

**THE INFLUENCE OF CUSTOMER SERVICE AND CUSTOMER SATISFACTION ON
TOURISTS' FREQUENCY OF VISITATION TO HOTELS IN THE WESTERN KENYA
TOURISM CIRCUIT**

BY

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
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DEPARTMENT OF ECOTOURISM, HOTEL AND INSTITUTION MANAGEMENT

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DECLARATION

Student's Declaration.

I **Christine Wachiye** declares that, except where duly acknowledged and referenced, this research thesis is entirely my original work and has not been presented for any other masters' degree award in Maseno University or any other university to the best of my knowledge.

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DEDICATION

This research thesis is dedicated to my mum who invested in me financially and spiritually, my best friend Tete , my sister Sheila for being there for me when I needed her I could never ask for a better sister, my three kids the best gift from God Larry, Berthah and Sheilah. I owe them my success.

ABSTRACT

Travel and tourism is the largest, fastest growing sector and important part of the world economy today. It is the world's number one employer and in Kenya it represents more than 10% of gross domestic product. Western Kenya is an area of great geographical, agricultural, cultural and natural diversity, offering the tourists just as much, if not more, than many of Kenya's better known tourist destinations. Despite the attractions and hospitality facilities in the western tourist circuit, the frequency of visitation is relatively low. This prompted the study to look into customer service provision and customer satisfaction as factors that could influence the frequency of tourist visitation. The objectives of the study were: to identify the types of customer services provided to tourists visiting hotels in the western tourist circuit; to assess level of customer satisfaction with the services provided in the western tourist circuit; to assess tourist frequency of visitation to hotels in western tourist circuit in relation to customer service and customer satisfaction; and to establish the influence of customer service provision and of customer satisfaction on frequency of tourists' visitation to hotels in the western tourist circuit. The study adopted a cross-section research design to collect and analyze quantitative data. The study population consisted of hotel guests who visited the selected hotels for a period of two weeks in which the study was done. The study adopted a multi-stage sampling consisting of cluster and simple random sampling to select 601 guests from the infinite population. The 601 guests were surveyed using self-administered questionnaires. The collected data was analyzed using descriptive statistics, correlation matrix and multiple regression analysis in SPSS. The results indicate that customers seek for variety of hospitality services which are categorized as accommodation services, food and beverage services, health related services, recreational services, business related services and parking services. The results also show that customers were generally satisfied with all these services with 'food and beverage services' being ranked high ($M = 4.77$, $SD = .69$). The study also indicated that majority of the guests visited hotels in Western Tourist Circuit. It's also evident from the results that customer satisfaction service elements explained 62.0% of the variance ($R^2 = .62$, $F(11,315) = 11.40$, $p = .00$), with 'Customer satisfaction with staff proficiency' being the most critical influencer of frequency of visitation ($\beta = .23$, $t = 4.66$, $p = .00$). The findings generally suggest that hoteliers should consider not only customer service provisions in attempt to enhance frequency of visitation but focus more on how to best satisfy their customers to trigger higher rate of visitation to the hotels.

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LIST OF ABBREVIATIONS AND ACRONYMS

SPSS - Statistical Package For Social Sciences

MDG - Millennium Development Goals

GDP - Gross Domestic Product.

UNDP - United Nations Development Program.

W.T.C - Western Tourist Circuit.

HOD - Heads of Departments

OPERATIONAL DEFINITION OF TERMS

- i. **Assurance** is the knowledge and courtesy of hotel employees and their ability to convey trust and confidence including competence, courtesy, credibility and security to the guest each time they visit.
- ii. **Empathy** is the provision of caring and individualized attention to customers including access, communication and understanding the customers at a personal level.
- iii. **Hospitality industry** consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry.
- iv. **Nature of service provision** refers to speed of service delivery, service dimensions and gaps in service provision.
- v. **Reliability** This is the ability of the front office hotel staff to provide services dependably and accurately
- vi. **Responsiveness** is the hotel employee's willingness to help customers and provide prompt services
- vii. **SERVQUAL Gap** This is the difference between the expectation of the customers on the services offered in the hotels before assessing the service and the perception of the customers on the quality of the services after they have accessed the service is the gap in service delivery which is termed as
- viii. **Tangibility** is the physical environment of front office staff including a personality and appearance of personnel, tools, and equipment used to provide the services of the hotel.
- ix. **Vision 2030** -a target set by the government of Kenya to make Kenya a totally middle income state by the year 2030.

- x. **Service-** A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between customers and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems (Fitzsimmons and Fitzsimmons, 2000)

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Tourism has virtually become an important part of the world economy today given its major contribution to employment and GDP of most countries. It is the largest and fastest-growing sector, with more than 900 million people travelling every year and a strong predicated growth rate therefore becoming the world's number one employer and represents more than 10% of global spending (World Travel & Tourism Council, 2010). In Kenya, the sector recorded a big improvement in the year 2011 as a result of intensive marketing and the reversed negative ban to Kenya by the United Kingdom. The tourism sector earned Ksh 97.9 billion in terms of revenue earning as at 31st December 2011. This is the highest tourism revenue ever recorded and it represents an impressive growth of 18% to the 2010 revenue (Kenya National Bureau of Statistics, 2012). For the last four years, the industry has seen a decline in visitation due to insecurity fears. Kenya is expected to earn a record Ksh100 billion (just under US\$1 billion) from the tourism industry by the end of 2016.

Among the many sectors of tourism industry, the hotel sector is regarded as one of the important industry (Song, Witt & Li, 2009). In this regard, the hospitality sector is characterized by different types of services sought after by their guests. A number of authors (Barrows, Powers & Reynolds, 2012, Harrington & Akehurst, 2000) identify accommodation services, food and beverage services as the main types of services offered by majority of the hotels worldwide. Despite this, hotels still differ in terms of services offered to their guests. However, to diversify their service offer, most hotels have included other service types with an aim of satisfying their customers. A number of hotels now strive to enhance their visitor stay by offering services such

as health services, recreational services, business related services, non-smoking floors/rooms, helicopter service, valet services, currency exchange services, room service, safe deposit boxes, boutiques, concierge service (Garvin, 1988) among others. While not every hotel is in a position to offer all these services to their clientele, hotels should ensure that the services provided are of good quality, unique, varied and allow guests to participate in the service provision process (Harrington & Akehurst, 2000; Kandampully, 2000; Lau, Khatibi & Fie, 2005). Service provision is therefore considered an important competitive strategy by most hotels as it not only determine customer satisfaction (Lee, Lee, & Feick, 2006, Tarn, 2005, Villanueva, Yoo & Hanssens, 2008; Dominici, 2009; Trusov, Bucklin & Pauwels, 2009) but also an important factor for success in attracting repeat business (Lau et al, 2005). Despite this, little is known on the types of services provided by hotels in the western tourist circuit and their influence on customer satisfaction and frequency of visits by guests to these hotels.

Various authors have investigated on the concept of customer satisfaction and its role in the organization. Its argued that customer satisfaction measurement can help organizations to assess consumption behaviors (Choi & Chu, 2001; Fornell, 1992; Halstead & Page, 1992; Knutson, 1988; Pizam, 1994), evaluate their marketing strategies (Lee et al., 2006, Tarn, 2005, Villanueva et al., 2008; Dominici, 2009; Trusov et al. 2009) and quality evaluation (Vavra, 1997). In this regard, customer satisfaction has been measured as the difference between customer expectations and perceived performance (Barsky, 1992; Oh & Parks, 1997; McQuitty, Finn & Wiley, 2000). Hence, both exploring the importance for customers of single attributes in hotel selection and to systematically survey their level of satisfaction are indispensable. Various service elements have previously been used to measure the concept of customer satisfaction with the services provided. These include cleanliness, security, value for money, courtesy of staff and timeliness (Atkinson,

1988; Akan, 1995); employee attitude, location and rooms (Barsky & Labagh, 1992); room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees (Choi & Chu, 2001; Knutson, 1988). As such, individual hoteliers must be able to satisfy their customers better than their counterparts, since they operate in a highly competitive industry which offers homogeneous services. Therefore, hoteliers need to fully acknowledge which service elements are most likely to influence customer satisfaction. However, the success of this sector heavily relies on how the hotel satisfies their customers. In this respect, customer satisfaction is a definite need for service organization improvement and therefore, maintaining and measuring customer satisfaction, as one of the most important aspects of quality improvement is a basic need of organizations (McQuitty et al., 2000). While this is the case, limited research has focused on assessing the level of customer satisfaction with services provided, particularly in the western tourist circuit.

Kenya has one of the biggest and most diverse tourism industries in East Africa, with offerings in a range of niches including the meetings, incentives, conferences and events (MICE) segment and safari ecotourism. However, in recent years challenges have arisen for the sector that has negatively affected the country's economy, including two high profile terrorist attacks. Following the attacks, a raft of security advisories were issued from countries that traditionally make up a large percentage of Kenya's target market for tourism, putting pressure on visitor numbers and hospitality revenues. In response, the government and a number of private investors are taking steps to improve security and re-establish Kenya as a safe, attractive destination for visitors.

According to the "Economic Impact 2015" report for Kenya by the World Travel and Tourism Council (WTTC), the tourism sector's total contribution to GDP, including both direct and

indirect activity, was KSh561.8bn (\$6.2bn) in 2014. Although total value has increased from KSh462.8bn (\$5.09bn) in 2013, the sector's share of GDP has fallen from 12.1% to 10.5%. Nairobi and Central also recorded a dip in the bed-night while areas including Western, Nyanza and Maasai land saw an increase in the occupancy.

Research on the topic of service provision and customer satisfaction, which translates into the consideration of whether or not customers will return to a hotel or advise it to other tourists, is pivotal to the success of the hospitality business. Neglecting to pay attention to those hotel attributes considered most important by customers leads to negative evaluations of the hotel, thus restricting the chance of repeat visitations (Villanueva et al., 2008). In today's competitive environment examining service provision and customer satisfaction is considered an important strategy. Service is an important determinant of success in attracting repeat business. While the reasons for the initial visit to a firm may be due to factors partly outside the control of management, the ability to create a satisfactory experience for the customers will rest, to a considerable degree, within the hands of both management and staff (Lau et al, 2005). The hospitality industry is becoming more diverse and more specialized, calling on many different kinds of talents for the purpose of service provision in the various sectors (World Travel & Tourism Council, 2015)

Despite the growth, quality service and customer satisfaction is still a problem in many developing countries. Since quality service is crucial to the success of any service organization, it is imperative that an in depth study be conducted to provide empirical data which can be used to make evidence based decision making on service quality and customer satisfaction. The current study was thus timely, relevant and of highly applied nature to Kenya's hospitality industry in

general and Western tourism circuit in particular. Thus, the study was carried out in Western Kenya tourism circuit.

1.2 Statement of the Problem.

The Western tourist circuit offers a variety of attractions to tourists from all over the world. These include Lake Victoria, Kakamega Forest, Ruma National Park, Rusinga Island, Kisumu Museum, Ndere Island National Park among others. Despite the various attractions in the region, the number of visitation has remained the same unlike other regions such as the coastal tourism circuit and the Mara region. Nature of service is considered very important towards the attraction of tourists. However, little is known about the types of services provided to customers in the tourists circuit except during advertisement in the media which is not in line with the exact services and does not provide sufficient information. In addition to this problem, customers have their expectations which have to be met with respect to services provided.... In most cases little information has ever been sought to ascertain the satisfaction of customers with the services offered in the western tourist circuit. Such information has remained unsorted, and therefore this calls for a study on the same. Despite the low rate of customer visitation in the past and the noted decline of customer visitation in the Western circuit, hospitality facilities rarely make any efforts whatsoever to establish the influence of service provision and customer satisfaction on visitation level. It is with respect to this loophole that the study sought to establish the nature and level of tourist satisfaction in the hotel industries. Finally, no study has ever been carried out to determine the influence of customer services and customer satisfaction on tourists' visitation levels. The hospitality industry is becoming more diverse and more specialized, calling on many different kinds of talents for the purpose of service provision in the various sectors. It is in view

of the scarcity of this information that could save the dying tourism industry in western Kenya that the study sought to establish this relationship

1.3 Objectives of the Study

1.3.0 Specific objective.

The overall objective of the study was to determine the influence of service and customer satisfaction on frequency of tourists' visitation to hotels in the western Kenya tourism circuit

1.3.1 Specific Objectives of the Study

- i. To identify the types of customer services provided to tourists visiting hotels in the western tourist circuit.
- ii. To assess level of customer satisfaction with the services provided in the western tourist circuit.
- iii. To assess the frequency of customer visitation to hotels in western tourist circuit in relation to customer service and customer satisfaction.
- iv. To establish the influence of customer service provision and of customer satisfaction on frequency of customers' visitation to hotels in the western tourist circuit.

1.4. Research Questions

The following research questions were used as a guide for the study.

- i. What are the types of customer services provided by hotels in the western tourist circuit?
- ii. What is the level of customer satisfaction with the services provided by hotels in the western tourism circuit in Kenya?
- iii. What is the frequency of visitation by customers to hotels in the western tourist circuit?

- iv. What is the influence of customer service provision and customer satisfaction on frequency of customers' visitation to hotels in the western tourist circuit?

1.5. Justification of the Study

While the hospitality organization have received, their fare share of attention in the study of customer service, customer satisfaction and repeat visits, they have received the same treatment as any other service sectors by most researchers. Little attention has been given to service provision and customer satisfaction as one among many other factors that significantly have an influence on frequency of tourists' visitation, particularly in the western tourist circuit. While Western Tourist Circuit, now referred to as Lake Basin Tourist Circuit, was established with the aim of opening up other potential areas in Kenya as tourist destination, the area has received minimal attention in research that focus on tourism and tourists' visitation by looking at the role of hotels. Over the last few years, a significant growth has been noticed in the hotel industries within the Western Tourist Circuit. Since 2009, almost a dozen new hotels have been established in the Western Tourist Circuit with many local investors moving in to cash on the available opportunity. The Western Tourist Circuit was chosen for the study because of the steady growth of tourism in the region with both domestic and international tourist arrivals due to the upgrading from domestic to international airport to cater for international flights.

The study also focused on the western circuit because no in depth studies have been conducted in the western tourist circuit to establish the contribution of customer service and its effects on customers' satisfaction on tourist visitation. Considering the cost of acquiring new customers and the need to retain the existing customers, it was very important to study the aspects of service provision and customer's satisfaction and their influence on visitation levels. The results of the study will provide information for the hotel owners and managers on the areas of service

provision that need improvement in order to increase the level of satisfaction. By knowing and understanding the expectation, the hotel management will be well prepared to handle them rather than dealing with their dissatisfaction.

1.6. Assumption of the Study

The following assumptions were made during the study:

- i. It was assumed that the targeted respondents in this study were truthful in their response and knowledgeable on the area of the study.
- ii. Hotel staff has adequate knowledge on hotel industry growth.
- iii. It was assumed that all the rooms in the hotels accommodated only one guest at the time of study.

1.7. Limitations of the Study

The following was the limitations of the study

- i. This study adopted a cross-sectional design in which data was collected over a period of two weeks. After that a number of things would have changed and therefore the findings should be interpreted bearing this in mind.
- ii. The study initially targeted 601 guests but only 326 respondents managed to fill the questionnaires. The findings should therefore be interpreted bearing this in mind.

1.8. Conceptual Framework

A conceptual model explains graphically or in narrative form the main things to be studied – the key factors, constructs or variables – and the presumed relationship among them (Miles &

Huberman, 1994) and need not be complex and detailed (Hair, Black, Babin & Anderson, 2010). On the basis of the large body of literature review, the conceptual framework in Figure 1 is designed to show the relationship between customer service provision, customer satisfaction service elements and frequency of visitation.

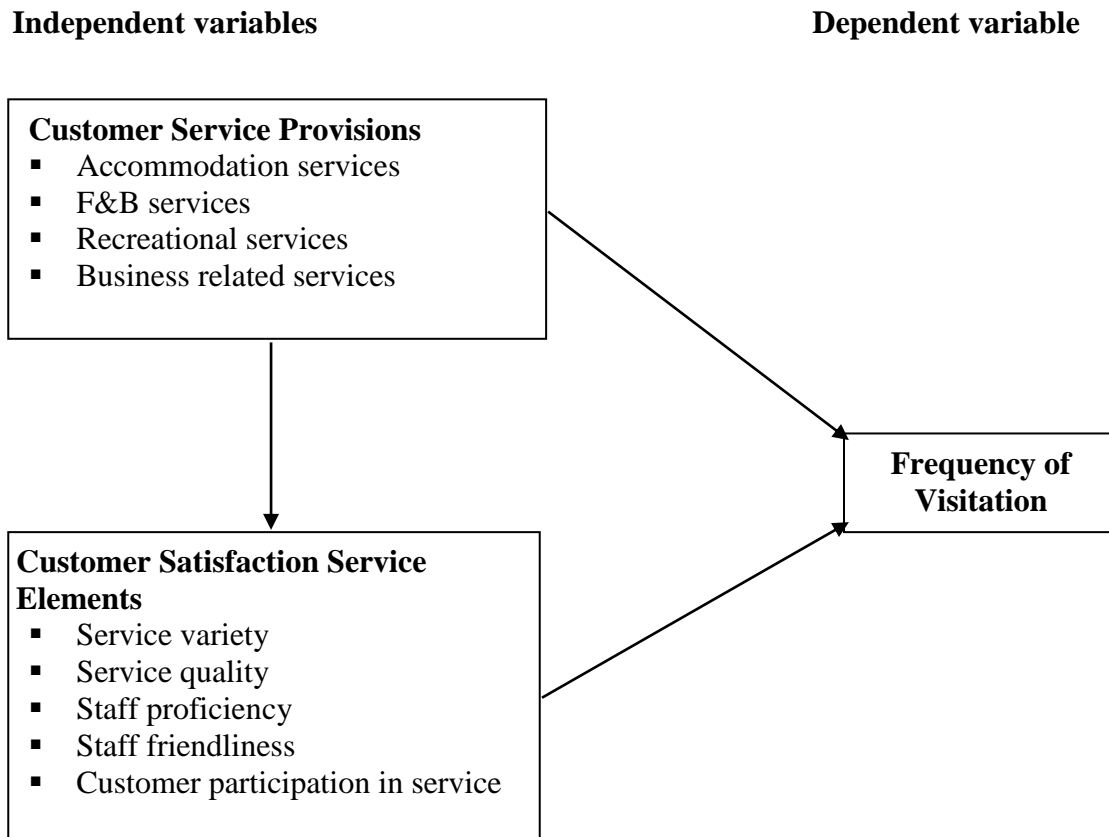


Figure 1: Study conceptual framework (Source: Author 2016)

CHAPTER TWO: LITERATURE REVIEW

The hospitality industry consists of broad category of fields within the service industry that includes hotels, lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the hospitality industry. The hospitality industry is a billion dollar industry that mostly depends on the availability of leisure time and disposable income. The hospitality industry covers a wide range of organizations offering food service and accommodation.

2.1. Service Concept in the Hospitality Industry

A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between customers and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems (Fitzsimmons & Fitzsimmons, 2000).

Service in the hospitality industry is the level of assistance provided by a hotel staff to facilitate the purchase by the client. It also encompasses a raft of efforts hotels make to achieve pleasant customer experience for guests (Barrows et al., 2012). Of more importance, however, is the fact that customer experience goes hand in hand with customer service. In principle, customer experience can be negative, indifferent or positive. Needless to say, everyone in the hospitality industry is gunning for a positive one (Parasuraman, Zeithmal & Berry, 1994).

Hospitality services are considered very unique given their characteristics which affect service provision in the hotel industry worldwide. There are four main characteristics of services acknowledged in literature namely intangibility, heterogeneity, inseparability, perishability

(IHIP) (Moeller, 2010; Barrows et al., 2012). These are believed to influence how organizations particularly hotels manage their service products.

2.2. Types of Services in the Hospitality Industry

Given that hotels operate in a homogeneous industry, there may be similarities in the kind of services provided by these hotels in varied spatial location. The main categories of conventional services provided by hotels include food and beverage services and accommodation services (Barrows et al., 2012, Harrington & Akehurst, 2000). However, other hotels have gone beyond the concept of providing only the conventional services, and diversified their product offerings to include services that enhances a visitor stay such as health services, recreational services, business related services, non-smoking floors/rooms, helicopter service, valet services, currency exchange services, room service, safe deposit boxes, boutiques, concierge service (Garvin, 1988) among others. Due to the competitive nature of the industry, four main service elements have been considered in the diversification concept of service provision. These are variety, quality, participation/ involvement and uniqueness (Harrington & Akehurst, 2000)

2.2.1. Services Variety

Hoteliers require adopting a divergent approach to service provision to remain competitive in the market (Garvin, 1988). The four main classification services provided in the hotel are room division services, food and beverages services, back office services and in room services (Chevers, 2015; Ham, Kim & Jeong, 2005).

2.2.1.1 Rooms Division Services

The division of housekeeping services has appeared as the third most important element considered by guests in the hotel industry (Emir & Kozak, 2011), after front office and food and

beverage. These results are parallel to those of an earlier study conducted by Vallen and Vallen (2005) who regarded provision of room services as the core product of a hotel. In this line, these authors argue that furniture quality is of key significance in influencing customer satisfaction and subsequently leading to customer loyalty. Juwaheer (2004), however, contend that the attractiveness and decoration of hotel rooms are more important, in addition to employees' attitudes, reliability, and food and beverage services. As a result, decoration tasks such as making a decision about the type of color and interior design is an appealing factor to meet customer expectations

2.2.1.2 Food & Beverage Services

Food and beverage services are also considered an important factor that plays a significant role in creating customer loyalty for hotel organizations (Emir & Kozak, 2011). Specifically, these authors believe that sufficiency of diet in food and beverages is the most influential element with regard to food and beverage provision in hotels. Sufficient diet can however be only provided through variety offerings. However, a study by Gray and Liguori (2001) found that a qualified presentation of food and beverage services is extremely important element of food and beverage provision in hotels. Findings of these studies are parallel to those of Ozturk and Qu (2008) who found that the presentation of food and beverage services has an influence over the revisiting intention of customers. Linking back to these results, from a practical point of view, it's suggested that creating a menu that offers sufficient diet and good food presentation amount to satisfied customers with regard to food and beverage service provision. Despite this, little is known about the types of food and beverage services and how the influence customer satisfaction and visitation levels in hotels in the western tourist circuit.

2.2.1.3 Front Office Services

The reception services provide the opportunity to forming the first impression to customers about the hotel business and the level of their revisit intentions (Emir & Kozak, 2011, Lewis & McCann's, 2004). Lewis and McCann (2004) in fact point out that friendly, polite and efficient approach of front office employees and the speed of hotel check-in and check-out services have a significant role in meeting the expected desires of customers. On a similar note, other studies (Jaszay & Dunk, 2006; Gray & Liguori, 2001) contend that the front office is central to customers' interaction with employees upon their arrival at the hotel as well as on their departure at the end of their vacations. This generally points to the significance of front office services in meeting guest expectations in the hotel industry. In spite of these, limited research has investigated on the front office services offered among hotels in the western tourist circuit.

2.2.2 Service Quality

In service quality definition, the main focus is on meeting customer's needs and how the service is going to be delivered in accordance with customer expectations (Lewis and Booms, 1983). In addition, another definition by Klaus (1985) classified service quality into three terms of physical situational and behavioral are mostly focused on service delivery process. Parasuraman et al. (1994) identified service quality attributes by interviewing customers of four different commercial services. Five main dimensions were found out which were tangibles, reliability, responsiveness, assurance, and empathy.

There appear to be an increasing number of empirical studies in hospitality services that have addressed the relationship between dimensions of service quality and repeat visitation (Barber, Goodman & Goh, 2011; Ladhari, 2009). The findings of these studies confirm that, both service

qualities have a direct and positive impact upon customers' intention of revisiting the same service setting. In addition, there have also been a substantial number of researches examining the relationship between past visits (familiarity) in a hotel and the intention to revisit (e.g. Alegre & Cladera, 2009). This means that some customers are likely to come back to the same service setting they already visited earlier due to familiar services (Novelity)

In numerous service quality resources, conceptualization, measurement, implementation, and management of service quality have been studied. The concept of service quality was established after there had been a growing interest in the quality of goods served. Perceived quality is the subjective perception of quality through indirect measures of quality comparison (Garvin, 1988). According to (Christopher, 1994) perceived service quality is as a result of comparing the real experience with the expectation of a customer before consuming the service. Based on the perceived service quality concept, Parasuraman et al. (1994) applied premises from other previous studies to form their model of service quality gaps. The ideas of the study was that a consumer had difficulty in evaluating service quality rather than the goods quality, that a perception of service quality was developed from a comparison of consumer expectation with actual service performance; also quality evaluation involved the evaluation of both the process and outcome of service delivery. Therefore, service quality gap denotes the gap between customer's expectations (E) or what the service should provide and the customer's perception (P) of what the service actually provides (Shahin, 2006). As characteristics of service, service cannot be separate from customer in service industry. Many services require personal interactions between customers and the firm's employees, and these interactions strongly influence the customers' perception of service quality (Rust, Zahorik, & Keiningham, 1996)

2.2.3 Customer participation in the production of service

In addition, according to Davidoff (1994) customer participation refers to the fact that customers of service companies participate actively in the production of their service. In fact, service organizations could not possibly create their product without substantial input from the consumer. Whether the input is an order to a waiter or the description of symptoms to a doctor, the service does not really begin without the assistance of the customer. No one could imagine themselves going into the Ford or GM plant and watching over every detail of the production of their car, yet many service customers expect that kind of insight and control when they receive products from service companies. Rust et al. (1996) note service production often requires the presence and active participation of the customer. Depending upon the skill, attitude, cooperation, and so on that customers bring to the service encounter, the results can be good or bad, but in any event are hard to standardize.

2.3 Customer Satisfaction and Service Provision

Customer satisfaction has been a popular topic in marketing practice and academic research since Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition (Giese & Cote, 2000). Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service (Gundersen, Heide & Olsson, 1996). It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980).

In other words customer satisfaction is seen as difference between expected quality of service and customers' experience or perceptions after receiving the service. Customer satisfaction

depends on such dimensions as reliability, responsiveness, assurance, empathy and tangibles and on additional elements like price, personal and situational factors that may occur during the service supply. (Bateson & Hoffman, 1999)

Customer satisfaction is a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (World Tourism Organization [WTO], 1985). To Oliver (1980), customer satisfaction definition is based on the expectation disconfirmation point of view. Before purchasing or using the product or service, customers always have their personal expectation about its performance. After buying or using product or service, if the result is equal or better than expectation, it means the expectation has positive confirmation. In the opposite case, if the result is lower than expectation, we have negative confirmation. Customers are said to be satisfied only if there are positive confirmations of expectation. However, in any case, the level of customer satisfaction is different between different customers because each of them owns their personal needs, demands as well as experiences. Gaining high level of service quality and customer satisfaction equal to enhancement in customer loyalty, market share increase, higher returns in investment, cost reduction and guarantee a competitive advantage. (Haksever, Render, Russell, & Murdick, 2000; **Wuest, 2001**).

The most widely accepted conceptualization of the customer satisfaction concept is the expectancy disconfirmation theory (Barsky, 1992; Oh & Parks, 1997; McQuitty, et al.,2000). The theory was developed by Oliver (1980), who proposed that satisfaction level is a result of the difference between expected and perceived performance. Satisfaction (positive disconfirmation) occurs when product or service is better than expected. On the other hand, a performance worse than expected results with dissatisfaction (negative disconfirmation). Given

the vital role of customer satisfaction, it is not surprising that a variety of research has been devoted to investigating the determinants of customer satisfaction with certain products and service provisions (Churchill and Surprenant, 1982; Oliver, 1980; Barsky, 1995; Zeithaml and Bitner, 2003). Customer satisfaction measurement can help organizations to assess consumption behaviours (Choi & Chu, 2001; Fornell, 1992; Halstead & Page, 1992; Knutson, 1988; Pizam, 1994), evaluate their marketing strategies (Lee et al., 2006, Tarn, 2005, Villanueva et al., 2008; Dominici, 2009; Trusov et al. 2009) and quality evaluation (Vavra, 1997).

Hence, both exploring the importance for customers of single attributes in hotel selection and to systematically survey their level of satisfaction are indispensable. Research on the topic of guest satisfaction, which translates into the consideration of whether or not customers will return to a hotel or advise it to other tourists, is pivotal to the success of the hospitality business. Neglecting to pay attention to those hotel attributes considered most important by guests leads to negative evaluations of the hotel, thus restricting the chance of repeat patronage (Villanueva et al., 2008).

Customer satisfaction is the leading criterion for determining the quality that is actually delivered to customers through the product or service and by the accompanying servicing (Vavra, 1997). Simply stated, customer satisfaction is essential for corporate survival. Several studies have found that it costs about five times as much in time, money and resources to attract a new customer as it does to retain an existing customer (Naumann, 1995). This creates the challenge of maintaining high levels of service, awareness of customer expectations and improvement in services and product.

According to (Christopher, 1994) satisfaction can be determined by subjective (e. g. customer needs, emotions) and objective factors (e. g. product and service features) through Feedback mechanisms – complaints, compliments forms. Applying to the hospitality industry, there have

been numerous studies (Choi & Chu, 2001; Barsky & Huxley, 1992; Gilbert & Horsnell, 1998) that examine attributes that travelers may find important regarding customer satisfaction. For instance, Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. Knutson (1988) revealed that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important for the sake of customer satisfaction. Barsky and Labagh (1992) stated that employee attitude, location and rooms are likely to influence travelers' satisfaction. Similarly, a study conducted by Akan (1995) showed that the main determinants of hotel guest satisfaction are the behaviour of employees, cleanliness and timeliness. Choi and Chu (2001) in their study on Hong Kong hotel industry concluded that staff quality, room qualities and value are the top three hotel factors that determine travelers' satisfaction with services rendered. These authors further point that individual hoteliers must be able to satisfy their customers better than their counterparts, since they operate in a highly competitive industry which offers homogeneous services. The findings of these studies therefore, suggest that providing services preferred by customers is a starting point for organizations ensuring customer satisfaction. In this context, hotel attributes such as cleanliness, price, location, security, personal service, physical attractiveness, opportunities for relaxation, standard of services, appealing image, and reputation are recognized as decisive by travelers to assess the quality of the hotel (Atkinsons, 1988; Ananth et al., 1992; Barsky & Labagh, 1992; Cadotte & Turgeon, 1988; Knutson, 1988). As such, hoteliers need to fully acknowledge which service attributes are most likely to influence customers' choice intentions (Richard & Sundaram, 1993). While this is the case, limited research has focused on assessing the level of customer satisfaction with services provided, particularly in the western tourist circuit.

2.4 Service Provision and visitation Level

In the beginning of a service delivery process, customers are looking forward to their service encounter with eager anticipation; in other words, what customers expect to acquire from the service provider defines customer expectation. Moreover, expectation is viewed as desires or wants of customers i.e. what they feel a service provider should offer more than what others would offer. Parasuraman, Zeithmal and Berry (1991) proposed that understanding customer expectations of service play an important role for delivering superior service.

Parasuraman et al. (1991) proposed that customer service expectation comprise two levels: desired and adequate. Desired expectation represented the level of service a customer hopes to receive, defined as the level at which the customer wanted the service to perform. It was a combination of what the customer believed “can be” and “should be” while adequate expectation, a lower level of expectation, considered to be customers’ acceptable level of performance. It relied on the customer assessment of what the service will be (Zeithaml et al., 1993). The latter was the basic expectation level for customers to determine the service performance, whereas the former expectation level, which was higher than adequate expectation, could attract customers, i.e., customer might be overwhelmed while the service provider were reaching or exceeding customer expectations. These actions made the customer to actually think the performance was better and be satisfied with the service. In addition, in each service delivery process, customer service expectations were dual level and dynamic. The level of desired and adequate expectation could vary from customer to customer and potentially, from one situation to the next for the same customer (Zeithaml et al, 1993).

Knowledge of customer expectations and requirements is essential for two reasons – it provides understanding of how the customer defines quality of service and products, and facilitates the

development of a customer satisfaction questionnaire (Hayes, 1997). Furthermore, customer satisfaction is recognized as of great importance to all commercial firms because of its influence on repeat purchases and word-of-mouth recommendations (Berkman and Gilson, 1986). Satisfaction, reinforces positive attitudes toward the brand, leading to a greater likelihood that the same brand will be purchased again. Dissatisfaction leads to negative brand attitudes and lessens the likelihood of buying the same brand again (Assael, 1987,). Satisfaction of customers also happens to be the cheapest means of promotion and repeat visitation.

2.5 Customer Satisfaction in Relation to Visitation Level

In the past, tourism has often been considered as the natural outcome of environmental and cultural resources of a specific territory. In this view, the role of hospitality enterprises cannot influence demand levels and is merely limited to the supply of services to tourists. Le Blanc & Nguyen (1996) suggest that marketing efforts should be directed to highlight the environmental characteristics of the location in order to attract new customers. The constant increase of demand of touristic services, and the request for higher standards by the guests, has enforced the competition among hospitality suppliers (Richard & Sundaram, 1993). Previous studies (Choi & Chu, 2001; Ladhari, 2009; Alegre & Cladera, 2009; Alegre & Garau, 2010; Ryu, Han & Kim, 2008) have shown that attractiveness of a touristic destination is influenced by the standards of the services provided by the local hotels. This is argued to positively influence tourists' visitation levels in a destination (Ryu et al., 2008). In this scenario, providing high quality services and improving customer satisfaction are widely recognized as fundamental factors boosting destination visitation levels (Mohsan, Nawaz, Khan, Shaukat & Aslam, 2011; Skogland & Siguaw, 2004; Le Blanc et al., 1996; Stevens et al., 1995; Oppermann, 1998). Hotels with good service quality will ultimately improve their profitability (Oh & Parks, 1997).

To obtain loyalty and to outweigh other competitors, hotel providers must be able to obtain high levels of customer satisfaction for the service supplied. There are several studies that analyze the needs and the desires of tourists. A research by Wuest et al. (1996) defined the perception of hotel attributes as the degree to which guests may find various services and facilities critical for their stay in a hotel.

According to a survey carried out by Barsky and Nash (2006), regarding the main hotel chains worldwide, between 2002 and 2005, the importance of loyalty programs for guest's decision on where to stay increased from 32% to 34%. Although the search for new locations is certainly the most important factor for many tourists, several studies highlighted that there is a good portion of customers that chose to repeat their holidays' destination, showing a certain degree of loyalty (Oppermann, 1998; Fyall, Callod & Edwrds, 2003). These studies on tourists' loyalty indicate five main factors which affect the repetition of the trip to the same tourist place: the desire to reduce the risk of making a mistake when choosing an alternative destination; the chance to meet the same people again; the emotional affection to a specific place; the possibility to explore the place better; the desire to show the place to other people.

Hotel businesses should not only pay attention to service quality, customer satisfaction, creation of positive image but also they have to pay attention to customer loyalty to maintain the assets in the long-term and increase their profit margins (Emir & Kozak, 2011; Richard & Larry, 1996). For instance, the cost of obtaining new customers is estimated to appear much more than that of retaining customer groups (**Richard & Larry, 1996**).

Further studies show that customer satisfaction may have direct or indirect impact on business results. Anderson et al. (1994), Yeung et al. (2002), and Luo and Homburg (2007) concluded that customer satisfaction positively affects business profitability. The majority of studies have

investigated the relationship with customer behaviour patterns (Söderlund, 1998; Kandampully and Suhartanto, 2000; Olorunniwo et al., 2006; Chi and Qu, 2008; Faullant et al., 2008). According to these findings, customer satisfaction increases customer loyalty, influences repurchase intentions and this may lead to increased visitation levels.

The level of customer satisfaction is positively associated with repeat visit intentions (e.g. Choi & Chu, 2001; Ladhari, 2009; Alegre & Cladera, 2009; Alegre & Garau, 2010; Ryu et al., 2008). Customer satisfaction has a direct and positive impact upon customers' intention of revisiting the same service setting. On the other hand, it is impossible to ensure loyalty without ensuring customer satisfaction. But only ensuring customer satisfaction may not be of help to lead to the intention of revisiting and acquiring loyalty (Shoemaker & Lewis, 1999).

According to Oliver (1999), there are six types of relationship between customer satisfaction and Customer loyalty. First, customer satisfaction and loyalty is the two different elements of the same concept. Second, satisfaction is a basis for loyalty. Third, satisfaction is a relaxing part of loyalty and one of the components of loyalty. Fourth, one suggests that loyalty and satisfaction are a part of ultimate loyalty (eternal loyalty). As opposed to the statement that satisfaction leads to loyalty, the next one proposes that satisfaction is not essential for loyalty. Finally, customer satisfaction is a starting point of transition elements that are essential for loyalty. According to this statement, satisfaction can be regarded an independent element and thereby has no influence on loyalty (Alegre & Garau, 2010).

2.6 Frequency of Tourist Visitation in Kenya

Kenya recorded the highest number of tourists' arrivals ever at 1,095,945 tourists as at 31st December, 2010. This was a 15% growth compared to the 952,481 experienced in 2009. This

figure excludes the cross-border tourists' arrivals which could add up to another approximately 700,000 tourists.

The tourism sector earned Kshs 73.68 billion in terms of revenue earnings within the same period. This is the highest tourist revenue ever recorded and it represents an impressive growth of revenue by 18 percent compared to the 2009 revenues. The performance of the tourism sector has shown great resilience in spite of the local and global challenges. The impressive performance was because of aggressive marketing in the new markets and efficient utilization of the resources available.

The Kenya Tourist Board has continued to reposition the destination since 2009 as a high value for high spending tourists and this is paying dividends. India, Russia, China and Middle East have shown great improvement though little resources were put into marketing in the regions. United Kingdom was leading in terms of arrivals with 174,051 followed by United States 107,842 while Italy and Germany took third and fourth positions at 87,694 and 63,011. France took the fifth position with 50,039 visitors. Uganda topped the African market with 33,900 followed by South Africa 33,076 and Tanzania with 30,264. From Asian markets, India led with 47,611 arrivals followed by China 28,480 and UAE 14,874.

Insecurity along the Indian Ocean was the cause for the decline of cruise tourism which recorded only 508 arrivals as compared to 12,096 received in 2009. (Business daily, 2009)

Following the controversial 2007 presidential election and the 2007-2008 Kenyan crisis that followed, tourism revenues plummeted 54 percent from 2007 in the first quarter of 2008. It fell to 8.08 billion shillings (US\$130.5 million) from 17.5 billion shillings in January–March 2007 and a total of 130,585 tourists arrived in Kenya compared to over 273,000 that year. Tourist income from China, however, dropped 10.7%, compared with over 50% from traditional revenue

earners the United States and Europe. Domestic tourism also improved by 45%, earning the tourist sector 3.65 billion shillings out of the 8.08 billion in the period being reviewed.

Conference tourism was badly hit during the first quarter, dropping by 87.4% compared to the growth that was witnessed in 2007. 974 people arrived in Kenya during that period for many conferences were cancelled. Business travel declined by 21 per cent during the time period and 35,914 travelers came into the country compared to 45,338 during the same period the year before.

Despite this, Kenya won the Best Leisure Destination award at the World Travel Fair in Shanghai, China, in April 2008. (Business daily, 2008)

2.7 Gaps in knowledge.

From the above literature drawn from various authors, it's clear that good quality service is the most important resource of any hospitality industry no matter the size and location. As such, majority of the authors have based their research study on five star hospitality industries in Kenya with a majority of them from Mombasa and Nairobi and little attention if any has been given to the middle level hospitality industry in western tourist circuit. This is not the case since most of these hospitality facilities in the west have more or less what those in the coast and the city have. In view of these the research is all about finding out if service provision has any influence on the visitation levels among other factors. Therefore, the research study will be not only a boost to the hospitality industry in the western region but also an eye opener to many stakeholders in the industry to focus more on these areas and enable them to improve on the available attraction and facilities. The research study will focus on service provision as one among other factors that will lead to increased visitation of tourists in the western tourist circuit to explore the rich tourists' attractions available.

CHAPTER THREE: RESEARCH METHODOLOGY

This chapter presents a description of the research methodology that was used for the study. It covers the research design, target population, sample size, sampling procedures, data collection instruments and procedures, data analysis and presentation.

3.1 Study Area

The study was conducted in four counties in the western tourist circuit of Kenya namely Kisumu, Kisii, Kakamega and Busia. The counties were chosen in response to the increasing number of hospitality facilities being set up in the region due to the new Kisumu international airport. The hospitality facilities in the region operate in an extremely competitive environment which is characterized by continuous expansion and transformation. The Western Kenya tourist circuit is a home to diverse and unexplored attractions. This includes the tropical rainforest of Kakamega, the great water expanse of Lake Victoria and historical sites like Ruma National Park, Rusinga Island, Kisumu Museum, Ndere Island National Park, Simbi Crater Lake, Mfangano and Takawiri islands, Hippo point, Jaramogi Mausoleum, weeping stone, Kibuye market, and bullfighting in kakamega among many others

3.2 Research Design

The study adopted a cross sectional research survey to gather primary data. Cross sectional research survey is a descriptive research design in which data are collected to indicate characteristics of a sample or population at a particular moment in time. This research design was chosen because the data was collected quickly and inexpensively and therefore the variables characteristics had not changed much due to the short period of data collection . The research design was adopted as it was considered important in collecting and analyzing diverse type of

data to provide an understanding of the research problem and to achieve the objectives (Creswel, 2003). The research design would also allow findings to be generalized into theoretical frameworks and applied into other situations (Everett & Aitchison, 2008).

3.3 Study Population

The study targeted all hotels with a bed capacity of 30 or more which are located within the western tourist circuit. In this regard, the study population consisted of all the guests who visit these hotels. Particularly, the guest population included all the guests who checked in to the targeted hotels within a period of two weeks. It was believed that guests were the best for the study and therefore were targeted since they are the final consumers of the hospitality services. According to tourism regulatory authority (TRA) (2015), there are 50 hotels with a bed capacity of 30 and above in the targeted counties, Kisumu (33), Kisii (5), Kakamega (7) and Busia (5). Since it was not easy to predict how many guests would visit the hotels for the two week period, the guest population was considered to be infinite.

3.4 Sample Size and Sampling Procedures

To arrive at the sample size for the guest, Creative Research Systems (2003) formula was used. This formula was considered because it has gained popularity in social science research. Using Formula 1, the sample size was determined as follows:

$$SS = \frac{Z^2 \times (p) \times (1 - p)}{C^2} \quad [1]$$

Where:

SS = Sample Size

Z = Z-value (e.g., 1.96 for a 95 per cent confidence level)

P = Percentage of population picking a choice, expressed as decimal (.5 used for sample size needed)

C = Confidence interval, expressed as decimal (e.g., .04 = +/- 4 percentage points)

$$SS = \frac{1.96^2 \times (.5) \times (1 - .5)}{.04^2}$$

$$SS = 600.25$$

Therefore, the targeted sample size for the guest is 601 for the two-week period. In order to select the 601 guests, multi-stage sampling consisting of cluster and simple random sampling was used. The hotels were first clustered according to the four counties i.e. Kisumu, Kakamega, Kisii and Busia. Five hotels were then drawn from each counting using simple random sampling.

3.5 Data Collection Methods

Self-administered questionnaires were distributed to the guests to fill.

3.5.1 Questionnaire Development and Variable Measurement

The research questionnaire (see appendix II) was developed based on information from the literature. The questionnaire was structure to capture information on guest demographic characteristics first and then questions relating to the research objectives. The key constructs for this research were types of customer service provisions by hotels, customer satisfaction and visitation level.

Types of customer service provisions were measured using six items namely food and beverage services, business related services, health related services, recreational related services, accommodation services and parking services. In order to assess the level of customer satisfaction with the services provided in the western tourist circuit, respondents were required to

rate on a five-point liker scale their level of satisfaction with the types of services provided. These were quantified using a five point Likert scale on a continuum ranging from 5- *Extremely satisfied* to 1- *Not at all satisfied*. Value of 1 was given more weight.

The respondents were also required to generally indicate their level of satisfaction with service delivery elements such as variety, quality, staff proficiency in service delivery, speed of service delivery and perceived value for money (see Appendix II). These were also quantified using a five point Likert scale on a continuum ranging from 5- *Extremely satisfied* to 1- *Not at all satisfied*. Value of 1 was given more weight.

To address objective three, the respondents were required to indicate on a scale of 1-5 their frequency of visit to hotels in western tourist circuit. The scale ranged from 5- *always* to 1- *never*. A value of 5 was given more weight. Customer satisfaction was also measured using both an evaluative and emotional-based response (Oliver, 1997), future intentions to re-visit the hotel, recommendation of the hotel by customers to others and customers positive word of mouth.

3.5.2 Pilot Study

The pilot study was conducted on a section of target population excluding the sample size to be used. The study was repeated in a span of two weeks and the results were co-related to ascertain the relationship between the two counts. Tools used were adopted since they measured accurate co-relation of 0.87 which is highly recommended for true representation of the actual data in the field.

3.5.3 Validity and Reliability

Mugenda and Mugenda (2003) suggests that one way of establishing the content validity of a measure is to use professional expertise in that particular field of study. Orodho (2004) echoes this view by defining validity as the extent to which a test measures what it purports to measure. To ascertain suitability of the content validity of the research instruments, the researcher presented the instruments to the supervisors and the other members of the department for expert judgment and advice. Subsequently any ambiguities which were noted were modified or removed. Reliability is the ability of an instrument to persistently capture and yield the same results when repeated measures are taken under the same conditions (Mugenda & Mugenda, 2003). The questionnaire was pilot tested to ascertain reliability in data collection.

3.5.4 Questionnaire Distribution and Collection

The final questionnaire was delivered to the receptionists in each of the hotels who then distributed them to the guest on check in. The questionnaires were self-administered and each questionnaire included a cover letter that instructed the targeted respondents when to fill the questionnaire, when and where to drop it after completing filling it. On elapse of two weeks from the time of questionnaire issue, the researcher checked with the respective hotels for complete questionnaires. After the two weeks, a total of 326 questionnaires were collected back. Efforts to get more questionnaires yielded no fruit so the questionnaires received back were entered in SPSS for analysis.

3.6 Data Analysis

Quantitative data was analyzed using both descriptive and multivariate analysis approaches. First, means and percentages were computed in SPSS to describe the demographic characteristics

of the respondents. To identify the types of customer services provided to tourists visiting hotels in the western tourist circuit, descriptive statistics consisting of frequency table were used.

To assess level of customer satisfaction with customer service provisions, ranking of means was done in SPSS. Further descriptive analysis was also done based on the categories of customer service provisions and satisfaction quantification scale in SPSS. Frequency tables were also generated to assess the frequency of tourist visitation to hotels in the Western Tourist Circuit. Bivariate correlation analysis was performed using Pearson's correlation coefficients in SPSS to assess the relationship among the study variables before regression analysis.

Multiple regression analysis was done in SPSS to determine the influence of types of customer service provisions and customer satisfaction on frequency of tourist visitation to hotels in Western Tourist Circuit.

3.7 Ethical Considerations

The researcher assured the respondents that the responses they would give would remain confidential to be useful for academic purpose alone. The respondents were not required to indicate their names on the questionnaires. The respondents were also informed of the purpose of study and that the findings of the study would not be hidden at any time. Before the field study, research permit was obtained from Maseno University to show the legality and ownership of the study. Finally, informed consent was sought from the respondents without dehumanizing their dignity and embarrassment for any interview or filling of questionnaire booklet. To add on that, no physical or psychological harm was done to the respondents.

CHAPTER FOUR: RESULTS AND DISCUSSIONS

This chapter presents the findings of the data analyzed beginning with data on questionnaire response return rate, demographic data and finally study objectives. The response return rate is presented in frequency counts and percentages. Demographic data, which is the respondents' personal information has been simplified and presented in a table in frequency counts and percentages as well in order to give an overview of the respondent's characteristics. Finally, the chapter presents a systematic analysis of objectives both in descriptive and inferential statistics as explained in chapter three.

4.1. Questionnaire Response Rate

While the study targeted 601 hotel guests, only 326 complete questionnaires were collected back after the two weeks. This represents 54% response rate of the questionnaires. Further attempts to increase the response through follow ups were futile and therefore data from the 326 questionnaires were considered for analysis. This according to SurveyMonkey (2009) is good enough for the study. SurveyMonkey report that a questionnaire response rate >50% is good for paper survey administered to respondents.

4.2. Demographic Characteristics of Respondents

This section presents the demographic profile of the hotel guests surveyed. As already mentioned, 326 questionnaires completed by the guests were received back. The guest demographic profile results are summarized in Table 1. The results indicated that 166 (50.90%) of the respondents were males and that 160 (49.10%) were females. The majority respondent declared their visit for vacation purpose that was around 75.15% of the total respondents. The rest 22.09% were business and .61% honey moon. Other purpose of visit included cancelled

flight, educational, humanitarian visit, just relax and visiting a relative which contributed to 2.16% of the total respondents. The results further indicated that 96.93% of the respondents had stayed in the hotels in western tourist circuit before whereas 3.07% of the respondents were staying in the respective hotels in western tourist circuit for the first time. Among those who had stayed before 17.49 % had stayed in the hotel once, 6.40% twice, 23.04% thrice and 50.00% had stayed for more than four times. The largest proportions of the respondents 48.70% was within the age bracket of 20-35years and the lowest proportions 5.0% were below 20 years whereas 34.00% and 9.00% were within the age bracket of 36-50 years and over respectively. Most of the respondents 27.30% spend in the hotel for 2 days, 24.00% for 3 days, 22.70% for 4 days, 15.30% for more than 4 days and 10.70% spent for just a day. Only 26.40% were not intending to stay or visit the hotel again if within the city whereas majority 73.60% reported that they were intending to stay /visit the same hotel again when within the city

4.3. Types of Services Provided

The first objective explored the type of services provided to tourists visiting the hotels in the western tourist circuit. This was analyzed from the guests' questionnaire responses. The question allowed respondents to indicate more than one response and the result is summarized in Table 2.

Table 1. Demographic characteristics of hotel guests

Variables	Categories	Frequency	Percentage
Gender	Female	160	49.08
	Male	166	50.92
Occupation	Government employee	62	17.13
	NGO	82	22.65
	Private	173	47.79
	Unemployed	12	3.31
	Retired	33	9.12
Purpose of visit	Business	72	22.09
	Vacation	245	75.15
	Honeymoon	2	.61
Other purpose of visit	Cancelled flight	1	.31
	Educational	1	.31
	Humanitarian visit	2	.61
	Just to relax	1	.31
	Performance contracting	1	.31
	Visiting an orphanage	1	.31
Age of the respondent	20 -24years	33	10.12
	25-29 years	39	11.96
	30-34 years	59	18.10
	35-39years	117	35.80
	Over 39 years	78	23.90
Length of stay	1 day	86	26.40
	2 days	75	23.00
	3 days	67	20.60
	4 days	66	20.30
	More than 4 days	32	9.90
If first time staying in the hotel	Yes	10	3.07
	No	316	96.93
Intention to stay again	Yes	255	78.00
	No	71	21.80
Number of previous stay	Once	57	17.49
	Twice	21	6.40
	Thrice	75	23.04
	More than 4 times	163	50.00
	Not applicable	10	3.07

Table 2. Types of services provided in relation to purpose of tourists' visits

Service Provisions Categories	Purpose of Visit							
	Vacation		Honey Moon		Business		Others	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Health related services	28	11.43	0	0.00	22	30.56	1	14.29
Accommodation services	245	100.00	2	100.00	28	38.89	5	71.43
Food and beverage services	245	100.00	2	100.00	67	93.06	7	100.00
Recreational services	155	63.27	1	50.00	62	86.11	3	42.86
Business related services	17	6.94	2	100.00	72	100.00	4	57.14
Transport related services	94	38.37	1	50.00	70	97.22	2	28.57

Note: N = 326

Table 2 indicate the different types of services provided as reported by tourists based on their purpose of visitation. These are categorized as health-related services, accommodation services, food and beverage services, recreational services, business related services, transport related services and health related services

4.3.1 Health Related Services

Table 2 indicate that hotels in the western tourist circuit offers health related services to their gussets. However, few of the respondents indicated to have received health related services, with the highest response (30.56%) being in the business oriented tourists' category and the lowest response (11.43%) being in the other vacation category. This implies that even if health related services are provided, not all hotels offer these types of services in the western tourist circuit or may be during that period, few guests sought health related services provided by the hotels in the western tourist circuit. While hotels strive to provide health related services through their dispensary services, or any other health related facilities, not always do guest seek foe this services unless under emergency situations. As such, given the law demand of this kind of services, not every hotel would priorities to have health related facilities at their hotel.

4.3.2 Accommodation Services

Table 2 also indicates that hotels provide accommodation related services to their guests. These include room provision, in room facilities, cleaning and other room related services required by guests to make their stay comfortable. The table indicates that 100% of the customers in the vacation and honeymoon category were offered accommodation services, while 38.89% of business oriented customers and 71.43% of other visitors were offered accommodation services. The results suggest that key consideration should be given to the vacationers and honeymooners when it comes to accommodation service provision by hotels in western tourist circuit as the majority of them always seek this type of service. It's also evident that not every business traveler would require accommodation services. However, the business oriented customers should not be overlooked particularly in the efforts to increase room occupancy through reservations. This is typical of any hotel to provide accommodation services with at least a meal plan, particularly breakfast (Barrow et al, 2012). The findings also extend those of Choi and Chu (2001) on types of service provision and customer satisfaction.

4.3.3 Food and Beverage Services

Table 2 also indicate that hotels in western tourist circuit provide food and beverage services to their guests. Most of the hotels usually have food and beverage outlets such as restaurants, dining room and bar where food and beverage is served to their guests. Other also offers room service where food and beverage is served to guests' rooms on request. The table indicate that 100% of the customers in the vacation, honeymoon and other purpose categories were offered food and beverage services, while 93.06% of business oriented customers were offered food and beverage services. The results suggest that key consideration should also be given to the vacationers and honeymooners and the business oriented customers in food and beverage service provision. This

finding support that of Barrow et al. (2012) who reported food and beverage provision as key service provision by hotels to their guests. The findings also extend those of Choi and Chu (2001) on types of service provision and customer satisfaction.

4.3.4 Recreational Services

Table 2 indicates that hotels in the western tourist circuit offer recreational services to their guests. A high number of respondents indicated to have received recreational services, with the highest response (86.11%) being in the business category and the lowest response (42.86%) being in the other purpose category. The findings suggest that on average, every hotel guest would require some form of recreational facilities. Today, hotels deal with clients who want to keep fit and as such would look for hotels that offer recreational facilities such as swimming pool, gymnasium etc.

4.3.5 Business Related Services

Table 2 indicates that hotels in the western tourist circuit offers business related services to their guests. All the respondents indicated to have received business related services, with the highest response (100%) being in the business and honeymoon category and the lowest response (6.94%) being in the vacation category. Customers who travel for business purposes including attending conference, seminars and other business related travel always require internet connectivity, computing services such as printing, photocopying, faxing, browsing etc. similarly, honeymooners would require internet connectivity to keep themselves updated with event happenings though they may be in seclusion. Vacationers on the other hand would require minimal of business related services as they are busy with their families or friends while on vacation.

4.3.6 Transport Related Services

Table 2 indicates that hotels in the western tourist circuit offers transport related services to their gussets. A high number of respondents indicated to have received transport related services, with the highest response (97.22%) being in the business related customers category and the lowest response (28.57%) being in the other purpose category. This implies that the customers who come for business related services are the most likely ones who use transportation services such as car parking services, airport pick-ups, taxi services etc.. The services included free and secure parking services for customer cars and hotel shuttle to pick and drop customers at the airport

4.4. Level of Customer Satisfaction with the Services Provided

The second objective was to assess the level of customer satisfaction with the services provided in the western tourist circuit region. Guests' responses were descriptively analyzed in SPSS by ranking the items. The result is summarized in Table 3. Descriptive statistics by categories of services was also done and the result is shown in Table 4.

Table 3. Mean ranking of customer satisfaction with types of services offered in hotels

	Minimum	Maximum	Mean	SDEV
Food and beverage services	1	5	4.77	.69
Business related services e.g. Wi-Fi, photocopying etc.	1	5	4.56	.92
Health related services	1	5	4.48	.90
Recreational related services	1	5	4.32	.91
Accommodation services	1	5	4.30	1.04
Parking services	1	5	4.21	1.26

Note: SDEV – Standard deviation; N = 326

1- Not at all satisfied → 5 Extremely satisfied

Table 3 indicate that of the six categories of services offered in hotels in western tourist circuit, 'food and beverage services' had the highest mean ranking ($M = 4.77$, $SD = .69$) with the least ranked category of service being 'parking services' ($M = 4.21$, $SD = 1.26$).

Table 4. Frequency distribution of types of services based on customer satisfaction measurement

Valid	HS		AS		F&B S		RS		BS		PS	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Not at all satisfied	4	1.2	3	.9	1	.3	11	3.4	5	1.5	11	3.4
Slightly satisfied	15	4.6	18	5.5	6	1.8	9	2.8	13	4.0	45	13.8
Moderately satisfied	37	11.3	22	6.7	14	4.3	51	15.6	21	6.4	39	12.0
Very satisfied	124	38.0	95	29.1	59	18.1	91	27.9	83	25.5	114	35.0
Extremely satisfied	146	44.8	188	57.7	246	75.5	164	50.3	204	62.6	117	35.9
Total	326	100.0	326	100.0	326	100.0	326	100.0	326	100.0	326	100.0

Note: HS – Health related services; AS – Accommodation services, F&B S – food and beverage services; RS – Recreational services; BS- Business related services; PS – Parking services; Freq – Frequency.

The findings generally suggest that the guests were satisfied with service provision with respect to types of services offered at the hotels. These support findings of Haksever et al. (2000) and Wuest (2001) which says that gaining high level of service quality and customer satisfaction equal to enhancement in customer loyalty, market share increase, higher returns in investment, cost reduction and guarantee a competitive advantage.

In Table 4, a descriptive analysis of the types of services based on customer satisfaction measurement is presented. The table shows that 94.10%, 93.50%, 97.90%, 93.80%, 94.50% and 82.90% of the respondents were moderately to extremely satisfied with health-related services (HS), accommodation services (AS), food and beverage services (F&B S), recreational services (RS), business related services (BS) and parking services (PS) respectively.

4.5. Frequency of Tourists Visitation to Hotels in Western Tourist Circuit

The third objective was to establish the frequency of visitation by customers to hotels in the western Kenya tourist circuit. This was also analyzed from two perspectives namely managers' responses from the interview and customer questionnaire responses. Qualitative findings indicated that hotel guests visited the western tourist circuit for a number of reasons including the diverse and unexplored attractions. Descriptive analysis of the quantitative results (see table 5) show that the majority (50.00%) of the guests' respondents always visited western tourist circuit with only 3.10% who reported to have never visited western tourist circuit.

High frequency of tourist visits to hotels in western tourist circuit can be attributed to efforts made by the government of Kenya through the ministry of tourism to open other potential touristic destinations in Kenya of which western tourist circuit was among them. There has also

been an influx of new hotel facilities with varied services on offer and this would trigger frequent visits.

Table 5. Descriptive statistics for frequency of visitation

	Frequency	Percent
1 Never	10	3.1
2 Rarely	57	17.5
3 Sometimes	21	6.4
4 Often	75	23.0
5 Always	163	50.0
Total	326	100.0

4.6. The influence of service provision and customer satisfaction on visitation levels in the western tourist circuit

The fourth objective was to establish the influence of service provision and customer satisfaction on visitation levels in the western tourist circuit. Before determining the influence of service provision and customer satisfaction on visitation levels, Pearson’s correlation coefficients were generated in SPSS for service provision, customer satisfaction with service elements and frequency of visitation using bivariate correlation. The result is shown in Table 6. The result indicates a number of significant relationship among the study variables. For example, significant positive correlations were registered between ‘frequency of visitation’ and ‘Customer satisfaction with quality of services offered’ $r = .22, p = \leq .01$; ‘frequency of visitation’ and ‘Customer satisfaction with service speed’ $r = .21, p = \leq .01$; ‘frequency of visitation’ and ‘Customer satisfaction with staff proficiency’ $r = .22, p = \leq .01$; ‘frequency of visitation’ and ‘Customer satisfaction with service variety; $r = .14, p = \leq .01$ as well as between ‘frequency of visitation’ and ‘Customer satisfaction with participating in the service delivery process’ $r = .17, p = \leq .01$.

Table 6. Pearson’s correlation coefficients for types of services, service provision elements and frequency of visitation

N=326	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁	X ₁₂	X ₁₃	X ₁₄	X ₁₅	X ₁₆	X ₁₇	X ₁₈	
X ₁	1.00																		
X ₂	-0.03	1.00																	
X ₃	-0.11*	0.01	1.00																
X ₄	-0.01	0.12*	-0.01	1.00															
X ₅	0.14**	0.18**	0.16**	0.01	1.00														
X ₆	0.11*	0.15**	0.06	0.13*	0.14**	1.00													
X ₇	0.18**	0.12*	-0.09	0.14**	-0.09	0.00	1.00												
X ₈	0.05	0.03	-0.01	0.07	0.03	0.22**	0.14**	1.00											
X ₉	0.10	0.12*	-0.11*	0.09	0.19**	-0.01	0.89**	0.15**	1.00										
X ₁₀	0.12*	0.09	0.13*	0.12*	0.90**	0.11*	0.19**	0.03	0.11*	1.00									
X ₁₁	0.13*	0.12*	0.07	0.09	0.18**	-0.08	-0.09	0.12*	0.25**	-0.03	1.00								
X ₁₂	-0.02	0.99**	0.08	0.02	0.17**	0.25**	0.12*	0.13*	-0.13*	0.08	0.07	1.00							
X ₁₃	0.14**	0.13*	-0.11*	0.14**	-0.10	0.11*	0.56**	0.10	0.87**	-0.08	0.11*	0.12*	1.00						
X ₁₄	0.06	-0.04	0.10	0.10	0.11	0.12*	0.10	0.15**	0.04	0.13*	0.10	0.33**	0.11*	1.00					
X ₁₅	0.13*	0.12*	0.09	0.16**	0.13*	0.06	0.24**	0.97**	0.22**	0.25**	-0.05	0.34**	0.29**	0.33**	1.00				
X ₁₆	0.13*	0.02	0.13*	-0.06	0.21**	-0.06	0.13*	0.15**	0.11*	0.15*	-0.10	0.13*	0.31**	0.39**	0.28**	1.00			
X ₁₇	0.10	0.12*	0.15**	0.08	0.22**	-0.06	-0.11*	-0.15**	0.11*	-0.06	.829**	0.12*	0.26**	0.13*	0.38**	0.33**	1.00		
X ₁₉	-0.11*	0.05	0.22**	0.21**	0.22**	0.14**	0.17**	-0.08	0.08	-0.08	0.00	0.34**	0.26**	0.21**	0.15**	0.25**	0.12*	1.00	

Note: X₁- Customer satisfaction with value for money; X₂ - Customer satisfaction with service equipment and tools; X₃ - Customer satisfaction with quality of services offered; X₄ - Customer satisfaction with service speed; X₅ - Customer satisfaction with staff proficiency; X₆ - Customer satisfaction with service variety; X₇ - Customer satisfaction with participating in the service delivery process; X₈- Customer satisfaction with the staff willingness to help a customer, X₉ - Customer satisfaction with ambience; X₁₀ - Customer satisfaction with good grooming; X₁₁ - Customer satisfaction with staff friendliness; X₁₂ - Food and beverage services, X₁₃ - Business related services e.g. Wi-Fi, photocopying etc.; X₁₄ - Health related services; X₁₅ - Recreational related services, X₁₆ - Accommodation services; X₁₇ - Parking services; X₁₈ – Frequency of visitation

*. Correlation is significant at the 0.05 level (2-tailed).

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

Correlations between types of service provisions and frequency of visitation were also positive and significant as depicted in Table 6. Negative significant correlation was also registered between 'frequency of visitation' and 'Customer satisfaction with value for money'. The findings generally suggest that the study variables were related hence can be regressed for further analysis.

The results of the regression indicated the ten customer satisfaction elements used in this study explained 26.0% of the variance ($R^2 = .26$, $F(10,315) = 11.28$, $p = .00$) (see Table 7). This implies customer satisfaction elements accounts largely to the ability of the customers to visit these hotels. Table 8 shows that 'Customer satisfaction with value for money' negatively and significantly influence frequency of visitation ($\beta = -.11$, $t = -2.13$, $p = .03$). Table 8 also shows that 'Customer satisfaction with quality of services offered' positively and significantly influence frequency of visitation ($\beta = .22$, $t = 4.57$, $p = .00$) and so does 'Customer satisfaction with service speed' ($\beta = .21$, $t = 4.31$, $p = .00$), 'Customer satisfaction with staff proficiency' ($\beta = .21$, $t = 4.36$, $p = .00$), 'Customer satisfaction with service variety' ($\beta = .14$, $t = 2.83$, $p = .01$) and 'Customer satisfaction with participating in the service delivery process' ($\beta = .17$, $t = 3.49$, $p = .00$). However, Table 8 further show that 'Customer satisfaction with service equipment and tools', 'Customer satisfaction with the staff willingness to help a customer', 'Customer satisfaction with ambience' and 'Customer satisfaction with good grooming' does not influence frequency of customer visitation to hotel in the western tourist circuit.

The findings imply that out of the ten customer satisfaction elements attributed to service and frequency of visitation, 'Customer satisfaction with staff proficiency' is the most critical

Table 7. Model summary for influence of service provision elements on frequency of visitation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.51 ^a	.26	.24	1.08	.26	11.28	10	315	.00

Note: Predictors: (Constant), Customer satisfaction with value for money, Customer satisfaction with service equipment and tools, Customer satisfaction with quality of services offered, Customer satisfaction with service speed, Customer satisfaction with staff proficiency, Customer satisfaction with service variety, Customer satisfaction with participating in the service delivery process, Customer satisfaction with the staff willingness to help a customer, Customer satisfaction with ambience, Customer satisfaction with good grooming

Table 8. Influence of customer satisfaction on visitation levels in western tourist circuit

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval	
	B	Std. Error				Lower Bound	Upper Bound
			Beta				
(Constant)	-1.70	.86		-1.98	.05	-3.40	-.01
Customer satisfaction with value for money	-.10	.05	-.11	-2.13	.03	-.20	-.01
Customer satisfaction with service equipment and tools	.05	.05	.05	1.02	.31	-.05	.16
Customer satisfaction with staff proficiency	.41	.09	.22	4.57	.00	.23	.59
Customer satisfaction with service speed	.30	.07	.21	4.36	.00	.16	.43
Customer satisfaction with quality of services offered	.29	.07	.21	4.31	.00	.16	.42
Customer satisfaction with service variety	.20	.07	.14	2.83	.01	.06	.33
Customer satisfaction with participating in the service delivery process	.19	.05	.17	3.49	.00	.08	.29
Customer satisfaction with the staff willingness to help a customer	-.07	.05	-.08	-1.52	.13	-.16	.02
Customer satisfaction with ambience	.12	.07	.09	1.75	.08	-.02	.25
Customer satisfaction with good grooming	-.09	.06	-.08	-1.66	.10	-.20	.02

Note: Dependent Variable: Frequency of visitation

element. Staff proficiency here means the expertise and ability demonstrated by hotel staffs in delivery of service to hotel guests. Skilled staffs with appropriate expertise often understand their work well and know what to do and may in itself translate to the other elements of customer service satisfaction. A skilled staff would know how to deliver quality service faster which in turn would translate to customer satisfaction and eventual repeat business. The findings generally extend those of Mohsan et al. (2011) and Skogland and Siguaw (2004) who found that customer satisfaction elements of service such as quality, staff friendliness and service speed influences customer loyalty which in turn influence repeat business. The regression model can be summarized by the following regression equation:

$$\text{Frequency of visitation} = -1.70 - .11 (\text{value for money}) + .22 (\text{quality service}) + .21 (\text{service speed}) + .21 (\text{staff service proficiency}) + .14 (\text{service variety}) + .17 (\text{participating in the service delivery process})$$

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

The main objective of the study was to determine the influence of service provision and customer satisfaction on tourists' visitation levels to hotels in the western Kenya tourism circuit.

To achieve this, the study sought to: establish the types of services provided to tourists visiting hotels in the western tourist circuit; assess the level of tourist satisfaction with the services provided by hotels in the western tourist circuit and finally establish the influence of service provision, and customer satisfaction on visitation frequency in the western tourist circuit.

5.1 Conclusions

The first objective of this study was to identify the types of services provided to tourists visiting hotels in the western tourist circuit. Descriptive analysis of customer responses revealed that there were six categories of services provided by hotels in western tourist circuit namely food and beverage services, business related services, health related services, recreational related services, accommodation services and parking services. However, service provision varied based on the purpose of the visit by customers. Out of the six categories of services, food and beverage services as well as accommodation services were reported to have been received by almost every vacationer, honeymooners and business oriented customers.

The second objective of this study was to assess level of customer satisfaction with the services provided in the western tourist circuit. Quantitative data collected was analyzed descriptively. The results indicated that of the six categories of services offered in hotels in western tourist circuit, 'food and beverage services' was ranked high in terms of satisfying hotel guests with the least ranked category of service being 'parking services'. Generally, all hotel guest surveyed

were at least moderately satisfied with all the six categories of services they reported to have received (food and beverage services, business related services, health related services, recreational related services, accommodation services and parking services).

The third objective of this study was to assess frequency of tourists' visitation to hotels in western tourist circuit. The results indicate that majority of the guest surveyed always visited western tourist circuit.

The final objective of this study was to establish the influence of service provision and of customer satisfaction on visitation levels in the western tourist circuit. Multiple regression analysis results indicated that service provision did not in any way influence frequency of visitation. However, the results indicated that customer satisfaction elements (*customer satisfaction with staff proficiency, customer satisfaction with staff friendliness, customer satisfaction with service variety, customer satisfaction with service speed, customer satisfaction with ambience, customer satisfaction with value for money, customer satisfaction with staff willingness to offer help, customer satisfaction with service equipment and customer satisfaction with participating in the service delivery process*) positively and significantly influenced frequency of visitation. In this regard, 'Customer satisfaction with staff proficiency' is the most critical customer satisfaction element to achieve repeat visit.

5.2 Recommendations to Practitioners

The findings of the study provide useful insights to hotel practitioners and other tourism enterprises that provide services to tourists in the Western Tourist Circuit. While the study indicated that hotels in Western Tourist Circuit offer variety of services, this is not adequate to enhance repeat visits to hotels by customers. The study suggests that hotels must ensure that services are offered in a manner that satisfies their guests. In this regard, hoteliers should ensure

that people mandated to deliver services to guests have the relevant proficiency in service delivery. They must also ensure that quality services are delivered to the guests with the highest level of speed possible in order to enhance customer satisfaction. Hoteliers should also consider allowing their guests to take part in the service delivery process as this contributes to their satisfaction. There is also a need to look at the service equipment and tools used in service delivery as they are used by guests to assess their satisfaction. In this regard, customer satisfaction is considered key to influencing frequency of visitation of tourists to hotels in the Western Tourist Circuit.

5.3 Recommendation for Further Studies

This study focused mainly on hotel guests to provide customer service provisions insights that influence frequency of visitation. Considering that service particularly in the tourism industry is experienced and consumed at the point of product that involve service providers (hotel staff), future studies should be conducted with the hotel employees in mind also and the result compared with findings of this study.

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APPENDICES

Appendix I: Introduction Letter

Dear Sir/Madam,

I am Christine Wachiye from Maseno University. I am a postgraduate student carrying a research to find out the influence of service provision and customer satisfaction on tourist visitation levels to hotels in the western tourist circuit.

In completing the attached questionnaire, you will have contributed the necessary information required for the success of this study. Any information supplied will be treated with strict confidentiality and it will be used for research purposes only.

For any queries or further information, please contact Christine Wachiye at Maseno University, Private Bag, Maseno. Cell Phone No: 0707465865, Email address:cwachiye@yahoo.co.uk.

Thank you for your sincere answers and the necessary co-operation.

Christine Wachiye.

Appendix II: Customers Questionnaire

SECTION I: PERSONAL DETAILS

Please tick (✓) the bracket that applies to you or fill in the gap

- 1. Gender: () Male () Female
- 2. Age (years): () below 20 () 20-24 () 25-29 () 30-34 () 35-39 () 40-above
- 3. Occupation:
- 4. What is the purpose of your visit?

SECTION II: TYPES OF SERVICES

This section seeks to obtain information regarding types of services expected and offered to you during your stay at the hotel.

- 5. The following are categories of services offered by hotels. Indicate which categories of the services you were provided with (Tick as many as was provided)
 - () Accommodation services e.g. room provisions
 - () Food and Beverage services (whether in room or at the hotel restaurant)
 - () Health related services e.g. dispensary, health care etc.
 - () Recreational related services e.g. swimming pool, gymnasium, etc.
 - () Business related services e.g. Wi-Fi, typing, photocopying, conference facilities etc.
 - () Transport related services e.g. parking, airport shuttles, taxi etc.
 - () Others

- 4. Which of the following services were offered to you during your stay at the hotel? (Tick as many as was offered)
 - () Health related services e.g. sauna, dispensary etc.
 - () Accommodation services e.g. rooms, front office etc.
 - () Food and beverage services e.g. room service, etc.
 - () Recreational services e.g. swimming, gymnasium etc.
 - () Business related services e.g. Wi-Fi, photocopying etc.
 - () Transport related services e.g. parking, airport shuttle, etc.
 - () Others

SECTION III: CUSTOMER SATISFACTION

This section seeks to obtain information regarding satisfaction of customers with the services provided during and after your stay at the hotel.

6. On a scale of 1-5, indicate your level of satisfaction with the following services offered at the hotels	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied
Health related services e.g. sauna, dispensary etc.	1	2	3	4	5
Accommodation services e.g. rooms, front office etc.	1	2	3	4	5
Food and beverage services e.g. room service, etc.	1	2	3	4	5
Recreational services e.g. swimming, gymnasium etc.	1	2	3	4	5
Business related services e.g. Wi-Fi, photocopying etc.	1	2	3	4	5
Transport related services e.g. parking, airport shuttle etc.	1	2	3	4	5

7. Did your satisfaction with service provided initially play any role in your visit to this place this time round?

() Yes () No

If your answer is yes in the question above, please tell us how?

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8. On scale of 1-5, indicate your level of satisfaction with the following elements of service delivery at the hotel	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied
Proficiency and skills of hotel staff in service delivery	1	2	3	4	5
Staff friendliness	1	2	3	4	5
Timeliness of services delivered	1	2	3	4	5
Value for money with services offered	1	2	3	4	5
Service variety offered	1	2	3	4	5
Quality of services given	1	2	3	4	5
Staff mode of dressing and appearance	1	2	3	4	5
Good grooming and cleanliness of staff	1	2	3	4	5
Staff willingness to offer help when needed	1	2	3	4	5
General service ambience of the hotel	1	2	3	4	5
Service equipment and tools	1	2	3	4	5
Customer participation in the production of service	1	2	3	4	5

9. Given your experience with services offered at the hotel, would you come back to this hotel?

() Yes () No

If yes, please tell us why?

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If no, please tell us why?

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SECTION IV: VISITATION LEVELS

This section seeks to obtain information on the visitation levels of customers to hotels in the western tourist circuit.

10. On scale of 1-5, indicate your frequency of visit to hotels in western tourist circuit previously	Never	Rarely	Sometimes	Often	Always
	1	2	3	4	5

11. What are some of the services or products that have impacted on your intention to visit this place and why?

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12. Do you have any intentions to re-visit the hotel in the near future?

Yes No

If yes, please tell us why?

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If no, please tell us why?

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13. Would you recommend the hotel to others?

Yes No

If yes, please tell us why?

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If no, please tell us why?

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Appendix III: Crecy and Morgan (1970) Table for Determining Sample Size

N-n	N-n	N-n	N-n	N-n
10-10	100-80	280-162	800-260	2800-338
15-14	110-86	290-165	850-265	3000-341
20-19	120-92	300-169	900-269	3500-346
25-24	130-97	320-175	950-274	4000-351
30-28	140-103	340-181	1000-278	4500-354
35-32	150-108	360-186	1100-285	5000-357
40-36	160-113	380-191	1200-291	6000-361
45-40	170-118	400-196	1300-297	7000-364
50-44	180-123	420-201	1400-302	8000-367
55-48	190-127	440-205	1500-306	9000-368
60-52	200-132	460-210	1600-310	10000-370
65-56	210-136	480-241	1700-313	15000-375
70-59	220-140	500-217	1800-317	20000-377
75-63	230-144	550-226	1900-320	30000-379
80-66	240-148	600-234	2000-322	40000-380
85-70	250-152	650-242	2200-327	50000-381
90-73	260-155	700-248	2400-331	75000-382
95-76	270-159	750-254	2600-335	1000000-384