

**The Relationship amongst Customer Satisfaction, Loyalty, Demographic and Tripographic¹ Attributes:
A Case of Star Rated Hotel Guests in Ethiopia**

Orthodox Tefera, Stephen Migiro

Graduate School of Business and Leadership, University of KwaZulu-Natal, South Africa
orthodox.tefera@gmail.com, migiro@ukzn.ac.za, stephen410@gmail.com

Abstract: The hospitality industry in general and hotels in particular attend to diverse guests and their expectations. The satisfaction of all hotels guests and retaining them as a loyal customer, given their different profiles, is imperative but challenging to the sector. This study aims to address this very issue by trying to establish the relationship amongst, customer satisfaction, loyalty, demographic and tripographic attributes by focusing on the hotel guests who stayed in star rated hotels in Ethiopia. Satisfaction was measured as satisfaction with the product, satisfaction with the employees and overall satisfaction. Likewise, customer loyalty was measured with the likelihood of customers to return to the same hotel in the future. "A total of 1200 questionnaires distributed to 40 hotels out of which 415 hotel guests responded, by completing the questionnaires". "The result of inferential statistical techniques reveals that there were significant positive relationships between the customer satisfaction variables" (products .488; $p < 0.001$; staff .460; $p < 0.001$), and the customer's willingness to stay in the same hotel again." Though all variables of "customer satisfaction affected customer loyalty, the overall satisfaction variable had the highest standardized coefficient (0.328) with a statistical significance ($p < 0.01$), followed by satisfaction with the product (.227, $p < .01$), and satisfaction with employees (.190, $p < .01$). There was also no statistically significant difference ($p > .05$) in the mean scores of the customer satisfaction and loyalty across the gender, age, marital status and employment type groups of respondents. With regards to the tripographic variables, there was a statistically significant difference ($P < .05$) in the mean scores of both the customer satisfaction and loyalty across the staying preference of rated hotel types of customers. Additionally, there was a statistically significant difference ($p > .05$) in the mean scores of customer loyalty across a source of information on the hotel group of respondents. Hotel managers in Ethiopia need to look at the importance of segmentation of guest based on their demographics and tripographic factors so that they provide personalized service to enhance their customers' satisfaction that could lead to their loyalty.

Keywords: *Demographic, tripographic, customer satisfaction, customer loyalty, hotel*

1. Introduction

The hotel industry, as a "sub-sector of the tourism industry", is among the fastest growing businesses in the service sector. It is a large industry which contributes considerably to the world economy, creating jobs for many people worldwide. In Ethiopia, the hotel industry is showing exponential growth in the past two decades. According to Hailesilasse (2013), on average, eleven hotels were opening every year in the past decade in the country and this is expected to increase to an average of eighteen hotels per year at least for the next two decades enhancing the provision of greater variety of choices for hotel customers while creating stiff competition among the hotels in the marketplace. However, this growth is not matched with the delivery of quality service in the majority of hotels which may negatively affect the guests' satisfaction and loyalty (Kifle, 2012). Addressing the customer's satisfaction and loyalty challenges require addressing the varying needs of customers from one segment of the population to another (Ganesan-Lim, Russell-Bennett, and Dagger, 2008). In order to sustain customers' satisfaction and their loyalty, marketing strategies need to look into the factors that influence customer (Grazhdani and Merollari, 2015).

¹ Travel-related behavioural characteristics, such as Length of stay this visit, source of hotel rating information, staying preference (hotels' ratings), staying preference (chain or independent), source of hotel information this visit,, purpose of stay and hotel bill payment.

Hotel marketers need to study their customers from many angles and perspectives because without sound knowledge of these attributes and guidelines, they may run into the risk of making wrong decisions (Grazhdani and Merollari, 2015).” “The objective of this study therefore is first to investigate the effect of customer satisfaction on customer loyalty and second to explore the differences in customer. Satisfaction and loyalty among the demographic and tripographic attributes of hotel guests who stayed in star rated hotels in Ethiopia. There are abundant researches on customer satisfaction and loyalty in the service industry including the hospitality industry.” “However, very limited published research exists on the Ethiopian hotel industry” and the effect of customer satisfaction on their loyalty and its relationship with the demographic and tripographic characteristics of hotel guests. Therefore, this study is particularly important to part its research findings to the hotel industry stakeholders in setting-up, improving and monitoring their customer service strategies to enhance customer satisfaction and loyalty.

2. Literature Review

Customer Satisfaction: The challenges created by the characteristics of services in the hospitality sector makes it difficult for” hotel management to satisfy all type of customers by giving the same type of service and hence need to segment their customers for the provision of individualised services (Metters, King-Metters, Pullman, and Walton, 2006). Olivier (2010:256) defined satisfaction as a “consumer’s fulfilment response and a judgment that a product or service feature, or product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under or over fulfilment as being consistent with the conceptual and empirical evidence”. Olivier (2010) further explained the implication of pleasure as ‘fulfilment that gives pleasure or reduces pain.’ Hence, in order to return to normalcy, individuals can be satisfied, remove an ‘aversive’ state. However, “fulfilment is not necessarily restricted to the case of met needs, since over-fulfilment can be satisfying if it provides additional unexpected pleasure; and under-fulfilment can be satisfying if it gives greater than one anticipates in a given situation” (Mohajerani and Miremadi, 2012). Dissatisfaction results if the word pleasure is substituted to displeasure in the definition of satisfaction and Agbor (2011) stated that “the displeasure or under-fulfilment typically is dissatisfying and over-fulfilment may be dissatisfying if it is unpleasant – too much of a good thing.

Babin and Griffin (2008:131) defined customer satisfaction as “a positive affective reaction to the favourable appraisal of hotel usage experience.” A positive reaction is mainly identified with the benefit that meets or exceeds customer expectations (Ofir and Simonson, 2007; Parasuraman, Berry, and Zeithaml, 1994). Aron (2010:237) further looked at customer satisfaction as “an attitude like judgement following a purchase act or a series of consumer product interactions”. In this regard, the confirmation-disconfirmation theory, that stipulates the expectation as an important factor in determining satisfaction, has been used as a base for a variety of service marketing studies (Beard, 2013; Mohajerani and Miremadi, 2012; Agbor, 2011; Aron, 2010; Hutchinson, Lai, and Wang, 2009). “This implies that the customers have certain service standards in mind (their expectations) prior to consumption, observe service performance and compare it to their standards, and then form satisfaction judgments based on their comparison. The resulting judgment, according to Olivier (2010), is labelled negative disconfirmation if the service is worse than expected, positive disconfirmation if better than expected, and simple confirmation if as expected.” “Satisfaction is a function of positively disconfirmed expectation (better than expected), and positive effect. Customer satisfaction is very important for any service industry including hotels. “

Customer Loyalty: Customer loyalty is defined by Kandampully and Suhartanto (2000), as “a customer who repurchases from the same service provider whenever possible, and who continues to recommend or maintains a positive attitude towards the service provider.” “Loyal customers are likely to purchase additional services, spread positive news through word-of-mouth, and pay higher prices, but they are likely to improve service efficiency due to the experience curve effect (Vij, 2012).” Olivier (2010) “defined customer loyalty as a strong commitment to make many repeated purchases of a selected product or use a service consistently in the future.” “Much research has been conducted on customer loyalty in the hospitality industry (Wilkins, Merrilees, and Herington, 2010; Kang and James, 2004). Customer loyalty towards hotels is often determined by the experience of the guests before, during and after their stay in a hotel. A number of factors contribute to the experience to customer service, such as, cleanliness, facilities, price, food, location, etc. (R. Ramanathan, 2012).

Anderson and Mittal (2000) “found that on average, every one percentage gain in customer satisfaction is linked with a 2.37 percent increase in the hotels return on investment (ROI). Fournier and Mick (1999) further stipulated the importance of customer satisfaction as becoming the central and the focus point of the organizations mission statement and marketing plan in order to achieve their goals.” “The relationship between the performance of hotels in terms of these factors and customer loyalty has been the topic of several research studies (Moiescu and Gica, 2013; Prentice, 2013; Kursunluoglu, 2011; Lin, 2005)”. Prentice (2013) “argued that even though customer satisfaction is essential to a thriving hotel industry, customer loyalty plays an even more significant role because it is an indicator of success in the service industry.” Cheung and Thadani (2010) showed that customers display various degrees of loyalty, allegiance or commitment towards a particular service provider”. “Thus, it is important that hotel operators understand the most influential factors in customer loyalty when devising and implementing strategies to make sure that existing guests remain loyal, while prospective guests develop new loyalty towards them (Boon-Liat and Md. Zabid Abdul (2013).

Owing to the benefits of customer satisfaction in retaining existing customers, many researchers focused their studies on the importance of predicting customer behaviour, especially in relation to the customer satisfaction construct and the satisfaction-loyalty link (Awara and Anyadighibe, 2014; Prentice, 2013; Salleh, Hussin, Faizuniah, Hasnizam, Sany Sanuri, and Shaari, 2013)”. “In addition, Berry, Wall, and Carbone (2006) stated that when hotel guests have had an enjoyable stay, they are very likely to patronize the hotel repeatedly, and will also recommend the hotel to their family and friends”. “Customer loyalty to hotels is often shaped by the experience of the guest before, during and after their stay at a hotel. A number of factors contribute to the experience – customer service, cleanliness, facilities, price, food, location, etc. The relationship between the performance of hotels in terms of the above factors and customer loyalty has been a topic of several research studies” (Awara and Anyadighibe, 2014; U. Ramanathan and Ramanathan, 2013; Salleh et al., 2013; Yu-Jia, 2012; Ranjbarian, Dabestani, Khajeh, and Noktehdan, 2011; Wilkins et al., 2010; Berry et al., 2006).

The Effect of Customer Satisfaction on Loyalty: Customer satisfaction may drive loyalty, but it may not be a very reliable, and definitely not the only determinant of loyalty (Faullant, Matzler, and Füller, 2008)”. “In a study conducted at Alpine ski resorts, Faullant et al. (2008) established that both image and overall satisfaction are important to influence the degree of customer loyalty. In general, the findings of some previous researchers indicate that there is a positive correlation between customer satisfaction and customer loyalty, and customer satisfaction is widely acknowledged as an indicator of customer loyalty in the hotel industry” (Alrousan and Abuamoud, 2013; Chitty, Ward, and Chua, 2007; Getty and Thompson, 2004). “These studies clearly show that satisfied hotel guests tend to remain loyal to the service providers concerned. Customer loyalty as a much-valued asset, the long-term success of a hotel is assured if it can expand and maintain a large and loyal customer base (Wilkins et al., 2010)”. In contrast to the aforementioned, several researchers, inter alia, Khan and Fasih (2014), Hyun Soon, Zhang, Dae Hyun, Chen, Henderson, Min, and Haiyan (2014) and Moiescu and Gica (2013) further evaluated the relationship between customer satisfaction and customer behaviour in recommending hotels, and they came up with three conclusions. Firstly, satisfaction has less of a relationship with the overall perceived quality, compared to the dimensions of service quality.

Secondly, in contrast to Parasuraman, Berry, and Zeithaml (1993), they indicated that reliability is not the most important service quality dimension. Thirdly, the perception of quality has no significant effect on satisfaction as was previously assumed. In other words, they have refuted what was previously pronounced as a direct link between satisfaction and perception of the quality of service. “In addition to the above, there are some researchers who doubt whether customer satisfaction will translate into customer loyalty”. For example, “from the results of a study on the satisfaction-loyalty model conducted by Olsen (2002) it became apparent that customer satisfaction might not always guarantee customer loyalty, other factors such as perceived quality performance and brand image are also deemed to contribute to loyalty (R. Ramanathan, 2012)”. However, it is still believed by so many researchers that “higher service quality leads to higher customer satisfaction, and eventually to determine customer loyalty (Mohajerani and Miremadi, 2012; Agbor, 2011; Kandampully and Suhartanto, 2003; Getty and Thompson, 1994)”. There have been many studies with regards to demographic profiles and its effect or relationship with different variables.

Concept of Demography and Tripography: Demography, according to Yeoman, Hsu, Smith, and Watson (2010), is a classification of people mostly used by marketers to analyse and segment markets. The approach used by many marketers or consumer behaviour researchers to segment their markets is grouping consumers according to the demographic variables". "Furthermore, traditionally, marketers use demographic analysis to segment their markets so that they can generate reliable and valid characteristics of their target markets (Yeoman et al., 2010)". "Hotel operators implement demographic profiles in order to enhance their knowledge or understanding of customers' demographic differences with regards to their satisfaction and loyalty (Tsiotsou and Vasioti, 2006)". "It is, therefore, imperative for the hospitality industry's survival that management in the hotel industry knows the effect of their customer's demographics on the entire service marketing variables (Yeoman et al., 2010)". "The results of most of these studies however have been inconsistent (Sasikala, 2013; Serin, Balkan, and Doğan, 2013; Tsiotsou and Vasioti, 2006; Kniatt, 1995)". "In most of the studies, sex age, income, education and occupation are the most widely used variables representing demographics (Lee, Bai, and Murphy, 2012).

In this study the classification of respondents' demographic variable is based on age, gender, marital status as well as their employment status (Table 4)". "The other method used to classify customers by the hospitality industry, including travel and tourism is called tripography". "According to Yangjin (2015), tripography is a word used to describe what is traditionally used to explain travel or trip characteristics". "These characteristics however are expressed with different connotations reflecting the many attributes and dimensions". "The tripographic attributes, in this study, are the travel-related behavioural characteristics, such as the length of stay of the current visit, source of information regarding the rating of the hotel, preference for hotels star ratings, preference for types of hotels (chain versus independent), source of information on hotels for the current visit, the purpose of their stay and hotel method of payment of bills". "The tripographic attributes used in this study together with their different group dimensions are shown in Table 8.

Relationship between Customers' Demographic and Tripographic Attributes and Customer Satisfaction and Loyalty: Traditionally demographic and tripographic analysis were made for market segmentation to allow marketers develop different promotional strategies (Correia, Moital, Da Costa, and Peres, 2008; Ganesan-Lim et al., 2008; Tsiotsou and Vasioti, 2006; Kniatt, 1995)". "For the aforementioned, it was considered to be easier to measure demographic and tripographic variables". "The other more complex variables, like lifestyle trends and preference or other behavioural measures, are more complex for marketers and policymakers to establish valid and reliable information in relation to their target market". "Additionally, the development of marketing strategies need the thorough understanding of all factors that influence customers' expectation, perception and service quality in order to create satisfied and loyal customers (Rubenstein, Duff, Prilleltensky, Jin, Dietz, Myers, and Prilleltensky, 2016)". "According to (Grazhdani and Merollari, 2015), demographic attributes reveal different customers' demographic characteristics with different perceptions of service quality". "The aforementioned, also found out that gender, age and income were significantly related to customers' satisfaction and loyalty in service sectors". "It is thus imperative to have demographic information of respondents for targeting and segmentation (Sasikala, 2013)". "It is equally valuable to understand the effect of pertinent tripographic and demographic attributes such as age, gender and income on customer satisfaction and loyalty (Grazhdani and Merollari, 2015).

Data Collection and Analysis: The data was collected through a survey using self-administered questionnaires". "According to Gupta and Gupta (2011), this method is preferred due to the low cost, the interviewers freedom from bias; the adequate time given to the respondents to respond at their leisure, the convenience of reaching the respondents, the anonymity of respondents, and the larger sample size resulting in increased reliability of the results". "Satisfaction was measured using three attributes to describe the satisfaction of customers with the product, employees and their overall satisfaction". "Likewise the customer loyalty was measured with an attribute labelled as the likelihood of customers to return to the same hotel in the future". "All respondents were asked to indicate on a five-point scale varying from 'strongly disagree = 1' to 'strongly agree = 5' on the statements provided". "Guests were also asked to fill demographic and tripographic related questions at the beginning of the survey". "An Excel spreadsheet was used to enter the data which was analysed using SPSS Version 25.

The relationship between customer's satisfaction and loyalty was tested using Pearson's correlation coefficient and to determine the best predictor of customer loyalty, multiple regression analysis was conducted". There is a strategic link between the level of customer satisfaction and the hotel's overall performance (Boon-Liat and Md. Zabid Abdul, 2013; Mohajerani, 2013)". "In addition, statistical analyses were performed for each of the four demographic and five tripographic variables". "For demographic and tripographic variables with more than two subgroups (e.g., age) and which were non-homogenous, a non-parametric test was used (Kruskal-Wallis H) while for each demographic variable with two subgroups (gender), an independent sample t-test (Mann-Whitney) was performed. ANOVA and Welch Kruskal-Wallis test was used to test the difference in customer satisfaction and loyalty among the different group's tripographic attributes.

3. Methodology

The study employed a stratified cluster sampling and used the star ratings as strata and hotel as clusters. "A sample of 40 hotels was randomly selected from the list of hotels under each stratum". Of the 40 hotels surveyed, 31 returned questionnaires, ranging from four to 30 participants per hotel, resulting in a total response of 427 out of 1200 (35.6%). Twelve questionnaires however had missing data and were not included, resulting in only 415 (36.6%) responses being analysed. "The overall response (36.6%) was deemed more than adequate for statistical inference". The study used a self-administered questionnaire that had four sections. The data was analysed using SPSS and preliminary descriptive analysis to find out cases of missing data. Factor analysis, correlation multiple regressions independent and sample T-test and were used as advanced statistical tools. The factor analysis was used to reduce the attributes to the major latent variables. The structural equation approach was used to explore the relationship between attributes and latent variables. Finally, ANOVA was used to analyse the difference between the means of the customer satisfaction and loyalty variables and the demographics and tripographic variables.

Reliability: The Cronbach's alpha coefficients for customer satisfaction measurement instrument was above 0.7 while the customer loyalty was less than 0.7 (Table 1). The reliability test output for both customer satisfaction and loyalty were considered to be both consistent and stable.

Table 1: Reliability Statistics Coefficients for Scales

| Measuring Scales | Cronbach's Alpha | No. of Items |
|-----------------------|------------------|--------------|
| Customer Satisfaction | “.736” | “3” |
| Customer Loyalty | “.592” | “2” |

Source: Primary data

The lower Cronbach's coefficient alpha score for the customer's loyalty measurement, according to Pallant (2013), is predicted because of the small number of items in the scale". "Therefore, an optimal inter-item correlation was calculated and the value of 0.4 as indicated in Table 2, is within the range as recommended by Briggs and Cheek (1986).

Table 2: Inter-Item Correlation Matrix

| . | Would you stay in the same hotel | How likely to recommend the hotel |
|---|----------------------------------|-----------------------------------|
| “Would you stay in the same hotel” | 1.000 | 0.421 |
| “How likely are you to recommend the hotel” | 0.421 | 1.000 |

Source: Primary data

4. Results and Discussion

Customer Satisfaction and Loyalty: The relationship between customer satisfaction and customer loyalty was tested using Pearson's correlation test (Table 3)". "At 99% confidence, that there was a significant

positive relationship between customer satisfaction variables (products .488; $p < 0.001$; staff .460; $p < 0.001$), and the customer's willingness to stay in the same hotel again.

Table 3 Error! No text of specified style in document.: **Correlation between Customer Satisfaction and Loyalty**

| | | How likely to stay in the same hotel | Satisfaction with product | Satisfaction with hotel staff | Overall satisfaction |
|--|---------------------|--------------------------------------|---------------------------|-------------------------------|----------------------|
| How likely to stay in the same hotel (Loyalty) | Pearson Correlation | 1 | .488** | .460** | .537** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 415 | 415 | 415 | 415 |
| Satisfaction with product | Pearson Correlation | .488** | 1 | .514** | .677** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 415 | 415 | 415 | 415 |
| Satisfaction with hotel staff | Pearson Correlation | .460** | .514** | 1 | .623** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 415 | 415 | 415 | 415 |
| Overall satisfaction | Pearson Correlation | .537** | .677** | .623** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 415 | 415 | 415 | 415 |

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

Source: Primary data

The Effect of Customer Satisfaction on Loyalty: To determine the best predictor of customer loyalty, multiple regression analysis was performed. “However, before the “multiple regression analysis was performed, the multicollinearity of variables was examined”. According to Hair, Celsi, Money, Samouel, and Page (2011), “the presence of multicollinearity is evident by the high correlation of an independent variable with other independent variables.” “Table 3 reflects that all of the independent variables of customer satisfaction (product, hotel staff and overall satisfaction) were positively correlated, and the relationship was statistically significant ($p < 0.1$), and the correlation coefficient was less than 0.8, confirming the non-existence of multicollinearity issues in the analysis (Bryman and Bell, 2012)”. “In Table 4 and Table 5, the multiple regression analysis results indicate the relationship between customer satisfaction and customer loyalty (likelihood to stay in the same hotel again)”. “The model was relatively strong ($R = 0.579$), and the three customer satisfaction variables explained about 33.5% of the variance in customer loyalty, expressed by the likelihood that the customers will return to the same hotel.

Table 4: Model Goodness of Fit for the Effect of Customer Satisfaction on Loyalty

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .579 ^a | .335 | .330 | .738 |

a. “Predictors: (Constant), Overall satisfaction, Satisfaction with hotel staff, Satisfaction with product”
 b. “Dependent Variable: How likely to stay in the same hotel”

Source: Primary data

The importance of the three customer satisfaction variables as reflected by their beta coefficients is reflected in Table 5”. “Though all variables of customer satisfaction affected customer loyalty, the overall satisfaction variable had the highest standardized coefficient (0.328) with a statistical significance ($p < 0.01$), followed by satisfaction with the product (.227, $p < .01$), and satisfaction with hotel staff (.190, $p < .01$).

Table 5: The Effect of Customer Satisfaction on Loyalty

| Model | "Unstandardized Coefficients" | | Standardized "Coefficients" | | Sig. |
|---------------------------------|-------------------------------|------------|-----------------------------|---------|------|
| | B | Std. Error | Beta | t | |
| 1 (Constant) | "1.062" | ".209" | | "5.078" | .000 |
| "Satisfaction with product" | ".227" | ".063" | ".200" | "3.612" | .000 |
| "Satisfaction with hotel staff" | ".190" | ".057" | ".175" | "3.350" | .001 |
| "Overall satisfaction" | ".328" | ".068" | ".292" | "4.815" | .000 |

"a. Dependent Variable: How likely to stay in the same hotel"

"Source: Primary data"

The multiple regression model of the customer satisfaction that contributed to customer loyalty was computed, and the result in Table 5 show that the estimated coefficient β_0 (constant) was 1.062; β_1 (satisfaction with the product) was 0.227; β_2 (satisfaction with hotel products) was 0.190, and β_3 (overall satisfaction) was 0.328". "Hence, the estimated model was: Customer Loyalty = 1.062 + 0.227 (satisfaction with product) + 0.272 (satisfaction with hotel staff) + 0.328 (overall satisfaction) this is an indication that satisfaction with the product, hotel staff and overall satisfaction has an impact on customer loyalty". "A one-point increase in customer satisfaction with the product, hotel staff, and overall satisfaction will result in 0.227, 0.190 and 0.328 increase in loyalty.

"Demographic Profiling": As shown on Table 6, the majority (65.5%) of the respondents was male while the rest (34.5%) were female. Almost 62 % of respondents were under the age of 40 with the highest response (31.6%) obtained from guests between the ages of 20 and 29". "With regards to the marital status, nearly all (90%) of the participants were either single (34.9%) or married (54.7%) and 91% of the respondents are employed including those that were self-employed.

Table 6: Demographic Attributes of Respondents

| "Demographic variables" | | "Frequency" | "Percent" | "Valid" | "Cumulative" |
|-------------------------|-----------------|-------------|-----------|---------|--------------|
| "Gender" | Male | 272 | 65.5 | 65.5 | 65.5 |
| | Female | 143 | 34.5 | 34.5 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| Age | 20-29 | 131 | 31.6 | 31.6 | 31.6 |
| | 30-39 | 124 | 29.9 | 29.9 | 61.4 |
| | 40-49 | 96 | 23.1 | 23.1 | 84.6 |
| | 50-59 | 52 | 12.5 | 12.5 | 97.1 |
| | 60+ | 12 | 2.9 | 2.9 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| Marital status | Single | 145 | 34.9 | 34.9 | 34.9 |
| | Married | 227 | 54.7 | 54.7 | 89.6 |
| | In Partnership | 17 | 4.1 | 4.1 | 93.7 |
| | Divorced | 24 | 5.8 | 5.8 | 99.5 |
| | Widowed | 2 | 0.5 | 0.5 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| Employment status | Employed | 274 | 66.0 | 66.0 | 66.0 |
| | Self employed | 106 | 25.5 | 25.5 | 91.6 |
| | Retired & Semi- | 20 | 4.8 | 4.8 | 96.4 |
| | Others | 15 | 3.6 | 3.6 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |

Source: primary data

Relationships between Guests Demographic and Customer Satisfaction and Loyalty: An independent samples t-test was conducted to compare the satisfaction and loyalty (measured by the likelihood of the customer's to stay in the same hotel) scores for male and female customers". "There was no significant difference in satisfaction scores for males (M = 3.90, SD = .796) and females (M = 3.90, .SD = .825; t (413) = .028, p = .978, two-tailed)". "The magnitude of the differences in the means (mean difference = .002, 95% CI: -.161 to .166) was very small (eta squared = 0.001). With regards to loyalty, there was also no significant difference in scores for males (M = 3.99, SD = .893) and females (M = 3.97, SD = .922; t (413) = .296, p = .767, two-tailed)". "The magnitude of the differences in the means (mean difference = .028, 95% CI: -.156 to .211) was very small (eta squared = 0.001).

Table 7: Independent Sample T-Test on Customer Satisfaction and Loyalty Based on Respondents' Gender

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
|---|-----------------------------|---|-------|------------------------------|---------|-----------------|-----------------|-----------------------|---|-------|
| | | F | Sig. | t | DF | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| Overall satisfaction | Equal variances assumed | 0.073 | 0.787 | 0.028 | 413 | 0.978 | 0.002 | 0.083 | -0.161 | 0.166 |
| | Equal variances not assumed | | | 0.027 | 279.768 | 0.978 | 0.002 | 0.084 | -0.163 | 0.168 |
| Loyalty (the likelihood to stay in the same hotel) | Equal variances assumed | 0.348 | 0.556 | 0.296 | 413 | 0.767 | 0.028 | 0.093 | -0.156 | 0.211 |
| | Equal variances not assumed | | | 0.293 | 280.629 | 0.770 | 0.028 | 0.094 | -0.158 | 0.213 |

a. Grouping Variable: Gender

Source: Primary data

The difference in customer satisfaction and loyalty scores among the different groups including those of age, marital status and type of employment were tested using the ANOVA and the result is shown in Table 8". "It is evident (Table 6) that there was no statistically significant difference (p>.05) in the mean scores of the customer satisfaction and loyalty across the age, marital status and type of employment groups of respondents (for age, satisfaction p=.882and loyalty p=.677; for marital status satisfaction p= .690 and loyalty p= .663; for type of employment satisfaction p = 113 and loyalty p = 483).

Table 8: Analysis of Variance Test for Customer Satisfaction and Loyalty Based on Age, Marital Status and Employment Type

| Demographic attributes | Satisfaction | | | Loyalty | | | Test |
|------------------------|--------------|----|-------|---------|----|-------|-------|
| | F | DF | Sig | F | DF | Sig | |
| Age | .294 | 4 | 0.882 | .581 | 4 | 0.677 | ANOVA |
| Marital status | .563 | 4 | 0.690 | .600 | 4 | 0.663 | ANOVA |
| Type of employment | 2.004 | 3 | 0.113 | .599 | 3 | 0.483 | ANOVA |

Source: Primary data

Tripographic Profiling: With regard to the tripographic attributes (Table 9) most of the participants (67.5%) stayed in the hotel for less than six days". "The majority (78.8%) of them got information on the rating of the hotel from online sources (the hotels' websites (36%), online travel agents sites (25%) and online guest comments (18%)". "With the exception of 14 of the 415 participants who stated their wish to stay in one or two-star hotels, the remaining participants (92%) stated their preference for three to five star rated hotels. Forty-five percent of the participants stated that they preferred to stay in an independent hotel while 30% preferred to stay in chain operated hotels with the remaining 25% indicating no particular preference". "The source of information about the hotels in those particular visits came from online travel agents (23.4%), WOM (15.7%), their own previous experience (14.7%), travel agents (14.2%), social media (10.8%) while the remaining (21.2%) came from traditional information sources like brochures, guide book, newspaper, magazines, direct mail, TV and radio. Among the participants, business and meeting travellers accounted for 71% while the leisure and meeting travellers made up 29%.

Table 9: Tripographic Attributes of Respondents

| "Tripographic Variables" | | "Frequency" | "Percent" | "Valid" | "Cumulative" |
|--|-----------------------|--------------------|------------------|----------------|---------------------|
| "Length of stay this visit" | 1-3 days | 173 | 41.7 | 41.7 | 41.7 |
| | 4-6 days | 107 | 25.8 | 25.8 | 67.5 |
| | 7-9 days | 80 | 19.3 | 19.3 | 86.7 |
| | 10+ days | 55 | 13.3 | 13.3 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| "Source of information on the hotel rating" | Hotel's own website | 149 | 35.9 | 35.9 | 35.9 |
| | Online guest comments | 75 | 18.1 | 18.1 | 54.0 |
| | Online travel agents | 103 | 24.8 | 24.8 | 78.8 |
| | Official hotel rating | 53 | 12.8 | 12.8 | 91.6 |
| | More than one source | 32 | 7.7 | 7.7 | 99.3 |
| | Others | 3 | 0.7 | 0.7 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| Staying preference of rated hotels | 1 Star | 7 | 1.7 | 1.7 | 1.7 |
| | 2 Stars | 17 | 4.1 | 4.1 | 5.8 |
| | 3 Stars | 110 | 26.5 | 26.5 | 32.3 |
| | 4 Stars | 168 | 40.5 | 40.5 | 72.8 |
| | 5 Stars | 113 | 27.2 | 27.2 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| Staying preference (chain or independent hotels) | Independent | 188 | 45.3 | 45.3 | 45.3 |
| | Chain | 122 | 29.4 | 29.4 | 74.7 |
| | No preference | 105 | 25.3 | 25.3 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| Source of information on the hotel | Brochures | 17 | 4.1 | 4.1 | 4.1 |
| | Guide book | 10 | 2.4 | 2.4 | 6.5 |
| | Newspaper/magazine | 5 | 1.2 | 1.2 | 7.7 |
| | Direct mail/email | 12 | 2.9 | 2.9 | 10.6 |
| | TV | 7 | 1.7 | 1.7 | 12.3 |
| | Radio | 2 | 0.5 | 0.5 | 12.8 |
| | Travel agent | 59 | 14.2 | 14.2 | 27.0 |
| | Family and friends | 65 | 15.7 | 15.7 | 42.7 |
| | Own last experience | 61 | 14.7 | 14.7 | 57.3 |
| | Social media (online) | 45 | 10.8 | 10.8 | 68.2 |
| | Online travel agents | 97 | 23.4 | 23.4 | 91.6 |
| | Others | 35 | 8.4 | 8.4 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |
| Purpose of stay | Leisure | 114 | 27.5 | 27.5 | 27.5 |
| | Business | 180 | 43.4 | 43.4 | 70.8 |
| | Meeting/conference | 114 | 27.5 | 27.5 | 98.3 |
| | Others | 7 | 1.7 | 1.7 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |

| | | | | | |
|---------------------------------|---------------|-----|-------|-------|-------|
| Method of payment of hotel bill | Self | 190 | 45.8 | 45.8 | 45.8 |
| | Company | 164 | 39.5 | 39.5 | 85.3 |
| | Sponsors | 50 | 12.0 | 12.0 | 97.3 |
| | Complimentary | 7 | 1.7 | 1.7 | 99.0 |
| | Others | 4 | 1.0 | 1.0 | 100.0 |
| | Total | 415 | 100.0 | 100.0 | |

Source: primary data

Relationships between Guests Tripographic and Customer Satisfaction and Loyalty: The difference in customer satisfaction and loyalty scores among the different groups of tripographic attributes were tested using ANOVA and Welch test, and the result is presented in Table 10.

Table 10: Anova and Welch Results on Customer Satisfaction and Loyalty Based on Tripographic of Respondents

| "Tripographic attributes" | Satisfaction | | | Loyalty | | | Test |
|--|--------------|----------|--------------|--------------|----------|--------------|-------|
| | F | DF | Sig | F | DF | Sig | |
| "Length of stay this visit | 1.799 | 3 | 0.1471 | .792 | 3 | 0.499 | ANOVA |
| Source of information on the hotel rating" | .636 | 5 | 0.672 | 2.396 | 5 | .037 | ANOVA |
| "Staying preference of rated hotels" | 7.169 | 4 | 0.000 | 4.567 | 4 | 0.005 | Welch |
| Staying preference (chain or independent) | 1.313 | 2 | 0.271 | .380 | 2 | 0.684 | Welch |
| Source of information on the hotel | 1.382 | 11 | 0.178 | .994 | 11 | 0.4519 | ANOVA |
| Purpose of stay | .328 | 3 | .805 | .820 | 3 | 0.483 | ANOVA |
| Method of hotel bill payment | .584 | 4 | .675 | 0.417 | 4 | 0.797 | ANOVA |

Source: Primary data

The test revealed that there was no significant difference at the $p > .05$ level in customer satisfaction and loyalty scores for "length of stay of this visit", "purpose of stay", "staying preference of chain or rated hotels", "source of information on the hotel", "purpose of stay" and "method of hotel bill payment" tripographic attributes". "The result also revealed that there was no significant difference at the $P > .05$ level in customer satisfaction scores for "source of information on the hotel rating" tripographic attribute". "In some of the tripographic attributes however the result revealed significant differences". "First, there was a statistical significant difference at the $p < .05$ level in customer loyalty for "source of information on the hotel rating" tripographic attribute". "The effect size, calculated using eta squared, was .15 indicating a small difference in the mean score between the groups". "The post-hoc comparisons using the Tukey test indicated that mean score for group online travel agents website ($M = 4.24, SD = .760$) was significantly different from online guest comments" group ($M = 3.83, SD = .724$).

Secondly, there was a statistical significant difference at the $p < .05$ level in customer satisfaction for "staying preference of rated hotels" tripographic attribute" "The effect size, calculated using eta squared, was .17 indicating a small difference in the mean score between the groups". "The post-hoc comparisons using the Tukey test indicated that mean score for group 4 star ($M = 3.98, SD = .713$) was significantly different from 5 star group ($M = 4.12, SD = .867$)". "Thirdly, there was a statistical significant difference at the $p < .05$ level in customer loyalty for "staying preference of rated hotels" tripographic attribute". "The effect size, calculated using eta squared, was .15 indicating a small difference in the mean score between the groups". "The post-hoc comparisons using the Tukey test indicated that mean score for group 2 star ($M = 3.47, SD = .800$) was significantly different from 4 star group ($M = 4.14, SD = .760$) and 5 star group ($M = 4.19, SD = .999$)".

"Additionally, the results presented in this study reveal some important insights into the role of demographics on customer satisfaction and loyalty.

Discussion of the Results: The relationship between customer satisfaction and customer loyalty was tested using the Person's correlation coefficient". "The result indicated that there was a significant and positive relationship between customer satisfaction and customer loyalty. Similar results were obtained in Taiwan by Chang-Hsi, Hsiu-Chen, and Gow-Liang (2006) and in Iran by Mohajerani and Miremadi (2012)". "Other studies with similar results included that by (Awara and Anyadighibe, 2014; Alrousan and Abuamoud, 2013; Moisescu and Gica, 2013; Prentice, 2013; Kursunluoglu, 2011; Ranjbarian et al., 2011; Lin, 2005)". "Furthermore, the post-hoc comparisons using the Tukey test indicated that the mean score for 3 star group ($M = 3.3449$, $SD = .97278$) was significantly different from "travel agents" group ($M = 3.888$, $SD = .763$) and 5 star group ($M = 4.19$, $SD = .999$). "Using a multiple regression model, the attributes that contributed to customer loyalty were computed and the model fit was relatively strong with R^2 equal to 0.335". "The three customer satisfaction variables explained about 33.5% of the variance in customer loyalty". "This result further showed that customer satisfaction had an effect on customer loyalty". "Even though all variables of customer satisfaction had an effect on customer loyalty, the overall satisfaction variable had the highest standardized coefficient (0.328), followed by satisfaction with the product (.227) and satisfaction with the hotel staff (0.190) at a significance level of $p < .01$ ". "This means that for every one unit increase in customer overall satisfaction, customers' "willingness to return to the same hotel in the future" increased by 0.328. In line with Cheung and Thadani (2010) study, this result was a confirmation that the overall satisfaction of the customer is the main contributor to customer loyalty.

Therefore, this finding may help hotel operators to understand the most influential factors in customer loyalty when devising and implementing marketing strategies". "This finding is also in line with the study by Prentice (2013) who reaffirmed customer satisfaction as being essential to a thriving hotel industry while customer loyalty plays an even more significant role because it is an indicator of success in the service industry". "There were no statistically significant differences in the mean scores of the customer satisfaction and loyalty across gender, age, marital status as well as the type of employment respondents attribute". "This indicates that there were almost no differences in customer satisfaction and loyalty among different demographic groupings". "This said however mixed findings had been reported by some studies conducted in the past". "To cite some examples Arif, Zakuan, Rahman, Abdullah, and Fadzil (2014) indicated that the age groups had significant differences on customer satisfaction, Rubenstein et al. (2016) found significant relationship between gender and service quality dimensions as a precursor of customer satisfaction, Kim, Park, and Jeong (2004) and Serenko, Turel, and Yol (2006) showed that demographic variables created differences in the service perception and customers' satisfaction and retention. Cetin and Dincer (2014) however, found that similar to the finding of this study, none of the demographic factors groups (age, gender, marital status, education, nationality and income) showed significant differences on scores of customer satisfaction in hotels". "In addition, the study conducted by Tsiotsou and Vasioti (2006) reported that employment and family status had no effect on customers' satisfaction while education and age showed significant differences in the mean scores of customers satisfaction.

Furthermore, in their study of bank customers, Mirzagoli and Memarian (2015) found out that wages and conditions of employment, occupation, gender, education, marital status, had no impact on customers' satisfaction based on their perceived service quality". "With tripographic attributes, there were no statistically significant differences in the scores of the customer satisfaction and loyalty in relation to the length of stay, staying preference (chain or independent), the source of information regarding the hotel, purpose of the visit and the method of payment of the hotel bill". "In addition to this, there were no statistically significant differences in the scores of the customer satisfaction in relation to the source of information on the hotel rating tripographic attributes. Kattara, Weheba, and Ahmed (2015), in their study of employees' behaviour on customers' satisfaction and loyalty, also found no significant difference in customer satisfaction and loyalty in length of stay of customers". "There were statistically significant differences in the mean scores of customers' satisfaction and loyalty across the five staying preference in the rated hotels groups". "The mean score of the customers who preferred to stay in the two stars, hotels differed from those in four and five-star hotels". "The mean score for three-star hotels was also different from five-star hotels". "The highest mean score of customer satisfaction and loyalty came from customers who preferred to stay in five-star hotels followed by four three stars and two star rated ones". "This indicates that hotel customers

who preferred to stay in higher star rated hotels have different customer satisfaction and loyalty to those who preferred to stay in lower rated hotels. In future, larger sample size and a longitudinal study may contribute.

Conclusions and Recommendations: The higher the hotels rating, the higher customer satisfaction level as a result of the provision of the more tangible and intangible product by the hotel". "It is imperative therefore for hotels to review their ratings according to international standards and provide the required product and service accordingly". "Failing to do so may lead to an inability to meet their customer's expectation creating a negative service quality leading to dissatisfied and disloyal customers (Souca, 2011)". "Overall, there were no differences in customer satisfaction and loyalty among customers based on their demographic profile". "Regarding the tripographic attributes, the only attribute that showed a significant difference in both customer satisfaction and loyalty was "staying preference in rated hotels"". "Hotel customers who preferred to stay in higher star rated hotels had different customer satisfaction and loyalty to those who preferred to stay in lower rated hotels". "This could be the result of the provision of more tangible and intangible products that met the customer's expectations by the hotels". "It is imperative therefore for hotels to review their ratings according to international standards and provide the required product and services accordingly". "Failing to do so may lead to dissatisfied and disloyal customers". "This study has some limitations". "The main limitation lies in the omission of some demographic attributes such as education, income and geographic origin of hotel guests.

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