

**DETERMINANTS OF CUSTOMER SATISFACTION OF BANQUET  
SERVICES IN HOTELS IN KADUNA METROPOLIS, NIGERIA**

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**DECLARATION**

This thesis is my original work and has not been presented for a degree in any other University.

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**DEDICATION**

To my family; my husband, Imam Shaaba Aliyu ; our children, Abdullahi, Aisha, Yusuf, Fatima, Amira and Ibrahim. You are special to my aspirations.

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**ABBREVIATION AND ACRONYMS**

CPC	:	Nigerian Consumer Protection Council
E	:	Expectations (E)
FGN	:	Federal Government of Nigeria
HATMAN	:	Hospitality and Tourism Management Association of Nigeria
P	:	Perception (P)
SERVICOM	:	Service Compact Nigeria- A Nigerian agency charged with ensuring the provision of quality services
SERVQUAL	:	Service Quality Model
SQ	:	Service Quality
UNWTO	:	United Nations World Tourism Organization
WESGRO	:	The Western Cape Destination Marketing Investment and Trade Promotion Agency
WOM	:	Word of Mouth

**OPERATIONAL DEFINITION OF TERMS**

**Attendees:** Invited guests in the banquet functions

**Clients:** Customers who sponsored the banquet events

**Customers' satisfaction:** Customer experience on the service rendered in the hotels

**Service quality:** A measure of customer satisfaction by comparison of expectations (E)  
with perception (P) ( $SQ=P-E$ )

**Service expectations:** Customer experience on a hotel service before being served and  
include food, customer relations among others

**Service perception:** Customer experience on a hotel service after being served and  
include food, customer relations among others

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**ABSTRACT**

This study sought to analyse determinants of customer satisfaction of banquet services in Kaduna Metropolis, Nigeria. The drop in influx of foreign and domestic tourists seeking for hospitality services in Kaduna State has forced hoteliers into competing for banquet events as a means of remaining in business. Customers are the focus of every successful service operations; it is important that banquet managers know what customers want in banquet service operations in order to stop them from switching to other providers and remaining loyal to a provider. The objectives of the study were: to determine the relationship between socio-economic background of customers and their satisfaction of banquet services offered in Kaduna metropolis, to examine the impact of hotel location on customer satisfaction of the banquet service, to assess the effect of price on customer satisfaction, and to investigate the effect of service quality on customer satisfaction of banquet services offered in hotels in Kaduna metropolis. The study adopted descriptive research survey design. Quantitative methods were used to collect primary data. Fisher's formula was used to select a sample population of this study. The study targeted a population of 391, which comprised of the clients that sponsored the banquet functions and attendees of banquet services in hotels in Kaduna Metropolis. The study sampled 50% of the hotels whereby purposive sampling technique was employed to select 17 hotels representing three types of hotel classifications; ranging from 'A' to 'C' category. In addition purposive sampling method was used to select clients who booked for banquet events, while probability sampling techniques were used to select the attendees who participated in the study. The study used structured questionnaires to collect primary data from the respondents. Descriptive statistical analysis such as standard deviation, mean ranking was applied to describe the study variables in line with the study objectives. Gap analysis using the service quality measurement instrument (SERVQUAL) developed by Parasuraman, Zeithml and Berry (1988) was used to determine the customer satisfaction in relation to quality of service rendered. Spearman Rank Order Correlation ( $\rho$ ) and multiple regression analysis were used to assess the relationship between banquet service quality and customer satisfaction. The analysed data was presented in tables and charts to represent quantitative findings. The study findings were summarised and conclusion made in an attempt to describe the research objectives. The study, in summary, found that the demographic characteristics, price of the banquet services, location and tangibility aspect of SERVQUAL did not influence customer satisfaction. However, reliability, responsiveness, assurance and empathy dimensions of SERVQUAL influenced the customer satisfaction on quality service. The study recommends that hotels should develop standard operations procedures as a measure of ensuring coordinated service delivery to address the reliability, responsiveness, apathy and empathy dimension aspect of the service quality which the study revealed to be lacking in the service delivery process.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

Banquet service is a hospitality function of the provision of food and drinks at events and conferences (Hunter, Tinton & Mannal, 2010). Banquet service has attracted so much competition in the hotel sector as managers seek alternative methods of revenue generation (Yeh, Chen, & Hu, 2012). Internationally, hotels that offer banquet services record huge increase in revenue. Hotels that offer wedding banquets in Taiwan, India and Thailand recorded an increase in food and beverage revenue (Napomoech, 2014; Rao, 2014; Yeh, et al., 2012). These hotels also offer discounted lodging services for hosts (clients) and guests (attendees) of banquet function.

Although, it is difficult to separate banquet revenue from restaurant revenue, Adler and Chienm (2004), Napompech (2014) have reported that high-priced banquet activities at weddings have significantly contributed to the growth in the overall profits of the food and beverage departments of hotels. Regionally in Africa, the trend has not been different. In Kenya for instance, Maranga (2006) reported that banquet functions contribute much revenue to hotels with multiple bookings and corporate client readiness to spend up to 500,000 Kenyan Shillings in one function.

Banquet function for family and traditional celebrations in hotels that is common in Asian and some African countries is now trending in Northern Nigeria. This, as reported by Adejo (2013), is due to changes in the demographic and socio-economic changes of the inhabitants. Catering for banquet events in Kaduna has created so much attention in the hospitality industry as banquet managers are in competition of gaining a fair share in this new market trend. Managers are troubled by customers switching from one service

provider and not remaining loyal to a particular banquet service provider (Kura, Nik Mat, Goron Dutse, Magaji & Yusuf, 2012). Iyiade's (2009) research in Nigeria revealed that high socio-economic customers in Nigeria spend more in hotels and are not satisfied by services offered to them in hotels. Ayuba (2014) revealed that despite efforts by services providers, customers still remain dissatisfied. Olorunniwo *et al.*, (2006) argued that if customers' needs are met, they will be satisfied. Customersatisfaction is parallel to financial success and business growth. Ojo (2010) stated that customers' consumption experiences continuously changes their expectation and consequently perception of services offered to them. Adejo (2013) reported that changes in people's income, time and social activities also cause shift in customers' perceived quality of service and thus their satisfaction.

Customers' satisfaction is synonymous to repeat patronage, positive words of mouth and increased market share. Studies are being carried out globally to ascertain factors that determine customer satisfaction of products and services in order to gain customers' loyalty, repeat visit and positive words of mouth and consequently referrals (Ha & Jang, (2010), Bhattacharya, Sengupta & Mishra,(2011);) Tuan, (2012), Sabir, Ghafoor, Hafeez, Akhar & Rahman, (2014), Ngoc & Tran, (2015). Different factors such as food, environmental quality, service quality, price, locations and security have been researched on with varying results in different regions even within a country.

Customer satisfaction with the quality of products and services has continued to be a challenge to hospitality managers in Nigeria (Igbojekwe & Manangwu, 2015). In Kaduna, scanty literature has been written specifically to reveal factors of banquet services which customers would like managers to lay emphasis on in order to satisfy

their needs and claim their loyalty. It is against this backdrop that the study investigates what aspects of banquet services determine customer satisfaction in Kaduna metropolis.

## **1.2 Statement of the Problem**

The hospitality industry in Nigeria, like its counterpart in some parts of the world (Rao, 2014), can no longer look up to its accommodation sector to survive the economic downturn. Tourists and investors' arrival into Nigeria that significantly rises hotels' income has dropped from 1.6 million in 2010 to 71500 in 2013 (WESGRO, Factsheet, 2013). This has challenged managers to look inwards for their market and hence survival.

The current trend of inhabitants of Kaduna metropolis contracting their banquet events to hotels has created so much competition in the hotel sector. Banquet managers are not only challenged by competitions, but also challenged by having to make the desired return on investments to owners and sourcing for customers who are never satisfied and are always switching from one service provider to another (Iyiade, 2009, Kura et al. 2012). It is for this reason that this study investigates the factors that make customers satisfied and remain loyal with banquet services offered to them. Customers are the bedrock of any business. It is easy to attract new customers but another task is to make them come again. It is for these reasons that investigating into factors that make customer satisfied with products and services be a continuous exercise. This study is an effort to address this gap by investigating which factors of service quality, socio-economic issues, price and location influence customer satisfaction of banquet services. This research work finds out what qualities of the banquet services give customers satisfaction.

This is important to managers of banquet facilities because it would enable them make the right adjustments towards satisfying their customers. Moreover, one of the cardinal principles of the Federal Government of Nigeria (FGN) is to deliver services to which customers are entitled in a timely, fairly, honestly, effectively and transparently manner (Service Compact Nigeria [SERVICOM], 2004). SERVICOM is about service quality and customer satisfaction.

### **1.3 Purpose of the Study**

The purpose of the study was to determine customer satisfaction of banquet services in hotels in Kaduna Metropolis, Nigeria.

### **1.4 Objectives of the Study**

#### **1.4.1 General Objective**

The objective of this research was to analyse the determinants of customers' satisfaction of banquet services in hotels in Kaduna Metropolis, Nigeria.

#### **1.4.2 Specific Objectives**

The study was guided by the following specific objectives:

- i. To determine the relationship between socio-economic background and customer satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.
- ii. To examine the effect of hotel location on customer satisfaction of banquet services offered in hotels in Kaduna Metropolis
- iii. To evaluate the effect of price on customers' satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.
- iv. To investigate the influence of service quality on customers satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.

### **1.5 Research Hypotheses**

H<sub>01</sub> There is no relationship between demographic characteristics and customer satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.

H<sub>02</sub> Hotel location has no effect on customer satisfaction of banquet services offered in hotels in Kaduna Metropolis

### **1.6 Research Questions**

On the basis of the study's specific objectives, the following research questions were addressed.

1. Is there any significant relationship between socio-economic issues and customer satisfaction of banquet services offered in hotels in Kaduna Metropolis?
2. What is the effect of location on customer satisfaction of banquet services offered in hotels in Kaduna Metropolis?
3. What is the effect of price on customers' satisfaction of banquet services offered in hotels in Kaduna Metropolis?
4. What is the influence of service quality on customers satisfaction of the banquet services offered in the hotels

### **1.7 Significance of the Study**

The study findings would be of great importance to different stakeholders. The findings will be of benefits to hotel managers as it provides an understanding of clients' needs and expectations in regards to the provision of banquet services. Besides, the findings will reveal the banquet service attributes that are most influential on the clients' satisfaction with the banquet services offered in hotels in Kaduna Metropolis, thus allowing the managers to focus and target the right market.

The research findings will also provide a guide to Kaduna state Ministry of Culture and Tourism's Hospitality Department to the various attributes of banquet service providers in Kaduna metropolis. This study will also serve as a base for providing policies regarding the operations of hotels that offer banquet services to be put in place. In addition, Kaduna State chapter of Hospitality and Tourism Management Association of Nigeria (HATMAN) can also use the study results as a criterion when reviewing hotel classification.

In addition, the Nigerian Consumer Protection Council (CPC) and SERVICOM will identify the trend which involves catering for many lives at the same time. This will enable them make adequate regulations of the activities of the banquet service operators based on the research findings. The hospitality academia can use these research findings as a basis of adjusting the curriculum of hospitality students to include the areas of events management in Nigerian hospitality training institutes. Prospective investors in hospitality sector in Kaduna may also be guided on areas to invest in with regard to banquet and event services.

### **1.8 Scope of the Study**

The study was restricted to client and attendees of banquet services in classes A, B, and C hotels that have banquet halls and offer banquet services in Kaduna metropolis. In addition, the study sought to address the influence of service quality, location of the hotel, price of products and services and socio-economic issues on customer satisfaction with the banquet services offered by these hotels in Kaduna Metropolis. The data was collected from respondents in banquet events in the selected hotels between September and November 2015.

### **1.9 Limitations of the Study**

The study had challenges in regard to finding literature on banquet service qualities. The few works on banquet events was mostly conducted on factors that influence the choice of banquet venues in Asian countries. These researches were not concerned with the quality of service offered at the venues. This shortcoming was overcome by the use of literature on service qualities in fine dining restaurants.

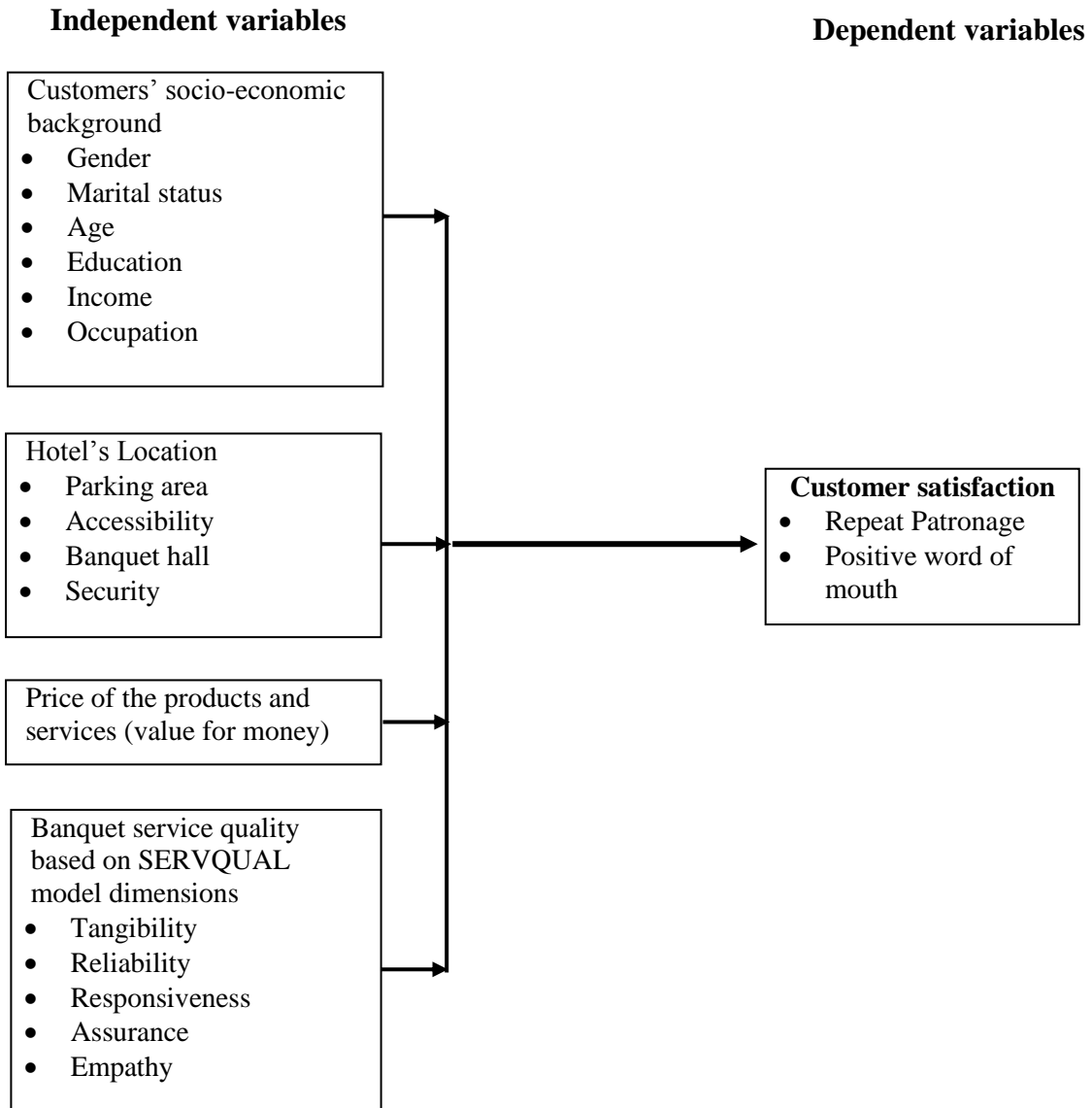
The study also experienced challenges of collecting data from the respondents attending the function because the guest concentrated mainly on the proceeding of the party and dining. This challenge was overcome by having to repeat the administering of questionnaires in another banquet event at the same venue. The guests arrived at different times which posed a challenge of having to administer questionnaires all at once. Therefore, the researcher and trained assistants instructed each respondent on how to go about answering the questionnaire. The time for collection of data was shortened due to the late arrival of guests. The SERVQUAL instrument which has to be answered before experiencing the service and after the service to capture perceptions and expectations of customers' experiences posed the greatest challenge as the respondents felt the exercise was a bother and tedious.

In order to overcome this, the researcher sought the assistance of the organisers to explain to the guests the rationale and importance of fully participating in the study. The researcher created a working relationship throughout the function with the masters of the ceremonies. The master of ceremony constantly reminded the guests of the research exercise which was made part of the banquet. The researcher employed research assistants and waiting staff who encouraged respondents to fill the questionnaires before and after the service. Finally, a repeat of questionnaires administering at the selected hotels

had to be done to increase the response rates and reduce the impact of unfilled ones common in this type of data collection environment.

### **1.10 Conceptual Framework**

The relationships between the independent and dependent variables are diagrammatically illustrated in conceptual framework in Figure 1.1 below.



**Source:** Modified from Researcher's conceptualization of review of literatures(2014)

### **Figure 1.1: Conceptual Framework**

This study was grounded on the above conceptual framework adapted from review of related literature on service quality and customer satisfaction. Studies have showed that customer satisfaction is a result of individual's transaction and the general impression of the superiority or inferiority of firms and its services (Bitner & Hubert, 1994 in Johnston, 1983). Satisfaction influences the customer's assessment of service quality and consequently the re- patronage intentions and behaviour (LaBarbera & Muzursky, 1983).

According to Cengiz (2010) satisfaction is the last step of an individual's psychological process regarding a particular occurrence. Haywood-Farmer's (1988) service quality model illustrated that physical facilities such as location, layout, décor and process are aspects of service that influence perceptions of satisfaction or dissatisfaction. These also influence the individual's judgement on preferring one service over the other. Satisfaction on products and services depends on how managers direct resources (financial and human) towards providing positive memorable experiences for the customers and investigating for feedbacks from customers. Provision of positive memorable experiences towards satisfying the customers enhances among others re-patronage and recommendations to others (Zeglat, Ekinci & Lockwood 2008).

The research model has been designed to determine the relationship between independent variables (service quality, location, price and socio-economic factors) and dependent variable (customer satisfaction with the banquet services offered by the hotels in Kaduna Matropolis). Based on the conceptual framework, the researcher collected data on the independent and dependent variables that were used to answer the reaserch questions and test the study hypothesis.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews related literature with the current research area under the following sub headings; customer satisfaction, banquet service qualities, price, location and socio-economic background, theoretical frameworks, gaps identified and summary of the literature review.

#### **2.2 Customer Satisfaction in Hotels**

Customer satisfaction is a term that has been viewed and defined in different ways. Makeeva (2010) and Parasuraman, Zeithaml and Berry (1988) observed that satisfaction is the difference between expected quality of service and individuals' experience or perception of service received. Satisfaction is the outcome of the individual's service transaction and the overall service encounter (Bitner and Hubert 1994, cited in Johnston, 1995).

Customer satisfaction according to Oliver (1999) is a summary of effective and cognitive reaction to a service incident and that satisfaction or dissatisfaction results from experiencing a service encounter and comparing that encounter with expectation of the encounter. He went further to explain that customer satisfaction can be observed in two ways. These are the cumulative customer satisfaction which is an assessment on the buying and consumption experiences of a product and service over time, and also transaction specific which is a post choice appraisal of customer satisfaction of a specific purchase occasion.

Cengiz (2010) opines that satisfaction is the last step of a psychological process. It is very necessary for any business that wants to survive the market forces to continually

investigate what customers' needs are and be able to satisfy their needs. Dimensions that can be used to measure customer satisfaction include price, service quality, complaints, firms/organisation positioning in the mind of the customer (Levy 2009).

The ability of an enterprise to satisfy the needs and expectation of what the customers perceive as value to products and services determines the customers' repeat patronage, loyalty, positive referrals and the most effective advertisement tool of a business (Canny, 2014). Levy (2009) expounded that customer satisfaction level can be measured through focus group discussion with customers by a trained moderator, a survey where customers' feedback can be converted into quantitative data or informal measures like talking directly to customers, and with information technology, by reading blogs.

Han, Kim and Hyun (2011) argued that guests that are satisfied might still decide to patronise other services because they want to try new things. According to Zeglat, Ekinci and Lockwood (2008), achieving high level of customer satisfaction brings with it such advantages as increased customer loyalty for current supplier of goods and services, more tolerance of price increase, insulation of current customers from competitors to name a few. Igbojekwe and Managwu (2015) reported that service quality and customer satisfaction are not being managed effectively in the hotel industry.

According to Sharma (2014), hospitality managers should not only strive to retain existing customers and acquiring new ones, but also strive to provide products, services and experiences that will ensure their loyalty. Research study by Malik, Jaswal, Malik and Awan (2013) revealed that it cost less to retain current customers than to attract new customers. To hospitality managers, retaining current customers is one aspect and delivering delightful experiences at each encounter so as to give perceive value at each visit is another.

Managers also have come to terms with the fact that customers' satisfaction is paramount to the success of their firms (Jones & George, 2010). Customer satisfaction has been measured using so many dimensions. Malik, Naeem and Nasir (2011) and Mazumder and Hassan (2014) concurred with Parasuraman *et al.* (1998) in the use of the service quality (SERVQUAL) instruments which measure customer satisfaction through service quality by rating aspects of service delivery of reliability, empathy, tangibility, apathy and responsiveness of the service staff as criteria for assessing service quality and thus customer satisfaction.

Bhattacharya *et al.* (2011) researched on customer satisfaction through 'restaurant image' which they explained as physical settings (interior and exterior design), quality of service delivered performance of staff and price. Abdullah, AbdurRahman and Hamali (2011) researched on customer preferences hence satisfaction, using such variables as halal status, price, quality of service and tangibles. Ali Akbar and Alaudeen (2012) in their study used such aspects as price, service quality, food quality, location, restaurant environment and halal foods as yardstick for measuring customer satisfaction hence purchase re-intention.

Nadzira, Ab Karim, Ghazali and Othman (2013) used a modified version of SERVQUAL instrument with such variables as service delivery, services cape, product and technology. On the other hand, Sabir *et al.* (2014) used the independent variables of responsiveness, product quality, physical design and price to measure customer satisfaction. Ramli, Fatimah, Mohd and Kamal (2015) researched on what makes restaurant customers satisfied in Kuala Lemur and Selangor. Ramli *et al.* (2015) used five constructs of quality of services, restaurant environment, service providers' attitude and personnel hygiene as their independent variables.

Nasir, Ahmed, Nazi, Afar and Zohar (2014) in their study of what variables lead to customer satisfaction used the constructs of price, quality, environment, exceptional employee services and security as the factors to be reviewed in order to know which causes customer satisfaction. Ryedale (2013) reported that African-Americans evaluate quality of service by freshness of food, variety, hygiene, reliability and value. This study sought to assess the dimensions of customer satisfaction based on variables such as location of the hotels, price being charged, socio-economic factors of customers and service quality of banquet services in Kaduna Metropolis.

### **2.3 Banquet Service Quality**

Service quality has long been identified by business organisations and researchers as an essential means of increasing customer satisfaction, customer loyalty, lower costs, profitability and also increase in business performance (Seth, Deshmukh & Vrat, 2004). Banqueting has been defined as the provision of varieties of food and drinks to a determined number of people at a pre-set time for a fixed cost (Hunter, Tinton & Mannal, 2010). It is a significant generator of revenue for the hotels food and beverage departments. Hotels in Hong Kong, Taiwan, Thailand and India have reported massive increase in the total hotel revenue emanating from banquet services (Napompech, 2014; Rao, 2014; Yen, Chen & Hu, 2012). Rao (2014) reported that food and beverage as well as banquet functions have increased hotel revenue by 20 – 25% yearly.

Previous studies have revealed that banquet services are characterized by high level of expectations of service quality interactions between customers and banquet staff (Napompech, 2011). Service quality as explained by Bitner and Hubbert (1994) and Johnston (1995) is the customer's overall impression of the relative inferiority or superiority of the organisation and its services. Mazumder and Hassan (2014) reiterated

that service quality is the factor through which customers can differentiate products and services of one provider from another. They further explained that service as an intangible act that does not result in the ownership of anything tangible to the payer/receiver of the service except memorable experience. Such attributes as exciting dining environment, good products, services, price, service staff and service encounters as a pre-requisite for customers' satisfaction with food service providers were factors investigated by many researchers (Abdullah & Hamden 2012; Napompech 2011; Oyewole 2013; Ryun, Lee and Kin 2012) to determine whether the factors have positive influence on customer satisfaction of service quality in restaurant operations.

Banquet services are an amalgamation of tangible and intangible products that are consumed at a pre-designed location (Hunter et al., 2010). During banquets, products are presented through frontline employees (Napompech, 2011). Service encounters or moments of truth are terms used to describe the period of time during which customer interact directly with service employees or self-service equipment (Jauhari & Dhutta, 2010). Frontline employees' attitude and behaviours' influence perceived quality either negatively or positively (empathy and assurance).

Nadzira et al, (2013) observed that service staff that are neat, attentive, responsive to customer's need, pleasant and have empathy could lead to positive perception of service quality. Malik *et al.*, (2013) measured customer satisfaction in ten restaurants using restaurant attributes of restaurant staff, tips, tangibles convenience and food quality showed restaurant staff, Physical facilities (tangibles) and food quality as ranked to be significant on overall customer satisfaction and the two variables of tips and convenience were also found to be insignificant to customer satisfaction.

Canny (2014), in a study on customer satisfaction in India revealed that there was a significant relationship between food quality, service quality and physical environment in determining customer satisfaction. The study also established that service quality was found to be the most significant followed by food quality and then environment. In the same vein, Aziz, Siti and Koon (2014) observed that customers perceived more satisfaction on food quality than atmospherics or service quality in traditional 'Mamak' restaurants. The correlation between independent variables and customer satisfaction was low depicting that an increase in atmospherics, service quality and food portions will increase customer satisfaction.

Yulisetiarani (2014) reported that restaurant customers in East Java were more impressed by the empathy, assurance and tangibles aspects of service quality of restaurants. The reliability and responsibility performance leaves much to be desired. Idris (2013) applied the SERVQUAL instrument to measure the service quality of artisans in East Northern Nigeria and the study revealed that customers received satisfaction through the tangibles, assurance, responsive and empathy dimensions; the reliability aspect was lacking.

Whilst this is the case, Tinne (2012), Heung and Gu (2012), Lim (2010) have all noted that environmental elements such as furnishing, temperature, service equipment and eating implements, fragrance and music can have a huge emotional response on customers and they increase perceived customer satisfaction of service quality. Quality food and beverage attributes such as freshness of food, food presentation, temperature, variety of food and innovation are all aspects through which food quality have been associated with (Namkung & Jang, 2008). Food safety is a very important factor during purchase decisions (Fatima *et al.* 2010,). Ryunet *al.* (2012) in his study found that food quality can uplift the image of restaurants and that customers' use food quality to

measure service quality. Oyewole (2013) and Liu and Jang (2009) agreed with the importance of getting the food to the consumer in the right temperature, freshness, good presentation and variety as this will add up to customer satisfaction with the food service. Alex-Onyeocha (2015) research study on outcomes of outdoor catering services in Nigeria revealed that customers are dissatisfied when portion sizes are inadequate.

Recent researches on consumer purchase decisions in Malaysia and Pakistan have revealed a new dimension of consumer decision on food service operators' preferences which is the "Halal" (lawful food) in Muslim dominated communities. Research conducted by Zakari and Abdul (2010), Abdullah et al. (2011) discovered that logos and trademarks might help to remove doubt from customers. This is contrary to Akbar and Alaudeen (2012) study where food quality was the most prioritized over Halal foods and other quality measurement dimensions of service providers. The present study researched on what aspects of socio-economic background, banquet service quality, price, and locations influence customer satisfaction of banquet events in Kaduna metropolis.

#### **2.4 Location of the Hotel**

A service organisation feature that has received little attention in literature is location (Yazdan & Abdullah 2011). Location is very important for service providers that require the customer to travel to receive the service (Jones, Mothersbough & Beatty 2003; Arbone & Busaccoi 2009; Wu 2011). Location, according to Wu (2011) includes the distance a customer has to travel to the service facility, accessibility and parking spaces.

The location of a food service facility determines the classes of customers that it will serve (Tinne, 2012) unless the service can provide mobile services. Some researches viewed that location impact on sales and customer satisfaction. Typical to these researches are the studies by Napompech (2014) and Heung and Gu (2012) which

reported that customers look at how close they are to facility. Well organized parking areas, easily accessible facilities (including washrooms) and well-designed walkways are all requirement for a service facility layout (Kumar & Suresh, 2009; Tripathi & Saddique, 2010).

According to Lin, Ryan, Qu and Martin (2010) and Chen (2014), restaurant location and physical settings can enhance customers' emotions, create memorable experiences and give restaurants means of meeting customers' expectations. Chen (2014) further noted that dining services cape has the most influence of perceived service quality. Similarly, Hyun (2010), Ngoc and Tran, (2015) study on dining atmospherics and re-visit intention showed that convenient location and physical environment decorated with stylish ideas play a unique role on decision on choice of where to dine on special occasions by families. Heung and Gu (2012) recommended that continuous upgrading of the dining environment is necessary in creating excitement and delight to customers. A pleasant comfortable environment in fine dining will make customers stay longer and enhance impulse buying (Liu & Jang, 2009).

Sabir et al. (2014) research in Pakistan showed that service quality and the environment have a significant relationship with customer satisfaction. Jaafar's (2012) investigation on which factors of food quality, environmental quality and service quality could influence customers intention to recommend or not to recommend revealed environmental factor as the most influencing factor in either positive or negative recommendation. Centrally, Ryun and Jang (2007) concluded that the aesthetic, functional and social factors of the banquet area and the current event should be considered when putting in place a banquet area.

## 2.5 Price Charged for Banquet Services

Rondor - Cataluna and Martin-Ruiz (2011) defined price as the customers' acceptable reasonable and fair judgment about a product and service average price in comparison to its competitors. Malik *et al.* (2012), explained price as the process by which customers attribute value to services and products. Customers evaluate value differently because of difference in customer taste, customer characteristics, non-monetary and monetary cost (Bolton & Drew, 1991). Having the right price for services and products can lead to customer satisfaction and loyalty (Abdullah *et al.*, 2011).

Perceived price is an important determinant of customers' satisfaction and post-purchase behaviour (Han & Ryun, 2009). Charoensetasilp and Wu (2014) and Enriquez-Magkasi and Caballero (2014) explained that hospitality customers have their different needs according to their civil status and they also compare prices of products and services of different providers, and that their satisfaction depends on perceived price fairness to the value of the product.

Koshki, Esmailpour and Ardestani (2014) researched on such determinants of customer satisfaction of price, quality, environment employee service and security. Their findings showed that price is the first factor being considered when visiting a restaurant. This is followed by environment quality; security and exceptional employee service were rated low. Khan (2011) study on brands in Pakistan revealed that the most important indicator of customer satisfaction and the consequence loyalty to a service provider is price.

Han (2009); Ngoc and Tran (2015) concurred that customers expect high quality of products and services when the price is high, and poor services and products when the price is low. This could only translate to the fact that quality means expensiveness. Nasir *et al.* (2014) used independent variables of price, environment, exceptional employee

service, quality of service and security to reveal what was the most crucial to satisfying customers of fast food. The regression analysis showed that price was the most important variable, although all variables are important.

In addition, Tripathi and Saddique (2010) in their findings found out that age and family income are predictions of ability to pay for premium prices for services. Their research findings revealed that customers want value delivered even at a higher price, whilst Nasir *et al.* (2014) reported that low prices increase satisfaction. According to January and Dhoni (2010), organization should charge prices in such a manner that it will meet customer expectations and quality of services to be delivered.

They further explained segmenting the market and establishing the need of each segment is an important step in developing appropriate price for each group of customers. Additionally, Khan (2011); Kamal, Abdulrahim, Husni, Chemat and Ismail's (2012) study indicated that customers' perception of fairness of price can be a moderator that may enhance perceived service quality and customer satisfaction. Nasir *et al.* (2014) reported that consumers who go to restaurants for family celebrations will often ignore high price and look for quality environment, exceptional service employees and security. Their studies revealed price as the most significant factor on the determinants of customer satisfaction of restaurants.

## **2.6 Demographic and Socio-Economic Background of Hotel Customers**

One of the most important areas that need to be studied to offer satisfactory services to customers is the socio-economic background. The cultural background of individuals reflects on their socio-economic wellbeing. Resinger and Turner (2002) as cited in Baker (2010) have defined culture as the similarities and differences of people in their values, rules of social behaviour, perceptions, and social interactions. The cultural and social

values of a society reflect on the behavioural pattern and consumption of that particular society (Baker, 2010; Nadzira et al., 2013). Williams (2006) reported that culture affects consumers of a society of what products and service they purchase. Educational level, ethnicity, income and social class according to Akbar *et al.* (2012) and Eric (2014) are all attributes inherent in a society that influences and shapes their way of life and interactions.

Fernados, Proenca and Ramboccas (2013), Iyiade (2009) explained social status as the amount of wealth and influence individuals can exert in a society and also demographic characteristics such as family income, occupational status, and education attainment. Abdullah and Hamden (2012); Enriquez- Magkasi and Caballero (2014) and Srivastava (2015) posit that customer satisfaction and consequent loyalty are influenced by demographic factors such as psychographic factors, age, income and gender.

Patterson (2007) reported that age and loyalty are positive associates. Stafford (1996) as cited in Hagan (2015) stated that age is a very important factor in marketing as it is an indicator of need changes as individuals grow. Hamburg and Giering (2001); Lambert-Praudraud *et al.* (2005) as cited by Srisvastava (2015) argued that older customers, through long time association and experiences, stick to particular brands, show more satisfaction to the products and are more loyal than younger customers. This finding is consistent with Lehtinen (2014) that decision making of what to purchase are based on facts, knowledge, feelings, attitudes, social status, budget and previous experiences.

De Matos, Henrique and De Rosa (2013), Hagan's (2015) studies revealed that female and young customers are more easily satisfied and will remain more loyal than men. According to Hernandez, Martinen-Tur, Peiro and Molina (2010); Baker (2010), Malik *et al.* (2012), customers with different socio-economic background have different

expectations of service encounters and therefore perceive service quality and satisfaction differently. They expounded that males and females differ in what makes them satisfied in restaurants attributes. Females derive satisfaction in relational dimensions of service quality while males derive satisfaction from functional service quality. Eric (2014) also reported that females have higher expectations of service quality.

However, research studies by Adeniyi and Ogunnaike (2013) , Sabir *et al.* (2014), Yilmaz (2009) Ukwayi *et al.* (2012) and Eric (2014) revealed that people who patronize restaurants are highly educated and professionals. Fernandes *etal.* (2013), Enriquez-Magkasi and Callebaro, (2014) & Eric (2014) discovered that well educated customers get more engaged in searching and evaluations of products and services which makes them more likely to be involved in switching from one service provider to another in order to get maximum satisfaction. On the contrary, Eric (2014) reported in his study that tourists with no basic education are highly satisfied than educated tourists.

Enriquez-Magkasi and Callebaro's (2014) findings showed significant relationship of age, income and customer satisfaction. In the same vein, Hagan (2015) observed that those who earned less perceived service quality higher than high income earners. Iyiade (2009) stated that high income earners in Nigeria are high spenders in hotels and are never satisfied.

In a study on Nigerian fast food, Adewale, Samuel, Moradeke and Adegoke (2014) discovered that age, education, income and type of fast food influence customer satisfaction and that older customer patronize fast food outlets more than young adults. Aziz *et al.* (2012) noted that gender, education level, monthly income and race have significant influence on customer satisfaction. They also established that high income results in decrease in satisfaction level.

Relating to social wellbeing, Hulbert and Acock, (1990) Kessler and McLoed (1985), Pearlin and Johnson,

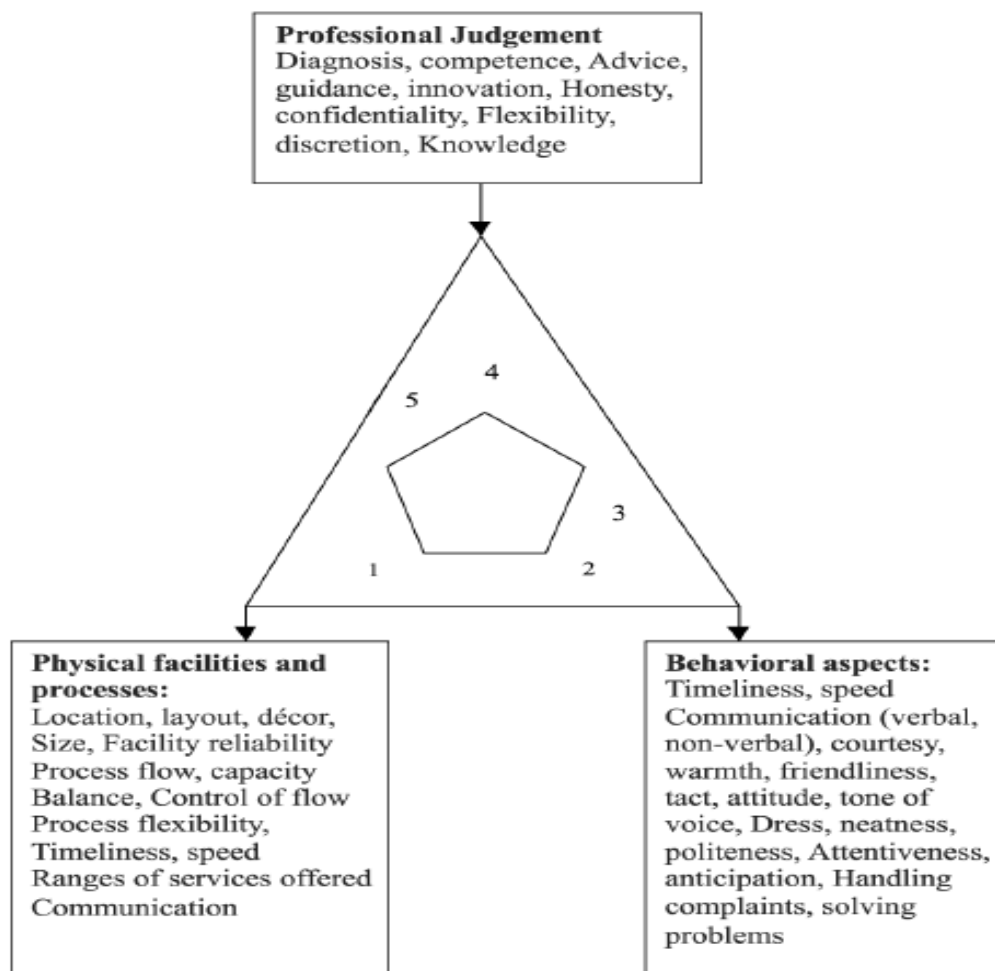
(1977) as cited in Shapiro (2007) reiterated that married couples have wider social support and social network and can influence social interactions of a society than unmarried individuals. Consequently, they will report situations more widely. According to Eric (2014), singles derived more satisfaction than married individuals. Nasiret *et al.* (2014) research on different determinants on customer satisfaction show that people who attend family celebrations in restaurants are high spenders as they are out to make the visit a memorable one.

The hospitality sector is heterogeneous with complex customers of different socio-economic background. Adeniyi and Ogunnaike (2013) concurred that demographic responses will not only help in segmenting customers, but also help in analysing service requirements among different socio demographic groups. In line with these arguments by previous researchers, this study sought to reveal the relationship between customers' socio-economic background and the satisfaction of banquet services offered to them in hotels.

## **2.7 Theoretical Framework**

Several service quality models and theories have been postulated to establish the relationship between customer satisfaction and products and service attributes (Seth, Deshmukh & Vrat 2004). This study was guided by three theories. The first three objectives of the study are guided by service quality attributes theories and models by Haywood-Farmer (1988), Oh (1990). The fourth objective is based on the service quality model (Gap model) by Parasuraman, Zeithml and Berry (1988).

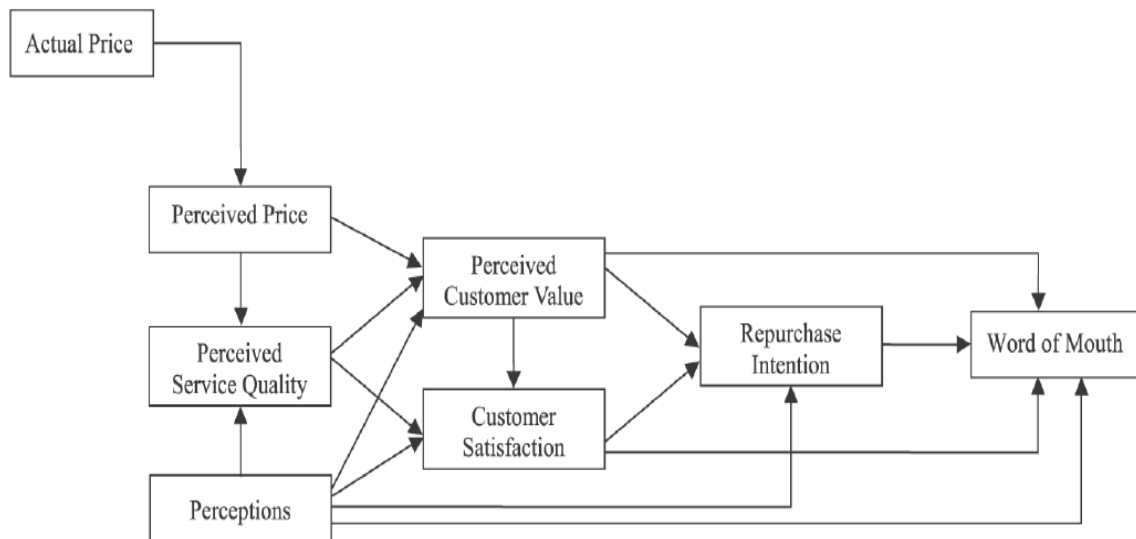
Haywood-Farmer (1988) hypothesised that in order to develop a service quality model, service quality attributes have to be separated into groups. He identified three components of service quality thus; people's behaviour, professional judgement and physical facilities and processes. According to the theory, a service firm is considered to have high quality when it consistently matches its customers' preferences and expectations. Haywood-Farmer (1988) articulated that service settings should be designed to suit the level of service encounter, labour and the type of service.



**Source:** Haywood-Farmer (1988)

**Figure 1.2: Attribute Service Quality Model**

The study also adopted Oh (1999), service quality, customer value and customer satisfaction model. Its main emphasis is on customer's post purchase judgement. The model illustrates that the value perception of customers to products and services has significant role in their post purchase decision making process. The theory indicated that perceived price has no relationship with perceived service quality. The theory also revealed that value, perceptions, satisfaction and repurchase intention direct word of mouth communication.



**Source:** Oh (1999)

**Figure 1.3: Service Quality, Customer Value and Customer Satisfaction Model**

The study used the service quality model, SERVQUAL; also known as the Gap model (service quality model) to address objective four of this study. This model was developed by Parasuaman, Zeithaml and Berry (1985). The model has been used extensively in many service industries to rate the extent of gaps of service quality between what customers expect of quality of service received from the providers and what

the perceived service offered, after the service by the service provider (Lenka et al, 2009; Lapiere et al 1996 and Zeithaml *et al.* 1990).

Zeithaml and Bitner (2000) theorised that customers' expectations are beliefs of what they expect a service should be and can therefore be used to judge service received. The SERVQUAL instruments which consist of twenty-two items questionnaire rates service quality of expected service to be received before service commences and the same 22 items are to be rated after services have been received. The difference between the expected service ratings and the perceived service ratings determines the service quality of the service provider. The extent of gap between expected service and perceived service calculated determines the ratings of any aspect of the dimensions illustrated on the model. The Twenty-two items on the questionnaire were grouped (Zeithaml *et al.* 1990) into five dimensions as illustrated below.

**Table 2.1: SERVQUAL Dimensions**

<b>Dimensions</b>	<b>Definitions</b>
Tangibles	Appearance of physical facilities, equipment, personnel and written materials.
Reliability	Ability to perform the promised service dependably and accurately
Responsiveness	Willingness to help customers and provide prompt service
Assurance	Employees' knowledge and courtesy and their ability to inspire trust and confidence.
Empathy	Caring, Easy access, good communication, customer understanding and individual attention given to customers.

**Source:** Adapted from Zeithaml et al (1990).

The SERVQUAL instrument expectation score (E) if subtracted from the perception score (P) at the end of the service will reveal a gap (either positive or negative) in the service delivery aspects of service providers. From the results obtained, areas can be identified on which necessary actions can be taken in order to adequately satisfy

customers' needs and expectations. This study used SERVQUAL model research instrument for measuring service quality expectation and perception to rate customer's satisfaction of the banquet service offered.

## **2.8 Summary of Literature and Gap**

This chapter reviewed researches that have been conducted previously on restaurants and other food service outlets. Attributes that influence customers satisfaction in restaurant services, and how previous researcher have rated them based on their findings were also reviewed. Factors influencing consumers' behaviours and purchases decision that are inherent in them and also physical and social attribute that influence satisfaction and hence re-purchase decisions were reviewed as per previous researches.

Majority of research on banquet were conducted on wedding banquets in developed Asian countries and concentrated more on determinants of customers' choice of hotels venues offering wedding banquet services. Not much has been carried out in a developing nation like Nigeria and specifically Kaduna metropolis. Several studies have concentrated on the effect of service quality on customers' choice or satisfaction of hotels, restaurants and fast-food services without taking into consideration banquet service which is a new phenomenon in Northern Nigeria (Adejo, 2013), specifically Kaduna. Banquet service is characterised by service of food at a pre-determine price and location, the research also studies the aspect of location of the venues and price charged as it affect customer satisfaction. This study researched on customer satisfaction with special mention of banquet service but not on the general point of view of hotel services. Thus the current study focuses on addressing these gaps.

Hotel operators in Northern Nigeria are competing on getting a fair share of banquet services. This makes it imperative for hotel managers to continuously research on the

trends in consumption of hospitality services so that they are able to provide product and services that is customer oriented. It is based on this perspective that the present study investigates the underlying factors and attributes that determine the customers satisfaction of banquet services in hotels. The study findings will provide research areas for academics, give insight to banquet managers on what attributes the demands are expecting from them and know how to segment their market in order to capture the right clientele. Consequently, the findings will also serve as an investment guide to prospective investors in the hospitality sector to know which areas to emphasize on.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the methods used in carrying out the research. These include the research design, the location of the study and the target population. The sample size and the techniques used in selection of the sample for the study are explained in detail. The instruments for data collection, their validity and reliability, techniques used for data collection and analysis are also explained in this chapter.

#### **3.2 Research Design**

The study adopted a descriptive survey design. This design does not allow for information on variables collected from the target population to be manipulated (Kothari, 2012); (Nassiuma, 2008). This design has also been found to be reliable in collecting information on particular issues prevalent in the society through the use of interviews or written questionnaire (Lucas, 1999; Brotherton, 2010; Mugenda & Mugenda, 2012). Descriptive survey design is easy to use when analysing associations or relationships among phenomena in a society and will provide reliable results and it makes objective judgement easier to achieve. In the study, descriptive survey design was used to allow an understanding of the determinants of customer satisfaction with the banquet services offered by hotels in Kaduna Metropolis.

#### **3.3 Study Location/Area**

Kaduna State, (See appendices for map) was chosen as the area of the study because the topic of this research study, banquet events is a new domestic demands to hotels in Northern Nigeria. Kaduna is the capital city located in the North Western part of Nigeria, precisely 163 Kilometres from Abuja (Nigeria's Federal Capital). It was the former

administrative seat of the northern region government before it was splintered into states. It shares boundaries with Zamfara, Katsina, Jigawa, Kebbi, Sokoto and Kano State (Kaduna state tourists Guide 2009).

Kaduna was selected as a study area due to its commercial and political importance as a major city. It is a metropolitan as well as a cosmopolitan industrial city with over 80 commercial and manufacturing industries, universities, federal parastatals, Nigerian army formations, petroleum refinery, hotels and many such businesses that attract different segments of settlers and visitors to the city. It is these characteristics that influenced the choice of the city as the area of study.

### **3.4 Target Population**

The base locations of the study were hotels that have banquet facilities and also provide banquet services in Kaduna metropolis (33 hotels see appendix X). Seventeen hotels (50%) were randomly selected for the study. The respondents of the study were banquet events clients and the attendees in selected hotels.

### **3.5 Sampling Technique**

The researcher used non-probability and probability sampling techniques in selecting the required sample. Purposive sampling technique according to Brotherton (2010) and Mugenda and Mugenda (2012) are used in choosing subjects or units, their characteristics or type of information required. This technique was applied to select hotels that offer banquets services and their clients in the study area. Simple probability random sampling technique was used to select the required number of guests (attendees) who were included in the study. This method was preferred since it enabled every guest to have an equal chance of being selected from the population.

### 3.6 Sample Size

Banquet events are characterised by a large gathering of people of different background. It is based on this that the researcher arrived at the required sample size for the study, through the use of Fisher, Laing, and Stoeckel (1983; as cited in Mugenda and Mugenda, 2012) formula to calculate the appropriate sample size. If there is no estimate available for the proportion of guests in the target population presumed to have the characteristic of interest Fisher *et al's* (1983), as cited in Mugenda and Mugenda, 2012) recommends using 50% proportion. Fisher *et al.* (1983) formula to calculate the appropriate sample size comprising of banquet guests is as follows:

$$n = \frac{Z^2 pq}{d^2}$$

Where n = the desired sample size

Z = the standard normal deviation at the required confidence level

P = the proportion in the target population estimated to have the characteristics being measured (50%)

$$q = 1 - p$$

d = the level of statistical significance test

$$n = \frac{1.96^2 (0.5) (0.5)}{(0.05)^2} = \text{Approx. } 384 \text{ banquet clients}$$

Table 3.1 exhibits the calculation of the sample size from each grade of hotels in Kaduna Metropolis.

**Table 3.1: Sample Size**

Stratum of hotels	Number of hotels	Number of hotels selected [50%]	Number of customers booking the events with the hotel	Number of clients attending the events
Grade A Hotels	9	5	5	23*5=115
Grade B Hotels	14	7	7	23*7=161
Grade C Hotels	10	5	5	23*5=115
<b>Total</b>	<b>33</b>	<b>17</b>	<b>17</b>	<b>391</b>

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*Notes.* Only one customer books the event with the hotel. Each hotel contributes 23 customers attending the event (i.e.  $384/17$ )

The table above (3.1) illustrates how the research population was drawn. The target population of the study are the 33 hotels that offer banquet services in Kaduna metropolis (appendix X). The study randomly selected 17 (50%) of the hotels that offer banquet hotels. The respondents of the study were drawn from the selected hotels using Fisher et al's (1983) formulae for calculating sample size where the population is very large. The respondents were drawn from the 17 hotel randomly selected for the study. The sample size of the respondents for each hotel was equally determined. This was done by dividing sample size (384) determined in section 3.6 above by the number (17) of the sampled hotels in Kaduna State. The computation,  $384/17 = 22.58$  approximately 23 respondents from each hotel.

### **3.7 Data Collection Instrument**

Two set of research instruments were initially developed for this study. One set for the attendees and the other for the client who sponsored the banquet events. The instrument was conveniently collapsed into one after the pre-test as the difference between the two was only responses from the clients on the price of the banquet. The research instrument was developed from review of literature of similar researches. Inclusions and exclusions were made to the original instrument by the research supervisors and also experts in the field of study.

Data was collected through the use of open and closed ended questionnaires. The first part of the questionnaire sought to find out the demographic and socio-economic background of the clients and attendees at the banquet functions in the hotels. It also assisted in giving answers to the influence of the variables such as socio-economic

background in the study to customer satisfaction of banquet services. The second part of this questionnaire was 5-point structured Likert scale questionnaire aimed to get information about effect of location on customer satisfaction of the banquet service. The third part (also a 5 point Likert structured questionnaire) was directed to the clients (Operational Definition of Terms vii). It aimed to assess the effect of price on customer satisfaction of the banquet service from the clients' point of view. This is so because the clients who booked the events paid for it so they are in the best position to know whether the price paid is commensurate to the services offered

The fourth part of the questionnaire was a 7 point SERVQUAL instrument which was administered to the clients and attendees of the banquet function. This instrument was expected to measure the pre and post – consumption assessment of quality of banquet service offered. The last question on the questionnaire was an open question to respondents of their overall perception of satisfaction of the banquet. Highly perceived quality of service can induce re-purchase intentions, positive words of mouth and referrals (Tabaku & Cerri 2016).

### **3.8 Pre-Testing**

According to Mugenda and Mugenda (2012), 1% to 10% of the questionnaires is adequate for pre-testing and yield reliable data for determining the reliability of the study instruments. According to Bryman and Bell, (2003), research instruments should be pre-tested with respondents that are not considered in the sample but have shared characteristics. In this regard, a 5% of 384 (19) questionnaires were administered to clients in hotels in Kaduna State that were not enrolled in this study. A pre-test of the research instruments was carried out by the researcher and trained research assistants in three hotels that were not included in the hotels earmarked for the study.

### **3.9 Instrument Validity and Reliability**

Validity was defined as the extent to which results obtained from data analysis in reality measures the phenomenon under study (Mugenda & Mugenda, 2008). To determine the validity of the questionnaire, content validity technique was utilized to see if the content of the instrument's items represent the domain of the research area (Hair, Anderson, Tatham & Black 2009). This was ensured through the help of research supervisors and three other professionals in the field. Any corrections and input were implemented.

The pre-tested instrument was analysed to determine the reliability of the instrument using Cronbach Alpha reliability coefficient. This was done by subjecting items to internal consistency technique to assess their reliability. Collected pre-testing data was entered into SPSS version 20 data analysis software to generate instruments internal consistency data. Cronbach's alpha reliability coefficient ranges between 0 and 1 (Brussel, 2004). The closer the coefficient is to 1.0, the greater is the internal consistency of the items (variables) in the scale. Gliem and Gliem (2003) argue that a Cronbach's alpha's greater than 0.7 is considered adequate and reliable for a given data collection instruments. The reliability determination of the pre-tested instruments when subjected to Cronbach's alpha coefficient returned a coefficient value of 0.75, which indicated that the instruments were reliable.

### **3.10 Data Collection Procedures**

The researcher trained five persons who assisted in administering and collecting of the questionnaires. The aims and objectives of the study were explained to them. They were schooled on ethical considerations of the respondents. Questionnaires should only be served to those who volunteer to be respondents of the study. The assistants were trained

to ensure the respondents fill the 'Expectation' (Before service) part of the questionnaire before going into the banquet hall and 'after' service responses required on the SERVQUAL instrument. The hotels, where the study was to be conducted gave the researcher dates they were to conduct banquet events. The researcher and trained assistants made a time table of convenient ways to move around hotels to administer the questionnaires. This is because it will not be possible to visit more than one hotel at the same time. The researcher and assistants explained to the respondents the purpose of study and administered the questionnaires.

The researcher with the assistance of the hotel banquet staff and research assistants randomly selected tables where prospective respondents are going to be seated during the banquet function. Probability random technic was used to administer the questionnaire as they come into the banquet venue. Their consent were sought, those that volunteered were schooled on the study objectives, given the questionnaire and asked to fill the expectation 'before service' part of the SERVQUAL instrument before being taken to the spaces specifically allocated for the respondents in the banquet hall. The questionnaires were retrieved from the respondents immediately after the banquet events.

### **3.11 Method of Data Analysis and Presentation**

Data analysis began after successful completion of data collection. Three important steps were carried-out: editing, coding and entering data into statistical package version 20. Responses regarding the relationship between socio-economic background of respondents and customer satisfaction, effect of location of hotel on customer satisfaction and influence of service quality on customer satisfaction of the clients and attendees were analysed collectively. The response on price and value attribute from clients (those that sponsored the banquet) were analysed separately.

Descriptive statistics such as percentages, mean scores, mean rankings, frequency distribution and standard deviations were applied to describe the profile of demographic characteristics of the respondents. The mean scores, standard deviations and rankings were employed to measure the influence of price and location on customer satisfaction. A cross tabulation between the demographic and hotel location variables and overall customer satisfaction was generated to determine their relationships.

A Spearman Rank Order Correlation ( $\rho$ ) a non-parametric inferential statistics was used to test the hypothesis ( $H_{01}$ ) to determine the relationship between independent variables (demographic characteristics) and dependent variables (overall customer satisfaction). Chi Square statistics was generated to test hypotheses ( $H_{02}$ ) on the effect of hotel location on customer satisfaction on banquet services offered in hotels. Finally, Gap analysis was computed to determine the influence of service quality on customers satisfaction with the banquet services offered in hotels.

Further analysis was conducted to assess the relationship between banquet service quality and customers satisfaction to establish the effects of SERVQUAL dimensions on customer satisfaction on quality of service. This was done using multiple regression technique. Multiple regression analysis was used to determine how one variable was affected by variations in two or more independent variables. The corresponding model was set as:

$$y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \dots\dots\dots + \beta_nx_n + e$$

Where

$y$  = Dependent variable (customer satisfaction with banquet services)

$\beta_i$  = coefficients to be estimated

$x_i$  = independent variables

Where

X<sub>1</sub>- Responsiveness

X<sub>2</sub> - Tangibility

X<sub>3</sub> - Reliability

X<sub>4</sub>- Empathy

X<sub>5</sub>- Assurance

Analysed data was presented in charts and tables as per the research items for each specific objectives of the study.

### **3.12 Operationalization and Measurement of Variables**

Dependent and independent variables identified in the research were operationalized and measured as shown in Table 3.2.

**Table 3.2: Methods of Measurement of Variables**

<b>Objective</b>	<b>Method of data analysis</b>	<b>Justification</b>
To determine the relationship between socio-economic background and customer satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.	<ul style="list-style-type: none"> <li>• Coding to generate descriptive statistics</li> <li>• Cross tabulation of variables</li> <li>• Spear Rank Order Correlation</li> </ul>	<ul style="list-style-type: none"> <li>• Spear Rank Order Correlation was preferred because data collected was categorical which could not allow parametric statistical analysis that require stringent requirements</li> <li>• Cross tabulation suitable for comparing relationship between categorical data</li> </ul>
To examine the impact of hotel location on customer satisfaction of banquet services offered in hotels in Kaduna Metropolis	<ul style="list-style-type: none"> <li>• Coding to generate descriptive statistics</li> <li>• Mean, Standard deviation and ranking for Likert scale</li> <li>• Cross tabulation of variables</li> </ul>	<ul style="list-style-type: none"> <li>• Descriptive was preferred due to the categorical data type collected</li> <li>• Likert data type was collected analysed using mean and standard deviation</li> <li>• Chi-Square suitable for comparing relationship between categorical data</li> </ul>
To evaluate the effect of price on customers' satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.	<ul style="list-style-type: none"> <li>• Coding to generate descriptive statistics</li> <li>• Mean, Standard deviation and ranking for Likert scale</li> </ul>	<ul style="list-style-type: none"> <li>• Likert data type was collected analysed using mean and standard deviation</li> </ul>
To investigate the influence of service quality on customers' satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.	<ul style="list-style-type: none"> <li>• GAP score analysis for SERVQUAL</li> <li>• Multiple linear regression</li> </ul>	<ul style="list-style-type: none"> <li>• GAP score analysis was preferred to measure satisfaction by calculating the difference perception and expectation</li> <li>• Multiple linear was preferred to determine the influence of many independent variables on dependent variable (customer satisfaction)</li> </ul>

### 3.13 Logistical and Ethical considerations

A letter of clearance and introduction was collected from Kenyatta University Post Graduate School. Permission was sought from Ministry of Culture and Tourism Kaduna State and also managers of the hotels where the research was conducted. The consent for both hotels and individual respondents was also sought (appendixes 1, III, IV and V). To

ensure confidentiality, respondents were assured that the information collected was used only for the purpose of the research. Names of the respondents were not used to ensure anonymity.

## CHAPTER FOUR

### FINDINGS AND DISCUSSIONS

#### 4.1 Introduction

This chapter presents the study findings, analysis, interpretation and discussion of the findings. The findings are presented according to the specific objectives of the study.

Descriptive statistics and inferential statistics were used to analyse collected primary data. The study findings are presented in tables and charts. Statistical findings for each item in the questionnaire and inferences made are discussed under specific sections and interpretation thereof made.

#### 4.2 Response Rate

The study targeted 391 respondents which included the clients and attendee who attended banquet in 17hotels in Kaduna. A total of 312 questionnaires were returned and found valid for analysis. Table 4.1 presents the response rates analysis

**Table 4.1: Response Rate**

<b>Respondents</b>	<b>Issued questionnaires</b>	<b>Returned questionnaires</b>	<b>Questionnaires Not returned</b>	<b>Questionnaires Valid for analysis</b>
Clients	17	14(82.4%)	3(17.6%)	14(82.4%)
Attendees	374	298(79.7%)	76(25.5%)	298(79.7%)
<b>Total</b>	<b>391</b>	<b>312(79.8%)</b>	<b>79(20.2%)</b>	<b>312(79.8%)</b>

The response rate presented in Table 4.1 shows an overall response rate was 312(79.8%) for both categories of the respondents out of the administered questionnaires. The clients' response rate was 14(82.4%) as compared to 298(79.7%) of the attendees when analysed separately. Of the returned questionnaires, overall 312(79.8%) were found valid and used to analyse collected primary data. Mugenda and Mugenda (2008) assert that a 50% response rate is adequate, 60% good while above 70% is rated very good. Based on

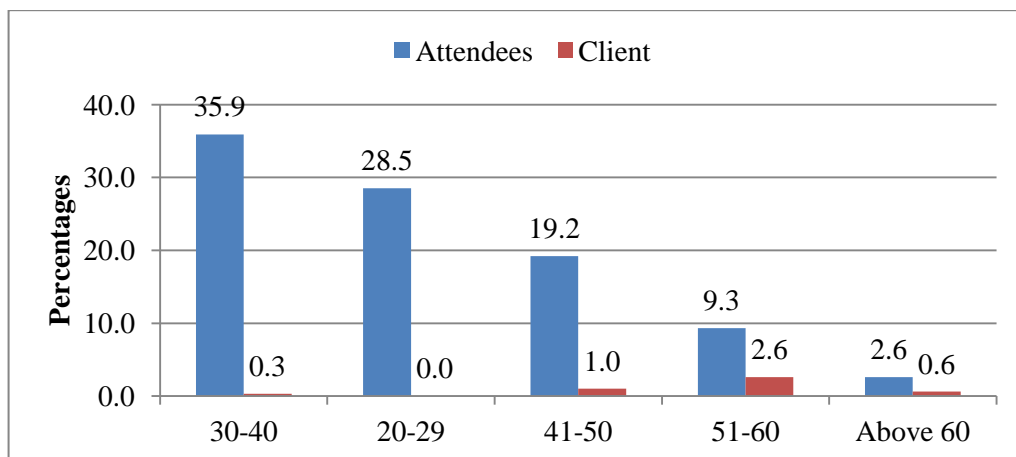
the response rate for valid instruments for this study at 79.8% is an indicator of well filled questionnaires. The high response rate could be attributed to the fact that the respondents were located in one area where their access was convenient leading to high rates of responses. About 3.9% did not return the questionnaire due to unexplained reasons.

### 4.3 Respondents' Demographic Profiles

The study targeted a number of demographic characteristics in an attempt to understand the profiles of the customers who attended banquet services in the sampled hotels. The findings are discussed in the sections below.

#### 4.3.1 Age of Respondents

The study found it prudent to establish the respondents' age. This was necessary in order to establish the age profile of the customers who attend banquets. Figure 4.1 illustrates the results of the analyses of respondents' age profile.



**Figure 4.1: Respondents' Age Profile**

The analysis in Table 4.1 shows that 35.9% of the attendees were in the ages between 30-40 years, followed by the age of 20-29 years at 28.5% score. The attendees who were aged 41-50 years and 51-60 years accounted for 19.2% and 9.3% respectively. Finally,

about 2.6% of the respondents were of the age above 60 years. The findings above reveal that the banquets are by and large attended by youthful customers between the ages of 20- 40 years. This could be attributed to the mobility, ability to spend and need to adventure a factor associated with the youths. These revelations agree with the views expressed by United Nations World Tourism Organization (UNWTO) which reported that the youths have a potential of engaging on leisure activities and visiting hotels due to their young age and the love of adventure (UNWTO, 2010).

### 4.3.2 Gender and Marital Status Distribution

The respondents were asked to indicate their gender and marital status. This was important because research studies regarding customer satisfaction have revealed that there are differences between females, males and marital status in terms of feeling, acting, thinking and valuing of phenomenon (Srivastava, 2015, and Hagan, 2015). Table 4.2 presents the respondents gender and marital status distribution.

**Table 4.2: Gender and Marital Status Distribution**

Category of respondent	Marital Status	Gender		Total
		Male	Female	
Attendees	Married	89(29.9%)	56(18.8%)	145(48.7%)
	Divorced	13(4.4%)	8(2.7%)	21(7.0%)
	Single	75(25.2%)	48(16.1%)	123(41.3%)
	Widowed	2(0.7%)	7(2.3%)	9(3.0%)
	<b>Total</b>	<b>179(60.1%)</b>	<b>119(39.9%)</b>	<b>298(100.0%)</b>
Clients	Married	5(35.7%)	5(35.7%)	10(71.4%)
	Widowed	0(0.0%)	4(28.6%)	4(28.6%)
	<b>Total</b>	<b>5(35.7%)</b>	<b>9(64.3%)</b>	<b>14(100.0%)</b>
Attendees and Clients	Married	94(30.1%)	61(19.6%)	155(49.7%)
	Divorced	13(4.2%)	8(2.6%)	21(6.7%)
	Single	75(24.0%)	48(15.4%)	123(39.4%)
	Widowed	2(0.6%)	11(3.5%)	13(4.2%)
	<b>Total</b>	<b>184(59.0%)</b>	<b>128(41.0%)</b>	<b>312(100.0%)</b>

The analysis in Table 4.2 shows that most 89(29.9%) of attendees' respondents were males and married as compared to 18.8% married female attendees. The clients were either married at 5(35.7%) for both male and female or widowed at 4(28.6%) females only. The findings above clearly show that male respondents are the highest (59.0%). As this research is trying to find out the functional and relational attributes of the banquet service that satisfy customers, the implication of these results is that most of the responses are coming from the male respondents' point of view and previous researches have shown that men derive satisfaction from functional service quality. Therefore, they are likely to report on being satisfied on the functional aspect. The relational aspect of the service quality will most likely not be properly rated (Molina 2010; Baker 2010, Malik *et al.* 2012). The views of female respondents who are reported to gain satisfaction more through relational aspect of service are more involved in pre-purchase and post purchase behaviours (Ayuba 2014). They also have higher expectations of service quality Eric (2014) and this is not captured in this study.

### 4.3.3 Level of Education

The respondents were asked of their educational background. Educational level has been extensively used by social science researchers to indicate individual integration and involvement in phenomenon in the society (Berry, 2011). Table 4.3 presents the results of the respondents' level of education.

**Table 4.3: Level of Education**

<b>Education levels</b>	<b>Frequency</b>	<b>Per cent</b>
Degree/Diploma/Certificate	180	57.7
Post Graduate	94	30.1
Secondary	31	9.9
No Formal Education	4	1.3
Primary	3	1.0
<b>Total</b>	<b>312</b>	<b>100.0</b>

The findings in Table 4.3 show that majority of the respondents have post-secondary education collectively accounting for 274 (87.8%) of the entire population. The remainder have secondary education at 31(9.9%); those who have no formal education were 4(1.3%) while primary school education holders are 3(1.0%). The above findings portray a well educated population among the respondents. An educated lot is likely to be informed and make informed decision rationally as compared to less educated persons.

This observation is in agreement with the findings by Boyce, Dixon, Fasolo, and Reutskaja (2010) who asserted that educational level plays a major role in deciding which services will result in high customer satisfaction. The implication of this finding is that well educated customers get more engaged in searching and evaluating of products and services which make them more likely to be involved in switching from one service provider to another in order to get maximized satisfaction (Fernandes *et al.* 2013).

#### 4.3.4 Type of Event

The respondents were asked about the event they were attending during the time of the study in order to establish the type of banquet events mostly done in the study area. The study findings are presented in Table 4.4.

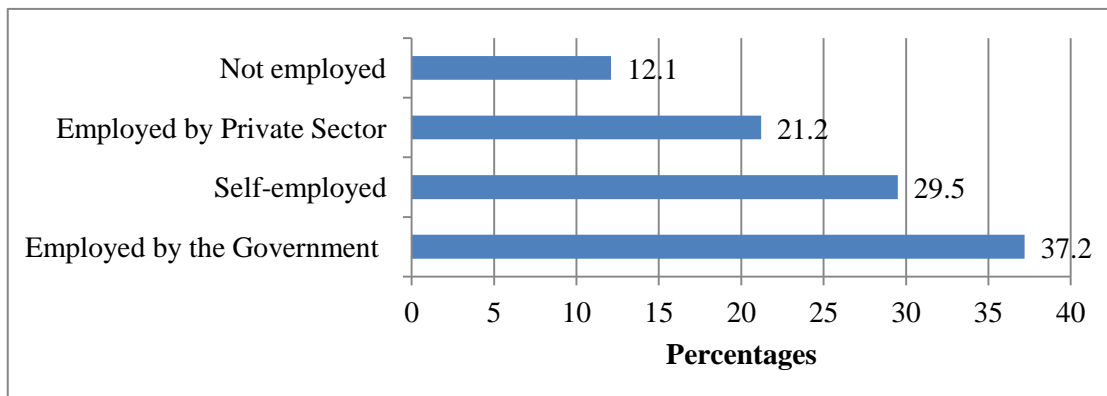
**Table 4.4: Type of events**

<b>Type of events</b>	<b>Frequency</b>	<b>Per cent</b>
Wedding	219	70.2
Birthday	34	10.8
Chieftaincy Ceremony	22	7.1
Naming Ceremony	15	4.8
Thanks Giving	14	4.5
Others	8	2.6
<b>Total</b>	<b>312</b>	<b>100.00</b>

As presented in Table 4.4, the majority 219(70.2%) attended mostly wedding banquets followed by birthday parties at 34(10.8%). Others were naming ceremonies at 15(4.8%), chieftaincy 22(7.1%), thanks giving 14(4.5%) while other events accounted for 8(2.6%) share. These results are in accordance with Adejo (2013) who found that emerging customer demand in hospitality services presently in northern Nigeria, and Kaduna in particular, is wedding banquets services. In addition, these results concurred with Yen et al., (2012) study which found that hotels in Taiwan and Asian countries were preferred location for performance of weddings ceremonies.

#### 4.3.5 Occupation

The respondents were asked about their occupation in order to reveal the individuals social class in the society where they reside. Figure 4.2 illustrates the results of the respondents' occupation.



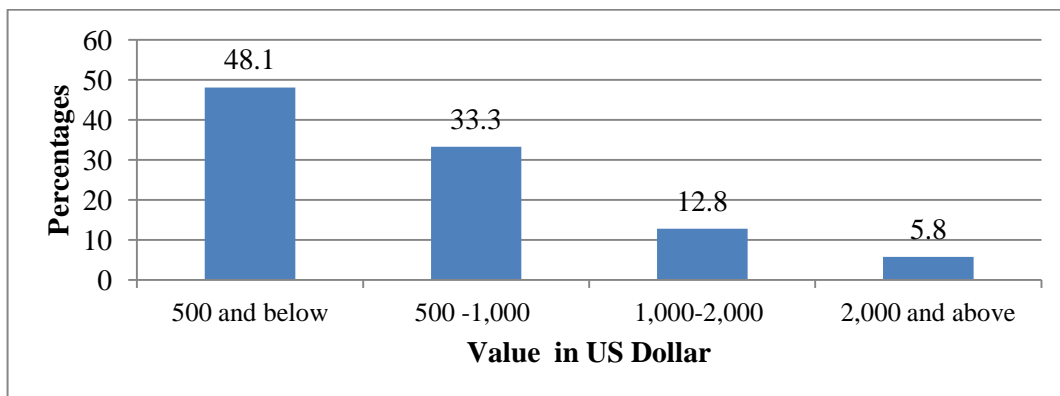
**Figure 4.2: Respondents' Occupation Status**

The findings in Figure 4.2 illustrate that majority of the respondents were in formal employment either in the public or private sectors accounting for 37.2% and 21.2% respectively. About 29.5% were self-employed as compared to 12.1% who were not employed. The findings show that collectively, 87.9% of the respondents are stable income earners since they are employed in one form of the employment sector. This

response rate in regard to the occupation of respondents is similar to the findings in study on customer satisfaction and service quality by Ayuba(2014), Eric (2014), Sabir et al, (2014), Adebisi and Adeola (2014) and Canny (2013). They established that over 85% of the respondents who attend hospitality banquet services have steady occupation and hence having financial abilities since these functions require one to pay or give gifts.

#### 4.3.6 Income per Month of Respondents

The study sought to establish the respondents' earnings per month as it was considered important because it would depict the social status and thus reveal their values and interests in hotel banquet services. Results are demonstrated in figure 4.3.



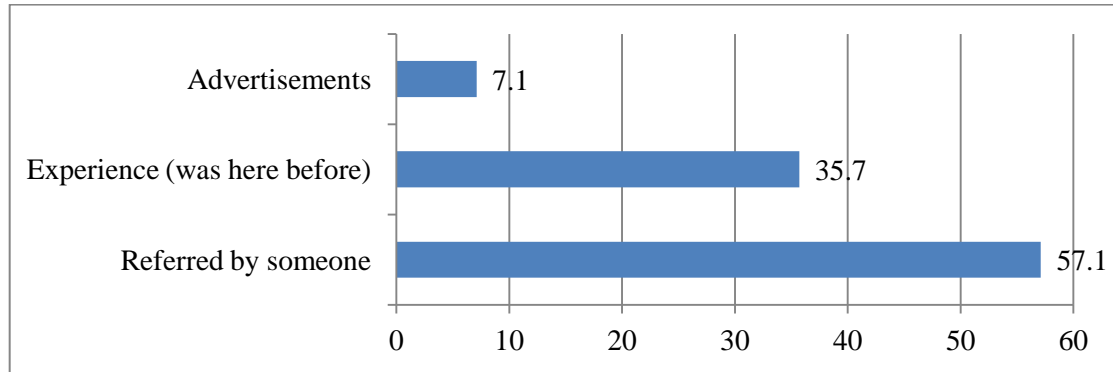
**Figure 4.3: Respondents' Earnings per Month**

The findings in Figure 4.3 show that close to half (48.1%) of the respondents earned between 500 USD<sup>1</sup> and below while about 33.3% earned between 500 – 1000USD. The study also established that 12.8% of the respondents earned 1000 – 2000 whereas 5.8% earned above 2000per month. This, according to Iyiade (2009) gender and socio-economic status as factors of hotel brand loyalty found that most of the citizens in Nigeria earned between 500 USD and below while the highest earned above 2000 USD.

<sup>1</sup> 1 US Dollar is equivalent to 199.25 Nigeria Naira ( 11 March. 2016)

### 4.3.8 Knowledge of the Hotels

The study sought to establish how the respondents came to know about the hotels. This was necessary in order to establish the reasons behind the choice of the hotel. The findings are presented in Results are demonstrated in Figure 4.4.



**Figure 4.4: Knowledge of the Hotels**

The study finding in Figure 4.4 reveals that majority (57.1%) of the respondents were referred by somebody, 35.7% was due to personal experience with the hotels while 7.1% was due to advertisements. The above findings imply that referral by others is a major factor that lead clients to select a hotel for banquet ceremonies. These findings are supported by (Frey, 2010) who argues that over 60% of business is brought through referrals as compared to advertising.

## 4.4 Relationship between Socio-Economic Background and Customers

### Satisfaction

The first study objective was to examine the relationship between socio-economic background and customers' satisfaction with the banquet services offered in hotels in Kaduna Metropolis. Studies regarding customer satisfaction have revealed that different gender exhibits different feelings, actions, reasoning and valuing of phenomenon (Srivastava, 2015 and Hagan, 2015). In Nigeria, Adewale et al; (2014) found significant relationship between age, educational level, income, the type of fast food being visited and customer satisfaction. Along the same line, other studies in Nigeria reported that

customer satisfaction with hotel services varies according to individual income groups (Iyiade, 2009; Adeola & Adebisi 2014). A cross tabulation and Spearman Rank Order Correlation (rho) was generated to establish the relationship between demographic characteristics and overall customer satisfaction with banquet services as discussed below.

#### 4.4.1 Relationship between Demographic Characteristics and Customers

##### Satisfaction

As satisfaction is the last step of a psychological process (Cengiz 2010), the last question posted to the respondents was whether they are satisfied with the overall service or not. One hundred and ninety (190) out of the three hundred and twelve (312) respondents reported being satisfied and one hundred and twenty two (122) were not satisfied with the overall service. The results of demographic and customers satisfaction cross tabulations are presented in tables 4.5, 4.6, 4.7, 4.8 and 4.9. The findings are also discussed in sections below each table.

**Table 4.5: Gender and customer satisfaction cross tabulation**

Customer satisfaction	Gender				Total	
	Male		Female			
	Count	%	Count	%	Count	%
Yes	116	37.2	74	23.7	190	60.9
No	68	21.8	54	17.3	122	39.1
<b>Total</b>	<b>184</b>	<b>59.0</b>	<b>128</b>	<b>41.0</b>	<b>312</b>	<b>100.0</b>

The findings in Table 4.5 show that overall 190(60.9%) of the guests were satisfied with services offered of which more males 116(37.2%) were more satisfied with banquet services as compared to 74(23.7%) females. The finding is consistent with several studies by Hernandez, Martinen-Tur, Peiro and Molina (2010); Baker (2010),Malik et al

(2012) where male reported more satisfied than female and they concurred that males and females differ in what makes them satisfied in restaurant attribute.

Female derives satisfaction in relational dimensions of service quality while male derives satisfaction from functional service quality. This is contrary to a study in Ghana by Eric (2014) which shows that females derived more satisfaction in hotel services than males

**Table 4.6: Marital Status and customer satisfaction cross tabulation**

<b>Customer satisfaction</b>		<b>Marital Status</b>				<b>Total</b>
		<b>Married</b>	<b>Divorced</b>	<b>Single</b>	<b>Widowed</b>	
Yes	Count	92	15	74	9	190
	% of Total	29.5%	4.8%	23.7%	2.9%	60.9%
No	Count	63	6	49	4	122
	% of Total	20.2%	1.9%	15.7%	1.3%	39.1%
<b>Total</b>	<b>Count</b>	<b>155</b>	<b>21</b>	<b>123</b>	<b>13</b>	<b>312</b>
	<b>% of Total</b>	<b>49.7%</b>	<b>6.7%</b>	<b>39.4%</b>	<b>4.2%</b>	<b>100.0%</b>

The research results in Table 4.6 show mixed responses on the relationship of marital status and customer satisfaction. Overall 190(60.9%) of the guests were satisfied with services offered where more married guests 92(29.5%) were more satisfied with banquet services as compared to the rest of the guests in relation to marital status.

This is in contrast with Eric's (2014) study which revealed that singles find more satisfaction in hotel services. The implication of this research finding as revealed by Perlin and Johnson (year?) as cited in Shapiro (2007) is that married couples have wider social support and social network. They also revealed that they can influence social interactions of a society than unmarried individuals; as a result, they will report situation more widely.

**Table 4.7: A cross tabulation Between Age and customer satisfaction**

Customer satisfaction		Age					Total
		20-29	30-40	41-50	51-60	Above 60	
Yes	Count	54	72	40	19	5	190
	% of Total	17.3%	23.1%	12.8%	6.1%	1.6%	60.9%
No	Count	35	41	23	18	5	122
	% of Total	11.2%	13.1%	7.4%	5.8%	1.6%	39.1%
<b>Total</b>	<b>Count</b>	<b>89</b>	<b>113</b>	<b>63</b>	<b>37</b>	<b>10</b>	<b>312</b>
	<b>% of Total</b>	<b>28.5%</b>	<b>36.2%</b>	<b>20.2%</b>	<b>11.9%</b>	<b>3.2%</b>	<b>100.0%</b>

Table 4.7 shows that there was no absolute majority on customer satisfaction among different ages of the guests since the highest score were 72(23.1 %). However, overall 190(60.9%) of the guests were satisfied with banquet services offered. The mean average percentage between respondents of all the age groups that indicated satisfaction of the banquet event was 57.84%. This therefore indicates that there is no relationship between customers' age and satisfaction of banquet service received.

**Table 4.8: Level of Education and customer satisfaction cross tabulation**

Customer satisfaction	No Formal Education	Level of Education				Total
		Primary	Secondary	Graduate	Post Graduate	
Yes	3(1.0%)	2(0.6%)	16(5.1%)	112(35.9%)	57(18.3%)	190(60.9%)
No	1(0.3%)	1(0.3%)	15(4.8%)	68(21.8%)	37(11.9%)	122(39.1%)
<b>Total</b>	<b>4(1.3%)</b>	<b>3(1.0%)</b>	<b>31(9.9%)</b>	<b>180(57.7%)</b>	<b>94(30.1%)</b>	<b>312(100.0%)</b>

As presented in Table 4.8, guests with graduate level of education were more satisfied 112(35.9%) as compared to other guests with different levels of education. This research finding is consistent with Fernandez et al (2013) whose result revealed that well educated individuals tend to get more satisfaction than less educated individuals. The implication of these findings as revealed in previous researches by Fernandez *et al.* (2013), Enriquez-

Magkasi and Callebaro, (2014) & Eric (2014) are that well educated customers who get more engaged in searching and evaluating of products and services are prone to be involved in switching from one service provider seeking for maximum satisfaction.

**Table 4.9: Occupation and customer satisfaction cross tabulation**

Customer satisfaction	Occupation					Total
	Government Sector	Private Sector	Self-employed	Not employed	Other	
Yes	71 (22.8%)	42(13.5%)	53(17.0%)	16(5.1%)	8(2.6%)	190(60.9%)
No	45(14.4%)	24(7.7%)	39(12.5%)	13(4.2%)	1(0.3%)	122(39.1%)
<b>Total</b>	<b>116(37.2%)</b>	<b>66(21.2%)</b>	<b>92(29.5%)</b>	<b>29(9.3%)</b>	<b>9(2.9%)</b>	<b>312(100.0)</b>

As presented in Table 4.9, there are no obsolete majority of guests who were satisfied with banquet services offered in relation to their occupations. However, on the overall,190(60.9%) of the guests were satisfied with banquet services offered.

**Table 4.10: Monthly Income and customer satisfaction cross tabulation**

Customer satisfaction	Income per Month				Total
	1,000 USD and below	1,010-2,000 USD	2,010-3,000 USD	3,010 USD and above	
Yes	95(30.4%)	56(17.9%)	25(8.0%)	14(4.5%)	190(60.9%)
No	55(17.6%)	48(15.4%)	15(4.8%)	4(1.3%)	122(39.1%)
<b>Total</b>	<b>150(48.1%)</b>	<b>104(33.3%)</b>	<b>40(12.8%)</b>	<b>18(5.8%)</b>	<b>312(100.0%)</b>

Statistics in Table 4.10 show that 30.4% of the guests who earn USD 1000 and less were more satisfied with banquet services offered as compared with the rest.162 respondents that constituted 51.9% of the total respondents are high income earners (Iyiade 2009), 41.4% of them signified not being satisfied with the banquet service offered. This finding agrees with findings reported by Adeola and Adebisi (2014) that customer satisfaction with hotel services varies according to individual income groups. The implication of this finding coincides with Iyiade's (2009) study findings that high income earners patronise

hotels but are never satisfied with service offered to them. This finding makes it imperative for hospitality managers to continuously investigate changes in the consumption habits of this group

#### **4.4.2 Inferential Analysis on the Relationship between Demographic**

##### **Characteristics and Customers Satisfaction**

In order to make conclusive inferences on the research questions on the relationship between socio-economic background and customer satisfaction of banquet services offered in hotels in Kaduna Metropolis, data was also subjected to inferential statistics. The findings of inferential statistics were used to test relationships between independent variables for the purpose of making generalisation and offer explanation of the research questions. A Spearman Rank Order Correlation ( $\rho$ ) a non-parametric inferential statistics was used to determine the relationship between independent variables (demographic characteristics) and dependent variables (overall customer satisfaction). This technique was preferred since the study collected categorical data which could not support parametric statistical analysis.

The Spearman Rank Order Correlation ( $\rho$ ) coefficient findings were converted into percentage score to provide a basis for discussing the findings. According to Julie (2003), conversion of Spearman Rank Order Correlation ( $\rho$ ) coefficient into percentage makes it appropriate to interpret the findings. The percentage score are derived by squaring the  $\rho$  coefficient ( $r$ ) and multiplying the product by 100. The percentage score determines the extent of the relationship between the explored variables. In this study, relationship between demographic characteristics and customers satisfaction was explored. The results of Spearman Rank Order Correlation ( $\rho$ ) test was interpreted using the following; small -  $r=0.10$  to  $0.29$ , medium -  $r=0.30$  to  $0.49$  and large -  $r=0.50$  to  $1.0$  (Cohen, 1988, pp. 79-81).

Table 4.11 presents the Spearman Rank Order Correlation (rho) coefficient for each explored demographic characteristics and percentage score as discussed in the sections below.

**Table 4.11: Relationship between demographic characteristics and customer service satisfaction**

<b>Demographic characteristics</b>		<b>Spearman's rho correlation coefficient (r)</b>	<b>Percentage score</b>
Gender	Correlation Coefficient	<b>0.053</b>	0.28
	Sig. (2-tailed)	1.000.	
	N	312	
Marital Status	Correlation Coefficient	<b>0.068</b>	0.46
	Sig. (2-tailed)	0.234	
	N	312	
Age	Correlation Coefficient	<b>0.085</b>	0.72
	Sig. (2-tailed)	0.135	
	N	312	
Level of Education	Correlation Coefficient	<b>-0.102</b>	1.04
	Sig. (2-tailed)	0.071	
	N	312	
Occupation	Correlation Coefficient	<b>0.094</b>	0.88
	Sig. (2-tailed)	0.097	
	N	312	
Income per Month	Correlation Coefficient	<b>0.082</b>	0.67
	Sig. (2-tailed)	0.148	
	N	312	

Results presented in Table 4.11 show a small relationship (0.28%) between gender and customer satisfaction. This finding is consistent with Raza et al (2012) and Enriquez-Magkasi and Caballero (2014) studies in Romania and Philippines respectively which revealed no significant relationship between gender and customer satisfaction. They also found that there was no relationship between gender and frequency of visits to hospitality services providers. Iyiade (2009); Raza *et. al*(2012) and Enriquez-Magkasi & Caballero's (2014) studies in Nigeria, Romania and Philippines respectively found that gender is not a determinant of customer satisfaction.

Similarly, a 0.72% is an indicator that there was no significant correlation between age and customer satisfaction. This implied that age was not a determinant of customer satisfaction with the banquet services offered in hotels. In the same note, marital status, occupation and level of education were found to have insignificant relationship to customer satisfaction registering very small influence. These findings may be attributed to the fact that the respondents are actually invited guests to the events taking place. In this respect, their demographic profiles play no role on customer satisfaction. These findings are in contrary to findings by Raza *et al.* (2012) and Enriquez-Magkasi and Caballero (2014) who argued that customer satisfaction with hotel services were influenced by customers' income and the type of activities they undertook while in the establishments.

The research findings on the influence of education on customer satisfaction were negligible at 1.04%. These findings are in contrary with Fernandez *et al.*; (2013) who established that well educated individuals tend to get more satisfaction than less educated individuals. On income, the study found very small influence (0.67%) on customer satisfaction. This can be attributed to the fact that majority of the participants were attendees who were not expected to pay for the services rendered. This is in contrary to the findings by Iyiade (2009) and Adeola and Adebisi (2014) that customer satisfaction with hotel services varies according to individual income groups. From the above findings, socio- economic background does not have any relation with customer satisfaction of banquet events. The above findings imply that banquet managers should put in place products and services that are customer-focussed in order to satisfy clients with different demographic backgrounds.

#### **4.5 Location of the Hotel and Customer Satisfaction**

The second study objective was to examine the effect of hotel location on customers' satisfaction with the banquet services offered in hotels in Kaduna Metropolis. The customers' responses on the effect of hotel location on the customer satisfaction of banquet services were solicited using a five Likert scale (1- 5, Strongly Disagree [1], Disagree [2], Undecided [3], Agree [4] and Strongly Agree [5]) data collection instruments.

Primary data collected regarding the effects of hotel location on customer satisfaction was analysed using two techniques. The first technique involved using mean and standard deviations. The second technique employed testing the hypotheses on the relationship between variables using Chi Square test. The research findings are discussed in the sections below.

##### **4.5.1 Effects of Hotel Location on Customers Satisfaction**

Primary data regarding the effects of hotel location on customers satisfaction was solicited using a five Likert scale (1- 5, Strongly Disagree [1], Disagree [2], Undecided [3], Agree [4] and Strongly Agree [5]) data collection instruments. Boone and Boone (2012), posits that Mean ( $\bar{x}$ ) and Standard Deviation (s) are suitable for descriptive statistical methods for analyzing Likert scale data. In this study, mean was used as a primary focal point for discussing the study results. The analysed data is depicted in Table 4.12

**Table 4.12: Effects of hotel location attributes on customer satisfaction**

<b>Hotel attribute</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Good location	312	4.13	.856
Secure environment	312	4.05	1.020
Adequate parking spaces	312	4.01	0.830
Accessibility	312	4.00	1.101
Spacious banquet hall	312	2.67	0.944
Beautiful hall arrangement	312	2.37	1.284

**Key:** 1- Strongly Disagree, 2-Disagree, 3- Undecided, 4- Agree, 5- Strongly Agree

In reference to the results shown in Table 4.12, respondents were in agreement that the location of the hotels was good (Mean=4.13; SD=.856). The same was noted for security (Mean=4.05; SD=1.020) adequate parking spaces (Mean=4.01; SD=0.830) and accessibility (Mean=4.00; SD=1.101). However, the study established that respondents were in disagreement regarding the spacious banquet hall (Mean=2.67; SD=0.944) and décor (Mean=2.37; SD=1.284) of the halls where functions were held. These findings suggest that a good location with adequate parking spaces, easily accessible and secure is very important in satisfying customers. These findings are consistent with Hyun (2010), Ngoc and Tran (2015) findings that convenient location plays a unique role on choice of where to dine on special occasions by families. Hotel managers should improve on their lapses as convenient location and physical environment play a unique role on choice of where to dine on special occasions by families (Hyun, 2010; Ngoc & Tran, 2015).

Equally, these findings are in accordance with Oni and Matiza (2014) study where 85.4% of the respondents revealed that convenient location was what influenced their choice of the fast food outlet. Nasir et al; (2014) also reiterated that people who go for family celebration in hotels ignore price and look for quality environment. Regarding the

security issue, the findings are also consistent with Tripathi and Sadiqqi (2010) who showed security as the second aspect determining customers' choice of where customers visit. However, results exhibited in Table 4.11 reveal that respondents were not satisfied with the decor of the halls used for banquet by the hotels which are inconsistent with the findings of Ryun and Jang (2007) who concluded in their findings that the aesthetic, functional and social factors of the banquet area should be in line with the current event taking place.

#### **4.5.2 Hypothesis Testing on the Effects of Hotel Location Attributes on Customers Satisfaction**

Hypothesis testing for each hotel attribute explored was done to statistically determine the effect of hotel location on the customers. This was done by calculating a composite index scale of the Likert scale (Strongly Disagree [1], Disagree [2], Undecided [3], Agree [4] and Strongly Agree [5]) responses. An index scale "Disagree" and "Agree" was calculated to form a composite score. Disagree index scale was derived by combining strongly disagree and disagree while agree index scale was arrived by combining strongly agree and agree. The composite score was used to test the hypothesis using Chi Square statistics to determine the effect of hotel location on customer satisfaction.

The composite scores were used to generate Chi-square alpha ( $p$ -value) that was used to determine the statistical significance of the relationship between the independent and dependent variables. A Chi-Square  $p$  value of more than 0.05 indicated that tested variables had no statistical difference among the group variables while a  $p$  values equal or less than 0.05 was an indicator the tested variables differed and therefore there is statistical difference among the group variables tested. Each of the hotels attributes;

Good location, secure environment, adequate parking spaces, easily accessible, spacious banquet hall and beautiful hall arrangement; were separately explored. The research findings are discussed in the sections below.

#### **A) Chi Square Test to determine the Effects of Good Hotel Location on Customers Satisfaction.**

A chi-square test was carried out to determine the effect of good hotels location and customer satisfaction based on the composite score of the Likert responses. The chi square test results are presented in Table 4.13.

**Table 4.13: Chi Square Test on the Effects of Good Hotel Location on Customer Satisfaction**

<b>Chi-Square Tests</b>					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.170 <sup>a</sup>	1	.680		
Continuity Correction <sup>b</sup>	.044	1	.834		
Likelihood Ratio	.168	1	.681		
Fisher's Exact Test				.689	.413
Linear-by-Linear Association	.169	1	.681		
N of Valid Cases	311				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.98.					
b. Computed only for a 2x2 table					

The chi-square results  $\chi^2(df=1, N=311)= 0.17, p=.680$  at  $p=0.05$  level of significance.

The results in Table 4.13, show that the chi-square statistic  $p$ -value is 0.680 which is not significant at  $p < .05$ , indicating that there was no statistically significant association between good hotel location and customer satisfaction. This finding implies that the hotels location has no effect on customer satisfaction. This could be attributed to the fact that the attendees played no role in selecting the banquet venues since they were only invited to participate in the function.

**B) Chi Square Test to determine the Effects of Hotel Secure Environment on Customers Satisfaction.**

A chi-square test was carried out to determine the effect of secure hotels environment and customer satisfaction based on the composite score of the Likert responses. The chi square test results are presented in Table 4.14.

**Table 4.14: Chi Square Test on the Effects Secure Hotel Location on Customer Satisfaction**

<b>Chi-Square Tests</b>					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.065 <sup>a</sup>	1	.044		
Continuity Correction <sup>b</sup>	3.442	1	.064		
Likelihood Ratio	3.977	1	.046		
Fisher's Exact Test				.053	.033
Linear-by-Linear Association	4.052	1	.044		
N of Valid Cases	310				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.74.					
b. Computed only for a 2x2 table					

The chi-square results  $\chi^2(df=1, N=310) = 4.065, p=.044$  at  $p=0.05$  level of significance. From this test results, the chi-square statistic  $p$ -value is 0.044 was significant at  $p < .05$ , indicating that there is statistically significant association between secure hotels environment and customer satisfaction. This finding implies that the hotels security has effect on customer satisfaction.

**C) Chi Square Test to determine the Effects of Adequate Parking Spaces on Customers Satisfaction.**

A chi-square test was carried out to determine the effect of adequate parking spaces on customer satisfaction based on the composite score of the Likert responses. The chi square test results are presented in Table 4.15.

**Table 4.15: Chi Square Test on the Effects of Adequate Parking Spaces on Customers Satisfaction.**

<b>Chi-Square Tests</b>					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.570 <sup>a</sup>	1	.450		
Continuity Correction <sup>b</sup>	.341	1	.559		
Likelihood Ratio	.579	1	.447		
Fisher's Exact Test				.498	.282
Linear-by-Linear Association	.568	1	.451		
N of Valid Cases	298				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.21.					
b. Computed only for a 2x2 table					

The chi-square results  $\chi^2(df=1, N=298) = .570, p=.450$  at  $p=0.05$  level of significance. From this test results, the chi-square statistic  $p$ -value is 0.450 which is not significant at  $p<.05$ , indicating that there was no statistically significant association between adequate parking and customer satisfaction. This finding implies that the hotels adequate parking spaces have no effect on customer satisfaction. This can be attributed to the fact that most of the attendees are transported by hired buses and therefore they may not be directly concerned with the parking spaces.

#### **D) Chi Square Test to determine the Effects of Hotel Accessibility on Customers Satisfaction.**

A chi-square test was carried out to determine the effect of hotel accessibility on customer satisfaction based on the composite score of the Likert responses. The chi square test results are presented in Table 4.16.

**Table 4.16: Chi Square Test on the effects of hotel accessibility on customers satisfaction**

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.857 <sup>a</sup>	1	.355		
Continuity Correction <sup>b</sup>	.601	1	.438		
Likelihood Ratio	.859	1	.354		
Fisher's Exact Test				.372	.219
Linear-by-Linear Association	.852	1	.356		
N of Valid Cases	191				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 33.08.					
b. Computed only for a 2x2 table					

The chi-square results  $\chi^2(df=1, N=191) = .857, p=.355$  at  $p=0.05$  level of significance. From this test results in Table 4.16, the chi-square statistic  $p$ -value is 0.355 which is not significant at  $p < .05$ , indicating that there was no statistically significant association between hotel accessibility and customer satisfaction. This finding implies that the hotels accessibility has no effect on customer satisfaction.

**E) Chi Square Test to determine the Effects of Spacious Banquet Hall on Customers Satisfaction.**

A chi-square test was carried out to determine the effect of spacious banquet hall on customer satisfaction based on the composite score of the Likert responses. The chi square test results are presented in Table 4.17.

**Table 4.17: Chi Square test on the effects of spacious banquet hall on customers satisfaction**

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.564 <sup>a</sup>	1	.453		
Continuity Correction <sup>b</sup>	.384	1	.535		
Likelihood Ratio	.561	1	.454		
Fisher's Exact Test				.513	.267
Linear-by-Linear Association	.562	1	.454		
N of Valid Cases	275				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.13.					
b. Computed only for a 2x2 table					

The chi-square results  $\chi^2(df=1, N=275) = .564, p=.453$  at  $p=0.05$  level of significance. From this test results in Table 4.17, the chi-square statistic  $p$ -value is 0.453 was not significant at  $p < .05$ , indicating that there was no statistically significant association between spacious banquet hall and customer satisfaction. This finding implies that the spacious banquet halls have no effect on customer satisfaction.

**F) Chi Square Test to determine the Effects of beautiful hall arrangement on Customers Satisfaction.**

A chi-square test was carried out to determine the effect of beautiful hall arrangement on customer satisfaction based on the composite score of the Likert responses. The chi square test results are presented in Table 4.18.

**Table 4.18: Chi Square test on the effects of beautiful hall arrangement on customers satisfaction**

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.082 <sup>a</sup>	1	.775		
Continuity Correction <sup>b</sup>	.025	1	.874		
Likelihood Ratio	.082	1	.775		
Fisher's Exact Test				.800	.435
Linear-by-Linear Association	.082	1	.775		
N of Valid Cases	302				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.87.					
b. Computed only for a 2x2 table					

The chi-square results  $\chi^2(df=1, N=302) = .082, p=.775$  at  $p=0.05$  level of significance. From this test results in Table 4.18, the chi-square statistic  $p$ -value is 0.775 was not significant at  $p < .05$ , indicating that there was statistically significant association between beautiful hall arrangement and customer satisfaction. This finding implies that the beautiful hall arrangement has no effect on customer satisfaction.

#### **4.6 Effect of Price on Customer Satisfaction**

The third objective was to assess the effect of price on customers' satisfaction with the banquet services offered in hotels in Kaduna Metropolis. This was done by soliciting information from clients who booked with the hotel for the events. Factors that were used to measure their perception of value for what they are paying for are variety of food and drinks on display, products quality and sufficiency for everyone. The information regarding the effects of price was collected using a five (5) Likert Type data instruments. In this analysis, mean was used as the primary focal point for discussions of the study findings. Each attribute was then ranked to determine the clients' satisfaction levels.

Table 4.19 presents the results of the influence of price on customer satisfaction on quality of service offered.

**Table 4.19: Effect of Price on Clients' Satisfaction**

<b>Prices in relation to</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Ranking</b>
Variety of drinks	14	4.07	.475	1
Variety of food displayed	14	4.07	.475	2
Product quality good	14	3.69	.630	3
Service very efficient	14	3.00	.784	4
Portion sizes adequate	14	2.21	.426	5
Food and Beverage Available for everyone	14	1.86	1.027	6

**Key:** 1- Strongly Disagree, 2-Disagree, 3- Undecided, 4- Agree, 5- Strongly Agree

According to the results of the descriptive statistics shown in the Table 4.19, respondents (clients) strongly agreed that hotels offered a variety of drinks (Mean=4.07; SD=.475) and food displayed (Mean=4.07; SD=.475). Clients were somewhat satisfied with the quality of foods and drinks (Mean=3.69; SD=.630) and were undecided about the service efficiency (Mean=3.00; SD=.784). However, clients disagreed with the portion sizes offered (Mean=2.21; SD=.426) and availability of food and beverages to each and every attendee of the banquet events (Mean=1.86; SD=.1.027). These findings suggest that clients were happy and satisfied with variety of food and beverages offered by hotels during events, although they reported dissatisfaction with portion sizes and availability of food and beverages to each and every attendee.

These results are consistent with Han (2009), Ngoc and Tran (2015) findings that customers expect high quality of products and services when the price is high. In addition, the findings are also consistent with that of Aziz et al; (2012) that food portions and presentation need to be improved upon for customers to perceive price fairness.

Banquet clients will perceive price fairness only by improving food portions and giving out the number of covers agreed on in the banquet agreement.

#### **4.7 Influence of Service Quality on Customers Satisfaction with the Banquet Services Offered in the Hotels.**

The fourth objective was to investigate the influence of service quality on customers' satisfaction with the banquet services offered in hotels in Kaduna Metropolis. This was done by soliciting information from clients and attendees for banquet events in selected hotel. The responses from the attendees were analysed separately from those of the clients. This is because the study believes that the clients are in the best position to give this study their expectation of the services they contracted to the hotel and perceptions in respect to the price paid for the banquet. The findings are discussed in the sections below.

##### **4.7.1 Determination of Service Quality and Customers Satisfaction using Gap Score Analysis**

The purpose of this study was to determine custom satisfaction of banquet services in hotels in Kaduna. SERVQUAL Model was used to measure the service quality gap to determine the customer satisfaction on the services offered in selected hotels. The SERVQUAL scale focused on the performance component of the service quality model. The service quality dimension considered in SERVQUAL scale is; tangibility, reliability, responsiveness, assurance and empathy which were used in the study as the basis for service quality measurement. The SERVQUAL scale is used to determine customer satisfaction by calculating the disparity between expectation and perception by the customer before and after the service is delivered (Loizos, 2005). The difference between perception and expectation experiences is referred to as Gap analysis.

Service Quality Gap Score Analysis: The study used 22 service quality statements adopted by Parasuaman, Zeithaml and Berry (1985) to determine the customers' service quality before and after the service was rendered. Primary data was collected using structured questionnaire that assessed customers' perceptions and expectations on the service quality using a 7-point Likert scale, ranging from "strongly agree" (7) to (1) "strongly disagree". The Service quality was determined by calculating the Gap scores based on the difference between mean scores for expectation and perception of service delivery. A customer is said to be satisfied with service quality if perception of service received equals or exceeds their expectations (Loizos, 2005). A negative difference between perception and expectation indicates the customer who is dissatisfied with the service rendered. The analysis entailed calculating the mean scores for each of the 22 customer satisfaction survey statements for both expectation and perception statements. The gap scores for each statement were determined by finding the difference of these means (Perception – Expectations). Further analysis was done to determine average Gap score for each category of service quality component and overall quality service. The gap analysis for clients and attendees was calculated separately and presented in Tables 4.20 and 4.21 as discussed below.

**Table 4.20: Gap score analysis for attendees on service satisfaction**

	Statement	Perceptions (P)	Expectations (E)	Gap Score (P-E)
<b>(i)</b>	<b>Tangibility</b>			
1	Modern looking banquet dining equipment (plates, cutleries, glassware etc.)	5.19	5.76	-0.57
2	Building, signs, dining room, décor, lighting, carpet, etc. visually appealing	5.12	5.35	-0.23
3	Staff very neat in uniform and well groomed	5.13	5.29	-0.16
4	Materials such as menu card, serviettes, table clothes very appealing	5.04	5.80	-0.76
	<b>Average Gap score for Tangibility</b>	<b>5.12</b>	<b>5.55</b>	<b>-0.43</b>
<b>(ii)</b>	<b>Reliability</b>			
5	Banquet service will be timely	4.19	5.88	-1.69
6	Staff will solve every problem	4.27	5.83	-1.56
7	Performed service right, first time	4.07	6.18	-2.11
8	Will provide service at the time it promised to	3.99	6.16	-2.17
9	Will provide error-free service	3.88	5.87	-2.00
	<b>Average Gap score for Reliability</b>	<b>4.08</b>	<b>5.98</b>	<b>-1.91</b>
<b>(iii)</b>	<b>Responsiveness</b>			
10	Staff will inform us when service will start	4.48	5.85	-1.37
11	Staff will provide prompt service to us	4.46	5.85	-1.40
12	Staff will be willing to help	4.57	5.86	-1.29
13	Staff will not be too busy to respond	4.38	5.71	-1.33
14	Staff will instill confidence in customers	3.99	5.87	-1.88
	<b>Average Gap score for Responsiveness</b>	<b>4.38</b>	<b>5.83</b>	<b>-1.45</b>
<b>(iv)</b>	<b>Assurance</b>			
15	Customers will feel safe	4.19	5.77	-1.58
16	Staff will be consistently courteous	4.17	5.76	-1.59
17	Staff will have knowledge to answer all questions	3.85	5.56	-1.71
18	Staff will give individualized attention	3.38	5.77	-2.39
19	Hotel has convenient operating hours	3.23	5.86	-2.63
	<b>Average Gap score for Assurance</b>	<b>3.76</b>	<b>5.74</b>	<b>-1.98</b>
<b>(v)</b>	<b>Empathy</b>			
20	Staff will give personal attention	3.25	5.66	-2.41
21	Staff will have customers at heart	3.40	5.78	-2.38
22	Staff will understand specific needs of customers	3.42	5.83	-2.40
	<b>Average Gap score for Empathy</b>	<b>3.36</b>	<b>5.76</b>	<b>-2.4</b>

Key: Gap mean score = mean perception – mean expectations

From the gap analysis on customer satisfaction in Table 4.20, it was established that the attendees were not satisfied on the services provided. This is so because the gap score was negative for all five areas of service quality dimensions investigated. The tangible

component of service quality measurement registered the highest customer satisfaction with an average of -0.43 with the worst being empathy at -2.40 gap score.

**Table 4.21: Gap score analysis for clients on service satisfaction**

	<b>Statement</b>	<b>Perceptions (P)</b>	<b>Expectations (E)</b>	<b>Gap Score (P-E)</b>
<b>(i)</b>	<b>Tangibility</b>			
1	Modern looking banquet dining equipment (plates, cutleries, glassware etc.)	5.71	1.93	3.79
2	Building, signs, dining room, décor, lighting, carpet, etc. visually appealing	5.14	4.07	1.07
3	Staff very neat in uniform and well groomed	3.93	4.07	-0.14
4	Materials such as menu card, serviettes, table clothes very appealing	6.00	3.69	2.31
	<b>Average Gap score for Tangibility</b>	<b>5.2</b>	<b>3.44</b>	<b>1.76</b>
<b>(ii)</b>	<b>Reliability</b>			
5	Banquet service will be timely	3.71	2.21	1.50
6	Staff will solve every problem	3.79	3.00	0.79
7	Performed service right, first time	4.00	1.86	2.14
8	Will provide service at the time it promised to	5.62	6.29	-0.67
9	Will provide error-free service	5.50	6.36	-0.86
	<b>Average Gap score for Reliability</b>	<b>4.52</b>	<b>3.94</b>	<b>0.58</b>
<b>(iii)</b>	<b>Responsiveness</b>			
10	Staff will inform us when service will start	5.54	6.29	-0.75
11	Staff will provide prompt service to us	5.07	6.29	-1.21
12	Staff will be willing to help	4.29	5.07	-0.79
13	Staff will not be too busy to respond	3.93	5.14	-1.21
14	Staff will instill confidence in customers	3.79	5.00	-1.21
	<b>Average Gap score for Responsiveness</b>	<b>4.52</b>	<b>5.56</b>	<b>-1.03</b>
<b>(iv)</b>	<b>Assurance</b>			
15	Customers will feel safe	3.86	4.79	-0.93
16	Staff will be consistently courteous	3.93	5.00	-1.07
17	Staff will have knowledge to answer all questions	3.79	4.57	-0.79
18	Staff will give individualized attention	3.79	4.79	-1.00
19	Hotel has convenient operating hours	3.79	5.00	-1.21
	<b>Average Gap score for Assurance</b>	<b>3.83</b>	<b>4.83</b>	<b>-1.00</b>
<b>(v)</b>	<b>Empathy</b>			
20	Staff will give personal attention	3.21	4.71	-1.50
21	Staff will have customers at heart	3.79	5.07	-1.29
22	Staff will understand specific needs of customers	5.21	6.00	-0.79
	<b>Average Gap score for Empathy</b>	<b>4.07</b>	<b>5.26</b>	<b>-1.19</b>

Key: Gap mean score = mean perception – mean expectations

From the Gap analysis on customer satisfaction in Table 4.21, it was established that there were mixed responses on the customer satisfaction among the clients. This was so because Tangibility and Reliability registered a positive Gap analysis scores of 1.76 and

0.58 an indicator of satisfied customers on these two dimension services assessed. However, the client customers were not satisfied with the Responsiveness, Assurance and Empathy dimension services as they all registered negative Gap scores. These revelations could be attributed to the fact that client experience after the service was rendered was below their expectation possibly because of the poor service during the events.

#### **4.7.2 Multiple Regression Analysis to Investigate Effect of SERVQUAL Model on Customer Satisfaction of Banquet Service.**

Multiple regression analysis was conducted to determine relationship between service quality dimensions of SERVQUAL model that affected customer satisfaction with the banquet services offered by the hotels. The regression model hypothesized that SERVQUAL dimensions (tangibility, reliability, responsiveness, assurance and empathy) were accountable for changes in customer satisfaction. The regression output is presented in Table 4.22 and 4.23.

**Table 4.22: Multiple Regression Model Summary**

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
				R Square Change	F Change	Sig. F Change
1	.887 <sup>a</sup>	.787	6.76923	.787	177.085	.000

a. Predictors: (Constant), Assurance, Tangibility, Empathy, Reliability, Responsiveness

As shown in Table 4.22, responsiveness, empathy, tangibility, assurance, reliability accounts for 78.2% (R Square = .787) of the variation in customer satisfaction with the banquet services offered in the hotels. Further analysis is discussed in the output of Table 4.23.

**Table 4.23: Multiple Regression Coefficients Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	108.312	2.801		38.667	<b>.000*</b>
Responsiveness	-1.961	.660	-.120	-2.969	<b>.003*</b>
Tangibility	-.598	.474	-.047	-1.261	.208
Reliability	-5.023	.596	-.333	-8.425	<b>.000*</b>
Empathy	-6.293	.568	-.375	-11.088	<b>.000*</b>
Assurance	-5.649	.620	-.319	-9.109	<b>.000*</b>

a. Dependent Variable: Customer Satisfaction

P < 0.05\* indicate significance

The analysis in Table 4.23 on the significance of the service quality dimensions of SERVQUAL model indicated that other than tangibility the rest (responsiveness, reliability, empathy and assurance) were all significant (P < 0.05). These findings imply that responsiveness, reliability, empathy and assurance of the SERVQUAL dimensions were positively related to customer satisfaction with banquet services offered in hotels in Kaduna. It also implied that tangibility attributes of the hotels plays very little role in determining customer satisfaction.

The Beta analysis in Table 4.23 indicates that a decrease in responsiveness, reliability, empathy and assurance by one unit would decrease customer satisfaction of the services being offered. The beta coefficients are negative (the sign designates the nature of the relationship). The above findings imply that customer satisfaction is directly related to the input on each of the service quality dimensions. This means that SERVQUAL dimensions and customer satisfaction move in the same direction; thus indicating that a decrease in SERVQUAL dimensions leads to a decrease in customer satisfaction. Tangibility dimension was found to have insignificant relationship (p-value > 0.05) with customer satisfaction, indicating that customer satisfaction is beyond what customers can

see and touch in the hotels. It can be concluded that the more the hotels invest on the appearance, facilities, human resource development, and customer care among others will translate into higher customer satisfaction. These findings agree with study findings by Peterhans (2010) who noted that hotels that invest a lot on décor, customer care, guest relations enjoy greater customer satisfaction.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AD RECOMMENDATION

#### 5.1 Introduction

This chapter presents the summary of the study findings, conclusions, study recommendations and further research. This study sought to analyse the determinants of customer satisfaction of banquet service offered in hotels in Kaduna Metropolis, Kaduna State Nigeria. The discussion is carried out sequentially according to the objectives. This research work was conducted in 17 hotels that offer banquet services in Kaduna Metropolis, Nigeria. It was aimed at achieving the research objectives which include: studying the relationship between socio-economic characteristics and customer satisfaction with the banquet services offered in the hotel, examining the influence of location on customer satisfaction of banquet services, to assess the effect of price on customers satisfaction with the banquet services offered and also find out which SERVQUAL dimensions influence customers' expected and perceived service quality of the banquet services offered.

#### 5.2 Summary of the Study Findings

The summary of the study findings are discussed in four sections as per each study objective.

##### 5.2.1 Objective One: Influence of Socio-Economic Background on Customer Satisfaction

This objective sought to answer the research question if there was any significant relationship between socio-economic background and customer satisfaction of banquet services offered in hotels in Kaduna Metropolis. It emerged from the study findings that no single socio-economic variables explored had any significant influence on customer satisfaction. This was indicated as The Spearman Rank Order Correlation ( $\rho$ )

coefficient for each explored demographic characteristics ranged from 0.28% – 1.04% which is very small to have any significant influence.

### **5.2.2 Objective Two: Effect of Hotel Location on Customer Satisfaction**

This objective sought to answer the research question on the influence of location on customer satisfaction of banquet services offered in hotels in Kaduna Metropolis. Although, the choice of the location was a preference of the clients, the study established that certain hotel attributes like very good location, secure environment, adequate parking space and ease of accessibility had influence on customer satisfaction. However, the customers were not satisfied with the adequacy of banquet halls and hall arrangements. The halls were reported to be too small to handle the crowd expected of the banquet events that were being carried out in them.

### **5.2.3 Objective Three: Effect of Price on Customer Satisfaction**

This objective sought to answer the research question on the impact of price on customers' satisfaction of banquet services offered in hotels in Kaduna Metropolis. The study findings found that the customers were only satisfied on the prices in relation to variety of drinks and the way the food was displayed. However, on the food quality and efficiency of service, the customers were undecided on their satisfaction. The respondents reported perceived price unfairness regarding the portion sizes in relation to prices and sufficiency of food and beverage were the most dissatisfying.

### **5.2.4 Objective Four: Influence of Service Quality on Customers Satisfaction with the Banquet Services**

This objective sought to answer research question on what is the influence of service quality on customers' satisfaction of the banquet services offered in the hotels. The findings found that although the hotels in Kaduna metropolis are in very good locations

with good aesthetic environment and they are well equipped with modern facilities, these attributes were not enough to offer customer satisfaction. This was so because the Gap analysis for both clients and attendees registered a negative score which is a revelation of discontented customers. However, the client who booked events were more satisfied on the tangibility (Gap = 1.76) as compared to attendees who registered a Gap score of -0.43. Empathy dimension customer satisfaction performed the worst as customer satisfaction measures for both clients and attendees.

The study established that other than tangibility service quality dimension investigated, responsiveness, reliability, empathy and assurance positively influenced customer satisfaction with banquet services offered in hotels in Kaduna. The finding confirmed that the customers were more concerned on the service encounter with service personnel who pay attention to specific needs of customers and also give specific information required from them to ensure their satisfaction with services rendered.

### **5.3 Conclusion**

The determinants of customer satisfaction of banquet services in hotels in Kaduna depended on the quality of service provided. The encounter with service personnel largely influenced the customer satisfaction. The location of the hotels had little influence on the customer satisfaction since it was a choice based on search and preference of venue by the clients and most of the customers were invited for the banquet event. The price of commodities and location of the hotels had little influence on the customer satisfaction (attendees) since most of the customers were invited for these events and were not expected to pay for the services.

However, the way they were treated by the service personnel in terms of provision of sufficient food items, show of concern and assurance greatly watered down customers

(attendees) satisfaction levels and also created perceived price unfairness on the part of the clients. These negative perceptions on assurance, empathy and responsiveness dimension of the service quality must have stemmed from the inability of the hotels management to provide adequate seating arrangements and also the hotels not being able to provide food and drinks to every attendee at the banquets. In conclusion, the service quality satisfaction is beyond physical aesthetics offered by the hotels.

#### **5.4 Recommendation for Policy and Practice**

The following recommendations were made based on the study findings;

1. The study established that the customers were not satisfied by timeliness of the service rendered. The study therefore recommends that the management of hotels offering banquet services should develop Standard Operating Procedures (SOP) for guiding the service delivery for banquet events. The SOP should cover the entire process from booking, receiving guests, service delivery before and after and disengagement with the customers.
2. The study found that the customers were not satisfied with the size of the banquet halls. The study therefore recommends that hotel management should only accept bookings of events which the hotel banquet hall can comfortably accommodate as the findings revealed customers' lack of satisfaction of the seating and hall arrangement such that some guests had to be seated outside.
3. It emerged from the study that not every attendee was served since the foods and drinks were not enough. As a result, this study recommends that hotel managers should see that the promised quantity of food and drinks as per the agreement is met and they should have a way of communicating to the clients of having attained the number of covers booked.

4. From the GAP analysis, the study established that customers were not satisfied with the hotel décor. The study therefore found it prudent to recommend that hotel managers should employ the services of interior designers to handle the hall arrangement and decorations of their halls with variety of designs at different events so as to continuously create excitements and surprises to customers.
5. The study established that the operations staff exhibited poor empathy to the customers which affected customer satisfaction. To address staff shortcoming on empathy, it is recommended that managers should train and empower their staff on customer care and guest relations and other support to enable them deliver the promised service with confidence.
6. The study established that the customers were not satisfied with the security environments of the hotels. The study therefore recommends that the management of the hotels should invest on strategies for ensuring security of guests.

### **5.5 Suggestion for Further Research**

The following areas may require further research;

- a) Assess the capacity of the hospitality personnel to handle customer assurance and empathy in order to ensure service quality and customer satisfaction.
- b) Investigate the reason hotel tangibility attributes play insignificant role in ensuring customer satisfaction.
- c) Investigate the operation measures used by hotels to ensure quality service for customer satisfaction.
- d) Similar study incorporating other states in Northern Nigeria should be conducted.

- e) A similar research study involving females only should be conducted, as it has been established that females are more involved in pre-purchase and post purchase behaviours and are more loyal to products and service providers.

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**APPENDICES****Appendix I: Letter of Introduction****Fatima Ladi Aliyu**

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20<sup>th</sup> August 2015**TO ESTEEMED RESPONDENTS**

I am a post graduate student at Kenyatta University (MSc. Hospitality and Tourism Management) undertaking a research project titled “Determinants of Customers Satisfaction of Banquet Service Quality in Hotels in Kaduna Metropolis, Nigeria”. You have been identified as one of the respondents to facilitate data collection for the research project. Please assist by filling the attached questionnaire as objectively as possible. All responses will be treated with strict confidentiality and data collected will be used for the sole purpose of this study.

Thank you for your co-operation

Yours faithfully,

Fatima Ladi Aliyu

## Appendix II: Questionnaire for Clients and Attendees

### Section A: Personal data for both client and attendees

The following questions are about you; please tick the most appropriate responses.

1. Please select one option to describe yourself

Client (Booked the event)  Attendee (Invited for Banquet)

2. Please indicate gender

Male  Female

3. Marital status

Married  Divorced  Single  Widowed

4. Age (Years)

20 – 29  30 – 40  41 – 50  51 – 60  Above 60

5. Level of Education

a) No formal education

b) Primary

c) Secondary

d) Graduate

e) Post Graduate

6. What is your occupation?

a) Government employee

b) Private sector

c) Self-employed

d) Not employed

e) Others

7. Your appropriate income per month in Naira

a) 100,000 and below

b) 101,000 – 200,000

c) 201,000 – 300, 000

d) 301,000 and Above

8. Current banquet Event

a) Chieftaincy ceremony

b) Wedding

- c) Birthday [ ]
- d) Thanks giving [ ]
- e) Naming ceremony [ ]
- f) Others (specify)\_\_\_\_\_

**NB: If you are attendee skip question 9 and go to question 10**

9. Knowledge of the Banquet Hotel you booked. **(To be answered by the client only)**

- a) Referred by someone [ ]
- b) Advertisements [ ]
- c) Experience (was here before) [ ]
- d) Others (specify)\_\_\_\_\_

10. Kindly indicate why you like the location of this hotel. **(To be answered by the client and attendees)**

**1= Strongly Disagree; 2= Disagree; 3=Undecided; 4=Agree; 5=Strongly Agree**

No	ITEM	1	2	3	4	5
1	Very good location					
2	Adequate parking spaces					
3	Secure Environment					
4	Easily accessible					
5	Spacious banquet Hall					
6	Beautiful hall arrangement					

**NB: If you are attendee skip question 11 and go to question 12**

11. Average cost of food and drinks per head in Naira. **(To be answered by the client)**

- a) Below – 250 [ ]
- b) 251 – 300 [ ]
- c) 301 – 450 [ ]
- d) 451 – 550 [ ]
- e) 551 – Above [ ]

**NB: To be answered by both client and attendees**

12. Please fill the following questionnaire pertaining to service quality. Complete **PART A** by indicating your expectations of the banquet service you are about to receive in this hotel generally. Then complete **PART B** indicating your perceptions of the banquet service offered by this hotel. Please answer on a scale of **1to7** as interpreted below

<b>PART A(To be completed BEFORE banquet service)</b>								
<b>7-Strongly Agree, 6-Somehow Agree, 5-Agree, 4-Not Sure 3-Disagree, 2-Somehow Disagree, 1-Strongly Disagree (SERVIQUAL TEST INSTRUMENT)</b>								
		7	6	5	4	3	2	1
1	Modern looking banquet dining equipment (plates, cutleries, glassware etc.)							
2	Building, signs, dining room, décor, lighting, carpet, etc. visually appealing							
3	Staff very neat in uniform and well groomed							
4	Materials such as menu card, serviettes, table clothes very appealing							
5	Banquet service will be timely							
6	Staff will solve every problem							
7	Performed service right, first time							
8	Will provide service at the time it promised to							
9	Will provide error-free service							
10	Staff will inform us when service will start							
11	Staff will provide prompt service to us							
12	Staff will be willing to help							
13	Staff will not be too busy to respond							
14	Staff will instil confidence in customers							
15	Customers will feel safe							
16	Staff will be consistently courteous							
17	Staff will have knowledge to answer all questions							
18	Staff will give individualized attention							
19	Hotel has convenient operating hours							
20	Staff will give personal attention							
21	Staff will have customers at heart							
22	Staff will understand specific needs of customers							

<b>PART B (To be completed AFTER banquet service)</b>								
<b>7-Strongly Agree, 6-Somehow Agree, 5-Agree, 4-Not Sure 3-Disagree, 2-Somehow, 1-Strongly Disagree (SERVIQUAL TEST INSTRUMENT)</b>								
		7	6	5	4	3	2	1
1	Hotel has modern equipment							
2	Physical facility very appealing							
3	Staff appear neat							
4	Materials associated with service visually appealing							
5	Staff fulfils promise							
6	Hotel shows interest in solving problems							
7	Staff performed the service right the first time							
8	Staff provided services at promised time							
9	Staff provided error-free service							
10	Staff able to tell customers exactly when services are to be performed							
11	Staff gave prompt service							
12	Staff willing to help customers							
13	Staff never too busy to respond to customers							
14	Staff instilled confidence on customers							
15	Customers felt safe during function							
16	Staff consistently courteous							
17	Staff knowledgeable to answer questions							
18	Staff give customers individualized attention							
19	Hotel has convenient working hours							
20	Staff gave customers personal attention							
21	Staff had customers best interest at heart							
22	Staff understood specific needs of customers							

**NB:** Question 13 below to be answered by the clients (Those who sponsored the banquet)

13. Using the table below please indicate your responses on the effect of price paid in relation to service provided?

1= Strongly Disagree; 2= Disagree; 3=Undecided; 4=Agree; 5=Strongly Agree

S/No	ITEM	1	2	3	4	5
1	Variety of food displayed					
2	Variety of drinks					
3	Product quality good					
4	Portion sizes adequate					
5	Service very efficient					
6	Food and beverage available for everyone					

14. Overall were you satisfied by the service offered by the hotels?

Yes [ ] No [ ]

### Appendix III: Letter for Authorization of Kenyatta University



**KENYATTA UNIVERSITY**  
GRADUATE SCHOOL

E-mail: [kubps@yahoo.com](mailto:kubps@yahoo.com)  
[dean-graduate@ku.ac.ke](mailto:dean-graduate@ku.ac.ke)  
Website: [www.ku.ac.ke](http://www.ku.ac.ke)

P.O. Box 43844, 00100  
NAIROBI, KENYA  
Tel. 8710901 Ext. 57530

Our Ref: T129F/23845/13

Date: 3<sup>rd</sup> August, 2015

The Permanent Secretary,  
Ministry of Culture & Tourism,  
Kaduna State,  
**NIGERIA**

Dear Sir/Madam,

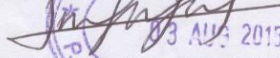
**RE: RESEARCH AUTHORIZATION FOR MS.FATIMA LADI ALIYU - REG. NO. T129F/23845/13**

I write to introduce Ms. Ladi who is a Postgraduate Student of this University. She is registered for a M.Sc. degree programme in the Department of Tourism Management in the School of Hospitality & Tourism Management.

Ms. Ladi intends to conduct research for a M.Sc. degree thesis entitled, "Analysis of Determinants of Customers' Satisfaction of Banquet Services in Hotels in Kaduna Metropolis, Kaduna State Nigeria".


Any assistance given will be highly appreciated.

Yours faithfully,

  
MRS. LUCY N. MBAABU  
FOR: DEAN, GRADUATE SCHOOL

EO/cao

**Appendix IV: Letter for Authorization by the Ministry of Culture and Tourism,  
Nigeria**

<b>MINISTRY OF CULTURE AND TOURISM</b>	
:062 - 212220 062 - 212219	No. 30 MUHAMMADU BUHARI WAY, (FORMER WAFF ROAD,) P.O. BOX 202, KADUNA, KADUNA STATE.
	
Ref: No <u>          KDS/MCT/69/VOL.II/136          </u>	Date: <u>          17/8/2015          </u>
<p>Mrs. Fatima Ladi Aliyu            c/o Department of Tourism Management            School of Hospitality and Tourism Management            P.O.Box 00100            Nairobi Kenya.</p> <p style="text-align: center;"><u>RE-RESEARCH AUTHORIZATION FOR MRS. FATIMA LADI ALIYU</u></p> <p>I am directed to write and acknowledge the receipt of your letter reference No. TI 29F/23845/13 dated 3<sup>rd</sup> August 2015 on the above subject matter.</p> <ol style="list-style-type: none"> <li>2. I am further directed to inform you that Management has approved your intention to conduct research as requested.</li> <li>3. Accept the best wishes of the Permanent Secretary please.</li> </ol> <p style="text-align: right; margin-right: 100px;">             ALIYU ABDU            Director Hospitality            For: Permanent Secretary         </p>	

**Appendix V: Letter for Request for Conducting Studies in Hotels**

Department of Hospitality Management  
Kenyatta University, Nairobi, Kenya  
24<sup>th</sup> August 2015

The General Manager,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear Sir / Madam

REQUEST FOR PERMISSION TO ADMINISTER QUESTIONNAIRES

I am a post graduate student at Kenyatta University (MSc. Hospitality and Tourism Management) undertaking a research project titled “An Analysis of Customers Satisfaction of Banquet Service Quality: A Case Study of Hotels in Kaduna Metropolis, Kaduna State Nigeria”. You have been identified as one of the hotels to facilitate data collection for the research project. Please assist by allowing us to administer questionnaires at one of your family events. All responses will be treated with strict confidentiality and data collected will be used for the sole purpose of this study.

Thank-you, in anticipation of your positive response.

Yours Faithfully

Fatima Ladi Aliyu

**Appendix VI: Research Schedule**

<b>Activity</b>	<b>DURATION OF IMPLEMENTATION MONTH</b>	
Research Concept	September	2014
Development	November	2014
Research Proposal	November	2014
development and collection of	February	2015
permission	May	2015
Research Proposal defence and	June - July	2015
submission		
Data Collection and Analysis	August	2015
	January	2016
Defence and submission	May	2016

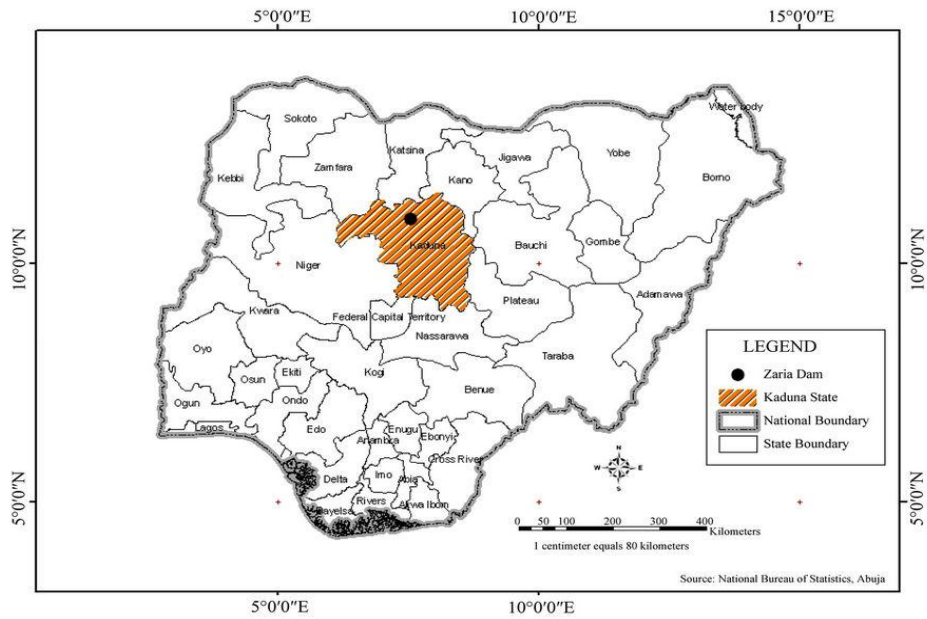
**Appendix VII: Budget Estimates**

Item	Breakdown	Cost (Naira.)
Proposed Development	Stationary Typing, photocopying, telephone calls, internet	50,000.00
Pre-Testing	Typing/photocopy Assistants Allowance Transport	50,000.00 300,000.00 550,000.00
Data processing and Analysis	Data coding/processing and Analysis	150,000.00
Report Writing	Secretaries services Photocopying Binding Reports Contingencies	50,000.00 25,000.00 15,000.00 75,000.00
Total Cost		1,265,000.00

1 US Dollar is equivalent to 199.25 Nigeria Naira (11 March. 2016)

### Appendix VIII: Map of Nigeria Showing Kaduna State

KADUNA MAP OF NIGERIA SHOWING KADUNA STATE.



MAP OF KADUNA STATE, NIGERIA.



**Appendix IX: Map of Study Location of Kaduna Metropolis**

## Appendix X. List of Hotels Targeted



# NIGERIA HOTEL ASSOCIATION

(A Member of Nigerian Tourism Development Corporation)

**NATIONAL OFFICE:**

C/o Federation of Tourism Association of Nigeria (FTAN)  
No 40, Mike Akhigbe Way,  
Jabi, Abuja.

### LIST OF HOTELS IN KADUNA METROPOLIS

#### GRADE A

1. Hamdala Hotel  
Muhammadu Buhari Way, Kaduna
2. Aso Motel  
Muhammadu Buhari Way, Kaduna
3. Royal Tropicana Hotel  
Isa Kaita Road, Kaduna
4. Assa Pyramid Hotel  
Lafia Road, Kaduna
5. Command Guest Inn  
Kanta Road, Kaduna
6. Crocodile Hotel  
Kanta Road, Kaduna
7. Martaba Millennium Hotel & Resort  
Malali, Kaduna
8. Hotel Seventeen  
Tafawa Balewa Road, Kaduna
9. NAF Club  
Rabah Road, Kaduna

#### GRADE B

1. Gombe Jewel Hotel  
Off Rabah Road, Kaduna
2. Silver Sand Hotel  
Katuru Road, Kaduna

E-mail: [Nigeriahotelassociation@yahoo.com](mailto:Nigeriahotelassociation@yahoo.com)

Tel: 08096569494 08036659865

3. Access Hotel  
Constitution Road, Kaduna
4. NUT Endwell Hotel  
Mogadishu, Kaduna
5. Tafawa Balewa Guest Inn  
Tafawa Balewa Way, Kaduna
6. Sanab Hotel  
Suleiman Crescent, Kaduna
7. Halal Fountain Hotel  
Off Rabah Road, Kaduna
8. Murno Lodge  
Badarawa Kaduna.
9. Gamji Golden Lodge  
Off Rabah Road, Kaduna
10. Fragrance Hotel  
Rabah Road, Kaduna
11. Deluxe Suites  
Ali Akilu Road, Kaduna
12. Chimcherry Hotel  
Yahaya Road, Barnawa Kaduna.
13. Flamingo Hotel  
Constitution Road, Kaduna.
14. Kimbo Hotel  
Constitution Road, Kaduna

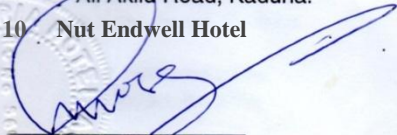
**GRADE C**


1. Excelsior Inn  
Dendo Road, Kaduna
2. Dābras Hotel  
Gamagira Road, T/Wada, Kaduna



# NIGERIA HOTEL ASSOCIATION

3. Al-Ihasan Metro Hotel  
Mugadishu, Kaduna
4. Palm-View Hotel  
Off Rabah Road, Kaduna
5. Niger Suites  
Katuru Road, Kaduna
6. New Rendezvous Hotel  
Malali, Kaduna
7. Benue Guest House  
Katuru Road, Kaduna
8. Zecool Hotel  
Barnawa Kaduna
9. Gado Guest Inn  
Ali Akilu Road, Kaduna.
10. Nut Endwell Hotel

  
\_\_\_\_\_  
Mr Lanre Awoseyin  
National President

  
\_\_\_\_\_  
Mr. Jiji O. Akpovwo  
Secretary

