



**AN ASSESSMENT OF THE IMPACT OF CUSTOMER SATISFACTION AND
CUSTOMER LOYALTY ON OCCUPANCY RATES OF SELECTED FOUR AND FIVE-
STAR HOTELS IN NAIROBI COUNTY**

Submitted by

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A Research Proposal submitted in partial fulfilment of the requirements for the degree of
Bachelor of Science in Hospitality Management

SCHOOL OF TOURISM AND HOSPITALITY

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DECLARATION

This research proposal is my ORIGINAL work and has not been presented for a degree in any other University.

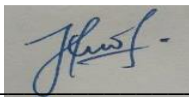
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This research project has been submitted for review with my approval as the University Supervisor.

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ABSTRACT

Service quality, customer satisfaction and customer loyalty have been recognized as dominant factors in hospitality organizations. This study helps us to extend our knowledge of the relationship among the factors as well as the impact they have to hotels in Kenya. The study was based specifically to four-and five-star hotels within Nairobi city where there was a total of thirty-one hotels. The research was done during the COVID-19 pandemic therefore was carried out online and through contactless interviews. The literature review indicated how these relationships affect each other that is that they all are required to ensure that the customers indeed became loyal to the hotel. Through improving the levels of service quality then there was a recorded impact on customer satisfaction, the customer satisfaction led to improved loyalty to the hotel thus maintain as well as add on their customer reach. The information recorded can be of use to the hotel practitioners as they can see how the various factors impact each other and while building or restructuring the hotel's image improve them to attain their potential customers business.

Key words- customer satisfaction, customer loyalty, occupancy rate

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CHAPTER ONE INTRODUCTION

1.1 Background Information

Customer satisfaction and customer loyalty have been emerging trends in the country and globally as Samaan, (2015) stated. This is because more customers are aware of what they need as they seek satisfaction. Customer satisfaction and loyalty are key to the success of multiple organizations (Dominici & Guzzo , 2010). Although multiple studies have been done on customer satisfaction's impact on hotels few have related customer loyalty to be another factor (Samaan, 2015). Companies should be looking to retain their customers to have long term profitable relationships which is highly influenced by customer loyalty.

In the recent years there was a surge in the number of hotels in the country especially in Nairobi city and all focus on trying to get a pool share of the same customers. Kandampully & Suhartanto, (2000) stated that the increased competition has had major implications on the customers by providing increased choice, greater value for money and different levels of service. Some hotels within the city center have taken it a step higher by being in the same area offering almost identical amenities hence the competition therefore relies even more on the customer loyalty to the hotel brand. The key to achieving the loyalty advantage is through offering the clients high quality service which boosts their satisfaction. Dominici & Guzzo , (2010) said that customer satisfaction is the result of a customer's perception of the value expected for the transaction made.

It was noted that with the presence of the internet that more people look for hotels with higher customer ratings and better reviews, that is even after looking at the star ratings of the hotel published because people are able to trust other customers opinions by them being more personal. Because of the larger competitiveness hotels are focusing on their management and administration to separate them from their competition. According to Rather & Sharma, (2015) brand administration is used in situating the brand in the market choosing the target market based on income, class, and social status that they want hoping that it will also attract new clientele by the current customers that they have.

The other current trends in the hospitality industry such as more organic, vegetarian foods is also being used by some hotels to promote their brand name and customer loyalty. Having good food quality from hotel restaurants can deal with the turbulent market (Ismail, Muhammad, Yusoff, & Shariff, 2016). Ensuring that the hotel always has better quality of services will promote customer

loyalty and satisfaction from both domestic and international tourism as they always know that their needs will be met and surpassed by the hotel. The hotels are also kept on their toes to ensure that the brand is up to date with all current trends by adjusting their website by things such as having virtual room tours and quick response from the hotel to the guest and being able to try and meet all customers' needs at the price agreed upon which will still boost the brand name by having better customer satisfaction rates.

1.2 Problem Statement

The past years there has been a rise in the competition among hotels within Nairobi and the world in general. This has caused a problem as the hotels are required to find out the factors that affect the occupancy rates percentages which directly affect the hotels revenue. They are required to identify how the customer satisfaction and customer loyalty are impacting the hotel occupancy rates and how these factors can be varied to improve them. The hotels of this study are all located within Nairobi, Kenya and have four- and five-star hotel ratings.

1.3 General Objective

To establish the relationship between customer satisfaction, loyalty, and how they affect hotel occupancy percentage rates.

1.4 Specific Objectives

- i. To access the effect of service quality on customer satisfaction.
- ii. To access the impact of customer loyalty to hotel occupancy.
- iii. To evaluate the effect of customer satisfaction on hotel occupancy rates.

1.5 Research Questions

- i. How does the service quality affect customer satisfaction?
- ii. What is the effect of customer loyalty on hotel occupancy?
- iii. What is the effect of customer satisfaction on hotel occupancy rates?

1.6 Justification for The Study

This study was conducted to help the hospitality industry to identify how customer satisfaction and customer loyalty impact the hotel occupancy rates. With the competition in the hotels, it is necessary for them to know how to maintain high occupancy rates. This study will enable the hotels to know how to properly market themselves and keep higher occupancy rates by using the

variables. As well as help other scholars understand how the different variables will impact the hotel industry.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

This chapter entails a review of the data that was collected by various researchers and comparing their differences and factors that they found to be similar in how they affect the research and the variables that affect the overall objective of measuring the impact of satisfaction and customer loyalty to hotel occupancy rates.

2.2 Service Quality on Customer Satisfaction

Multiple studies have been carried out to test the relationship between the service quality and its' effect on customer satisfaction. Service quality has been measured as an expectation perception gap that has been tested for its impact on satisfaction as per Tripathi, (2018). It is perceived that the better the service is the more satisfied a guest will be.

In the hospitality industry, service quality plays an especially big role, this is as it all is a service industry. According to (Agbor, 2011), to qualify the service quality physical facilities of the hotel, personal behavior of staff and professional judgement of staff which form the three P's. When the three are used appropriately then the quality of service is at the peak. That is the staff keep it professional yet friendly and have the correct passion and motivation to work and serve customers in a conducive environment where they work adequate hours.

Another method to ascertain service quality is using the servqual scale which is also known as the gap model by Parasuraman stated by Agbor,(2011). There are five main steps that is: Tangibles, reliability, responsiveness, assurance, and empathy (Cronin & Taylor, 1994). To confirm how it works it focused on how customers perceive the different aspect the average on what the customers perceive will show the level of service quality Razavi, Safari, Shafie, & khoram , (2012).

When the guests were satisfied with the services provided then it is assumed that they were willing to pay more for the experience, this boosted the occupancy rate as there were more guests sleeping at the hotel. When the service was perceived to be bad by the guest then the occupancy rate decreased as fewer guests slept at the hotel or guests stayed at the hotel for shorter durations of time.

2.3 Customer Loyalty on Hotel Occupancy Rates

Occupancy rate is the percentage of rooms that are occupied by guests each time. Customer loyalty is how frequent the guests go back to the establishment. The more loyal a customer it is perceived it should translate to higher occupancy rates. Kandampully & Suhartanto, (2000) stated that a 5% increase in customer loyalty has a strong possibility that the profit can increase by 60%.

Having a larger customer loyalty base will mean more people will be influenced to visit the establishment this can be through word of mouth or customer reviews. Kandampully & Suhartanto, (2000) said that brand image is affecting the customers loyalty through various combined efforts of advertising, public relations, physical image, word of mouth and their actual experience. A positive brand image will lead to more people wanting to be associated with the brand while a negative brand image will lead to fewer people wanting to be associated with the brand.

The ability of knowing the loyalty of customers and their tendencies enables the hotel to plan the forecasts which is a premunition of the future sales that the hotel. Loyalty programs can affect it by increasing the number of future sales when selling through the program. However, it should be noted that the loyalty of customers may not directly impact on occupancy rates as it is affected by other factors.

2.4 Customer Satisfaction on Hotel Occupancy Rates.

Many studies have been carried out to identify the relationship between customer satisfaction to hotel occupancy rates (Chen, Yang, Li, & Liu, 2015). When customers are more satisfied with the services offered then they are more likely to recommend it to others as well as keep going back to the company (Saleem & Raja, 2014)

Customer satisfaction is defined as the feeling or attitude a customer perceives after receiving a product or service according to Nayebzadeh & Farmani , (2018). If the services exceed the customers' expectations, then the customer is said to be delighted, if the expectation just meets the customers then the customer is satisfied, if the expectations are not met then the customer is dissatisfied (Dominici & Guzzo , 2010). Therefore, if a customer is satisfied it increases the chances of loyalty.

The satisfaction is based on various aspects such as speed of service, quality of service, pricing, complaints, and trust in employees according to Agbor, (2011). When the hotels have standard price that does not vary as much and maintains all positive aspects of service each time the customer visits then it enhances the customer loyalty to the brand. The better the satisfaction the better the brand loyalty that is by Rather & Sharma, (2015).

When the guests are satisfied with the services provided then it is assumed that they will be willing to pay for the experience, this will boost the occupancy rate as there will be more guests sleeping at the hotel. If the service was perceived to be bad by the guests, then the occupancy rate will decrease as fewer guests will sleep at the hotel or guests will stay at the hotel for shorter durations of time.

2.5 Conceptual Framework

Based on the reviewed literature a research framework was developed to answer the questions raised in the study. The framework indicated that there is a relationship between the variables, that is, service quality, customer satisfaction and customer loyalty to hotel occupancy rates.

The plan of action was to first create a topic that affected followed by writing and developing the objectives and research questions to be discussed. The literature review was used to show if the variables that were being researched had an impact on the hotel occupancy and to what degree they each impacted it.

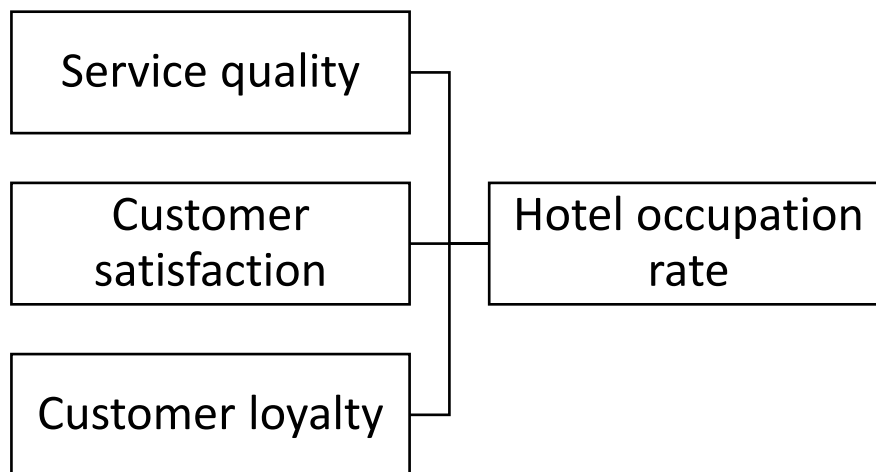


Figure 1: Hotel Occupancy in Relation to Independent Variables

The diagram indicates the three variables of the study and how they in turn affect hotel occupancy rate which was the dependent variable of the study. In monitoring and studying how the three variables affect the occupancy rate then hotels can adjust themselves according to the feedback such as if the service quality is poor then it is perceived that the guest will not go back however, if the service quality was good then the guest will be satisfied and visit the hotel again thus increasing occupancy rates.

2.6 Summary of Literature Review

From the reviewed literature it showed that service quality customer satisfaction and customer loyalty did have an impact on hotel occupancy rates. The findings showed these variables when affected differently had an impact on the hotel's occupancy. The positive customer service led to better customer satisfaction; this was because the guests perceived that it was quality for money. Having satisfied customers showed that it increased hotel occupancy as they were willing to stay for longer durations feeling satisfied. Customer loyalty also affects hotel occupancy as the guests may be more inclined to visit the establishment severally. The factors would also improve hotel occupancy as the guests would tell others through word of mouth. Hotels having good knowledge of these factors would be able to generate higher occupancy rates as they would ensure their services meet the customer expectations.

CHAPTER THREE RESEARCH DESIGN

3.1 Introduction

This chapter discusses the research methodology of the project that is design, sampling method, the process of data collection and data analysis of the topic.

3.2 Research Design

Research design is the strategy used to integrate the different study sections in a logical manner to ensure that the data collected will be useful to the study (Creswell, 2002). The research utilized descriptive research design, as the topic was based mainly on qualitative aspects of service quality, customer satisfaction and loyalty to hotels. The information that obtained was related to the three main objectives and used see how each of the objectives affects the hotel occupancy rate and how best to improve it.

3.3 Targeted Population and Sampling Design

The sample focused on four- and five-star hotels viewed as competitors these hotels selected were used to make the data collection sample more accurate and truer to fact within the Kenyan hospitality industry. The list of all four- and five-star hotels within Nairobi county can be found in appendix two.

The study used simple random sampling, this was based on the time, funding and size of population that were to be sampled. The sampling was carried out in Nairobi, Kenya and targeted the hotel front office staff that is the Front office managers, the guest relations manager, night auditor, assistant manager and the reservations manager who were all able to access the hotel information specifically targeting the four- and five-star hotels. The sample used sixteen of the thirty-one hotels within Nairobi county. The sample was taken by approaching approximately half of the five-star hotels within the county that is four of the nine hotels followed by sampling twelve of the twenty-two four-star hotels. The specific hotels sampled were based on those that were known to respond to client and potential client questionnaires as well as the suggestions from people.

3.4 Data Collection

The data was collected by use of survey questionnaires sent through emails and text messages which included Likert scales with ranges that will indicate their level of satisfaction, occurrence

and more on how they perceived guest experience all in relation to the objectives and were simple questions to understand. There were guided online links where the sample group had two weeks to fill the form then send back for analysis. To enhance the randomness of the sampling the survey was sent to multiple people and hotels to ensure that the data will not be in favor of one factor over the other. The data and information collection should take each surveyor approximately three to five minutes to answer, after being informed briefly on what the research is about.

3.5 Data Analysis and Presentation

The study used qualitative data analysis, which were analyzed as percentages of how much each variable affected the hotel, the ways that the people perceive the factors that will be used to measure the relationship between the factors and how each factor affected the other and the overall research of hotel occupancy rate. The greater the relation then the more the variables depended on each other for the overall outcome.

The data was calculated and displayed in tabular form using the pivot table and frequency distribution tables, charts, and graphs. This were used to compare how each of the objectives plays a role in customer satisfaction and customer loyalty to the hotel occupancy rate and how the different hotels were able to meet customer expectations. The findings assumed a confidence level of 95% for the sample size used to get findings.

CHAPTER FOUR FINDINGS

4.1 Introduction

The purpose of this chapter is to show the findings that were received from the responses of the study that was carried out in relation to the research objectives.

4.2 Results

The Table illustrates the questionnaire response rate.

Table 1 Response Rate

Filled in Questionaries	16	66.67%
Unanswered	8	33.33%

Table one is used to show the response rate, out of the 24 questionnaires that were sent out only sixteen responded which made the sample size that was used for the study.

Table two shows the general questions that were asked in the study to get a better understanding of the sample. The questions helped to show whether the hotels did the hotel looks at the occupancy rates and guest review forms which would help them improve on their services.

Table 2 General Survey Questions

Is the hotel four or five star rated	75% Four star
Bed capacity of the hotel	56.3% between 150-250
How often does your hotel review occupancy rates?	68.8% Always
How often does your hotel review guest feedback forms?	62.5% Always

4.2.1 Service quality questionnaire feedback

The study literature suggested that there was a relationship between service quality with customer satisfaction and the hotel occupancy rates. Table three was to study on the impact of the service quality to hotel occupancy, the factors that affect the service quality and the level to which they do affect it. The questions used mainly multiple choice for the respondents to choose between.

Table 3 Service Quality responses

As a hotel do you believe that service quality affects hotel occupancy rates?	87.5%	Yes
How fast is the check in process for guests?	43.8%	Fast
The hotel staff are always neatly dressed?	82%	Yes
Are the staff always motivated to offer proper service?	93.8%	Yes
Does the hotel perform the same service correctly each time?	90%	Yes
Does the hotel provide all services it promises its guests	75%	Yes
Does the hotel have all equipment required to perform services you promise guests	74.3%	Yes
How would you rate the room service offered by the hotel	81.3%	Excellent
How would you rate the guest room amenities offered?	93.8	Great

4.2.2 Customer satisfaction questionnaire feedback

The researcher looked at the satisfaction and the findings are as displayed in table four. The hypothesis considered that there was a direct relation between customer satisfaction and hotel occupancy rates within Nairobi County. The questions were either posed as Likert scales or multiple choice in order to show the level of agreement to the questions that were posed.

Table 4 Customer satisfaction responses

Are all hotel staff trained on how to ensure customer satisfaction	87.5%	Yes
As a hotel do you believe that customer satisfaction affects hotel occupancy rates?	95%	Yes
In our hotel we are aware that service quality impacts customer satisfaction?	80%	Yes
Does the hotel customize services to satisfy customers	79.9%	Yes
How quickly do staff respond to customer questions and complaints	81.3%	Quickly
How fair is the hotel check in and check out times for guests?	62.8%	Fair

How friendly are the hotel meal times for guests?	75%	Friendly
How would you rate the hotel equipment to provide customer needs?	67.7%	Good
How affordable do you think the hotel room rates are?	57.2%	Very affordable
How would you rate the quality of food in the hotel?	56.3%	Great
How would you rate the hotel's physical facilities for customers?	37.5%	Great

4.2.3 Customer Loyalty Questions

The findings indicate that the hotels can retain an 80% return customer rate. However, only 50% of the hotels have a loyalty program for the clients. The staff would always recommend the hotel to potential customers with 100% finding.

Table 5 Customer loyalty questions.

As a hotel do you believe customer loyalty affects hotel occupancy rates?	75%	Yes
Does the hotel have a loyalty program?	50%	Yes
What is the frequency of having returning guests?	56.3%	Very Frequent
As a hotel do you have discounts and offers for returning guests?	67.7%	Yes
Does your hotel have a system that keeps records of all previous guests?	81.3%	Yes
Does your hotel send birthday or special day cards to previous guests?	62.5%	yes
Would you recommend your hotel to other customers	100%	Yes

CHAPTER FIVE DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter we discussed and interpreted the results that were obtained from the sample as well as came up with the conclusions and recommendations that would help the Nairobi hotels in running their operations. The section observed the relationship between the different variables and how they affected hotel occupancy rates.

5.2 Discussion

The results clearly indicated the relationship of the three variables that is service quality, customer satisfaction and customer loyalty to hotel occupancy rates. As Tripathi,(2018) stated that customer satisfaction is known to hugely impact customer loyalty which positively impacts profits. This showed that the study did in fact agree with what the literature review stated. According to table three we can see clearly that the hotels all identified the need of good service provision to the customers. The hotels mostly showed the efforts of the staff to satisfy customers. This showed that the hypothesis in question of whether service quality impacts customer satisfaction is well founded.

Table four shows that for customers to be satisfied they hotel understands the need for the hotel to train the staff with 87.5% stating that they do train them. Staff is also given the opportunity to make the service more individualized to the guest which can improve on the individual's satisfaction. Most importantly the findings show that 81.3% of the hotels understand the importance of handling guest complaints quickly to improve customer satisfaction.

Findings indicated that only 50% of the hotels have loyalty programs this is way lower than was expected, this may be due to the challenges in creating the programs such as the cost requirement. However, the hotels are still able to record high records of return customers at 80% which shows that they are holding on to their customers through satisfying needs which is what is assisting their occupancy rates as they count on the guests to return. (Kandampully & Suhartanto, 2000) stated that customer loyalty is impacted by service quality and customer satisfaction which goes in hand with the findings made throughout the study as well as the literature review stated earlier.

5.3 Conclusions

Following the study conducted it can therefore be concluded that service quality, customer satisfaction and customer loyalty play major roles in the success of the hotel. Having been a study of the four- and five-star hotels in Nairobi, it was also able to showcase how the different hotels fight off the competition to win the customers.

The research also shows that the three p's earlier referred to that is, physical facilities, personal behavior and professional judgement of the staff indeed go a long way in

improving the hotels customer satisfaction rate, such as when the hotels would customize services to the customers as opposed to offering broad non-individualized service.

The study can therefore be used by hotel owners and staff to improve their services and making them increase their service quality, satisfaction, and loyalty to the customers. Having shown that the three variables each play a major yet specific role to the hotel occupancy which is the most important aspect of a hotel running.

5.4 Limitations of the Study

Throughout the study there were challenges along the way which caused slight differences to the results and findings of the study. One of the challenges was the time allocated to carry out the research as it was only for a couple of months. Another limitation was the resources that were available to conduct the study, this meant that the sample size as well as the depth of the study could not be fully studied. The COVID-19 pandemic also was a big barrier to the study as some of the hotels that were involved in the study had shut down to save on their costs as few customers were visiting the establishments.

5.5 Recommendations

Having carried out the study it was recommended that more hotels should seek to have customer loyalty programs. The programs may help the hotel keep more customers loyal as they can have more contact with the hotel. The customers will also /use it as the first choice as they will feel part of the family.

Customer feedback should also be taken more seriously as they show in real time the perception of the customers to the hotel and can be used to identify and improve the processes and facilities that the customers felt could be improved and then make the improvements required.

Hotels should also find ways to keep staff more motivated which will improve the service quality and cause a ripple effect on the satisfaction and loyalty of the customers. They may also consider doing the laundry for the staff uniforms to ensure that they are kept clean and presentable which will improve the guest experience.

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APPENDICES

Appendix 1 Letter of Introduction

Ivy Wandia King'ori

School of Tourism and Hospitality

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Nairobi

04-12-2020

The Human Resource Manager

Nairobi

Dear Sir /Madam,

RE: RESEARCH QUESTIONNAIRE ON THE IMPACT OF CUSTOMER SATISFACTION AND LOYALTY ON HOTEL OCCUPANCY RATE.


I am Ivy Wandia King'ori, a 4th year Bachelor of Hospitality management student at Strathmore University. As school policy, it is mandatory for all 4th year students to undertake a research project, which is a requirement for graduation. Therefore, I am doing a research project on “Measuring the Impact of customer satisfaction and customer loyalty on hotel occupancy rates in the Nairobi Kenya”.

I have chosen your hotel as one of my sample studies and I would highly appreciate your kind assistance in providing me with the relevant information pertaining to my research. The information shared through the questionnaires filled will be treated with the level of confidentiality that it deserves and will not be used for any malicious intent towards your hotel. It shall only be used for academic purposes that have been initiated by the university.

Your time and information will be highly appreciated.

Thank you.

Yours sincerely,

Signature 

Wandia King'ori

099888

Appendix 2 List of Four- and Five-Star Hotels in Nairobi Kenya

ESTABLISHMENT	COUNTY	CAPACITY		RATING
		ROOMS	BEDS	
Intercontinental Hotel	Nairobi	326	372	*****
Radisson Blu Hotel Nairobi	Nairobi	271	354	*****
The Sarova Stanley	Nairobi	217	440	*****
Villa Rossa Kempinski	Nairobi	200	216	*****
Fairmont The Norfolk	Nairobi	170	200	*****
Sankara Nairobi	Nairobi	156	167	*****
The Boma Nairobi	Nairobi	148	178	*****
Crowne Plaza Nairobi Airport	Nairobi	144	209	*****
Tribe Hotel	Nairobi	137	154	*****
Dusit D2	Nairobi	101	122	****
Hemingway's Nairobi	Nairobi	45	50	****
Hilton Nairobi Limited	Nairobi	287	334	****
Crowne Plaza	Nairobi	206	254	****
Hilton Garden Inn Nairobi Airport	Nairobi	175	226	****
City Lodge Hotel at Two Rivers	Nairobi	171	200	****
Southern Sun Mayfair Nairobi	Nairobi	171	212	****
Eka Hotel	Nairobi	167	220	****
Sarova Panafric Hotel	Nairobi	162	324	****
Silver Springs Hotel	Nairobi	160	180	****
Nairobi Safari Club	Nairobi	146	186	****
The Panari Hotel, Nairobi	Nairobi	136	272	****
Ole Sereni Hotel	Nairobi	134	206	****
Windsor Golf Hotel and Country Club	Nairobi	130	205	****
Fairview Hotel	Nairobi	127	133	****
Weston Hotel	Nairobi	120	154	****
Golden Tulip Westlands	Nairobi	94	188	****

Amboseli Serena Lodge	Nairobi	92	184	****
Gelian Hotel	Nairobi	90	136	****
Pride Inn Lantana Apartments and suites	Nairobi	55	110	****
Executive Residency by Best Western	Nairobi	48	106	****
House of Waine	Nairobi	11	20	****
Carnivore Restaurant	Nairobi	0	0	****

Appendix 3 Research Questionnaire

The research questionnaire was designed to be answered individually by each respondent. The questionnaire would take at least three minutes for a respondent to have filled it. The questionnaire was administered in English and would cover four main areas that is, demographics, service quality, customer satisfaction and customer loyalty.

Customer Satisfaction and Loyalty Assessment

https://docs.google.com/forms/d/e/1FAIpQLSdwaIYnI8sxxkPhrv5uq8BhkdT_JV4iX0CoGLfWaYsRlglZS8A/viewform?usp=sf_link

TO MEASURE THE IMPACT OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY ON HOTEL OCCUPANCY RATES OF FOUR AND FIVE STAR HOTELS IN NAIROBI COUNTY.

Hello, my Name is Ivy King'ori a fourth year Hospitality student at Strathmore University. as per the requirements of the institution we are required to carry out a research project which shows the skills obtained throughout the course. I would be very grateful if you are able to take part of your time to fill this Questionnaire. Thank you in advance.

***Required**

Hotel Classification *

4 Star

5 star

What is the current bed capacity of the hotel *

Less than 150

Between 150 and 250

Above 250

How often does your hotel review guest feedback forms? *

Never

Rarely

Sometimes

Usually

Always

How often does your hotel review guest occupancy rate percentage? *

never

Rarely

Sometimes

Often

Always

As a hotel do you believe that service quality affects the hotel occupancy rates? *

Yes

No

In our hotel we are aware that service quality impacts customer satisfaction? *

1

2

3

4

5

How fast is the check in process for guests? *

Very Fast

Fast

Average

Slow

Very Slow

Are the staff motivated to offer proper service? *

Yes

No

The hotel staff are always neatly dressed ? *

Yes

No

Does the hotel performs the same service correctly each time? *

Yes

No

Does the hotel provide all services it promises its guests? *

Yes

No

Does the hotel have all equipment required to perform services you promise guests? *

Yes

No

As a hotel do you believe that customer satisfaction affects the hotel occupancy rates? *

Yes

No

Are all hotel staff trained on how to ensure customer satisfaction? *

Yes

No

How quickly do staff respond to customer questions and complaints? *

Very quickly

Quickly

Average

Slowly

Very slowly

How fair is the hotel check in and check out times for guests? *

Fair

Unfair

Relative

How friendly are the hotel meal times for guests? *

Friendly

Unfriendly

Relative

How would you rate the room service offered by the hotel?

Excellent

Very good

Good

Fair

Poor

How affordable do you think the hotel room rates are? *

Very Affordable

Somewhat Affordable

Exclusive

How would you rate the guest room amenities offered?

Poor

1

2

3

4

5

Great

How would you rate the quality of food in the hotel? *

Poor

1

2

3

4

5

Great

How would you rate the hotels physical facilities for customers? *

poor

1

2

3

4

5

Great

How would you rate the hotel equipment to provide customer needs?

poor

1

2

3

4

5

great

As a hotel do you believe that customer loyalty affects the hotel occupancy rates? *

Yes

No

Does the hotel have a loyalty program? *

Yes

No

What is the frequency of having return guests? *

Very Frequent

Frequent

Infrequent

As a hotel do you have discounts and offers for returning guests? *

Yes

No

Does your hotel have a system that keeps records of all previous guests who visited? *

Yes

No

Does your hotel send birthday or special day cards or emails to previous guests? *

Yes

No

Would you recommend your hotel to other customers? *

Yes

No

Appendix 4: Turn-It-In Report

Appendix 5: Time Plan

<div>Month</div> <div>Activity</div>	June	July	August	September	October	November	December	January	February	March	April
Building of the proposal											
Submission of the proposal											
Data collection											
Data analysis											
Submission of final report project											

Appendix 6: Project Supervision Progress Report



Strathmore
UNIVERSITY

SCHOOL OF TOURISM AND HOSPITALITY





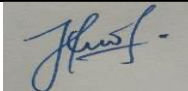

BACHELOR OF SCIENCE IN TOURISM/HOSPITALITY MANAGEMENT









BTH 4203: RESEARCH PROJECT SUPERVISION PROGRESS SHEET

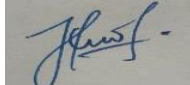

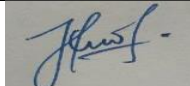

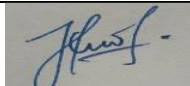

Student Name: KING'ORI IVY WANDIA

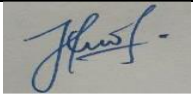

Reg. No.: 099888

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#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	Student
1	10/06/20	Introduction and expectations of how the proposal should be done as well as the documentation required. Received guideline documents and sample framework of how the project should look to guide at the beginning.		
2	21/09/20	Submission of chapter one for corrections and any amendments required. The submission was noted and received		
3	28/09/20	Discussed the errors present in background information such as The research topic title was incomplete and required to be made into a proper statement. Correction of grammatical errors that were present.		

4	01/10/20	<p>Submission of on chapter one for corrections and any amendments required.</p> <p>The submission was noted and received</p> <p>Corrected how to reference with APA 6th edition including adding the Doi to the journal articles used.</p> <p>Corrected APA from all static format to only static where name is in text.</p> <p>Corrected grammatical and conciseness errors.</p>		
5	12/11/20	<p>Submitted the project proposal and acknowledge receipt</p> <p>Discussion of chapter two, the literature review was lacking an introduction hence put an introduction of the topic.</p> <p>Some of the review was of no value to the discussion and changed the research objectives to be more in line with the research.</p>		
6	13/11/20	<p>Corrected the APA referencing according to the guide and grammatical errors.</p> <p>Chapter two feedback, the chapter lacked a conceptual framework and summary of the work.</p> <p>Created the summary and concept of the work and resubmitted for approval.</p>		
7	15/11/20	<p>Corrected the tense used in the research project proposal into present tense.</p> <p>Corrected the number formatting as I had indicated list of figures using a heading style.</p>		

8	14/11/20	<p>Corrected grammatical and conciseness errors.</p> <p>Submission of chapter three, the chapter lacked an introduction and amended it to have one.</p> <p>The research design required a definition and input one.</p> <p>The conceptual framework required a figure to show the relationship and created one.</p>		
9	16/11/20	<p>Chapter three, the chapter had not clearly indicated the target population as well as the data analysis. Therefore, amended the parts of the chapter to clearly encompass all details required.</p> <p>Corrected the Page formatting by using page breaks to separate different pages.</p> <p>Input the letter of invitation for the questionnaire to be sent to guests.</p>		
10	17/11/20	<p>Research proposal general, corrected from automated numbering to manual.</p> <p>Correction of grammatical errors.</p> <p>Ensured proper citations and references updated to the bibliography.</p> <p>Corrected my questionnaire to be more aligned with the topic and target population which is Hotel staff.</p>		

		Corrected the line spacing and the page alignment and the Font to all the same Input the cover page as required.		
11	18/11/20	Submission and acknowledgement of complete research proposal.		

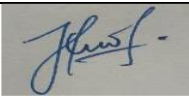

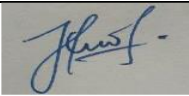



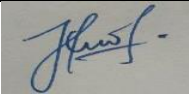

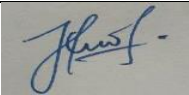

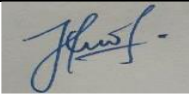



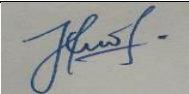

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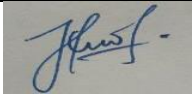

Student Name: KING'ORI IVY WANDIA

Reg. No.: 099888

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#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	Student
12	04/12/20	Discussed final corrections Conceptual framework image was to be changed to face the opposite Create a list of figures A list of 4and 5star hotels was to be added to the proposal. Correction of referencing format that was used.		
13	12/02/21	Sent a link of the research project questions that would be sent, made the questionnaire more defined as it was too broad and not specific to hotels but rather specific to customers. Organized the format of the questions in the form as well as changed some of the answering options		

14	29/03/21	Corrected format for chapters four and five as I had discussed the findings in the same chapter instead of having the two separate chapters where one was just to show findings and then chapter five for discussion		
15	30/03/21	Arranged the project report as per the guidelines given that is indicating and ensuring that the format the spacing is 1.5 and the font is all times new roman size 12. Corrected the tense into past tense as the research had already been carried out		
16	31/03/21	Submitted the final project for approval. Corrected the tense of statements not changed into past tense. Updated the table of contents, figures and tables		
17	01/04/21	Corrected tense in the study that was left in present to past. Received feedback on chapter five and additions to be made to chapter five		
18	07/04/21	Corrected chapter four by adding the questions from questionnaire. Added the questionnaire to appendices. Corrected the heading format of the chapters.		

19	21/04/21	Submitted final project for marking. Updated table of contents and table of references.		
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