Conceptual Framework***

The research model is adapted from Caruana (2002) to examine the impact SQ sub-variables on CS and GL, and to ascertain how CS mediates the effects of TAN, RES, EMP, REL and ASS on guest loyalty (Figure 1). Arising from the figure, three set of variables are identified; independent (TAN, RES, EMP, REL, ASS), dependent variable (GL) and mediator (CS). Thus, TAN, RES, EMP, REL, ASS are predictors of both CS and GL; but GL is also the consequence of CS.

The following hypotheses are tested with a view to realising the objectives of the study;

H<sub>1</sub>: Responsiveness impact on CS is significant.

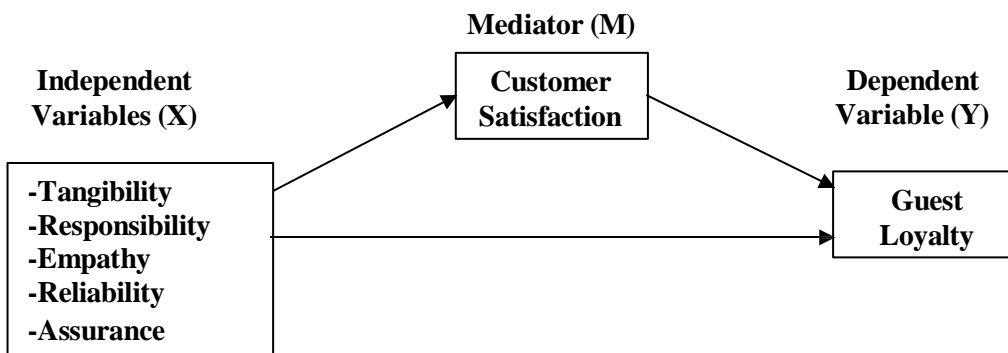
H<sub>2</sub>: The impact of tangibility on CS is significant.

H<sub>3</sub>: Empathy affects CS significantly

H<sub>4</sub>: Reliability significantly affects CS.

H<sub>5</sub>: Assurance exerts remarkable influence on CS

H<sub>6</sub>: CS has a direct positive effect on GL.



**Figure 1: Conceptual Model**

**Source:** Adapted from Caruana (2002)

H<sub>7</sub>: The association between TAN, RES, EMP, REL, ASS and GL is mediated by CS.

## Research Methods

### *Model Specification and Estimation*

Three models are specified as we investigate the impact of RES, EMP, TAN, REL, ASS on CS and GL. However, hierarchical regression is employed to determine the effect of mediator CS on the link between the predictors and GL (Baron and Kenny, 1986);

$$CS = f(TAN, RES, EMP, REL, ASS, u) \quad (1)$$

$$GL = f(TAN, RES, EMP, REL, ASS, u) \quad (2)$$

$$GL = f(TAN, RES, EMP, REL, ASS, CS, u) \quad (3)$$

Where, TAN, is Tangibility; RES, is Responsibility; EMP, is Empathy; REL, is Reliability; ASS, is Assurance; and GL, is Guest Loyalty; and  $u$ , is error term.

To establish mediation, TAN, RES, EMP, REL, ASS, must significantly affect the mediator in eq. (1); the variables must also have effect on GL in eq. (2); the mediator must also impact GL in eq. (3). Moreover, the effects of TAN, RES, EMP, REL, ASS, on GL must be greater in eq. (2) than in eq. (3). If TAN, RES, EMP, REL, ASS exert no effects in eq. (3) in the presence of CS, then there is perfect mediation, if not, the outcome is partial mediation.

### *Data Collection and Analysis*

A causal research design was employed in the study, and statements from individual constructs were adapted from extant literature. A structured questionnaire is designed to collect data on hotel patrons demographic features and the construct variables, TAN, REL, RES, EMP, ASS, CS and GL. A Likert scale ranging from 1 to 5 was adopted to rate all statements where, 1 denotes strongly disagree, 2 disagree, 3 undecided, 4 agree, and 5, strongly agree. The target population are guests in rated hotels in Warri, Ughelli and Asaba, cities in the three senatorial districts in Delta State, Nigeria with a combined population of 689,383 persons (World Population Review, 2020). However, owing to lack of a sampling frame, the R. V. Krejcie and D. W.



Morgan (1970) formula for calculating sample size for infinite population was adopted. Three hundred and fifty two (352) guests that have patronised a chosen hotel in the last 12 months, were selected with stratified and convenience sampling methods based on population size. Field survey took place between 1<sup>st</sup> July and 31<sup>st</sup> October, 2024. Multiple and hierarchical regressions were used for statistical analyses, to test the stated hypotheses.

## Results and Discussion

### *Demographic Profile of Hotel Patrons*

Analysis of the socio-economic profile of consumers shows that male accounted for majority (67%) of consumers why the remaining 40 % were female. About 74% of the respondents are aged between 28 and 51 years, with a mean age of 45 (Table 1). Furthermore, about 58.3% of patrons have tertiary education. Income distribution ranged from ₦ 30,000.00 to ₦ 254,000.00 with an average monthly income of ₦ 65,234.3750. On number of stay in a rated hotel the last 12 months, 34.4% of the patrons have stayed in a chosen hotel 3 times within the last 12 months, but the modal stay for the consumers is twice/year. Table 2 shows the mean, standard deviation, and skewness and kurtosis, which are indices of the normality of the distribution of the constructs. The skewness and kurtosis values ranged from -0.587 to -0.276 and, -0.804 to -0.198, respectively, within acceptable level of -1 to +1 (Hair et al., 2018). Cronbach's coefficient alpha was used to determine internal consistency and reliability of the constructs with values ranging between 0.88 and 0.92 for all constructs; however, overall reliability is 0.91.

### *Hierarchical Regression Results*

The models of the meditational framework developed by Baron and Kenny (1986) are shown in Tables 3, 4, and 5. The Durbin-Watson statistic of 1.92 indicates absence of serial correlation of errors in Model "a," and an adjusted  $R^2$  of 0.724 which revealed that SQ1 (RES), SQ2(TAN), SQ3(EMP), SQ4(REL) and SQ5(ASS) jointly explained 72.4% of the variation in

**Table 1: Demographic Characteristics of Patrons (n=352)**

Parameter	Frequency	Percentage(%)	Mean (Mode)
<b>Gender</b>			
Male	236	67.0	(male)
Female	116	33.0	
<b>Total</b>	<b>352</b>	<b>100.0</b>	
<b>Age</b>			
28-35	51	14.5	45.09
36-43	112	31.8	
44-51	97	27.6	
52-59	74	21.0	
60-67	18	5.1	
<b>Total</b>	<b>352</b>	<b>100.0</b>	
<b>Marital status</b>			

Single	215	61.1	(single)
Married	137	38.9	
<b>Total</b>	<b>352</b>	<b>100.0</b>	
<b>Educational status</b>			
Primary school	42	11.9	
Secondary school	105	29.8	(Secondary school)
ND/NCE	95	27.0	
HND/First Degree	89	25.3	
Masters	16	4.5	
Ph.D.	5	1.4	
<b>Total</b>	<b>352</b>	<b>100.0</b>	
<b>Mean Monthly Income (₦<sup>†</sup>)</b>			
30,000-74,000	251	71.3	₦ 65,234.3750
75,000-119,000	80	22.7	
120,000-164,000	18	5.1	
165,000-209,000	2	.6	
210,000-254,000	1	.3	
<b>Total</b>	<b>352</b>	<b>100.0</b>	
<b>Number of Stay, last 12 months</b>			
Once	93	26.4	
Twice	129	36.6	(Twice)
Three times	121	34.4	
Four times	9	2.6	
<b>Total</b>	<b>352</b>	<b>100.0</b>	

<sup>†</sup>₦ 1700 = 1 US Dollar in the month of September, 2024

**Source:** Author's computation

**Table 2: Constructs Descriptive Statistics**

Variables	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
GL (Guest Loyalty)	352	2.00	5.00	4.0688	0.62351	-0.545	0.130	-0.198	0.259
SQ1(Responsibility)	352	2.00	5.00	4.0298	0.69515	-0.587	0.130	-0.340	0.259
SQ2(Tangibility)	352	2.60	5.00	4.1080	0.60675	-0.461	0.130	-0.585	0.259
SQ3(Empathy)	352	2.00	6.00	3.7947	0.96960	-0.485	0.130	-0.680	0.259
SQ4(Reliability)	352	1.75	5.00	3.5240	0.70112	-0.379	0.130	-0.428	0.259
SQ5(Assurance)	352	1.00	5.00	3.0290	1.10379	-0.508	0.130	-0.804	0.259
CS (Customer Satisfaction)	352	2.00	5.50	3.9151	0.66630	-0.276	0.130	-0.513	0.259
Valid N listwise)	352								

**Source:** Author's computation

**Table 3: Model Summary<sup>d,e</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
<sup>a</sup> M = f(X)	0.851 <sup>a</sup>	0.724	0.720	0.35260	0.724	181.472	5	346	0.000	1.920
<sup>b</sup> Y = f(X)	0.862 <sup>b</sup>	0.743	0.739	0.31860	0.743	199.659	5	346	0.000	
<sup>c</sup> Y = f(X+M)	0.920 <sup>c</sup>	0.847	0.845	0.24574	0.105	236.581	1	345	0.000	1.873

a. Predictors: (Constant), SQ5, SQ4, SQ1, SQ2, SQ3

b. Predictors: (Constant), SQ5, SQ4, SQ1, SQ2, SQ3

c. Predictors: (Constant), SQ5, SQ4, SQ1, SQ2, SQ3, CS

d. Dependent Variable for a: CS

e. Dependent Variable for b,c: GL

**Table 4: Analysis of Variance (ANOVA<sup>a,b</sup>)**

Model		Sum of Squares	df	Mean Square	F	Sig.
<sup>a</sup> M = f(X)	Regression	112.812	5	22.562	181.472	0.000 <sup>b</sup>
	Residual	43.018	346	0.124		
	Total	155.830	351			
<sup>b</sup> Y = f(X)	Regression	101.335	5	20.267	199.659	0.000 <sup>b</sup>
	Residual	35.122	346	0.102		
	Total	136.456	351			
<sup>c</sup> Y = f(X+M)	Regression	115.622	6	19.270	319.097	0.000 <sup>c</sup>
	Residual	20.835	345	0.060		
	Total	136.456	351			

a. Dependent Variable: CS

b. Dependent Variable: GL

c. Dependent Variable: GL

d. Predictors<sup>a,b</sup>: (Constant), SQ5, SQ4, SQ1, SQ2, SQ3

e. Predictors<sup>c</sup>: (Constant), SQ5, SQ4, SQ1, SQ2, SQ3, CS

CS. Model "b" however yielded an adjusted  $R^2$  of 0.743 when the same predictors were regressed on the GL, meaning that the service quality sub-variables explain for 74.3% of GL's variation. Nevertheless, when the mediator CS was included in model "c", its explanatory power significantly improved, as the predictors jointly accounted for 84.7% of the variance in GL. According to Table 4, there is a statistically significant correlation among the three models and the causal association between CS and Xs ( $F_{(5, 346)} = 181.472$ ,  $p < 0.01$ ); GL and Xs ( $F_{(5, 346)} = 199.659$ ,  $p < 0.01$ ); and GL, Xs and CS ( $F_{(5, 346)} = 319.097$ ,  $p < 0.01$ ). The findings show the significant ( $p < 0.01$ ) influence that SQ1(RES), SQ2(TAN), SQ3(EMP), SQ4(REL) and SQ5 (ASS) have on CS, the mediating variable (model "a"). SQ5(ASS) and SQ2(TAN) have standardised beta coefficients of 0.223 and 0.316, respectively, making them the dominant predictors (Table 5).

Thus, the findings that SQ1 (RES), SQ2(TAN), SQ3(EMP), SQ4(REL) and SQ5(ASS) have substantial impact on CS, support  $H_1$ ,  $H_2$ ,  $H_3$ ,  $H_4$ , and  $H_5$ . The results are in consonance with those of Nyagadza, Mazuruse, Muposhi and Chigora (2022), and Vidyanata (2022) in Zimbabwe and Indonesia, respectively. Exogenous factors were also found to have substantial ( $p < 0.01$ ) influence on GL in model "b". Furthermore, SQ5 (ASS) has the highest beta coefficient (0.374), ahead of SQ4(REL) (0.211) and SQ1 (0.199). The third equation, or model "c," contained the highly significant mediator CS between the Y and the Xs. Thus, all the prerequisites for mediation to succeed are met by models "b" and "c"; the impact of SQ1(RES), SQ2(TAN), SQ3(EMP), SQ4(REL) and SQ5(ASS) is significantly smaller in model "c" than in model "b," and the adjusted  $R^2$  has increased from 0.74 to 0.85 (Table 3). From the second to the third model, the  $\beta$ s of SQ1(RES) decreased by 95%, SQ2(TAN) by 300%, SQ3(EMP) by 289 %, SQ4(REL) by 107% and SQ5(ASS) by 58 %, respectively, to 0.102, -0.065, 0.038, 0.102 and 0.237. The effect of SQ2(TAN) and



SQ3(EMP) on GL is now negligible ( $p > 0.5$ ). Given that the  $\beta$ s for SQ1, SQ4, and SQ5 are still significant ( $p < 0.01$ ), it may be inferred that whereas CS fully mediated TAN, EMP and GL (model “c”), it exerts partial mediation on RES, REL, and ASS. Because SQ1(RES), SQ4(REL), and SQ5(ASS) have a direct relationship with GL independent of CS, their influence on GL is likely to persist even after the mediator’s inclusion. Customers’ trust in hotel overall SQ affects the level of loyalty they exhibit. Furthermore, satisfied customers become informal brand ambassadors making positive recommendations about a given hotel. The reliability of products offered and the assurance of quality services guaranteed, engender customers’ trust and guest loyalty. Similar results were reported by Myo, Khalifa and Aye (2019) in Myanmar, Nikou and Khiabani (2020) and Ismail, Tin and Chan (2021) in Malaysia.

The dramatic drop in  $\beta$ s of RES, EMP, and REL and the insignificance of TAN, and EMP in model “c” are attributable to the mediated impact of CS. Consequently,  $H_7$  is validated as CS mediated the link between SQ1, SQ2, SQ3, SQ4, SQ5 and GL. CS also has a direct effect on GL as shown ( $\beta = 0.62$ ,  $p < 0.01$ ), thus validating  $H_6$ . Priyo et al. (2021) also affirmed that CS significantly partially mediated the relationship between SQ and Customer loyalty in hotels in Indonesia. Although there is no worrisome presence of multicollinearity indicated by the variance inflation factor (VIF) in models “a” and “b”, the link of CS and the regressors in “c” has marginally increased the VIF values of the predictors in “c” (Table 5), although within a tolerable benchmark of  $\leq 5$  (Hair et al., 2018).

**Table 5: Coefficients<sup>a,b,c</sup> Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
<sup>a</sup> CS = f(SQ1,SQ2,SQ3,SQ4,SQ5)	(Constant)	0.412	0.163		2.533	0.012		
	SQ1(RES)	0.151	0.037	0.158	4.117	0.000	0.544	1.837
	SQ2(TAN)	0.347	0.045	0.316	7.705	0.000	0.473	2.113
	SQ3(EMP)	0.123	0.040	0.179	3.062	0.002	0.234	4.266
	SQ4(REL)	0.169	0.030	0.178	5.603	0.000	0.794	1.259
	SQ5(ASS)	0.134	0.037	0.223	3.606	0.000	0.210	4.772
<sup>b</sup> GL = f(SQ1,SQ2,SQ3,SQ4,SQ5)	(Constant)	1.137	0.147		7.736	0.000		
	SQ1(RES)	0.178	0.033	0.199	5.376	0.000	0.544	1.837
	SQ2(TAN)	0.134	0.041	0.130	3.282	0.001	0.473	2.113
	SQ3(EMP)	0.095	0.036	0.148	2.634	0.009	0.234	4.266
	SQ4(REL)	0.188	0.027	0.211	6.903	0.000	0.794	1.259
	SQ5(ASS)	0.211	0.034	0.374	6.284	0.000	0.210	4.772
<sup>c</sup> GL=(SQ1,SQ2,SQ3,SQ4,SQ5,CS)	(Constant)	0.899	0.114		7.862	0.000		
	SQ1(RES)	0.091	0.026	0.102	3.481	0.001	0.519	1.927
	SQ2(TAN)	-0.066	0.034	-0.065	-1.955	0.054	0.404	2.475
	SQ3(EMP)	0.025	0.028	0.038	0.871	0.384	0.228	4.381
	SQ4(REL)	0.091	0.022	0.102	4.133	0.000	0.728	1.373
	SQ5(ASS)	0.134	0.026	0.237	5.070	0.000	0.202	4.951
	CS	0.576	0.037	0.616	15.381	0.000	0.276	3.622

a. Dependent Variable: CS

b,c. Dependent Variable: GL

## Conclusion

The place of CS as a driver of CL in the service industry cannot be disputed in the extant marketing literature. Nevertheless, the extent of satisfaction derived from a service offering depends greatly on the quality of service received. In many studies on consumer behaviour, SQ is viewed as a composite construct, but in this study SQ is disaggregated to unravel the individual impact of the sub-variables Reliability, Responsibility, Tangibility, Empathy and Assurance on CS and GL. Also, unravelling the effects of TAN, RES, EMP, REL, ASS on CS and how CS mediates the connection between Tangibility, Responsibility, Empathy, Reliability, Assurance and Guest Loyalty, is the thrust of this research. The analysis found Empathy, Reliability, Tangibility, Responsibility and Assurance as significant predictors of CS and Guest Loyalty in hotels; it also confirmed the mediational effect of CS in the link between GL and the components of SQ. While CS fully mediated the connection of Tangibility, Empathy and GL, it only exerted a partial mediating role on Responsibility, Reliability, and Assurance. For customers to be loyal to any service organisation, a level of trust must be established among patrons, and this comes through building long-term relationships. Also, the responsibility and assurance of offering quality and reliable services to patrons all work in consonance to build trust and foster attitudinal and behavioural loyalty.

The study's practical application is that hotel managers need to implement a marketing strategy that involves constant enhancements to the quality of services provided, and their operational setting. To do this, employees conduct has to be addressed through professional and ethical training and incentives to drive them to provide reliable customer service and win patrons' loyalty. The originality value of the study stems from how it expanded the analysis of the mediational effects of CS on the relationship between SQ and guest loyalty to the sub-variables; tangibility, responsiveness, reliability, assurance, empathy unlike previous studies.

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