Assessment of Customer Satisfaction and Behavioural Intension at Interactive Engineering Consultant (IEC) Villa and Resort, Durumi Abuja-Nigeria

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ABSTRACT: This study assessed the effect of service quality, price, physical design, environment, technology as well as other tangible and reliability-based factors as determinants of customers' level of satisfaction and behavioral intention towards repeated patronage using Interactive Engineering Consultant (IEC) Villa and Resort, Durumi, Abuja-NIGERIA as a case study. A total of 100 copies of a survey questionnaire were administered to guests in December 2021. Out of which 75 copies of the questionnaire were retrieved. Data were analyzed using standard deviation, multiple regression and mean to provide acceptable answers to the researcher's questions. The findings revealed that the tangible qualities paired with substantial levels of reliability of the IEC Villa and Resort are the most important variables considering the customer satisfaction and patronage. In the researcher's study area, there should be an improvement in the price, service quality and physical design. The study generally recommends that the hotel should ensure to maintain the features, facilities and others that grasp the attention of guests to avoid a case of promise and fail further lead to customer dissatisfaction and reduced patronage. The findings will be significant to the management of IEC Villa and Resort, Durumi, Abuja and other hospitality inclined establishments.

KEY WORDS: Patronage, Customer Satisfaction, Hotel, Abuja

INTRODUCTION

The hospitality industry is a broad group of businesses that provide services and specific experiences to the customers, by adopting effective customer satisfaction and loyalty programs. In most developed countries, around 80% of the workforce is employed in the service sector. By the early 2000's it was estimated that services already accounted for between 70-85% of the Gross Domestic Product (GDP) of developed economies (Johnston and Michel, 2008) whereas in developing economies it accounted for 52% of the GDP (Han and Barrett, 2009).

Customer satisfaction, in the hotel industry, according to Ghana Tourism Authority (2014) is heavily dependent on service quality, a well-structured service delivery is required for effective performance of the hospitality industry. Apart from hotel contribution to customer and its provision of employment also plays a vital role in contributing to the economic returns of a country in the form of foreign exchange. Kurtz and Clow (1998) claim that despite the efforts of service organizations to attract customers, manage supply, demand, and productivity to provide high quality service, their customers do not always remain loyal. A loyal customer does not only repeat patronage but also sells the hotel through word-of-mouth, thereby increasing the revenue of the hotel. The implication of this is that a customers' change of patronage would have an impact on the long-term revenue of the hotel. This is best handle by understanding the "behavioral intentions" of hotel customers which was defined as the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior (Warshaw and Davis, 1985). That is, the intention to perform a behavior is the proximal cause of such a behavior (Shim, Eastlick, Lotz and Warrington, 2001). However, in the hotel industry it is the degree to which a customer will repeat patronage or recommend to other individuals. The topic of behavioral intentions has piqued the interest of hotel marketers and academics since positive behavioral intentions aid in customer retention. Service quality, perceived value, image, customer satisfaction, and demographic characteristics have all been recognized as key predictors of behavioral intentions in the marketing literature. As a result, behavioral intentions appear to be a multi-dimensional term. Despite its relevance, the hotel sector has done little study on the topic.

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The relationship between service quality, customer satisfaction and behavioral intentions has not been clearly identified in the hotel industry, previous studies such as (Olugbemi, 2020; McGowan and Sternquist, 1998) have quoted multiple factors which could influence patronage like, the service quality, a pleasant service environment, good food, perceived value, demographics, atmospheric quality, dynamic nature of consumers and their insatiable needs all imply that these factors may not only be more than what has ever been reported but also changing in nature and complexities. Therefore, constant research is needed to continuously unearth the influences of satisfaction and patronage for a hotel to stay relevant and completely favorable. This study is aim at determinants of the customer satisfaction and behavioral intention towards repeated patronage of the IEC Villa and Resort, Abuja against the backdrops of existing service quality administrations and customer's perception with a view of finding a common need for improvement in the industry. The choice of using IEC Villa as a case study came about due to the noticeable fluctuation in the level of customer patronage.

RESEARCH QUESTIONS
The under listed research questions will be answered to guide the study:
1. What is the impact of the service quality on customer satisfaction in IEC Villa and Resort?
2. What extent has price impacted on the customer satisfaction in IEC Villa and Resort?
3. Does the hotel physical design and environment affect customer satisfaction?
4. What is the level of customer satisfaction and patronage in IEC Villa and Resort?
5. What factors majorly influence customer patronage of the IEC Villa and Resort

HYPOTHESIS OF STUDY
H1. Service quality has direct impact on customer satisfaction in the IEC Villa and Resort.
H2. There is no significant relationship between price and customer satisfaction at IEC Villa and Resort.
H3. There is no significant relationship between physical and environmental design on customer satisfaction at the study areas.
H4. Customer satisfaction positively influences behavioral intentions at IEC Villa and Resort
H5. Customer satisfaction has a direct and significant effect on customer loyalty at IEC Villa and Resort.

METHODOLOGY
This research work is focused on the "Evaluation of the factors promoting customer satisfaction and patronage in IEC Villa and Resort, Durumi, Abuja." The research was based on the viewpoints of guests or customers. The population of this study comprised majorly of adult customers, who are mostly above 20 years of age that patronize the hotel during the weeks of data collection. Data was collected using a structured questionnaire which was validated through the content analysis. The sampling technique involved the accidental random sampling of 100 respondents of the IEC Villa and Resort, Durumi, Abuja. Descriptive statistics such as percentages, frequencies, tables, graphs, and charts were employed to represent some of the data and analyzed with the Statistical Package for Social Sciences (SPSS). Chi square method was used in testing the hypothesis.

RESULTS AND DISCUSSION
This section discusses the results of the findings obtained from the field. Descriptive and inferential statistics have been used to discuss the findings of the study. The study targeted a sample size of 100 respondents from which 75 filled in and returned the questionnaires making a response rate of 75.0%. This response rate was satisfactory to make conclusions for the study.
Demographic Characteristics of the Respondents
The demographic characteristics of the respondents at IEC Villa resort in Abuja for the readers to ascertain the level of assurance and reliance that can be placed on the results of the tests analysis below. This comprises information on Gender, Age, Marital Status, Education, Income, Reason for visit and Occupation.

Table 1: Demographic characteristics distribution of respondents

Characteristics	Category	Respondents	Percentage
Gender	Male	31	41.3
	Female	44	58.7
	Total	75	100.0
Age	<20years	9	12.0
	21-30years	30	40.0

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	31-40 years	15	20.0
	41-50 years	12	16.0
	50years and above	9	12.0
	Total	75	100
Marital status	Un-married	43	57.3
	Married	27	36.0
	Others	5	6.7
	Total	75	100.0
Education	Non-formal	-	-
	Primary	3	4.0
	Secondary	15	20.0
	Tertiary	57	76.0
	Total	75	100
Income	< N20,000	34	45.3
	N20,000-N40,000	29	38.7
	N41,000-N80,000	15	20
	N81000-N150,000	12	16
	> N150,000	7	9.3
	Total	75	100
Reason for visit	Business Travel	7	9.3
	Attending a conference	9	12
	On vacation	34	45.3
	Attending a social event	15	20.0
	Personal visit	10	13.3
	Total	75	100.0
Occupation	Student	12	16.0
	Civil servant	21	28.0
	Business Owner	28	37.3
	Pensioner	5	6.7
	Unemployment	9	12.0
	Total	75	100.0

Source: Field Data 2022

Table 1 shows the distribution of the respondents at IEC Villa resort in Abuja, majority of the respondents 44(58.7%) were Female while 31(41.31%) were Male. This implied that IEC Villa resort is been patronized by female more than male counterpart. On age; majority of the respondents, 30(40%) fell within the age bracket of 21-30 years, while 15(20%) of the respondents fell within the age bracket of 31-40 years and 12(16%) of the respondents fell within 41-50 years. This revealed that most of the respondents were within the age bracket of 21-30 years, and followed by age bracket of 31-40 years.

Also, for Marital Status, 43(57.3%) of the respondents were un-married, 27(36%) were married while 5(6.7%) of the respondents were fell into other category. This implies that majority are un-married, followed by married people. On education, a total of 57(76%) respondents were holder of university degree, followed by (20%) of the respondents who have SSCE certificate while few of the respondent were primary school leaving certificate holder. Table 1 also show that 34(45.3%) of the respondents earn monthly income less than ₦20, 000, 29(38.7%) were earn between ₦20, 000-40,000 per month, 15(20%) and 12(16%) of respondents were earning monthly income between ₦41, 000-₦80, 000 and ₦81, 000-150,000 respectively, majority of the respondents were earning income between ₦20, 000 - ₦40, 000 per month.

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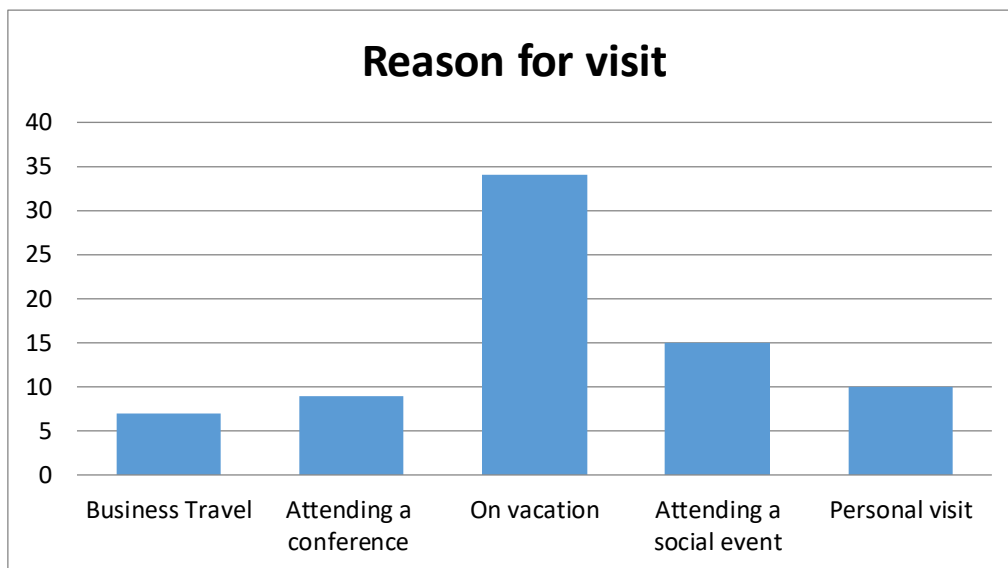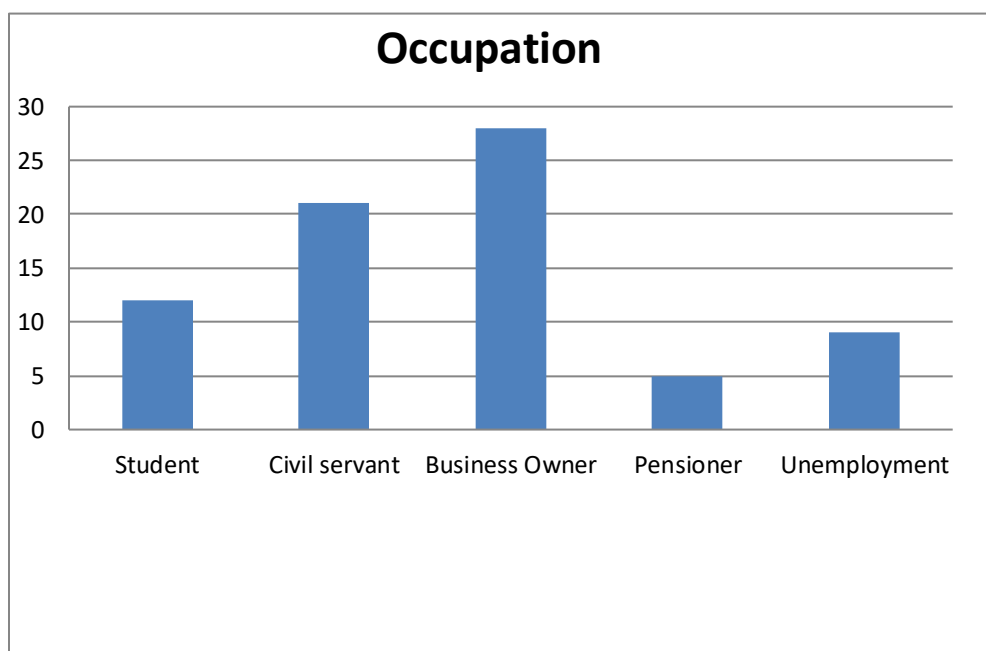

Figure 1: Reason for visit

Figure 2: Types of occupation

The Service Impact on Customer Satisfaction at IEC Villa resort Abuja

The service impact on customer satisfaction at IEC Villa resort Abuja, the respondents were provided with

Four options ranges from Strongly Agreed (4), Agreed (3) Disagreed (2) and Strongly Disagreed (1) in the questionnaire that was distributed to them to indicate their prefers options. The percentage (%), mean and standard deviations values of their responses were calculated and provided in the Tables below.

Research question one: What is the impact of the service quality on customer satisfaction in IEC Villa and Resort?

Table 2: Service Quality Impact

Service Impact	SA%	A%	DA%	SD%	Mean	SD
The hotel staff exhibited disgusting behavior	4.0	13.3	64	18.7	2.03	0.70
The guests experienced discomfort in rooms and other facilities	6.7	9.3	56	28	1.95	0.80
Impersonal attitude between staff and guests	13.3	13.3	26.7	46.7	1.93	1.07
Presence of noise	4.0	6.7	48	41.3	1.73	0.76
Grand mean and SD scores					1.91	0.83

Source: Field Data 2022

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*** Decision Rule: if mean is less or equal to 1.49 = strongly disagreed, 1.5 to 2.49 = Disagree, 2.5-3.49 = Agreed, 3.5 to 4.0 = strongly agreed.

Comparing the mean scores and standard deviation for items under service impact the highest is the hotel staff exhibited disgusting behavior with a mean score of 2.03 followed by guests experienced discomfort in rooms and other facilities with a mean of 1.95 and the least is the presence of noise with mean value of 1.73. This implies that on the average, customer are not satisfied with almost all the items under the service impact at IEC Villa and Resort with exception of presence of noise that have mean value of 1.73.

Research question two: What extent has price impact on the customer satisfaction in IEC Villa and Resort?
Table 3: Price Impact

S/N	Price Impact	SA%	A%	DA%	SD%	Mean	SD
	The room prices are moderate compared to competitors	53.3	42.7	4.0	-	3.50	.58
	Guests respond positively to the price of food and beverages	44.0	50.7	5.3	-	3.39	.59
	The general price of the hotel is affordable for all working classes	30.7	38.7	20	10.7	2.89	.97
	Grand mean SD scores					2.93	.71

Source: Field Data 2022

*** Decision Rule: if mean is less or equal to 1.49 = strongly disagreed, 1.5 to 2.49 = Disagree, 2.5-3.49 = Agreed, 3.5 to 4.0 = strongly agreed.

Table 3 shows the distribution of the price impact of IEC Villa and resort on customer, majority (53.3%) of the respondents strongly agreed that the room prices are moderate compared to competitors, (42.7%) simply agreed with the statement while (4.0%) of the respondents disagreed with the statement. Also, majority of the respondents strongly agreed that guests respond positively to the price of food and beverages at IEC Villa and resort. While significant numbers of respondent are of the opinion that the price of the hotel is affordable for all working classes with exception of few respondent that have contrary opinion about (20.0%).

Research Question Three: Does the hotel physical design and environment affect customer satisfaction?
Table 4: Physical design and environmental effect on customers

S/N	Environmental effects	SA%	A%	DA%	SD%	Mean	SD
	The facility layout allows guests to move around freely	49.3	38.7	4.0	8.0	3.29	.88
	The hotel design is visually attractive	37.3	58.7	2.7	1.3	3.32	.60
	The interior and exterior design create a sense of pleasant ambience	50.7	40.0	6.7	2.7	3.39	.73
	The use of technological equipment for facilities is unique, easier, and faster	64.0	30.7	4.0	1.3	3.57	.64
	Furniture is comfortable and in exceptional quality	52.0	37.3	6.7	4.0	3.37	.78
	the atmosphere and environment are hygienic	45.3	50.7	1.3	2.7	3.39	.66
	Grand mean & SD scores					3.39	.72

Source: Field Data 2022

*** Decision Rule: if mean is less or equal to 1.49 = strongly disagreed, 1.5 to 2.49 = Disagree, 2.5-3.49 = Agreed, 3.5 to 4.0 = strongly agreed

Comparing the mean and standard deviation of the items in the area of physical design and environment on customer satisfaction the following conclusions were drawn. That customer were satisfied with the use of technological equipment facilities that it is unique, easier and faster with a mean score of 3.57, followed by the interior and exterior design create a sense of pleasant ambience with mean value of 3.39 and environment of IEC Villa and resort Abuja has significant effect on the customers' satisfaction which also have mean value of 3.39. The table also shows that respondents appears not to be very satisfied with quality of the furniture in the hotel and the hotel design as both have means that were less than the grand means.

Research Question Four: What is the level of customer satisfaction and patronage in IEC Villa and Resort?
Table 5: Behavioral Impact

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S/N	customer satisfaction and patronage	SA%	A%	DA%	SD%	Mean	SD
	I am very unlikely to switch to another hotel in nearest future	8.0	13.3	37.3	41.3	1.88	.93
	I would recommend this hotel to friends and others	28.0	56.0	10.7	5.3	3.07	.78
	In my own opinion this hotel has better service than others	38.7	26.7	20.0	14.7	2.90	1.10
	I will come back to this hotel when I am in Abuja again	36.0	52.0	12.0	-	3.24	.65
	My expectation about the services rendered was met	28	52	13.3	6.7	3.01	.83
Grand mean & SD scores						2.82	.86

Source: Field Data 2022

*** Decision Rule: if mean is less or equal to 1.49 = strongly disagreed, 1.5 to 2.49 = Disagree, 2.5-3.49 = Agreed, 3.5 to 4.0 = strongly agreed

According to Table 5, majority of the respondents are of the opinion that they likely to switch to another hotel probably if their expectation is not met. On the issues of recommending the hotel to new customer majority of the respondents about 84 percent were pleased with the hotel and they can recommend it to prospective customer. In addition, 88.0% of respondents strongly agreed that they will come back to the hotel whenever they are in Abuja. The study further revealed that customer expectation about the services rendered was met.

Research Question Five: What are the factors that influence customer patronage more in the IEC Villa and Resort?
Table 6: Other Factors Influencing Customer Patronage

S/N	Factors	SA%	A%	DA%	SD%	Mean	SD
	Tangibility	34.0	55.7	8.0	2.3	3.20	0.67
	Reliability	34.0	33.6	21.1	11.3	3.14	0.76
	Technological Facilities	44.3	49.3	3.7	2.7	3.32	0.71
Grand mean & SD scores						3.22	.71

Source: Field Data 2022

*** Decision Rule: if mean is less or equal to 1.49 = strongly disagreed, 1.5 to 2.49 = Disagree, 2.5-3.49 = Agreed, 3.5 to 4.0 = strongly agreed

On the factors that influence customer patronage in the study areas it was revealed that majority (89.7%) of the respondents agreed that tangibility is one of the major factors that influence customer patronage of the IEC Villa and Resort. Also, 67.6% and 93.6% of the respondents are of the opinion that reliability and Technological Facilities respectively are the factors that influence customer patronage of the IEC Villa and Resort.

HYPOTHESIS TESTING AND DISCUSSION
Chi square method was used in testing the hypothesis

The formula is Thus: $X^2 = \sum \frac{(O-E)^2}{E}$

Where O = observed frequency

E = Expected frequency

Degree of freedom df (r-1) (c-1)

Where r = Number of rows, c= Number of columns

TEST OF HYPOTHESIS CRITERION
We reject the null hypothesis when the calculated X^2 is greater than the tabulated X^2 at the level of significant of 0.05. Below are the hypothesis and related questions to the hypothesis drawn from questionnaire.

Table 7: Hypotheses

Hypothesis	Question used in testing the hypothesis
I	4
II	3
III	6
IV	5
V	3

Source: Field Data 2022

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Table 8. Hypothesis 1: Question 1

Option Frequency	Option Frequency
Strongly agree	21
Agree	32
Strongly disagree	146
Disagree	101

Source: Field Data 2022

Let us compute Expected frequency $\frac{300}{4}$ =75

Table 8.1. CHI SQUARE

Ho1: There is no significant impact of service quality on customer satisfaction.

Response	O	E	(O-E)	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Strongly agree	21	75	-54	2916	38.88
Agree	32	75	-43	1849	24.65
Strongly disagree	146	75	71	5041	67.21
Disagree	101	75	26	676	9.01
Total	300			139.76	X^2 =139.76

Source: Field Data 2022

df = n -1 = 4 -1 = 3

3 at 0.05 level of significance = 7.815

Decision Rule

Since the computed value of X2 at 139.76 is greater than the critical value of X2 at 7.815, we accept the alternate hypothesis and reject the null hypothesis. Therefore, there is significant impact of service quality on customer satisfaction at IEC Villa and Resort, Abuja.

Table 9: Hypothesis 2: Question 2

Option Frequency	Option Frequency
Strongly agree	96
Agree	99
Strongly disagree	22
Disagree	8

Source: Field Data 2022

Let us compute Expected frequency $\frac{225}{3}$ =75

Table 4.9.1. CHI SQUARE

Ho 2: There is no significant relationship between price and customer satisfaction.

Response	O	E	(O-E)	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Strongly agree	96	75	21	441	5.88
Agree	99	75	24	576	7.68
Strongly disagree	22	75	-53	2809	37.45
Disagree	8	75	-67	4489	59.85
Total	225				X^2 =110.87

Source: Field Data 2022

df = n -1 = 3 -1 = 2

3 at 0.05 level of significance = 5.99

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Decision Rule

Since the computed value of X2 at 110.87 is greater than the critical value of X2 at 5.99, we accept the alternate hypothesis and reject the null hypothesis. Therefore, there is significant relationship between price and customer satisfaction.at IEC Villa and Resort, Abuja.

Table 10: Hypothesis 3: Question 3

Option Frequency	Option Frequency
Strongly agree	224
Agree	192
Strongly disagree	19
Disagree	15

Source: Field Data 2022

Let us compute Expected frequency $\frac{450}{6}$ =75

Table 10.1. CHI SQUARE

Ho3: There is no significant relationship between physical and environmental design on customer satisfaction.

Response	O	E	(O-E)	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Strongly agree	224	75	149	22201	296.0133
Agree	192	75	117	13689	182.52
Strongly disagree	19	75	-56	3136	41.81333
Disagree	15	75	-60	3600	48
Total	450				X^2 =568.35

Source: Field Data 2022

df = n -1 = 6 -1 = 5
3 at 0.05 level of significance = 11.07

Decision Rule

Since the computed value of X2 at 568.35 is greater than the critical value of X2 at 11.07, we accept the alternate hypothesis and reject the null hypothesis. Therefore, there is significant relationship between physical and environmental design on customer satisfaction at IEC Villa and Resort, Abuja.

Table 11: Hypothesis 4: Question 4

Option Frequency	Option Frequency
Strongly agree	131
Agree	111
Strongly disagree	60
Disagree	46

Source: Field Data 2022

Let us compute Expected frequency $\frac{348}{5}$ =69.6

Table 11.1: CHI SQUARE

Ho4: Customer satisfaction has no positive influences on behavioral intentions

Response	O	E	(O-E)	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Strongly agree	131	69.6	61.4	3769.96	54.17
Agree	111	69.6	41.4	1713.96	24.63
Strongly disagree	60	69.6	-9.6	92.16	1.32
Disagree	46	69.6	-23.6	556.96	8.00
Total	348				X^2 =88.12

Source: Field Data 2022

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df = n -1 = 5 -1 = 4
3 at 0.05 level of significance = 9.44

Decision Rule

Since the computed value of X2 at 88.12 is greater than the critical value of X2 at 9.44, we accept the alternate hypothesis and reject the null hypothesis. Therefore, Customer satisfaction has positive influences on behavioral intentions at IEC Villa and Resort, Abuja.

Table 12. Hypothesis 5: Question 5

Option Frequency	Option Frequency
Strongly agree	150
Agree	185
Strongly disagree	44
Disagree	23

    Source: Field Data 2022

Let us compute Expected frequency $\frac{402}{3}$ =134

Table 12.1. CHI SQUARE

Ho5: Customer satisfaction has no direct and significant effect on customer loyalty.

Response	O	E	(O-E)	$(O-E)^2$	$\frac{(O-E)^2}{E}$
Strongly agree	150	134	16	256	1.91
Agree	185	134	51	2601	19.41
Strongly disagree	44	134	-90	8100	60.45
Disagree	23	134	-111	12321	91.95
Total	402				X^2 =173.72

Source: Field Data 2022

df = n -1 = 3 -1 = 2
3 at 0.05 level of significance = 11.07

Decision Rule

Since the computed value of X2 at 173.72 is greater than the critical value of X2 at 5.99, we accept the alternate hypothesis and reject the null hypothesis. Therefore, Customer satisfaction has direct and significant effect on customer loyalty at IEC Villa and Resort, Abuja.

SUMMARY OF FINDINGS

Based on the results and discussion above, there are a couple of findings. The Tangible dimensions were found most effective on the behavioral intentions of guests than other dimensions. Aspects such as the environment, physical design, staff hygiene are the important variables in promoting repeated patronage and customer satisfaction in the study areas.   Also, for the clients to come back to the hotel again and to be willing to pay more money for the services, the tangible dimensions of the hotel must be paired with equal amounts of reliability, which involves avoiding negative effective behaviors such as being unable to fulfill the promises they made to the clients. Previous study such as "Physical environment, service quality and guest revisit intention in Port Harcourt hotels," in Amue, Kenneth and Friday (2013), made clear that hoteliers in the hospitality industry should utilize their resources to develop capabilities on cozy hotel physical environment in terms of ambient conditions, spatial layout, signs, symbols and artefacts, and service quality. This has the capacity to further "tangibilize" the hotel attributes with the possibility of enhancing guest satisfaction which could promote guests' revisit intentions. Similarly, Agyapong (2011) draws attention to how services provided in the hotel industry emphasize the role of reliability, responsiveness and tangibility.

CONCLUSION

In conclusion, the Interactive Engineering Consultant (IEC) Villa and Resort, Durumi, Abuja has a good standard in terms of their service quality, facilities, hygiene, meals and ambience. Customers are more likely to appreciate other hospitality-related firms

(restaurants, resorts, hotels, fast food restaurants, and so on) if all of these elements are carefully managed, according to this study. Customer Satisfaction and repeated patronage can be achieved if all these factors are ensured at Interactive Engineering Consultant (IEC) Villa and Resort, Durumi, Abuja-Nigeria.

RECOMMENDATIONS
The following recommendations are made because of respondents' suggestions:
- The prices should be re-assessed in order to fit with most working grades especially in the restaurant
- Staff should provide clients with quicker service.
- The hotel manager should create attractive physical facilities for the clients.

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