

CUSTOMERS PERCEPTION OF SERVICE EXPERIENCED AND CUSTOMERS SERVICE EXPECTATION AT HOTELS IN ONDO STATE, NIGERIA: ANY NEXUS?

Akintade E.A., Oluwole A., and Aina O.C

Department of Tourism and Event Management, Afe Babalola University, Ado-Ekiti, Ekiti State, Nigeria
Corresponding Author E-mail: eakintade@futa.edu.ng

Abstract

Poor customer perception of service experienced is still a significant problem in many parts of the world and customer service expectations are not met. Customers often expect a certain reaction from an enterprise and when those expectations are exceeded pleasantly, the enterprise has somehow passed an important psychological threshold. This study aims to improve knowledge on the interconnection between customers' perception of service experienced and customers' service expectations at some selected hotels in Ondo State, Nigeria. Some features were selected using a questionnaire specifically designed for this study, using data from 1140 lodgers. Analyses of data collected from 1076 respondents who participated in the survey and correctly filled the questionnaire revealed that respondents' scores on service received were higher than their scores on corresponding service expectations for most of the variables examined. The average scores of customers' perceptions of service received and service expectations at the hotels and given remarks on service quality recorded are based on the GAP values of 5.54 (either positive or negative between the mean scores of each variable). Pearson's correlation was used to test this hypothesis there is no significant relationship between customer's perceptions on service experienced and service expectation. The findings show that service received had a positive correlation with service expectation ($r = 0.604$, $p\text{-value} = 0.001$). It was also observed that the total respondents' rating of some variables was unsatisfactory with a mean value of (2.68) as 52% of respondents rated their service experience as unsatisfactory. It was recommended that hoteliers should employ staff with requisite qualifications (academically) and qualified employees who understand the importance of being able to offer a constant acceptable service quality to hotel guests and to ensure that assurances made to guests are met, if not outstripped. To exceed customers' expectations, hotels should provide genuine hospitality, a valuable experience, and a commitment to maintenance of continuous improvement.

Keywords: Customers Perception, Service Experience, Service Expectation, Hotels.

1. INTRODUCTION

A hotel is defined as a stable establishment with four or more bedrooms that provides bed and breakfast to customers on a temporary basis. Hotels, on the other hand, are classified as domestic hospitality in many countries. They are, however, frequently classified as larger businesses, especially in developed countries Olokesusi et al. (2020). The hotel industry, according to Jauhari (2012), is a sub-sector of the tourism industry. It is one of the most rapidly expanding businesses in the service sector. The industry is growing at a high pace, but the main challenges are poor quality of

service and a lack of facilities for visitors to stay in. It is expected to have a physical and administrative service expectation that includes service quality, security, the physical environment, events and attitudes, norms, a good maintenance culture, a reasonable price, and customer satisfaction for quality services. Kifle, (2012) Service quality is the consumers' judgment of the excellence and superiority of the service encounter (Kim, Holland, and Han, 2013). In the hotel industry, guests will have certain perceptions of the hotel's service quality depending on the services offered to them or the experiences they have had Md. Boon-Liat and

Zabid Abdul (2013) Evaluating the customers' perception of service quality is widely acknowledged as being an effective strategy to boost profitability in the hospitality industry Tefera and Govender (2016) In order to anticipate customers' expectations and understand their perceptions, it was suggested that hotel managers make service quality measurements as part of their quality management program olabanji et al(2018). Customer satisfaction is a very poor predictor of future customer behaviour.

Perception is how we make sense out of what we experienced. Customer interpretation of what he/ she see and hear is just that your interpretation. Customer perception refers to how a customer feels about a hotel. This includes their thoughts, emotions, and opinions related to a brand and its products or services. Customer perception can be positive or negative. The customer perception process occurs when customers interact with your brand, products, or services. Customer service perceptions are to enable guests to fully leverage their customer service potential by providing them with simple, unobtrusive, and in-expensive business and operating-system evaluation. Customer service perception enables a client to quickly and regularly assess their customers' service needs. Customer service perception is a company offering tools for improving customer service; mystery is an effective way of measuring the level of service a business provides to its customers Kehinde & Ogunnaike (2016) which try to meet its customer expectation.

According to Ariffin and Maghzi, (2012) customers' expectations of a hotel's level of hospitality have received relatively little attention in the literature, despite receiving a lot of attention from service marketers and academic researchers. Customer expectations are critical. Customers' expectations can be set by being open and honest with them about the features of your product and your ability to provide service. Customers will form their own expectations based on their prior life experiences. This could be due to what their

parents told them, comparable goods they purchased, or a variety of other factors.

Examining how consumer expectations of hospitality differ based on demographic or personal criteria has received little attention. Visitors are unlikely to return to the same destination or hotel on a subsequent visit due to the high prevalence of variety-seeking behaviour. A hotel's exceptional level of hospitality may contribute to visitors returning there in the future Lovelock and Wirtz (2011).

There is little research into the impact of service quality on customer satisfaction in hotels. A majority of studies have focused on one or a few factors related to service quality. Barber et al. (2011) investigated how service quality was influenced by tangible elements only, while Ha and Jang (2010) discovered how service quality was affected by a few dimensions, including assurance, reliability, and responsiveness, and that this could lead to customer loyalty. Thus, it is believed that customer loyalty is the most crucial element in any hospitality's ability to draw in more business and thereby increase its profitability. However, no studies that examined this issue in Shiraz restaurants could be discovered. Shiraz, one of the oldest cities in ancient Persia, is the sixth most populous city with more than 145,000 residents. This city has received a great deal of attention as a city of poets, heritage capital, gardens, and flowers, which has attracted both domestic and foreign tourists.

Moradi and Mohamed (2011). According to the study, there is a link between the success of service organizations and the quality of their offerings. High-quality customer service increases customer satisfaction, which can lead to increased sales and loyalty among current customers. As a result, service quality has the potential to protect service firms' competitiveness. Pizam and Ellis from 1999 and Akbaba from 2006. As a result, in order to be efficient and sustainable, hotel management must conduct service quality studies.

2. LITERATURE REVIEW

Customer satisfaction is the evaluation or judgment of a good or service made after the sale. The extent to which the chosen product meets or exceeds consumer expectations is another popular way to put it (Khadka, 2017; Chendo, 2019). Service quality significantly affects the consumer's consumption and post-consumption processes because resort hotel services are intangible and diverse from the customer's point of view (Ali 2015). Service hiccups are significant turning points where commitments are fulfilled or not. They are referred to as the cornerstone of clients' trust in the caliber of the services they receive. Because they are essential enablers of perceived service quality, which is determined by the discrepancy between customers' expectations and actual experiences, positive customer experiences increase trust in the service provider's claims (Gupta, Dashb, and Mishrac 2019).

Their reaction to completion is their level of satisfaction. It is the conclusion that a component, the output, or the service itself provides (or is providing) a sufficient amount of consumption-related sufficiency, including the caliber of the service received or over satisfaction. Additionally, "contentment" refers to a consumer's post-purchase evaluation of a good or service. Customer satisfaction, according to (Bigné, Sánchez, and Andreu, 2000), is an evaluative appraisal based on both effective and cognitive reactions, as well as an emotional response. According to (Back and Parks 2005), a customer's satisfaction is thought to be the outcome of a comparison between their intentions and their feelings of evaluation, with the agreement or disagreement of those intentions predicting satisfaction.

Customer satisfaction is determined by comparing a consumer's intentions with their perception of the evaluation, with the agreement or disagreement of those intentions serving as a predictor of satisfaction. According to a variety of empirical studies in the hotel industry (Mattila, 2003) customer satisfaction is a significant predictor of the likelihood that they will return and recommend the establishment to

their friends, family, and other people. The idea of customer satisfaction is well-established in a number of fields, including marketing, economic psychology, consumer studies, welfare economics, general economics, and welfare economics.

The most widely accepted interpretation offered by numerous authors' states that satisfaction is a state that results from comparing what was received to what was anticipated. This comparison process takes into account both the purchase decision itself as well as the requirements and goals associated with the purchase. But customer happiness is defined as their evaluation of whether a good or service meets their needs and expectations.

According to Kang et al. (2004) and Anderson et al. (2001), hotel businesses that prioritized customer fulfilment raised the agreed-upon behavioural expectations of their current clients, prevented client churn, cut marketing costs, and decreased clients' perceptions of cost assessment. Even though customer satisfaction had a significant impact on behavioural intentions in the hotel industry, Kang et al. (2004) found that the issue of customer behavioural intentions in the satisfaction-behavioural mix was commonly disregarded.

Customers Perception is the process of selection, organization, and interpretation of sensations by individuals. This is a process known as perception. Every customer interprets a motive in a way consistent with his or her own biases, desires, and experiences. Perception is the rapid reaction of sense receptors to such fundamental stimuli as light, color, odor, texture, and sound. Research in perception is the main topic of research in perception (Nnamdi, 2018).

Perception is the process by which physical experiences, including sights, sounds, and smells, are selected, ordered, and understood. Eventually, interpretation can give an incident meaning. Numerous stimuli compete for our attention, although the bulk of them go unnoticed most of the time. This is because customers just have different perceptual thresholds. Prior to actually registering a signal, our sensory detectors must be exposed to it at a

certain level of intensity. Additionally, the differential threshold, the ability of a customer to discern if two stimuli differ, is a crucial factor in many marketing scenarios, including packaging design, product size, and price (Namin, 2017)

According to (Wali & Nwokah, 2018) some of the factors that influence which stimuli (beyond the threshold level) are actually perceived are the quantity of experience that motivates customers, how much attention it attracts, and how it is understood. Despite the fact that there is almost no evidence to support its effectiveness, many consumers continue to harbour the misconception that advertising uses subliminal persuasion to persuade them to purchase products. Management should be aware that different hotels and service organizations may have a varied priority order for the key components of service quality when establishing a measurement to assess customer perceptions of service quality. Participants in the survey and hotel management in general should concentrate on the result quality sub-dimensions and improve the performance of their facilities.

Due to the high staff-to-guest ratio, hotel services may offer individualized care (Lim et al., 2009; Erkutlu et al., 2005). The hotel's personnel are available to guests around-the-clock, making every visitor feel special and distinct during their stay. Because workers and visitors interact more frequently, a more casual and homey atmosphere results (Agett, 2007; McIntosh et al., 2005). Additionally, the majority of boutique hotels have upscale amenities, including top-notch dining establishments, bars, lounges, and spas, as a standard part of their service. Additionally, cutting-edge features like high-speed Internet access, cordless phones, CD players, and music and book libraries are available (Albazzaz et al., 2003).

Quality The aim is to reach or even surpass the common quality standards laid out in every aspect of the hotel's gastronomy, interior design, and services provided, et cetera. According to Aggett (2007) and McIntosh et al. (2005), customers are attracted to hotels because of their

quality image. The term "service quality" is illusive and challenging to define and quantify. According to earlier studies, quality is defined as adherence to requirements, which implies that a product's feature set should meet the criteria set by management (Reeves and Bednar, 1994). The difficulty of reducing services to a set of standards prevents the adoption of such a management-inspired concept to quantify service quality. As a result, better definitions of quality that reflect the viewpoint of the consumer have been created. Three distinct definitions of quality have been offered by academics: excellence, value, and matching or exceeding expectations (Ekiniet al, 2008).

Likewise, Khadka & Maharjan (2017) stated that customer loyalty and retention have been an essential focus of many organizations in their pursuit to remain competitive. Oliver (1997) defines customer loyalty as "a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influence and marketing efforts having the potential to cause switching behaviour".

According to Anderson and Jacobsen (2000), customer loyalty is "the result of an organization's creating a benefit for customers so that they will maintain or increase their purchases from the organization. Likewise, Zineldin (2000) refers to customer retention as the urge of an individual to do business with a particular company continuously. According to Hoyer and MacInnis (2008), customer retention is "the practice of working to satisfy customers with the intention of developing long-term relationships with them. Thus, customer loyalty is achieved when customers are willing to re-purchase or re-use the same good or service because of the quality of the good or service itself.

Rebekah, (2017) a customer's expectation is what the customer wishes to receive from the services. From the multiplicity of expectation definitions, it can be concluded that expectations are uncontrollable factors, including past experiences, advertising, and customer perception at the time of purchase, background,

attitude, and product image. Furthermore, the influences of customer expectations are pre-purchase beliefs, word-of-mouth communications, individual needs, customers' experiences, and other personal attitudes. Different customers have different expectations based on their knowledge of the product or service.

According to Olabanji et al. (2018), considering that customer satisfaction is a parameter used in determining the quality of service offered, hoteliers need to have a thorough understanding of both tangibles (physical facilities, equipment, personnel, and communication materials) and intangibles (employees' skills and knowledge of the service, security level, materials that can attract visitors, and features that influence hotel guests' selection).

Wilson et al. (2008) agree that hotels use the physical attribute, which includes both the interior and exterior components, to communicate service expectations that guests can expect when they visit. According to Wu (2009), service quality can be measured using physical facilities, equipment, people, and communication materials. That is, physical components such as hotel design, equipment, and interior design can be used to attract visitors to hotels (Alsaqre, 2011), and visitors' perceptions of these can be used to determine the quality.

Given the relationship between visitors' expectations and the quality of service encountered in measuring customer satisfaction, hoteliers must identify the factors influencing visitors to choose them, offer the services, and conduct an assessment of visitors' perceptions to see how they fare. Customers will be satisfied, which will encourage repeat visits (customer loyalty) and increase positive word-of-mouth publicity to potential visitors.

The customer perception indicators (CPI) model for best ways to keep customers coming back in Nigeria hotels is proposed in Figure 2. The CPI model shows five customer perception indicators as independent variables for customers' retention as the dependent variable. The independent variables includes Reliable, Credible, Attractive, Responsive and Empathic. The model is expected to explain the relationship between these five customers perception and the dependent variable (i.e Customers Retention) in the context of hotels in Ondo State, Nigeria.

Perceived service quality is the different between what they get and what they expect. Every customer comes with certain expectations about the quality of the goods, the services, and total experience of dealing with the business. When hotel manager are able to meet customers' needs it means that he exceed his expectation he perceives the quality as relatively high. When you fail to meet his expectations he perceives the quality as relatively low.

Reliable: -A fanatical commitment to reliability is the key reason that can make good retention of customer. In business, or in any field of endeavor, consistent, high- level performance is the major difference between the champions and the also- rans.

Credible: - one thing customer will readily pay for is peace of mind. As customers we all willingly go back to people and business who sincerely want to help us and have our best interest at heart. Customers will always want security, integrity and assurance that if there is problem, it will be promptly handled at no extra cost. Credibility brings customer back.

Attractiveness- appearances can be deceiving, but customers draw a lot of conclusions about the quality of service on the basis of what they see, feels, touches, hears or smells concerning the hotel business is shaping his/ her opinion of the service for better or worse.

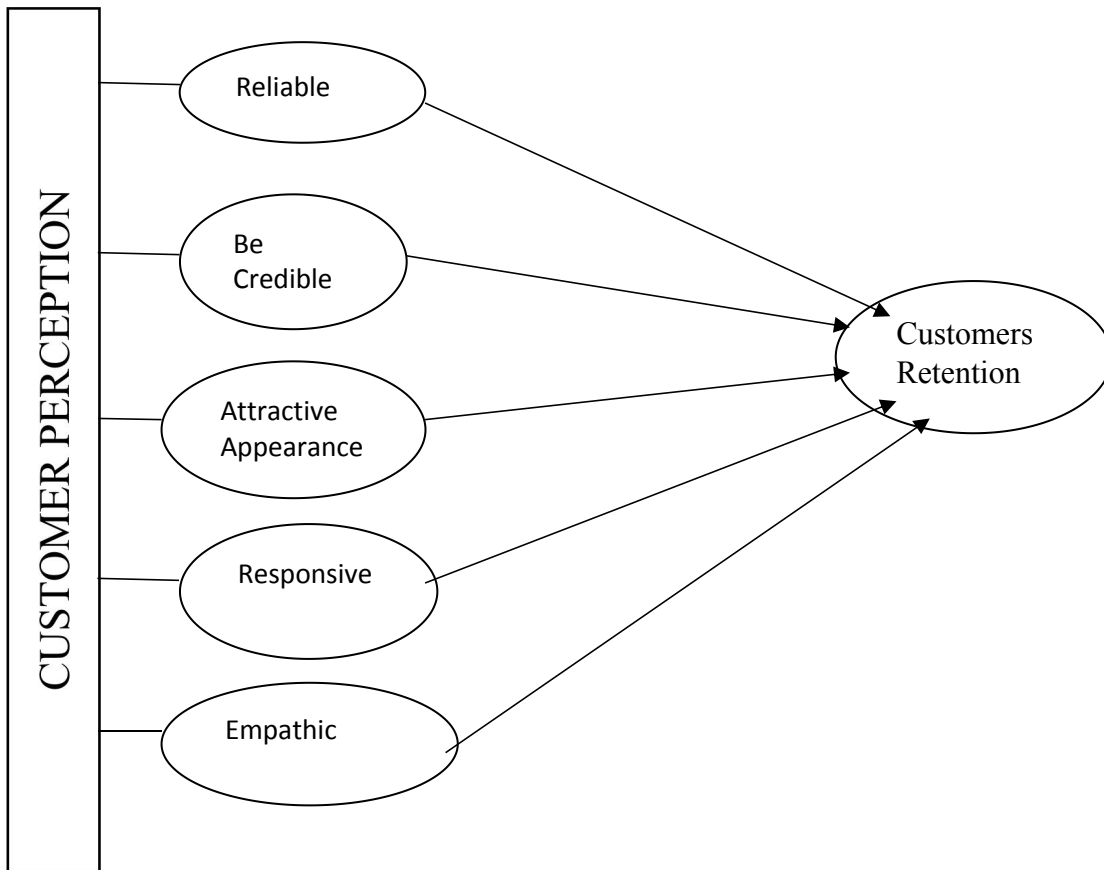


Figure 2: Customer Perception Indicator (CPI) Model for Best Ways to Keep Customers Coming Back

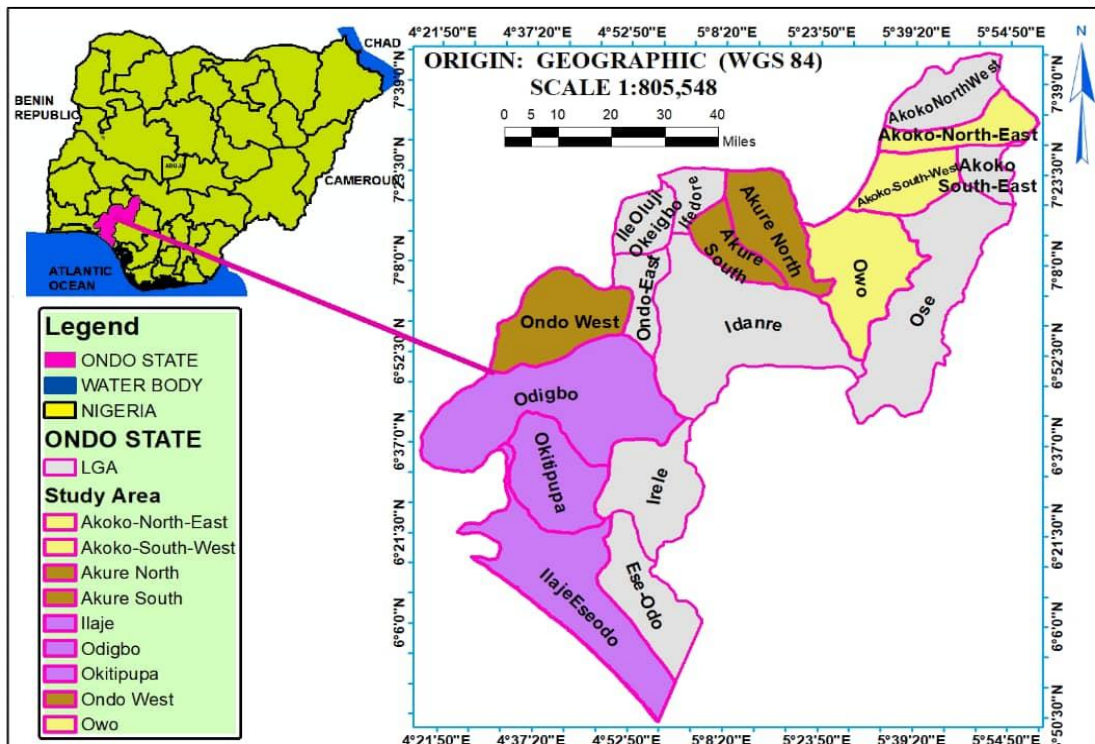


Figure 1: Map of Nigeria showing Ondo State and Map of Ondo State.

3. METHODOLOGY

The study area for this work is Ondo State. Ondo State is one of the 36 state of Nigeria. Ondo state has an area of about 14, 769km². Geographically, the state is located in south west of Nigeria between latitudes 5^o 45¹ and 8 15¹ North of the equator and longitude 4. 30 East and 6^o 00 East of Greenwich Meridian. It is bordered in the Northwest by Ekiti and Kogi State, Western part by Osun State; North and East Central by Edo State; Southwest by Ogun State and South east by Delta State.

A quantitative study was conducted by means of a structured questionnaire to collate socio-demographic data and data concerning visitation Pattern of customers. The hotels and respondents for the study were chosen using a multi-stage sampling technique. The first stage involved stratifying Ondo state into senatorial districts and then Local Government Areas (LGAs), with nine LGAs being chosen at random. Ondo State was first stratified into three statutory senatorial districts, namely Ondo North, Ondo Central, and Ondo South. Each senatorial district has six LGAs from which three (3) LGAs were purposively selected from each senatorial district. Which represents 50% of the LGAs in each senatorial district. The selected LGAs are (Akoko South/West, Ose and Owo), (Akure South, Akure North and Ondo West), and (Ilaje, Okitipupa and Ore) from Ondo North, Ondo Central, and Ondo South Senatorial Districts respectively. Krejcie and Morgan (1990) was applied in selecting the sample size of the hotels. The second stage involved the purposive selection of hotels from the selected LGAs. The selection of these areas

for the study was based on the high concentration of relevant hotel operations in them. Out of 360 registered hotels in Ondo State, a total of 287 registered hotels were in the nine LGAs selected for this study. Fifty-seven (57) hotels representing 20% of all the registered hotels in the selected LGAs were selected for the study (Arohunsoro, 2019). A set of twenty (20) questionnaires were distributed to respondents in each of the Local Government Area, making a total sample size of 1140 from the nine Local Government Areas. Out of the one thousand one hundred and forty (1140) copies administered one thousand and seventy-six (1076) questionnaires representing (94%) were retrieved while the remaining sixty four (64) questionnaires (6%) were not returned. The questionnaire used to survey patrons was identical for all the study areas and consisted of socio- demographic characteristics details and visitation pattern of tourists. Convenience sampling was used, since all overnight visitors in the park during the time of the survey formed part of the sample. Microsoft Excel was used for data capturing and basic data analysis while SPSS (Statistical packages for social sciences version 23.0), was used for the analysis of data. The statistical analysis comprised three stages. Firstly, Descriptive Analysis (Tables and Charts), were used to analyse the socio-demographic profile and visitation pattern of respondents. Secondly, and a Pearson Correlation analysis was conducted to analyse the relationship between the behavioural intention and customers satisfaction in Ondo State.

Senatorial District	Local Government Area	Selected Local Government Area	Number of Hotel in each S/D	Sample Size (using 20%) and Proportion	Sample Size	Summation
ONDO NORTH	Akoko North East LGA	NA	13	2.6	3	52
	Akoko South/WEST/ East LGA	A	17	3.4	3	68
	OWO LGA	A	33	6.6	7	132
		SUBTOTAL	63	12.6	13	252
ONDO SOUTH	ILAJE	A	21	4.2	4	84

	ODIGBO	A	21	4.2	4	84
	OKITIPUPA	A	22	4.4	4	88
		SUBTOTAL	64	12.8	13	256
ONDO	Akure North	A	19	3.8	4	76
CENTRAL	Akure South	A	128	25.6	26	512
	Ondo West	A	13	2.6	3	52
		SUBTOTAL	160	32	32	640
GRAND	9 LGA		287	57.4		
TOTAL					57	1148

4. RESULT

Socio Demographic Characteristics of the Clients

Variables	Categories	Frequency	Percent
Gender	Male	618	57.4
	Female	458	47.6
Age	Below 18	86	8
	18-30	366	34
	31-40	204	19
	41-50	183	17
	51-60	108	10
	61-70	86	8
Marital status	71 and above	43	4
	Single	473	44
	Married	463	43
Religion	Divorced	108	10
	Widow(er)	32	3
	Christianity	708	65.8
Nationality	Islam	285	26.5
	Traditional	80	7.4
	Others	3	0.3
Educational status	Nigerian	1024	95.2
	Non-Nigerian	52	4.8
	Non formal	288	26.8
Occupation	Primary	144	13.4
	Secondary	330	30.7
	Tertiary	314	29.2
	Farmer	138	12.8
Income	Civil servant	277	25.7
	Retiree	244	22.7
	Entrepreneur	168	15.6
	Student	250	23.2
Income	N100,000 and above	47	4.4
	N80,00- N99,999	128	11.9
	N60,000- N79,999	227	21.1
	N40,000- N59,999	135	12.5
	N20,000- N39999	145	13.5
	N10,000- N19,999	210	19.5
Under N10,000	184	17.1	

N = 1076

Table 4.2: Hotels visit information

Variables	Categories	Frequency	%
Purpose of visit	Business	215	20.0
	Pleasure	198	18.4
	Visiting people	87	8.1
	Study	172	16.0
	Work	250	23.2
	Adventure	38	3.5
Visit status	Holiday	75	7
	Others reasons	41	3.8
Source of awareness about the hotel	First visit	652	60.6
	Others	424	39.4
Through friends and relatives	Through friends	288	26.8
	Internet	519	48.2
	Mass media	90	8.4
	Other means	179	16.6

N= 1076

Table 4.2 shows that 20%, 18.4%, 8.1%, 16%, 23.2%, 3.5%, 7% and 3.8% visit the hotels for the purpose of business, pleasure, visiting people, study, work, adventure and holiday respectively. The Table also presents that 60.6% of the customers were first time customers and 39.4% had visited the hotels earlier. The sources of awareness about the hotel show that 26.8%, 48.2%, 8.4%, and 16.6% obtained information about the hotels through friends and relations, through the internet, through mass media (TV, radio, printed advert, etc.) and others means respectively. The reason for visitation gave the researcher the categories of people to meet in the hotel and frequency of visit.

Table 4.3: Factors Influencing Customers' Selection of Hotels

Factors	Mean	Std. Deviation
Decoration of the hotels	5.75	1.088

Clean reception	5.64	1.139	The layout of the hotel which makes moving around easy	5.51	1.225
Style of decoration	5.59	1.236	Interaction with other customers which has a positive impact on the perception of the hotels' services	5.51	1.189
Layout of the hotel	5.59	1.141	Competent employees	5.51	1.114
Convenient parking space	5.57	1.147	Clean and quiet hotel rooms	5.50	1.227
Sanitary, adequate and sufficient hotel's food & beverage served	5.56	1.108	Clean and neat hotel employees	5.50	1.151
High quality in-room temperature control	5.54	1.115	Secure hotel rooms.	5.50	1.197
Rapid responses of employees to customers' questions	5.53	1.216	Grand Mean	5.54	
Comfortable bed/mattress/pillow	5.52	1.259			

Hypotheses Testing

Hypothesis 1: There is no significant difference between visitation status and hotel selection criteria (customer satisfaction and behavioural intention) among hotel customers in Ondo State.

Table : t-test results of Hypothesis 1

Visitation Status and Hotel Selection Criteria	N	Mean	SD	df	t	p-value	Decision
First Time Visit	656	5.4812	.52163	1056	2.240	0.03	Rejected
Repeated Visit	402	5.4005	.59552				
Visitation Status and Customer Satisfaction	N	Mean	SD	df	t	p-value	Decision
First Time Visit	656	5.3779	.65603	1056	0.213	0.83	Not rejected
Repeated Visit	402	5.3689	.68339				
Visitation Status and Behavioural Intention	N	Mean	SD	df	t	p-value	Decision

This hypothesis was tested using the Independent Sample T-test. Table 4.10 shows that under the p-value of the t-test statistic is 0.03 which is less than 0.05 level of significance that serves as a benchmark. This indicates that there is significant difference between visitation status and customer satisfaction. Hence, the null hypothesis is rejected. Therefore, there is significant difference in customer satisfaction as a factor influencing customers' selection of hotels and customers' visitation status. Table 4.10 also indicates that the p-value of the t-test statistic is 0.83 which is higher than alpha value of 0.05. This implies that there is no significant

difference between visitation status and customers' behavioral intention. Hence, the null hypothesis was not rejected. Therefore, there is no significant difference between customers' behavioral intention and customer visitation status. Table 4.10 presents further that the p-value of the t-test statistic is 0.02 which is less than 0.05 level of significance. This indicates that significant difference was found existing in the test. Hence, the null hypothesis is rejected. Therefore, there is significant difference between behavioural intention and customer visitation status.

Mean Comparison of Customers' Perceptions of Service Received and Expectations of Hotel Services
(N = 1076)

S/N	Features	Service Received Mean	Expectation Mean	GAP Value	Remarks Service Recorded	On Quality
1	The decoration of the hotel	5.75	5.76	-0.01	Negative	
2	If I could, I would stay at this hotel again.	5.65	5.66	-0.01	Negative	
3	This hotel's reception area is clean.	5.64	8.72	-0.03	Negative	
4	I always say positive things about this hotel to other people.	5.61	5.67	-0.06	Negative	
5	I believe that this hotel has a better image than its competitors.	5.60	5.61	-0.01	Negative	
6	The layout of this hotel serves my purposes/needs.	5.59	5.59	0	Equal	
7	The style of decoration is to my liking at this hotel.	5.59	5.57	0.02	Positive	
8	There are convenient parking spaces available at this hotel.	5.57	5.56	0.01	Positive	
9	This hotel's food & beverage served are sanitary, adequate and sufficient.	5.56	5.55	0.01	Positive	
10	I believe that I made the right choice by staying at this hotel.	5.55	5.55	0	Equal	
11	I have always had a good impression of this hotel.	5.55	5.56	-0.01	Negative	
12	In-room temperature control is of high quality at this hotel.	5.54	5.54	0	Equal	
13	The employees of this hotel are able to answer my questions quickly.	5.53	5.53	0	Equal	
14	My interaction with the other customers has a positive impact on my perception of this hotel's services.	5.53	5.52	0.01	Positive	
15	I feel good about this hotel in general.	5.52	5.44	0.08	Positive	
16	This hotel's bed/mattress/pillow are comfortable.	5.52	5.52	0	Equal	
17	The layout of this hotel makes it easy for me to move around.	5.51	5.51	0	Equal	
18	The employees of this hotel are competent.	5.51	5.51	0	Equal	
19	My interaction with the other customers has a positive impact on my perception of this hotel's services.	5.51	5.50	0.01	Positive	
20	This hotel's room is clean and quiet	5.50	5.50	0	Equal	
21	A secure safe is available in the room of this hotel.	5.50	5.50	0	Equal	
22	The employees of this hotel look clean and neat.	5.50	5.50	0	Equal	
23	This hotel experience has satisfied my needs and wants.	5.50	5.50	0	Equal	
24	There are a variety of food & beverage facilities at this hotel.	5.49	5.5	-0.01	Negative	
25	I would recommend this hotel to other people	5.49	5.5	0.01	Negative	
26	I always consider this hotel to be the first one on my list when searching for accommodation.	5.47	5.5	-0.03	Negative	
27	This hotel provides high quality services	5.47	5.50	-0.03	Negative	
28	This hotel's food & beverage are of high quality.	5.47	5.5	-0.03	Negative	

29	The dining-out facilities around this hotel are conveniently located	5.46	5.5	-0.04	Negative
30	I feel good about this hotel in general.	5.45	5.5	-0.05	Negative
31	The behaviour of the employees of this hotel allows me to trust their services.	5.45	5.5	-0.05	Negative
32	The employees of this hotel understand that I rely on their professional knowledge to meet my needs.	5.44	5.45	-0.01	Negative
33	The physical environment of this hotel is the best I have experienced.	5.44	-----	----	-----
34	The ambience of this hotel is excellent.	5.44	5.44	0	Equal
35	The waiting time for service is reasonable at this hotel.	5.44	5.44	0	Equal
36	Overall, the value of this hotel experience is good	5.43	5.43	0	Equal
37	This hotel is aesthetically attractive	5.43	5.43	0	Equal
38	The employees of this hotel always provide the best service for me.	5.43	5.43	0	Equal
39	The employees of this hotel are able to handle my complaints directly and immediately.	5.41	5.43	-0.02	Negative
40	At the end of my stay at this hotel, I feel that I have had a good experience.	5.41	5.44	-0.03	Negative
41	I am satisfied with the hotel environment.	5.38	5.41	-0.03	Negative
42	When I leave this hotel, I feel that I've got what I wanted.	5.36	5.38	-0.02	Negative
43	The overall quality of this hotel's services is good.	5.36	5.35	0.01	Positive
44	Overall, I am satisfied with the value I received, for the price that I paid at this hotel	5.35	5.34	0.01	Positive
45	I can count on the employees at this hotel knowing their jobs/responsibilities.	5.34	5.35	-0.01	Negative
46	This hotel's bathroom and toilet are clean.	5.34	5.35	-0.01	Negative
47	When I have a problem, the employees of this hotel show a sincere interest in solving it.	5.34	5.33	-0.01	Negative
48	Overall, my hotel stay was a pleasant experience.	5.31	5.30	0.01	Positive
49	The security personnel in this hotel are efficient.	5.31	5.31	0	Equal
50	The value that this hotel offers for its price is high.	5.31	5.31	0	Equal
51	The quality of this hotel could be considered superior when compared to other hotels	5.31	5.30	0.01	Positive
52	In my opinion, this hotel has a good image in the minds of its customers.	5.22	5.22	0	Equal
53	The retail stores around this hotel are conveniently located	5.13	5.22	-0.09	Negative
54	The atmosphere is what I expect in a hotel	5.10	5.13	-0.03	Negative
55	This hotel's room size is adequate	5.09	5.01	-0.01	Negative
Grand Mean		294.38	297.67	-3.29	Unsatisfactory

Differences between Customer's Perceptions of Service Experienced and Customers Service Expectation

This section shows the average scores of customers' perceptions of service received and service expectations at the hotels and give remarks on service quality recorded which is

based on the GAP values (either positive or negative between mean scores of each variable that is: service experienced minus expected service.

In table shows the mean of the service received depicts the average perception of the service received by the customers in the hotel, while the mean of the expectation is the average of expected services to be provided by the hotel management for the comfort ability of the guest. Mean service received is the mean of the perception of the service received by the customers as responded in the questionnaire. The findings show that the decoration of the hotel, re-visitation intention, clean hotel reception area, saying positive things about this hotel to other people, good impression of the hotel, better image has negative gap values. Interaction with the other customers which has a positive impact on perception of the hotel services, convenient parking spaces, sanitary, adequate and sufficient hotel's food & beverage served has positive gap values. Layout of the

hotel, good in-room temperature control, rapid responses of hotel employees, competent employees has equal gap values. The overall mean for the service received was 294.38 and the overall expectation mean was 297.67 and the overall gap value was -3.29 which it is negative. The implication of this result is that the customers experienced dissatisfaction in the services provided by the sampled hotels.

Ogungbayi, Olatidoye, & Agbebi (2019) investigated the quality of service and customer satisfaction in a number of hotels in Abeokuta, Ogun State, Nigeria. They found out that total respondents rating was unsatisfactory with a mean value of (2.68) and 52% of respondents rating service experience unsatisfactory. It was also stated that the biggest difficulty facing all hotels in the Abeokuta metropolis was how to give service quality to consumers in a way that would satisfy them.

There is no significant relationship between customer's perceptions on service experienced and service expectation.

Table : Correlation Results of Hypothesis 2

		Service Received Mean	Service Expectation Mean
Service Received Mean	Pearson Correlation	1	.604**
	Sig. (2-tailed)		.000
	N	55	54
Expectation Mean	Pearson Correlation	.604**	1
	Sig. (2-tailed)	.000	
	N	54	54

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson's correlation was used to test this hypothesis (Table 4.11). The findings show that Service Received had an adequate positive correlation Service Expectation ($r = 0.604$, p -value=0.001). This implies that there is correlation between service received and service expected by the customers in the hotels sampled. In this regard, the hypothesis that there is no significant relationship between customer's perceptions on service experienced and service expectation should be rejected.

The findings further reveal the difference between customers' perceptions of service received and expectations of hotel services in Ondo State. The decoration of the hotel, re-visitation intention, clean hotel reception area, saying positive things about the hotel to other people, a good impression of the hotel, and better image have negative gap values.

Parasuraman et al, (1985) affirmed that the quality of service has been defined as the result of a comparison between the expectations (degree of importance) of a service and what is perceived as received (degree of performance). A positive gap indicates that the performance surpassed expectations. The negative gap is an indication that the quality of service received is below expectations. Dominici & Guzzo (2010) opined that determining customers' expectations is needed to overcome gaps between expectation and experience/delivery and to gain a full understanding of the operation from a customer's perspective. The gap analysis provides information for hotel managers to improve service quality. However, interaction with the other customers which has a positive impact of the perception of the hotel services, convenient parking spaces, sanitary conditions,

and adequate hotel food & beverage served has positive gap values. The layout of the hotel, good in-room temperature control, rapid responses of hotel employees, and competent employees have equal gap values. It can be deduced from this study that hotels in Ondo State need to improve their performance in the areas with equal and negative gap values.

5 CONCLUSION

The main aim of the hotels is to offer their customers a unique experience through the pursuit of a unique environment, extraordinary features and personalized service. Nowadays, customers are willing to pay more for the extraordinary feeling offered by the hotels. Hotel management should not only focus on improving customer satisfaction but also target on improving customer perceptions of overall service quality and increasing customer perceived value and image. In addition, greater competitiveness is associated with higher levels of service quality, greater perceived value and image that are key determinants of upgrading customer satisfaction and increasing favourable behavioural intentions.

REFERENCES

1. Aggett, M. (2007). What has influenced growth in the UK's boutique hotel sector? *International Journal of Contemporary Hospitality Management*, 19(2), 169-177.
2. Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. *International Journal of Hospitality Management*, 25(2), 170-192.
3. Ali, F (2015) Service quality as a determinant of customer satisfaction and resulting behavioural intentions: A SEM approach towards Malaysian resort hotels. *TOURISM Original scientific paper* 63 (1), 37 – 51 UDC: 338.488:640.412(595).
4. Alsaqre, O.Z.E. (2011). Investigating the Effects of Tangible and Intangible Factors on Customers' Perceived Service Quality and Loyalty in Hotel Industry in AlLadhiqiyah, Syria. Unpublished Thesis.
5. Anderson, E. W. & Fornell, C. (2001). The Customer Satisfaction Index as a leading indicator, in *Handbook of Services Marketing and Management*, Thousand Oaks: Sage.
6. Barber, Nelson, Goodman, Raymond J, and Goh, Ben K. (2011). Restaurant consumers repeat patronage: A service quality concern. *International Journal of Hospitality Management*, 30(2), 329-336.
7. Boon-Liat, C. & Md. Zabid Abdul, R. (2013). Service Quality and the Mediating Effect of Corporate Image on the Relationship between Customer Satisfaction and Customer Loyalty in the Malaysian Hotel Industry. *Gadjah Mada International Journal of Business*, 15: 99-112.
8. Chendo, N. A (2019) determinants of customer's satisfaction in the fast food industry in Anambra State of Nigeria. *EPRA International Journal of Multidisciplinary Research (IJMR) Peer Reviewed Journal* 5 (10) SJIF Impact Factor: 5.614||ISI I.F 1.188 ISSN (Online): 2455-3662.
9. D. O., Kehinde, O. J., & Ogunnaike, O. O. (2016). Relationship Marketing And Customer Satisfaction: A Conceptual Perspective. *Binus Business Review*, 7(2), 185-190. <http://dx.doi.org/10.21512/bbr.v7i2.150>
10. Ekinci, Y., Dawes, P. L., & Massey, G. R. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing*, 42(1), 35–68
11. Gupta A, Dashb, S and Mishrac, A (2019). All that glitters is not green: Creating trustworthy ecofriendly services at green hotels. *Tourism Management* 70 (2019) 155–169.
12. Ha, Jooyeon, and Jang, SooCheong. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International*

- Journal of Hospitality Management, 29(3), 520-529.
13. Haghghi, Mohammad, Dorosti, Ali, Rahnama, Afshin, and Hoseinpour, Ali. 2012. Evaluation of factors affecting customer loyalty in the restaurant industry. *African Journal of Business Management*, 6(14), 5039-5046.
 14. Jauhari, V. and Rishi, M. (2012), "Challenges faced by the hospitality industry in India: an introduction", *Worldwide Hospitality and Tourism Themes*, Vol. 4 No. 2, pp. 110-117. <https://doi.org/10.1108/17554211211217299>
 15. Khadka. K & Maharjan. S (2017). CUSTOMER SATISFACTION AND CUSTOMER LOYALTY. Thesis CENTRIA UNIVERSITY OF APPLIED SCIENCES Pietarsaari. *Business Management*. 1-73
 16. Kifle, E. (2012). More Hotels, Not Enough Professionals. *Capital*, June 2012.
 17. Kim, S.-H., Holland, S. & Han, H.-S. (2013). A Structural Model for Examining How Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty: A Case Study of Orlando. *International Journal of Tourism Research*, 15, 313-328.
 18. Lovelock, Christopher and Jochen Wirtz (2011), *Services Marketing: People, Technology, Strategy* (7th edn), Upper Saddle River, New Jersey: Prentice Hall.
 19. McIntosh, A. J., & Siggs, A. (2005). An exploration of the experiential nature of boutique accommodation. *Journal of Travel Research*, 44, 7-81.
 20. Moradi, L.& Mohamed, I(2011). A Model of E-Tourism Satisfaction Factors for Foreign Tourists. *Australian Journal of Basic and Applied Sciences*, 5(12), 877-883.
 21. Namin, A (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 340 (,70 81. doi:10.1016/j.jretconser.2016.09.008
 22. Novelli, Marina, Schmitz, Birte, & Spencer, Trisha. 2006. Networks, clusters and innovation in tourism: A UK experience. *Tourism management*, 27(6), 1141-1152.
 23. Ogunlusi, G & Kehinde, O (2015). Determinates of repeated buy in the hospitality industry: evidence from hotel business in Lagos state. *American Journal of Marketing Research* 1, (2), 20– 27.
 24. Olabanji, J.A, Babalola W. A.; Fashakin F. J. and Abidoye .C (2018). Perceptions of City Hotel Visitors' On Service Expectation and Actual Service Received. *Research on Humanities and Social Sciences* www.iiste.org ISSN 2224-5766 (Paper) ISSN 2225-0484 (Online) .8, (24), 92-105.
 25. Olokesusi, Oluwole and Akintade (2020). Criteria for Hotel choice among customers for sustainable tourism development in Nigeria, 3rd world environmental conservation conference 133-142.
 26. Pizam, A., & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Management*, 11(7), 326-339.
 27. Rebekah carter (2017) ‘The 15 Key Factors That Influence Customer Satisfaction’.
 28. Reeves and D. Bednar, “Defining Quality Alternatives and Implications,” *Academy of Management Review*, 19, (3), 1994, pp. 419-445.
 29. Tefera, O. & Govender, K. (2016). From SERVQUAL to HOTSPERF: Towards the Development and Validation of an alternate Hotel Service Quality Measurement Instrument. *African Journal of Hospitality, Tourism and Leisure*, 5: 22-25
 30. Wali, A.F. and Nwokah, N.G. (2018) ‘Understanding customers’ expectations for delivering satisfactory and competitive services experience’, *Int. J. Electronic Marketing and Retailing*. 9, (3), .254–268.
 31. Wilson, A., Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2008). *Services marketing:*

- integrating customer focus across the firm.
Glasgow: The McGraw-Hill Companies.
32. Wu, Cedric Hsi-Jui, and Liang, Rong-Da. 2009. Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. *International Journal of Hospitality Management*, 28(4), 586-593.
33. Wu, H. (2009). An Empirical Study of Behavioural intentions in the Taiwan Hotel Industry. Unpublished master's thesis, Lincoln University, Canterbury, New Zealand.