

**EFFECT OF RELATIONSHIP MARKETING ORIENTATION ON CUSTOMER
LOYALTY: A SURVEY OF STAR-RATED HOTELS IN
NORTH RIFT, KENYA**

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**A Thesis Submitted to the Institute of Postgraduate Studies of Kabarak University
in Fulfilment of the Requirements for the Award of Doctor of Philosophy in
Business Administration (Marketing)**

KABARAK UNIVERSITY

NOVEMBER, 2021

DECLARATION

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To the Institute of Postgraduate Studies: Kabarak University

The thesis entitled “**Effect of Relationship Marketing Orientation on Customer Loyalty: A Survey of Star-Rated Hotels in North Rift, Kenya**” and written by **Beatrice Jemaiyo** is presented to the Institute of Postgraduate Studies of Kabarak University. We have reviewed the research thesis and recommend it be accepted in fulfilment of the requirements of Doctor of Philosophy in Business Administration (Marketing).

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DEDICATION

This work is dedicated to my beloved husband, Vincent Imamai, for his encouragement, financial support and editing. Also to my brothers: Charles and Laban Kimnyango, my late mother, Norah Kimnyango, and my children, Tony, Sol and Amy, for their moral support towards this study. I will forever cherish their support and contribution.

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ABSTRACT

With business rivalry getting fiercer, the most pressing issue that organizations must address is how to gain customer loyalty and maximize client lifetime value. The focus of Relationship Marketing Orientation is on building, developing, and maintaining a positive customer relationship exchange. The fruitful relationship with customers is expected to increase customer loyalty. Nonetheless, due to the competitive environment's dynamics, the building and maintenance of client loyalty is becoming increasingly difficult. As a result, it is necessary to assess the extent to which relationship marketing approach and its parts of practice have a substantial and positive impact on client loyalty. As such, this study sought to evaluate the adoption of relationship marketing orientation and its effect on customer loyalty using a census of survey of fourteen (14) star-rated hotels in North Rift Region of Kenya. The objectives included to: establish the effect of service quality, customer emotions and customer perceptions on customer loyalty in these star-rated hotels. It also examined whether hotel characteristics moderated the effects of the relationship marketing orientation on customer loyalty. The study was informed by three theories, namely Social Exchange Theory, Assimilation Theory and Equity Theory. A cross-sectional research design was used to randomly sample 384 guests using a Multi-Stage Sampling Method from the hotel guests who visited the hotels between January and June 2019. Data was collected using a questionnaire that was issued to the respondents. The reliability of the questionnaire items was tested by use of Cronbach Alpha Coefficient with a coefficient of 0.7. The validity of the questionnaire items was evaluated using expert reviews. The findings were presented using descriptive and inferential statistics. Descriptive statistics entailed summarizing the data and Multiple Linear Regression analysis was used to test the hypothesis on the effect of relationship on Customer Loyalty. The moderating variable of hotel characteristics was used in the moderated Multiple Linear Regression. The study found that service quality, customer emotions and customer perceptions had a significantly strong positive relationship with customer loyalty, with β coefficient values of 0.326, 0.248, and 0.829, respectively, at $p < 0.05$. The overall significance of the model was $R^2 = 0.612$, $P < 0.005$. The hotel characteristics (size, star-rating and location) were found to have a significant effect in moderating the effect of Relationship Marketing Orientation on customer loyalty. Therefore, the study concludes that service quality, customer emotions and customer perceptions would have significant positive effect on customer loyalty and the outcomes would vary with hotel characteristics of size, star-rating and the location of the hotel. Therefore, the study recommends that, to gain customer loyalty, hotels need to continuously improve on their service quality, customer emotions and customer perceptions. Further, to gain from hotel characteristics proprietors should ensure the hotel is easily accessible, and they should obtain favourable star-rating and continue growing their business capacity to meet customers' expectations.

Keywords: *Relationship Marketing Orientation, Service Quality, Customer Emotions, Customer Perceptions, Hotel Characteristics, Customer Loyalty.*

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LIST OF ABBREVIATIONS AND ACRONYMS

ADR	: Average Daily Room
B2B	: Business to Business
BKI	: Brand Kenya Initiative
CBD	: Central Business District
CE	: Customer Emotions
CES	: Consumption Emotions Set
CA	: Factor Analysis
CL	: Customer Loyalty
CP	: Customer Perception
eCRM	: Electronic Customer Relationship Marketing
GDP	: Gross Domestic Product
HC	: Hotel Characteristics
HOTSPERF	: Hotel Service Performance
KNBS	: Kenya National Bureau of Statistics
KTRA	: Kenya Tourism Regulatory Authority
PAD	: Pleasure Arousal Dominance
PWC	: PricewaterhouseCoopers
RATER	: Reliability, Assurance, Tangibility, Empathy and Responsiveness
RevPAR	: Revenue per Available Room
RM	: Relationship Marketing
RMO	: Relationship Marketing Orientation
SERVPERF	: Service Performance
SERVQUAL	: Service Quality
SET	: Social Exchange Theory
SQ	: Service Quality
UNWTO	: United Nations World Tourism Organization
WOM	: Word-of-mouth

OPERATIONAL DEFINITION OF TERMS

Customer Emotions: Customer emotions have been defined as "a state of readiness that arises from cognitive appraisals of events or thoughts; have a phenomenological tone; are among physiological processes; are often expressed physically; and will end in specific actions to affirm or address the emotion, reckoning on the emotion's nature and thus the person experiencing it." (Zohaib & Salman, 2017). However, in this study, customer emotions were operationalized as customers feeling comfortable, welcomed, contented, inspired, secure, pampered, respected, displeased/discontented, ignored, angry, worried and sad by the nature of services given to them in a star-rated hotel.

Customer Loyalty: Customer loyalty is an intensely held customer liking and relationship with the product/services or organization (Abu-Alhaija, Yusof, Hashim & Siah Jaharuddin, 2018). In this study, customer loyalty was operationalized through customer repurchase, business referral, advocacy and willingness to pay a premium price, identification behaviour and less switching behaviour by the customers.

Customer Perception: This gauges the aspects of service as practically offered or received. It also refers to a person's perceived image that he or she anticipates from any product and service (Piric, Martnovic & Barac, 2018). In this study, it was operationalized through customer perceived value, perceived image and perceived relational benefits.

Hotel Characteristics: Hotel characteristics are the distinguishing features or attributes of the hotel. They are attributes that affect the preference and the purchasing decisions of a customer (Jang, Tian, Ji & Huichen, 2018). In this study, it was operationalized using the size, star-rating and the location of the hotel.

Relationship Marketing Orientation: Relationship Marketing Orientation is a marketing strategy and tactics that are directed at attracting, keeping and upholding customers through the promotion of relational exchanges in organizations (Gummerus, von Koskull & Kowalkowski, 2017). In this study, it was operationalized using service quality, customer emotions and customer perceptions.

Service Quality: Service Quality (SQ) is a consumer's evaluation of the quality and superiority of the service encountered (Khoo, 2020). In this study, SQ was operationalized using the Reliability, Assurance, Tangibility, Empathy and Responsiveness (RATER) model.

Star-Rated Hotels: The term Star-Rated refers to hotel score, ranking, rating or hotel grading. It means classification of establishments of hotel to different attributes (WTO, 2014). In this study, hotel rating was operationalized by using 1-star, 2-star, 3-star, 4-star, and 5-star ratings used by the Tourism Regulatory Authority.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

This section details the background to the research. It is an explanation of the core issue and the aims of the investigation. It also enumerates the study questions that the investigation intended to address and the hypotheses that the study attempted to prove. Other study items described are, the significance, its scope, shortcoming, and assumptions.

1.1.1 Relationship Marketing

Present-day business is becoming very competitive and also challenging, essentially constant improvement of mutual lasting relationship tactic with consumers has been one of the main concerns of most companies (Abdullah, Putit & Teo, 2014). One method of addressing this concern is through Relationship Marketing (RM). Although Relationship Marketing Orientation (RMO) was founded due the weakness of transactional marketing, and stresses on the importance of retaining the customers, its definition varies from one author to the other and there is no agreement (Amoakoh & Naong, 2017). Gilania, Danesh and Shahmohammadi (2012), Gummerus, von Koskull and Kowalkowski (2017) define RMO as a strategy geared towards attracting, keeping and upholding consumer relationships. Likewise, Cosic and Djuric (2010) described RM as a marketing paradigm that changed the emphasis of businesses from transactional marketing to RM. RMO, according to Alrubaiee and AlNazer (2010), comprises all marketing actions targeted at developing loyalty (retaining and gaining consumers) by providing value to all parties engaged in the relationship exchange. Amoakoh and Naong (2017), further define RMO as the identification, formation, preservation, development, adaptation, and dissolve customer relationships to create value for customers and obtain business benefits through

a chain of relationship exchanges that has a history and a future. Alqahtani (2011) suggests that relationship marketing orientation is a core business activity aimed at creating, nurturing, and maintaining fruitful relationship exchanges with customers, suppliers, and even with other companies.

The description of Gilaninia *et al.* (2012) was adopted to guide this study, as it incorporates all the elements mentioned in all the other definitions stated. As a result, this research defined RMO as a marketing approach aimed at attracting, retaining, and upholding clients in hotels through the development of relational exchanges. Nakhleh (2012), states that RMO is a tactic that helps organizations to foster customer loyalty, interaction and future engagement. This concept of RMO concurs with those of many other scholars (for instance, Hassan, Nawaz, Lashari & Zafar, 2015; Narteh, Anabila & Tweneboah-Kodah, 2012; Omoregie, Addae, Coffie, Ampong & Ofori, 2019; Petzer & van Tonder, 2019). Therefore, RM is a method that emphasizes retaining existing customers rather than acquiring new ones (Huang & Wang, 2012). Relationship Marketing develops lasting relations, positive publicity, frequent purchases and the willingness of customers to contribute further information to the company (Nakhleh, 2012). Relationship marketing also helps organizations in decision-making processes that may bolster ardent customer loyalty (CL) (Raza & Rehman, 2012).

Academicians and professionals today are increasingly focusing on relationship marketing as a result of the financial rewards associated with retaining existing clients rather than obtaining new ones (Tefera & Govender, 2017). Many studies have attested that RMO leads to customer loyalty and satisfaction (Auka, 2012; Agyei & Kilika, 2013; Essawy, 2012; Mang'unyi, Khabala & Govender, 2017; Ngoma & Ntale, 2019), increases the market share of a business (Laith & Al-Nazer, 2010), boosts employee

morale, and improves in-depth customer loyalty (Hassan *et al.*, 2015; Rizan, Warokka & Listyawati, 2014 & Wu, Cheng & Hussein, 2019). RMO is a strong force behind organizations' performance, evidenced by increased sales, increased customer base, lower costs, premium prices, customer loyalty, satisfaction and retention (Alrubaiee & Al-Nazer, 2010; Elgin & Kumar, 2016; Matelong, Tubey, Omboto & Tuwei, 2015). It enables organizations to achieve a competitive advantage (Alrubaiee & Al-Nazer, 2010; Bhat & Darzi, (2016), boosts company image (Magasi, 2016; Tarus & Rabach, 2013), increases business value, and lowers costs of attracting new clients (Khan & Riwazan, 2014). Loyal clients are also important assets for the organization (Upamannyu, Gulati, Chack & Kaur, 2015). RMO is also a source of lasting business (Matelong, Sergon, Gloria & Cheptumo, 2013; Sabyasachi & Sathya, 2015).

Globally, studies have revealed that RMO guarantees that organizations attract and keep consumers loyal (Hassan *et al.*, 2015; Rizan *et al.*, 2014; Wu *et al.*, 2019), and leads to profitable customers (Kumar, Sharma, Shah & Rajan, 2013). It is a strategic tool to attain a competitive advantage, thus giving an organization a competitive edge over others (Alrubaiee & Al-Nazer, 2010; Yap, Ramayah & Shahidan, 2012). RMO also increases customer loyalty, competitiveness, consumer satisfaction and business value, and lowers costs of attracting new clients (Khan & Riwazan, 2014).

In Africa, various studies have shown that RMO influences customer retention (Essawy, 2012; Ngoma & Ntale, 2019; Magasi, 2016; Narteh *et al.*, 2012; Narteh, Agbemabiese, Kodua & Braimah, 2013; Petzer & van Tonder, 2019), It has an impact on the company's image (Omorieg et al., 2019), allows for repeat purchases, ensures future earnings, and protects the consumer base from competition action (Morgan, Govender & Wright, 2017). RMO also leads to customer repurchase intentions (Chinomona, & Dubihlela, 2014) and impacts on customer satisfaction (Ogechukwu, Umukoro & Oboreh, 2013).

In Kenya, several investigations have examined the problems of RM. Among the studies is that of Mang'unyi *et al.* (2017) on electronic Corporate Relationship Management (eCRM) and CL among the bank customers. Tarus and Rabach (2013) discovered that RM affects customer loyalty, with corporate image moderating relationship between the marketing practices and CL. RM also increases customer loyalty, competitiveness and consumer satisfaction. It helps organizations to establish competitive advantage over others (Auka, 2012). A study by Agyei and Kilika (2013), on the tele-communication industry, revealed that company image is the predictor of loyalty. A long-lasting relationship with customers is important in guaranteeing lasting loyalty (Matelong *et al.*, 2013).

For the better part of the last 30 years, RMO has been a hot topic among academicians and marketing specialists. However, it was during the previous 20th century that relational strategies were increasingly used, and the discussion on RM started to dominate the marketing agenda (Ogechukwu *et al.*, 2013). Service quality, contentment, trust, dedication, perceived value, image, social capital, and customer demographics have all been recognized as major antecedents of RM in most research (Auka, 2012; Agyei & Kilika, 2013; Narteh *et al.*, 2012; Tarus & Rabach, 2013; Upamannyu *et al.*, 2015).

In this study, RMO was measured by SQ, Consumer Emotions, and Consumer Perceptions. This study included the service quality variable since it is one of the most important antecedents of customer loyalty and has an effect on customer loyalty (Leninkumar, 2016). Service quality is expected to be a prerequisite for retaining and pleasing valued consumers, as well as a forerunner to long-term competitive advantage (Dhandabani, 2010; Leninkumar, 2016).

According to Gracia, Bakker and Grau (2011), customer emotions are important in developing customer loyalty in restaurants and hotels. As such, customer emotions were also used in this study. Customers' perceptions (CP) are becoming increasingly crucial in today's competitive market for getting a competitive edge and assessing marketing efforts (Singh & Choudhury, 2017). Further, customer view of the image of a firm and its products and service affect purchasing decisions (Singh & Choudhury, 2017). Consequently, customer perceptions were included in the study. Srivastava and Rai (2014) explain that the interplay of consumer loyalty and its determinants is shaped frequently by other contextual forces. As a result, including hotel characteristics as a moderating variable could change the type of the interaction between RMO and CL variables. Finally, the dependent variable, customer loyalty, helps organizations keep and maintain loyal customers, increase sales and make profits among other advantages.

Service quality (SQ) has been a hot topic in the business world since the turn of the century, and the concept is still relevant in helping businesses differentiate themselves and obtain a competitive advantage in this globalized day (Ali, Zhou, Hussain, Kumat, Neethiahnanthan & Ragavan, 2016; Fotaki, 2015; Wijetunge, 2016). SQ is a well-researched topic in academia. However, there is insufficient literature on SQ and CL amongst star-rated hotels in Kenya, as most studies have linked service quality to customer satisfaction (Kariru & Aloo, 2014; Kiunga, Maranga & Kamau, 2019; Mandi, Onyango & Okelo, 2017; Mbuthia, Muthoni & Muchina, 2013; Wang'ombe & Ngige, 2016). Because it has a direct influence on consumer happiness and loyalty, SQ is among the fundamental subjects that determine the competitive setting scale. SQ is also assumed to influence organizational performance, which in turn leads to enlarged levels of customer gratification (Karatepe, 2011; Shanka, 2012; Srivastava & Rai, 2013; Wafaa &

Abderrezzak, 2014). This is why the researcher felt compelled to include service quality in this investigation.

Consumer Emotions (CE) influence product experience and consumption, hence marketing researchers are increasingly emphasizing the importance of emotions in customer behavior (Calvo-Porrá, Lévy-Mangin, Ruiz-Vega, 2020). Emotions also influence consumer decision-making. Positive feelings are linked to one's purchase desire to keep a running plan and share the results of a specific activity or event (Agrawal, Gaur & Narayanan, 2012). Kim and Positive emotions, according to Kim (2018), are strongly associated with consumers spreading favourable word of mouth (to share a positive experience), switching from one service provider to the other (which is inversely correlated), and price insensitivity (willingness to premium price). Positive emotions encourage people to share positive experiences with others, and negative emotions encourage people to complain to others (Yan, Zhou & Wu, 2018). Emotions are a significant antecedent of attitudinal loyalty, according to Yan et al., 2018. According to White (2012), there is a strong link between emotions and loyalty. White discovered that a negative mood reduced repurchase intentions and increased unfavorable word of mouth in a study that was slightly different from others. Emotions might theoretically play a substantial role in determining buyer loyalty.

Customers' Perceptions are becoming increasingly crucial in today's competitive marketplace for getting a competitive advantage and evaluating marketing initiatives (Singh & Choudhury, 2017). Further, customer perceptions towards the image of the company and its products and services affect purchasing decisions (Singh & Choudhury, 2017). Customer perceptions, in this study, were measured by the perceived value, perceived image, and perceived relational benefits. Customer perceived value is a critical

component in determining the attractiveness of products and services as well as customer satisfaction (Hur, Kim & Park, 2013). It is critical in forecasting buying behavior, achieving long-term competitive advantage, client retention, and relationship management (Hsin Chang & Wang, 2011). Customer loyalty is influenced by perceived business image, which also affects service quality and customer satisfaction. Customers who patronize businesses with a noble company image are more likely to be emotionally satisfied because they believe such organizations provide good value for money (Tarus & Rabach, 2013). A favourable image can influence perceptions positively. Perceived relational benefits influence customer voluntary behaviours (Lee, Choi, Kim & Hyun, 2014). Special treatment benefits are extensively used as components of RM programs to get positive financial returns. Special treatment benefits appear to be the key drivers of value (Ruiz-Molinam, Gil-Saura & Moliner-Velázquez, 2015).

1.1.2 Customer Loyalty

In contemporary highly competitive and globalized business environment, growing customer loyalty appears as the most imperative task encountered by marketers. Customer Loyalty is an important intangible asset for many organizations (Jiang & Zhang, 2016). Researchers have conceptualized customer loyalty in diverse ways (Ali, Kim, Li & Jeon, 2016). Casidy and Wymer (2016) conceptualize customer loyalty as a person's emotional state of dedication and connection to the loyalty object, rather than repetitive transactions. CL is defined by Oliver (1999), as an intensely held promise to engage in repeat purchase or re-patronize a preferred offering on a regular basis in the future, resulting in repetitive purchases of the same-brand or same-brand-set, despite situational effects and promotional efforts that might cause switching behavior.

Studies have explored the loyalty variable based on the following viewpoints: attitudinal, behavioral and composite (Abu-Alhaja, Yusof, Hashim & Jaharuddin, 2018). Customers

who have a good attitude toward the product or service they use and try to persuade others to use it by promoting it to others are said to have attitudinal loyalty (Thakur, 2016). Customers' intent to make repeat purchases and patronize a product or service is defined as behavioural loyalty (Kumari & Patyal, 2017). Ali et al., (2016); Cosso-Silva, Revilla-Camacho, Vega-Vázquez and Palacios-Florencio, 2016) and Srivastava and Kaul, (2016) have defined composite loyalty as a combination of attitudinal and behavioral commitments. Determining customer loyalty using one dimension cannot explain the accurate relationship of consumer loyalty (Bowen & McCain, 2015). Using only the attitudinal or behavioral dimension is considered inadequate in assessing and understanding customer loyalty. Therefore, the composite dimension becomes the most ideal (Bowen & McCain, 2015). The review of literature indicates that most scholars use the composite dimension because of its significance (Bowen & McCain, 2015). This study, therefore, adopted composite dimension of measuring customer loyalty.

Marketing scholars underscore the effect of RMO as a tactically important instrument with which customer loyalty may be secured, and which can result in higher competitiveness and enhanced consumer gratification. Narteh *et al.* (2013) found that RMO leads to consumer loyalty in the hotel industry. RMO is an approach that helps organizations to foster customer loyalty, interaction and future engagement (Husnain & Akhtar, 2015; Nakhleh, 2012). Rizan *et al.* (2014) also affirm that RMO affects customer loyalty. RMO also helps organizations in decision processes that may bolster ardent Customer Loyalty (Raza & Rehman, 2012).

The most important driver that businesses can use to achieve long-term financial success is to cultivate loyal customers. This may result in increased sales and consumer share, as well as decreased costs and greater prices (Laith & Al-Nazer, 2010). It helps organizations to have a competitive advantage over others (Auka, 2012; Yap *et al.*,

2012), increases business value, and lowers costs of attracting new customers (Khan & Riwazan, 2014). Loyal customers are also important assets for the organization (Upamannyu *et al.*, 2015) and are a key mediator in customer retention (Matelong, *et al.*, 2015). CL leads to financial benefits (Murali, Pugazhendhi & Muralidharan, 2016), like price premium (Kim, Lee & Preis, 2016), low cost of advertising (Murali *et al.*, 2016), and extra sales income.

According to Srivastava and Rai (2012), the current economic environment's instability has also contributed to company loyalty issues. Understanding the drivers of loyalty in a particular market is critical for cultivating and maintaining consumer loyalty. Therefore, before planning and implementing customer retention and loyalty strategies, the key drivers that influence loyalty must be identified and understood (Srivastava & Rai, 2012). Customers who are loyal are less likely to move to rivals due to price incentives and are more likely to buy more than customers who are not loyal (Limo, Chenuos, Koskei, Kenyoru & Tuwey, 2014). CL is thus a source of long lasting business (Sabyasachi & Sathya, 2015 and developing a relationship with a client is an excellent approach to keep loyal customers over time (Elgin & Kumar, 2016; Matelong *et al.*, 2013).

1.1.3 Hotel Characteristics

In this study, hotel characteristics constituted the moderating variable between Relationship Marketing Orientation and Customer Loyalty. Hotel characteristics are measured by hotel star-rating, location and size. Local and global hotels have been obliged to seek standardization tools to maintain good service quality in recent years as a result of increased competition. The rating system is one such instrument. It rates and validates a hotel's quality, including its amenities and services, against specified international standards (WTO, 2014). Consumers can use hotel ratings to establish the

type of amenities and services they can anticipate from a hotel. There are several different forms of ratings, ranging from one to five stars. In general, a higher rating indicates that customers have higher expectations for service and amenities (Khan & Fasih, 2014). Apart from informing guests about hotel quality (Tefera & Migiro, 2018), hotel classification also influences hotel price, positioning, and marketing tactic (Andersson, 2010; Abrate, *et al*, 2011; Castro & Ferreira, 2015; Abrate, Fraquelli & Viglia, 2012; Castro, *et al*, 2015). Finally, it has been argued that rating systems set incentives for quality improvement by providing hotel managers with guidelines on relevant quality characteristics (Omondi, 2019). Hotel classification systems, according to Minazzi, (2010), promote best practices and quality recognition among service providers, as well as consumer gratification and experience during their stay. These hotel classification systems primarily aid in the selection of credible and dependable hotels that provide safe food and lodging services to potential travelers (UNWTO, 2015).

The location of a hotel has a favorable impact on client gratification and loyalty (Wangchan & Worapishet, 2019). Customer loyalty is largely determined by location-related factors (accessibility to points of interest, transportation convenience, and the surrounding environment) (Yang, Mao & Tang, 2018). Customer loyalty was influenced by a good hotel location (with adequate access roads, regular electricity, water supply, and basic security amenities), according to Ladele, Yakibi, Akinruwa, and Ajayi (2019). This view is supported by the findings of Chen, Liu, Huang and Liu (2019), which found that aesthetic, hedonic, and geographical dimensions all had a large direct beneficial impact on customer loyalty. The hotel's attributes, particularly its location, are a key predictor of profitability (Sainaghi, 2011). The proximity of hotels to the city's CBD is taken into account by geographic location models, with greater proximity being viewed

as advantageous because the CBD is where tourist attractions are located (Lado-Sestayo, Vivel-Ba, & Otero-González, 2017).

The size, quality, and diversification of the hotel have a beneficial impact on its performance (Becerra, Santaló, & Silva, 2013; Bresciani, Thrassou, & Vrontis, 2015; Chen & Chang, 2012). According to Assaf, Barros, and Josiassen (2012), the size, quality criteria, and ownership form are the key ecological causes of variability in technical sets. Big hotels, in particular, are shown to be more efficient than small hotels. Furthermore, size has the greatest impact on identifying high-rated hotels' production technology. Bernini & Guizzardi (2015) found that hotels with a larger capacity had more options for meeting business demand. Hotel size, internationalization, location, accommodation, and membership in a chain all have a favorable impact on profitability (Menicucci, 2018).

1.1.4 The Hotel Industry in Kenya

Unlike the manufacturing firms, the hotel sector is service oriented; customers compare their experiences and expectations from one organization to the other while making purchase intentions. Customers can easily change from one hotel to another, hence increase in competition; as a result, most hotels find it difficult to endure competition whereas other hotels close down their operations (Jones & Lockwood, 2012). Among the major concerns for hotel customers is to have quality services and general hygienic environment (Maiyo & Obey, 2017).

Tourism is one of the six main growth industries highlighted by Kenya's government as part of the Vision 2030 economic pillar. Through collaborations with stakeholders, the Government is striving to raise Kenya to the top 10 tourist destinations globally; offering a high-end, varied and unique visitor experience. Kenya has been dubbed a significant

hospitality brand, and the hospitality business, together with agriculture, is one of the country's key foreign exchange earners (Mwaura, 2019). Understanding the causes of Relationship Marketing Orientation in Kenyan hotels would assist these establishments in improving client loyalty. The hotel industry in Kenya is linked to the tourism industry owing to their common and shared interests. They depend on each other to maintain their activities. In 2018, the hotel industry benefited from the increase in tourism, with an increase of 18.2 percent in guest nights. If tourism declines, guest nights are projected to decline as well. In 2018, tourist arrivals in Kenya are predicted to rise by 8.8%, following a surge in December 2017. Kenya's tourist industry is expected to grow at a 6.9% annual rate, reaching 2.06 million in 2022 from 1.47 million in 2017. Subsequently, the Kenyan market's solid fundamentals must prevail, leading to a recovery on guest nights (PricewaterhouseCoopers, 2017).

Price water house Coopers (PwC), in its *African Insight Hotel Outlook: 2017-2021* report, projected a progressive growth of Kenyan hotels across the country. Available rooms increased by 5.2% to 20,100 in 2019 from 19,000 in 2018, which recorded the largest growth in the last five years. Kenya is one of the fastest-growing countries in the hotel business, according to the research, with a compound annual growth rate of 7.4 percent. In Kenya, there are 211 star-rated hotels ranging from one-star to five-star hotels (Tourism Regulatory Authority (TRA), 2019). According to Cytonn Investments (2017), 4-star hotels are the most popular, with a high occupancy rate of 56.5 percent and a RevPAR of Kshs 6,872 in 2017, compared to the industry average occupancy rate of 50.6 percent and RevPAR of Kshs 5,937, respectively. Furthermore, three-star hotels continue to be the most sought-after, accounting for 35% of all reservations, with two-star and four-star hotels accounting for 30% and 26%, respectively.

Uasin Gishu, Elgeyo Markwet, Trans Nzoia, Nandi, West Pokot, and Turkana are the six counties that make up Kenya's North Rift region. There are 286 hotels in the region with a total capacity of 6,624 beds (TRA, 2015). Uasin Gishu County has highest number of hotels at 157. Nandi has 21, Trans Nzoia 53, Elgeiyo Marakwet 11, Turkana 23 and West Pokot 21, as shown in Appendix 2(b). Out of the 286 hotels, 14 are star-rated hotels as indicated in appendix 3 (TRA, 2015). This means that the North Rift Region has fewer star-rated hotels than unrated hotels. The same star-rated hotels are up against stiff competition from the majority of non-rated hotels. Star-rated hotels should strive to make their clients loyal in order to have a competitive advantage over other hotels. Given the highly competitive nature of the hotel industry worldwide, such service businesses must improve their long-term viability and loyalty potential. The pertinent question then is: So, what are the components that all effective RM initiatives have in common that lead to CL? This is the key question that guided this study, particularly in the development of a RM model. For hotels, the adoption of empirically tested RM frameworks would offer competitive prospects for cultivating and reinforcing customer loyalty.

1.2 Statement of the Problem

The hospitality industry is extremely customer sensitive. With a strong customer focus, Relationship Marketing Orientation is expected to efficiently address the needs of a customer and generate Customer Loyalty. Customer loyalty provides lifetime customer value that improves a company's performance through frequent buybacks, and some of the customers become business advocates by spreading favorable positive experiences. As a result, developing and maintaining customer loyalty is critical for gaining a competitive edge. (Yap *et al.*, 2012). Loyal clients are also important assets for the organization (Upamannyu *et al.*, 2015). CL is also a key foundation to an organization's financial sustainability, increased income and market share (Laith & Al-Nazer, 2010).

Nonetheless, in a competitive climate, developing and maintaining consumer loyalty has grown increasingly challenging, and the underlying factors remain unknown (Auka, 2012). Further, in view of ever-increasing challenges of achieving favourable performance of the hotel industry perhaps RMO through its practice of service quality, positive customer emotions and cultivating positive customer perception might help an organization bolster its desired customer loyalty (Raza & Rehman, 2012; Mang'unyi, Khabala & Govender, 2017; Ngoma & Ntale, 2019).

Unfortunately, the majority of existing studies on RM in Kenya have focused on banks and airlines (Kinoti & Kibe, 2015; Mang'unyi, Khabala, & Govender, 2018; Muketha, Thiane & Thurania, 2016; Nyongesa, Kibera & Kiraka, 2018; Waar, Bonuke & Kosgei, 2018; Wairimu & Osieko, 2020; Wambugu, 2019). The few studies on hotels and marketing strategies have had a strong locality bias to Nairobi, yet due to the need for creating new hospitality corridors, such as in the culturally rich North Rift Region of Kenya, research would be very useful. Despite heavy investments by the hotels to achieve rating status average bed occupancy rate in North Rift region has remained low, at just 25% since 2016 (KNBS, 2016; Cytom, 2016, 2019; Nguyen, 2019). So, it is unclear whether these star-rated hotels are achieving Customer Loyalty and thus the proposition towards relationship marketing. Therefore, this study focused on effects of RMO on Customer Loyalty using a survey of a census of 14 star-rated. Hotels in the North Rift Region of Kenya.

1.3 Objectives of the Study

1.3.1 General Objective of the Study

The main aim of the study was to establish the effect of Relationship Marketing Orientation on Customer Loyalty among star-rated hotels in North Rift, Kenya.

1.3.2 Specific Objectives of the study

The study was guided by the following specific objectives:

- i. To establish the effect of Service Quality on Customer Loyalty in North Rift, Kenya's star-rated hotels.
- ii. To determine the effect of Customer Emotions on Customer Loyalty in North Rift, Kenya's star-rated hotels.
- iii. To determine the effect of Customer Perceptions on Customer Loyalty in North Rift, Kenya's star-rated hotels.
- iv. To evaluate the effect of Relationship Marketing Orientation on Customer Loyalty in North Rift, Kenya's star-rated hotels.
- v. To determine the moderating effects of Hotel Characteristics on the association between Relationship Marketing Orientation and Customer Loyalty in North Rift, Kenya's star-rated hotels.

1.4 Research Hypotheses

This study tested the following hypotheses:

- H₀₁: There is no significant effect on Service Quality on Customer Loyalty in North Rift, Kenya's star-rated hotels.
- H₀₂: There is no significant effect of Customer Emotions on Customer Loyalty in North Rift, Kenya's star-rated hotels.
- H₀₃: There is no significant effect of Customer Perception on Customer Loyalty in North Rift, Kenya's star-rated hotels.
- H₀₄: There is no significant effect of Relationship Marketing Orientation on Customer Loyalty in North Rift, Kenya's star-rated hotels.

H₀₅: Hotel characteristics do not have moderating effect on the association between Relationship Marketing Orientation and Customer Loyalty in North Rift, Kenya's star-rated hotels.

1.5 Justification of the study

Although many studies have been done on Customer Loyalty, researchers have not agreed on the antecedents of CL (Auka, 2012). This study joins the ongoing debate by looking at the RMO and CL by specifically using Service Quality, Consumer Emotions and Consumer Perceptions as the antecedents of Consumer Loyalty. An examination of previous studies established that many studies have been done on CL. However, most studies examined the mediators and only few investigated moderators (Srivastava & Rai, 2014). This study has bridged the gap by using hotel characteristics as a moderating variable. There is little research on the moderating effect of hotel characteristics on the relationship between RMO and customer loyalty, according to the literature examined. By examining the influence of RMO on customer loyalty with hotel characteristics as moderators, this study closed the gap. There is also very little empirical or theoretical effort on identifying and validating moderating influences on the well-studied and unmistakable link between Service Quality and Customer Loyalty (Srivastava & Rai, 2014). As such, this research endeavoured to unravel the RMO-CL link in the hotel industry and the intervening influences of Hotel Characteristics in determining Customer Loyalty.

1.6 Significance of the study

The research is crucial for star-rated hotels and other stakeholders. The owners of these hotels will be aware of the various loyalty strategies available to them in order to create, keep, and retain loyal consumers. As a result, the study's findings will assist them in enhancing their competitive advantage, earnings, customer satisfaction, and overall

business performance (Auka, 2012; Laith & Al-Nazer, 2010; Yap et al., 2012). Furthermore, the findings will provide valuable information to managers in the service business, particularly those in the hotel industry who deals with guests, to help them strengthen their relationship marketing programs. A thorough understanding of RMO antecedents can aid industry executives in developing effective strategies to improve hotel service customer happiness.

The study is not only significant to the star-rated but also to other hotels and other service providers who are working in a very competitive environment. Its significance is in understanding and adopting the best strategies to help in creating and retaining the most valuable customers. This investigation will contribute relevant literature in client relationship control. The research findings will further contribute to the current debate on RM concerning which antecedents contribute to Customer Loyalty. Therefore, it is of great importance to other scholars who will be interested in the same field. Hence, it will lead to more studies.

The study is also significant to the Brand Kenya Initiative (BKI). The information gathered will help this state-run organization to train hotels staff in and other companies that offer tourism services, like airlines, transport firms and other Government organizations, on the best customer relations strategies to adopt to revitalise their operations. Therefore, companies will improve their services and subsequently, attract more tourists who will be more satisfied, spend more and enable Kenya earn more revenue.

Finally, the study establishes a precedent for future research in the field of CL. Scholars will benefit from the inclusion of buyer Emotions and buyer Perception in the model. In

addition, future research will use this study to look at how hotel characteristics affect customer loyalty in other situations or established economies.

1.7 Scope of the Study

The study focused on star-rated hotels in Kenya's North Rift region. These hotels were selected because most studies on star-rated hotels have been done in Nairobi, Mombasa, South Rift and Western Kenya and not in the North Rift Region of Kenya. These hotels were also chosen because earlier research had shown that these hotels used Relationship Marketing Orientation more frequently than mid-range or economy hotels (Kim & Youngmi, 2002). Finally, star-rated hotels were picked because they were the first hotels to seek classification, a decade after the Kenya Tourism Regulatory Authority resumed grading of hotels. The variables of the study were RMO (SQ, Customer Emotions, and Customer Perceptions) and Customer Loyalty. Data collection was done from January 2019 to June 2019 but the entire study began in 2017 and ended in January 2020.

1.8 Assumptions of the Study

The key assumption of this research was that Relationship Marketing Orientation (Service Quality, Customer Emotions and Customer Perceptions) can help hotels achieve Customer Loyalty, and that classification and the location of the hotel can help the hotel increase CL. Furthermore, the study anticipated that by using a cross-sectional survey, the researcher would be able to obtain accurate and true information from the respondents. Since the study was carried in one region of Kenya, the researcher assumed that its findings could be generalized to other regions and services. Finally, the study assumed that the data collection technique (drop and pick of questionnaires) would generate maximum response from the respondents.

1.9 Limitations and Delimitations of the Study

In view of scope and methodology, the research findings should be used with consideration of the limitations that data was obtained using a cross-sectional survey thus it covered only a short, specific time and any potential seasonal changes were not captured. This limitation was mitigated by ensuring the data collection period was within the same tourism season, meaning that a finding between different data collection sample units was unbiased. Secondly, there may be other determinants of Customer Loyalty, apart from Customer Perception, Customer Emotions and SQ. The selection of the most important variables was done by Factor Analysis. Lastly, the number of research items in the questionnaire had to be few to avoid respondent fatigue.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter includes a review of important theories, an empirical literature review, a description of the conceptual framework, and a discussion of knowledge gaps. Social Exchange Theory, Assimilation Theory, and Equity Theory were the emphasis of the theoretical review. Various articles on Relationship Marketing Orientation and Customer Loyalty are evaluated through an empirical review. The relationship between the independent variable, dependent variable, and moderator is summarized in the conceptual framework. The final section of this chapter contains a critique of the examined literature as well as a summary of the knowledge gaps addressed by this study.

2.2 Theoretical Framework

The three main theories used in this research were Social Exchange Theory, Assimilation Theory, and Equity Theory.

2.2.1 Social Exchange Theory

This investigation was grounded on the Social Exchange Theory (SET) of Homans (1961), which hypothesizes that people are eager to uphold relationships because they believe that doing so will be gratifying. People willingly give up their own benefits in order to share them with others in the hope of gaining more in the future. According to Thibaut and Kelley (1959), a person maintains a relationship with another person based on his assessment of the current relationship, previous experience, and available alternatives. The degree of an individual's commitment to the existing relationship is determined by a continuous appraisal of social and economic results from a succession of interactions with current partners and accessible possibilities. This study looked into the impact of RMO on customer loyalty as well as the possible interactions between the

factors. In the relational process, SET is formed through the voluntary exchange of values between individuals (B2C) and companies (B2B). As a result, SET adheres to the principle of reciprocal exchange, in which value creation is beneficial to all parties involved (Tanskanen, 2015). SET also argues that the establishment of relationships is based on a cost-benefit analysis as a means of weighing possibilities (Liu, Min, Zhai & Smyth, 2016). This indicates that the partners in a relationship will assess the relationship's future based on the value that may still be derived from a partner (for example, financial benefits, trustworthiness, and relationship gratification) (Rather & Sharma, 2019). Ward and Berno (2011) support this viewpoint, stating that social exchange is not always motivated by financial incentives, even though the extension of the relationship will be based on opinions about the relationship's relative costs and benefits, as well as previous satisfaction experiences and their implications for future satisfaction. Customer satisfaction and loyalty have been proven to be influenced by SET (Manzuma-Ndaaba, Harada, Nordin, Abdullateef & Rahim, 2018; Rather & Sharma, 2019). According to SET, social behavior or character is the result of a give-and-take process. As a result of this procedure, outcomes are improved and costs are reduced. As a result, when it comes to social interactions, people prefer to measure the potential worth against the uncertainty. People will end or depart a relationship when the risks outweigh the benefits (Liu et al., 2016).

The Social Exchange Theory, according to this researcher, is critical in the context of hotel-customer relationships. By offering great services, sustaining positive feelings (happy, delighted), pricing its products fairly, creating a positive image, and providing benefits to clients, the hotel fulfills its responsibilities to consumers. Meanwhile, the customers provide the hotel with benefits by purchasing its services, remaining loyal, providing positive word-of-mouth publicity and repeat purchases. Any action on the part

of the hotel affects the customers with whom it is in a transactional relationship. The customer may terminate the relationship with the hotel if his or her self-interest is not being served. Hotels that fail to provide customers with the benefits that were indirectly negotiated and agreed upon, such as the standard of quality from the services produced by the hotel and rewards from a transactional relationship, inadvertently terminate their relationship with the customers, who instead enter into a relationship with a competing hotel that provides them with a reasonable amount of benefits in exchange for their payments. Relationship marketing focused on customer loyalty is connected to this relationship. Cultivating tactics that gratify both the customer and the hotel in a mutually beneficial relationship is an added, fruitful venture in the long-run, given that profits will increase if customers are satisfied with what the hotel is providing them in exchange for their money. Relationships are prolonged and maintained when both parties accomplish their responsibilities to each other. Moreover, satisfying the customer is amongst the key responsibilities of the hotel. If a customer is emotionally connected to a hotel, he or she is unlikely to switch to a competing hotel even if the hotel fails to satisfy his or her needs.

The SET is highly effective when accounting for links such as cost-benefit equations. Nonetheless, SET does not explain why some individuals choose to abandon an attachment even when they have no alternatives; neither does it explain the level of differences in the dissatisfaction experienced by the party. SET has been criticized for delving too much into individuals' standpoints while disregarding social factors of people's attachments, including how parties exchange information and interest in shared events (Redmond, 2015).

The major criticism of SET, however, is concerned with the egotistic nature of the construct. Are individuals only driven to sustain attachments with others merely for

hedonistic (egotistical) reasons? Probably, such views are only relevant in individualistic societies, if at all. Another shortcoming is that SET disregards cultural settings and differences. This means that the SET is based on rewards, but cultures are different, and in some cultures, rewards might not be sought for in relationships. Another criticism is that that the SET portrays individuals as selfish and always going after personal gain (Redmond, 2015).

2.2.1 Assimilation Theory

This theory as explained by Aigbavboa and Thwala (2013), states that disappointed anticipation leads to a state of dissonance or "psychological discomfort" because the outcome differs from the consumer's initial belief. It claims that a person has cognitive aspects (or "knowledge") about his past behavior, dogmas, dispositions, and circumstances. If a person is confronted with two psychologically discordant notions, he or she will work tirelessly to alleviate the mental discomfort by modifying or diverting one or both perspectives in a more agreeable direction.

The morale for removing cognitive dissonance by adjusting the cognitive aspect is likewise stronger when the cognitive element is stronger. According to the theory, when there is a disconnect between the customer's anticipations for a product/service and the actual performance of that product/service, the consumer is compelled to reduce the psychological discomfort by altering his or her perception of the product/service to bring it closer to his or her expectations.

This hypothesis implies that hoteliers set expectations for how they charge their services by star-rating them and providing high-quality services. When a customer's expectations aren't met when receiving service, the consumer becomes dissatisfied and bitter with the hotel, and he or she may decide not to return. Customers generate favorable feelings as a

result of pleasant experiences (happy, excited, satisfied, pampered, delighted and so forth). As a result, the customer will always be willing to utilize the service again. Nonetheless, a terrible encounter causes the consumer to feel negative emotions (mad, upset, unsatisfied, uncomfortable, and so on), making him or her reluctant to return to the hotel. Therefore, in view of this theory, hotel managers should try to meet customer expectations by creating pleasant experiences to motivate customers to stay loyal.

Aigbavboa and Thwala, (2013), argue that the Assimilation approach has some critical pitfalls. First, it posits a link between anticipation and its fulfilment but does not explain how the mismatch of anticipation results in either contentment or dissatisfaction. Second, it assumes that clients are sufficiently driven to modify either their anticipated results or their views about the performance of the purchased item. Many scholars report that controlling for actual product performance could engender an affirmative link between anticipation and fulfilment. Therefore, it seems lack of fulfilment may not happen, unless the assessment process takes off with negative consumer anticipations.

2.2.3 Equity Theory

The Equity Theory was also used to drive this research. Adams was the one who came up with the concept of equity theory (1965). It posits that persons in social exchange relationships compare with one another, and the ratios of their contributions into the exchange determine their results from the exchange. Inequity occurs when the alleged contributions or results in an exchange relationship are psychologically inconsistent with the alleged contributions and/or results of the referent (Nguyen, Syed Alwi & Simkin, 2015). The assumption of the Equity and Social Exchange Theories of Relationships, according to Hatfield and Rapson (2012), is that parties will be most contented and dedicated to a relationship when they see it to be equitable, that is, when both partners are alleged to be making fairly equal investments or contributions to the relationship (and

as getting fairly equal benefits from that relationship). Equity Theory states that people feel most contented when they are receiving precisely what they merit from their relationships – no more and certainly no less. To put it another way, the equity notion states that the ratio of outputs to inputs must be constant throughout and amongst all participants in a transaction (Lively, 2015). The Equity theory assumes that customers hope for a fair value for the payment they make to their hotel. It also assumes that customers decide on what the ideal equitable value is after associating their inputs and outcomes from the hotel, and that the customers who perceive themselves as being in an inequitable situation, will leave the hotel (Lively, 2015).

Individuals are contented in relationships that have mutual gains and shared duties. If a party is dissatisfied in a relationship, he or she becomes discouraged, just as the one who feels satisfied feels guilty due to the skewed benefits of his or her attachment. This is ingrained through social standards and expectations about justice. When it comes to Customer Loyalty research, loyalty is regarded to exist when the customer believes that his output to input ratio is the same as the service provider's. Put differently, the customer will be happy if what he or she gets from the hotel is equivalent to the price, and consequently will wish to remain in the relationship for longer. Further, this theory stresses on equal treatment of customers. All customers within the hotel should be given the same treatment. If this happens, the customer would be motivated to remain with the hotel and even publicise to family, friends and colleagues how good the hotel is. The opposite will happen if discrimination exists on the treatment of the customers. The Equity Theory is a framework for analyzing customer-organization relationships. Customers that feel treated fairly during their interactions with the company will be satisfied and wish to stay with the company for a long time. Customers should be given

quality services, according to the Equity Theory, to make them more likely to stay committed to the hotel, return to the hotel, and refer the hotel to others.

As much as the Equity Theory explains relationships in marketing, it also has some weaknesses. The censure on this construct is targeted towards its assumptions and practical implications. Critics raise concerns over the simplicity of the construct, positing that various demographic and psychological factors shape people's considerations of fairness and attachments to others. Moreover, many investigations that prop up the main pillars of this theory have been explored in laboratory contexts, meaning it is unclear if they apply to real-world scenarios. Critics equally aver that individuals may regard equity/inequity not only in respect to precise investments and rewards in an attachment, but also in respect to the general system that shapes those investments and rewards (Redmond, 2009).

2.3 Empirical Review

The empirical literature on Relationship Marketing Orientation and Customer Loyalty is presented in this section.

2.3.1 Relationship Marketing Orientation and Customer Loyalty

According to Gilaninia et al. (2012), Relationship Marketing Orientation is a technique for attracting, keeping, and maintaining client relationships. Relationship Marketing, according to Cosic and Djuric (2010), is a paradigm that shifted firms' focus from transaction to relationship marketing. Relationship marketing orientation, according to Alrubaiee and Al-Nazer (2010), encompasses all marketing actions aimed at developing loyalty (keeping and winning customers) by offering value to all parties involved in relational exchanges. Relationship marketing orientation is defined by Amoakoh and Naong (2017) as the identification, formation, preservation, development, adaptation,

and dissolution of customer relationships in order to generate value for customers and profit for businesses through a chain of relational exchanges with both a past and a future. Organizations utilize relationship marketing orientation as a strategy or approach to establish mutual relationships with their clients (Raza & Rehman, 2012). SQ, contentment, trust, dedication, perceived value, image, social capital, and customer demographics have all been recognized as major antecedents of RM in most research (Auka, 2012; Agyei & Kilika, 2013; Narteh et al., 2012; Tarus & Rabach, 2013; Upamannyu et al., 2015).

Service Quality, Customer Emotions, and Customer Perceptions were used to gauge Relationship Marketing Orientation in this study. This study included the SQ variable since it is one of the most important antecedents of CL that has a bearing on Customer Loyalty (Leninkumar, 2016). Service quality is also seen as a prerequisite for retaining and pleasing valued consumers, as well as a precursor to sustainable competitive advantage (Dhandabani, 2010; Leninkumar, 2016). Client satisfaction and behavioral intentions are positively influenced by the quality of service provided (Hwa-Kyung, 2013). Many businesses are focusing on providing high-quality services as a means of gaining a competitive advantage (Chen, 2013; Xie & Heung, 2012). Client happiness is influenced by both service recovery and providing quality. Customer satisfaction, on the other hand, leads to customer loyalty (Cheng, Shaheen, Gan & Brian, 2017).

Emotions were included in this study because they have been found to be a vital component in RM. Empirical examination into their influence within this perspective was found to be desirable (Chaparro-Paliáz, Hernández-García & Urueña-López, 2015; Cheng & Rashid, 2015; Sarwari, 2018). Some scholars recommend future studies to investigate the manner in which emotions impact on consumers' judgments to preserve or break a relationship or how to create the same (Chaparro-Peláez *et al.*, 2015;

Williams, 2014). Therefore, the current study advanced a comprehensive relationship marketing model where Relationship Marketing Orientation has incorporated emotions to determine customer loyalty in 1-star, 2-star, 3-star and 4-star hotels in the North Rift Region of Kenya. Second, while the need of researching the function of emotions in long-term relationships has not been stressed in the literature on long-term relationships, it has been strongly promoted in the literature on hospitality as an issue that deserves further investigation (Ghaith, Mutia, Ahmad, Enas & Malek, 2018; Ou & Verhoef, 2017). With greater scholarly interest in alternative perspectives to understanding and enriching customer experience, emotions have attracted greater focus. Some studies in the hospitality contexts show a strong role of emotions on client satisfaction, loyalty characteristics and readiness to pay more (Ghaith *et al.*, 2018; Ou & Verhoef, 2017). As such, emotions are increasingly becoming the leading subject matter compared to satisfaction in hospitality studies. Thirdly, out of the many studies on relationship marketing development, only few have concentrated on customer emotions (Cheng & Rashid, 2015; Williams, 2014).

Customer perceptions were included in this study because they are increasingly becoming important in gaining competitive advantage and are tools for evaluating marketing strategies (Singh & Choudhury, 2017). Further, customer perceptions towards the image of the company and its products and services affect purchasing decisions (Singh & Choudhury, 2017). Priporas, According to Stylos, Vedanthachari, and Santiwatana (2017), there is a positive relationship between provision value, client gratification, and consumer loyalty, with satisfaction mediating the relationship between provision value and loyalty. In the hotel sector, customers' patronage is affected by a positive appearance. Because it has the power to impact customers' perceptions of the products and services given, image is seen as a significant component influencing

marketing strategies for organizations (Qawasmeh, 2016). Positive perceptions of a service or product are influenced by a positive image. The set of sensitivities indicated in the links preserved in the client's memory is referred to as appearance and reputation (Saleem & Raja, 2014). Customers cannot assess the quality of a service before it is rendered. In such cases, image might have an impact on the establishment of norms as well as client expectations. According to studies, one of the most important factors guests evaluate when choosing a hotel is its image (Lahap, Ramli, Said, Radzi & Zain, 2016). Part of the link between client happiness and loyalty is mediated by corporate image (Cheng et al., 2017). According to hotel owners, a good image has the power to boost financial performance, rate of occupancy of the hotel, average hotel price charged, profitability, and customer loyalty (Fung So, King, Sparks & Wang, 2013; Lahab et al., 2015).

Relationship Marketing's main goal is to build and maintain long-term relationships that lead to customer loyalty (Limo et al., 2014; Mara & Rodolfo, 2011). In this study, customer loyalty was handled as the last dependent variable. Many scholars have suggested that loyalty is a relationship phenomena (Mara & Rodolfo, 2011). As a result, Customer Loyalty is regarded as the most crucial aspect of RM and lies at the heart of the RM paradigm. Farhat and Khan (2011) recognize the importance of this concept, which stems from the notion that keeping a customer is more profitable than gaining a new one. This is explained by the fact that the price of serving loyal clients is lower since fewer loyal clients are cost-sensitive and tend to pay more in the firm.

Past studies (Abdullah *et al.*, 2014; Husnain & Akhtar, 2015; Ndubisi, Anyanwu & Nwankwo, 2015; Oumar, Mang'anyi, Govender & Rajkaran, 2017) reveal that there is a connection between RMO and Customer Loyalty. Various experts agree on the existence of strong links between RMO and CL. However, they lack consensus on the specific

precursors/tactics/activities of RMO that affect CL. Abdullah *et al.* (2014) looked into brand reputation, alternative attractiveness, trust and emotions as antecedents of RMO that influence CL. Husnain and Akhtar, (2015) investigated trust, commitment, communication and conflict management as antecedents of CL. Mwanzia (2013) posits that economic switching barriers, succeeded by clients' anticipations, costs and provision quality, do shape consumer loyalty.

Narteh *et al.*, (2013), looked at the impact of capability, commitment, conflict resolution, confidence, communication, and relational ties on customer loyalty in a study on Relationship Marketing Orientation. It was discovered that in the hotel business, all six variables had an impact on customer loyalty. Another investigation on Relationship Marketing by Fukey, Kumar, Balasubramanian, and Patil (2016), discovered that shared dream, worker behavior, communication, customer relationship, confidence, and prosperity had an effect on customer loyalty (buyer/seller relationship). Relationship marketing implementation is influenced by hotel size and buyer pressure (Essawy, 2012).

Many businesses still do not clearly understand the concept of Customer Loyalty (Shammout & Algharabat, 2013). This could be due to the lack of a universally accepted definition or method for measuring loyalty (Shammout & Algharabat, 2013). According to Lovelock and Wirtz, (2011), Customer loyalty refers to a customer's willingness to patronize a company for an extended period of time and to suggest the firm's offerings to friends and family members. Customer loyalty may also be described as a customer's inclination to purchase an organization's goods and services over those offered by a competitor (Singh & Khan, 2012). Customer loyalty, according to Chiguvu (2016), is the guarantee of purchasing a preferred offering again and over again, despite situational conditions and marketing efforts that may lead to switching behavior. Therefore, in order to be successful, hoteliers must cultivate customer loyalty (Edwin & Sheryl, 2013).

Customer loyalty refers to a customer's strong attachment to a product or organization. It entails a customer appreciating the service provided, promoting the service provider to others, encouraging others to shop at the service provider, favoring the service provider's products over those of competitors, and making repeat purchases (Chi-chen et al., 2016; Chiguvi & Guruwo, 2017). However, research in both services marketing and relationship marketing commonly regard client loyalty as being based on three factors: behavioural loyalty, attitudinal loyalty (Rai & Medha, 2013), and a combined approach of behavioural and attitudinal loyalty (Kwong & Candinegara, 2014). Loyalty has been characterized in terms of purchase measurements over a set length of time from a behavioral standpoint.

These factors include buying frequency, quantity, purchase sequence, and likelihood of purchase (Cong, 2016; Dwivedi & Merrilees, 2016; Thaichon & Jebarajakirthy, 2016; Jasinskas, Streimikiene, Svagzdiene & Simanavicius, 2016; Yoo, Bai & Singh, 2020). Attitudinal loyalty has also been shown to explain a fraction of the variance that is not explained by behavioral differences (Casidy & Wymer, 2016). To overcome the weaknesses of using one model to explain customer loyalty, researchers advice the adoption of a two-dimensional behavioural-attitudinal scheme (Ali *et al.*, 2016; Shammout & Algharabat, 2013; Cossío-Silva, Nisar & Whitehead, 2016; Revilla-Camacho, Vega-Vázquez & Palacios-Florencio, 2016; Srivastava & Kaul, 2016;). The two-dimensional approach is composite loyalty (Shammout & Algharabat, 2013). This research took up the perspective of Chi-Chen *et al.* (2016), which views client loyalty as an in-depth devotion to re-purchase or re-appropriate a utility.

In his research, Marshall (2010), considered Customer Loyalty as involving a “consumer who does repeat purchases from the same service provider every time possible and who

continues to endorse or preserves a positive approach towards the service provider.” Tung, Kuo and Kuo (2011), argue that client loyalty has two magnitudes: behavioural and attitudinal. Behavioural loyalty means the customer purposes to re-acquire a brand or services from the service supplier over time (Shikun, Yao-Ping, Yaoping, Yuan, Guoying & Chun-Chun, 2020); whereas dispositional loyalty implies the client purposes to re-buy and also informs others about the product (Andrine & Solem, 2016). The current study adopted the definition of customer loyalty by Abu-Alhaija *et al.* (2018), who defined Customer Loyalty as a strong emotional attachment to a product or business. It entails a customer appreciating the service provided, promoting the service provider to others, encouraging others to shop at the service provider, favoring the service provider's products over those of competitors, and making repeat purchases.

In the recent past, many studies have been carried on Customer Loyalty (for instance, Afsar, Rehman, Qureshi & Shahjehan, 2010; Bowen & McCain, 2015; Pimpão, Correia, Duque & Zorrinho, 2014; Hassan, Pourabedin, Sade & Chai, 2017; Tanford, Shoemaker & Dinca, 2016; Yang & Lau, 2015; Waal & Heijden, 2016). All these studies agree that because of stiff competition, client loyalty is necessary for any organization to succeed. However, they do not agree on the precursors of client loyalty (Auka, 2012). Hassan, Pourabedin, Sade and Chai (2017), looked into perceived value, psychological needs, economic value and interaction and found out that they affected Consumer Loyalty. The current investigation, however, examined SQ, Consumer Emotions, and Customer Perceptions. Nevertheless, perceived value was used as a measure of customer perceptions.

In their study, Tanford *et al.* (2016), used brand loyalty and loyalty schemes as precursors of client loyalty. Waal and Heijden (2016), examined the behaviour of employees (service quality, capability, empathy, understanding of customer needs,

responsiveness, courtesy, employee's behaviour and trust), CL and consumer closeness) as antecedents of CL. Bowen and McCain (2015), studied market segmentation (generation differences), consumer behaviour, consumer satisfaction and loyalty. They found that market segmentation (generation differences), and consumer satisfaction influence customer loyalty. SQ, Consumer Emotions, and Customer Perceptions were examined as antecedents of customer loyalty in the current study, which filled a vacuum in the literature.

2.3.2 Service Quality and Customer Loyalty

Service Quality (SQ) is a conception that is seen as complex, elusive, subjective and an abstract according to Nomnga and Mlanga (2018). To various people, it signifies different things. The most popular definition of service quality is that it refers to the variances in customer expectations and perceptions of the service provided (Nomnga & Mhlanga, 2015). SQ is defined as the buyer's assessment of the overall quality or superiority that he or she perceives of a company's product or service (Khoo, 2020; Kim *et al.*, 2012). The current study adopted the explanation by Kim *et al.* (2012), which conceptualizes SQ as consumers' judgement of overall quality or superiority that they observe of a company's offering. Past investigations have attempted to pinpoint dimensions of SQ. Rahhal (2015), for example, proposed two independent service dimensions: technical and functional excellence. Customers receive technical quality as a result of their interaction with a service supplier. A concept of technical excellence is also examined in the form of the core SQ of a product or service (Nomnga & Mhlanga, 2015; Rahhal, 2015). Functional excellence, on the other hand, refers to how the organization delivers the service. This dimension is not directly related to core service offerings, but it does encompass a wide range of service delivery items, such as customer

perceptions of customer care and employee behavior (Kunderis, alys & aliene, 2011; Nomnga & Mhlanga, 2015; Rahhal, 2015).

On the other hand, service quality in services marketing literature has been postulated largely as a multidimensional model (Jain & Jain, 2012). It is seen as a multidimensional phrase that encompasses numerous dimensions (attributes or components) that customers examine when assessing service quality. Assessment of SQ is important for organizations as it helps them identify attributes that customers consider important in selecting service suppliers and appraising the quality of service to the customers (Jain & Jain, 2012). Since there is no agreement among scholars about the concept of SQ, and its operationalization, measurement of the same has become elusive. SERVQUAL and SERVPERF are the two multidimensional scales that have been proposed by researchers to assess SQ in hotels.

The SERVQUAL model was used in this investigation. After a thorough analysis of the literature and extensive consultations with customers and service industry experts, the researcher came to this conclusion. It was suggested that a two-part scale of 22-items each measuring expectations and perceptions aspects of the Service Quality variable be used in line with other studies (Gathoni & Van der Walt, 2019; Jain & Jain, 2012; Rahhal, 2015; Najafi, Saati & Tavana, 2015). The data linked to these scale questions was subjected to a Factorial Analysis, which revealed that Service Quality is comprised of five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The reliability and validity test of the scales confirmed it as a generic scale which could measure Service Quality across different service industries (Jain & Jain, 2012). The SERVQUAL technique is extensively used for assessment of quality of hotel services (Gathoni & Van der Walt, 2019; Jasinskasa, Streimikieneb, Svagzdienea &

Simanaviciusa, 2016; Jebraeily, Rahimi, Fazlollahi & Lotfnezhad, 2019), in the tourism industry (Markovic & Raspor, 2010; Kinderis et al., 2011; Boon-Liat & Zabid, 2013).

SQ is made up of five main aspects, according to research: reliability, responsiveness, assurance, empathy, and tangibility. (Cheserek, Kimwolo & Cherop, 2015; Markovic & Raspor, 2010; Hassanzadeh, Sharifabadi & Derakhshan, 2010; Kiran & Diljit, 2011; Prentice, 2013). Various viewpoints of Service Quality have differing bearings on CL and the degree of loyalty varies across sectors (Prentice, 2013). Among these measurements are reliability, responsiveness, empathy, physical deliverables and assurance. Reliability is about executing the assured act reliably and precisely (Zeithaml, Bitner & Gremler, 2006). Reliability is the most vital aspect in the perception of SQ (Cheserek *et al.*, 2015). It stresses the delivery of the performance in a timely manner in the company. It implies that the firm should not only undertake the assured act properly but also accomplish its pledges (Ismail & Yunan, 2016).

Responsiveness is the employees' readiness and willingness to support clients in availing prompt services (Ismail & Yunan, 2016; Zeithaml *et al.*, 2006). It influences CL by reflecting the interest of the seller revealed in the buyer's wish. Willingness is the disposition to be useful to the customer and it depends on information, confidence and empowerment. It entails urgency of service delivery (Al-Haqam & Hamali, 2016). Assurance is described as the ability of staff to instill confidence and assurance in consumers by their expertise, concern, and capability (Ismail & Yunan, 2016; Zeithaml *et al.*, 2006). Assurance eradicates the feeling of susceptibility, uncertainty and reservation in a client (Al-Haqam & Hamali, 2016). It assures clients of safety, preference and expertise. Assurance also imbues a sensation of physical effect in client care (Ismail & Yunan, 2016). Empathy is about caring and tailoring of services offered to customers. It retains the clients by exemplifying esteem and strengthening outstanding

self-concept (Al Bostanji, 2013). Empathy conveys an understanding of the customers' specific and unique needs by the business via client service. An organization with empathy may further be viewed as having a huge advantage to grow its business (Al Bostanji, 2013). Tangibility encompasses all the physical infrastructure, advertising materials, staff and documented resources.

Service Quality has a vital influence on RM as it makes customers feel satisfied and therefore remain loyal. A buyer will immediately evaluate the service the company delivers to see if it makes him or her feel satisfied. SQ is a crucial element for businesses (Yusoff, Ismail & Ali, 2010). Many studies on service industry have examined the benefits of SQ on customer loyalty (Alshurideh, Al-Hawary, Saed Mohammad, Mohammad & Kurdi, 2017; Bakti & Sumaedi, 2013; Makanyeza & Chikazhe, 2017; Prentice, 2013; Wang & Chou, 2013). When a customer feels satisfied with the SQ, he or she will remain positive to the service provider, hence loyal (Kihara & Ngugi, 2014; Onditi, Oginda, Ochieng & Oso, 2012). Because the market environment has become more competitive, providing high-quality service has become a critical strategy for organizations' excellence and relevance. It is also instrumental in aggressive marketing (Sandhu & Bala, 2011). One of the determining factor of customer loyalty is service quality. Customers are gratified by high levels of SQ, which encourages them to stay in touch with the company for a long period.

According to Rahman, Khan, and Haque (2012), there are two sorts of service values: technical and utilitarian value. Technical value is the actual service attainment of customers in the delivery process while utilitarian or functional quality is the service delivery design from the service provider. According Rahman *et al.* (2012), examining the way a customer thinks of the service quality is fairly challenging compared to assessing how he or she thinks of the product quality. The perception of SQ is defined by

the buyer's expectations in relation to the service received. Therefore, SQ is the evaluation of the process of offering service.

The relationship between SQ and customer loyalty has been studied extensively. (Sudigdo, Khalifa & Abuelhassan, 2019; Tariq, Abbas, Abrar & Iqbal, 2017). For example, Jasinskasa *et al.* (2016), discovered that service quality had a substantial influence on CL. SQ was proven to be an important driver of customer loyalty among 4-5 star hotels by Maroco & Maroco, (2013). In their investigations, Kandampully, Juwaheer, and Hu (2011a; 2011b), as well as Kasiri, Guan Cheng, Sambasivan, and Sidin (2017), discovered a substantial link between Service Quality and Customer Loyalty. Similarly, Poku, Ansah and Lamptey (2014) and Poku, Zakari and Soali (2013) established that responsiveness of Service Quality had the greatest bearing on Customer Loyalty, followed by empathy, assurance and reliability. Tangibility had the least bearing on Customer Loyalty amongst the 1-star, 2-star and 3-star hotels in Ghana. Likewise, Tefera and Govender (2017), discovered that SQ leads to Customer Loyalty. According to several studies, Service Quality has an indirect impact on Customer Loyalty (Kandampully, Zhang & Bilgihan, 2015). However, Gbenga and Osotimehin (2015) discovered a positive and substantial link between customer loyalty and customer perceptions of service quality in the Nigerian hospitality business.

Myo, Khalifa and Aye (2019), examined the Service Quality and consumers' anticipations of five star-rated hotels in Myanmar. There was a substantial positive association between Service Quality and Customer Loyalty, according to the study. The previous study was conducted in Myanmar, but the present study was conducted in Kenya's North Rift Region. Through the mediating role of customer pleasure, the Myanmar study looked at the indirect impact of service quality on customer loyalty. The current research, on the other hand, looked into the impact of service quality on customer

loyalty in star-rated hotels. While Myo et al. (2019), utilized a structural equation model to analyze the data, the current work used a regression model. Furthermore, it was suggested in their study that a follow-up study be conducted that included price and location in the model. The current study addressed this gap by integrating pricing as a customer perception factor, as well as location as a hotel attribute indicator.

In their study, Markovic and Raspor (2010) used the SERVQUAL Technique to investigate the SQ of Croatian 2-4-star hotels and discovered that hotel customers' expectations are influenced by reliability, empathy, staff competency, accessibility, and material values. The previous study was carried out in Croatia, while the present study was carried out in Kenya. Additionally, Markovic and Raspor took into account SERVQUAL elements such as dependability, empathy, personnel competency, accessibility, and material values. The reliability, empathy, assurance, responsiveness, and tangibility were all investigated in this study.

A study by Wang'ombe and Ngige (2016), examined the effect of service quality on customer satisfaction in Nairobi, Kenya's 4-5-star hotels. The study used self-administered questionnaires with a sample size of 72 customers. It also deployed Chi-Square to test the hypotheses. There was a substantial association between Service Quality and Customer Satisfaction, according to the findings. Wang'ombe and Ngige's research focused on four- and five-star hotels in Nairobi, Kenya, whereas the current study focused on one-, two-, three-, and four-star hotels in Kenya's North Rift Region. Furthermore, the current study looked at customer loyalty as a dependent variable, whereas Wang'ombe and Ngige looked at satisfaction. The current study included a sample size of 384 people and tested the hypotheses using Multiple Regression and Hierarchical Regression.

In their study, Kariru and Aloo (2014), investigated customer views and expectations of service quality in hotels in Kenya's western tourism circuit. The study focused on three-star hotels in Western Kenya, with a sample size of 120. The data was analyzed using descriptive statistics and a descriptive survey as the study strategy. The research revealed that five dimensions in the hotel business contribute to outstanding service quality: responsiveness, empathy, reliability, assurance, and tangibles. Unlike the reviewed work, the current study was carried out in the North Rift Region, on one-, two-, three-, and four-star hotels, used Cross-Sectional Design and tested hypotheses using Multiple Regression and Hierarchical Regression.

Mandi Onyango and Okelo (2017), investigated the influence of service quality on hotel sector performance in Busia, Kenya, in their study. The study used Correlational Survey, Questionnaire and Interview Schedules. It targeted 35 hotels in Busia town, and the sample size was 105 while sampling method was Census. The study established that Service Quality influenced hotel performance. The current study used a Cross-Sectional Design instead of the Correlational Survey used by Mandi et al., (2017). The current study used the questionnaire only as a research instrument, but relied on the Multi-Stage Sampling Technique and tested hypotheses using Multiple and Hierarchical Regression Analysis. Furthermore, Mandi et al. looked at all of the hotels in Kenya's Busia town, but the current study only looked at star-rated hotels in Kenya's North Rift Region. The reviewed study also looked at hotel performance as a dependent variable and used managers and staff as the unit of analysis while the current research looked at Customer Loyalty as a dependent variable and interviewed customers.

In Nairobi County, Kenya, Kiunga, Maranga, and Kamau (2019) investigated how consumers' cultural orientation influences Service Quality anticipations in 3-5-star hotels. The sample size was 374, and the hypothesis was tested using Regression Analysis.

Consumer cultural orientation, management perspective, and communication techniques all have a substantial impact on Service Quality anticipations among 3-5 star hotel consumers in Nairobi City, according to the study. While the reviewed study looked at Service Quality as a dependent variable, the current study used service quality as one of the independent variables. Kiunga *et al.* also studied 3-5 star-rated hotels while the current study was carried on 1-4-star hotels.

Another study by Mbuthia, Muthoni, and Muchina (2013), explored hotel SQ, focusing on views and gratification amongst the local guests in Kenya. Tangibility, reliability, responsiveness, communication, and confidence were used to assess service quality. The research instrument was a questionnaire, and the sample size was 189. Cluster sampling was used, and the research design was a Descriptive Survey. The results indicated that tangibility had the highest influence while reliability, responsiveness, communication and confidence had a moderate influence on satisfaction. Unlike the work of Mbuthia *et al.*, the current study measured Service Quality using reliability, tangibility, empathy, responsiveness, and assurance. It also used cross-sectional research design, and multistage sampling. Furthermore, the current study filled the gap by examining Customer Loyalty as a dependent variable.

Businesses can attract customers by applying both standardized and personal relations (Ananth, Ramesh & Prabakaran, 2011). A combination of tangibility, reliability, sensitivity, guarantee and empathy all have a substantial bearing on buyer gratification (Cheserek *et al.*, 2015). The above studies, however, failed to include Customer Loyalty. Furthermore, the researchers focused only on SQ and customer satisfaction. Cheserek *et al.* (2015) looked at the fiscal field. The present study filled this lacuna by looking at the SQ, Consumer Emotions and Consumer Perceptions as an independent variable and Customer Loyalty as a dependent variable in the hospitality field.

An investigation by Onditi *et al.* (2012), noted that SQ is a crucial force behind client loyalty for users who had not operated accounts in the same bank for at least two years. The study further affirmed that Customer Loyalty could be increased by manipulating Service Quality. According to Al-Azzam (2015)'s study on the impact of Service Quality characteristics on client satisfaction in Arab banks, the higher the service quality, the higher the buyer's contentment. The study also confirmed that the cores of SQ have a critical place in this variable. Furthermore, the research revealed that tangibility, responsiveness, reliability, empathy, and security positively disrupt consumer satisfaction. Al-Azzam further indicated that Service Quality is a crucial pointer of efficiency within the banking business. The studies by Onditi *et al.* and Al-Azzam were conducted in the banking sector whereas the current study was conducted in the hotel sector. While the Al-Azzam study looked at satisfaction as dependent variable, the current study looked at Service Quality and Customer Loyalty.

Tefera and Govender (2016), conducted a study on construction and validation of an alternate hotel quality tool. The research was carried out at a cluster of Ethiopian classified hotels. The findings revealed that HOTSPERF was a valid and accurate predictor of buyer perceptions of hotel SQ. Tefera and Govender found that substantial relationships occurred between general service quality and buyer gratification and between buyer gratification and loyalty. Service Quality has been found to have a positive effect on Customer Relationship Management and Customer Loyalty (Dubey & Srivastava, 2016). The results from the work of Tefera and Govender thus supported the findings of other past studies (Iddrisu, 2011; Sabir & Irfan, Sarwar, Arslan, Binesh & Akhtar, 2013; Poku, Ansah & Lamptey, 2014). In Tefera and Govender's study, tangibility was the element that presented a great bearing on loyalty. The findings backed up Agyei and Kilika's (2013), findings that all aspects of service quality (tangibility,

assurance, responsiveness, reliability, and empathy) had a favorable impact on customer loyalty. Service quality is a topic that has received a lot of attention and sparked debate in recent research because of the difficulties in characterizing and measuring it, with no consensus developing on either issue (Kleynhans & Zhou, 2012). SQ is defined as a consumer's assessment of the overall quality or superiority of a service (Ueltschy, Laroche, Tamilia & Yannopoulos, 2004; Kleynhans & Zhou, 2012). SQ perception is critical to any service organization's performance. Since customers are co-producers of services, they interact intimately with numerous service characteristics in an organization. This understanding allows them to critically evaluate the services delivered by businesses.

Buyers evaluate SQ by matching the degree of service they obtain with their anticipated degree of service. Therefore, enhanced Service Quality is critical to enhancing value to the general service experience (Shahin & Debestani, 2010; Kleynhans & Zhou, 2012). SQ is an overarching factor in the delivery of superior service. To compete globally, service businesses must offer quality services that surpass customers' expectations. SQ is thus the defining element of an organization's achievement or failure (Pakurár, Haddad, Nagy, Popp & Oláh, 2019). SQ is also affected by expectations, procedural quality, and output quality, according to Pakurár et al. As a result, the grade of service is dependent on consumers who are aware about such services and who make decisions based on their knowledge and emotional condition.

According to Al-jazzazi and Sultan (2017), service quality is the difference between consumers' expectations and expected service and product performance. SQ is defined by Musaba, Musaba, and Hoabeb (2014), as the customers' general evaluation of the superiority of a service offering. In contrast to Kim *et al* work, the current study defined

SQ as a consumer's assessment of the quality and superiority of the service they receive (2012). The most well recognized Service Quality indicators were used to quantify SQ in this study: reliability, responsiveness, assurance, empathy, and tangibles (Cheserek et al., 2015; Hassanzadeh et al., 2010; Kiran & Diljit, 2011; Markovic & Raspor, 2010).

2.3.3 Customer Emotions and Customer Loyalty

Customer Emotions were defined by amount and Algharabat (2013), as “a psychological state of readiness that arises from intellectual assessments of actions or opinions; have a phenomenological tendency; are supplemented by biological procedures; are regularly expressed physically; and, depending on their nature and the person, may result in exact activities to confirm or deal with the feeling.” Customer emotions have also been referred to as crucial elements in relationship marketing (Fatma, 2014). Nonetheless, as Shammout and Algharabat indicated, more empirical research regarding their impact in this setting was required (2013). Some past scholars have in fact recommended upcoming studies to investigate the manner in which Customer Emotions impact consumers’ judgments to preserve or break a relationship or how to create the same (Chaparro-Peláez *et al.*, 2015; Williams, 2014). Studies have also shown that emotional and touching considerations of purchaser-seller association are key factors of CL (Bügel, Verhoef & Buunk, 2011; Zohaib & Salman, 2017). Customer Loyalty depends on customer emotions as this includes the mental state that mirrors the association between the customer and the company, resulting in a positive attitude towards the organization (Zohaib & Salman, 2017).

Customer Loyalty to an organization is determined by positive feelings towards the product. In turn, Customer Emotions shape the consumer’s purchase intentions (Evanschitzky, Ramaseshan, Woisetschläger, Richelsen, Blut & Backhaus, 2012). In the service industry, they also produce great consumer experiences that lead to loyalty. As a

result, positive emotions assist the company in maintaining long-term relationships and in eliciting positive purchasing intentions (Zohaib & Salman, 2017). According to Khademi and Fakhreddin (2021), emotions have a substantial influence on the CL and that the more positive the buyer is the more loyal he or she stays towards the organization. In their study, Han, Chua, Lee and Koo (2021), established that emotions help organizations to build Customer Loyalty. CE also aids businesses in attracting and retaining loyal clients (Kandampully, Zhang & Bilgihan, 2015).

In order to promote customer loyalty, studies have emphasized the importance of emotions in services and advocated that more attention be paid to consumer emotions (Bilgihan, Madanoglu & Ricci, 2016). Based on this recommendation, the current study included the customer emotions in the analytical model. CL is influenced by positive consumer emotions towards an offering and influences consumer intents and behavior (Evanschitzky, Ramaseshan, Woisetschläger, Richelsen, Blut & Backhaus, 2012). Numerous studies have shown that consumer emotions considerably play a significant role in the selection of service givers, assessment of SQ, repeat purchases, improvement of brand loyalty and directly impacts on behavioural intents (Ali & Amin, 2014; Bigdeli & Bigdeli, 2014; Jaiswal & Niraj, 2011; Palau-Samuell, Forgas-Coll, Sanchez-Garcia & Prats-Planaguma, 2014; Tsaur, Luoh & Syue, 2015). Moreover, customer emotions have been found to significantly influence Customer Loyalty in hospitality and tourism industries (Suwanamas, Trimetsoontorn & Fongsuwan, 2015). Medler-Liraz (2016), further established that positive emotions have a correspondingly positive effect on Customer Loyalty. Therefore, positive emotions have a significant effect on Customer Loyalty while negative have a negative effect on Customer Loyalty (Su, Huang, van der Veen & Chen, 2014).

In their study, Shammout and Algharabat (2013), used emotions as a mediating variable. In addition, they focused only on positive emotions. The current study used both positive and negative emotions as direct variables that predict loyalty. Sarwari (2018), discovered that when loyal consumers experience pleasant emotions, these feelings will intensify their confidence and contentment and that such consumers will be committed to revisit the hotel. Sarwari examined the effect of positive emotions only. The current study bridged the gap by looking at both negative and positive emotions.

A study by Fatma (2014), confirms that emotions are often seen as antecedents that can influence the outcomes of a customer experience (customer retention, customer loyalty, satisfaction). Both practitioners and researchers recommend that businesses that want to provide abundant experiences must take into account the emotional element as well as functional element (Claeys & Roozen, 2012). Few studies on the role of emotions on Customer Loyalty have been done (Claeys & Roozen, 2012). As such, the current study will enrich this area by generating data on RM and Customer Loyalty. According to Ferreira and Teixeira (2013), companies do not know the experiences they want to provide or the influence of the different components of those experiences on their customers; neither do they know which resources are needed to create the most effective positive experience to achieve sustained financial success, satisfaction, and customer retention. Additional empirical investigation is necessary to scrutinize the relative impact of emotional evidence in a service encounter to establish its influence on customer loyalty (Ferreira & Teixeira, 2013). In order to offer best practices to hotels on how to establish and sustain client loyalty, this study looked into the role of consumer emotions. If companies want their customers to become their true advocates, they need to offer both a positive emotional and functional experience. These kinds of encounters produce a high level of gratification, resulting in favorable word-of-mouth (endorsement) and CL.

Businesses offering utilitarian services are further prone to provoking negative emotions when they fail to supply the anticipated service to shoppers (Claeys & Roozen, 2012). Consumers who are emotionally attached are valued more than twice as much as customers who are very satisfied (Zorfas & Deemon, 2016). Customers that are emotionally linked are more likely to buy more products and services, return more frequently, have lower price sensitivity, pay more attention to the company's promotions, follow the company's advice, and recommend the company to others. Companies that use emotional connection tactics and measurements to track customer experience improve client emotional attachment, which leads to better financial results (Zorfas & Deemon, 2016). According to Zorfas and Deemon, the greatest method to increase client value is to thrill them by connecting with their emotions. This will help in meeting their customers' unknown needs.

The research by Lee, Comer, Dubinsky and Schafer (2011), explored the influence of emotional state in the relationship amongst buyers and sales people. The study established that buyers stood more contented with their relationship with the salesperson when they experienced a greater level of positive emotion. Customers who felt negative emotions were less satisfied and likely to terminate the relationship. The study by Lee *et al.* used the Recall Method to assess Customer Emotions. Future research should obtain data about customers' emotions and satisfaction through face-to-face interviews, according to the study by Lee *et al.* Therefore, the current study investigated the role of consumer emotions on their loyalty in star-rated hotels. The emotions of the customers were evaluated based on the interactions and the experiences they had while consuming the service. Self-administered questionnaires were used as the research instrument instead of recall method.

A study done by Boxer and Rekettye (2010), considered the impact of purported emotional intelligence on customer perceived value and CL. According to the findings, service providers have the ability to impact consumers' impressions and emotional experiences during the service provision encounter. It was also discovered that if this impression is good, clients see extra value in the service encounter and are more likely to build a long-term commitment to the company, which can lead to CL. The study offered unique and important role emotions play in business. It demonstrates that emotions should be the foundation for how businesses connect with customers in order to build client loyalty. Another research by Tronvoll (2011), discovered that the negative emotion of frustration was the simplest predictor of complaint behaviour towards the service provider. Further, strong negative emotions were produced by negative critical events and these influenced forthcoming actions against the service provider. Lastly, the study established that negative emotions, like frustration, were the key forces behind complaint behaviour to the service provider. The study utilized mixed methods. The current study, on the other hand, used a quantitative research approach to look at the impact of both negative and good emotions on consumer loyalty.

Buyer behaviour is determined by emotions in both superstores and financial firms. Accordingly, to be able to predict CL intents, the emotional element is critical and ought to be incorporated alongside the cognitive components (Razzaq, Yousaf & Hong, 2017). Razzaq et al. used emotions as a moderator between buyer equity drivers and loyalty behavior in their study. The present investigation adopted the work of Razzaq *et al.* by examining the direct impact of emotions using hotel features as the intervening force. While the study by Razzaq *et al.* was done on supermarkets and banking industry, this study was done in the hotel industry, a key hospitality sector. The dimension of emotions was incorporated into the model proposed in this study for various reasons. To begin

with, despite the fact that emotions have previously been acknowledged as a fundamental part in Relationship Marketing, more empirical research on their impact within this framework is required. Second, while the necessity of investigating the function of emotions has not been emphasized in the long-term RM research, it has been strongly advocated in the hospitality literature as a topic that requires further investigation (Shammout & Algharabat, 2013). To investigate the significance of emotions in RM, researchers have employed a variety of methods. For instance, Sarwari (2018), discovered that emotions influence relationship quality, which leads to CL, in an effort to analyze the intimacy of relationships.

Shammout and Algharabat (2013) argue that emotions and trust have a favorable link. Nonetheless, the impact of experienced emotions on consumer associations is a well-considered topic of emotional and cognitive organization that influences the outcome, and it has not been thoroughly investigated in marketing-related research (Sanchez-Franco & Rondan-Catalun, 2010; Shammout & Algharabat, 2013). The current research operationalized emotions as “a mental state of readiness that arises from cognitive appraisals of events or thoughts; have a phenomenological tone; are accompanied by physiological processes; are often expressed physically; and may result in specific actions to affirm or cope with the emotion, depending on their nature and the person having them” (Shammout & Algharabat, 2013). In order to determine Customer Loyalty in 1-star, 2-star, 3-star, and 4-star hotels in Kenya's North Rift Region, the current study provided a comprehensive relationship marketing model in which Relationship Marketing Orientation has incorporated emotions. Positive and negative emotions frameworks were used to gauge customer sentiment.

2.3.4 Customer Perceptions and Customer Loyalty

In today's competitive market place, customers' perceptions are becoming important for gaining a competitive advantage and as tools for evaluating marketing strategies (Singh & Choudhury, 2017). Further, customer perceptions (CP) towards the image of the company and its products and services affect purchasing decisions (Singh & Choudhury, 2017). Perceptions measure aspects of the service as essentially provided or experienced. Perception is the process of obtaining information through our senses, which include sight, hearing, touching, taste, smelling, and sensing. Customers see things, events, and relationships through these senses. Identification, processing, and storage of inputs are all part of perception (Yee & Yazdanifard, 2014). In the banking sector, customer perception is a critical competitive tool. A high level of consumer perception is required for firms' performance and survival in order to attract new consumers, increase customer loyalty, market share, and profitability (Pric, Martinovic & Barac, 2018).

The study by Pric *et al.* was done in a banking industry and it recommended that a similar study be done in another industry. Taking insight from that recommendation, this study focused on the hotel industry. Any company's primary purpose is to make profits, which can be accomplished through consumer perception. The significance of Customer Perception is used mainly to refer to how the customer views the quality of the service. On a wider perspective customer perception also means the customer's overall depiction of the company including the image, expectations, external influencers, and the quality of service among others. SQ perception is defined as need and desires of consumers that permit them to realize precisely what service firms should provide based on the consumer's previous experience and encounter (Ali, 2018). Customer Perception of a service is regularly made during and after the service has been delivered. Much research into clients' perspectives has utilized Service Quality (Ali, 2018; Ali & Raza, 2015; Lone

& Rehman, 2017; Sagher & Nathan, 2013). Customer Perceptions were examined in this study utilizing three items: Customer Perceived Value (CPV), Customer Perceived Image, and Customer Perceived Relational Benefits.

In the framework of RM and business models, Customer Perceived Value can provide a competitive edge (Zauner, Koller & Hatak, 2015). It is a critical aspect in evaluating the attractiveness of products and services as well as consumer contentment (Hur et al., 2013). According to one study, perceived value and customer loyalty are inextricably linked (Siu, Zhang, Dong & Kwan, 2013). Another study found that customer loyalty is linked to value, and that CPV is critical to eliciting favorable responses from customers (Chang, 2013). CPV is an important element of Relationship Marketing Orientation and it reflects the dedication the organization has to its customers, which is a strategy for differentiation. Further, Customer Perceived Value gives the organization a competitive advantage (Grönroos & Ravald, 2011). Furthermore, CPV gives the company the opportunity to strengthen its relationship with customers and establish long-term CL (Kandampully, Zhang & Bilgihan, 2015).

The key to retention of customers to become loyal is customer satisfaction, and satisfaction is because of providing greater customer value (Weinstein, 2012). Customers who are more satisfied become loyal, engage in favourable word of mouth, pay less attention to competitors, are price agnostic, contribute ideas to the company, and it is less expensive to serve them than to recruit new customers (Weinstein, 2012). A client's perceived worth, according to Hur et al. (2013), is a generalized estimate of the usefulness of a purchased item informed by perspectives on what is received and what is offered. CPV is defined as a consequence concept that results after numerous benefits received and costs devoted to attain a specific exchange of a service (Mayr & Zins, 2012). Perceived value results in consumer behaviour patterns such as loyalty. Auka,

Bosire and Matern (2013), and Curtis, Abratt, Dion and Rhoades (2011), have also indicated that Customer Loyalty can be earned consistently through delivering superior value. Customers' positive perceptions of value have a positive influence on their behaviour intentions.

Researchers have defined image differently. Image is a mentality that represents a combination of product characteristics (Amin, Isa & Fontaine, 2013; Liat, Mansori & Huei, 2014). From the perspective of the company, image is defined as a series of associations that arise in the mind of the customer, when he or she hears the name of the firm (Amin *et al.*, 2013; Nguyen & Leclerc, 2011). The image has been divided into two categories (Amin *et al.*, 2013). The functional component is concerned with tangibility qualities that can be easily identified and measured; the emotional component is concerned with psychological aspects indicated through individual experiences and attitudes toward an organization (Amin *et al.*, 2013). Most scholars have reached a decision that image is the result of a process; hence, it is the result of a joint process in which customers assess and contrast the organization's many features (Agyei & Kilika, 2013; Nguyen & Leclerc, 2011). According to Neupane (2015), organizational image has a strong influence on CL. Image, according to Hsiong-Ming, Ching-Chi, and Cou-Chen (2011), is a clear result of the encounter of all the experiences, impressions, views, emotional states, and information that individuals have about a company. In the hotel industry, Scholars discovered that a better brand image improves customer loyalty (Agyei & Kilika, 2013; Amin *et al.*, 2013; Liat, Mansori & Huei, 2014; Kandampully & Hu, 2007; & Kandampully & Suhartanto, 2003). As a result, Liat *et al.* (2014), advocated for the inclusion of company image in the customer loyalty integration model.

Hotel image is alleged to play a crucial role on a customer's choice of hotel. Hotel image is essentially determined by the customers' past experiences (Nikou, Selamat, Che &

Yusoff, 2017). As a result, the consumer's experience with the hotel's services is thought to be the most crucial factor in defining the hotel's image. Further, image is considered as a crucial variable in defining marketing activities. Image is a key element for any business, due to its ability to influence consumers' views of goods and services delivered (Zeithaml, Bitner & Gremler, 2012). Since image influences consumers' buying behaviour, upholding a desirable image is vital for any organization (Nikou *et al.*, 2017).

Image is an important element that allows hotels to achieve a competitive edge over the others. As image is a crucial feature of a hotel, a brand acts as the most powerful factor in services due to its characteristics of intangibility, variability, perishability, and inseparability (Dhillon, 2013). Brand image, according to Saleem and Raja (2014), is defined as a customer's recall of a brand. Hotel operators believe that a strong brand image leads to increased company image, hotel room occupancy, revenue generated and profitability (Fung So, King, Sparks & Wang, 2013). Perceived business image impacts on both SQ and customer gratification, which then results in customer loyalty (Kandampully, Devi & Hu, 2011). The most crucial aspect of customer loyalty is to maintain a positive image of the hotel by providing excellent service and customer satisfaction. Components of the servicecape have a favorable impact on overall image, as well as word-of-mouth (WOM) publicity and re-visiting (Ufuk, Bekir & Sevgi, 2015). Buyers patronizing businesses with a good company image are expected to be emotionally satisfied since they trust that such companies offer value for money (Tarus & Rabach, 2013).

Positive perceptions of a service might be influenced by a favorable image. The associations maintained in the memory of the customer represent the image and reputation, which are referred to as a collection of perceptions (Kandampully, Zhang & Bilgihan, 2015). Customers cannot assess the quality of a service before it is rendered. In

such cases, image can have an impact on both the development of standards and the expectations of customers. Image is defined as a gestalt and a distinctive cognitive configuration that is implanted in the minds of clients as an "overall impression" (Singh & Nika, 2019). The majority of corporate image definitions and theories identify it as the public's overall view of a company (Hemsley-Brown, Melewar, Nguyen & Wilson, 2016). As a result, a service organization's image can be one of the most dependable indications of its capacity to satisfy consumer needs (Hemsley-Brown, Melewar, Nguyen & Wilson, 2016). Image is also a vital signifier of considered service quality. Customer impressions are influenced by corporate image, which functions as a filter. Hence, company image is among other customer views, which ought to impact their view of value and also indirectly influence their gratification with the hotel. In tourism, empirical research reveals a link between image and client pleasure and loyalty (Abd-El-Salaam, Shawky & El-Nahas, 2013).

Consumers' perceived functional benefits from service suppliers and their perceived social benefits from service suppliers, according to Chu and Kang (2014), have a significant and favorable impact on their perception of service suppliers. As the connection between customers and employees is crucial to the customer's impression of quality in many businesses, perceived social advantages are likely to have a beneficial impact on customer satisfaction (Kim, OK & Gwinner, 2010). According to a study by Gao, Liu, and Qian (2016), commercial friendship has a favorable link with social benefits and satisfaction. Customer-employee rapport, according to Gremler and Gwinner (2015), is positively associated to service supplier satisfaction. Special Treatment Benefits are frequently employed as part of Relationship Marketing campaigns in order to generate favorable financial results. It may also raise consumers' switching costs (Evanschitzky, Ramaseshan, Woisetschläger, & Verena, 2011).

Emotional and cognitive switching barriers are reduced when an organization provides additional and superior treatment benefits, such as financial savings or personalized service (Evanschitzky et al., 2011). Customer loyalty may improve as a result of this.

2.3.5 Hotel Characteristics and Moderating Effect on RMO and Customer Loyalty

The association between marketing orientation and CL was studied using hotel characteristics as a moderating variable. According to Breitborde, Srihari, Pollard, Addington, and Woods (2010), a moderator is a variable that affects the degree of association between the independent and dependent variables. It does specify when the relationship does or doesn't hold. A moderator can either be qualitative or quantitative in nature. In statistical models a moderator is used as an interaction (Breitborde et al., 2010). For the following reasons, hotel characteristic was chosen as a moderating variable: To begin, the current study hypothesized that the Hotel Characteristic could be a potential intermediary variable in the relationship between RMO and CL. Signifying that the relationship between the two variables is constrained or dependent on the level of the third variable. As a result, it is suggested that if an intermediate variable is inserted into the relationship between the two variables, it will lead to a clearer understanding and avoid any ambiguous findings (Ghezali & Boudi, 2020). Hotel attributes were crucial in gaining a better grasp of the relationship between RMO and CL. Lastly, literature on Customer Loyalty has especially recommended that some elements of the hotel characteristic have the potential to moderate the relationship between RMO and CL. Tsao (2018) and Rajaguru (2018), for example, discovered that star rating had a moderating effect, while Rodriguez-Victoria, González-Loureiro, and Puig (2017) discovered that location had a moderating effect.

Organizational attributes (characteristics) influence consumer purchase intentions (Hasan, 2018). Hotel characteristics were found to influence hotel selection (Filieri,

Raguseo & Vitari, 2018; Gao, Hu & Bose, 2017 & Lee, Trimi & Yang, 2018). Among the hotel characteristics, location was found to influence Customer Loyalty in hotel industry in Thailand (Wangchan & Worapishet, (2019). Rodríguez-Victoria *et al.* (2017), reported that hotel location moderates the relationship between clustering, innovation strategy and competitiveness of the hotel. Other studies, like Khozaei, Nazem, Ramayah and Naidu (2016), Limberger, Meira, Añaña and Sohn (2016) and Zhou, Ye, Pearce and Wu (2014), have established that hotel location is among the attributes of the hotel that influence customer satisfaction. According to Xu and Li's (2016) survey, location is the most important factor in affecting customer evaluations, whether in restricted or full-service hotels. Meanwhile, a study done by Kim, Kim and Heo (2016), affirmed that location is an important attribute only for full-service hotels. Limberger, Boaria and Anjos, (2014) have also underscored that location is the most significant criterion used by consumers who described certain hotels as “Best Hotels”. These findings suggest that customers staying in higher-priced hotels are more sensitive to location. This has also been confirmed by Kucukusta’s (2017).

Assaf, Barros and Josiassen (2012), aver that the size of the hotel, its ownership and classification have a substantial effect on its efficiency. Furthermore, according to Salavati and Hashim (2015), the star rating and the size of the hotel have an impact on client adoption of the website. Hotel management find it challenging to comprehend why clients choose one hotel over another (Kim, 2010). As a result, it's critical to comprehend the factors that influence clients' hotel choices (Kim, 2010). A deeper understanding of these attributes and their impact on guest choice of hotel will aid industry professionals in tailoring and developing hotel services, resulting in higher occupancy rates and profits. Thus, both industry experts and scholars have been concerned about the impact of hotel attributes on the hotel choosing process (Kim, 2010). As a result, hotel attributes

were used as a moderator between Relationship Marketing Orientation and Customer Loyalty in the current study.

Providing excellent service and increasing client happiness are widely regarded as critical components in the hotel, catering, and tourism industries' success (Kim, 2010). Kim looked at hotel characteristics and how they influenced guest preferences. According to Kim, a number of studies have been done on hotel qualities and their bearing on hotel choice by business and leisure customers. He conceptualised hotel characteristics as distinguishing features or attributes of the hotel. The current study adopted the definition of hotel characteristics by Kim and measured hotel characteristics by size, rating and location. The hotel's room price, firm link, and casino amenities all have a negative relationship with the occupancy rate, according to Kim's research. He also found that the Central Business District (CBD) location positively affects hotel occupancy rate. According to previous research, hotel location has a favorable and considerable impact on customer contentment and CL (Keisidou, Sarigiannidis, Maditinos & Thalassinou, 2013; Lee, Moon, Kim & Yi, 2015; Said, Hamzah, Muis & Jusni, 2016; Wangchan & Worapishet, 2019 & Yang & Mao, 2017). The occupancy rate and hotel size have an inverted U-shaped curvilinear connection (Kim, 2010). Most studies on hotel characteristics have been carried out in relation to customer preference, occupancy rate and hotel performance (Kim, 2010) and they found that hotel characteristics have an effect on customer preference, occupancy rate and hotel performance.

Hotel star rating provides expectations for hotel clients, expected level of services and the expected value of money they are required to pay (Rajaguru & Hassani, 2018). Nunkoo, Teeroovengadum, Ringle and Sunnassee (2019) observe that hotel Star-rating

moderates the relationship between SQ and consumer gratification. When a guest wants to book a hotel, the first thing they look at is the rating. (Tefera & Govender, 2015). These findings were backed up by Qi and Qiang (2013), who discovered that hotel star ratings influence the relationship between online word of mouth, online consumer reviews, and hotel revenues. According to a study by Kinderis et al. (2011) on SQ in the hotel sector, 3- and 4-star hotels deliver services at an average level. Further, Boon-Liat and Zabid (2013) and Markovic and Raspor (2010) have reported that the quality of service increases with the rise in star ranking for a hotel. Ranjbarian, Dabestani, Khajeh and Noktechdan (2011) note the same. According to them, hotel visitors can anticipate 5-star rated hotels to be of higher quality than 1-, 2-, 3- and 4-star rated hotels, and this anticipation stems from the consumers' previous exposure to such hotels.

According to Cant and Erdis (2012) and Tefera and Govender (2015), expectations are likely to differ depending on how they are positioned by service suppliers within an identical category. Further, the study discloses that, superiority of service provided changes in line with the classification of the hotel. A four-star hotel for example is probably going to supply less quality service than a five-star hotel. Citing Yu (2014), Tefera and Govender (2015) argue that formal and non-formal hotel ratings, online visitors' appraisals, and previous experience as visitors of a similar class of hotels with similar brands in similar locations or related offerings of similar brands in different locations shape patrons' expectations about a hotel's product and services. According to Kleynhans and Zhou (2012), a high-ranking hotel deliver top-quality services that are also comprehensive and expensive. Budget hotels offer lower-quality products and services, as well as a limited selection of less expensive options. Prior to visiting any hotel, most visitors set their expectations of service quality by referring to the establishment's star rating. They will be highly disappointed if their expectations are not

met because they anticipate higher-quality services from hotels with higher stars (Kleynhans & Zhou, 2012). According to Tsao (2018), the association between distributive justice and post-recovery satisfaction and defection rate is moderated by star rating. While Tsao's study concentrated on the following justice: distributive, procedural and interactional justice, it also looked at the post recovery satisfaction, the current study concentrated on the Relationship Marketing Orientation and Customer Loyalty with star rating as one of the moderating variables. The study by Tsao used Structural Equation Model whereas the current study used Regression Analysis and Hierarchical Regression to test the hypotheses.

Hotel characteristics were employed as a moderator in this study. Over the last decade, antecedents of loyalty and their role in loyalty formation have been determined to be sufficient and have been thoroughly explored. However, due to the presence of external forces, the link between consumer loyalty and its antecedents is acknowledged to be complicated (Srivastava & Rai, 2014). According to Srivastava and Rai (2014), there is a lot of variation in the correlations between loyalty and its antecedents, which could be due to the presence of other situational factors. Hotel characteristics are considered the antecedents and mediators of CL by Rai and Srivastava (2012) and Auka (2012). This is why Hotel Characteristics were included in the current study as a moderating factor. In contrast, with the exception of a few of the studies mentioned above, the moderating effects on these relationships have been largely ignored in previous research, raising questions about the explanatory authority of the investigation models debated in most of the studies exclusively focusing on direct and isolated loyalty relationships (Srivastava & Rai, 2014). Intervening factors have been popular in marketing research, particularly in consumer-related studies, as Srivastava and Rai point out. The form or intensity of the link between the independent and dependent variables is changed by moderating

variables. Investigating the existence of these variables helps to clarify an allegedly well-established link (Srivastava & Rai, 2014). Bolton, Lemon, and Verhoef (2004), Olsen, Wilcox, and Olson (2005), Ranaweera, McDougall, and Bansal (2005), Evanschitzky and Wunderlich (2006), and Walsh, Wunderlich, and Evanschitzky (2008) have looked at the idea of moderating effects on the link between satisfaction and loyalty. Critical incidents and customer characteristics were shown to modify correlations between customer happiness and loyalty in these studies. However, there is little empirical or theoretical effort on identifying and validating moderating influences on the well-studied and unmistakable relationship between service quality and customer loyalty (Srivastava & Rai, 2014).

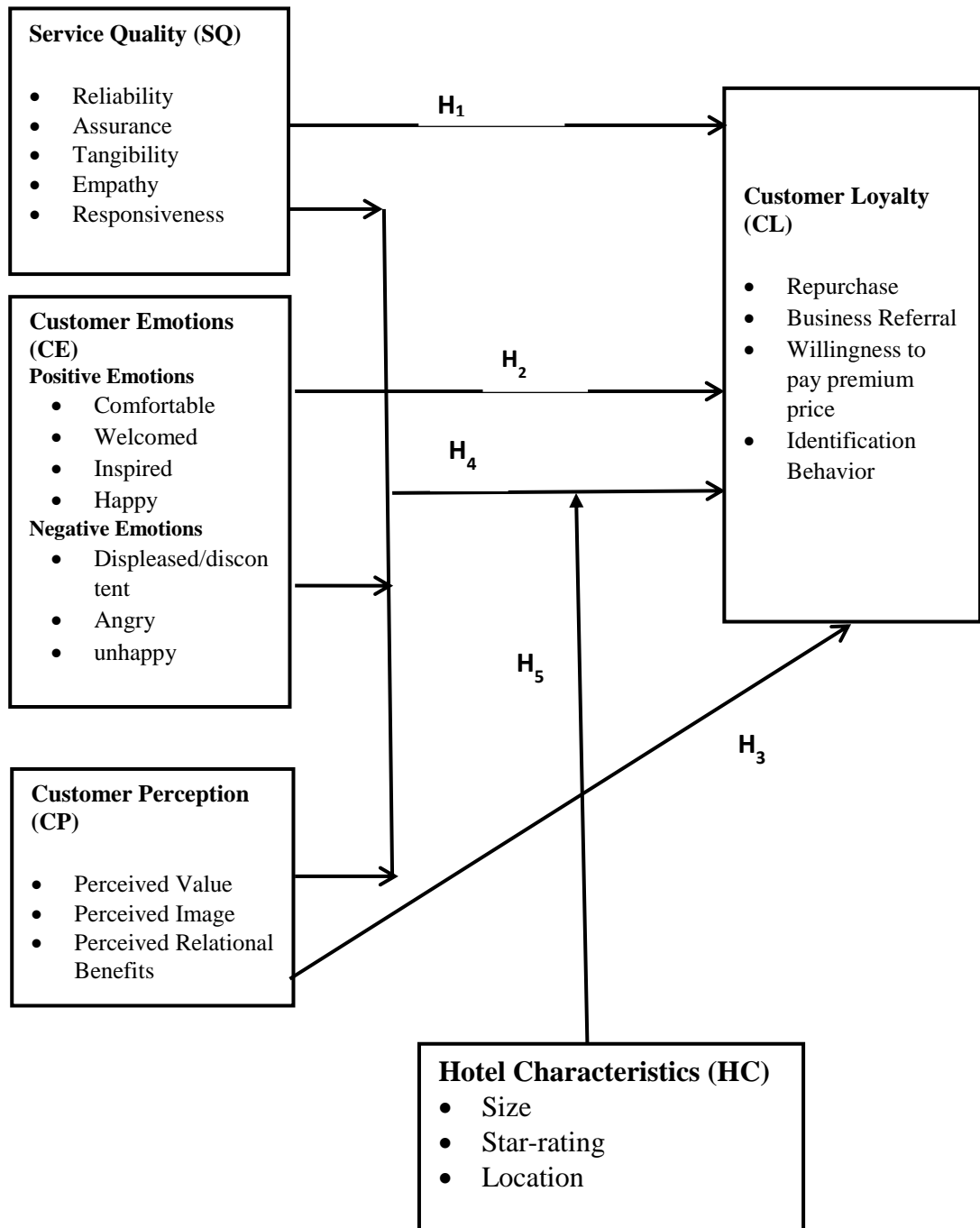


Figure 1: Conceptual Framework

Source: Researcher 2021

Customer Loyalty was assumed to have a direct link with Service Quality (Tangibility, Assurance, Empathy, Reliability and Responsiveness) in this study. Customer Emotions (Comfort, Sophisticated, Secure, Thrilled, Stress-Free, Content, Enthused, Important Intertained Welcome, Practical, Extravagant, Cossetted, Current, and Respected) were also thought to be linked to Customer Loyalty. Customer Perceptions (Perceived Value, Perceived Image and Perceived Relational Benefits) were also hypothesized to have relationship with Customer Loyalty.

It was further hypothesized that Hotel Characteristics (Size, Star-Rating and Location) moderates the link between RMO and CL. Hotel Characteristics as a moderator were thought to influence the strength of relationships (moderate) between RMO and CLy. It was also thought that Hotel Characteristics moderates the association between SQ and CL, between Consumer Emotions, and Customer Loyalty, and between Consumer Perceptions and CL. Finally, all the three variables (SQ, Consumer Emotions and Consumer Perceptions) of Relationship Marketing Orientation were hypothesized to have a direct impact on CL

2.5 Critique of Reviewed Literature

Past studies (such as Abdullah *et al.*, 2014; Husnain & Akhtar, 2015; Oumar *et al.*, 2017&Ndubisi *et al.*, 2015), have revealed that there is a link between RM and CL. Many experts also agree on the existence of strong links between RM and CL. However, they lack consensus on the specific precursors/tactics/activities of RM that upset CL. Abdullah *et al.* (2014), for instance, looked into brand reputation, alternative attractiveness, trust and emotions as antecedents of RM that influence CL. The researchers used a mixed methods design and deployed Relationship Marketing Theory, Trust-Commitment Theory and Structural Equation Model (SEM), with AMOS to test the hypothesis. The current study, on the other hand, used a cross-sectional survey

research design, as well as Social Exchange Theory and Equity Theory. Multiple Regression and Hierarchical Regression Analysis were used to test hypotheses in this study.

Husnain and Akhtar (2015) looked into trust, commitment, communication, and conflict management as antecedents of CL in another study. The respondents were university students who had accounts with the banks. This was a narrow group to collect data from. The study was conducted only in one city; hence, the geographical scope was too narrow. Further, the study was done on only one industry, banking hence, it may not be reflective of what is happening in other industries. Mwanzia (2013), posits that economic switching barriers, resulting from clients' anticipations, costs and provision quality, do shape consumer loyalty. Mwanzia did his study in a logistics firm with a target population of 232 and a sample of 26 people. The current study, however, examined the effects of RM Orientation (SQ, Emotions and Consumer Perception on Customer Loyalty in Star-Rated Hotels). The respondents were drawn from all the hotel customers.

Studies on Customer Loyalty agree that because of stiff competition, client loyalty is necessary for any organization to succeed. However, they do not agree on the precursors of client loyalty (Auka, 2012). Hassan *et al.* (2017), looked into perceived value, psychological needs, economic value and interaction. Tanford *et al.* (2016), used brand loyalty and loyalty schemes as precursors of client loyalty. The study employed detailed interviews with professionals in the hotel sector and also reviewed comprehensive literature on hotel loyalty programmes. The sample size used was small; hence, the findings could not be generalized to the entire population. Waal and Heijden (2016), examined the behaviour of employees (Service Quality, Capability, Empathy, Understanding of Customer Needs, Responsiveness, Courtesy, Employees' Behaviour, Confidence and Consumer Closeness) as antecedents of Customer Loyalty. Bowen and

McCain (2015), carried out a study on market segmentation (generation differences), consumer behaviour, consumer satisfaction and loyalty. The current study, however, looked at service quality, customer sentiments, customer perceptions and hotel characteristics as the antecedents that influence customer loyalty.

Further, the methodology used for the reviewed studies varies. For example, Hassan *et al.* (2017), used Cross-Sectional Design, Tanford *et al.* (2016), used literature review and in-depth interviews, Bowen and McCain (2015), used secondary literature and Prentice (2013), used Focus Groups. In contrast, the current research used a Cross-Sectional Survey Research Design and Questionnaire and tested the hypothesis using Multiple and Hierarchical Regression Analysis.

An investigation by Onditi *et al.* (2012), noted that SQ is a crucial force behind client loyalty for users who had not operated accounts in the same bank for at least two years. The study further affirmed that customer loyalty can be increased by manipulating service quality. Onditi *et al.* proposed that more research be done to establish the impact of disposition, perception and self-esteem on client loyalty and use longitudinal case-survey designs to determine causal links. This study took up the suggestion and examined customer perceptions as one of the independent variables. The work of Onditi *et al.* hints to the existence of a weak association in client loyalty, implying failure in past research to look into the appropriate contextual variables. Therefore, the current study sought to broaden its scope over previous ones. It examined Service Quality, Customer Emotions and Perceptions with Hotel Characteristics as the moderating variable. The geographic scope of the study by Onditi *et al.* was narrow, and this could have impaired the generalization of the findings to the whole industry. Onditi *et al.* also looked at the direct relationship, ignoring indirect influence of other constructs.

A research by Al-Azzam (2015), explored the influence of SQ features on client gratification in an Arab Bank and found that the more improved the SQ, the higher the client's satisfaction. This to him indicated the critical role of SQ. Additionally, the examination revealed that these elements positively affect buyer satisfaction. Al-Azzam further indicates that SQ is a vital indicator of productivity in the banking business. The study looked at security as a dimension of SQ. The current study used assurance instead of security. It also focused on the hotel industry and not banks. The current study was also done in Kenya, unlike that of the Al-Azzam. This changes the institutional site of the investigation.

In their study Tefera and Govender (2016), undertook a study on constituting and verifying of an alternate hotel quality tool. The study was done in a cluster of graded hotels in Ethiopia. The outcomes showed that HOTSPERF was both a reliable and precise estimator of clients' perspectives on hotel SQ. HOTSPERF was made up of 25 items. However, the current study used SERVQUAL framework, which has 28 items. Another study by Tefera and Govender (2017) found a strong link between overall SQ and consumer gratification, as well as between buyer gratification and CL. Despite this, there was no obvious correlation found between perceived service quality and customer loyalty. The findings of this study corroborated those of other researchers (Ganiyu, 2016; Izogo & Ogba, 2015; Rajeswari, Srinivasalu & Thiyagarajan, 2017). Therefore, the current study looked at the direct role of SQ on CL using SERVIQUAL as a measurement scale. It used SERVPERF a modified model of SERVQUAL to measure SQ.

In their study, Dubey and Srivastava (2016), established a favourable impact of perceived SQ on Customer Relationship Management and CL. This agrees with the

results of past studies (Iddrisu, 2011; Poku *et al.*, 2014; Sabir *et al.*, 2013). Among the five elements of SQ in Dubey and Srivastava's study, tangibility had the most bearing on the loyalty. The study recommended other variables to be considered. The study further recommended more investigations in other service sectors to allow generalizations. The current study bridged this gap by looking at other variables – customer emotions and customer perceptions in the hotel industry. Another study by Agyei and Kilika (2013), reported that SQ has a positive relationship with CL. The researchers proposed a replication of a similar study be done in other sectors. It also suggested that a more comprehensive study be conducted, as it had only looked into four of the five characteristics of SQ. As such, this study bridged the gap by looking at the hotel business and using all the elements of service quality.

Boxer and Rekettye (2010), researched into the bearing of perceived perceived emotive intellect on the perceived SQ and CL. The study revealed that service suppliers can impact on consumers' perceptions and emotional experiences they receive during service provision interaction. Further, it revealed that if this impression is positive, consumers see it as an added value that results from service interaction and is likely to promote long-term commitment to the organization, which may result to CL. The research revealed the distinct and critical function that emotions play in business. It was discovered that emotions are the foundation on which businesses communicate with consumers in order to build client loyalty. The research focused on the shipping, purchasing, and logistics divisions of Israeli enterprises that manufacture and sell industrial products internationally. The current study examined similar issues by looking at star-rated hotels in Kenya.

A research by Tronvoll (2011), on negative emotions and their effects on buyer complaint behaviour, revealed that the negative emotion of frustration is the greatest predictor of complaint behaviour towards the service supplier. Additionally, strong negative emotions were produced by negative critical incidents and these influence future behaviours against the service supplier. Lastly, the study established that other recognized negative emotions, such as frustration were the main drivers of complaint behaviour to the service supplier. The research employed a mix of qualitative and quantitative methodologies. The empirical information was derived from 25 comprehensive interviews and the results of a questionnaire survey of 3,104 respondents. While Tronvoll used only negative emotions, the current study looked at both negative and positive emotions. It also used questionnaires to collect data on 384 respondents.

2.6 Knowledge Gaps

A review of previous studies shows that many studies have been done on CL. However, most studies looked at the mediators and only few investigated moderators (Srivastava & Rai, 2014). The works of Osman and Sentosa (2013), Srivastava and Rai (2013), and Abdullahi and Haim (2014) on the impact of consumer fulfilment on SQ and customer loyalty are included in this category. In Kenya, a research on the relationship between consumer gratification, SQ as independent variables and CL as dependent variable in financial institutions was done by Auka (2012). The previous study, on the other hand, was conducted in the banking business, whereas the present study was conducted in the hotel industry. Several studies have also been done on hotel industry in Kenya, among them Wang'ombe and Ngige (2016), which found out that CL influences Customer Gratification. The study was carried out in 4-star hotels in Nairobi. The current study took a detour by studying customer loyalty as a dependent variable and studying 1-, 2-, 3-, and 4- star rated hotels in the North Rift region of Kenya. In another research by

Kariru and Aloo (2014), the study variables were customer perceptions, customer expectations and SQ in 3-star rated hotels in Western Kenya Region. Customer loyalty was employed as a dependent variable in this study, with service quality as one of the independent factors. Again, the present study explored a different part of the country, the North Rift Region, and studied 1-4-star hotels. Mandi et al. (2017) assessed the SQ and performance of all hotels in Busia town in a separate study in Kenya. The dependent variable was hotel performance; however, the current study looked only at 1-4-star hotels in the North Rift Region, with CL as the dependent variable.

From the literature reviewed, there is scarce information about the moderating effect of hotel characteristics on the link between RMO and CL. This study bridged the gap by looking at the role of RMO on customer loyalty with hotel characteristics as moderators. There is also very little empirical or theoretical effort on identifying and validating moderating influences on the well-studied and unmistakable relationship between service quality and customer loyalty (Srivastava & Rai, 2014). As such, this research endeavoured to unravel the RMO-CL link in the hotel industry and the intervening influences of hotel characteristics in determining Customer Loyalty. Additionally, most of the previous studies focused on individual antecedents as predictors of CL such as satisfaction, SQ, perceived value, motivation, trust, commitment, social capital, emotions as well as customer service (Al-Jader & Sentosa, 2015; Al-Azzam 2015; Hussain *et al.*, 2015; Prentice, 2013; Susanty & Kenny, 2015; Tayyab & Rajput, 2014; Yu & Dean, 2016).

Customer emotions have a significant influence on CL and that the happier the customer is the more loyal he or she will be towards the organization (Khademi & Fakhreddin, 2021). Andersen and Kumar (2016) also stated that, whereas many scholars have attempted to explain the evolution of relationship marketing, only a few have focused on

the role of emotions in this process. Future studies should investigate the cumulative impact of service quality, clients' perceived worth, and motivation, according to Laeticia and Xiliang (2013). Customer loyalty is also based on customer emotions, which include the mental state that represents the relationship between the customer and the company, resulting in a good attitude toward the company (Zohaib & Salman, 2017). In the light of these observations, the current study was carried out with customer emotions as one of the independent variables. Moreover, the present study tried to establish the moderating role of hotel characteristics on the relationship between RMO and CL. Studies have recommended the inclusion of Customer Perceived Value in the Relationship Marketing Model (Grönroos & Ravald, 2011; Siu *et al.*, 2013; Weinstein, 2012). This is the reason why Customer Perceived Value was included in this study.

According to Raji and Zainal (2016), purchasers in most circumstances utilize reference prices and even reference values when they appraise the desirability of an offering. In order to develop client loyalty, new strategies are required, as stated above. As a result, the focus should not only be on increasing customer satisfaction by enhancing perceived quality, but the conversation should also include the customer's demand for quality and willingness to pay for it (Ravald & Grönroos, 2011). As a result, this research attempted to bridge the gap by incorporating Customer Perceived Value into the relationship model.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The research design, research philosophy, study location, study population, sample size and sampling technique, data collection instrument, pilot study, validity and reliability of the research instrument, data collection procedures, data analysis, and ethical considerations are all discussed in this chapter.

3.2 Research Design

The Cross-Sectional Survey Research Design was employed in this study. This design method entails the collecting of data from a sample taken from a defined population at a specific moment in time. The Cross-Sectional Design is frequently used to investigate the prevalence of certain characteristics in a population. It allows you to assess the correlations between variables and the variances among sub-groups in a population. The influence of RMO on CL was the topic of this study. This research was carried out in a variety of hotels. The responses ranged in age, gender, and educational attainment. A causal hypothesis, such as the influence of independent variables on dependent variable, may also be tested using cross-sectional designs (Spector, 2019). The relationship between SQ and CL, customer emotions and CL, customer perceptions and CL, hotel characteristics and CL, and the moderating effects of hotel characteristics on CL were all hypothesized to be investigated. This approach is based on a number of fundamental assumptions regarding causal relationships between variables, which may be evaluated and amended as needed. A Cross-Sectional Design may also be used to uncover the moderators of relationships between variables, offering information on the causal mechanisms at action (Krosnick, Lavrakas & Kim, 2014). The current research looked at how hotel characteristics influenced the link between RMO and CL.

The Cross-Sectional Survey employed the questionnaire as a research method to collect data directly from the respondents in this study. The data could not be changed in this way by the researcher. As a result, the Cross-Sectional Design increases the study's dependability. Data on many characteristics such as sex, age, educational status, and income may be collected simultaneously using Cross-Sectional Design, providing a foundation for additional research. Furthermore, this design is simple, quick, and reasonably inexpensive.

3.3 Research Philosophy

This study followed a post-positivist approach. The Scientific Method of Conducting Science Research (Petty, Thomson & Stew, 2012), Empirical Science (Creswell, 2014; Petty et al., 2012), and Post Positivism are all terms used to describe this paradigm (Creswell, 2014). Post Positivists, according to Creswell and Creswell (2018), have a deterministic ideology in which causes most likely determine consequences or outcomes. As a result, the concerns explored by post-positivists highlight the need of understanding and analyzing the reasons that influence findings, such as those discovered in experiments. The purpose of this study was to look at the impacts of RMO on customer loyalty, which is why a post positivist method was used. It's also reductionist, with the goal of condensing concepts into a tiny, defined collection that may be used to test hypotheses and study issues. According to the Deductive Method, investigators should first examine a certain theory, then test hypotheses, operationalize variables, and then choose the appropriate tools to measure the variables (Creswell, 2014). The Social Exchange, Assimilation, and Equity theories were all verified in this study. It investigated hypotheses such as the effect of service quality on customer loyalty in star-rated hotels in Kenya's North Rift area, and the effect of customer emotions on CL in star-rated hotels in Kenya's North Rift region. Relationship Marketing Orientation, SQ,

CL, Customer Emotions, and Customer Perceptions were all operationalized in the study. Finally, the study chose the best research instrument for determining the variables. As a result, Post Positivism was the most appropriate philosophy for this research.

3.4 Location of the Study

The inquiry took place in Kenya's North Rift Region. As illustrated on the map in Appendix VII, the region is divided into six counties: Uasin Gishu, Trans Nzoia, Nandi, Elgeiyo Marakwet, West Pokot, and Turkana. According to the literature examined, the majority of prior research on star-rated hotels were conducted in Kenya's Nairobi, Mombasa, and Western regions, with very few or none conducted in Kenya's North Rift region. This was the driving force for the researcher's interest in the area. After a 13-year lull in the Tourism Regulatory Authority's ratings efforts, the Region sought its first categorization of hotels in 2015. (TRA, 2016). Furthermore, the study focused on the North Rift Region since tourism is rapidly expanding in the region, resulting in an influx of visitors seeking high-quality, genuine experiences.

3.5 Population of the Study

The population for the study consisted of all hotel customers from all the star-rated hotels in the North Rift Region who spent at least one night or more in a period of six-months frame, during which customers' contacts were adequately captured. The North Rift Region is made up of six Counties of Uasin Gishu, Namdi, Elgeyo-Marakwet, Baringo, Trans Nzoia, West Pokot, and Turkana. According to Banerjee and Chaudhury (2010), a target population is the complete group of respondents who match a set of criteria.

The target population for the study consisted of all customers from the 14 star-rated hotels in the North Rift, as indicated in Table 3.1.

Table 1: Target Population

		Hotel	County	Bed Occupancy Rate
1	Four-Star	HOTEL A	Uasin Gishu	29
2	Three-star	HOTEL B	Uasin Gishu	22
3	Three-star	HOTEL C	Elgeiyo Marakwet	13
4	Three-star	HOTEL D	Elgeiyo Marakwet	10
5	Three-star	HOTEL E	Uasin Gishu	36
6	Two-Star	HOTEL F	Uasin Gishu	60
7	Two-Star	HOTEL G	Uasin Gishu	31
8	Two-Star	HOTEL H	Uasin Gishu	19
9	Two-Star	HOTEL I	Uasin Gishu	14
10	Two-Star	HOTEL J	Uasin Gishu	9
11	Two-Star	HOTEL K	Uasin Gishu	12
12	Two-Star	HOTEL L	Uasin Gishu	67
13	One-Star	HOTEL M	Uasin Gishu	65
14	One-Star	HOTEL N	Uasin Gishu	59
		Total		446

Source: Kenya Gazette Notice of 4th September 2015

The hotels names have been hidden for confidential reasons: These hotels have been coded as: Hotel A, Hotel B, Hotel C, Hotel C, Hotel D, Hotel E, Hotel F, Hotel G, Hotel H, Hotel I, Hotel J, Hotel K, Hotel L, and Hotel M for confidentiality.

3.6 Sampling Procedure and Sample Size

3.6.1 Sampling Procedure

Table 2: Sampling Frame

	Hotel	Bed Occupancy Rate	Proportion of samples Size to Hotel Population
1	HOTEL A	29	25
2	HOTEL B	22	19
3	HOTEL C	13	11
4	HOTEL D	10	9
5	HOTEL E	36	31
6	HOTEL F	60	52
7	HOTEL G	31	27
8	HOTEL H	19	16
9	HOTEL I	14	12
10	HOTEL J	9	8
11	HOTEL K	12	10
12	HOTEL L	67	58
13	HOTEL M	65	56
14	HOTEL N	59	51
	Total	446	384

The study adopted a multi-stage sampling Technique. In the first stage, the hotels were clustered into four categories, according to their star-rating and a census of the 14 hotels was adopted. In the second stage the sample size of the customers $n=384$ was obtained based on 446 bed occupancy rate of the 14 hotels and the target respondents randomly selected proportional to the bed capacity of a hotel.

3.6.2 Sample Size

This study used the formula that was adapted from Taherdoost (2017).

$$n = \frac{p(100-p)Z^2}{E^2}$$

Where:

n is the required sample size

P is the percentage occurrence of a state or condition

E is the percentage maximum error required

Z is the value corresponding to level of confidence required

Where the desired level of precision used was +/- 5%, the level of confidence was 95 percent (0.05: a Z value equal to 1.96) and the margin error E was 0.05. In this formula, the variance of a proportion or the percentage occurrence of how a specific query will be responded to, will be P(100-P). Taherdoost (2016), proposed that investigators ought to use 50% as an estimation of P, as this might result in maximization of variance and yield the most effective sample size (Adam, 2020). The sample size thus was computed as follows:

$$n = \frac{p(100-p)Z^2}{E^2}$$

$$n = \frac{0.5(0.95)1.96^2}{0.05^2}$$

$$n = 384 \text{ Customers}$$

3.7 Instrumentation of Data Collection

A questionnaire was used to collect data. The tool was divided into two parts: Section A, requested information on the respondents' backgrounds, whereas Section B, sought information on the research variables. These variables were: Customer Loyalty, Hotel

Characteristics, and Relationship Marketing Orientation (Service Quality, Service Emotions, and Customer Perception). For the variable scale measurement, a 5-point Likert scale was used.

Section A of the instruments measured the demographic background of the customers. The items used here were: age, gender, and education background of the customer. Section B of the instrument measured the research variable independent variables (service quality, customer emotions and customer perceptions), dependent variable (customer loyalty) and moderator (hotel characteristics).

Customer Loyalty scales were measured by seven items adopted from Zeithaml, Berry and Parasuraman, (1996). Four items measured attitudinal loyalty ATT1 to ATT4 and behavioural loyalty was measured using three items: BEH1, BEH2 and BEH3; all on the 5-point Likert scale.

Service Quality was presented as a multifaceted construct. It was measured by SERVIQUAL along the five key dimensions: reliability, assurance, tangibility, empathy and responsiveness (RATER) (Parasuraman et al., 1988). SERVIQUAL consisted of 28 points, which were scored on a 5-point Likert Range. A total of eight questions were used to determine tangibility (TANG 1 to TANG 8). Seven questions were used to assess reliability (RLB 9 to RLB 15), four items were used to assess responsiveness (RSP 16 to RSP 19), four items were used to assess assurance (ASS 20 to ASS 23), and five items were used to assess empathy (EMP24 to EMP28).

On a 5-point Likert Scale, 23 (Positive and negative) items were used to score customer emotion measures. There were 15 positive items, ranging from POS 1 to POS 15. Negative emotions were examined using nine negative questions (NEG 16 to NEG 24), adapted from (Barsky & Nash, 2002).

On a 5-point Likert Scale, 19 items were used to measure customer perception. Three (3) items (PVL 1 to PVL 3) were used to assess perceived pricing value, eight (8) items (PIM 4 to PIM 11) were used to rate perceived image, and eight (8) items were used to score felt relationship benefits (PRB 12 to PRB 19).

Sixteen (16) questions on a 5-point Likert Scale were used to assess hotel characteristics. Eight (8) items were used to determine the star rating (STR 1 to STR 8). Four (4) items were used to assess location (LOC 1 to LOC 4) and four (4) items were used to measure size (LOC 1 to LOC 4). (SIZ 1 to SIZ 4).

3.7.1 Pilot Study

According to Leon, Davis, and Kraemer (2011), academicians generally agree that pre-testing is an important aspect of the questionnaire building process. A Pilot Study identifies potential difficulties with the study methodologies so that changes may be made before doing large research. It also aids in the resolution of methodological issues and guides the formulation of the research plan to ensure that the procedures are effective. A Pilot Study evaluates the feasibility of the proposed study (Kim, 2011; Leon, Davis & Kraemer, 2011; Owen & Catrions, 2015). Numerous studies have backed up the advantages of a pre-test (Leon et al., 2011; Pritchard & Whiting, 2012 & Shanyinde et al., 2011). Pre-test is defined as “a lesser account of the main research used to check whether the apparatus of the main research can all work jointly” (Eldridge *et al*, 2016). It can also be defined based on its importance as “intended to examine the performance and capabilities of the research method, measures, procedures, recruitment criteria, and operational strategies” (Moore, Carter, Nietert & Stewart, 2011).

To test the instrument, a pilot study on star-rated hotels in Kisumu County was done using 20 respondents (10 from a two-star-hotel, 5 from a three-star hotel and 5 from a

four-star hotel). The researcher gave the questionnaires to the identified customers and picked them later. Details of the pilot study are presented in section 3.7.3 below.

3.7.2 Validity of the Research Instruments

Validity refers to how well a research instrument measures what it claims to measure (Mohajan, 2017; Robson, 2011). It's the degree to which the outcomes are accurate. Only if the instrument can accurately assess the topics under research is it considered legitimate (Pallant, 2011). Validity is a substance of credibility, value, and soundness, according to qualitative research (Zohrabi, 2013). Expert assistance was sought to determine the content correctness of the instrument items. The experts were university supervisors who scrutinized each question and item on the questionnaire. They revealed problems related to wording and formatting of the research instrument.

3.7.3 Reliability of the Instruments

The data acquired during the pilot research was utilized to determine the instrument's item dependability. The internal consistency of the items was determined using the Cronbach Alpha Coefficient technique. Cronbach (1951, as quoted in Mohajan, 2017) devised a method for measuring an instrument's internal consistency when the items are not scored dichotomously (for example, Yes/No, Right/Wrong, True/False, Agree/Disagree, and so on). Cronbach's alpha is a widely used tool for collecting data items that are graded on a scale of one to ten. Essay examinations with varying score points for different questions or attitude scales with item responses along a continuum, such as Strongly Agree=4, Agree=3, Disagree=2, and Strongly Disagree=1. In this case, the instrument takes into account the disparity in each point of the scores.

The reliability test with an alpha of 0.7 is generally considered to be trustworthy. Cronbach's Alpha Coefficient of Reliability is a scale from 0 to 1 that measures how

reliable something is. Nonetheless, other writers argue that the coefficient has no lower limit. The better the internal consistency of the items on the scale, the closer the Cronbach's Alpha Coefficient is to 1.0. (Koonce & Kelly, 2014). Some writers have endorsed Koonce and Kelly's (2014) study, claiming that a Cronbach's Alpha of 0.67 is acceptable (Cohen & Swerdlik, 2005). Taber (2018) found values that he described as excellent (0.93–0.94), strong (0.91–0.93), reliable (0.84–0.90), robust (0.81), fairly high (0.76–0.95), high (0.73–0.95), good (0.71–0.91), relatively high (0.70–0.77), slightly low (0.68), reasonable (0.67–0.87), adequate (0.64–0.85), moderate (0.61–0.65), satisfactory (0.58–0.97), acceptable (0 (0.11)). There is no apparent consensus on the best acceptable labels to use to represent the numbers obtained while calculating reliability since various writers interpret Cronbach's Alpha coefficient differently. However, as advised by Cohen and Swerdlik, this study used a reliability coefficient of 0.67 or higher (2005). The test of reliability's output findings are presented in Appendix XIII.

3.8 Data Collection Procedure

The researcher requested for a pre-introduction letter from Kabarak University in order to get permission from the National Council for Science and Technology (NACOSTI) to carry out the investigation. The researcher then presented the permit to the Uasin Gishu County Commissioner and the Director of Education, who gave their authorization. The researcher was able to secure authorization from hotel managers to conduct the study using this document. The 384 guests in each hotel were then given questionnaires by the researcher. Customers were given questionnaires to fill out, and the researcher later collected the completed questionnaires from the field for analysis.

3.9 Data Analysis

Various statistical methods were utilized to analyze the data. To organize the preliminary data and perform descriptive analyses on the research sample, the Statistical Package for the Social Sciences (SPSS) version 21 was used. The goal of descriptive statistics was to condense, summarize, and analyze information. Before performing additional analysis, factor analysis was used to reduce numerous individual items into a smaller number of dimensions. The hypothesis was tested using Regression Analysis, and the moderating influence of hotel characteristics on RMO and CL was tested using Hierarchical Regression. The study's proposed statistical model was as follows:

$$Y = \beta_0 + C + \beta_1 SQ + \beta_2 CE + \beta_3 CP \dots \dots \dots \text{Equation 1-objective 1, 2, 3, 4}$$

$$Y = \beta_0 + C + \beta_1 SQ + \beta_2 CE + \beta_3 CP + \beta_4 M + \beta_5 X1.M + e \dots \dots \text{Equation 2- Objective 5-}$$

Moderator 1

$$Y = \beta_0 + C + \beta_1 SQ + \beta_2 CE + \beta_3 CP + \beta_4 M + \beta_5 X1.M + \beta_6 X2.M + e \dots \text{Equation 3}$$

Objective 5 Moderator 2

$$Y = \beta_0 + C + \beta_1 SQ + \beta_2 CE + \beta_3 CP + \beta_4 M + \beta_5 X1.M + \beta_6 X2.M + \beta_7 X3.M + e \dots \text{Equation 4}$$

Objective 5 Moderator 3

Where:

Y = Customer Loyalty

C = constant of the slope (Y intercept)

SQ = Service Quality

CE = Customer Emotions

CP = Customer Perceptions

M = Moderating Variables (Hotel Characteristics) and

$X1, X2, \& X3$ =interactions

β_i = slope coefficients (parameters) of independent variables for $i = 1, 2, \dots, k$.

3.9.1 Regression Assumptions

Many statistical tests are predicated on particular assumptions about the variables being studied. If the study fails to fulfill these assumptions, the results may not be reliable, resulting in Type I or Type II errors, as well as an underestimation of the significance or magnitude of the outcome (s). According to Ernst and Albers (2017), a meaningful data analysis requires knowledge and comprehension of the repercussions of breaching these assumptions. However, limited literature confirms the need of testing assumptions before drawing their conclusions. Ignoring these assumptions creates a situation where a lot of literature is written but which is of questionable validity with regard to the results, conclusions and assertions because the readers are not aware whether these assumptions were tested and met (Ernst & Albers, 2017; Lomax & Hahs-Vaughn, 2012; Williams, Grajales & Kurkiewicz, 2013; Montgomery *et al*, 2012).

3.9.2 Linearity

The independent and dependent variables had a linear relationship, which was the initial assumption. The conditional mean of errors is assumed to be zero for every given combination of the predictor variables' values. This means that when the other variables are maintained constant, the connection between each independent variable X_i and the population mean of the dependent variable Y , represented by μ_y , is considered to be linear in traditional multiple regression models. Furthermore, the relationships between a number of X_i and μ_y are additive, so, regardless of the value of X_j ($j \neq i$), the relationship between X and μ_y remains the same. The findings of regression analysis will underestimate the underlying connection if the relationship between independent factors and

dependent variables is not linear. As a result, underestimating increases the likelihood of Type II error, as well as Type I error in the event of multiple regression.

Researchers like Casson and Lachlan (2014) have developed methods for determining linearity. By graphing the final result variable against the predictor variable on a graph, linearity may be determined when the shape is nearly linear. A curving pattern indicates that a linear model may not be the most straightforward fit, and that a more sophisticated model (for example, a quadratic term) may be required. The alternative way is through theory testing or empirical review of previous studies in order to use them in the current analysis. Conversely, since many previous studies have ignored the likelihood of non-linear relations, this technique might not ensure a foolproof check. Therefore, an alternative way of spotting curvilinearity is to regularly perform regression examinations that integrate curvilinear elements or use the nonlinear regression choice existing in numerous statistical packages. The researcher will be able to examine the link between variables better if nonlinear characteristics of the relationship are known. The Scatter Diagram was used to test this premise. The standardized residuals were represented on the horizontal X-axis, while the residuals were plotted on the vertical Y-axis. The linearity assumption was fulfilled if the scatter followed a pattern.

3.9.3 Data Independence (auto-correlation)

The errors 1, and 2, should be unrelated to one another, with a pair wise correlation of zero. This assumption is based on the research design rather than the data distribution, and therefore necessitates a truly random sampling strategy (Cohen, Cohen, West & Aiken, 2003, as cited in Ernst & Albers, 2017). As for normality assumption, scatter plots only are generally inappropriate for examining this postulation. A residual plot, or a look at the data independence of the residuals, could be a better way to go. For Data

Independence (Auto-Correlation), the Durbin-Watson statistic test was used. This test statistic was performed to see if the data used was truly independent (uncorrelated). For assumption to be made, the values must be between 1.5 and 2.5; that is, the value close to 2 and below 3 is valid. Any number between 1 and 3 is reason for worry and may invalidate the analysis. To avoid correlation, the outcome variable observations should be independent. If not, the researcher should employ techniques that can deal with the data's correlation nature. This includes regression methods for parameter estimation, such as the generalized estimating equation technique or mixed linear models. The Durbin Watson test was performed to ensure that the data was independent.

3.9.4 Multicollinearity

Regression presupposes that the data has little or no multicollinearity. When the independent variables are too associated with one another, multicollinearity occurs. Three central criteria might be used to assess multicollinearity: 1) Matrix - the correlation coefficients must be less than two when generating the Pearson's Bivariate Correlation matrix among all variables. (2) Tolerance - the tolerance calculates the effect of one independent variable on all other independent variables using an initial regression toward the mean analysis. For this first regression analysis, tolerance is defined as $T = 1 - R^2$. There may be multicollinearity in the data if T is less than 0.1, and it is almost certain if T is less than 0.01. 3) The linear regression's Variance Inflation Factor (VIF) is defined as $VIF = 1/T$. $VIF > 5$ indicates the possibility of multicollinearity; $VIF > 10$ indicates the presence of multicollinearity among variables. Multicollinearity was quantified in this study using the Tolerance and VIF collinearity statistics. The VIF scores must be less than 10 and the tolerance scores must be greater than 0.2 to meet this assumption. If multicollinearity is discovered in the data, centering the data (that is, subtracting the variable's mean from each score) may help to address the

multicollinearity problem. Other options for dealing with multicollinearity problems include completing an element analysis and rotating the components inside the regression analysis to achieve factor independence. Nonetheless, eliminating independent variables with high VIF values is the best method to manage the situation. As a result, this study took the second approach to multicollinearity. The independent factors having a high VIF were eliminated from the study.

3.9.5 Homoscedasticity

Homoscedasticity in statistics signifies whether the residuals in the data are equally spread or tend to group together at some values, and spread far apart at other values. The Scatter Plot is the most effective approach for determining whether or not the data is homoscedastic (implying that the residuals are the same all along the regression line). The Goldfeld-Quandt Test may also be used to determine heteroscedasticity. The data is divided into two groups in this test, and the test is run to examine if the variances of the residuals are the same in both groups. If there is homoscedasticity, a non-linear adjustment may be necessary. The Scatter Plot was used to test homoscedasticity.

3.9.6 Normality

Regression is based on the premise that variables have normal distributions. In regression, variables having non-Gaussian distributions, such as highly skewed or kurtosis variables, or variables with significant outliers, can skew correlations and significance tests. There are numerous pieces of data that are suitable in testing the premise. Researchers can determine normality by looking at data plots, skew, kurtosis, and P-P plots, while Kolmogorov-Smirnov tests provide inferential statistics on normality. Visual inspection of histograms, frequency distributions, and converting data

to z-scores are three ways for identifying outliers. The Histogram was employed to assess for normalcy in this investigation.

3.10 Ethical Considerations

Investigators must adhere to research ethics, which requires them to safeguard the self-esteem of their respondents and disseminate the material they have gathered when necessary (Fouka & Mantzourou, 2011). According to Parveen and Showkat (2017), researchers have several requirements to meet during the research process. First, they have to carry out research in an honest, objective way while observing integrity (Kour, 2014). Second, the investigator must get permission from the participants for their participation. Third, they should respect people, their culture, values, religions and status among others. Fourth, the investigators have a duty to keep personal information or identity of the respondents confidential. Finally, the investigator should not use experiments that may be risky to the respondents (Akaranga & Makau, 2016; Saunders *et al.*, 2011; Parveen & Showkat, 2017). This study took a variety of precautions to ensure that no participant would be harmed as a result of the study.

The researcher confirmed that the study's objectives and processes, as well as the project's special requirements, were free of any possible dangers. To acquire permission to conduct the pre-test and final surveys, all participating hotels received letters of official invitation accompanied by data collecting instruments. The study's goals and importance to these hotels were among the details provided to the hotel's management.

The letters also included information about the data collecting timeline, the data's intended use, and concerns linked to their voluntary involvement, as well as confidentiality assurances. All people who agreed to participate in this study gave their consent initially. The researcher followed a number of procedures to ensure the

confidentiality of the data collected, including keeping the names of the hotels confidential and not describing them in a way that could lead to their identification; not identifying individual personal information; only using the raw data collected for research purposes; and keeping the data collected confidential to the researcher and supervisors only. The researcher also undertook to keep the data collected from this study in an encrypted form. She also maintained professionalism and integrity in the entire process of the study and ensured the work was original, and she behaved and dressed in a manner befitting a scholar.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

In this section, the results for reliability, sampling adequacy, descriptive statistics and testing of hypotheses are presented. The chapter also undertakes an examination of the data obtained from the questionnaires. After the questionnaires had been administered, filled and collected, the researcher checked through each of them to establish if they were filled correctly. The checking showed that all the questionnaires issued out were well filled. However, of the 384 questionnaires administered, 342 were returned.

4.2 Response Rate

The response rate (RR) is important and it is sometimes crucial in relation to validity of the results. It is important for academic credibility, integrity and professional standards to establish what is publishable and what is not (Ali, Ciftci, Nanu, Cobanoglu & Ryu, 2020). The average and reasonable response rate is 60% +/- 20%, meaning that anything below 40% is not reasonably acceptable and would generate validity problems. If the RR is an extreme case, either above 80% or below 60%, justification for usage and accountability must be made (Ali *et al.*, 2020). 384 respondents were chosen from 14 classified hotels in Kenya's North Rift Region for the study. Out of 384 questionnaires distributed to the customers, 42 (10.94%) were not returned. Therefore, the questionnaires that were used for analysis were 342 (89.06%). Hence, the RR was above 60%, meaning that it was reasonable (Baruch, 1999). This was attributed to the the method of administering the questionnaire in which the researcher gave the respondents the questionnaires and picked later, thus giving them enough time to fill them. This was also a result of good rapport between the researcher and the staff of the star-rated hotels, who were very cooperative in giving information on their clientele.

4.3 Reliability of the Instruments Results

Table 3: Reliability Results Using Cronbach's Alpha

Variable	No. of Items	Cronbach's Alpha
Service Quality	28	0.986
Customer Emotions	24	0.8735
Customer Perceptions	19	0.912
Customer Characteristics	16	0.854
Customer Loyalty	7	0.692

Cronbach's Alpha is a measure of internal consistency, or, to be more exact, how closely a group of things are connected. As a result, it's regarded as a measure of the (Likert) scale's dependability. Many social science studies regard reliability coefficients of 0.70 and above to be appropriate. Service Quality showed a coefficient of 0.986, and for Customer Emotions, it was 0.875. Customer Perception had a coefficient of 0.912. The coefficient of Hotel Characteristics was 0.854 and Customer Loyalty had 0.692 as shown in Table 3 above, suggesting that the items had over 69% internal consistency, which is fairly high. Cronbach's Alpha values are described as follows, according to Taber (2018), based on their values: excellent (0.93–0.94), strong (0.91–0.93), dependable (0.84–0.90), and robust (0.81); fairly high (0.76–0.95); high (0.73–0.95); good (0.71–0.91); relatively high (0.70–0.77); slightly low (0.68); reasonable (0.67–0.87); adequate (0.64–0.85); moderate (0.61–0.65); satisfactory (0.58–0.97); acceptable (0.45–0.98); sufficient (0.41–0.57). Since reliability for all the variables was above 0.68, it was deduced that the research instrument was reliable and data collected was suitable for analysis and making statistical inferences.

4.4 Descriptive Statistics of Customer Demographics

This part of the study presents findings on demographic characteristics of the population. This data was used as control variable in the study.

Table 4: Descriptive Results on Customer Demographics

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	235	68.7	68.7	68.7
	Female	107	31.3	31.3	100.0
	Total	342	100.0	100.0	
Age	Below 20	5	1.5	1.5	1.5
	21-34	47	13.7	13.7	15.2
	35-44	110	32.2	32.2	47.4
	45-54	127	37.1	37.1	84.5
	Above 54	53	15.5	15.5	100.0
	Total	342	100.0	100.0	
	Education	Form four & below	28	8.2	8.2
	Diploma	105	30.7	30.7	98.0
	Bachelor	204	59.6	59.6	67.8
	Postgraduate	5	1.5	1.5	100.0
	Total	256	100.0	100.0	

Information on customer demographics was collected and the results were as shown on Table 4 above. On gender, the results show that males were the majority, 235(68.7%), and females were 107(31.3%). This was an indication that most of the clients who frequented these hotels were males. As for the ages, 127(37.1%) were aged 45-54 years, 110(32.2%) were 35-44 years old, 53(15.5%) were above 54 years old, 47(13.7%) were between 21 and 34 years, and 5(1.5%) were aged below 20 years. This was an indication that most people who visited these star-rated hotels had stable incomes and their ages ranged from 35 years and above. Those below 35 years, it was assumed, did not have stable incomes as most of them have just finished their education and were looking for employment. Further, customers who were aged below 20 years were a minority, an indication that these clients were not financially independent. As for education, most customers were degree holders, 204(59.6%), followed by diploma holders, 105(30.7%), then form four level and below, 28(8.2%), and post-graduates, 5(1.5%). From the results

in Table 4, it is apparent that most customers had bachelor's degrees, followed by diploma holders, then Form Four lavers and below and few were postgraduates.

4.5 Descriptive Statistical Analysis Results

4.5.1 Descriptive Results of Service Quality

Table 5: Descriptive Results on Service Qquality

		N	Mean	Std. Dev
TANG1	The staff had clean, neat uniforms.	342	2.70	1.029
TANG2	The restaurant's atmosphere was inviting.	342	4.16	.816
TANG3	The shops were pleasant and attractive.	342	4.19	.776
TANG4	The outdoor surroundings were visually attractive.	342	4.14	.804
TANG5	The hotel was bright and well light.	342	4.06	.804
TANG6	The hotel has top of the range equipped reception desk.	342	3.92	.878
TANG7	The hotel's interior and exterior were well maintained.	342	4.16	.805
TANG8	The hotel was clean.	342	4.06	.777
RIB9	The hotel kept its promises by delivering its promises at the right time.	342	4.11	.781
RIB10	The hotel was sincere in solving my problems.	342	4.13	.755
RIB11	The hotel Performed the service right the first time.	342	4.06	.787
RIB12	My guestroom was ready as promised.	342	4.16	.787
RIB13	The hotel records were accurate (error free).	342	4.09	.799
RIB14	My reservations were handled efficiently.	342	3.92	.880
RIB15	TV, telephone Alternate Current (AC), lights, sockets, showers and sinks t worked properly.	342	4.16	.805
RSP16	The hotel told me exactly when services will be performed.	342	4.14	.804
RSP17	I received prompt service from hotel employees.	342	4.01	.807
RSP18	The hotel employees were willing to help me.	342	4.11	.789
RSP19	The hotel employees were never too busy to respond to my requests.	342	4.15	.728
ASS20	The Employee actions instilled confidence in me.	342	4.02	.870
ASS21	I felt safe in transacting business with hotel employees.	342	4.07	.801
ASS22	The hotel employees were courteous to me.	342	4.14	.736
ASS23	The hotel employees' were able to answer my questions.	342	4.16	.706
EMP24	I received individual attention from the hotel employees.	342	4.12	.760
EMP25	The hotel operating hours were convenient.	342	4.02	.842
EMP26	I received personal attention from employees of the hotel.	342	4.28	.708
EMP27	The hotel took care of my best interests at heart.	342	4.05	.775
EMP28	The hotel employees were able to understand my specific needs.	342	4.05	.808

The participants were subsequently asked to provide their ratings on Tangibility items. There were eight items measuring Tangibility. The highest rated item was TANG3 “The shops were pleasant and attractive”, which had a mean of 4.19. This was followed by TANG2 “The restaurant’s atmosphere was inviting” and TANG7 “The hotel’s interior and exterior were well maintained” each of which had a mean of 4.16. Next was TANG4 “The outdoor surroundings were visually attractive” with a mean of 4.14, followed by TANG5 “The hotel was bright and well lit” and TANG8 “The hotel was clean” each with a mean of 4.06. This was followed by TANG6 “The hotel has a top of the range equipped reception desk”, which had a mean of 3.92. The last was TANG1 “The staff had clean, neat uniforms”, which had the lowest mean of 2.7. The average mean was 3.92. These results indicated that most participants from the study were in agreement with all the items. However, few respondents disagreed strongly or were neutral. The Standard Deviation (SD) indicates how far individual replies to a topic differ or "deviate" from the mean. Since the average of Standard Deviation was small (0.836), it was deduced that customers rated the tangibility items at around the mean of 3.9.

This survey also sought to discover Reliability of the hotel services. From the questionnaires administered, participants were to rate the service. There were seven items used to rate the reliability of the service provided. Table 4.3 shows results of how reliable the hotel services were rated by the respondents. RIB12 “My guestroom was ready as promised” and RIB15 “TV, telephone, A/C, lights, sockets, showers and sinks worked properly” was rated highly with a mean of 4.16, followed by RIB10 “The hotel was sincere in solving my problems” with a mean of 4.13. Next was RIB9 “The hotel kept its promises by delivering them at the right time” with a mean of 4.11, and then RIB13 “The hotel records were accurate (error free)”, with a mean of 4.09. This was followed by RIB11 “The hotel performed the service right the first time”, which had a

mean of 4.06. RIB14 “My reservations were handled efficiently” with a mean of 3.92, was the last item. The average mean of all the elements was 4.09, as shown in Table 5 (Agree). The findings revealed that the vast majority of respondents agreed that the hotel services were reliable. Since the average Standard Deviation was small (0.836), it was deduced that customers rated the Reliability of hotel service around the mean of 4.09.

Responsiveness in service quality was measured using four items, which were coded as RSP16, RSP17, RSP18 and RSP19. The participants were requested to give their ratings (using Likert scale from 5 for Strongly Agree, 4 for Agree, 3 for Neither agree nor disagree, 2 for Disagree, and 1 for Strongly Disagree). The items were rated as follows: RSP16 “The hotel told me exactly when services will be performed” (Mean=4.14); RSP17 “I received prompt services from hotel employees” (Mean=4.01); RSP18 “The hotel employees were willing to help me” (Mean=4.11), and RSP19 “The hotel employees were never too busy to respond to my request” (Mean=4.15). The average mean was 4.1, meaning that most of participants agreed that the employees were quick to act in response to their needs. Since the average of Standard Deviation was small (0.782), it means that customers rated the Responsiveness of hotel employees around the mean of 4.1.

The study further sought to understand how the hotels serve their customers. The following items were used to measure assurance of hotel Service Quality, scaled using five Likert Scales (from 1-Strongly Disagree to 5-Strongly Agree): ASS20 “the employee actions instilled confidence in me” (Mean=4.02), as shown in Table 5; ASS21 “I felt safe in transacting business with the hotel employee” (Mean=4.07); ASS22 “The hotel employees were courteous to me,” with a mean of 4.14, and ASS23 “The hotel employees’ were able to answer my questions,” with a mean of 4.16. The average mean

for assurance was 4.1. This means that the respondents agreed (4-Agree from the scale) that the employee actions instilled confidence in them, that they felt safe in transacting business with the hotel employees and that the hotel employees were courteous to them and answered their questions. Since the average of Standard Deviation was small (0.778), it means that customers rated the Assurance of hotel services around the mean of 4.1.

Empathy was measured using five items, coded as EMP24, EMP25, EMP26, EMP27 and EMP28. A 5-point Likert scale was used to score the items (5-Strongly Agree, 4-Agree, 3-Neither agree nor disagree, 2-Disagree and 1-Strongly-Disagree). The items used to measure empathy were: EMP24 “I received individual attention from the hotel employees”, which had a mean of 4.12, and EMP25 “The hotel operating hours were convenient”, with a mean of 4.02. This showed that the respondents strongly agreed that the hotel operating hours were convenient. The other items were: EMP26 “I received personal attention from employees of the hotel”, with a mean of 4.28, EMP27 “The hotel took care of my best interests at heart,” which had a mean of 4.5, and EMP28 “The hotel employees were able to understand my specific needs”, with a mean of 4.05. The average mean of 4.1 confirmed that the respondents were in agreement with the items that: they received individualized attention from the hotel employees; the hotel operating hours were convenient; they received personalized attention from employees of the hotel; the hotel took care of their best interests, and hotel employees were in a position to understand their specific needs. Since the average of Standard Deviation was small (0.779), then it was deduced that customers’ rating on how the employees of the hotel Empathized with them concentrated around the mean of 4.3.

4.5.2 Descriptive Results of Customer Emotions

Table 6: Descriptive Results Analysis of Customer Emotions

		N	Mean	Std. Dev
Pos1	I felt comfortable in the hotel.	342	4.10	.768
Pos2	I was welcomed by the hotel employees.	342	4.30	.690
Pos3	I was contented with the hotel facility.	342	4.24	.728
Pos4	I was inspired by the employees of the hotel.	342	4.19	.711
Pos5	The hotel was secure.	342	4.11	.779
Pos6	I was treated as an important quest.	342	4.34	.712
Pos7	I was entertained.	342	4.06	.840
Pos8	I was extravagant.	342	3.98	.966
Pos9	I was relaxed at the hotel.	342	3.66	1.044
Pos10	I was treated elegantly.	342	4.14	.806
Pos11	I was pampered by the employees of the hotel.	342	3.81	.969
Pos12	I felt cool at the hotel.	342	3.84	.921
Pos13	I was inspired by the hotel employees.	342	3.91	.953
Pos14	The hotel facilities made me sophisticated.	342	3.98	.870
Pos15	I was respected by the hotel employees.	342	3.74	1.031
Neg16	Some of my request were nullified by the hotel employees.	342	3.86	1.102
Neg17	I was displeased/discontented with the hotel employees.	342	2.22	1.168
Neg18	I was ignored by the hotel employees.	342	1.84	.992
Neg19	I was angry because of the poor services.	342	1.78	.925
Neg20	I was worried of poor security at the hotel.	342	1.77	.931
Neg21	I was sad on the way I was treated.	342	1.78	.929
Neg22	I feared the way the employees were reacting to my enquiries.	342	1.70	.889
Neg23	I was ashamed of the facilities at the hotel.	342	1.72	.872
Neg24	I was lonely at the hotel.	342	1.71	.882

This research investigated how well the hotels treated their customers emotionally. If the customers (respondents) felt that the hotels treated them much worse than expected they were to select 1 (strongly disagree). If they felt they were treated better than expected they were to select 5 (strongly-agree). The results, as indicated in Table 6, were as

follows: POS1 “I felt comfortable in the hotel” had a mean of 4.10; POS2 “I was welcomed by the hotel employees” had a mean of mean of 4.30; POS3 “I was contented with the hotel facility” had a mean of mean of 4.24; POS4 “I was inspired by the employees of the hotel” had a mean of mean of 4.19; POS5 “The hotel was secure” had a mean of 4.11; POS6 “I was treated as an important guest” had a mean of 4.34; POS7 “I was entertained” had a mean of mean of 4.06; POS8 “I was extravagant” had a mean of 3.98; POS9 “I was relaxed at the hote” had a mean of mean of 3.66; POS10 “I was treated elegantly” had a mean of mean of 4.14; POS11 “I was pampered by the employees of the hotel” had a mean of mean of 3.81; POS12 “I felt cool at the hotel” had a mean of Mean of 3.84; POS13 “I was inspired by the hotel employees” had a mean of 3.91; POS14 “The hotel facilities made me sophisticated” has a mean of 3.98, and POS15 “I was respected by the hotel employees” had a mean of mean of 3.74. From the findings, POS6 “I was treated as an important guest”, with a mean of 4.34 was the highest, and followed by POS2 “I was welcomed by the hotel employees”, had a mean of mean of 4.30. Moreover, POS3 “I was contented with the hotel facility”, with a mean of 4.24, was third while POS4 “I was inspired by the employees of the hotel”, with a mean of 4.19, was ranked fourth. Additionally, POS10 “I was treated elegantly”, with a mean of 4.14; POS5 “The hotel was secure”, with a mean of 4.11; POS1 “I felt comfortable in the hotel”, with a mean of 4.10; POS7 “I was entertained with a mean of 4.06”, followed in a descending order. This means that most customers valued the treatment they received, the way they are welcomed and appreciated, and the security and comfort at the hotel facilities. The other items had means ranging from 3.66 to 3.98. This showed that positive emotions are important in promoting customer loyalty. The highest means were recorded from the following items: security, comfort, feeling welcomed by hotel employees, being contented, inspiration from hotel employees and good treatment. These

findings agreed with those of Shaw (2007), who revealed that emotions are often seen as antecedents, which can influence the outcome of a customer's experience (customer retention, customer loyalty, satisfaction). A study by Lee *et al.* (2011), also found that customers were more satisfied with their relationship with the salesperson when they experienced a higher level of Positive Emotion. Since, in the current study, the average of SD was small (0.852), then it means that customers rated Positive Emotions around the mean of 4.03.

Negative emotions were measured using nine items which were coded as NEG16, NEG17, NEG18, NEG19, NEG20, NEG21, NEG22, NEG23 and NEG24. From Table 6, negative emotions had an average mean of 2.042. It was also evident that only few customers disagreed (mean = 2.042) with the notion that there were negative emotions concerning the hotel's treatment of its customers. This meant that most customers did not experience any negative emotions and this explains why they frequented these hotels. These findings supported Ruth, Brunel, and Otens (2004) conclusions that whether pleasant or negative emotions are expressed, the recipients' general assumptions of their connection are favorable or negative.

4.5.3 Descriptive Results of Customer Perceptions

Table 7: Descriptive Results of Customer Perceptions

		N	Mean	Std. Dev
PVL1	The price for the service was fair.	342	1.82	.937
PVL2	I received value for my money.	342	4.24	.749
PVL3	I was satisfied with the price of the hotel services.	342	4.27	.683
PIM4	I think most people have a positive opinion about this hotel.	342	4.26	.706
PIM5	The staff in this hotel are friendly towards guests.	342	4.20	.700
PIM6	This hotel has a unique image.	342	4.23	.701
PIM7	I think this Hotel is popular.	342	4.11	.743
PIM8	The staff in this hotel always puts guests first.	342	4.13	.753
PIM9	This hotel's employees are perfectly honest and truthful.	342	4.20	.707
PIM10	This hotel's employees can be trusted.	342	4.11	.806
PIM11	This hotel's employees of this hotel have high integrity.	342	4.15	.778
PRB12	I am recognized by certain employees of this hotel.	342	4.06	.833
PRB13	I enjoy certain social aspects of the relationship with employees of this hotel.	342	3.69	1.050
PRB14	I have developed a friendship with the contacted employee(s) of the hotel.	342	3.54	1.105
PRB15	I am familiar with the employee(s) that perform(s) the service in the hotel.	342	3.45	1.087
PRB16	I am usually placed higher on the priority list when there is a line in this hotel.	342	3.47	1.092
PRB17	They do services for me that they do not do for most customers in this hotel.	342	2.85	1.010
PRB18	I get discounts or special deals that most customers do not get in this hotel.	342	2.77	1.014
PRB19	I know what to expect when I come to this hotel.	342	2.99	1.097

Customers were requested to rate their Perceptions on the hotels services provided.

Customer Perceptions were measured using perceived value, perceived image and perceived relational benefits. Perceived value was measured using three items, which

were coded as: PVL 1, PVL2 and PVL3. The results indicated that PVL1 “The price for the service was fair” had a mean of 1.82; PVL2 “I received value for my money” had a mean of 4.24, and PVL3 “I was satisfied with the price of the hotel services” had a mean of 4.27, as shown in Table 7. Since the average of SD was small (0.790), then it means that customers’ rating of perceived value concentrated around the mean. These findings showed that customers were happy with the pricing of the hotel services, and that they got value for their money. The findings agree with those of other researchers (Kim, Holland & Han, 2013; Li & Petrick, 2010& Ryu, Han & Kim, 2008).

Perceived image was measured using eight items, which were coded as PIM4, PIM5, PIM6, PIM7, PIM8, PIM9, PIM10 and PIM11. Customers were called upon to rate their perceptions on the image of the hotel. The average mean for perceived image was 4.17. The respondents ranked all eight things above the mean of 4, implying that they had favorable impressions of the hotel. PIM 4 "I believe most people have a positive opinion of this hotel" had a mean of 4.26; PIM 5 "The staff in this hotel are friendly towards guests" had a mean of 4.20; PIM 6 "This hotel has a unique image" had a mean of 4.23; PIM 7 "I believe this hotel is popular" had a mean of 4.11; PIM 8 "The staff in this hotel always puts guests first" had a mean of 4.13; PIM 9 "The mean of PIM 9 "This hotel's workers are totally honest and truthful" was 4.20; PIM 10 "This hotel's employees can be trusted" was 4.11; and PIM 11 "This hotel's employees have great integrity" was 4.15. The average SD was small (0.763), meaning that customers’ rating of the perceived image was concentrated around the mean. The findings suggested that employees have a great role in influencing the image of the organization, which results in increased Customer Loyalty. These findings support those of Kandampully and Hu (2007) that determined that corporate image influences both Service Quality and Customer Contentment, which in turn influence Customer Loyalty. Moreover, Tarus

and Rabach (2013), in their study, found that clients who patronize companies with a good corporate image are likely to be psychologically satisfied because they hold a belief that such firms offer value for money.

The average mean for the perceived relational benefits was 3.35. This meant the customers remained neutral on perception on relational benefits. PRB12 “I am recognized by certain employees of this hotel” had a Mean of 4.06; PRB13 “I enjoy certain social aspects of my relationship with employees of this hotel” had a mean of 3.69; PRB14 “I have build rapport with the contacted employee(s) of the hotel” had a mean of 3.54; PRB15 “I am acquainted with the employee(s) who perform(s) the service in the hotel” had a mean of 3.45; PRB16 “I am usually placed higher on the priority list when there is a line in this hotel” had a Mean of 3.47; PRB17 “They do services for me that they do not do for most customers in this hotel” had a mean of 2.85; PRB18 “I get discounts or special deals that most customers do not get in this hotel” had a mean of 2.77, and PRB19 “I know what to expect when I come to this hotel” had a mean of 2.99. The average SD was large (1.036), meaning that Customer Perception of Relational Benefits rating deviated away from the mean. The item on recognition of the customer by hotel employees carried the highest mean of 4.06. This finding indicates that the customers already know the services they expect from hotels and that they prefer specific hotels because they are always recognized by hotel employees. These findings back up Reynolds and Beatty (1999), who believe that social benefits should have a beneficial influence on customer satisfaction since employee-customer connection is critical to the customer's impression of service quality in many cases.

4.5.4 Descriptive Results on Relationship Marketing Orientation and Customer Loyalty

Table 8: Descriptive Results on Customer Loyalty

		N	Mean	Std. Dev
ATT1	I will recommend this hotel to other customers.	342	4.18	.715
ATT2	I will come back to this hotel again.	342	4.11	.779
ATT3	I will tell others about the hotel and its services.	342	3.86	1.075
ATT4	I consider this hotel as the best compared to others I have visited (my first-class choice).	342	3.80	1.062
BEH1	I will continue coming to this hotel even if its prices are increased.	342	3.93	.939
BEH2	I would not switch to a competitor, even if I had a problem with this hotel.	342	3.83	.998
BEH3	I have a positive emotional relation to this hotel I have chosen and I feel attached to it.	342	3.21	1.129

It was one of the aims of this study to find out customers' loyalty to the hotel. Customer loyalty was categorized into behavioural and attitudinal classes. Some of the attitudinal items used were: ATT1 "I will recommend this hotel to other customers", with a mean of 4.18; ATT2 "I will come back to this hotel again", with a mean of 4.11; ATT3 "I will tell others about the hotel and its services" had a mean of 3.86 and ATT4 "I consider this hotel as the best compared to others I have visited" had a mean of 3.80. Behavioural loyalty was measured using the following items: BEH1 "I will continue coming to this hotel even if its prices are increased" had a mean of 3.93; BEH2 "I would not switch to a competitor, even if I had a problem with this hotel" had a mean 3.83, and BEH3 "I have a positive emotional relation to this hotel I have chosen and I feel attached to it" had a mean of 3.21. Table 8 shows that the mean for attitudinal and behavioural constructs rating (using the Likert Scale from 1-Strongly Disagree to 5-Strongly Agree) Were 4.0 (4-Agree) And 3.65 (3-Neither Agree nor Disagree), respectively. The average mean was 3.85, meaning that the majority of the respondents were in agreement with the loyalty items (I will recommend this hotel to other

customers, I will come back to this hotel again; I will tell others about the hotel and its services; I consider this hotel as the best compared to others I have visited [my first class choice]; This will always be my preferred choice; I always come to this hotel, and I always refer my friends to this hotel). The average SD was small (0.956), meaning that most of the customer loyalty ratings were around the mean of 4.00.

4.5 Descriptive Results of hotel Characteristics and Customer Loyalty

Table 9: Descriptive Results on Hotel Characteristics

		N	Mean	Std. Dev
STRT1	I prefer a five-star hotel because they offer better services.	342	3.76	1.050
STRT2	I prefer a four- and five-star hotels because they have more facilities.	342	4.20	.745
STRT3	I prefer two- and three-star hotels are fairly priced.	342	4.18	.751
STRT4	Star-rating of hotels improves the image of the hotel.	342	4.16	.776
STRT5	Star-rating of hotels guides me in making decisions on which hotel I should select; hence it saves my time.	342	3.86	.886
STRT6	Star-rated hotels are trustworthy.	342	4.25	.721
STRT7	I am assured value for my money in star-rated hotels.	342	4.19	.713
STRT8	Star-rating of the hotel reflects the quality of the services I expect to receive from the hotel	342	3.76	.908
LOC9	I like this hotel because it is located near the central business district.	342	3.88	.894
LOC10	I prefer coming to this hotel because it is easily accessed by the public service vehicles.	342	3.95	.838
LOC11	I always stay in this hotel because it is located in a convenient location and closer to other facilities like banks and major offices.	342	3.59	1.290
LOC12	This hotel is located in a serene environment; I love it because it gives me peace of mind.	342	3.61	1.273
SIZ13	I always prefer small hotels because they offer personalized services.	342	3.66	1.200
SIZ14	I prefer a small hotel because it offers better services.	342	3.53	1.217
SIZ15	I prefer staying in a small hotel because it is more secure.	342	4.30	.686
SIZ16	I prefer big hotels because they offer variety of services	342	4.25	.725

Ascertaining the Hotel Characteristics, as the moderating variable, was among the aims of this research. Customers (respondents) were required to rate some items used in relation to Hotel Size, Star-Rating and Hotel Location. The results on star rating, as shown in Table 9, were as follows: STRT1 “I prefer five-star hotels because they offer better services” had a mean of 3.76; STRT2 “I prefer four and five-star hotels because they have more facilities” had a mean of 4.20; STRT3 “I prefer two and three-star hotels as they are fairly priced” had a mean of 4.1; STRT4 “Star-rating of hotels improves the image of the hotel” had a mean of 4.16; STRT5 “Star-rating of hotels guides me in making decision on which hotel I should select, hence it saves my time” had a mean of 3.86; STRT6 “Star-rated hotels are trustworthy” had a mean of 4.25; STRT7 “I am assured value for my money in a star-rated hotel” had a mean of 4.19; STRT8 “Star-rating of the hotel reflects the quality of the services I expect to receive from the hotel” had a mean of 3.76. The average mean for star-rating was 4.05, implying that most respondents preferred star-rated hotels because they offer better services, have more facilities, charge fair prices, guide customers in decision-making, are trusted and they reflect the quality of service they expect. The average Standard Deviation was small 0.819; this meant that most of the ratings concentrated around the mean.

As regards the location, the results were as follows: LOC9 “I like this hotel because it is located near the CBD” had a mean of 3.88; LOC10 “I prefer coming to this hotel because it is easily accessed by the public service vehicles” had a mean of 3.95; LOC11 “I always stay in this hotel because it is located in a convenient location and closer to other facilities like banks and major offices” had a mean of 3.59, and LOC12 “This hotel is located in a serene environment; I love it because it gives me peace of mind” had a mean of 3.61. The average mean on hotel location was 3.8; this meant that

location of the hotel played a great role in customer loyalty. The Standard Deviation was 1.073, meaning most of the respondents deviated slightly from the mean.

The results on the size of the hotel were as follows: SIZ13 “I always prefer small hotels because they offer personalized services” had a mean of 3.66; SIZ14 “I prefer a small hotel because it offers better services” had a mean of 3.53; SIZ15 “I prefer staying in a small hotel because it is more secure” had a mean of 4.30, and SIZ16 “I prefer big hotels because they offer variety of services” had a mean of 4.25. The average mean for hotel size was 3.935, approximately 4, suggesting that the size of hotel is important in influencing Customer Loyalty. The SD was 0.957, meaning that most of the responses on the size of the hotel concentrated around the mean. It was thus found in this study that Hotel Star-Rating, Location and Size influenced Customer Loyalty.

4.6 Factor Analysis

Before proceeding with the study, Factor Analysis was used to condense the items into a smaller number of dimensions. After factor analysis, those items that never loaded were removed and the data was transformed to compute the variables that were used for analysis.

4.6.1 Factor Analysis Performed for Customer Loyalty

Table 10: Factor Analysis on CLbefore Removal of the Factors that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.621		
Bartlett's Test of Sphericity		Chi-Square	565.995	
		df	21	
		Sig	.000	
Items of Customer Loyalty (n = 342)		Factor Loadings	Eigen Values	% Variance
ATT1	I will recommend this hotel to other customers.		2.461	35.152
ATT2	I will come back to this hotel again.			
ATT3	I will tell others about the hotel and its services.	.759		
ATT4	I consider this hotel as the best compared to others I have visited (my first-class choice).	.772		
BEH1	I will continue coming to this hotel even if its prices are increased.	.677		
BEH2	I would not switch to a competitor, even if I had a problem with this hotel.	.575		
BEH3	I have a positive emotional relation to this hotel I have chosen and I feel attached to it.	.504		

Customer loyalty was subjected to factor analysis to determine construct validity. The Kaiser-Meyer-Olkin (KMO) tool was used to evaluate sample adequacy, and Bartlett's Test of Sphericity was utilized to test the presence of correlations among the variables before Factor Analysis. The results suggest that KMO was 0.621, as stated in Table 10. It was suggested that since this number was more than 0.5, then factor analysis was recommended. According to Kaiser's (1974) examination of KMO, any KMO value approaching 0.5 is typically suggested as a minimum (barely accepted). Values between 0.7 and 0.8 are considered acceptable, while those above 0.9 are considered exceptional. As a result, factor analysis was determined to be suitable for this data.

The strength of the correlations among the variables was also tested using Bartlett's Test of Sphericity. Table 4.8 shows that the Bartlett's Test is significant ($P < 0.000$). As a result, factor analysis proved a good fit for this set of data. After that, a Factor Analysis was carried out. The Varimax Rotation Method was used to find five components with Eigen Values larger than 1. Factor loadings showed that two factors did not load, as indicated in Table 10, hence they were removed. These factors were: I will recommend this hotel to other customers and I will come back to this hotel again. The Eigen Values in Table 4.8 indicate that one factor accounts for 35.152% of the variance in customer loyalty. The rest have Eigen Values values below 1.

Table 11: Factor Analysis on CL after Removal of the Factors that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.663		
Bartlett's Test of Sphericity	Chi-Square	292.294		
	df	10		
	Significance	.000		
Items of Customer Loyalty (n = 342)		Factor Loadings	Eigen Values	% Variance
ATT3	I will tell others about the hotel and its services.	2.394	2.394	47.889
ATT4	I consider this hotel as the best compared to others I have visited (my first-class choice).	.916		
BEH1	I will continue coming to this hotel even if its prices are increased.	.867		
BEH2	I would not switch to a competitor, even if I had a problem with this hotel.	.472		
BEH3	I have a positive emotional relation to this hotel I have chosen and I feel attached to it.	.350		

Next, Factors Analysis was dispensed with after removing the items that never loaded. The results shown in Table 11 indicate that KMO has improved from 0.621 to 0.663. Since this value was above 0.5, it was recommended. Kaiser (1974), states that any KMO value that is near 0.5 is recommended as a minimum (barely accepted) while

values between 0.7-0.8 are accepted, and those above 0.9 are superb. Hence, it was concluded that Factor Analysis was appropriate for this data. The strength of the relationship between variables was also tested using Bartlett's Test of Sphericity. The Bartlett's Test is significant ($P < 0.000$) according to the leads in Table 11. As a result, factor analysis was found to be appropriate for this data and was used. The Varimax Rotation Method was used to find five components having Eigen Values larger than one. One factor was extracted with Eigen Value of 2.394 and variance of 47.889. The Eigen Values in Table 4.9 improved from 35.152% to 47.889%. Hence, the factor extracted after the removal of the items that never loaded accounts for 47.889% variance, the others had below 1.

Table 12: Factor Analysis on Customer Loyalty – Component Matrix

		Component 1
ATT3	I will tell others about the hotel and its services.	.800
ATT4	I consider this hotel as the best compared to others I have visited (my first-class choice).	.796
BEH1	I will continue coming to this hotel even if its prices are increased.	.633
BEH2	I would not switch to a competitor, even if I had a problem with this hotel.	.590
BEH3	I have a positive emotional relation to this hotel I have chosen and I feel attached to it.	.609

Extraction Method: Principal Component Analysis a. 1 components extracted.

The loadings (retrieved values of each item under one variable) of the five variables on the one factor extracted are shown in Table 12. The Factor Loadings with Eigen value 1 and above were extracted. When the entire value of the factor's loading is higher, then it is concluded that the factor contributes to the variable. "This will always be my preferred choice" contributed the highest value (0.800) to Customer Loyalty, followed by "I will

always come to this hotel”, with 0.796. Next was, “I will tell others about the hotel and its services”, with a loading of 0.633 and then, “This will always be my preferred choice,” with a loading of 0.609. Finally, “I consider this hotel as the best compared to others I have visited (My first choice)”, with a loading of 0.590 contributed the least to Customer Loyalty. All the loadings were positive, meaning that as the variable score increased, so did the component score. The solution could not be rotated since just one component was rotated.

4.6.2 Factor Analysis Performed for Service Quality

Table 13: Factor Analysis on SQ before the Removal of the factors that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.946	
Bartlett's Test of Sphericity	Chi-Square		5048.	
	df		078.91	
	Significance		.000	
Items of Service quality (n = 342)		Factor Loadings	Eigen Values	% Variance
TANG1	The staff had clean, neat uniforms.		10.497	74.979
TANG2	The restaurant's atmosphere was inviting.	.686		
TANG3	The shops were pleasant and attractive.	.678		
TANG4	The outdoor surroundings were visually attractive.			
TANG5	The hotel was bright and well- lit.	.663		
TANG6	The hotel was bright and well light.			
TANG7	The hotel's interior and exterior were well maintained.	.670		
TANG8	The hotel was clean.			
RLB9	The hotel kept its promises by delivering at the right time.			
RLB10	The hotel was sincere in solving my problems.			
RLB11	The hotel Performed the service right the first time.			
RLB12	My guestroom was ready as promised.			
RLB13	The hotel records were accurate (error free).			
RLB14	My reservations were handled efficiently.			
RLB15	TV, telephone A/C, lights, sockets, showers sinks and toilets worked properly.			
RSP16	The hotel told me exactly when services will be performed.			
RSP17	I received prompt service from hotel employees.			
RSP18	The hotel employees were willing to help me.	.834		
RSP19	The hotel employees were never too busy to respond to my requests.	.819		
ASS20	The Employee actions instilled confidence in me.	.677		
ASS21	I felt safe in transacting business.	.755		
ASS22	The hotel employees were courteous to me.	.836		
ASS23	The hotel employees were able to answer my questions.	.772		
EMP24	I got individualized attention from the employees.	.769		
EMP25	The hotel operating hours were convenient.	.767		
EMP26	I received personal attention from employees.			
EMP27	The hotel took care of my best interests at heart.	.775		
EMP28	The hotel employees understood my specific needs.	.794		

The Kaiser Meyer Olkin (KMO) and Bartlett's Test, which examines the strength of correlations among variables, was the first item on the factor analysis output. KMO was utilized to assess the sampling adequacy (which determines if the replies provided with the sample are appropriate or not). Any KMO value near 0.5 is adequate for carrying out a good Factorial Analysis. When the total value of the loading of a particular factor is higher, then the conclusion is that the factor contributes to the variable. The KMO for Service Quality data was 0.946, which fell into the range of superb category hence; the conclusion was that Factor Analysis was appropriate for this data as indicated by Table 13 above.

Researchers can also use Bartlett's Test to determine the strength of correlations between variables. The null hypothesis that the correlation matrix is an identity matrix is tested here. The Barlett's Test of Sphericity is significant (0.000), that is, it is less than 0.05, as shown in Table 13. The study determined that Factor Analysis was adequate for these data since Barlett's test of sphericity was extremely significant ($P < 0.000$).

Factor Analysis was performed. The Varimax Rotation Method was used to find fourteen factors having Eigen Values larger than one. Factor loadings showed that 14 factors did not load, as indicated in Table 13, hence they were removed. These were: The staff had clean, neat uniforms; the outside environs were visually attractive; the hotel was well-lit and bright; the hotel was clean; the hotel kept its promises by providing them at the right time, and the hotel was sincere in solving my problems. Others were: The hotel was sincere in solving my problems; The hotel performed the service well, the first time; My guest room was ready as promised; The hotel records were accurate/error free; My reservations were handled efficiently, TV, telephone, A/C, lights, sockets, showers and sinks and toilets worked properly; The hotel told me

precisely when services would be delivered, and I received quick services from hotel workers. Finally, the Eigen Values in Table 13 indicate that factor one accounted for 74.979% of the variance in Service Quality.

Table 14: Factor Analysis on SQ after the Removal of Items that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.950	
Bartlett's Test of Sphericity		Chi-Square	5200.812	
		Df	105	
		Sig.	.000	
Items of Service quality (n = 342)		Factor Loadings	Eigen Values	% Variance
Tang2	The restaurant's atmosphere was inviting.	10.497	10.497	74.979
Tang3	The shops were pleasant and attractive.	1.147	1.147	8.192
Tang5	The hotel was bright and well- lit.	.412		
Tang7	The hotel's interior and exterior were well maintained.	.337		
Rsp18	The hotel employees were willing to help me.	.286		
Rsp19	The hotel employees were never too busy to respond to my requests.	.245		
Ass20	The Employee actions instilled confidence in me.	.216		
Ass21	I felt safe in transacting business with hotel employees.	.198		
Ass22	The hotel employees were courteous to me.	.185		
Ass23	The hotel employees' were able to answer my questions.	.133		
Emp24	I received individual attention from the hotel employees.	.126		
Emp25	The hotel operating hours were convenient.	.118		
Emp27	The hotel took care of my best interests at heart.	.090		
Emp28	The hotel employees were able to understand my specific needs.	.010		

Next, Factors Analysis was dispensed with after removing the items that never loaded. The results presented in Table 14 show that KMO had improved from 0.946 to 0.0.950. Since this value was above 0.5, it was highly recommended. According to Kaiser (1974),

any KMO number near 0.5 is advised as a minimum (just acceptable), while values between 0.7 and 0.8 are acceptable, and values beyond 0.9 are excellent. As a result, factor analysis was determined to be suitable for this data. The strength of the relationship between variables was also tested using Bartlett's Test of Sphericity. The leads in Table 14 indicate the Bartlett's Test as significant ($P < 0.000$). As a result, factor analysis was appropriate for this set of data. The Varimax Rotation Method was used to find 14 factors with Eigen Values larger than one after Factor Analysis. Two factors were extracted (1 and 2), unlike before, the items were loaded including those that never loaded. The Eigen Values in Table 14 improved from 74.979% to 83.174%. This could be a sign that the two factors extracted account for 80.787% of the variance in commission quality. Factor 1 contributed 74.979% and Factor 2 contributed 8.192%; the other factors' contribution was each below 1.

Table 15: Factor analysis on Service Quality – Component Matrix

		Component	
		1	2
Tang 2	The restaurant's atmosphere was inviting.	.828	.517
Tang 3	The shops were pleasant and attractive.	.824	.434
Tang 5	The hotel was bright and well- lit.	.814	.309
Tang 7	The hotel's interior and exterior were well maintained.	.819	.529
Rsp 18	The hotel employees were willing to help me.	.913	
Rsp 19	The hotel employees were never too busy to respond to my requests.	.905	-.146
Ass 20	The Employee actions instilled confidence in me.	.823	-.195
Ass 21	I felt safe in transacting business with hotel employees.	.869	
Ass 22	The hotel employees were courteous to me.	.914	-.108
Ass 23	The hotel employees were able to answer my questions.	.879	-.171
Emp 24	I received individual attention from the hotel employees.	.877	-.245
Emp 25	The hotel operating hours were convenient.	.876	-.269
Emp 27	The hotel took care of my best interests at heart.	.881	-.190
Emp 28	The hotel employees were able to understand my specific needs.	.891	-.180

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

The loadings (extracted values of every item under one variable) of the 14 variables on the two extracted factors are shown in Table 15. The higher the absolute value of the loading, the greater the contribution of the component to the variable. The study extracted two variables. All the 14 items loaded highly on Factor 1 and less on Factor 2. Item 5 and Item 8 never loaded on Factor 2. Therefore, all the 14 items contributed highly to variable 1 and not 2. Item 1 "The ambiance of the restaurant was appealing." and item 4 "The hotel's interior and exterior were well maintained" loaded highly on Factor 1 and Factor 2.

Table 16: Factor analysis on Service Quality-Rotated Component Matrix

		Component	
		1	2
Tang2	The restaurant's atmosphere was inviting.	.361	.908
Tang3	The shops were pleasant and attractive.	.406	.837
Tang5	The hotel was bright and well- lit.	.473	.731
Tang7	The hotel's interior and exterior were well maintained.	.346	.911
Rsp18	The hotel employees were willing to help me.	.779	.482
Rsp19	The hotel employees were never too busy to respond to my requests.	.816	.418
Ass20	The Employee actions instilled confidence in me.	.778	.331
Ass21	I felt safe in transacting business with hotel employees.	.758	.437
Ass22	The hotel employees were courteous to me.	.800	.455
Ass23	The hotel employees were able to answer my questions.	.809	.383
Emp24	I received individual attention from the hotel employees.	.852	.322
Emp25	The hotel operating hours were convenient.	.865	.302
Emp27	The hotel took care of my best interests at heart.	.822	.369
Emp28	The hotel employees were able to understand my specific needs.	.825	.383

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 3 iterations

The Rotated Component Analysis Table has sorted the 14 service quality questions (Item 1 to 14) into two overlapping group's The items were sorted in order that they have the

best loading (not considering whether the correlation was positive or negative). All of the elements in the study were listed and sorted, starting with the best factor loading and ending with the lowest factor loading. From the analysis, every item contains a loading from every factor; the study had requested for loadings above 0.30. Any loading below 0.30 was to be excluded from the output. From the output in Table 16, all the items have loadings above 0.30; hence, they were included within the output. The first ten items from Factor 1 are displayed in order of highest loading (item 12) to lowest loading (item 9). Finally, the four items on which Factor 2 has the greatest influence are given as follows: (items 5, 2, 3, and 7). Loadings generated by an orthogonal rotation are correlation coefficients between each item and the factor, ranging from -1.0 to +1.0. When a question has a negative loading, it must be rotated and read in the opposite direction from how it was written for that factor.

Factor loadings of less than 0.30 are usually regarded low, which is why loadings of less than 0.30 were suppressed in this study. Loadings of 0.40 or more, on the other hand, are usually regarded excessive. Items 12, 11, 14, and 13 were deemed to assess empathy based on the analysis. Because they all have high loadings from the same component, it's reasonable to assume that they're all the same construct called "empathy." Items 6 and 5 were assumed to measure "Responsiveness", while items 10, 9, 7 and eight were to measure "Assurance", yet they relate highly with this factor. These factors were all concerned with the importance of employees' behaviour in delivering service quality. So, it was possible for the researcher to determine them as a part of empathy. On the opposite side, items 5, 2, 3 and 7 loaded highly on Factor 2. These items were to support "Tangibility". Since all of them had strong loadings from the identical factor, they support tangibility as a concept. Since factors 2, 3, 8, 18, 19, and 22 had high loadings on

both Factor 1 and 2, they were undesirable, because the researcher requires items to predict just one factor.

4.6.3 Factor Analysis Performed for Customer Emotions

Table 17: Factor Analysis for CE Before Removal of Factors that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy				.925
Bartlett's Test of Sphericity		Chi-Square	6157.323	
		Df		
		Significance		
			276	
Items of Customer emotions (n = 342)		Factor Loadings	Eigen Values	% Variance
I felt comfortable in the hotel.		.774	10.909	45.453
I was welcomed by the hotel employees.		.774		
I was contented with the hotel facility.		.824		
I was inspired by the employees of the hotel.		.838		
The hotel was secure.		.854		
I was treated as an important guest.		.645		
I was entertained.		.787		
I was Extravagant.		.780		
I was relaxed at the hotel.		.712		
I was treated elegantly.		.791		
I was pampered by the employees of the hotel.		.822		
I felt cool at the hotel.		.771		
I was inspired by the hotel employees.		.654		
The hotel facilities made me sophisticated.		.823		
I was respected by the hotel employees.		.663		
Some of my requests were nullified by the hotel employees.				
I was displeased/discontent with the hotel employees.				
I was ignored by the hotel employees.				
I was angry because of the poor services.				
I was worried of poor security at the hotel.		-.524		
I was sad on the way I was treated.				
I feared the way the employees were reacting to my enquiries.		-.517		
I was ashamed of the facilities at the hotel.		-.534		
I was lonely at the hotel.				

Customer emotions were subjected to factor analysis to ensure construct validity. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity were used before the factor analysis. KMO was 0.925, according to the values presented in Table 17. It was

suggested since this number was more than 0.5, it was recommended. According to Kaiser (1974), any KMO number near 0.5 is suggested as a minimum, but values between 0.7 and 0.8 are acceptable. Values greater than 0.9 are excellent. Because KMO's value was 0.925, it came into the excellent category, and it was determined that Factor Analysis was acceptable for this data. The strength of the relationship between variables was also tested using Bartlett's Test of Sphericity. The results of Bartlett's Test were significant ($P < 0.000$), as shown in Table 17. As a result, factor analysis was appropriate for this set of data. After that, a Factorial Analysis was carried out. The Varimax Rotation Method was used to find eighteen (18) factors with Eigen Values greater than one. As shown in Table 17, factor loading revealed that six factors did not load; as a result, they were deleted. These factors were: Some of my requests were nullified by the hotel employees; I was displeased/discontented with the hotel employees; I was ignored by the hotel employees; I was angry because of the poor services; I was sad on the way I was treated, and I was lonely at the hotel. Table 4.15's Eigen values show that one component accounted for 45.453 percent of the variation in consumer Emotions.

Table 18: Factor Analysis for CE after Removal of the Factors that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.927		
Bartlett's Test of Sphericity		Approx. Chi-Square	4356.028	
		Df	153	
		Sig.	.000	
	Component	Factor Loadings	Eigen Values	% of Variance
Pos1	I felt comfortable in the hotel.	10.003	10.003	55.572
Pos2	I was welcomed by the hotel employees.	2.321	2.321	12.893
Pos3	I was contented with the hotel facility.	1.105	1.105	6.139
Pos4	I was inspired by the employees of the hotel.	.668		
Pos5	The hotel was secure.	.637		
Pos6	I was treated as an important guest.	.487		
Pos7	I was entertained.	.408		
Pos8	I was Extravagant.	.390		
Pos9	I was relaxed at the hotel.	.330		
Pos10	I was treated elegantly.	.289		
Pos11	I was pampered by the employees of the hotel.	.266		
Pos12	I felt cool at the hotel.	.261		
Pos13	I was inspired by the hotel employees.	.211		
Pos14	The hotel facilities made me sophisticated.	.177		
Pos15	I was respected by the hotel employees.	.147		
Neg20	I was worried of poor security at the hotel.	.135		
Neg22	I feared the way the employees were reacting to my enquiries.	.115		
Neg23	I was ashamed of the facilities at the hotel.	.050		

After deleting the six items that never loaded, the results of Factor Analysis are shown in Table 18. The 18 customer emotions variables were grouped using the principle components analysis using the Varimax Rotation Method. These variables were: I felt comfortable within the hotel; I used to be welcomed by the hotel employees; I was contented with the hotel facility, I used to be inspired by the staff of the hotel; The hotel was secure; I used to be treated as a very important guest; I used to be entertained; I used to be extravagant; I used to be relaxed at the hotel; I used to be treated elegantly; I used to be pampered by the staff of the hotel; I felt cool at the hotel; I used to be inspired by

the hotel employees; The hotel facilities made me sophisticated; I used to be respected by the hotel employees; I used to be worried of poor security at the hotel; I feared the way the employees were reacting to my inquiries, and I used to be ashamed of the facilities at the hotel. Independent sampling, normality, linear connections between pairs of variables, and variable correlation were all fulfilled. The Eigen Values over 1 criteria and the screen plot were supported by three rotating components. The major component accounted for 55.572 percent of the variation after rotation, the second component for 12.893 percent, and the third component for 6.139 percent. The items and component loading for the rotated components are shown in Table 20, with the loading underneath .30 were deleted to improve clarity.

Table 19: Factor Analysis on Customer Emotions – Component Matrix

		Component		
		1	2	3
Pos1	I felt comfortable in the hotel.	.806	.110	-.113
Pos2	I was welcomed by the hotel employees.	.814	.136	-.344
Pos3	I was contented with the hotel facility.	.859	.141	-.290
Pos4	I was inspired by the employees of the hotel.	.870		-.266
Pos5	The hotel was secure.	.877		-.107
Pos6	I was treated as an important quest.	.684	.169	-.340
Pos7	I was entertained.	.809		
Pos8	I was Extravagant.	.809		
Pos9	I was relaxed at the hotel.	.747	.136	.458
Pos10	I was treated elegantly.	.813		-.163
Pos11	I was pampered by the employees of the hotel.	.842		.250
Pos12	I felt cool at the hotel.	.810	.111	.171
Pos13	I was inspired by the hotel employees.	.673		.353
Pos14	The hotel facilities made me sophisticated.	.834		
Pos15	I was respected by the hotel employees.	.683	.103	.478
Neg20	I was worried of poor security at the hotel.	-.379	.800	
Neg22	I feared the way the employees were reacting to my enquiries.	-.386	.877	
Neg23	I was ashamed of the facilities at the hotel.	-.401	.874	

Extraction Method: Principal Component Analysis. a. 3 components extracted.

The loadings (retrieved values of every item under one variable) of the 14 variables on the two factors extracted are shown in Table 19. The higher the loading value, the greater the contribution of the variable to the variable. The study extracted three factors. All the 15 positive items loaded highly and positively on Factor 1 and lower on Factor 2 and 3. The loading of the three negative items was low and negative. The negative items loaded negatively and low on Factor 1. But they loaded highly on Factor 2 and lower on Factor 3. Item 1 POS1 to item 6 POS6 loaded negatively on Factor 3.

Table 20: Factor Analysis on Customer Emotions-Rotated Component Matrix

		Component		
		1	2	3
Pos3	I was contented with the hotel facility.	0.858	0.312	
Pos2	I was welcomed by the hotel employees.	0.856		
Pos4	I was inspired by the employees of the hotel.	0.842	0.331	
Pos6	I was treated as an important quest.	0.763		
Pos5	The hotel was secure.	0.743	0.457	
Pos10	I was treated elegantly.	0.717	0.365	
Pos1	I felt comfortable in the hotel.	0.701	0.414	
Pos8	I was Extravagant.	0.628	0.484	
Pos7	I was entertained.	0.622	0.504	
Pos14	The hotel facilities made me sophisticated.	0.563	0.574	
Pos12	I felt cool at the hotel.	0.528	0.639	
Pos11	I was pampered by the employees of the hotel.	0.489	0.711	
Pos9	I was relaxed at the hotel.	0.309	0.83	
Pos13	I was inspired by the hotel employees.	0.3	0.691	
Pos15	I was respected by the hotel employees.		0.802	
Neg20	I was worried of poor security at the hotel.			0.87
Neg22	I feared the way the employees were reacting to my enquiries.			0.947
Neg23	I was ashamed of the facilities at the hotel.			0.948

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a. Rotation converged in 4 iterations.

The 14 customer emotions (Items 1 to 18) were divided into three overlapping categories using the rotational component analysis table. The elements were arranged in order of greatest loading performance (not considering whether the correlation was positive or negative). All of the components in the study were listed starting with Factor 1 and

ordered from the best factor loading to the worst factor loading. Additionally, from analysis, every item contained a loading from every factor the study had requested for loadings above 0.30. Any loading below 0.30 was to be excluded from the output. From the output as shown in Table 20 above, all the items had loadings above 0.30; hence, they were included within the output. The first 12 items that had their highest loadings from Factor 1 were listed from highest loading as items: POS1-POS8 POS10, and POS14 to the bottom (POS12). Secondly, four items on which Factor 2 loaded most highly were listed as items: POS11, POS9, POS13 and POS15. Finally, NEG 20, NEG 22, and NEG 23 were named as the three things on which Factor 3 scored the highest. Loadings generated by an orthogonal rotation are correlation coefficients between each item and the factor, ranging from -1.0 to +1.0. A negative loading indicates that the question must be rotated, or understood in the opposite direction from how it was phrased for that factor.

Factor loadings of less than 0.30 are usually regarded low, which is why loadings of less than 0.30 were suppressed in this study. Loadings of 0.40 or more, on the other hand, are usually regarded excessive. From the analysis, items 3, 2, 4, 6, 5, 10, 1, 8, 7, 14 and 12 were assumed to measure positive emotions. Since all of them had strong loadings from the identical factor, they can be conceptualized as identical construct “positive emotions.” Items 11, 9, 13 and 15 were assumed to measure positive emotions but they related highly with this Factor 2. Observing these factors, they were all about the importance of employees’ behaviour in creating positive emotions amongst customers. So, it was possible for the researcher to see them as the role played by employees in creating positive emotions. On the opposite side, items 16, 17 and 18 loaded highly on Factor 3. These items were to support the “negative emotions.” Since all these three items had strong loadings on Factor 3, they supplied support for the factor being

conceptualized. Since factors 12, 14, 7, 8, 1, 10, 4 and 3 had high loadings on both factor 1 and 2, they were undesirable; the researcher wanted just one item to predict each item one factor.

4.6.4 Factor Analysis Performed for Customer Perceptions

Table 21: Factor Analysis for CP Before Removing items that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.915	
Bartlett's Test of Sphericity		Chi-Square	3202.096
		df	105
		Significance	.000
Items of Customer Perception (n = 342)		Factor Loadings	Eigen Values
			% Variance
PVL1	The price for the service was fair.		8.505
PVL2	I received value for my money.	.607	56.698
PVL3	I was satisfied with the price of the hotel services.	.807	
PIM4	I think most people have a positive opinion about this hotel.	.801	
PIM5	The staffs in this hotel are friendly towards guests.	.818	
PIM6	This hotel has a unique image.	.831	
PIM7	I think this hotel is popular.	.819	
PIM8	The staff in this hotel always put guests first.	.809	
PIM9	This hotel's employees are perfectly honest and truthful.	.828	
PIM10	This hotel's employees can be trusted.	.786	
PIM11	This hotel's employees of this hotel have high integrity.	.815	
PRB12	I am recognized by certain employees of this hotel.	.798	
PRB13	I enjoy certain social aspects of the relationship with employees of this hotel.	.711	
PRB14	I have developed friendship with the contacted employee(s) of the hotel.	.615	
PRB15	I am familiar with the employee(s) that perform(s) the service in the hotel.	.597	
PRB16	I am usually placed higher on the priority list when there is a line in this hotel.	.561	
PRB17	They do services for me that they do not do for most customers in this hotel.		
PRB18	I get discounts or special deals that most customers do not get in this hotel.		
PRB19	I know what to expect when I come to this hotel.		

Customer perceptions were subjected to factor analysis to determine construct validity.

Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity were conducted before to

the statistical process. KMO was 0.915, according to the values in Table 21. This value was above 0.5; therefore, it was recommended. Any KMO number approaching 0.5 is supported as the lowest, according to Kaiser (1974), however values between 0.7 and 0.8 are acceptable. Values above 0.9 are superb. The results in Table 21 reveal that KMO was 0.915; it fell in the superb category. As a result, the researcher decided that Factor Analysis was the best method for this data. To determine the strength of the relationship between variables, Bartlett's Test of Sphericity was used. Bartlett's Test is significant ($P < 0.000$) according to the results in Table 21. Therefore, factor analysis was found to be appropriate for this data and was used. The Varimax Rotation Method was used to find sixteen components having Eigen Values larger than one. Factor loading showed that three factors did not load as indicated in Table 21 above; hence, they were removed. These factors were: They provide services for me that they do not provide for most customers in this hotel; I receive discounts or special offers that most customers do not receive in this hotel; and I know what to anticipate when I visit this hotel. The Eigen Value in Table 21 indicates that one factor was extracted, which accounted for 56.698% of the variance.

Table 22: Factor Analysis for CP after Removing Items that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.915	
		Approx. Chi-Square	3232.918	
		Df	120	
	Bartlett's Test of Sphericity	Sig.	.000	
Items of Customer Perception (n = 342)		Factor Loadings	Eigen Values	% Variance
PVL1	The price for the service was fair.	8.587	53.667	53.667
PVL 2	I received value for my money.	1.783	11.145	64.812
PVL3	I was satisfied with the price of the hotel services.	1.010	6.313	71.125
PIM4	I think most people have a positive opinion about this hotel.	.797		
PIM5	The staffs in this hotel are friendly towards guests.	.768		
PIM6	This hotel has a unique image.	.530		
PIM7	I think this hotel is popular.	.392		
PIM8	The staff in this hotel always puts guests first.	.386		
PIM9	This hotel's employees are perfectly honest and truthful.	.372		
PIM1 0	This hotel's employees can be trusted.	.292		
PIM1 1	This hotel's employees have high integrity.	.259		
PRB1 2	I am recognized by certain employees of this hotel.	.210		
PRB1 3	I enjoy certain social aspects of relationship with employees of this hotel.	.190		
PRB1 4	I have developed friendship with the contacted employee(s) of the hotel.	.169		
PRB1 5	I am familiar with the employee(s) that perform(s) the service in the hotel.	.149		
PRB1 6	I am usually placed higher on the priority list when there is a line in this hotel.	.106		

Table 22 displays the findings of the Factor Analysis after eliminating the three items that never loaded (items 17, 18, and 19). The analysis of the principal component with Varimax Rotation Method was performed to determine how 19 customer emotions variables clustered. These variables were: The price for the service was fair; I received value for my money; I was satisfied with the price of the hotel services I believe the majority of people have a favorable view of this hotel; the hotel's staff is nice to

customers; this hotel has a distinct image; I believe this hotel is popular; and the hotel's crew always puts guests first. Others included: This hotel's employees are completely honest and truthful; this hotel's employees can be trusted; this hotel's employees have high integrity; I am recognized by certain hotel employees; I enjoy certain social aspects of my relationship with hotel employees; I have developed a friendship with the contacted hotel employee(s); I am familiar with the hotel employee(s) who provide service; I am usually placed higher on the priority list in this hotel when there is a line; they provide services for me that they do not provide for most customers in this hotel; I receive discounts or special deals that most customers do not receive in this hotel; and I know what to expect when I visit this hotel. Independent sampling, normality, linear connections between pairs of variables, and variable correlation were all achieved. Three components were rotated, supported the Eigen Values that were above 1 in the Screen Plot and criterion. The major component accounted for 53.667 percent of the variation after rotation, the second component 11.145 percent, and the third component 6.313 percent. The item loading for rotated components is shown in Table 24, with the loading below .30 being deleted to improve clarity.

Table 23: Factor Analysis on Customer Perceptions – Component Matrix

		Component		
		1	2	3
PVL1	The price for the service was fair.	-.303	.210	.733
PVL2	I received value for my money.	.602	-.106	.529
PVL3	I was satisfied with the price of the hotel services.	.807	-.151	.245
PIM4	I think most people have a positive opinion about this hotel.	.800	-.201	.244
PIM5	The staff in this hotel are friendly towards guests.	.820	-.225	
PIM6	This hotel has a unique image.	.832	-.194	
PIM7	I think this hotel is popular.	.820	-.156	
PIM8	The staff in this hotel always puts guests first.	.808	-.239	
PIM9	This hotel's employees are perfectly honest and truthful.	.828	-.190	
PIM10	This hotel's employees can be trusted.	.788	-.235	-
				.106
PIM11	This hotel's employees have high integrity.	.815		-
				.156
PRB12	I am recognized by certain employees of this hotel.	.799		-
				.149
PRB13	I enjoy certain social aspects of the relationship with employees of this hotel.	.708	.493	
PRB14	I have developed friendship with the contacted employee(s) of the hotel.	.612	.652	
PRB15	I am familiar with the employee(s) that perform(s) the service in the hotel.	.594	.654	
PRB16	I am usually placed higher on the priority list when there is a line in this hotel.	.558	.550	

Extraction Method: Principal Component Analysis.^a a. 3 components extracted.

The loadings (retrieved values of every item under one variable) of the 14 variables on the two factors extracted are shown in Table 23. The higher the loading value, the more the component influences the variable. Three factors were discovered throughout the research. Factor 1 loaded substantially and favorably on items 2 through 16, however Factor 2 and 3 loaded lower. Items 13 to 16 had a high Factor 2 loading and a low Factor 3 loading. Finally, Factor 3 was heavily influenced by items 2 and 3.

Table 24: Factor Analysis on Customer Perceptions – Rotated Component Matrix

		Component		
		1	2	3
PIM 4	I think most people have a positive opinion about this hotel.	0.829		
PIM 5	The staff in this hotel are friendly towards guests.	0.82		
PVL 3	I was satisfied with the price of the hotel services.	0.811		
PIM 6	This hotel has a unique image.	0.805		
PIM 8	The staff in this hotel always put guests first.	0.805		
PIM 9	This hotel’s employees are perfectly honest and truthful.	0.789		
PIM 10	This hotel’s employees can be trusted.	0.77		
PIM 7	I think this hotel is popular	0.768		
PIM 11	This hotel’s employees have high integrity.	0.702	0.36	
PVL 2	I received value for my money	0.666		0.427
PRB12	I am recognized by certain employees of this hotel	0.642	0.439	
PRB13	I enjoy certain social aspects of the relationship with employees of this hotel	0.371	0.778	
PRB14	I have developed a friendship with the contacted employee(s) of the hotel		0.87	
PRB16	I am usually placed higher on the priority list when there is a line in this hotel		0.757	
PRB15	I am familiar with the employee(s) that perform(s) the service in the hotel		0.861	
PVL1	The price for the service was fair			-0.789

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.^a Rotation converged in 4 iterations

The 16 customer emotions (items 1 to 16) were classified into three overlapping groups of items using Rotated Component Analysis, as shown in Table 24. The objects were arranged in ascending order from highest to lowest (not considering whether the correlation is positive or negative). All of the components in the study were listed starting with Factor 1 and ordered from the best factor loading to the worst factor loading. Every item contained a loading from every factor. The study had requested for loadings above 0.30; any loading below was to be excluded from the output. From the

output, all the items had loadings above 0.30; hence, they were included within the output. The first 12 items that had their highest loadings from Factor 1 were listed from highest loading (item 4) to the last (item 12). Secondly, four items on which Factor 2 loaded most highly were listed as items 13, 14, 16 and 15. Finally, the one item on which Factor 3 loaded most highly was listed as item 1. Loadings generated by an orthogonal rotation are correlation coefficients between each item and the factor, ranging from -1.0 to +1.0. A negative loading indicates that the question must be rotated in the opposite direction from how it was written for that factor. Factor loadings of less than 0.30 are usually regarded low, which is why loadings of less than 0.30 were suppressed in this study. Loadings of 0.40 or more, on the other hand, are usually regarded high.

From the analysis, items 4, 5, 6, 8, 9, 10, 7 and 11 were assumed to measure Perceived Image. Because they all had substantial loadings from the same component, they offered evidence for it being characterized as the same construct, "Perceived Image," Items 3 and 12 were assumed to measure the perceived value and item 12 was assumed to measure Perceived Relational Benefits though they relate highly with Factor 1. Observing these factors, it became clear that they all revolved around the value of hotel services and the relevance of workers' behavior in providing service. So, it was possible for the researcher to determine them as part of items that helped to improve hotel image. On the opposite side, items 14, 16 and 15 loaded highly on Factor 2. This measure was to support the "perceived relational benefits." Therefore, they provided support for the item being conceptualized since they all had substantial loadings from the same factor. Finally, item 1 loaded highly on Factor 2. This factor was to support "perceived value". Since it had a strong loading on Factor 3, it provided support for this item to be conceptualized. Since Factors 11, 2 and 13 had high loadings on Factors 1, 2 and 3, they

were undesirable since the researcher wanted just one item to predict one item.

4.6.5 Factor Analysis Performed for Hotel Characteristics

Table 25: Factor Analysis For HC Before Removal of Factors that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847		
Bartlett's Test of Sphericity		Chi-Square df Significance		3169.752 120 .000
Items of Customer Perception (n = 342)		Factor Loadings	Eigen Values	% Variance
STR1	I prefer a five-star hotel because it offers better services.	.630	6.786	42.411
STR2	I prefer a four- and five-star hotels because they have more facilities.	.860		
STR3	I prefer two and three-star hotels because they are fairly priced.	.876		
STR4	Star-rating of hotels improves the image of the hotels	.875		
STR5	Star-rating of hotels guides me in making decisions on which hotel I should select; hence it saves my time.	.863		
STR6	Star-rated hotels are trustworthy.			
STR7	I am assured of value for my money in a star-rated hotel.			
STR8	Star-rating of the hotel reflects the quality of the services I expect to receive from the hotel.	.809		
LOC1	I like this hotel because it is located near the Central Business District.	.773		
LOC2	I prefer coming to this hotel because it is easily accessed by public service vehicles.	.845		
LOC3	I always stay in this hotel because it is located in a convenient location and closer to other facilities like banks and major offices.			
LOC4	This hotel is located in a serene environment; I love it because it gives me peace of mind.			
SIZ1	I always prefer small hotels because they offer personalized services.			
SIZ2	I prefer a small hotel because it offers better services.			
SIZ3	I prefer staying in small hotel because it is more secure.	.729		
SIZ4	I prefer big hotels because they offer variety of services.	.740		

To assess the construct validity, Customer Loyalty was subjected to factor analysis. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity were used before doing the Factor Analysis. According to the results, KMO was 0.847, as indicated in Table 25. Since this value was above 0.5, it was recommended. According to Kaiser (1974), any KMO value that is close to 0.5 is endorsed as the lowest. Values between 0.7 and 0.8 are considered acceptable, while those above 0.9 are considered exceptional. The KMO value was 0.847, which was within the "acceptable" range, hence Factor Analysis was determined to be appropriate for this data.

The strength of the association between variables was also tested using Bartlett's Test of Sphericity. Table 25 shows that the Bartlett's Test is significant ($P < 0.000$). As a result, Factor Analysis was used to analyze the data; 10 factors with Eigen Values larger than 1 were identified using the Varimax Rotation Method. Factor loadings showed that 7 factors did not load, as indicated in Table 4.23; hence, they were removed. These factors were: Star-rated hotels are trustworthy; I am assured value for my money in a star-rated hotel; I always stay in this hotel because it is located in a convenient location and closer to other facilities like banks and major offices; This hotel is located in a serene environment; I always prefer a small hotel because it offers personalized services, and I prefer a small hotel because it offers better services. The Eigen Value in Table 25, indicates that one factor was extracted and it accounted for 42.411% of the variance.

Table 26: Factor Analysis For HC After Removal of Factors that Never Loaded

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				
		Approx. Chi-Square		2424.520
Bartlett's Test of Sphericity		df		45
		Sig.		.000
Items of Customer Perception (n = 342)		Factor Loadings	Eigen Values	% Variance
STRT1	I prefer five-star hotels because they offer better services.	6.556	6.556	65.563
STRT2	I prefer a four and five-star hotels because they have more facilities.	1.025	1.025	10.248
STRT3	I prefer two and three-star hotels because they are fairly priced.	.708		
STRT4	Star-rating of hotels improves the image of the hotel.	.624		
STRT5	Star-rating of hotels guides me in making decisions on which hotel I should select; hence it saves my time.	.337		
STRT8	Star-rating of the hotel reflects the quality of the services I expect to receive from the hotel.	.809		
LOC9	I like this hotel because it is located near the Central Business District.	.773		
LOC10	I prefer coming to this hotel because it is easily accessed by public service vehicles.	.845		
SIZ15	I prefer staying in small hotel because it is more secure.	.126		
SIZ16	I prefer big hotels because they offer variety of services.	.097		

Table 26, shows the results for Factor Analysis after removing the six items that never loaded. Analysis of the major component was done with Varimax Rotation Method to determine how the 10 hotel characteristics items clustered. These items were: I prefer five-star hotels because they offer better services; I prefer a four and five-star hotels because they have more facilities; I prefer two and three-star hotels because they are fairly priced; Star-rating of hotels improves the image of the hotel; Star-rating of hotels

guides me in making decision on which hotel I should select, hence it saves my time; Star-rating of the hotel reflects the quality of the service I expect to receive from the hotel; I like this hotel because it is located near the Central Business District; I prefer coming to this hotel because it is easily accessed by public service vehicles; I prefer staying in a small hotel because it is more secure and I prefer big hotels because they offer a variety of services. Independent sampling, normality, linear connections between pairs of variables, and variable correlation were all achieved. The Eigen Values over 1 criteria and the Screen Plot were supported by three rotated components. The major component explained 65.563 percent of the variation after rotation, whereas the second component explained 10.243 percent. Table 26 represents the items and component loadings for rotated components, with loadings less than .30 deleted for clarity. The two variables were responsible for 75.811 percent of the variance.

Table 27: Factor Analysis on Customer Perceptions – Component Matrix

		Component	
		1	2
STRT1	I prefer five-star hotels because they offer better services.	.625	
STRT2	I prefer a four and five-star hotels because they have more facilities.	.863	
STRT3	I prefer two and three-star hotels because they are fairly priced.	.880	
STRT4	Star-rating of hotels improves the image of the hotel.	.878	
STRT5	Star-rating of hotels guides me in making decision on which hotel I should select; hence it saves my time.	.867	-.185
STRT8	Star-rating of the hotel reflects the quality of the services I expect to receive from the hotel.	.827	-.371
LOC9	I like this hotel because it is located near the Central Business District.	.795	-.372
LOC10	I prefer coming to this hotel because it easily accessed by public service vehicles.	.860	
SIZ15	I prefer staying in small hotel because it is more secure.	.727	.577
SIZ16	I prefer big hotels because they offer a variety of services.	.734	.555

Extraction Method: Principal Component Analysis.a a. 2 Components Extracted.

The loadings (retrieved values of every item under one variable) of the 10 variables on the two factors extracted are shown in Table 27. The higher the loading value, the greater the contribution of the component to the variable. The research yielded two variables. Factor 1 loaded highly and positively on items 2 through 10, however Factor 2 loaded lower. Both Factors 1 and 2 gave high scores to items 9 and 10.

Table 28: Factor Analysis on Customer Perceptions – Rotated Component Matrix

		Component	
		1	2
STRT1	I prefer five-star hotels because they offer better services.	.445	.446
STRT2	I prefer four and five-star hotels because they have more facilities.	.655	.563
STRT3	I prefer two- and three-star hotels because they are fairly priced.	.683	.556
STRT4	Star-rating of hotels improves the image of the hotel.	.674	.565
STRT5	Star-rating of hotels guides me in making decision on which hotel I should select; hence it saves my time.	.801	.380
STRT8	Star-rating of the hotel reflects the quality of the services I expect to receive from the hotel.	.882	
LOC9	I like this hotel because it is located near the Central Business District.	.857	
LOC10	I prefer coming to this hotel because it is easily accessed by public service vehicles.	.836	.323
SIZ15	I prefer staying in small hotel because it is more secure.		.900
SIZ16	I prefer big hotels because they offer a variety of services.		.886

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.^a a. Rotation converged in 3 iterations.

The 10 hotel features (items 1 to 10) were divided into two overlapping sets of items using rotational component analysis, as illustrated in Table 28. The items were arranged in order of best to worst loading (not considering whether the correlation is positive or negative). From Factor 1 through Factor 10, all of the elements in the study were listed, starting with the one with the best factor loading and ending with the lowest factor loading. Each item contained a loading from every factor; the study had requested for loadings above 0.30. Any loading below 0.30 was to be excluded from the output. From

the output, all the items have loadings above 0.30; hence, they have been included within the output. The first 8 items that had their highest loadings from Factor 1 were listed from highest loading (Item 1, 2, 3, 4, 5, 8, 9 and 10), to the bottom (item 15 and 16). Second, 15 and 16 were the two items on which Factor 2 scored the highest. The loadings that come from an orthogonal rotation are correlation coefficients between each item and the factor, ranging from -1.0 to +1.0. A negative loading indicates that the question must be turned and read in the opposite direction from how it was phrased for that factor. Factor loadings of less than 0.30 are usually regarded low, which is why loadings of less than 0.30 were suppressed in this study. Loadings of 0.40 or more, on the other hand, are usually regarded high.

From the analysis, items 6, 5, 3, 4, 2 and 1 were assumed to measure the star-rating of the hotel. Since all of them had high loadings from the same factor they provided support for it to be hypothesized as the identical concept “star-rating”. Items 9 and 10 were assumed to measure location. Observing these factors, they were all about the location of the hotel. Most star-rated hotels were located in areas that are easily accessible and mostly in the Central Business District. So, it was possible for the researcher to determine them as part of items that help to improve star-rating. On the opposite side, items 15 and 16 loaded highly on Factor 2. This result was to support the characteristic of “size”, since all of them had strong loadings from the identical, factor they support the item being conceptualized. As items 8, 1, 5, 3, 4, 2 and 1 had high loadings on both Factors 1 and 2, they were undesirable, because the researcher wanted just one item to predict each factor so they are dropped.

4.6.6 Effect of Customer Perceptions on Customer Loyalty

H₀₃: There is no significant effect of Customer Perceptions on Customer Loyalty among star-rated hotels in North Rift, Kenya.

Table 33:Effect of Customer Perceptions on Customer Loyalty

Model Summary					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	df1	df2	Sig.
1	.761 ^a	.579	.578	.428	.579	467.760	1	340	.000

a. Predictors: (Constant), CustPerc

b. Dependent Variable: CustLoyalt

Customer perception has a favorable and substantial influence on customer loyalty, according to the regression results, $F = 467.760$, $P < 0.05$, $R = 0.761$, $R^2 = 0.579$, as indicated in Table 33. This indicated that Customer Perceptions contributed 57.9% of Customer Loyalty. Therefore, the third hypothesis (*H₀₃: There is no significant effect of Customer Perceptions on Customer Loyalty among star-rated hotels in North Rift, Kenya*) was rejected. All the three variables of Customer Customer Loyalty was found to have a substantial association with perception (perceived value, perceived image, and perceived relational advantages). This research also revealed that increasing customer perception by one unit enhanced customer loyalty by 0.829, as shown in Table 34. This study's findings were consistent with those of Li and Petrick (2010) and Kim et al. (2013), who discovered that perceived value had both direct and indirect impacts on customer loyalty. The findings backed up those of Wang, Yang, Han, and Shi (2016), who found that perceived value and pleasure are direct precursors of CL.

Customer Perception of image also affects Customer Loyalty. This confirmed the findings of Singh and Choudhury (2017), who established that Customer Perceptions towards the image of a company and its products and services affect purchasing

decisions. Customers patronizing businesses with a noble corporate image are likely to be emotionally gratified since they trust that such companies offer value for money (Tarus & Rabach, 2013). As a result, hotel guests' judgments of image should have an influence on their perceptions of value and, by extension, their satisfaction with the hotel experience. In tourism, empirical research reveals a link between image and client satisfaction and loyalty (Abd-El-Salaam et al., 2013). Subjective perception, tourism destination, tourist experience, and destination familiarity are all influenced by consumer perception of image, as is widely accepted. Customers' decision-making on destination, subsequent appraisal, and future return plans will all be influenced by image. Image has a significant influence on perceived value, customer satisfaction, and, as a result, client loyalty (Stylos, Vassiliadis, Bellou & Andronikidis, 2016).

Loyalty is positively influenced by perceptions of relational benefits. Customers' perceptions of being positively treated are prompted by relational advantages, which enables consumers to build an effective bond and repurchase intention with regard to a certain service provider (Kim & Ok, 2009). Customers' perceived functional advantages from service providers and their perceived social benefits from service providers considerably and favorably affect their opinion of service providers, according to the findings of this study, which coincide with those of Chu and Kang (2014). Because the contact between customers and staff is crucial to the customer's perception of quality in many businesses, perceived social benefits are predicted to positively enhance customer satisfaction (Kim, Ok & Gwinner, 2010). As a result, in the context of star-rated hotels in Kenya's North Rift area, this study highlighted the strategic value of relational advantages in fostering long-term customer connections.

4.7 Testing Assumptions of Regression

Before performing Regression Analysis, it was critical to evaluate the regression assumptions to ensure that they were satisfied. This study tested five key assumptions: Data dependence (No auto-correlation), No or little multicollinearity, Multivariate normality, and Homoscedasticity (Elsiddig, 2015).

4.7.1 Linearity Test

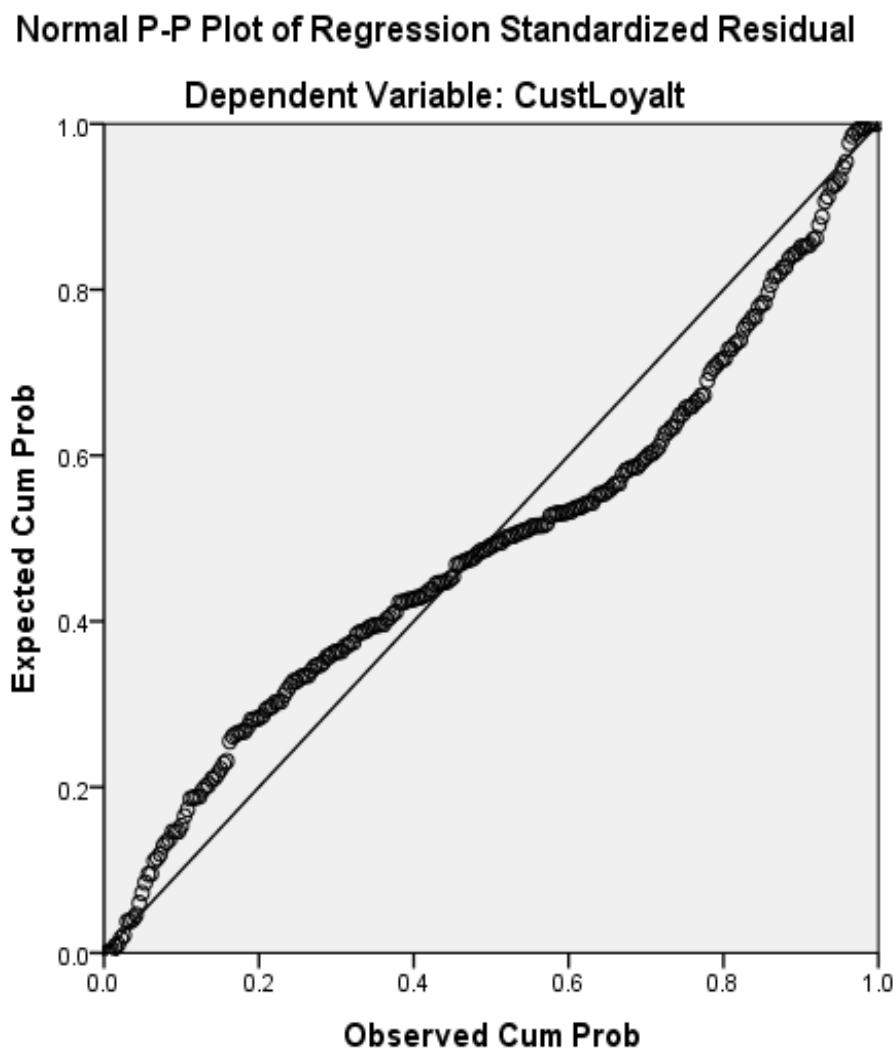


Figure 2: Diagram to test the Linearity of the data

The first assumption was to test the linearity. The independent and dependent variables must both be linear in order for linear regression to work. A scatter diagram was utilized

to check for linearity. The straight line in the Scatter Diagram (Figure 2) indicates that the independent and dependent variables have a linear relationship.

4.7.2 Test of Data Independence

Table 29: Model Summary for Testing Data Independence

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.855 ^a	.731	.728	.339	1.920

a. Predictors: (Constant), HotelXstics, CustEmotion, ServQUAL, CustPerc

b. Dependent Variable: CustLoyalt

The Durbin-Watson Statistic Test was performed to determine data independence (auto-correlation), as shown in Table 29. This test was performed to assess if the data used was independent (uncorrelated). The values required to be between 1.5 and 2.5 in order to meet this assumption; that is, numbers close to 2 and below 3 are acceptable. Any number between 1 and 3 is reason for worry and may invalidate the analysis. The Durbin- Watson value in this situation was 1.920, as reported in Table 4.27. (Model summary). It was decided that the assumption had been satisfied because it was between 1.5 and 2.5.

4.7.3 Test of Multicollinearity

Table 30: Table of Coefficients for Testing Multicollinearity

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.921	.161		5.735	.000		
ServQUAL	.234	.052	.225	4.509	.000	.319	3.135
CustEmotion	-.162	.063	-.139	2.555	.011	.271	3.692
CustPerc	.281	.074	.235	3.806	.000	.208	4.820
HotelXstics	.758	.062	.583	12.242	.000	.352	2.844

a. Dependent Variable: CustLoyalt

The third assumption was that of multicollinearity. This assumption tests if the independent variables are not too highly correlated. In this study, multicollinearity was measured using the Tolerance and VIF Collinearity Statistics. Only if and when VIF scores are below 10 and tolerance scores are over 0.2 can this assumption be satisfied. In this study, the VIF scores, as shown in the Coefficient Table 30, was below 10, and tolerance scores were above 0.2; hence, the assumption of multicollinearity was met.

4.7.4 Normality Test

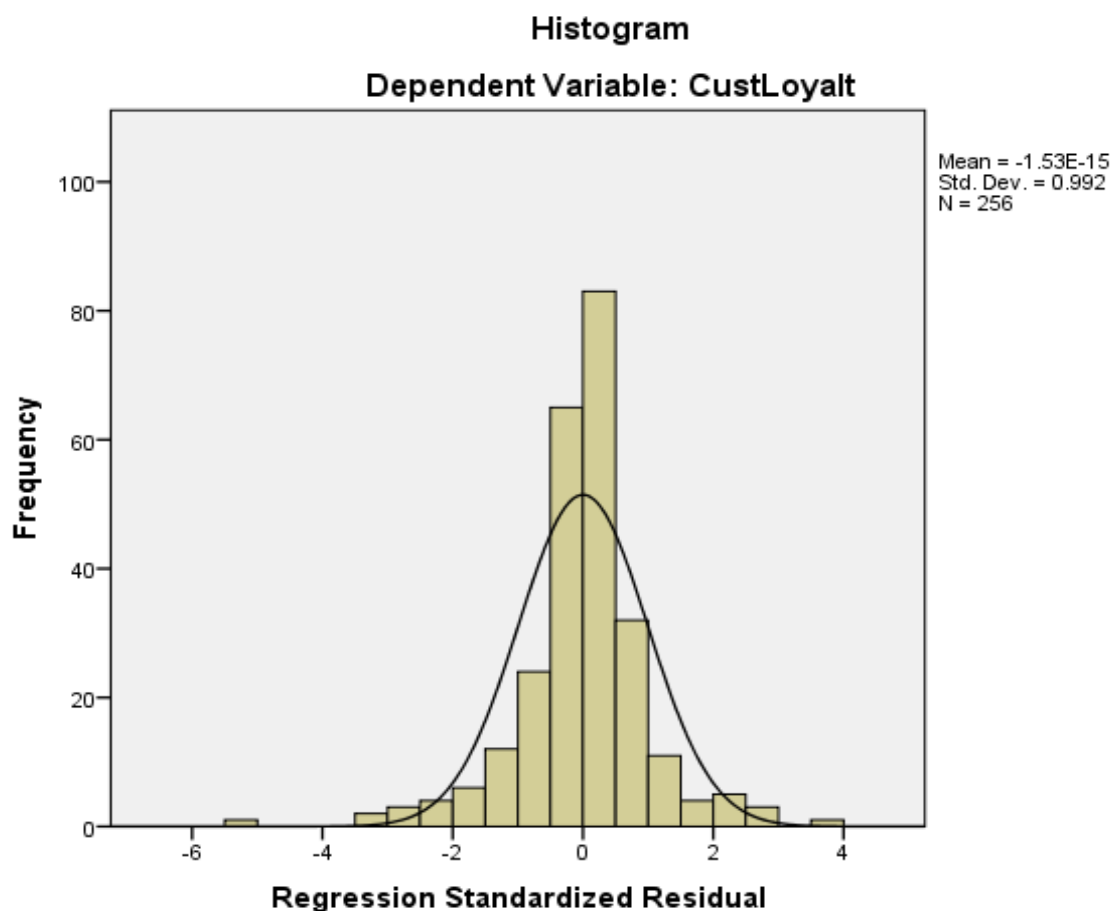


Figure 3: Normality Testing Histogram

The fourth assumption that was tested was the Normality Test. All variables must be multivariate normal when using Linear Regression Analysis. This assumption was tested using the Histogram. From the above Histogram, the values ranged between -2 and 2. Figure 3, therefore, shows a normal distribution, meaning this assumption was met.

4.7.5 Test of Homoscedasticity

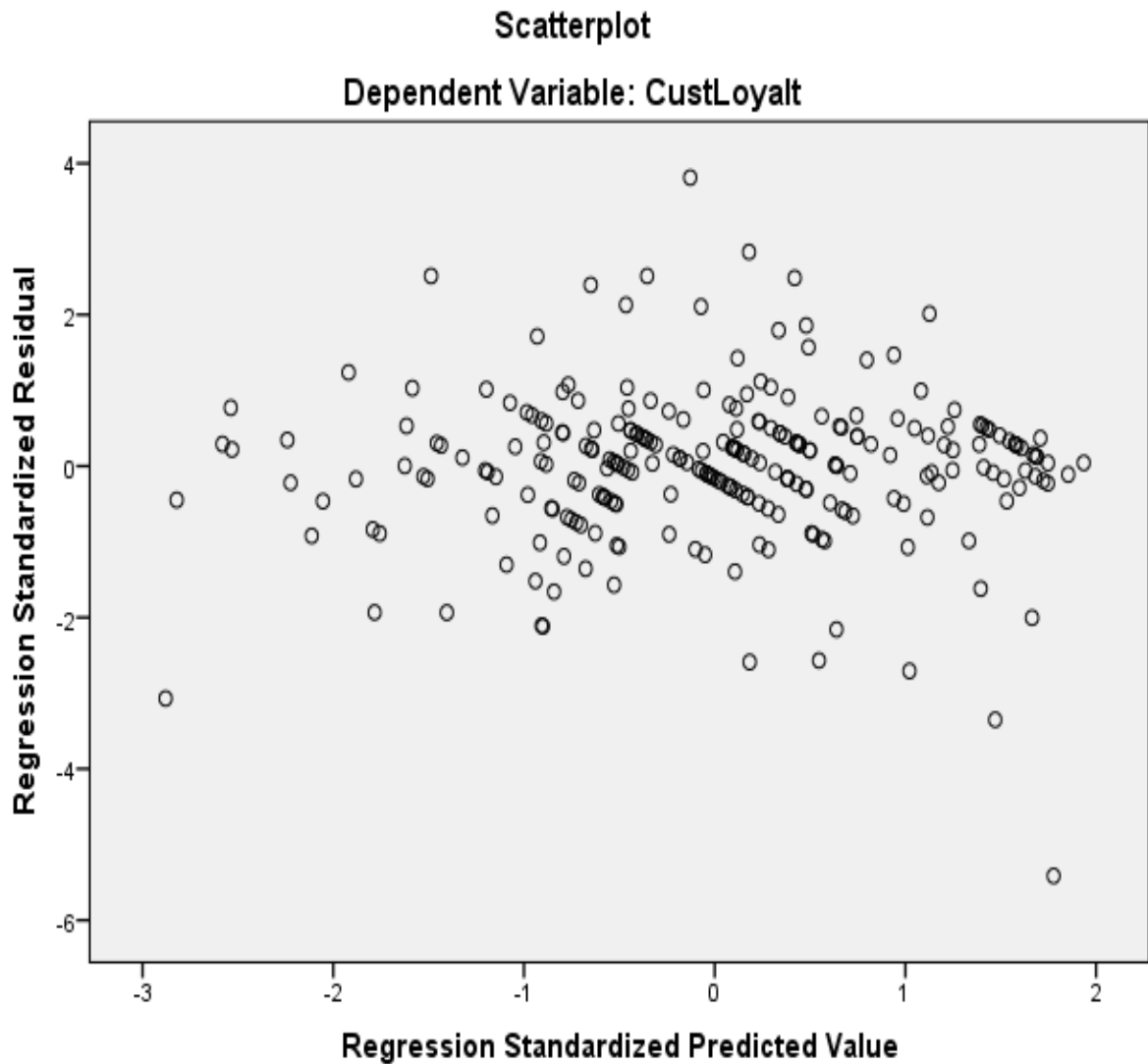


Figure 4: Scatterplot to test homoscedasticity

The assumption of homoscedasticity was the last to be examined. The Scatter Plot is the most effective way for determining if data is homoscedastic (meaning the residuals are the same throughout the regression line). The residuals were equal throughout the regression line in Figure 4, indicating that the assumption was satisfied.

4.8 Testing of Hypotheses

After testing the assumptions of regression, it was found that all had met the requirements. The researcher then embarked on testing the hypotheses. The study

proposed six hypotheses to examine the effect of Relationship Marketing Orientation on CL. Direct relationships and the indirect (moderating) relationships were tested.

4.8.1 Effect of Service Quality on Customer Loyalty

H_{01} : *There is no significant effect of Service Quality on customer loyalty among star-rated hotels in North Rift, Kenya.*

Table 31: Effect of Service Quality on Customer Loyalty

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.667 ^a	.444	.443	.486	.444	271.791	1	340	.000

a. Predictors: (Constant), ServQUAL

b. Dependent Variable: CustLoyalt

Regression Analysis was run to determine the effect of SQ on CL. This variable was statistically significant in predicting Customer Loyalty, $F = .271.791$, $P\text{-value } 0.000 < 0.05$, $R = .667$, $R^2 = 0.444$, as indicated in Table 31. From these results, it was established that Service Quality contributed 44.4% of Customer Loyalty. The coefficients in Table 34 were also statistically significant. As indicated in Table 34, each one-unit change in Service Quality boosted Customer Loyalty by 0.326. Therefore, the first hypothesis (H_{01} : *There is no significant effect of Service Quality on Customer Loyalty among star-rated hotels in North Rift, Kenya*) was rejected. This suggested that SQ has a substantial effect on CL. The findings of this study supported those of Bakti and Sumaedi (2013), Onditi *et al.* (2012), Yusoff *et al.* (2010) and Wang and Chou (2013), who discovered that the quality of service had a direct impact on customer loyalty. The five items of service quality (, Empathy, Reliability, Responsiveness, Tangibility, and Assurance) impacted on SQ. These findings also agreed with those of Izogo and Ogba (2015), Tefera and Govender (2017), Ganiyu (2016) and Rajeswari *et al.*

(2017), who discovered a substantial positive association between Customer Loyalty and the five components of Service Quality. The unstandardized coefficients in Table 34 showed how Service Quality varied with Customer Loyalty when customer emotions and customer perception were held constant. Customer Loyalty grew by 0.326 units for every unit improvement in Service Quality. The findings agreed with those of Onditi *et al.* (2012), that Customer Loyalty can be increased by manipulating Service Quality.

This study's conclusions were also in line with those of a number of other studies on service industry that examined the benefits of SQ on Customer Loyalty (Alshurideh *et al.*, 2017; Bakti & Sumaedi, 2013; Makanyeza & Chikazhe, 2017; Prentice, 2013 & Wang & Chou, 2013). All these studies concurred that Service Quality influenced Customer Loyalty. These studies were supported by those of Kihara and Ngugi (2014), who discovered that when consumers are happy with the service they receive, they stay loyal to the company. In past literature, other studies also established that Customer loyalty and service quality have a favorable association. (Sudigdo, Khalifa & Abuelhassan, 2019; Tariq, Abbas, Abrar & Iqbal, 2017). Further, Jasinskasa *et al.* (2016), discovered that Service Quality had a substantial influence on CL. Service Quality was revealed to be a crucial factor of customer loyalty among 4-5 star hotels by Maroco & Maroco (2013). In their investigations, Kandampully, Juwaheer, and Hu (2011a, 2011b) and Kasiri, Guan, Cheng, Sambasivan, and Sidin (2017) discovered a substantial link between Customer Loyalty and Service Quality. Poku, Ansah, and Lamptey (2014), as well as Poku, Zakari, and Soali (2013), found that Service Quality responsiveness had the greatest influence on Customer Loyalty, followed by Empathy, Assurance, and Reliability. In Ghana's one-star, two-star, and three-star hotels, tangibility had the least influence on customer loyalty. Tefera and Govender (2017) discovered that Customer Loyalty is linked to

Service Quality. Other studies have shown that service quality has an indirect influence on customer loyalty (Kandampully, Zhang & Bilgihan, 2015).

It is not sufficient enough to attract new clients in order to succeed in the market. Hotel management must consider keeping existing customers and creating successful customer satisfaction and loyalty initiatives. CL may be improved by a management strategy focused on client satisfaction, which boosts the hotel's favorable image. As a result, understanding the impact of hotel qualities in hotel selection is critical for developing effective customer satisfaction and promotional tactics. Neglecting to focus on those hotel features that are important to customers may result in a bad impression of the hotel, limiting the likelihood of repeat business. Service quality, rather than price, has proven to be the most important factor in a hotel's capacity to stand out from the competition and earn CL (Ali et al., 2016; Fotaki, 2015; Wijetunge, 2016). The hotel industry realizes that exceptional service quality is one of the most important variables under its control for adding value to its offering and, as a result, increasing CL. Regardless of the changes that may occur inside or outside the company, improving the quality of service at every level of service delivery has therefore become vital for the survival of organizations. As a result, a number of researchers (Alshurideh et al., 2017; Bakti & Sumaedi, 2013; Makanyeza & Chikazhe, 2017; Prentice, 2013; Wang & Chou, 2013; Yusoff et al., 2010) have stressed the importance of service quality.

4.8.2 Effect of Customer Emotions on Customer Loyalty

H₀₂: There is no significant effect customer emotions on customer loyalty among star-rated hotels in North Rift, Kenya.

Table 32: Effect of Customer Emotions on Customer Loyalty

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.591 ^a	.350	.348	.526	.350	182.766	1	340	.000

a. Predictors: (Constant), Custemotion

b. Dependent Variable: CustLoyalt

Regression done on Customer Emotions and Customer Loyalty revealed a substantial effect of Consumer Emotions on CL, $F 182.766$, $P < 0.05$, $R = .591$, $R^2 = 0.350$, as shown in Tables 32. Hence, the second hypothesis (H_{02} : *There is no significant effect of Customer Emotions on Customer Loyalty among star-rated hotels in North Rift, Kenya*), was rejected. The results in Table 32 indicate that Customer Emotions contributed 35% of Customer Loyalty. While Table 34 indicates that for any one-unit change in negative emotions, then customer loyalty increased by 0.248. This suggested that Customer Emotions significantly affect CL. These results were in conformity with those of Tronvoll (2011), who established that negative emotions influenced future behaviour against the service provider. Similarly, Lee *et al.* (2011) found positive emotions to lead to Customer Contentment and Loyalty and that negative emotions lead to dissatisfaction. Shaw (2007,) also established that emotions influenced outcomes of customer experience such as customer retention, loyalty and satisfaction. Further, the current study also supported the findings of Sipe (2018), who determined that emotional value has an emotional connection with customers hence Customer Loyalty. The findings of this study corroborated those of Evanschitzky et al (2012), indicating that favorable sentiments toward a brand increase customer loyalty and affect consumer intentions and behavior. It also backed up Kandampully, Zhang, and Bilgihan's (2015) findings that Customer Emotions aid in the creation and retention of loyal consumers. Emotions also

have a significant role in the selection of service providers, the evaluation of service quality, repeat purchases, and the development of brand loyalty, according to several research. Emotions have a direct impact on a person's behavior (Ali & Amin, 2014; Bigdeli & Bigdeli, 2014; Jaiswal & Niraj 2011; Palau-Saumell et al., 2014 & Tsaur et al., 2015). Additionally, in the hotel and tourist industries, customer emotions have a huge impact on customer loyalty (Suwanamas et al., 2015). Good emotions have a positive influence on customer loyalty, according to Medler-Liraz (2016). While positive emotions have a positive impact on customer loyalty, negative emotions have the opposite effect (Su et al., 2014). Finally, the findings supported those of Han et al (2021), indicating that emotions aid in the development of customer loyalty in firms. When service quality and customer perception were maintained constant, the unstandardized coefficients in Table 34 demonstrate how consumer emotions varied with customer loyalty. This suggested that if the value of negative customer emotions grew by one unit, customer loyalty was predicted to drop by 0.248.

When loyal clients are able to feel pleasant emotions, their trust and contentment grow, and they are more likely to return to the hotel (Sarwari, 2018). Both practitioners and academicians suggest that companies that want to deliver great experiences need to consider the emotional component as well as functional component of their customers (Claeys & Roozen, 2012). Emotionally linked clients are more valuable than highly pleased customers, according to Zorfas and Deemon (2016). Customers who are emotionally linked buy more products and services, come more frequently, are less price sensitive, pay more attention to the company's communications, follow the brand's advice, and refer the firm to others. Customers who are experiencing negative emotions are likely to be dissatisfied and may even end their association with the firm. Hotels

should attempt to preserve happy feelings while discouraging negative emotions, according to the conclusions of this study.

4.8 Effect of Relationship Marketing Orientation on Customer Loyalty

H₀₄: There is no significant effect of Relationship Marketing Orientation on Customer Loyalty among star-rated hotels in North Rift, Kenya.

Table 34: Effect of Relationship Marketing Orientation on Customer Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.137	.163		0.843	.399
	ServQUAL	.326	.062	.314	5.292	.000
	CustEmotion	-.248	.076	-.212	-3.292	.001
	CustPerc	.829	.071	.693	11.728	.000

Notes: Overall Model Fitness $F=177.589$, P -value $0.000 < 0.05$, $R^2=0.612$, $R=0.782$

ServQUAL = Service Quality, CustEmotion = Customer Emotion, CustPerc = Customer Perception.

Table 35: Effect of Relationship Marketing Orientation on Customer Loyalty

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.782 ^a	.612	.608	.407	1.692

a. Predictors: (Constant), CustPerc, ServQUAL, CustEmotion

b. Dependent Variable: CustLoyalt

The impact of Relationship Marketing Orientation (SQ, Consumer Emotions, and Consumer Perceptions) on Customer Loyalty was investigated using a multiple regression analysis. These variables were statistically significant in predicting CL, $F=177.589$, P -value $0.000 < 0.05$, $R=.782$, $R^2=.612$, as indicated in the summary model on Tables 34 and 35 above. Consequently, the fourth hypothesis (*H₀₄: There is no significant effect of Relationship Marketing Orientation on Customer Loyalty among*

star-rated hotels in North Rift, Kenya) was rejected. The Durbin Watson results shown in Table 35 were between 1.5 and 2.5, meaning that there was no auto-correlation.

All three factors were statistically significant in predicting Customer Loyalty, according to the data, $p\text{-value } 0.000 < 0.05$. They also meant that Relationship Marketing Orientation accounted for 61.2% of the Customer Loyalty; the rest was due to other the environmental factors. These findings confirmed those of María and Rodolfo (2011) and Limo *et al.* (2014) that the goal of Relationship Marketing is to build and sustain long-term connections with customers that result in loyalty. Further, the findings supported the results of Hassan *et al.* (2015), Petzer and van Tonder (2019), Omoregie *et al.* (2019) and Narteh *et al.* (2012), that Relationship Marketing is a strategy for fostering customer loyalty, involvement, and long-term engagement in businesses. This study's findings were likewise in line with those of Auka (2012), Agyei and Kilika (2013), Essawy (2012), Mang'unyi *et al.* (2017) and Ngoma and Ntale (2019), who found that Customer Loyalty is a result of RMO. Furthermore, the research backed up the conclusions of Alrubaiee and Al-Nazer (2010), Elgin and Kumar (2016), Matelong *et al.* (2015) who established that RMO is a strong force behind organizations' Customer Loyalty, and retention among others. Moreover, the study agreed with other studies that confirmed that RMO guarantees that organizations attract and keep consumers loyal (Hassan *et al.*, 2015; Rizan, *et al.*, 2014; Wu *et al.*, 2019). Finally, the outcomes of this research backed up the research of Khan and Riwazan (2014), which revealed that RMO increases Customer Loyalty, competitiveness, consumer satisfaction, business value and lowers costs of attracting new clients.

4.8.6 Moderating Effect of Hotel Characteristics the Association between RMO and CL

H₀₅: Hotel Characteristics does not moderate on the effect between Relationship Marketing Orientation and Customer Loyalty among star-rated hotels in North Rift, Kenya

Table 36: Summary of Hierarchical Regression Model Results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.782 ^a	.612	.611	.405	.612	1076.043	3	2048	.000
2	.814 ^b	.663	.662	.378	.051	309.267	1	2047	.000
3	.832 ^c	.691	.691	.362	.029	190.104	1	2046	.000
4	.838 ^d	.702	.702	.355	.011	75.293	1	2045	.000

a. Predictors: (Constant), CustPerc, ServQUAL, Custemotion

b. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, X1

c. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, X1, X2

d. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, X1, X2, X3

ServQUAL = Service Quality, CustEmotion = Customer Emotion, CustPerc = Customer Perception

Hierarchical Multiple Regression was performed to survey the capability of RMO (SQ, Consumer Emotions and Consumer Perceptions) to predict levels of Customer Loyalty, after controlling for Hotel Characteristics. To begin, Regression assumption tests were run to confirm that the assumptions of normality, data dependency, linearity, homoscedasticity, and multicollinearity were not violated. The results of the analysis established that all the five assumptions of the regression were met, for auto-correlation assumption. The Durbin-Watson Statistic Test was used and the values obtained were between 1.5 and 2.5. For this assumption to be met, values close to 2 and below 3 were valid. As for multicollinearity, Tolerance and VIF were established as above 0.2 and below 10, respectively. Since the two values were above 0.1 and below 10 then the assumption of multicollinearity was met. Histogram was used to test normality. From the

Histogram, the values obtained were between -2 and 2, as indicated in Figure 4.1, and they showed a normal distribution. This means the assumptions were met. The Scatter Plot was also used to see if the data was homoscedastic (Implying that the residuals were equal throughout the regression line). The residuals were equal throughout the regression line in Figure 4.2, indicating that the assumption was satisfied. Finally, linearity was tested using a scatter diagram, as indicated by Figure 4.3. The results indicated that the independent variables were linear to dependent variable as shown by the straight line in Figure 4.3; hence, the assumption was met. All the predictor variables were statistically associated with Customer Loyalty. For example, Service Quality had an $r = .667$, P-value $0.000 < 0.05$. Customer Emotions had an $r = .591$, P-value $0.000 < 0.05$, Customer Perceptions had an $r = .761$, P-value $0.000 < 0.05$ and Hotel Characteristics had an $r = .830$, P-value $0.000 < 0.05$. This displayed that the data was appropriately correlated with the dependent variable for examination through Multiple Regression to be reliably undertaken.

Three Relationship Marketing Orientation variables (Service Quality, Customer Emotions, and Customer Perceptions) were used in the first phase of the Hierarchical Multiple Regression. As can be seen in Table 36, all of the factors had a substantial impact on the model. The model explained 61.2% of the variance ($F = 1076.043$; $P = 0.000 < 0.05$), and the R^2 change was 61.2% and $R = 0.782$, indicating a strong relationship between Relationship Marketing Orientation and Customer Loyalty. The second step was to hold Relationship Marketing Orientation and introduce the first interaction (X1-Moderator). The total variance explained increased to 66.3%, $F(309.267)$; $P = 0.000 < 0.05$), change in R^2 was 5.1%, as shown in Table 36 and Table 37. $R = 0.814$, meaning as the interaction was introduced the R-value increased. The explanation is that the introduction of interaction X1 leads to an additional 5.1% increase in customer loyalty.

The third step was to introduce the interaction X2 (Moderator). The total variance explained as a whole grew to 69.1 percent, $F(190.104; P\text{-value } 0.000.05)$, the change in R2 was 2.9 percent, and R improved to 0.832 with the addition of X2 at step 3. Introduction of interaction X2 determined an additional 2.9% increase in Customer Loyalty. Finally, after adding the X3 (moderator), the total variance explained by the model rose to 70.2 percent, $F(75.293; P\text{-value } 0.000.05)$, and the change in R2 increased by 1.1 percent at step four. Therefore, the introduction of X3 accounted for an additional 1.1% variance in Customer Loyalty after controlling all the other variables. The total increase with the introduction of the moderator was 9.1% (Change in R2 moved from 61.2% to 70.2%). Therefore, the fifth research hypothesis (H_{05} : *Hotel Characteristics does not moderate on the effect between Relationship Marketing Orientation and Customer Loyalty among star-rated hotels in North Rift, Kenya*) was rejected.

The findings of this study agreed with those of Tsao (2018) and Rajaguru and Hassanli (2018,) who found star rating of hotels to have a moderating effect. Meanwhile, Rodríguez-Victoria *et al.* (2017), found location to have a moderating effect. The results were also in agreement with those of Nunkoo, Teeroovengadum, Ringle and Sunnassee (2019), who established that Hotel Rating moderates the association between SQ and CL. Furthermore, the conclusions of Nicolau and Resellers (2010) and Rhee and Yang (2015) that a star-rating system lets consumers to compare hotels, minimize information, and give biases for service expectations were validated by the study. Customers' ratings of hotels grew with each new star, according to Martin-Fuentes (2016). Bulchand-Gidumal, Melián-González, and López-Valcárcel (2011) discovered a favorable association between a hotel's score and its star rating. Al Saleem and Al-Juboori (2013), further indicate that hotel location, size and numbers of rooms are among the factors that

affect the occupancy rate. Furthermore, the hotel industry typically recognizes the benefits of a central district location, which result in better demand, pricing ability, and profitability; yet, evidence of detrimental consequences of agglomeration and competition among centrally situated hotels has been found in some circumstances (Lee & Jang, 2012).

Furthermore, according to Kim (2010), being located in the CBD enhances a company's operations, making it more profitable due to the concentration of business and production. According to hotel research, hotels located in or near the CBD benefit from high tourist accommodation demand, since customers prefer hotels that are more easily accessible. According to Harvey (1996), the CBD is the most preferred site for hotels because of its accessibility and concentration on transportation. In a similar manner, Shoval (2006) found that the percentage of individual tourists visiting a hotel is a function of the hotel's distance from the tourist center because individual traveller occupancy rates are higher near the center than elsewhere in his research on hotel location in Jerusalem, Israel. As a result, a hotel's CBD location correlates with its occupancy rate. Sainaghi (2011) also emphasizes the importance of the hotel's location in terms of its long-term performance. The findings of Li and Du (2018), who demonstrated that location is significant in hotel selection, confirm this viewpoint. Those experienced in the hotel sector frequently claim that, like with restaurants and real estate enterprises, location, location, location are the three most critical aspects for success (Sainaghi, 2011).

Table 37: Summarized Output of Hierarchical Regression Results

Variable	Model 1 β	Model 2 β	Model 3 β	Model 4 β
SQ	.326***	.559**	1.952***	2.171***
CE	-.248*	-.190*	-1.767***	-.647
CP	.829***	.318***	.327***	-.947
HC		.951***	.882***	.855***
SQ×X1		-.067*	-.405***	-.559***
CE ×X2			.371***	.119
CP×X3				.296*
R ²	.612	.663	.691	.702
ΔR^2	.612	.051	.029	.011
F	1076.043***	309.267*	190.104***	75.293*

Note: * $p < .05$, ** $p < .01$, *** $p < .001$, Dependent Variable = Customer Loyalty, SQ = Service Quality, CE = Customer Emotions, CP= Customer Perceptions, HC= Hotel characteristics

Table 38: Summary on Hypotheses Testing and Results

Hypothesis	P-Value	Decision Rule
H ₀₁ : There is no significant effect of Service Quality on Customer Loyalty amongst star-rated hotels in North Rift Region of Kenya.	0.000<0.05	Reject H ₀₁
H ₀₂ : There is no significant effect of Customer Emotions on Customer Loyalty amongst star-rated hotels in North Rift Region of Kenya.	0.019<0.05	Reject H ₀₂
H ₀₃ : There is no significant effect of Customer Perception on Customer Loyalty amongst star-rated hotels in North Rift Region of Kenya.	0.000<0.05	Reject H ₀₃
H ₀₄ : There is no significant effect of RMO on Customer Loyalty amongst star-rated hotels in North Rift Region of Kenya.	0.000<0.05	Reject H ₀₄
H ₀₅ : Hotel Characteristics does not moderate on the effect between Relationship Marketing Orientation and Customer Loyalty among star-rated hotels in North Rift, Kenya.	0.000<0.05	Reject H ₀₅

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This section gives a summary of the empirical results of the study, as discussed in the previous chapter. The first section summarizes the findings of the hypothesis testing followed by conclusions and recommendations to various stakeholder with a brief on the study implications for academicians and practitioners.

5.2 Summary of Findings

The goal of the study was to see how Relationship Marketing Orientation affected customer loyalty in Kenya's North Rift Region's star-rated hotels. The study discovered that among the star-rated hotels in Kenya's North Rift, Service Quality had a substantial impact on customer loyalty. They found that customer loyalty was influenced by all five aspects of service quality (tangibility, reliability, responsiveness, empathy, and assurance). Empathy and Assurance received the highest rating, followed by Responsiveness, Dependability, and Tangibility. The hotel was clean; the hotel's interior and exterior were well maintained; the hotel was bright and well lit; the outdoor surroundings were visually appealing; the shops were pleasant and attractive; and the restaurant's atmosphere was inviting were among the elements of Tangibility that were highly rated. The following aspects of responsiveness were rated high: hotel workers were never too busy to react to my requests; hotel employees were willing to assist me; hotel employees provided quick service; and the hotel notified me exactly when services would be completed. The hotel maintained its commitments by delivering them on time; the TV, telephone, alternating current (A/C), lights, sockets, showers, and sinks all worked well; and the TV, telephone, alternating current (A/C), lights, sockets, showers,

and sinks all worked properly. The hotel's records were correct (no mistakes); my guestroom was available when they said it would be; the hotel provided excellent service the first time; and they were serious about resolving my issues. The hotel employees were able to understand my specific needs; the hotel took care of my best interests at heart; I received personal attention from hotel employees; the hotel's operating hours were convenient; and I received individual attention from hotel employees were all high-rated Empathy items. Finally, the following Assurance elements received excellent rating: hotel workers were able to answer my queries; hotel employees were pleasant to me; I felt comfortable doing business with hotel employees; and hotel employees' behaviors engendered trust in me. The findings are consistent with those of previous investigations.

Service Quality has a direct impact on Customer Loyalty, according to Bakti and Sumaedi (2013), Onditi et al. (2012), Yusoff et al. (2010), and Wang and Chou (2013). For instance, the general finding was that perceived quality of service is related positively to customers' possibility of remaining loyal, with their attitudes being positive towards the service giver. Suhartanto (2011), reported that there were several studies, conducted mostly in developed countries, which examined SQ as the indicator of CL in the hotel business. This prompted the researcher to seek to determine empirically how and to what extent customers' views on Service Quality had impacted on the hotel brand loyalty in developing countries. Multiple Regression Analysis results, on survey responses of the customers of star-rated hotels, showed that customers' perceptions on reliability, assurance, tangibility, empathy and responsiveness contributed to fostering their loyalty with the hotel brand. These findings supported those of a previous study by Malik, Naeem and Nasir, (2011). In order to increase customer loyalty, hotels in Kenya's North Rift should focus on the five SQ items, according to the current study. The results

supported those of Shafiq, Shafique, Saadat and Cheema (2013), who found that service quality by use of the SERVPERF tool led to customer satisfaction, hence loyalty.

Customer Emotions Have a Strong Effect on Customer Loyalty, according to the findings of this study. In star-rated hotels, customer emotions have a substantial impact on customer loyalty. As a result, pleasant consumer emotions are precursors to the outcomes of a customer encounter (customer satisfaction, customer retention and loyalty of the customer). Star-rated hotels should embrace positive emotions since customers who feel negative emotions may be less contented and could well cease to maintain a relationship with them. Emotion is the foundation upon which hotels should communicate with consumers in order to build and maintain client loyalty. The reason for this is because if service delivery generates a pleasant image and emotional experience, clients see extra value in service transactions and develop a long-term commitment, resulting in loyalty. These findings were in conformity with those of Tronvoll (2011), who established that negative emotions influence future behaviour against the service provider. Similarly, Positive emotions, according to Lee et al. (2011), lead to consumer loyalty, contentment and loyalty and that negative emotions lead to dissatisfaction. The findings of a study by Shaw (2007), were likewise backed up in this research. Emotions, according to Shaw, have a substantial impact on customer experience outcomes such as customer retention, loyalty, and satisfaction. Further, the study findings reiterated those of Sipe (2018), who established that emotional value has an emotional connection with customers, hence, Customer Loyalty.

The findings on customer perceptions pointed that overall image, perceived worth and relational benefits had a vital effect in influencing customer loyalty. Customers' behavioural loyalty was also influenced by their image, perceived value, and customer

satisfaction. Regression of customer perceptions constructs (Perceived Value, Perceived Image and Perceived Relational Benefits) on both attitudinal and behavioural loyalty revealed a significant bond between the two. This study's findings were similar to those of Li and Petrick (2010) and Kim et al. (2013), who discovered that perceived value had both direct and indirect impacts on customer loyalty. The findings corroborated those of Wang et al. (2016), who found that perceived value and pleasure are direct precursors of CL. These findings were also consistent with the Social Exchange Theory, which suggests that if consumers get good value for their money, they will prefer to stay with the company for a long time and therefore become loyal customers.

Customer Perceptions affect the satisfaction of the customer and hence loyalty. Customers' Perceived Value determines Customer Loyalty. Therefore, perceived value creates consumer behaviour patterns that generate Customer Loyalty. Customers' positive perceptions of value have positive outcomes on the intentions of the behaviour of the clients, hence loyalty. This study also confirmed the findings of Singh and Choudhury (2017), who established that customer perceptions towards the image of the company and its products and services affect their purchasing decisions. Customers patronizing businesses with a noble corporate image are likely to be emotionally satisfied since they trust that such companies offer value for money (Tarus & Rabach, 2013). Consequently, consumer views of value and, indirectly, contentment with the hotel experience are influenced by image perceptions among visitors. In tourism, empirical research reveals a link between image and client pleasure and loyalty (Abd-El-Salaam et al., 2013).

Customer impression of Relational Benefits had a favorable impact on Customer Loyalty, according to the study. Customer Perceived Functional Benefits from Service

Providers and their Perceived Social Benefits from Service Providers considerably and favorably affect their view of service providers, according to the findings, which coincide with that of Chu and Kang (2014). Because the connection between customers and staff is crucial to the customer's impression of quality in many businesses, perceived social advantages are likely to have a favorable influence on customer satisfaction (Kim et al., 2010).

The impact of Relationship Marketing Orientation (Service Quality, Customer Emotions, and Customer Perceptions) on Customer Loyalty was investigated using a Multiple Regression model. According to the findings, Relationship Marketing Orientation has a favorable impact on customer loyalty. This research backs up Mara and Rodolfo's (2011) and Limo et al, (2014), findings that the goal of Relationship Marketing is to build and sustain long-term connections that lead to customer loyalty. Furthermore, the findings corroborated Hassan et al. (2015), Narteh et al. (2012), Omoregie et al. (2019), Petzer and van Tonder (2019), who demonstrated that Relationship Marketing is a strategy that helps businesses promote customer loyalty, interaction, and long-term involvement.

This study found that hotel characteristics (size, star-rating and location) moderated the effect between SQ, Consumer Emotions, Consumer Perceptions and CL. It established that classification, Location and Size also moderated the influence of RM Orientation and CL. The effect of moderation was vital for both behavioural and attitudinal loyalty. These results supported those of Al Saleem and Al-Juboori (2013), who established that hotel location, size and numbers of rooms are among the factors that affect the occupancy rate. The study also supported the findings of Sainaghi (2011), who indicated that the hotel's location is critical to its long-term performance. Experts in the hotel industry have often said that, like in the restaurant and real estate industries, location,

location, location are the three most important factors for success (Sainaghi, 2011). Furthermore, the current study supported Nunkoo, Teeroovengadum, Ringle, and Sunnasee's (2019) findings that hotel rating moderates the association between service quality and customer satisfaction. Moreover, the findings of Nicolau and Resellers (2010) and Rhee and Yang (2015), who discovered that the star-rating system helped consumers to compare hotels, simplify information, and create biases for service expectations, were verified in this study.

5.3 Conclusion

The study's findings concluded that Relationship Marketing Orientation (Service Quality, Customer Emotions, and Customer Perceptions) has a significant beneficial impact on customer loyalty. The study also found that Customer Loyalty is influenced by Service Quality. The report goes on to say that Customer Loyalty is directly related to Service Quality. The following elements improve Service Quality: The look of the hotel's physical facilities and materials, as well as the hotel's equipment, fulfilling promises made, resolving the problems sincerely, providing services as promised, accurate records, delivering services promptly, willingness to help, security, knowledgeable employees, being courteous, being attentive to customers, and understanding customer needs. These are some of the elements that the study discovered to be related to customer loyalty. Consequently, hotels should embrace the factors that improve Service Quality in order to boost Customer Loyalty.

This research further concludes that Consumer Emotions have a substantial impact on CL. Positive emotions have the highest marginal relations with Customer Loyalty. This indicates that factors such as feeling welcomed, comfortable, pleased, secure, important, amused, relaxed, elegant, cool, enthusiastic, smart, and respected, among others, have an

impact on consumer loyalty. Negative feelings, such as: my demands were neglected; I felt upset; I was ignored; I was furious; I was frightened; I was dissatisfied; I was worried, sad, and humiliated, among others, discourage Customer Loyalty, according to the research. Negative emotions had an all-time low marginal effect, which was the most intriguing finding. As a result, hoteliers should encourage happy feelings while discouraging negative ones.

Based on the data collected, the study concludes that Customer Perception (Perceived Relational Benefits, Perceived Value, and Perceived Reputation) has a major influence on Customer Loyalty. Therefore, price, value, unique image, positive image, friendliness of hotel employees, trust, friendship with hotel employees, discounts and special deals, perceived relationship benefits and being given good treatment by employees among other variables are significant in creating Customer Loyalty.

Customer Loyalty and Relationship Marketing Orientation are moderated by hotel characteristics. Customer loyalty is influenced by the type of star, the size of the hotel, its location in the CBD, proximity to basic amenities, serene environment, and ease of access.

5.4 Recommendations

The study indicated that all service quality criteria (responsiveness, assurance, tangibility, empathy, and reliability) had a favorable influence on customer loyalty. The following are some of the recommendations made by the study:

On Tangibility, it was noted that the following variables of tangibility were important to customers based on the high rate they were awarded: The restaurant had a pleasant and appealing environment, and the stores were pleasant and appealing. The hotel's exterior and interior were well kept, and the hotel was clean. The outside surroundings were

aesthetically appealing; the hotel was bright and well lit; the hotel has a top-of-the-line equipped reception desk. Based on these results, this study recommends that hotels should continuously improve their physical features, both interior and exterior, in order to remain attractive. The outdoor surrounding of the hotel should be made attractive, as this will reflect the expectation of the quality of service the customer will receive. The study also recommends that hotels should improve on the looks of their restaurants. In order to attract clients, these should be well-designed. It is further recommended that hotels should build shops that are pleasant and attractive. The study also proposes that hotels should improve continuously on their lighting systems to ensure that they are always bright. The study suggests that hotels should always maintain cleanliness as this is what the customers are looking for. Moreover, hotels should have a well-equipped reception as this raises the perceptions of the customers. Above all, hotels should continually renovate their tangibles to give them a new look and make them attractive. In some cases, the tangibles should always be replaced with those that are in fashion. Finally, hotel managers need to understand which attributes of SQ contribute more to CL and try to work on them.

The study discovered that the following aspects of reliability, which are crucial to customers, had a favorable impact on customer loyalty: The hotel honored its word by delivering on its commitments on schedule; The hotel was sincere in solving my problems; The hotel provided excellent service from the start; My guestroom was ready as promised; The hotel records were accurate (error free); My reservations were handled efficiently, and The TV, telephone A/C, lights, sockets, showers and sinks worked properly. As a result of these discoveries, the study recommends that employees should keep their promises by delivering the services at the right time; perform them right, the first time and always and, deliver them as promised. These actions will satisfy

customers; hence, they will remain loyal. Additionally, hotel employees must maintain accurate (error free) free records always because this will boost the customers' trust in the hotels. Finally, employees should ensure that all the equipment, lights, showers, sockets and sinks are functional on a daily basis.

The following aspects of responsiveness were also shown to have a favorable impact on customer loyalty in the study: The hotel told me exactly when services will be performed; Hotel workers provided timely service; they were eager to assist me, and they were never too busy to react to my demands. From these findings' employee behaviour was one of the key items under Responsiveness that contributed to CL. For that reason, this research recommends that hotels recruit highly qualified employees then train and equip them with customer care skills, empower them with problem-solving skills, give them the appropriate equipment to perform their tasks and compensate them adequately. The study recommends refresher courses for hotel employees. In doing so, the employees will be willing to help customers, they will respond to customer requests; they will be courteous and they will be dedicated to serve customers better. All these actions will lead to customer loyalty. The study recommends that hotel workers should inform clients about when services will be provided and should always be available and willing to assist them. This employee behaviour will satisfy customers, who will then develop trust and special attachment to the employees and the hotel.

The study found the following items of Assurance to have a favourable impact on CL: Employee actions instilled confidence in me; I felt secure conducting business with hotel workers, and they were pleasant to me, and the hotel employees were able to answer my questions. According to the findings, the study suggests that employees should always develop a positive attitude towards customers, as this will instil confidence in them.

Hotel employees should be trained to be always honest to the customers, as this will give customers a sense of security. The study further recommends that the employees should be told to be always courteous to the customers. Finally, this research suggests that the employees should be knowledgeable about all the hotel services, as this will enable them to answer all customer queries satisfactorily.

Feeling empathic has a beneficial influence on customer loyalty, according to the Empathy items. These items were: I received individual attention from the hotel employees; The hotel's operating hours were convenient; I received personal attention from employees of the hotel; The hotel had my best interests at heart, and the staff was able to understand my special requirements. The research suggests that the employees should be trained to give special attention to customers based on the outcome of the study. Further, the study recommends that hotel managers should consider convenient operating hours, which customers are looking for. Finally, hotel managers should train their employees to take care of specific interest of individuals and overall best interests of their customers. This will satisfy the customers and will go a long way in making them more loyal.

Customer Emotions have a substantial impact on Customer Loyalty, according to the study. Most of the respondents had experienced positive emotions rather than negative emotions. According to the report, hotels should always instil pleasant emotions in their guests. This will make them loyal to the hotel. The study further recommends that managers of the hotels should offer training to their employees to empower them to cultivate pleasant emotions in their consumers and seek to decrease the unfavorable feelings. This research further recommends that hotels provide facilities that are secure, elegant and sophisticated, and employ personnel who are well-mannered, attentive,

humble and welcoming to their customers. Positive emotions will be maintained when a customer experiences are positive. In the event that customers experience negative emotions it is recommended that managers should develop policies to address them with the aim of motivating customers to always come back. The study also recommends that star-rated hotels should concentrate on factors that generate positive emotions, improve their perceived image and provide services that exceed customer expectations.

Furthermore, the study discovered that customer perceptions have a major impact on customer loyalty. The study recommendation to hotel managers is to provide services that exceed customers' expectations, provide value for money and offer competitive prices. In terms of perceived image, hotels should develop positive emotions, effective staff training, use unique and appealing image, and popularize their services using honest employees. Similarly, the staff should be trained to promote and encourage integrity and trustworthiness. Star-rated hotels should hire employees who understand their customers' needs. Customer perception should be promoted through customer recognition, provision of social relational benefits, being close to customers, prioritizing customer services and providing specific services in order to achieve the anticipation of consumer service quality. On the Basis of Customer Perceived Value, the study recommends that hotels provide competitive prices that will give customers value for their money. While on Customer Perceived Relational Benefits, the hotel managers should identify their loyal customers and their preferential activities, for example discounts, special offers, club membership as incentives to retain them.

Finally, Hotel Characteristics were discovered to have a moderating influence on Customer Loyalty in the study. As a result, the study recommends that star-rated hotels should endeavour to retain and upgrade their ratings as provided by the Kenya Tourism

Regulatory Authority. This will improve their image and service expectations of customers, hence increase the possibility of customers coming back. As for those hotels that are not yet star-rated, they should apply for rating as this will also boost their image and increase customer loyalty. The study further recommends that future investors should seriously think about the location of their hotels. They should build their hotels in locations that are easily accessible, convenient and have a serene environment that enhances the psychological comfort of their customers. They should also consider the size of their hotels. Most of the customers preferred small hotels since they offer personalized and better services than big ones. Therefore, this study recommends that big hotels should improve their customer relations and services so that they can compete with small hotels.

5.4.1 Policy Implications

This research provides an inclusive in-depth knowledge of the connection between Perceived Quality of Service and customer loyalty among clients of star-rated hotels in Kenya's North Rift area. The findings of this analysis may be used by hotel managers in and beyond the region to better understand how to deal with customers in order to keep current customers and attract new ones. The managers of these hotels can also explore several variables apart from SQ that lead to CL. In order to increase service quality and customer loyalty, tourism managers must highlight the importance of service quality metrics.

The findings are important for policymakers and hotel managers in terms of improving one's knowledge of the combined effects of hotel SQ, Consumer Emotions, Customer Perceptions and Hotel Characteristics (Size, Star-Rating and Location) on CL. This study has expanded the existing knowledge on the effects of Service Quality, Customer

Emotions and Customer Perception on customers' decisions by advancing the in-depth knowledge of the connection between Hotel Characteristics and Loyalty of the customers.

A crucial policy communication is for the owners and investors of the star-rated hotels in Kenya to consider Service Quality variables that affect Customer Loyalty. They, for instance, should not focus on just the tangibles because clients, who are continually seeking new environments, can take these for granted. They should more importantly consider the Location and the Size of the hotels as these were discovered to have a favourable impact on CL.

The results of the research also have practical implications for hotel management in terms of developing the most successful relationship marketing programs that can aid in client retention. By identifying the best service quality, and customer perception indicators, hotel managers can lay down objectives for improvement and competitiveness, as well as establishing and maintaining strong customer loyalty. Hotel employees are critical in achieving Customer Loyalty; this study will have a practical implication to the managers to come up with effective training plans for their workers.

The study also adds to practice by emphasizing the significance of star ratings, hotel location, and size to the hotel owners and future investors. The owners need to invest in star-rating of their hotels as this leads to improved loyalty. Future investors should also consider the three elements of hotel characteristics, as this will enable them retain customers who will remain loyal.

As Customers' Emotions are highly linked to customer loyalty hotel management must guarantee that the consumers' involvement with their services

are as pleasant as possible. As a result, hotel personnel should be educated to recognize customers' emotions while providing service.

The Hotel owners and Investors also need to appreciate the significance of hotel location on the value as they influence the customer loyalty and purchasing decisions. Likewise, hotel evaluators and analysts need to comprehend the influence of location on the value of the hotel.

5.4.2 Suggestions for Further Research

SQ, Consumer Emotions, and Consumer Perceptions were investigated as precursors of Relationship Marketing Orientation in this study. There may be other factors affecting client loyalty, apart from Customer Perception, Customer Emotions and Service Quality. The study, therefore, recommends the possibility of future research looking into other probable antecedents.

Only a few studies have been conducted in the area of Customer Perceived Value with respect to relationship marketing mainly due to lack of suitable models. Therefore, this study recommends other constructs such as customer involvement and perceived competence of the hotel employees that might leverage Customer Loyalty, to be identified in order to obtain a better understanding of this problem and develop other meaningful models.

Because of the cross-sectional structure of this study, long-term characteristics of Relationship Marketing are not highlighted. Future studies should be done to understand whether feelings of perceived value are relatively short-term, whether they decay over time and, how they assure lasting loyalty of the customer.

Future researches should also be done to compare the perceived worth of Relationship Marketing Orientation in both developed and developing countries. This would test if there are differences in the intensity of Customer Perceived Value between different groups of people in response to the same type of Relationship Marketing Orientation.

The context of hotel industry in North Rift region places some limitations on the generalizations of the findings of the current study. Investigating other service sectors like banks and other regions will improve this research's generalizability.

Besides Hotel Characteristics, other moderating factors may also be investigated to obtain additional understanding of what explains and facilitates Customer Loyalty and perceptions of strategies of Relationship Marketing to stimulate Perceived Customer Loyalty.

The study furthermore recommends future studies on the dynamic relationships of loyalty of the customer constructs that can be analysed by other approaches, for instance the use of Panel Data Approach or application of special econometric techniques.

The current study did not consider the responsibilities or duties of staff in promoting customer loyalty which include offering quality/effective service, maintaining the connection between customer-staff and recognizing customers. Other attributes that are suggested for further studies include the effect of honesty, understanding of the product, good communication and involvement of management in decision-making and its consequence on Customer Loyalty.

Another disadvantage of this study is that the results cannot be generalized because the scope, duration, and sample size are so tiny. With this small size of sample of a few hotels in the North Rift Region of Kenya, the results cannot be generalized. Hence

further study is essential regarding this matter. Therefore, future research should be broadened, to include other star-hotels in other regions and cities of Kenya. It would also be of great value to carry out further research on customers' attitudes towards the quality of other service businesses for instance, airlines and travel agencies.

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APPENDICES

Appendix I: Permission Letter

Beatrice Jemaiyo Imamai
P.o Box 3896
Eldoret

20th July, 2018

To whom it may Concern

Dear Sir/Madam,

Re: Authority for Data Collection

I am a Ph.D student from Kabarak University undertaking research on “*Effect of Relationship Marketing Orientation on Customer Loyalty: A Survey of Star-Rated Hotels in North Rift, Kenya*”. I am requesting for Authority to collect data from your hotel customers. All the information received will be treated as confidential.

Your cooperation is highly welcomed.

Yours faithfully

Beatrice Jemaiyo Imamai

Appendix II: Research Instrument

I am a Phd Student at Kabarak University. Am carrying out a research on *“Effect of relationship marketing Orientation on customer loyalty among star-rated hotels in North Rift, Kenya”*. Kindly assist me by filling the questionnaire below.

All the information that you give will be treated as confidential.

INSTRUCTIONS: Mark a tick or circle where applicable.

Section A: Background Information

1. What is your gender?
Male
Female
2. What is your age??
18-24 years
25-34 years
35-44years
45-54 years
Above 55 years
3. What is your level of Education?
High School Leaver
Diploma
Graduate Degree
Postgraduate Degree
4. How many times have you visited this hotel in the past one year?
Once
Between 2-3 times
Between 4-5 times
Above 6 times

Section B: Service Quality

This survey asks you about how well the hotel serves you as a customer. Indicate your observation by place a mark (any) in a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree. **Key:** SA = Strongly Agree, A=Agree N=Neutral, D= Disagree, SD = Strongly Disagree.

		SA	A	N	D	SD
TANG1	The staff had clean, neat uniforms	5	4	3	2	1
TANG2	The restaurant's atmosphere was inviting	5	4	3	2	1
TANG3	The shops were pleasant and attractive	5	4	3	2	1
TANG4	The outdoor surroundings were visually attractive	5	4	3	2	1
TANG5	The hotel was bright and well light	5	4	3	2	1
TANG6	The hotel was bright and well light	5	4	3	2	1
TANG7	The hotel's interior and exterior were well maintained	5	4	3	2	1
TANG8	The hotel was clean.	5	4	3	2	1
RLB9	The hotel kept its promises by delivering its promises at the right time.	5	4	3	2	1
RLB10	The hotel was sincere in solving my problems.	5	4	3	2	1
RLB11	The hotel Performed the service right the first time.	5	4	3	2	1
RLB12	My guestroom was ready as promised	5	4	3	2	1
RLB13	The hotel records were accurate (error free).	5	4	3	2	1
RLB14	My reservations were handled efficiently	5	4	3	2	1
RLB15	TV, telephone A/C, lights, sockets, showers and sinks t worked properly	5	4	3	2	1
RSP16	The hotel told me exactly when services will be performed.	5	4	3	2	1
RSP17	I received prompt service from hotel employees.	5	4	3	2	1
RSP18	The hotel employees were willing to help me.	5	4	3	2	1
RSP19	The hotel employees were never too busy to respond to my requests.	5	4	3	2	1
ASS20	The Employee actions instilled confidence in me.	5	4	3	2	1
ASS21	I felt safe in transacting business with hotel employees.	5	4	3	2	1
ASS22	The hotel employees were courteous to me	5	4	3	2	1
ASS23	The hotel employees' were able to answer my questions.	5	4	3	2	1
EMP24	I received individual attention from the hotel employees?	5	4	3	2	1
EMP25	The hotel operating hours were convenient.	5	4	3	2	1
EMP26	I received personal attention from employees of the hotel	5	4	3	2	1
EMP27	The hotel took care of my best interests at heart	5	4	3	2	1
EMP28	The hotel employees were able to understand my specific needs.	5	4	3	2	1

Section C: Customer Emotions

This survey asks you about how well hotels treated you emotionally. Indicate your observation by place a mark (any) in a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree. **Key:** SA = Strongly Agree, A=Agree N=Neutral, D= Disagree, SD = Strongly Disagree.

		SA	A	N	D	SD
POS 1.	I felt comfortable in the hotel,	5	4	3	2	1
POS 2.	I was welcomed by the hotel employees,	5	4	3	2	1
POS 3.	I was contented with the hotel facility,	5	4	3	2	1
POS 4.	I was inspired by the employees of the hotel	5	4	3	2	1
POS 5.	The hotel was secure	5	4	3	2	1
POS 6.	I was treated as an important guest	5	4	3	2	1
POS 7.	I was entertained,	5	4	3	2	1
POS 8.	I was Extravagant,	5	4	3	2	1
POS 9.	I was relaxed at the hotel	5	4	3	2	1
POS 10.	I was treated elegantly	5	4	3	2	1
POS 11.	I was pampered by the employees of the hotel	5	4	3	2	1
POS 12.	I felt cool at the hotel	5	4	3	2	1
POS 13.	I was inspired by the hotel employees	5	4	3	2	1
POS 14.	The hotel facilities made me sophisticated,	5	4	3	2	1
POS 15.	I was respected by the hotel employees	5	4	3	2	1
NEG 16.	Some of my request were nullified by the hotel employees	5	4	3	2	1
NEG 17.	I was displeased/discontent with the hotel employees	5	4	3	2	1
NEG 18.	I was ignored by the hotel employees	5	4	3	2	1
NEG 19.	I was angry because of the poor services.	5	4	3	2	1
NEG 20.	I was worried of poor security at the hotel	5	4	3	2	1
NEG 21.	I was sad on the way I was treated	5	4	3	2	1
NEG 22.	I feared the way the employees were reacting to my enquiries	5	4	3	2	1
NEG 23.	I was ashamed of the facilities at the hotel	5	4	3	2	1
NEG 24.	I was lonely at the hotel	5	4	3	2	1

Section C: Customer Perception

This survey asks you about how well you perceive hotels service. Indicate your observation by place a mark (any) in a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree. **Key:** SA = Strongly Agree, A=Agree N=Neutral, D= Disagree, SD = Strongly Disagree.

		SA	A	N	D	SD
PVL1	The price for the service was fair	5	4	3	2	1
PVL 2	I received value for my money	5	4	3	2	1
PVL3	I was satisfied with the price of the hotel services	5	4	3	2	1
PIM4	I think most people have a positive opinion about this hotel	5	4	3	2	1
PIM5	The staff in this hotel are friendly towards guests	5	4	3	2	1
PIM6	This hotel has a unique image	5	4	3	2	1
PIM7	I think this Hotel is popular	5	4	3	2	1
PIM8	The staff in this hotel always puts guests first	5	4	3	2	1
PIM9	This hotel's employees are perfectly honest and truthful	5	4	3	2	1
PIM10	This hotel's employees can be trusted	5	4	3	2	1
PIM11	This hotel's employees of this hotel have high integrity	5	4	3	2	1
PRB12	I am recognized by certain employees of this hotel	5	4	3	2	1
PRB13	I enjoy certain social aspects of the relationship with employees of this hotel	5	4	3	2	1
PRB14	I have developed a friendship with the contacted employee(s) of the hotel	5	4	3	2	1
PRB15	I am familiar with the employee(s) that perform(s) the service in the hotel	5	4	3	2	1
PRB16	I am usually placed higher on the priority list when there is a line in this hotel	5	4	3	2	1
PRB17	They do services for me that they do not do for most customers in this hotel	5	4	3	2	1
PRB18	I get discounts or special deals that most customers do not get in this hotel	5	4	3	2	1
PRB19	I know what to expect when I come to this hotel	5	4	3	2	1

Section D: Customer Loyalty

This survey asks you about your loyalty to this hotel. Indicate your observation by place a mark (any) in a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree.

Key: SA = Strongly Agree, A=Agree N=Neutral, D= Disagree, SD = Strongly Disagree.

		SA	A	N	D	SD
ATT1	I will recommend this hotel to other customers	5	4	3	2	1
ATT2	I will come back to this hotel again	5	4	3	2	1
ATT3	I will tell others about the hotel and its services	5	4	3	2	1
ATT4	I consider this hotel as the best compared to others I have visited (my first class choice).	5	4	3	2	1
BEH1	I will continue coming to this hotel even if its prices are increased	5	4	3	2	1
BEH2	I would not switch to a competitor, even if I had a problem with this hotel	5	4	3	2	1
BEH3	I have a positive emotional relation to this hotel I have chosen and I feel attached to it.	5	4	3	2	1

Section E: Hotel Characteristics

This survey asks you about your loyalty to this hotel. Indicate your observation by place a mark (any) in a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree.

Key: SA = Strongly Agree, A=Agree N=Neutral, D= Disagree, SD = Strongly Disagree.

		SA	A	N	D	SD
STR1	I prefer a five star hotel because they offer better services.	5	4	3	2	1
STR2	I prefer a four and five star hotels because they have more facilities.	5	4	3	2	1
STR3	I prefer two and three star hotels are fairly priced.	5	4	3	2	1
STR4	Star-rating of hotels improves the image of the hotel	5	4	3	2	1
STR5	Star-rating of hotels guides me in making decision on which hotel I should select, hence it saves my time	5	4	3	2	1
STR6	Star-rated hotels are trustworthy	5	4	3	2	1
STR7	I am assured value for my money in a star-rated hotel	5	4	3	2	1
STR8	Star-rating of the hotel reflects the quality of the services I expect to receive from the hotel	5	4	3	2	1
LOC1	I like this hotel because it is located near the central business district	5	4	3	2	1
LOC2	I prefer coming to this hotel because it easily accessed by the public service vehicles	5	4	3	2	1
LOC3	I always stay in this hotel because it is located in a convenient location and closer to other facilities like banks and major offices.	5	4	3	2	1
LOC4	This hotel is located in a serene environment; I love it because it gives me peace of mind.	5	4	3	2	1
SIZ1	I always prefer a small hotels because they offer personalized services.	5	4	3	2	1
SIZ2	I prefer a small hotel because it offers better services	5	4	3	2	1
SIZ3	I prefer staying in small hotel because it is more secure.	5	4	3	2	1
SIZ4	I prefer big Hotels because they offer variety of services	5	4	3	2	1

Appendix III: Authorization letter from Kabarak University



INSTITUTE OF POST GRADUATE STUDIES

Private Bag - 20157
KABARAK, KENYA
E-mail: directorpostgraduate@kabarak.ac.ke

Tel: 0773265999
Fax: 254-51-343012
www.kabarak.ac.ke

13th June, 2018

Ministry of Higher Education Science and Technology,
National Council for Science, Technology & Innovation,
P.O. Box 30623 – 00100,

Dear Sir/Madam,

RE: RESEARCH BY BEATRICE JEMAIYO IMAMAI-GDB/M/0133/01/17

The above named is a student at Kabarak University taking PhD Degree in Marketing. She is carrying out research entitled “**Role of relationship Marketing Practices on Customer Loyalty among Star-Rated hotels in North Rift, Kenya.**”

The information obtained in the course of this research will be used for academic purposes only and will be treated with utmost confidentiality.

Please provide the necessary assistance.

Thank you.



DIRECTOR - (POST GRADUATE STUDIES)

Kabarak University Moral Code

As members of Kabarak University family, we purpose at all times and in all places, to set apart in one's heart, Jesus as Lord. (1 Peter 3:15)



Kabarak University is ISO 9001:2015 Certified

Appendix IV: NACOSTI Authorization letter



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,
2241349, 3310571, 2219420
Fax: +254-20-318245, 318249
Email: dg@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref. No. **NACOSTI/P/18/63660/23462**

Date: **17th July, 2018**

Beatrice Jemaiyo Imamai
Kabarak University
Private Bag - 20157
KABARAK.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on ***“Role of relationship marketing practices on customer loyalty among star-rated hotels in North Rift, Kenya”*** I am pleased to inform you that you have been authorized to undertake research in **Uasin Gishu County** for the period ending **17th July, 2019**.

You are advised to report to **the County Commissioner and the County Director of Education, Uasin Gishu County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.


BONIFACE WANYAMA
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Uasin Gishu County.

The County Director of Education
Uasin Gishu County.


ACC. UGCC
COUNTY COMMISSIONER
UASIN GISHU COUNTY.

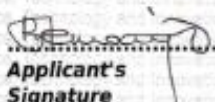

FOR COUNTY DIRECTOR OF EDUCATION
UASIN GISHU COUNTY
P.O. Box 9843, ELDORET
Tel: 0719-127 2121, 063-2063342

Appendix V: NACOSTI Research Permit


THIS IS TO CERTIFY THAT:
MS. BEATRICE JEMAIYO IMAMAI
of **KABARAK UNIVERSITY, 908-30100**
ELDORET, has been permitted to conduct
research in **Uasin-Gishu County**


on the topic: **ROLE OF RELATIONSHIP
MARKETING PRACTICES ON CUSTOMER
LOYALTY AMONG STAR-RATED HOTELS
IN NORTH RIFT, KENYA.**

for the period ending:
17th July,2019


**Applicant's
Signature**


Permit No : **NACOSTI/P/18/63660/23462**
Date Of Issue : **17th July,2018**
Fee Received : **Ksh 2000**





**Director General
National Commission for Science,
Technology & Innovation**

CONDITIONS

1. The License is valid for the proposed research, research site specified period.
2. Both the Licence and any rights thereunder are non-transferable.
3. Upon request of the Commission, the Licensee shall submit a progress report.
4. The Licensee shall report to the County Director of Education and County Governor in the area of research before commencement of the research.
5. Excavation, filming and collection of specimens are subject to further permissions from relevant Government agencies.
6. This Licence does not give authority to transfer research materials.
7. The Licensee shall submit two (2) hard copies and upload a soft copy of their final report.
8. The Commission reserves the right to modify the conditions of this Licence including its cancellation without prior notice.


REPUBLIC OF KENYA



**National Commission for Science,
Technology and Innovation**

**RESEARCH CLEARANCE
PERMIT**

Serial No.A **19482**

CONDITIONS: see back page

Appendix VI: Pre-test of Research Instrument-Reliability Test

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.931	98

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Age	339.15	488.555	.366	.	.912
Gender	342.00	500.421	.000	.	.914
Education	341.10	493.674	.324	.	.912
times	341.15	506.661	-.202	.	.915
tang1	339.45	481.313	.716	.	.910
tang2	339.35	486.239	.630	.	.911
tang3	339.45	486.997	.596	.	.911
tang4	339.50	485.421	.526	.	.911
tang5	339.45	481.313	.716	.	.910
tang6	339.60	488.042	.450	.	.911
tang7	339.50	489.526	.379	.	.912
tang8	339.45	486.997	.596	.	.911
rlb9	339.30	482.326	.637	.	.910
rlb10	339.60	488.042	.450	.	.911
rlb11	339.20	487.853	.543	.	.911
rlb12	339.50	489.526	.379	.	.912
rlb13	339.30	482.326	.637	.	.910
rlb14	339.20	487.853	.543	.	.911
rlb15	339.30	482.326	.637	.	.910
rsp16	339.90	486.305	.375	.	.912
rsp17	339.60	489.095	.411	.	.912
rsp18	339.50	489.526	.553	.	.911
rsp19	340.10	490.305	.303	.	.912
ass20	339.70	484.326	.550	.	.911
ass21	339.50	482.684	.728	.	.910
ass22	339.40	490.253	.503	.	.911
ass23	339.60	485.200	.660	.	.911
emp24	339.75	483.250	.515	.	.911
emp25	339.40	479.832	.535	.	.910
emp26	339.85	478.976	.636	.	.910
emp27	339.55	481.839	.717	.	.910
emp28	339.45	486.682	.610	.	.911
pos1	339.55	486.471	.535	.	.911
pos2	339.30	489.274	.454	.	.911
pos3	339.50	482.263	.746	.	.910
pos4	339.50	487.211	.672	.	.911
pos5	339.30	482.221	.641	.	.910

pos6	339.10	492.516	.265	.	.912
pos7	339.90	483.253	.761	.	.910
pos8	339.80	488.274	.547	.	.911
pos9	339.80	488.274	.547	.	.911
pos10	339.75	487.671	.488	.	.911
pos11	339.90	489.884	.464	.	.912
pos12	339.50	480.474	.567	.	.910
pos13	339.45	485.734	.652	.	.911
pos14	339.85	476.976	.638	.	.910
pos15	339.05	482.576	.394	.	.911
neg16	340.95	488.892	.334	.	.912
neg17	341.40	513.095	-.363	.	.917
neg18	341.65	512.661	-.311	.	.917
neg19	341.40	519.095	-.461	.	.918
neg20	341.40	515.937	-.386	.	.918
neg21	341.70	518.537	-.611	.	.917
neg22	341.40	513.200	-.397	.	.917
neg23	341.50	496.158	.111	.	.913
neg24	341.20	500.695	-.019	.	.915
pvl1	339.75	485.987	.391	.	.912
pvl2	339.75	483.671	.457	.	.911
pvl3	339.85	481.608	.507	.	.911
pim4	340.05	484.261	.440	.	.911
pim5	339.45	478.050	.446	.	.911
pim6	340.20	482.484	.443	.	.911
pim7	340.15	478.976	.563	.	.910
pim8	339.35	476.976	.493	.	.911
pim9	340.10	507.779	-.289	.	.915
pim10	339.75	493.355	.326	.	.912
pim11	339.75	499.776	.030	.	.913
prb12	339.80	496.589	.119	.	.913
prb13	340.00	506.947	-.246	.	.915
prb14	340.00	503.263	-.110	.	.914
prb15	339.90	507.253	-.227	.	.915
prb16	340.45	511.945	-.320	.	.917
prb17	340.50	502.368	-.063	.	.915
prb18	339.90	499.463	.014	.	.914
prb19	339.35	486.450	.408	.	.911
att1	339.60	481.621	.691	.	.910
att2	339.35	486.976	.596	.	.911
att3	339.55	491.418	.416	.	.912
att4	339.90	481.674	.699	.	.910
beh1	339.60	484.358	.588	.	.911
beh2	339.45	483.734	.623	.	.910
beh3	339.70	483.695	.663	.	.910
strt1	340.60	491.305	.392	.	.912
strt2	340.55	480.261	.608	.	.910
strt3	339.25	505.250	-.219	.	.914
strt4	340.40	500.674	-.029	.	.917
strt5	339.60	485.200	.660	.	.911
strt6	339.75	483.250	.515	.	.911
strt7	339.40	479.832	.535	.	.910
strt8	339.85	478.976	.636	.	.910
loc1	339.85	506.450	-.151	.	.916
loc2	339.65	494.976	.120	.	.914
loc3	340.00	483.684	.366	.	.912
loc4	339.70	507.800	-.289	.	.915
siz1	340.15	507.503	-.288	.	.915
siz2	340.50	500.579	-.015	.	.914
siz3	340.15	510.345	-.270	.	.916
siz4	339.50	491.105	.322	.	.912

Scale Statistics

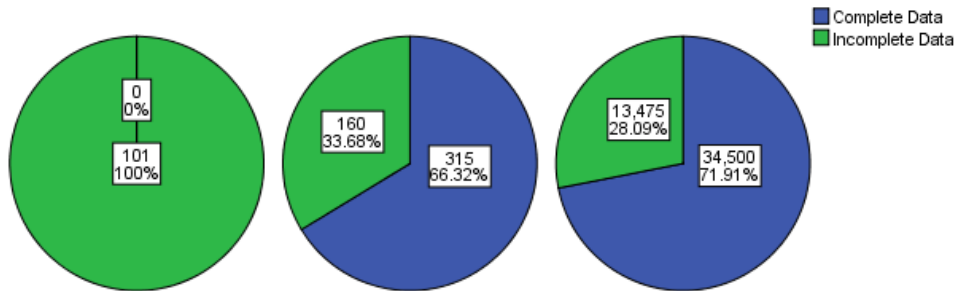
Mean	Variance	Std. Deviation	N of Items
343.40	500.674	22.376	98

Appendix VII: Data Output –Regression Analysis/Hierarchical Regression

Multiple Imputations

Missing Values

Overall Summary of Missing Values



Variables Cases Values

Variable Summary ^{a,b}					
	Missing		Valid N	Mean	Std. Deviation
	N	Percent			
RSP19	138	29.1%	337	4.02	.869
ASS20	137	28.8%	338	4.10	.781
TANG4	137	28.8%	338	4.05	.821
ASS22	136	28.6%	339	4.15	.728
RSP18	136	28.6%	339	4.17	.715
RSP16	136	28.6%	339	4.03	.797
RIB10	136	28.6%	339	4.06	.796
EMP28	135	28.4%	340	4.06	.809
ASS23	135	28.4%	340	4.18	.688
RSP17	135	28.4%	340	4.11	.801
RIB11	135	28.4%	340	4.16	.789
POS2	134	28.2%	341	4.29	.687
POS1	134	28.2%	341	4.10	.776
EMP26	134	28.2%	341	4.30	.693
EMP25	134	28.2%	341	4.02	.836
EMP24	134	28.2%	341	4.13	.759
RIB12	134	28.2%	341	4.11	.801
RIB9	134	28.2%	341	4.13	.769
TANG5	134	28.2%	341	3.91	.889
TANG3	134	28.2%	341	4.12	.846
HotelXstics	133	28.0%	342	4.25	.501
CustPerc	133	28.0%	342	3.88	.544
Custemotion	133	28.0%	342	3.68	.556
ServQUAL	133	28.0%	342	3.78	.627
CustLoyalt	133	28.0%	342	3.68	.651

a. Maximum number of variables shown: 25

b. Minimum percentage of missing values for variable to be included: 0.0%


```

SET RNG=MT MTINDEX=2000000.
*Impute Missing Data Values.
DATASET DECLARE imputeddata.sav.
DATASET DECLARE Iterationhistory.
MULTIPLE IMPUTATION GENDER AGE EDUCATION TANG1 TANG2 TANG3 TANG4 TANG5
TANG6 TANG7 TANG8 RIB9 RIB10 RIB11 RIB12 RIB13 RIB14 RIB15 RSP16 RSP17
RSP18 RSP19 ASS20 ASS22 ASS23 EMP24 EMP25 EMP26 EMP27 EMP28 POS1 POS2
POS3 POS4 POS5 POS6 POS7 POS8 POS9 POS8_A POS10 POS11 POS12 POS13 POS15
NEG16 NEG17 NEG18 NEG19 NEG20 NEG21 NEG22 NEG23 NEG24 PVL1 PVL2 PVL3
PIM4 PIM5 PIM6 PIM7 PIM8 PIM9 PIM10 PIM11 PRB12 PRB13 PRB14 PRB15 PRB16
PRB17 PRB18 PRB19 STRT1 STRT2 STRT3 STRT4 STRT5 STRT6 STRT7 STRT8 LOC9
LOC10 LOC1
LOC12 SIZE13 SIZE14 SIZE15 SIZE16 ATT1 ATT2 ATT3 ATT4 BEH1 BEH2 BEH3
/IMPUTE METHOD=AUTO NIMPUTATIONS=5 MAXPCTMISSING=NONE
/MISSINGSUMMARIES NONE
/IMPUTATIONSUMMARIES MODELS DESCRIPTIVES
/OUTFILE IMPUTATIONS=imputeddata.sav FCSITERATIONS=Iterationhistory .

```

Multiple Imputations

Imputed Values

Imputation Results

Imputation Method		Fully Conditional Specification
Fully Conditional Specification Method Iterations		10
	Imputed	TANG3,TANG4,TANG5,RIB9,RIB10,RIB11,RIB12,RSP16,RSP17,RSP18,RSP19,ASS20,ASS22,ASS23,EMP24,EMP25,EMP26,EMP28,POS1,POS2
	Not Imputed(Too Many Missing Values)	GENDER,AGE,EDUCATION,TANG1,TANG2,TANG6,TANG7,TANG8,RIB13,RIB14,RIB15,EMP27,POS3,POS4,POS5,POS6,POS7,POS8,POS9,POS8_A,POS10,POS11,POS12,POS13,POS15,NEG16,NEG17,NEG18,NEG19,NEG20,NEG21,NEG22,NEG23,NEG24,PVL1,PVL2,PVL3,PIM4,PIM5,PIM6,PIM7,PIM8,PIM9,PIM10,PIM11,PRB12,PRB13,PRB14,PRB15,PRB16,PRB17,PRB18,PRB19,STRT1,STRT2,STRT3,STRT4,STRT5,STRT6,STRT7,STRT8,LOC9,LOC10,LOC1,LOC12,SIZE13,SIZE14,SIZE15,SIZE16,ATT1,ATT2,ATT3,ATT4,BEH1,BEH2,BEH3
Dependent Variables	Not Imputed(No Missing Values)	GENDER,AGE,EDUCATION,TANG1,TANG2,TANG6,TANG7,TANG8,RIB13,RIB14,RIB15,EMP27,POS3,POS4,POS5,POS6,POS7,POS8,POS9,POS8_A,POS10,POS11,POS12,POS13,POS15,NEG16,NEG17,NEG18,NEG19,NEG20,NEG21,NEG22,NEG23,NEG24,PVL1,PVL2,PVL3,PIM4,PIM5,PIM6,PIM7,PIM8,PIM9,PIM10,PIM11,PRB12,PRB13,PRB14,PRB15,PRB16,PRB17,PRB18,PRB19,STRT1,STRT2,STRT3,STRT4,STRT5,STRT6,STRT7,STRT8,LOC9,LOC10,LOC1,LOC12,SIZE13,SIZE14,SIZE15,SIZE16,ATT1,ATT2,ATT3,ATT4,BEH1,BEH2,BEH3,TANG3,TANG5,RIB9,RIB12,EMP24,EMP25,EMP26,POS1,POS2,RIB11,RSP17,ASS23,EMP28,RIB10,RSP16,RSP18,ASS22,TANG4,ASS20,RSP19
Imputation Sequence		

Regression on Relationship Marketing Orientation and Customer Loyalty

Model Summary^b

Imputation Number	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
						R Square Change
Original data	1	.782 ^a	.612	.608	.407	.612
1	1	.782 ^a	.612	.608	.407	.612
2	1	.782 ^a	.612	.608	.407	.612
3	1	.782 ^a	.612	.608	.407	.612
4	1	.782 ^a	.612	.608	.407	.612
5	1	.782 ^a	.612	.608	.407	.612

Model Summary^b

Imputation Number	Model	Change Statistics				Durbin-Watson
		F Change	df1	df2	Sig. F Change	
Original data	1	177.589 ^a	3	338	.000	1.692
1	1	177.589 ^a	3	338	.000	1.692
2	1	177.589 ^a	3	338	.000	1.692
3	1	177.589 ^a	3	338	.000	1.692
4	1	177.589 ^a	3	338	.000	1.692
5	1	177.589 ^a	3	338	.000	1.692

a. Predictors: (Constant), CustPerc, ServQUAL, Custemotion

b. Dependent Variable: CustLoyalt

ANOVA^a

Imputation Number	Model	Sum of Squares	df	Mean Square	F	Sig
Original data	Regression	88.369	3	29.456	177.589	.000
	Residual	56.063	338	.166		
	Total	144.432	341			
1	Regression	88.369	3	29.456	177.589	.000
	Residual	56.063	338	.166		
	Total	144.432	341			
2	Regression	88.369	3	29.456	177.589	.000
	Residual	56.063	338	.166		
	Total	144.432	341			
3	Regression	88.369	3	29.456	177.589	.000
	Residual	56.063	338	.166		
	Total	144.432	341			
4	Regression	88.369	3	29.456	177.589	.000
	Residual	56.063	338	.166		
	Total	144.432	341			
5	Regression	88.369	3	29.456	177.589	.000
	Residual	56.063	338	.166		
	Total	144.432	341			

a. Dependent Variable: CustLoyalt

b. Predictors: (Constant), CustPerc, ServQUAL, Custemotion

Coefficients^a

Imputation Number	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Fraction Missing Info.	Relative Increase Variance	Relative Efficiency	
		B	Std. Error	Beta						
Original data	1	(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
1	1	(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
2	1	(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
3	1	(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
4	1	(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
5	1	(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000			
		Custemotion	-.248	.076	-.212	-3.271	.001			
		CustPerc	.829	.071	.693	11.726	.000			
		(Constant)	.137	.163		.843	.400			
		ServQUAL	.326	.062	.314	5.292	.000	.000	.000	1.000
		Custemotion	-.248	.076	-.212	-3.271	.001	.000	.000	1.000
		CustPerc	.829	.071	.693	11.726	.000	.000	.000	1.000
Pooled	1	(Constant)	.137	.163		.843	.399	.000	.000	1.000
		ServQUAL	.326	.062	.314	5.292	.000	.000	.000	1.000
		Custemotion	-.248	.076	-.212	-3.271	.001	.000	.000	1.000
		CustPerc	.829	.071	.693	11.726	.000	.000	.000	1.000

a. Dependent Variable: CustLoyalt

Residuals Statistics^a

Imputation Number		Minimum	Maximum	Mean	Std. Deviation	N
Original data	Predicted Value	2.13	4.74	3.68	.509	342
	Residual	-1.965	1.946	.000	.405	342
	Std. Predicted Value	-3.041	2.088	.000	1.000	342
	Std. Residual	-4.826	4.779	.000	.996	342
1	Predicted Value	2.13	4.74	3.68	.509	342
	Residual	-1.965	1.946	.000	.405	342
	Std. Predicted Value	-3.041	2.088	.000	1.000	342
	Std. Residual	-4.826	4.779	.000	.996	342
2	Predicted Value	2.13	4.74	3.68	.509	342
	Residual	-1.965	1.946	.000	.405	342
	Std. Predicted Value	-3.041	2.088	.000	1.000	342
	Std. Residual	-4.826	4.779	.000	.996	342
3	Predicted Value	2.13	4.74	3.68	.509	342
	Residual	-1.965	1.946	.000	.405	342
	Std. Predicted Value	-3.041	2.088	.000	1.000	342
	Std. Residual	-4.826	4.779	.000	.996	342
4	Predicted Value	2.13	4.74	3.68	.509	342
	Residual	-1.965	1.946	.000	.405	342
	Std. Predicted Value	-3.041	2.088	.000	1.000	342
	Std. Residual	-4.826	4.779	.000	.996	342
5	Predicted Value	2.13	4.74	3.68	.509	342
	Residual	-1.965	1.946	.000	.405	342
	Std. Predicted Value	-3.041	2.088	.000	1.000	342
	Std. Residual	-4.826	4.779	.000	.996	342
Pooled	Predicted Value			3.68		342
	Residual			.000		342
	Std. Predicted Value			.000		342
	Std. Residual			.000		342

a. Dependent Variable: CustLoyalt

REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT CustLoyalt
/METHOD=ENTER ServQUAL Custemotion CustPerc
/RESIDUALS DURBIN.
    
```

Regression-Service Quality on Customer Loyalty

Model Summary^b

Imputation Number	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
						R Square Change
Original data	1	.667 ^a	.444	.443	.486	.444
1	1	.667 ^a	.444	.443	.486	.444
2	1	.667 ^a	.444	.443	.486	.444
3	1	.667 ^a	.444	.443	.486	.444
4	1	.667 ^a	.444	.443	.486	.444
5	1	.667 ^a	.444	.443	.486	.444

Model Summary^b

Imputation Number	Model	Change Statistics				Durbin-Watson
		F Change	df1	df2	Sig. F Change	
Original data	1	271.791 ^a	1	340	.000	1.524
1	1	271.791 ^a	1	340	.000	1.524
2	1	271.791 ^a	1	340	.000	1.524
3	1	271.791 ^a	1	340	.000	1.524
4	1	271.791 ^a	1	340	.000	1.524
5	1	271.791 ^a	1	340	.000	1.524

- a. Predictors: (Constant), ServQUAL
b. b. Dependent Variable: CustLoyalt

ANOVA^a

Imputation Number	Model	Sum of Squares	df	Mean Square	F	Sig.
Original data	Regression	64.165	1	64.165	271.791	.000
	Residual	80.267	340	.236		
	Total	144.432	341			
1	Regression	64.165	1	64.165	271.791	.000
	Residual	80.267	340	.236		
	Total	144.432	341			
2	Regression	64.165	1	64.165	271.791	.000
	Residual	80.267	340	.236		
	Total	144.432	341			
3	Regression	64.165	1	64.165	271.791	.000
	Residual	80.267	340	.236		
	Total	144.432	341			
4	Regression	64.165	1	64.165	271.791	.000
	Residual	80.267	340	.236		
	Total	144.432	341			
5	Regression	64.165	1	64.165	271.791	.000
	Residual	80.267	340	.236		
	Total	144.432	341			

- a. Dependent Variable: CustLoyalt
b. Predictors: (Constant), ServQUAL

Coefficients^a

Imputation Number	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Fraction Missing Info.	Relative Increase Variance	Relative Efficiency
		B	Std. Error	Beta					
Original data	1 (Constant)	1.061	.161		6.599	.000			
	1 ServQUAL	.692	.042	.667	16.486	.000			
1	1 (Constant)	1.061	.161		6.599	.000			
	1 ServQUAL	.692	.042	.667	16.486	.000			
2	1 (Constant)	1.061	.161		6.599	.000			
	1 ServQUAL	.692	.042	.667	16.486	.000			
3	1 (Constant)	1.061	.161		6.599	.000			
	1 ServQUAL	.692	.042	.667	16.486	.000			
4	1 (Constant)	1.061	.161		6.599	.000			
	1 ServQUAL	.692	.042	.667	16.486	.000			
5	1 (Constant)	1.061	.161		6.599	.000			
	1 ServQUAL	.692	.042	.667	16.486	.000			
Pooled	1 (Constant)	1.061	.161		6.599	.000	.000	.000	1.000
	1 ServQUAL	.692	.042		16.486	.000	.000	.000	1.000

a. Dependent Variable: CustLoyalt

Residuals Statistics^a

Imputation Number		Minimum	Maximum	Mean	Std. Deviation	N
Original data	Predicted Value	2.30	4.52	3.68	.434	342
	Residual	-1.919	2.556	.000	.485	342
	Std. Predicted Value	-3.177	1.941	.000	1.000	342
1	Std. Residual	-3.949	5.260	.000	.999	342
	Predicted Value	2.30	4.52	3.68	.434	342
	Residual	-1.919	2.556	.000	.485	342
2	Std. Predicted Value	-3.177	1.941	.000	1.000	342
	Std. Residual	-3.949	5.260	.000	.999	342
	Predicted Value	2.30	4.52	3.68	.434	342
3	Residual	-1.919	2.556	.000	.485	342
	Std. Predicted Value	-3.177	1.941	.000	1.000	342
	Std. Residual	-3.949	5.260	.000	.999	342
4	Predicted Value	2.30	4.52	3.68	.434	342
	Residual	-1.919	2.556	.000	.485	342
	Std. Predicted Value	-3.177	1.941	.000	1.000	342
5	Std. Residual	-3.949	5.260	.000	.999	342
	Predicted Value	2.30	4.52	3.68	.434	342
	Residual	-1.919	2.556	.000	.485	342
Pooled	Std. Predicted Value	-3.177	1.941	.000	1.000	342
	Std. Residual	-3.949	5.260	.000	.999	342
	Predicted Value			3.68		342
	Residual			.000		342
	Std. Predicted Value			.000		342
	Std. Residual			.000		342

a. Dependent Variable: CustLoyalt

```

REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CustLoyalt
  /METHOD=ENTER Custemotion
  /RESIDUALS DURBIN.

```

Regression Output of Customer Emotions on Customer Loyalty

Model Summary^b

Imputation Number	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
						R Square Change
Original data	1	.591 ^a	.350	.348	.526	.350
1	1	.591 ^a	.350	.348	.526	.350
2	1	.591 ^a	.350	.348	.526	.350
3	1	.591 ^a	.350	.348	.526	.350
4	1	.591 ^a	.350	.348	.526	.350
5	1	.591 ^a	.350	.348	.526	.350

Model Summary^b

Imputation Number	Model	Change Statistics				Durbin-Watson
		F Change	df1	df2	Sig. F Change	
Original data	1	182.766 ^a	1	340	.000	1.405
1	1	182.766 ^a	1	340	.000	1.405
2	1	182.766 ^a	1	340	.000	1.405
3	1	182.766 ^a	1	340	.000	1.405
4	1	182.766 ^a	1	340	.000	1.405
5	1	182.766 ^a	1	340	.000	1.405

a. Predictors: (Constant), Custemotion

b. Dependent Variable: CustLoyalt

ANOVA^a

Imputation Number	Model	Sum of Squares	df	Mean Square	F	Sig
Original data	Regression	50.495	1	50.495	182.766	.000
	Residual	93.937	340	.276		
	Total	144.432	341			
1	Regression	50.495	1	50.495	182.766	.000
	Residual	93.937	340	.276		
	Total	144.432	341			
2	Regression	50.495	1	50.495	182.766	.000
	Residual	93.937	340	.276		
	Total	144.432	341			
3	Regression	50.495	1	50.495	182.766	.000
	Residual	93.937	340	.276		
	Total	144.432	341			
4	Regression	50.495	1	50.495	182.766	.000
	Residual	93.937	340	.276		
	Total	144.432	341			
5	Regression	50.495	1	50.495	182.766	.000
	Residual	93.937	340	.276		
	Total	144.432	341			

- a. Dependent Variable: CustLoyalt
b. Predictors: (Constant), Custemotion

Coefficients^a

Imputation Number	Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Fraction Missing Info.	Relative Increase Variance	Relative Efficiency
		B	Std. Error	Beta					
Original data	1 (Constant)	1.133	.190		5.950	.000			
	1 Custemotion	.692	.051	.591	13.519	.000			
1	1 (Constant)	1.133	.190		5.950	.000			
	1 Custemotion	.692	.051	.591	13.519	.000			
2	1 (Constant)	1.133	.190		5.950	.000			
	1 Custemotion	.692	.051	.591	13.519	.000			
3	1 (Constant)	1.133	.190		5.950	.000			
	1 Custemotion	.692	.051	.591	13.519	.000			
4	1 (Constant)	1.133	.190		5.950	.000			
	1 Custemotion	.692	.051	.591	13.519	.000			
5	1 (Constant)	1.133	.190		5.950	.000			
	1 Custemotion	.692	.051	.591	13.519	.000			
Pooled	1 (Constant)	1.133	.190		5.950	.000	.000	.000	1.000
	1 Custemotion	.692	.051		13.519	.000	.000	.000	1.000

a. Dependent Variable: CustLoyalt

Residuals Statistics^a

Imputation Number		Minimum	Maximum	Mean	Std. Deviation	N
Original data	Predicted Value	2.76	4.52	3.68	.385	342
	Residual	-1.939	2.020	.000	.525	342
	Std. Predicted Value	-2.386	2.181	.000	1.000	342
1	Std. Residual	-3.688	3.843	.000	.999	342
	Predicted Value	2.76	4.52	3.68	.385	342
	Residual	-1.939	2.020	.000	.525	342
2	Std. Predicted Value	-2.386	2.181	.000	1.000	342
	Std. Residual	-3.688	3.843	.000	.999	342
	Predicted Value	2.76	4.52	3.68	.385	342
3	Residual	-1.939	2.020	.000	.525	342
	Std. Predicted Value	-2.386	2.181	.000	1.000	342
	Std. Residual	-3.688	3.843	.000	.999	342
4	Predicted Value	2.76	4.52	3.68	.385	342
	Residual	-1.939	2.020	.000	.525	342
	Std. Predicted Value	-2.386	2.181	.000	1.000	342
5	Std. Residual	-3.688	3.843	.000	.999	342
	Predicted Value	2.76	4.52	3.68	.385	342
	Residual	-1.939	2.020	.000	.525	342
Pooled	Std. Predicted Value	-2.386	2.181	.000	1.000	342
	Std. Residual	-3.688	3.843	.000	.999	342
	Predicted Value	2.76	4.52	3.68	.385	342
Pooled	Residual			.000		342
	Std. Predicted Value			.000		342
	Std. Residual			.000		342

a. Dependent Variable: CustLoyalt

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REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
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/DEPENDENT CustLoyalt
 /METHOD=ENTER CustPerc
 /RESIDUALS DURBIN.

Regression Output on the effect of Customer Perception on Customer Loyalty

Model Summary^b

Imputation Number	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
						R Square Change
Original data	1	.761 ^a	.579	.578	.423	.579
1	1	.761 ^a	.579	.578	.423	.579
2	1	.761 ^a	.579	.578	.423	.579
3	1	.761 ^a	.579	.578	.423	.579
4	1	.761 ^a	.579	.578	.423	.579
5	1	.761 ^a	.579	.578	.423	.579

Model Summary^b

Imputation Number	Model	Change Statistics				Durbin-Watson
		F Change	df1	df2	Sig. F Change	
Original data	1	467.760 ^a	1	340	.000	1.675
1	1	467.760 ^a	1	340	.000	1.675
2	1	467.760 ^a	1	340	.000	1.675
3	1	467.760 ^a	1	340	.000	1.675
4	1	467.760 ^a	1	340	.000	1.675
5	1	467.760 ^a	1	340	.000	1.675

a. Predictors: (Constant), CustPerc
 b. Dependent Variable: CustLoyalt

ANOVA^a

Imputation Number	Model		Sum of Squares	df	Mean Square	F	Sig
Original data	1	Regression	83.638	1	83.638	467.760	.000
		Residual	60.794	340	.179		
		Total	144.432	341			
1	1	Regression	83.638	1	83.638	467.760	.000
		Residual	60.794	340	.179		
		Total	144.432	341			
2	1	Regression	83.638	1	83.638	467.760	.000
		Residual	60.794	340	.179		
		Total	144.432	341			
3	1	Regression	83.638	1	83.638	467.760	.000
		Residual	60.794	340	.179		
		Total	144.432	341			
4	1	Regression	83.638	1	83.638	467.760	.000
		Residual	60.794	340	.179		
		Total	144.432	341			
5	1	Regression	83.638	1	83.638	467.760	.000
		Residual	60.794	340	.179		
		Total	144.432	341			

a. Dependent Variable: CustLoyalt
 c. Predictors: (Constant), CustPerc

Coefficients^a

Imputation Number	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Fraction Missing Info.	Relative Increase Variance	Relative Efficiency
		B	Std. Error	Beta					
Original data	1 (Constant)	.145	.165		.879	.380			
	1 Custemotion	.910	.042	.761	21.628	.000			
1	1 (Constant)	.145	.165		.879	.380			
	1 Custemotion	.910	.042	.761	21.628	.000			
2	1 (Constant)	.145	.165		.879	.380			
	1 Custemotion	.910	.042	.761	21.628	.000			
3	1 (Constant)	.145	.165		.879	.380			
	1 Custemotion	.910	.042	.761	21.628	.000			
4	1 (Constant)	.145	.165		.879	.380			
	1 Custemotion	.910	.042	.761	21.628	.000			
5	1 (Constant)	.145	.165		.879	.380			
	1 Custemotion	.910	.042	.761	21.628	.000			
Pooled	1 (Constant)	.145	.165		.879	.380	.000	.000	1.000
	1 Custemotion	.910	.042		21.628	.000	.000	.000	1.000

a. Dependent Variable: CustLoyalt

Residuals Statistics^a

Imputation Number		Minimum	Maximum	Mean	Std. Deviation	N
Original data	Predicted Value	2.15	4.69	3.68	.495	342
	Residual	-1.794	1.807	.000	.422	342
	Std. Predicted Value	-3.090	2.054	.000	1.000	342
	Std. Residual	-4.243	4.274	.000	.999	342
1	Predicted Value	2.15	4.69	3.68	.495	342
	Residual	-1.794	1.807	.000	.422	342
	Std. Predicted Value	-3.090	2.054	.000	1.000	342
	Std. Residual	-4.243	4.274	.000	.999	342
2	Predicted Value	2.15	4.69	3.68	.495	342
	Residual	-1.794	1.807	.000	.422	342
	Std. Predicted Value	-3.090	2.054	.000	1.000	342
	Std. Residual	-4.243	4.274	.000	.999	342
3	Predicted Value	2.15	4.69	3.68	.495	342
	Residual	-1.794	1.807	.000	.422	342
	Std. Predicted Value	-3.090	2.054	.000	1.000	342
	Std. Residual	-4.243	4.274	.000	.999	342
4	Predicted Value	2.15	4.69	3.68	.495	342
	Residual	-1.794	1.807	.000	.422	342
	Std. Predicted Value	-3.090	2.054	.000	1.000	342
	Std. Residual	-4.243	4.274	.000	.999	342
5	Predicted Value	2.15	4.69	3.68	.495	342
	Residual	-1.794	1.807	.000	.422	342
	Std. Predicted Value	-3.090	2.054	.000	1.000	342
	Std. Residual	-4.243	4.274	.000	.999	342
Pooled	Predicted Value			3.68		342
	Residual			.000		342
	Std. Predicted Value			.000		342
	Std. Residual			.000		342

a. Dependent Variable: CustLoyalt

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REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
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/STATISTICS COEFF OUTS R ANOVA CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT CustLoyalt
/METHOD=ENTER HotelXstics
/RESIDUALS DURBIN.

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Regression Output of the effect of Hotel Characteristics on Customer Loyalty

Model Summary^b

Imputation Number	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics
						R Square Change
Original data	1	.830 ^a	.689	.688	.363	.689
1	1	.830 ^a	.689	.688	.363	.689
2	1	.830 ^a	.689	.688	.363	.689
3	1	.830 ^a	.689	.688	.363	.689
4	1	.830 ^a	.689	.688	.363	.689
5	1	.830 ^a	.689	.688	.363	.689

Model Summary^b

Imputation Number	Model	Change Statistics				Durbin-Watson
		F Change	df1	df2	Sig. F Change	
Original data	1	753.190 ^a	1	340	.000	2.008
1	1	753.190 ^a	1	340	.000	2.008
2	1	753.190 ^a	1	340	.000	2.008
3	1	753.190 ^a	1	340	.000	2.008
4	1	753.190 ^a	1	340	.000	2.008
5	1	753.190 ^a	1	340	.000	2.008

a. Predictors: (Constant), HotelXstics

b. Dependent Variable: CustLoyalt

ANOVA^a

Imputation Number	Model		Sum of Squares	df	Mean Square	F	Sig.
Original data	1	Regression	99.511	1	99.511	753.190	.000
		Residual	44.921	340	.132		
		Total	144.432	341			
1	1	Regression	99.511	1	99.511	753.190	.000
		Residual	44.921	340	.132		
		Total	144.432	341			
2	1	Regression	99.511	1	99.511	753.190	.000
		Residual	44.921	340	.132		
		Total	144.432	341			
3	1	Regression	99.511	1	99.511	753.190	.000
		Residual	44.921	340	.132		
		Total	144.432	341			
4	1	Regression	99.511	1	99.511	753.190	.000
		Residual	44.921	340	.132		
		Total	144.432	341			
5	1	Regression	99.511	1	99.511	753.190	.000
		Residual	44.921	340	.132		
		Total	144.432	341			

a. Dependent Variable: CustLoyalt

b. Predictors: (Constant), HotelXstics

Coefficients^a

Imputation Number	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Fraction Missing Info.	Relative Increase Variance	Relative Efficiency
		B	Std. Error	Beta					
Original data	1		.168		-5.380	.000			
		Custemotion	1.079	.039	.830	27.444	.000		
1	1		.168		-5.380	.000			
		Custemotion	1.079	.039	.830	27.444	.000		
2	1		.168		-5.380	.000			
		Custemotion	1.079	.039	.830	27.444	.000		
3	1		.168		-5.380	.000			
		Custemotion	1.079	.039	.830	27.444	.000		
4	1		.168		-5.380	.000			
		Custemotion	1.079	.039	.830	27.444	.000		
5	1		.168		-5.380	.000			
		Custemotion	1.079	.039	.830	27.444	.000		
Pooled	1		.168		-5.380	.000	.000	.000	1.000
		Custemotion	1.079	.039	.830	27.444	.000	.000	.000

a. Dependent Variable: CustLoyalt

Residuals Statistics^a

Imputation Number		Minimum	Maximum	Mean	Std. Deviation	N
Original data	Predicted Value	2.12	4.49	3.68	.540	342
	Residual	-1.891	1.312	.000	.363	342
	Std. Predicted Value	-2.888	1.507	.000	1.000	342
1	Std. Residual	-5.203	3.609	.000	.999	342
	Predicted Value	2.12	4.49	3.68	.540	342
	Residual	-1.891	1.312	.000	.363	342
2	Std. Predicted Value	-2.888	1.507	.000	1.000	342
	Std. Residual	-5.203	3.609	.000	.999	342
	Predicted Value	2.12	4.49	3.68	.540	342
3	Residual	-1.891	1.312	.000	.363	342
	Std. Predicted Value	-2.888	1.507	.000	1.000	342
	Std. Residual	-5.203	3.609	.000	.999	342
4	Predicted Value	2.12	4.49	3.68	.540	342
	Residual	-1.891	1.312	.000	.363	342
	Std. Predicted Value	-2.888	1.507	.000	1.000	342
5	Std. Residual	-5.203	3.609	.000	.999	342
	Predicted Value	2.12	4.49	3.68	.540	342
	Residual	-1.891	1.312	.000	.363	342
Pooled	Std. Predicted Value	-2.888	1.507	.000	1.000	342
	Std. Residual	-5.203	3.609	.000	.999	342
	Predicted Value			3.68		342
	Residual			.000		342
	Std. Predicted Value			.000		342
	Std. Residual			.000		342

a. Dependent Variable: CustLoyalt

REGRESSION
/MISSING LISTWISE


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/STATISTICS COEFF OUTS R ANOVA CHANGE
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/DEPENDENT CustLoyalt
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/METHOD=ENTER ServQUAL Custemotion CustPerc HotelXstics X1 X2
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/SAVE PRED ZPRED.

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Regression Output testing the Moderating Effect of Hotel Characteristics on Customer Loyalty

Model Summary[†]

Imputation Number	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
						R Square Change	F Change
Original data	1	.782 ^a	.612	.608	.407	.612	177.589
	2	.855 ^b	.731	.728	.339	.119	149.873
	3	.858 ^c	.736	.732	.337	.005	6.353
	4	.868 ^d	.753	.749	.326	.017	22.921
	5	.872 ^e	.760	.755	.322	.007	9.470
1	1	.782 ^a	.612	.608	.407	.612	177.589
	2	.855 ^b	.731	.728	.339	.119	149.873
	3	.858 ^c	.736	.732	.337	.005	6.353
	4	.868 ^d	.753	.749	.326	.017	22.921
	5	.872 ^e	.760	.755	.322	.007	9.470
2	1	.782 ^a	.612	.608	.407	.612	177.589
	2	.855 ^b	.731	.728	.339	.119	149.873
	3	.858 ^c	.736	.732	.337	.005	6.353
	4	.868 ^d	.753	.749	.326	.017	22.921
	5	.872 ^e	.760	.755	.322	.007	9.470
3	1	.782 ^a	.612	.608	.407	.612	177.589
	2	.855 ^b	.731	.728	.339	.119	149.873
	3	.858 ^c	.736	.732	.337	.005	6.353
	4	.868 ^d	.753	.749	.326	.017	22.921
	5	.872 ^e	.760	.755	.322	.007	9.470
4	1	.782 ^a	.612	.608	.407	.612	177.589
	2	.855 ^b	.731	.728	.339	.119	149.873
	3	.858 ^c	.736	.732	.337	.005	6.353
	4	.868 ^d	.753	.749	.326	.017	22.921
	5	.872 ^e	.760	.755	.322	.007	9.470
5	1	.782 ^a	.612	.608	.407	.612	177.589
	2	.855 ^b	.731	.728	.339	.119	149.873
	3	.858 ^c	.736	.732	.337	.005	6.353
	4	.868 ^d	.753	.749	.326	.017	22.921
	5	.872 ^e	.760	.755	.322	.007	9.470

Model Summary^f

Imputation Number	Model	Change Statistics		
		df1	df2	Sig. F Change
Original data	1	3 ^a	338	.000
	2	1 ^b	337	.000
	3	1 ^c	336	.012
	4	1 ^d	335	.000
	5	1 ^e	334	.002
1	1	3 ^a	338	.000
	2	1 ^b	337	.000
	3	1 ^c	336	.012
	4	1 ^d	335	.000
	5	1 ^e	334	.002
2	1	3 ^a	338	.000
	2	1 ^b	337	.000
	3	1 ^c	336	.012
	4	1 ^d	335	.000
	5	1 ^e	334	.002
3	1	3 ^a	338	.000
	2	1 ^b	337	.000
	3	1 ^c	336	.012
	4	1 ^d	335	.000
	5	1 ^e	334	.002
4	1	3 ^a	338	.000
	2	1 ^b	337	.000
	3	1 ^c	336	.012
	4	1 ^d	335	.000
	5	1 ^e	334	.002
5	1	3 ^a	338	.000
	2	1 ^b	337	.000
	3	1 ^c	336	.012
	4	1 ^d	335	.000
	5	1 ^e	334	.002

a. Predictors: (Constant), CustPerc, ServQUAL, Custemotion

b. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics

c. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics, X1

d. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics, X1, X2

e. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics, X1, X2, X3

f. Dependent Variable: CustLoyalt

ANOVA^a

Imputation Number	Model	Sum of Squares	df	Mean Square	F	Sig.
Original data	Regression	88.369	3	29.456	177.589	.000 ^b
	1 Residual	56.063	338	.166		
	Total	144.432	341			
	Regression	105.627	4	26.407	229.325	.000 ^c
	2 Residual	38.805	337	.115		
	Total	144.432	341			
	Regression	106.347	5	21.269	187.644	.000 ^d
	3 Residual	38.085	336	.113		
	Total	144.432	341			
	Regression	108.786	6	18.131	170.392	.000 ^e
	4 Residual	35.646	335	.106		
	Total	144.432	341			
	Regression	109.769	7	15.681	151.096	.000 ^f
	5 Residual	34.664	334	.104		
	Total	144.432	341			
1	Regression	88.369	3	29.456	177.589	.000 ^b
	1 Residual	56.063	338	.166		
	Total	144.432	341			
	Regression	105.627	4	26.407	229.325	.000 ^c
	2 Residual	38.805	337	.115		
	Total	144.432	341			
	Regression	106.347	5	21.269	187.644	.000 ^d
	3 Residual	38.085	336	.113		
	Total	144.432	341			
	Regression	108.786	6	18.131	170.392	.000 ^e
	4 Residual	35.646	335	.106		
	Total	144.432	341			
	Regression	109.769	7	15.681	151.096	.000 ^f
	5 Residual	34.664	334	.104		
	Total	144.432	341			
2	Regression	88.369	3	29.456	177.589	.000 ^b
	1 Residual	56.063	338	.166		
	Total	144.432	341			
	Regression	105.627	4	26.407	229.325	.000 ^c
	2 Residual	38.805	337	.115		
	Total	144.432	341			
	Regression	106.347	5	21.269	187.644	.000 ^d
	3 Residual	38.085	336	.113		
	Total	144.432	341			
	Regression	108.786	6	18.131	170.392	.000 ^e
	4 Residual	35.646	335	.106		
	Total	144.432	341			
	Regression	109.769	7	15.681	151.096	.000 ^f
	5 Residual	34.664	334	.104		
	Total	144.432	341			
3	Regression	88.369	3	29.456	177.589	.000 ^b
	1 Residual	56.063	338	.166		
	Total	144.432	341			
	2 Regression	105.627	4	26.407	229.325	.000 ^c

		Residual	38.805	337	.115		
		Total	144.432	341			
		Regression	106.347	5	21.269	187.644	.000 ^d
3		Residual	38.085	336	.113		
		Total	144.432	341			
		Regression	108.786	6	18.131	170.392	.000 ^e
4		Residual	35.646	335	.106		
		Total	144.432	341			
		Regression	109.769	7	15.681	151.096	.000 ^f
5		Residual	34.664	334	.104		
		Total	144.432	341			
		Regression	88.369	3	29.456	177.589	.000 ^b
1		Residual	56.063	338	.166		
		Total	144.432	341			
		Regression	105.627	4	26.407	229.325	.000 ^c
2		Residual	38.805	337	.115		
		Total	144.432	341			
		Regression	106.347	5	21.269	187.644	.000 ^d
4		Residual	38.085	336	.113		
		Total	144.432	341			
		Regression	108.786	6	18.131	170.392	.000 ^e
4		Residual	35.646	335	.106		
		Total	144.432	341			
		Regression	109.769	7	15.681	151.096	.000 ^f
5		Residual	34.664	334	.104		
		Total	144.432	341			
		Regression	88.369	3	29.456	177.589	.000 ^b
1		Residual	56.063	338	.166		
		Total	144.432	341			
		Regression	105.627	4	26.407	229.325	.000 ^c
2		Residual	38.805	337	.115		
		Total	144.432	341			
		Regression	106.347	5	21.269	187.644	.000 ^d
5		Residual	38.085	336	.113		
		Total	144.432	341			
		Regression	108.786	6	18.131	170.392	.000 ^e
4		Residual	35.646	335	.106		
		Total	144.432	341			
		Regression	109.769	7	15.681	151.096	.000 ^f
5		Residual	34.664	334	.104		
		Total	144.432	341			

a. Dependent Variable: CustLoyalt

b. Predictors: (Constant), CustPerc, ServQUAL, Custemotion

c. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics

d. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics, X1

e. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics, X1, X2

f. Predictors: (Constant), CustPerc, ServQUAL, Custemotion, HotelXstics, X1, X2, X3

Coefficients^a

Imputation Number	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Fraction Missing Info.	Relative Increase Variance	Relative Efficiency
		B	Std. Error	Beta					
Original data	1	(Constant)	.137	.163		.843	.400		
		ServQUAL	.326	.062	.314	5.292	.000		
		Custemotion	-.248	.076	-.212	-3.271	.001		
		CustPerc	.829	.071	.693	11.726	.000		
	2	(Constant)	-.921	.161		-5.735	.000		
		ServQUAL	.234	.052	.225	4.509	.000		
		Custemotion	-.162	.063	-.139	-2.555	.011		
		CustPerc	.281	.074	.235	3.806	.000		
		HotelXstics	.758	.062	.583	12.242	.000		
	3	(Constant)	-1.876	.411		-4.565	.000		
		ServQUAL	.549	.135	.529	4.061	.000		
		Custemotion	-.190	.064	-.163	-2.974	.003		
		CustPerc	.318	.075	.266	4.252	.000		
		HotelXstics	.951	.098	.732	9.679	.000		
		X1	-.067	.027	-.428	-2.520	.012		
		(Constant)	-1.486	.406		-3.655	.000		
	4	ServQUAL	1.952	.321	1.881	6.081	.000		
		Custemotion	-1.767	.335	-1.510	-5.272	.000		
		CustPerc	.327	.073	.273	4.505	.000		
		HotelXstics	.882	.096	.678	9.155	.000		
	X1	-.405	.075	-2.574	-5.391	.000			
	X2	.371	.078	2.142	4.788	.000			
	(Constant)	-1.465	.401		-3.650	.000			
5	ServQUAL	2.171	.325	2.092	6.682	.000			
	Custemotion	-.647	.492	-.553	-1.315	.189			
	CustPerc	-.947	.420	-.792	-2.254	.025			
	HotelXstics	.855	.096	.658	8.953	.000			
	X1	-.459	.076	-2.917	-6.020	.000			
	X2	.119	.112	.687	1.063	.289			
	X3	.296	.096	1.815	3.077	.002			
1	1	(Constant)	.137	.163		.843	.400		
		ServQUAL	.326	.062	.314	5.292	.000		
		Custemotion	-.248	.076	-.212	-3.271	.001		
		CustPerc	.829	.071	.693	11.726	.000		
	2	(Constant)	-.921	.161		-5.735	.000		
		ServQUAL	.234	.052	.225	4.509	.000		
		Custemotion	-.162	.063	-.139	-2.555	.011		
		CustPerc	.281	.074	.235	3.806	.000		
		HotelXstics	.758	.062	.583	12.242	.000		
	3	(Constant)	-1.876	.411		-4.565	.000		
		ServQUAL	.549	.135	.529	4.061	.000		
		Custemotion	-.190	.064	-.163	-2.974	.003		
		CustPerc	.318	.075	.266	4.252	.000		
		HotelXstics	.951	.098	.732	9.679	.000		
		X1	-.067	.027	-.428	-2.520	.012		
	4	(Constant)	-1.486	.406		-3.655	.000		
		ServQUAL	1.952	.321	1.881	6.081	.000		
		Custemotion	-1.767	.335	-1.510	-5.272	.000		

	CustPerc	.327	.073	.273	4.505	.000
	HotelXstics	.882	.096	.678	9.155	.000
	X1	-.405	.075	-2.574	-5.391	.000
	X2	.371	.078	2.142	4.788	.000
	(Constant)	-1.465	.401		-3.650	.000
	ServQUAL	2.171	.325	2.092	6.682	.000
	Custemotio n	-.647	.492	-.553	-1.315	.189
5	CustPerc	-.947	.420	-.792	-2.254	.025
	HotelXstics	.855	.096	.658	8.953	.000
	X1	-.459	.076	-2.917	-6.020	.000
	X2	.119	.112	.687	1.063	.289
	X3	.296	.096	1.815	3.077	.002
	(Constant)	.137	.163		.843	.400
	ServQUAL	.326	.062	.314	5.292	.000
1	Custemotio n	-.248	.076	-.212	-3.271	.001
	CustPerc	.829	.071	.693	11.72	.000
	(Constant)	-.921	.161		-5.735	.000
	ServQUAL	.234	.052	.225	4.509	.000
	Custemotio n	-.162	.063	-.139	-2.555	.011
2	CustPerc	.281	.074	.235	3.806	.000
	HotelXstics	.758	.062	.583	12.24	.000
	(Constant)	-1.876	.411		-4.565	.000
	ServQUAL	.549	.135	.529	4.061	.000
	Custemotio n	-.190	.064	-.163	-2.974	.003
3	CustPerc	.318	.075	.266	4.252	.000
	HotelXstics	.951	.098	.732	9.679	.000
	X1	-.067	.027	-.428	-2.520	.012
	(Constant)	-1.486	.406		-3.655	.000
	ServQUAL	1.952	.321	1.881	6.081	.000
	Custemotio n	-1.767	.335	-1.510	-5.272	.000
4	CustPerc	.327	.073	.273	4.505	.000
	HotelXstics	.882	.096	.678	9.155	.000
	X1	-.405	.075	-2.574	-5.391	.000
	X2	.371	.078	2.142	4.788	.000
	(Constant)	-1.465	.401		-3.650	.000
	ServQUAL	2.171	.325	2.092	6.682	.000
	Custemotio n	-.647	.492	-.553	-1.315	.189
5	CustPerc	-.947	.420	-.792	-2.254	.025
	HotelXstics	.855	.096	.658	8.953	.000
	X1	-.459	.076	-2.917	-6.020	.000
	X2	.119	.112	.687	1.063	.289
	X3	.296	.096	1.815	3.077	.002
	(Constant)	.137	.163		.843	.400
	ServQUAL	.326	.062	.314	5.292	.000
1	Custemotio n	-.248	.076	-.212	-3.271	.001
	CustPerc	.829	.071	.693	11.72	.000
	(Constant)	-.921	.161		-5.735	.000
	ServQUAL	.234	.052	.225	4.509	.000
	Custemotio n	-.162	.063	-.139	-2.555	.011
2	CustPerc	.281	.074	.235	3.806	.000
	HotelXstics	.758	.062	.583	12.24	.000
	(Constant)	-1.876	.411		-4.565	.000
	ServQUAL	.549	.135	.529	4.061	.000
	Custemotio n	-.190	.064	-.163	-2.974	.003
3	CustPerc	.318	.075	.266	4.252	.000
	HotelXstics	.951	.098	.732	9.679	.000
	X1	-.067	.027	-.428	-2.520	.012
	(Constant)	-1.486	.406		-3.655	.000
	ServQUAL	1.952	.321	1.881	6.081	.000
	Custemotio n	-1.767	.335	-1.510	-5.272	.000
4	CustPerc	.327	.073	.273	4.505	.000
	HotelXstics	.882	.096	.678	9.155	.000
	X1	-.405	.075	-2.574	-5.391	.000
	X2	.371	.078	2.142	4.788	.000
	(Constant)	-1.465	.401		-3.650	.000
	ServQUAL	2.171	.325	2.092	6.682	.000
	Custemotio n	-.647	.492	-.553	-1.315	.189
5	CustPerc	-.947	.420	-.792	-2.254	.025
	HotelXstics	.855	.096	.658	8.953	.000
	X1	-.459	.076	-2.917	-6.020	.000
	X2	.119	.112	.687	1.063	.289
	X3	.296	.096	1.815	3.077	.002
	(Constant)	.137	.163		.843	.400
	ServQUAL	.326	.062	.314	5.292	.000
1	Custemotio n	-.248	.076	-.212	-3.271	.001
	CustPerc	.829	.071	.693	11.72	.000
	(Constant)	-.921	.161		-5.735	.000
	ServQUAL	.234	.052	.225	4.509	.000
	Custemotio n	-.162	.063	-.139	-2.555	.011
2	CustPerc	.281	.074	.235	3.806	.000
	HotelXstics	.758	.062	.583	12.24	.000
	(Constant)	-1.876	.411		-4.565	.000
	ServQUAL	.549	.135	.529	4.061	.000
	Custemotio n	-.190	.064	-.163	-2.974	.003
3	CustPerc	.318	.075	.266	4.252	.000
	HotelXstics	.951	.098	.732	9.679	.000
	X1	-.067	.027	-.428	-2.520	.012
	(Constant)	-1.486	.406		-3.655	.000
	ServQUAL	1.952	.321	1.881	6.081	.000
	Custemotio n	-1.767	.335	-1.510	-5.272	.000
4	CustPerc	.327	.073	.273	4.505	.000

	HotelXstics	.882	.096	.678	9.155	.000
	X1	-.405	.075	-2.574	-5.391	.000
	X2	.371	.078	2.142	4.788	.000
	(Constant)	-1.465	.401		-3.650	.000
	ServQUAL	2.171	.325	2.092	6.682	.000
	Custemotio	-.647	.492	-.553	-1.315	.189
	n					
5	CustPerc	-.947	.420	-.792	-2.254	.025
	HotelXstics	.855	.096	.658	8.953	.000
	X1	-.459	.076	-2.917	-6.020	.000
	X2	.119	.112	.687	1.063	.289
	X3	.296	.096	1.815	3.077	.002
	(Constant)	.137	.163		.843	.400
	ServQUAL	.326	.062	.314	5.292	.000
1	Custemotio	-.248	.076	-.212	-3.271	.001
	n					
	CustPerc	.829	.071	.693	11.72	.000
	(Constant)	-.921	.161		-5.735	.000
	ServQUAL	.234	.052	.225	4.509	.000
	Custemotio	-.162	.063	-.139	-2.555	.011
	n					
2	CustPerc	.281	.074	.235	3.806	.000
	HotelXstics	.758	.062	.583	12.24	.000
	(Constant)	-1.876	.411		-4.565	.000
	ServQUAL	.549	.135	.529	4.061	.000
	Custemotio	-.190	.064	-.163	-2.974	.003
	n					
3	CustPerc	.318	.075	.266	4.252	.000
	HotelXstics	.951	.098	.732	9.679	.000
	X1	-.067	.027	-.428	-2.520	.012
	(Constant)	-1.486	.406		-3.655	.000
	ServQUAL	1.952	.321	1.881	6.081	.000
	Custemotio	-1.767	.335	-1.510	-5.272	.000
	n					
4	CustPerc	.327	.073	.273	4.505	.000
	HotelXstics	.882	.096	.678	9.155	.000
	X1	-.405	.075	-2.574	-5.391	.000
	X2	.371	.078	2.142	4.788	.000
	(Constant)	-1.465	.401		-3.650	.000
	ServQUAL	2.171	.325	2.092	6.682	.000
	Custemotio	-.647	.492	-.553	-1.315	.189
	n					
5	CustPerc	-.947	.420	-.792	-2.254	.025
	HotelXstics	.855	.096	.658	8.953	.000
	X1	-.459	.076	-2.917	-6.020	.000
	X2	.119	.112	.687	1.063	.289
	X3	.296	.096	1.815	3.077	.002
	(Constant)	.137	.163		.843	.400
	ServQUAL	.326	.062	.314	5.292	.000
1	Custemotio	-.248	.076	-.212	-3.271	.001
	n					
	CustPerc	.829	.071	.693	11.72	.000
	(Constant)	-.921	.161		-5.735	.000
	ServQUAL	.234	.052	.225	4.509	.000
	Custemotio	-.162	.063	-.139	-2.555	.011
	n					
2	CustPerc	.281	.074	.235	3.806	.000
	HotelXstics	.758	.062	.583	12.24	.000
	(Constant)	-1.876	.411		-4.565	.000
	ServQUAL	.549	.135	.529	4.061	.000
	Custemotio	-.190	.064	-.163	-2.974	.003
	n					
3	CustPerc	.318	.075	.266	4.252	.000
	HotelXstics	.951	.098	.732	9.679	.000
	X1	-.067	.027	-.428	-2.520	.012
	(Constant)	-1.486	.406		-3.655	.000
	ServQUAL	1.952	.321	1.881	6.081	.000
	Custemotio	-1.767	.335	-1.510	-5.272	.000
	n					
4	CustPerc	.327	.073	.273	4.505	.000
	HotelXstics	.882	.096	.678	9.155	.000

	X1	-.405	.075	-2.574	-5.391	.000			
	X2	.371	.078	2.142	4.788	.000			
	(Constant)	-1.465	.401		-3.650	.000			
	ServQUAL	2.171	.325	2.092	6.682	.000			
	Custemotio n	-.647	.492	-.553	-1.315	.189			
5	CustPerc	-.947	.420	-.792	-2.254	.025			
	HotelXstics	.855	.096	.658	8.953	.000			
	X1	-.459	.076	-2.917	-6.020	.000			
	X2	.119	.112	.687	1.063	.289			
	X3	.296	.096	1.815	3.077	.002			
	(Constant)	.137	.163		.843	.399	.000	.000	1.000
	ServQUAL	.326	.062		5.292	.000	.000	.000	1.000
1	Custemotio n	-.248	.076		-3.271	.001	.000	.000	1.000
	CustPerc	.829	.071		11.72 6	.000	.000	.000	1.000
	(Constant)	-.921	.161		-5.735	.000	.000	.000	1.000
	ServQUAL	.234	.052		4.509	.000	.000	.000	1.000
2	Custemotio n	-.162	.063		-2.555	.011	.000	.000	1.000
	CustPerc	.281	.074		3.806	.000	.000	.000	1.000
	HotelXstics	.758	.062		12.24 2	.000	.000	.000	1.000
	(Constant)	-1.876	.411		-4.565	.000	.000	.000	1.000
	ServQUAL	.549	.135		4.061	.000	.000	.000	1.000
3	Custemotio n	-.190	.064		-2.974	.003	.000	.000	1.000
	CustPerc	.318	.075		4.252	.000	.000	.000	1.000
	HotelXstics	.951	.098		9.679	.000	.000	.000	1.000
	X1	-.067	.027		-2.520	.012	.000	.000	1.000
	(Constant)	-1.486	.406		-3.655	.000	.000	.000	1.000
	ServQUAL	1.952	.321		6.081	.000	.000	.000	1.000
	Custemotio n	-1.767	.335		-5.272	.000	.000	.000	1.000
4	CustPerc	.327	.073		4.505	.000	.000	.000	1.000
	HotelXstics	.882	.096		9.155	.000	.000	.000	1.000
	X1	-.405	.075		-5.391	.000	.000	.000	1.000
	X2	.371	.078		4.788	.000	.000	.000	1.000
	(Constant)	-1.465	.401		-3.650	.000	.000	.000	1.000
	ServQUAL	2.171	.325		6.682	.000	.000	.000	1.000
	Custemotio n	-.647	.492		-1.315	.188	.000	.000	1.000
5	CustPerc	-.947	.420		-2.254	.024	.000	.000	1.000
	HotelXstics	.855	.096		8.953	.000	.000	.000	1.000
	X1	-.459	.076		-6.020	.000	.000	.000	1.000
	X2	.119	.112		1.063	.288	.000	.000	1.000
	X3	.296	.096		3.077	.002	.000	.000	1.000

a. Dependent Variable: CustLoyalt

Residuals Statistics^a

Imputation Number		Minimum	Maximum	Mean	Std. Deviation	N
Original data	Predicted Value	1.62	4.78	3.68	.567	342
	Residual	-1.862	1.014	.000	.319	342
	Std. Predicted Value	-3.629	1.945	.000	1.000	342
1	Std. Residual	-5.779	3.147	.000	.990	342
	Predicted Value	1.62	4.78	3.68	.567	342
	Residual	-1.862	1.014	.000	.319	342
2	Std. Predicted Value	-3.629	1.945	.000	1.000	342
	Std. Residual	-5.779	3.147	.000	.990	342
	Predicted Value	1.62	4.78	3.68	.567	342
3	Residual	-1.862	1.014	.000	.319	342
	Std. Predicted Value	-3.629	1.945	.000	1.000	342
	Std. Residual	-5.779	3.147	.000	.990	342
4	Predicted Value	1.62	4.78	3.68	.567	342
	Residual	-1.862	1.014	.000	.319	342
	Std. Predicted Value	-3.629	1.945	.000	1.000	342
5	Std. Residual	-5.779	3.147	.000	.990	342
	Predicted Value	1.62	4.78	3.68	.567	342
	Residual	-1.862	1.014	.000	.319	342
Pooled	Std. Predicted Value	-3.629	1.945	.000	1.000	342
	Std. Residual	-5.779	3.147	.000	.990	342
	Predicted Value			3.68		342
	Residual			.000		342
	Std. Predicted Value			.000		342
	Std. Residual			.000		342

a. Dependent Variable: CustLoyalt

Appendix VIII: List of Publications

British Journal of Marketing Studies (BJMS)

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INFLUENCE OF CUSTOMER EMOTIONS ON CUSTOMER LOYALTY AMONG STAR-RATED HOTELS IN NORTH RIFT, KENYA

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ABSTRACT: *With business competition becoming more intense, the most important issues that sellers face are on providing excellent quality products or services and keeping loyal customers to ensure long-term profit to their organizations. As such, the development and sustainability of customer loyalty is important in creating and maintaining competitive advantage. One way that organizations can enhance customer loyalty is by cultivating positive emotional connection through enhanced service experiences. The study sought to determine the relationship between customer emotions and consumer loyalty among star-rated hotels in North Rift, Kenya. The research adopted a descriptive survey research design. The target population for the study was made of 1416 loyal customers from the fifteen (15) star-rated hotels in North Rift region of Kenya. The sample size was 455 guests obtained using a stratified random sampling method. Data was collected using a questionnaire. Structural Equation Model (SEM) was applied with R-value being estimated to analyse and test hypotheses. The results of the study showed that customer emotions played a significant role in achieving customer loyalty among star-rated hotels in the study area ($p < 0.05$). Specifically, variables like felt comfortable, welcomed, contented, secure, important, entertained, relaxed, elegant, cool, excited, sophisticated and respected among others were found to enhance the loyalty of customers. On the other hand, negative emotions such as my request were nullified, felt displeased, ignored, angry, anxious, discontent, worried, sad, and ashamed among others were found to discourage customer loyalty. Therefore, the study recommends that hotels should pursue positive customer emotions in order to enhance the loyalty of their customers.*

KEYWORDS: Customer Emotions, Loyalty, Star-Rated Hotels, North Rift, Kenya

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Relationship between Service Quality and Customer Loyalty: Evidence from Star-Rated Hotels in North Rift, Kenya

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Abstract:

The tourism and hospitality sector in North Rift Kenya have grown tremendously since 2013 due to several factors, the main being the onset of the devolved systems of Government which has helped to bring more resources closer to the people. However, this progress has not been accompanied by a corresponding improvement in the quality of services offered. The results of this mismatch have been the low occupancy levels and subsequent investor frustrations. Therefore, the study sought to find out whether or not attempts to keep loyal customers through effective relationship marketing practices can provide sustainable solutions to the prevailing state of tourism and hospitality in the North Rift region. Based on the study, this paper examines the link between service quality and customer Loyalty among star-rated hotels in North Rift. The utilised a descriptive survey research design. The target population for the study was made of 1416 loyal customers from the fifteen (15) star-rated hotels in North Rift region of Kenya. The sample size was 455 guests obtained using a stratified random sampling method. Data was collected using a questionnaire. Structural Equation Model (SEM) was applied with R value being estimated to analyse and test hypotheses. The study found that service quality played a significant role in achieving customer loyalty among star-rated hotels in the study area ($p < 0.05$). Therefore, the study recommends that hotels should enhance their service quality so as to achieve higher customer loyalty. Strategies such as appealing equipment, customer service refresher training, and competitive pricing were found to bring about better relational benefits to the customers.

Keywords: Service quality, customer loyalty, star-rated hotels, Kenya

Appendix IX: Star-Rated Hotels in North Rift

	Name of Hotel	County	Capacity		Rating
			Room	Beds	
1	Boma Inn Eldoret	Uasin Gishu	68	89	****
2	The Noble Conference Centre	Uasin Gishu	53	67	***
3	Kerio View Lodge	Elgeiyo Marakwet	28	40	***
4	Samich	Elgeiyo Marakwet	15	30	***
5	Sirikwa Hotel	Uasin Gishu	102	202	***
6	Hotel Comfy and Lodge	Uasin Gishu	96	110	**
7	Star-bucks Hotel and Restaurantt	Uasin Gishu	93	182	**
8	Hotel Winstar,	Uasin Gishu	85	95	**
9	Cicada Hotel	Uasin Gishu	56	56	**
10	The Pearl Tourist Hotel Ltd.	Uasin Gishu	42	42	**
11	Kenmosa Resort	Uasin Gishu	17	26	**
12	Poa place Resort	Uasin Gishu	15	35	**
13	Wagon Wheel Hotel	Uasin Gishu	103	196	*
14	Asis Hotel	Uasin Gishu	100	180	*
Total			568	1350	

Source: Kenya Tourism Regulatory Authority August 2018.

KEY

- ***** - Five Star Hotel
- **** - Four Star Hotel
- *** - Three Star Hotel
- ** - Two Star Hotel

Appendix X: Summary of star Rating Criteria & Expectations

The One Star *	Hotels with a one star are the most basic of the bunch, the rooms have basic amenities, a bed, a reading table, while the bathrooms can be shared by several rooms or by a whole floor. You won't find a TV, telephone or room service in these hotels.
Two Star **	Hotels with this ranking are a slight improvement from one-star hotels, they are cleaner, offer a private bathroom (don't expect a bathtub though), they may have a telephone, a TV (but with limited channels), and the reception may be opened for 24 hours. The hotel has to uphold cleanliness and maintenance of its facilities to maintain the ranking..
Three Star ***	These types of hotels are a bit nicer than the latter; they are in the middle of the rankings and thus maintain a balance of affordability and comfort. They have several types of rooms priced differently, are well secured, have Wi-Fi in public areas, an onsite bar or restaurant. Additionally, there should be a telephone in the rooms to reach reception, in addition to room service, a TV, slightly more furniture (may include a sofa, closet in addition to the bed and reading table). They may have a private bathroom attached to the bedroom for better privacy.
Four Star ****	Expect a lot more in a four-star hotel, the décor is often top notch, the hotel has more staff and thus offers more services. They can be several bars and restaurants offering different cuisines, variety is a requisite in such hotels. Expect to find a fully equipped gym or a spa, conference room, a swimming pool; you should have 24-hour access to the hotel and find staff to serve you. The rooms are larger, the beds are big and cleaner. They should be Wi-Fi provided at least within the bedroom with a private bathroom (a hot shower is a pre-requisite). You will often find different types of rooms priced differently in a four-star hotel including suites.
Five Star *****	These are the hotels atop the luxury chain; they have all the services offered in four-star hotels with an extra cherry on top. They are spacious, with fancy décor (you will feel the ambience right when you walk in) the security is top notch with well-trained and friendly staff. Expect to have 24-hour access with round the clock room service. These are the kind of hotels where you drive in and someone offers to find a parking space on your behalf. If you are new to town, five-star hotels have concierge services bundled in, where someone would assist you with tasks like making restaurant reservations, booking transport, in addition to recommending the best nightlife hangout spots, coordinating the movement of your language etc. Five-star hotels maintain excellent cleanliness and hospitality standards. They strive to meet every need visitors may have, of course only if they fall within the hotel and legal policies.

Sources: Kenya Tourism regulatory Board (2015)

Appendix XI: Map of Kenya showing Rift Valley Region shaded in Yellow

