INFLUENCE OF SERVICE QUALITY ON GUEST SATISFACTION IN THE HOUSE KEEPING DEPARTMENT IN WESTON HOTEL NAIROBI, KENYA

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HPM-G-4-0029-16

A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT OF GRETSA UNIVERSITY

NOVEMBER 2020

DECLARATION

DECLARATION

I hereby declare that this project is my original work and has not been presented for award of a degree or for any similar purpose in any other institution
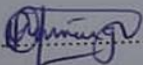
Signature .... Date ...... 15.12.2020 ....

Vanessa Chepchumba Kilaiti

HPM-G-4-0029-16

Declaration by the Supervisor

This proposal has been submitted with my approval as university supervisor

Signature .... Date ...... 15/12/2020 ....

Peter Irungu

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DEDICATION

I dedicate this business plan to my parents Mr. and Mrs. Kilaiti for their unwavering belief in my

success and their continued support in my studies.

ACKNOWLEDGEMENT

I wish to acknowledge my family for assisting me in ensuring that the business project report was successfully done, my lecturer Mr. Irungu for his guidance and constructive criticism.

I finally want to recognize both the students and staff members of the school of hospitality ang tourism management my for emotional and physical support that they have always shown me throughout my studies

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ABBREVIATIONS AND ACRONYMS

DINESERV: Dining service

SERVQUAL: Service quality

SPSS: Statistical Package for Social Sciences

OPERATIONAL DEFINITION OF TERMS

Service quality: Used in the study to stand for a measurement of the level of service delivered in relation to the clients expectations

Guest satisfaction: Used as a measurement to determine how happy customers are happy with the company's products and services provided

Tangibility: Used in the study as it can be real and able to be shown or touched

Reliability: Used in the study which the result of the measurement or specification can be depended on to be accurate

Responsiveness: Used in the study to stand for a measurement to show the quality of reacting quickly and positively

Assurance: Used in the study as a measurement to show confidence or certainty in one's ability

Empathy: Used in the study as a measurement of the level of ability to understand and share the feelings of the client and their expectations

ABSTRACT

The study sought to examine the difference between customers' expectation and the perception of service they have received during their stay. Using the servqual model which includes tangibility, reliability, responsiveness, assurance and empathy to measure guest satisfaction. The study looked into the factors behind guest satisfaction in the housekeeping department of Weston hotel, Nairobi Kenya. The target population included all in-house guests patronizing the hotel in the housekeeping department. All visitors accommodated in the hotel qualified as part of the sample regardless of their type of rooms and the duration of their stay. A questionnaire was used to enable the study and collection of data. This study adopted and used the descriptive statistics which included the use of mean, mode, median and standard deviations. Inferential statistics was also carried out, through the Pearson's correlation. This study used a sample size of 68, and data was collected through convenience sampling technique. Data was analysed and presented by use of histogram, bar graph and tables, for ease of interpretation. On data analysis, it was found out that both tangibility and assurance do not have a significant relationship with guest satisfaction. Reliability, responsiveness and empathy had a positive statistically significant relationship with guest satisfaction and managers need to therefore make sure they strategize and encourage on these three measures.

Key terms: Service quality, guest satisfaction

CHAPTER ONE: INTRODUCTION

This chapter covers the background of the study, problem statement, and purpose of the study, conceptual framework, and objectives of the study, research question, hypothesis, and significance of the study, scope of the study and limitations of the study.

1.1 Background of the study

It is seen as the trend of the world markets has changed noticeably, as all the service businesses are trying their best to improve their service quality to make guest satisfied especially in the hotel industry. People travel because of various reasons including: visiting friends and family, work related travel and vacations and the benefits gained are socializations, enjoyment and historical appreciation.

Service quality is with no doubt one of the factors of success of a hotel that is critical and it also influences the hotel's competitiveness. A change in customer taste and stiff competition from competitors who are competitive is a rapid change experienced in the hotel industry and therefore, the housekeeping department of the hotel also needs to stay in course. As indicated by Kandampully et al. (2000), service rather than has a major impact to distinguish between the competitiveness in the hotel industry, and to ensure guest satisfaction.

Stevens *et al.* (1995) and Kim, 2008, found out that satisfaction is a powerful predictor of customer's intentions to revisit and lead to their satisfaction and loyalty. As Ramanathan and Ramanathan (2011) have classified value for money as influencing factor of customers 'future behavior. It has been proven that the hotel sector leads to both satisfaction and perceived value

The guest satisfaction is a very important factor for the hotel as it enhances the hotels' reputation to increases room sales as satisfied guest are more frequent visitors and they increase profitability.

In this study the researcher as well finds the impact of outsourced housekeeping services on guest satisfaction. A study on benefits to housekeeping department in hotels (Honey Tyagi, Seema Zagade, and July 2015) has been observed that hotels outsource various housekeeping services to sustain cost effective housekeeping operations, improve quality, efficiency and performance of the department and the areas being outsourced are the public area and guest laundry.

Customers are said to be satisfied if only there are positive confirmation of expectations however the level of customer satisfaction is different between customers because each one of them owns their personal needs, demands as well as experience. This is the internal feelings of every individual resulted from assessment of service provided to an individual in contest to customer anticipation by a hotel who are continuously trying to improve their services just to satisfy their guests because higher guest satisfaction leads to higher guest loyalty's. The guests need to believe that they are receiving the most excellent value for their value and this value can be inexpensively included in their visits in the form of discounts, free candy or snacks, entitlement to use the gym, spa and swimming pool. They do not usually expect these perks so they easily build repeat business being a sure sign of guest satisfaction.

In the housekeeping department there are various sections that can make a guest enjoy their stay as they are very sensitive for the period of time they are intended to stay. It is seen as once they order something it needs to be delivered as soon as possible not to make them wait for long, or if its s intended to stay then someone must explain to them the exact time it will take to be ready, they can find something to do as they wait. Based on some guest's comments or guest reviews on the website or internet site they get to give you good credits or bad depending on the service offered to them during their stay.

In most of the hotel's researchers are interested on maximizing customer satisfaction and satisfied customers tend to return and make the profit, for this reason it is important to understand how customer expectation is formed in order to identify the factors of service satisfaction.

It is seen as previous researchers have explored customer satisfaction regarding the service quality of all areas in the hotel so that the hotel can assess the customer perception. This study has identified five factors of service quality by focusing on the housekeeping department. The results of this quantitative assessment of service quality might provide some insights into how customers rate the service quality and assessed customer's satisfaction.

1.2 Problem statement

The evaluation of customer satisfaction is a primary goal for any service facility that would like to survive in the increasingly competitive market. Having been a trainee at Weston hotel for three months, the researcher noticed that the housekeeping department was a big influencer of guest satisfaction at Weston hotel, and this prompted the researcher to develop interest in this sector. Guest satisfaction which brings about their loyalty is an important aspect for a successful operation of a hotel and its major and minor departments (Eakuru & Mat, 2008). Guest who come into a hotel seeking to get accommodation do expect the best from the housekeeping department, in matters quality service delivery. It has become increasingly hard for hotels to make an assumption that there is an existing and unlimited customer base to maintain patronage. Over time, maintenance of loyal customer base is what has become more apparent and thus, guest satisfaction is a daily key role of the hotels to ensure loyalty in the long run. Development of customer loyalty in the service industry and in a department like housekeeping does constitute a challenge according to Parasuraman et al. (1988) then making levels and degree of service

quality a question of interest in enhancing the satisfaction of guests. Of late, Weston hotel has been recording an increase in the number of complains emanating from the housekeeping department as evidenced by the questionnaires filled by the guests and the front office guest records.

1.3 Purpose of the study

The study sought to examine the relationship between the service quality dimension and customer satisfaction in the housekeeping department in Weston hotel.

1.4 Conceptual framework

Independent Variables

Service Quality
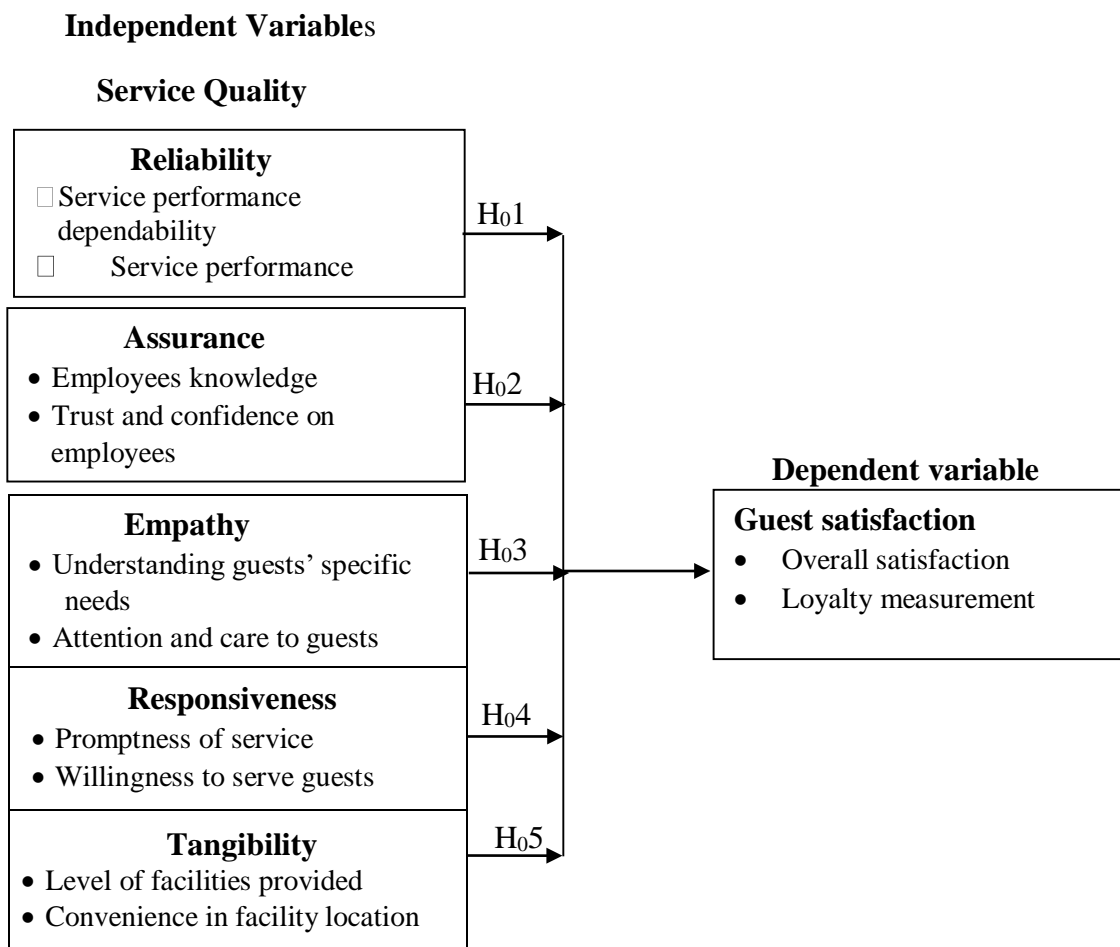
Fig 1.1: A conceptual model of the relationships between study variables.

Source: Researcher, 2020

1.5 Research question

   1. Does reliability affect guest satisfaction in Weston hotel?

   2. To what extent does assurance affect guest satisfaction in Weston hotel?

   3. What is the effect of empathy on guest satisfaction in Weston hotel?

   4. What is the relationship between responsiveness and guest satisfaction in Weston hotel?

   5. Does tangibility have an effect on guest satisfaction in Weston hotel?

1.6 Objectives of the study

   1.6.1 General objective

The main objective was to study the perceived service quality in the house keeping department and its impact on customer satisfaction.

   1.6.2 Specific objective

   1. To determine the effect of reliability on guest satisfaction in Weston hotel.

   2. To establish the effect of assurance on guest satisfaction in Weston hotel.

   3. To assess the effect of empathy on guest satisfaction in Weston hotel.

   4. To examine the relationship between responsiveness and guest satisfaction in Weston hotel.

   5. To investigate the effect of tangibility on guest satisfaction in Weston hotel.

1.7 Hypothesis of the Study

   1   There is no statistically significant relationship between reliability and guest satisfaction in Weston hotel.

   2   There is no statistically significant relationship between assurance and guest satisfaction in Weston hotel.

3   There is no statistically significant relationship between empathy and guest satisfaction in Weston hotel.

4   There is no statistically significant relationship between responsiveness and guest satisfaction in Weston hotel.

5   There is no statistically relationship between tangibility and guest satisfaction in Weston hotel.

1.8 Significance of the study

The study will be helpful to the following stakeholders:

1.8.1 Hotel Guests

The guests are able to increase their loyalty and are more likely to continue purchasing from the same supplier

1.8.2 Housekeeping employees

This study is able to increase the stability of the staff

1.8.3 Front-desk employees

With positive feedback to the front desk team they are able to increase sales volume as satisfied customers are more frequently to purchase

1.8.4 Hotel management

This will increase profitability and market share also there will be fewer resources devoted to handling and managing complaints

1.9 Scope of the study

1.9.1 Geographical Scope

The study was limited to the guests patronizing the housekeeping department in Weston hotel at the time of data collection

1.9.2 Subject Scope

The study only focused on the five service quality dimensions which are: reliability, responsiveness, assurance, empathy and tangibility. Any other factor influencing guest satisfaction in the area under study is beyond the scope of this research

1.10 Limitation of the study

While carrying out the study not all guest were be able to corporate as there might have been new guest in the hotel who might have been new to the environment, there was also be language barrier as much as the researcher offered to explain what is not understood. There was limitation of time to fill in the questionnaire as many of the guests will be running errands during the day and the time they are back to the hotel thus might not be able or willing to fill in the questionnaire.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The most recent works on service quality in the hospitality industry are reviewed in this chapter and they include: dimensions of service quality, service quality and customer satisfaction and levels of customer satisfaction.

2.2. Service Quality and guest satisfaction

Service quality for business performance and its importance has been recognized in the literature through the direct effect on customer satisfaction and the indirect effect on customer loyalty (Al Khattab and Aldehayyat, 2011). The role of hospitality enterprises cannot influence demand levels and is merely limited to the supply of services to guest

Service quality refers to the level in which the perceptions and expectations of customers on service delivery are met or even exceeded according to the management and marketing context as defined by Zeithaml et al. (1990). In another study by Parasuraman (1988), service quality is defined as the difference between expectations of customers and their service perceptions. Service quality is generally aimed at ensuring guest satisfaction

Given the vital role of customer satisfaction, it is not surprising that a variety of research has been investigating on determinants of satisfaction (Churchill and Surpernant 1982; Oliver 1980; Barsky 1995; Zeithaml and Bitner, 2003). The guest can determine their satisfaction by being subjective for example their needs and also by the objective factor which is; product and services features. A study conducted by Akan (1995) showed that the main determinants of hotel guest satisfaction are the behavior of employees, the cleanliness of the hotel and timeliness therefore Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three hotel factors that determine guest satisfaction.

Quality is a multi-dimensional concept as Lehtinen and Lehtinen (1982) defined it into three dimensions namely, physical quality, interactive quality and corporate quality also similarly, Gronroos (1984) argued that service quality comprises of technical quality, functional quality and corporate image.

There are determinants that vary depending on the scope of study in a particular field and as for this case there are factors that influence customer satisfaction, they include; service fairness, communication, price fairness, conflict handling and relational handling. In studying the perception of Chinese customers Han et al (2008) found out that commitment, trust, service quality and customer satisfaction were the key determinants of customer loyalty.

There are overall findings from researchers on customer satisfaction and customer loyalty in several industries from 2001 to 2006 suggest that service quality, perceived value and customer satisfaction are crucial factors influencing customer loyalty

Increase of competition for high service quality and customer satisfaction has been witnessed in the hospitality industry according to Parayani et al (2010) therefore there is need to understand what guest need and want from the service experience. A guest can define quality by the way service is provided to him or her, failure to meet customers' needs and expectation may result to dissatisfaction with service (Thuo, 2008).

Service quality dimensions have thus been brought forward by Parasuraman et al. (1988) to better understand service quality and guest satisfaction, they include reliability (which is the ability to perform the service in a dependable manner, consistently and accurately), responsiveness(which is the willingness of customers to be helped and prompt services being provided to them), assurance (the knowledge and employee courtesy and their ability to convey

trust and confidence),tangibles (includes physical evidence of service including physical facilities, appearance of personal, tools and the equipment used in provision of the service in question) and empathy (that entails caring, individualised attention to the customers).

As discussed by Newby and McManus,(2000), excellent quality of guest service is based upon not only the knowledge and skills that an individual possesses and also the way an organisation as a single or general unit pulls in the same direction presenting a pose I give and clear message to its clients.

2.3 Tangibility and Guest Satisfaction

Radder and Wang (2006) on a study about the perceptions of services provided by guest houses did found out that business travellers considered parking lot that's secure , cleanliness of the room and the design/ outlook of the rooms in housekeeping were of importance. Lockyer (2002) in an early study analysed what housekeeping managers and guests believed were factors that did influence accommodation and it was found that the quality of bathroom and shower, bedroom maintenance standard and mattress/pillow comfort are a factor of consideration in service quality and guest satisfaction.

General appearance of the room including its painting in the housekeeping department is very important to and therefore does lead to a good or bad ambience and image to the guests seeking accommodation in a hotel.

Gunderson et al. (1996) in a study investigating factors influencing satisfaction of hotel gusts, it was realised that satisfaction found that the tangible aspect of housekeeping that included comfort and amenities in the room is a factor for satisfaction of the guest.

Efficiency and effectiveness of the materials or the tools that are available in the guest room also is to be looked into to ensure this is not under estimated as the guest require the right tools, and thus this needs to be provided on basis of relevance in the rooms. Safety of the guest is paramount, in knowing so then it is important not to leave dangerous or harmful tools in guest rooms. According to Ramseook-Munhurrun (2012), tangibility is one of the three crucial dimensions of guest satisfaction as identified by customers.

2.4 Reliability and Guest Satisfaction

This entails offering confidence to the customers and winning their full trust in the process to help build on satisfaction of customers and their loyalty. As determined by Parasuraman (1994), this is a determinant of service quality. It is the role of a housekeeping staff to always check and ensure the rooms are clean and neat at all times.

According to James (2011), customer perception of the service quality and ability to measure the satisfaction of guests that benefits industry professionals in a number of ways can provide data that can be used in service quality management in the housekeeping department to ensure guest satisfaction.

Naylor & Greco (2002), suggest that the understanding of expectations, motivations and desires of a guest gives a finer foundation on hot to serve the guest in a better way in the hotel departments.

2.5 Responsiveness and Guest Satisfaction

Responsiveness as defined by Alsagre (2011) is the willingness of the organisation to ensure provision of prompt services to its guests and help the guests. The housekeeping department should therefore make sure that the guests in the rooms are well served and haloed in any

possible ways they can be helped to make sure they are satisfied. Also, as indicated by Parasuraman et al. (1988), responsiveness represents the willingness to help the guests and provide services to them promptly. So as to build guest satisfaction and loyalty, responsiveness is therefore a factor of consideration.

The housekeeping department staffs needs to avail themselves always in case if query handling and quality service to the guests.

2.6 Assurance and Guest Satisfaction

This includes the caring and individualised attention to the guests in the hotel (Steven's et al. 1995). The perspective of a guest is always high whenever the customers go through an experience of individualised service coming from the service team involved. Assurance goes a long way in looking into the knowledge and courtesy of the staff and their possessive means to pass across confidence and trust which also involves competence, courtesy, credibility and security.

2.7 Empathy and Guest Satisfaction

This refers to the ability to be able to share someone else's feelings to the customers including understanding the customers, access and communication all intended to see to it that guest is satisfied at the end of their stay in the hotel.

The guests get highly impressed each time the service provider understands and shares their experiences, emotions or moods with the guests hence building a good relationship. According to Sophonsiri (2010, empathy is a positive influencer of guest satisfaction and their loyalty as well.

2.8 Theoretical Framework

2.8.1 SERVQUAL Model

The model of service quality also known as gaps model was developed by a group of American authors. A. Parasuraman, Valarie A. Zeithaml and Len Berry carried out a systematic research program between 1983 and 1988. This model classifies the components of service quality as it proposes a scale for measuring service quality (SERVQUAL) and also suggests possible causes of service quality problems. The inventors were able to come up with ten dimensions but after testing and retesting them they found out they were autocorrelated and so they reduced them to five. The following are the five service quality dimensions: reliability, assurance, tangibility, empathy and responsiveness. This model has helped businesses to measure potential service quality problems also help analyse possible causes of the problem.

2.9 Summary of identified gaps in the reviewed literature

On the review of literature, the researcher found the following as the gaps; there haven't been an extensive and into detail research about the effect it service quality on guest satisfaction in the reviewed literature this leaving a knowledge gap that needs to be filled.

This gap will be fully looked into in this research to enable development of findings that will enhance a better understanding about the variables (service quality and guest satisfaction).

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter focused on the research design, the area of study, target population, techniques of sampling, sample size, instruments, validity and reliability, pre-testing, data collection procedures, data analysis and the logistical and ethical considerations of the study.

3.1 Research design

According to Hair et al. (2007), a study research design provides a fundamental direction to enhance conduction of a study. This study adopted and used the descriptive research design method, as its best suits the study topic.

3.2 Study area

The study area of the research was Weston Hotel, Nairobi Kenya. This location for the study was chosen by the researcher because it is a good example of a hotel with the housekeeping or rooms department, and thus it will enable carrying out the intended objectives of the study. The hotel is next to Langata primary and it was opened in 2004 it has a total of 120 rooms divided into 3: superior rooms, executive rooms and presidential suite.

3.3 Target population

The target population of this study was all guests patronising Weston hotel's housekeeping department. The capacity of the hotel has a total of 120 rooms.

3.4 Sampling techniques

The convenience sampling technique was put into use in this case. All guests accommodated in the hotel did qualify as part of the sample regardless of their type of rooms and the duration of their stay

3.5 Sample size

According to Mugenda and Mugenda 2008 30 cases are adequate for data analysis, this study used a sample size of 68 in house guests. Data was collected by carrying out convenience sampling, as only those guests within the hotel rooms were sampled during collection of data.

3.6 Measurement of variables

Each of the variables in the study was measured by use of a questionnaire

3.7 Research instruments

A questionnaire was used to enable the study and collection of data. It is self-administered as section A covers the guest details and in section B guest got to fill in how they found the treatment in the hotel during their stay as the questions were closed ended

3.8 Pre-testing

To enable testing the design and how applicability the questionnaire is, a pre-test was carried out on the instrument of research. This enhanced a better understanding and clarity of the questions present in the questionnaire. The tool was pre-tested at Eton hotel in Thika with 10 questionnaires and was reviewed by the researcher's supervisor after which unclear questions were corrected.

3. 8.1 Validity of the questionnaire

Mugenda and Mugenda (2008) suggest that validity is the accuracy and the meaningfulness of the inferences used all based on the variables of the study. From the review of literature related to each variable, the study proves the validity and reliability.

3.8.2 Reliability of the questionnaire

Reliability was therefore examined using an internal consistency of report techniques through Chronbach's Alpha coefficient which had the recommended levels

3.9 Data Collection techniques

On handing out of the research tool, the questionnaires was collected, and permission was sought from the management of the Weston hotel to allow for the same. The housekeeping department manager did aid in collecting back the research tool.

3.10 Data analysis

Both descriptive which includes (mean, mode, median, standard deviation) and inferential statistics (correlating) was used in data analysis using the computer Statistical Package for Social Sciences (SPSS) system to check, edit, code and get computations to enable making if conclusions.

After complete analysis of the collected data also, presentations of this data has been achieved by use of a histogram, tables and pie charts.

3.11 Logistical and ethical considerations

The researcher obtained a letter from the university that seeks to inform the hotel management about the research so as to get consent to administer the questionnaires. Full compliance to the hotel requirements when giving out the questionnaires was adhered to the latter.

The researcher did let the respondents be aware that answering the questionnaire is full voluntary and the confidentiality of the respondents is utmost first priority. Before the respondents commence filling of the questionnaires, they were told what is expected briefly.

CHAPTER FOUR: FINDINGS AND DISCUSSIONS

4.0 Introduction

This chapter presents results of data analysis using the Statistical Package for Social Sciences (SPSS).

4.1 Response Rate

The researcher distributed sixty-eight (68) questionnaires to respondents conveniently, out of which a total of sixty (60) returned fully filled thus representing a response rate of 88.24% which was enough for data analysis.

4.2 Participant's Demographics

The result of analysis of the participants' bio-data is as presented in the table below:

Table 4.1 Respondents Bio-data

	Frequency (n)	Total (N)	Percentage
Gender			
Male	26	60	43.3%
Female	34	60	56.7%
Age			
Below 20 Years	2	60	3.3%
20-29 Years	13	60	21.7%
30-39 Years	24	60	40.0%
Above 40 Years	21	60	31.0%
Education Level			
Certificate	8	60	13.3%
Diploma	26	60	43.3%
Degree	17	60	28.3%
Postgraduate	9	60	15.0%

Time Weston Hotel Mostly Visited

Morning Hours	17	60	28.3%
Lunch Hours	28	60	46.7%
Dinner Time	15	60	25.0%

How Often You Visit Weston Hotel

Very Often	10	60	16.7%
Occasionally	35	60	58.3%
Everyday	15	60	25.0%

As shown in the above table, most females (56.7%) took part in this study, meaning that majority of the in-house guests at Weston Hotel are females than the males (43.3%), as indicated in figure 4.1 (pie chart) below;
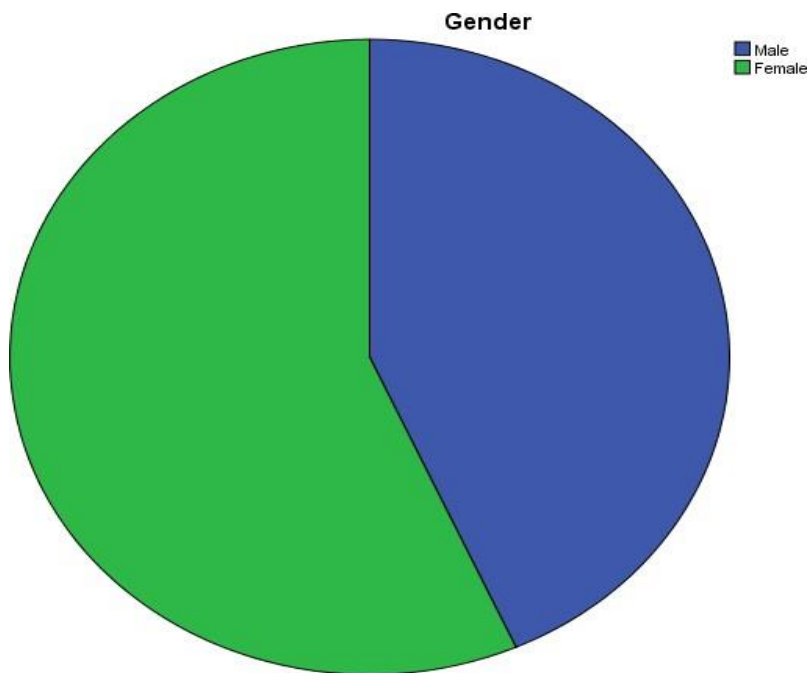
Figure 4.1 a Pie chart representing gender of respondents

Majority of the respondents (40.0%) between the ages of 30-39 are in-house guests in Weston Hotel's housekeeping department followed by those above 40 years at 31.0% then respondents within the age bracket of 20-29 come third with a 21.7% rate. Finally, those under the age of below 20 years are not frequent in-house guests as they are occupying a 3.3% response rate out of the total 60 as shown in the table 4.1 above and figure 4.2, histogram below:

Histogram

Mean = 3.07
Std. Dev. = .841
N = 60
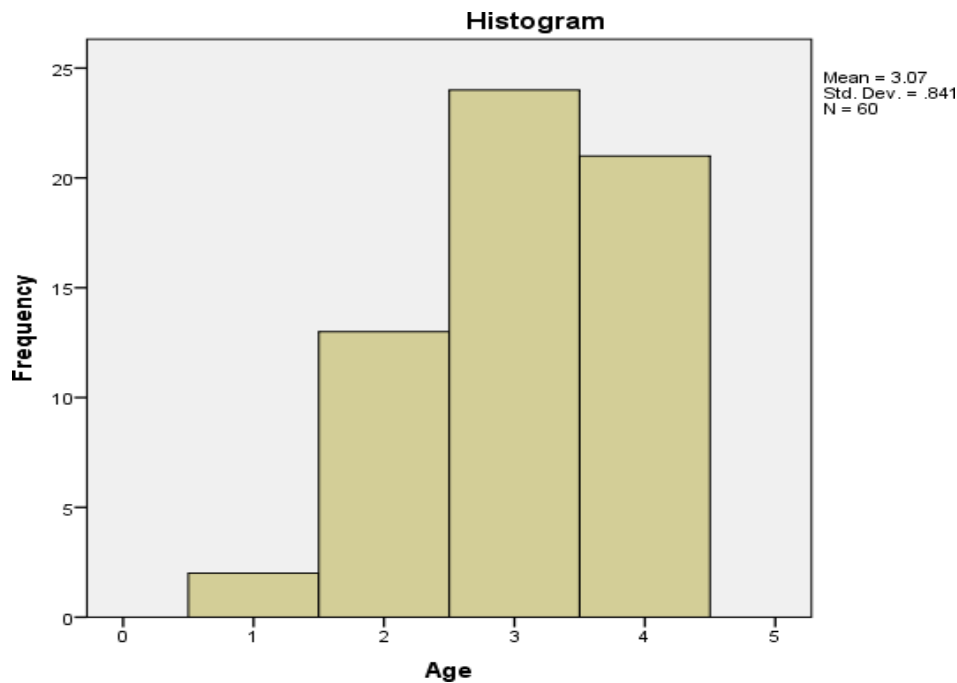
Figure 4.2 A histogram representing age of respondents

Also, 26 respondents of the total 60, representing a percentage of 43.3% are diploma holders, and form a majority of the in-house guests in the housekeeping department who visit Weston Hotel followed by degree holders at 28.3% in the level of education. Majority of the in house guests at Weston Hotel do visit the hotel during lunch hours, 46.7% whereas finally, most of the guests herein are occasional guests 58.3%.

4.3 Descriptive Statistics Results of the Study Variables

The descriptive results of the study variables are as shown in table 4.2 below:

	Mean	Std. Deviation	N
Reliability	3.44	1.007	60
Assurance	3.49	.884	60
Empathy	3.04	.915	60
Responsiveness	3.63	.882	60
Tangibility	4.07	.748	60
Guest Satisfaction	2.84	.887	60

As shown in Table 4.2 all the means of items of reliability, assurance, empathy, responsiveness and tangibility are above 3.00 indicating that respondents agreed with the constructs whereas the respondents disagreed with the items of guest satisfaction as it had a mean of 2.84.

4.4 Correlation Results

So as to achieve the objectives of the study, five different null hypotheses were set at a significance level of 5%. In order to test the hypotheses in question, Pearson correlation was successfully conducted to show the strength of the association that is exhibited by the study variables. The results have been demonstrated in table 4.3 below:

Table 4. 2: Correlation Results

		Correlations					
		1	2	3	4	5	6
1. Reliability	R	1					
	Sig. (2-tailed)						
	N	60					
2. Assurance	R	.225	1				
	Sig. (2-tailed)	.067					
	N	60	60				
3. Empathy	R	.402	.347[*]	1			
	Sig. (2-tailed)	.488	.002				
	N	60	60	60			
4. Responsiveness	R	.034	.335[*]	.426[*]	1		

	Sig. (2-tailed)	.340	.024	.004			
	N	60	60	60	60		
	R	.137	.402**	.432*	.465*	1	
5. Tangibility	Sig. (2-tailed)	.292	.001	.000	.001		
	N	60	60	60	60	60	
	R	.053	**.351***	**.486***	.248	**.587***	1
6. Guest Satisfaction	Sig. (2-tailed)	.005	**.104**	**.003**	.001	**.601**	
	N	60	60	60	60	60	60

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

According to table 4.3 above on correlation analysis, significant results were indicated in the first null hypothesis, Ho1 (there is no statistically significant relationship between reliability and guest satisfaction in Weston hotel) having (r=-0.053, p-value= 0.05) and therefore, the null hypothesis was rejected as there exists a strong positive correlation between reliability and guest satisfaction. However, Ho2 (there is no statistically significant relationship between assurance and guest satisfaction in Weston hotel) was maintained after the results of correlation analysis were insignificant at 5% level of significance (r=.351, p-value=.104).

There was a strong positive and significant relationship between empathy and guest satisfaction, Ho3, (r=.486, p-value=.003) meaning that the null hypothesis was rejected in this case. The findings indicated in table 4.3, revealed a strong significant relationship between responsiveness and guest satisfaction (r=.248, p-value=.001) thus the null hypothesis was not maintained. Finally, Correlation results indicated in the above table revealed insignificant results at 5% significance level (r = .587, p-value$ = .601) indicating that there was no relationship between tangibility and guest loyalty and therefore $H_0 5$ (there is no statistically relationship between tangibility and guest satisfaction in Weston hotel) was maintained.

CHAPTER FIVE: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

This chapter comprises of a discussion on the major findings of the study and its results. The chapter goes ahead to provide conclusions from the major findings and also offers possible recommendations, managerial implications and suggestions for further research.

5.2 Summary of Major Findings

In relation to the study findings after correlation analysis, there is a statistically significant relationship between reliability and guest satisfaction. Secondly, there exists an insignificant relationship between assurance and guest satisfaction meaning assurance has no impact whatsoever on the satisfaction of guests. Third, empathy possesses a very significant impact on guest satisfaction and fourth, responsiveness proved to be significant in ensuring satisfaction of guest. Lastly, tangibility has no significant influence on guest satisfaction.

5.3 Conclusions

Given the above major findings, the following five conclusions can be made:

Reliability plays a major role in enhancing guest satisfaction as it's the most significant determining factor of satisfaction meaning that the guests take with so much importance their time and therefore they would like to be served in time, as promised by the service provider.

Assurance highly depends on reliability and responsiveness, and even so, its impact on guest satisfaction isn't quantifiable. The insignificant relationship between assurance and guest satisfaction can be traced back to it being guaranteed only if reliability and responsiveness are offered in a hotel.

Empathy plays a major role in enhancing guest satisfaction, thus the hotel needs to make sure its employees possess this particular attribute as its impact can be felt, both positively and negatively.

Responsiveness does impact the satisfaction of guests and thus, a hotel having the right, needed number and qualified personnel in the housekeeping department can very well provide prompt and quick services to the guests that eventually lead to the satisfaction of these guests.

The fact that tangibility has an insignificant effect on guest satisfaction could imply that the guests do not hold with so much importance tangible services in a hotel, and that these guests value, on contrary, the intangible services more.

5.4 Study Implications

The findings of this study have a number of implications to the management of hospitality establishments. First, managers of these establishments need to develop strategies to ensure reliability is enhanced at all times. This should start from hiring the right employees for the job to help deliver on the goals and objectives. Employees can as well be trained on this, to make sure they remain on top of the game. Also, management should make sure they take advantage of reliability and responsiveness as this is the only sure way of guaranteeing assurance is brought about thus guest satisfaction. Thirdly, hotel managers should put their focus on intangible services, rather than the tangible ones. Buildings that are aesthetic with a good decor, isn't as enough, but rather, reliable and responsive service is important as this builds on the image of the hotel in general. Hotel management should thus refocus their energy, and come up with better strategies that will ensure intangible services are provided at all times, for this is a crucial determining factor for guest satisfaction.

5.5 Recommendations for Further Research

On the basis of the study limitations, a number of areas can be looked into by future researchers. This study was only conducted in Weston Hotel, thus its findings are only applicable to this hotel, the same research can be done in other hotels, nationally and internationally, to better understand what triggers guest satisfaction. Also, this study only focused on the housekeeping department, and therefore, a lot of room has been left for future researchers as the hotel industry comprises of a number of departments meaning aside from the housekeeping department, future researchers can look into guest satisfaction in other departments of a hotel. Other studies can also be conducted to include both Dining Service (DINESERV) and DINESCAPE model dimensions of guest satisfaction to better understand this variable and what triggers it best, and in which department of the hotel or any hospitality establishment.

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APPENDIX 1: INTRODUCTION LETTER

OFFICE OF THE HEAD, SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

Dear Sir/Madam   **05/10/2020**

This letter is to introduce **Vanessa Chepchumba** registration number **HPM-G-4-0029-16** who is a student in the School of Hospitality and Tourism Management at Gretsa University pursuing a Degree programme in Hospitality Management.

To complete her Degree course, she is undertaking research leading to the production of a research report or other publications and her study is entitled:

Influence of service quality on guest satisfaction in the house keeping department in Weston hotel Nairobi, Kenya
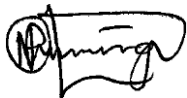
She would like to invite you to assist in this project by filling in the questionnaire which covers certain aspects of this topic.

Be assured of confidentiality of any information you provide and that none of the participants will be individually identifiable in the resulting research report or other publications. You are entirely free to discontinue your participation at any time or to decline to answer particular questions.

Any enquiries you may have concerning this research project should be directed her supervisor Peter Irungu by telephone on **0724282797** or by email (irungupita@gmail.com).

Thank you for your attention and assistance.

Yours Sincerely

Peter Irungu

Head, School of Hospitality and Tourism Management
Gretsa University

APPENDIX 2: QUESTIONNAIRE FOR CUSTOMERS

Dear Sir/Madam,

My name is **Vanessa Chepchumba-** a Hospitality and tourism student at Gretsa University in the School of Hospitality and Tourism Management. I am carrying out a research project on "*influence of service quality on guest satisfaction in the house keeping department in Weston Hotel Kenya".* I have randomly picked you to form a part of my sample and I request you to take some time to answer my questions. Please note that your participation will be highly appreciated and is entirely voluntarily. Information gathered will be purely for academic purposes and will be treated with ultimate confidentiality. A summary will be made of all the responses and no individual response will be published. For questions or clarification with regard to the study, kindly contact me on**0717916161** or vkilaiti@gmail.com.

Instruction: Please tick (✔) in the box/space provided

Section A: Bio Data

1. Gender
   Male ☐   Female ☐

2. Age of respondent

   Below 20 yrs. ☐   20-29 yrs ☐   30-39 yrs ☐   Above 40yrs ☐

3. Highest Level of Education

   Certificate ☐   Diploma ☐   Degree ☐   Post Graduate ☐

4. What time do you mostly visit Weston Hotel?

   Morning hours ☐   Lunch hour ☐   Dinner time ☐

5. How often do you visit the Weston Hotel?

   Very often ☐   Occasionally ☐   Everyday ☐

SECTION B

PART ONE: MEASURES OF RELIABILITY ON GUEST SATISFACTION

Show the level of agreement with the following statements:

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The hotel provides a variation of room choices.					
The hotel has affordable room prices for all types of customers.					
The hotel service is dependable and reliable					
Employees are ready to help the customers in any way to ensure they are contented.					
The hotel offers its services at the time it promises to do so.					

PART TWO: MEASURES OF ASSURANCE ON GUEST SATISFACTION

Rate the following parameters of assurance in Weston Hotel

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The hotel has well trained, capable and skilled employees.					
The employees are well-informed in answering questions.					
Employees have confidence when approaching guest					
Staffs have politeness among themselves and among all guest					

PART THREE: MEASURES OF EMPATHY ON GUEST SATISFACTION

Rate the following parameters of empathy in Weston Hotel

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The housekeeping staff did an excellent job in cleaning my room					

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The hotel has the customer's best interest at heart.					
Employees ensure that guests are well satisfied with the services offered in the rooms during their stay					
Have understanding employees who reassure guests if something is mistaken.					

PART FOUR: MEASURES OF RESPONSIVENESS ON GUEST SATISFACTION

Rate the following parameters of responsiveness Weston Hotel

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Did the check in process take a lot of your time					
Were you shown to your room during check in					
The employees are never too busy to respond to the customers' requests.					
Food is served exactly as the customers ordered for room service					

PART FIVE: MEASURES OF TANGIBILITY ON GUEST SATISFACTION

Indicate your opinion regarding the following tangibility parameters pertaining the housekeeping department:

Parameters	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The room facilities are comfortable to use.					
The room physical facilities are visually appealing.					
There is an option of changing rooms if you do not like the one you are in					
The housekeeping employees are clean, neat and appropriately dressed.					

PART TWO: MEASURES OF GUEST SATISFACTION

To what extent do you agree with the following parameters of the employee behavior in Weston Hotel?

Attitude	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Employee behavior affect the service quality of the room service negatively					
Given a chance, I would not want to interact with most of the housekeeping staff					
Sleeping in this restaurant is satisfying to me					
Subjective Norms	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
People close to me feel that the housekeeping employees treat me unethically					
The quality of service I receive from the employees in the housekeeping department has given me a optimistic image among the people who are close to me					
The people who are close to me have influenced the level of service quality in the housekeeping department					
Perceived Behavioral Control	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
My ability to influence the service quality of this hotel in the housekeeping department is beyond my control					
The quality of the service I receive in this hotel is purely determined by my relationship with the housekeeping employees					
The employees' behavior towards the people close to me has influenced my responsiveness of the service quality of this hotel					
In the case of misbehavior of an employee during service delivery, the hotel management takes action to bring back service quality					

Thank you for your participation