

To Assess the Factors Affecting Customer Satisfaction in The Hospitality Industry in Freetown

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Abstract- This study attempts to assess the factors affecting customer satisfaction in the hospitality industry in Freetown with the following specific objectives: to describe the demographic characteristics of customers, to determine the effect of customer expectation on customer satisfaction in the hotel industry in Freetown, to establish the effect of service quality on customer satisfaction in the hotel industry in Freetown and to establish the effects of customer expectation on customer satisfaction in the hotel industry in Freetown. The questionnaire was the main data collection instrument. The questionnaire was administered among 100 guests who have visited the selected hotels in the past three months in Freetown. The collected data was analyzed through the help of Excel word. In conclusion, the respondents contacted for this study indicated clearly that the effect of customer expectation on customer satisfaction in the hotel industry in Freetown were strongly agree and agree with over 60%. It was recommended that the findings show that these selected hotels in Freetown strive to meet the expectations of their customers through the provision of excellent services in pursuit of customer satisfaction

Index Terms- Customer, satisfaction, hospitality, expectation, hotel and excellent

I. INTRODUCTION

Customer plays the key role in any business; the success of the business cannot be imagined without the customer. It's important to work intimately with one's customer. Customer is an important part of the business and the market. To ensure organizations, need to deliver items and administration of generally excellent quality that yield exceptionally satisfied and loyal customer (Fecikova 2004). For numerous years customer loyalty has been a significant objective of business organizations since it has been esteemed to influence customer maintenance and organizations' market share (Hansemark and Albinsson 2004). On the other hand, satisfaction is an individual perception of pleasure or the disappointment. If people's desire level meets their degree of satisfaction additionally expands but if in that point frustration comes. Customer satisfaction is significant if people's desire level meets their degree of satisfaction additionally expands but if not in that point frustration comes. Customer satisfaction is significant for every organization, whether they are in service sector or in the private sector. It's not possible to satisfy each and every customer. If the customer likes the item, then they express satisfaction for the item after use (Yao et al, 2019)

Customer satisfaction is called customer feedback as assessment after buying goods or services compared as their expectations. According to Razak, Nirwanto & Triatmanto (2016), customer satisfaction is estimated by utilizing the customer expectations with the presentation of the goods or services that can address the needs and expectations of the customer. A satisfied customer indicated that there is a similarity between the performance of the product and service with the expectation of the customer, where it will attract them to repurchase the items. Simultaneously, a disappointed customer would persuade different customers to not re-buy and subsequently they will move to another service provider. Initially, customer satisfaction is a significant segment of a business procedure, just as customer maintenance and item repurchase. Customer satisfaction is an indicator that predicts the future customers loyalty (Hill,Roche and Allen 2007). disappointed customer would persuade different customers to not re-buy and subsequently they will move to another service provider. Initially, customer satisfaction is a significant segment of a business procedure, just as customer maintenance and item repurchase. Customer satisfaction is an indicator that predicts the future customers loyalty (Hill,Roche and Allen 2007).

The hospitality is a vast sector, and many people think of the kind of organizations which consider hospitality brands, and a much more modest number can explain what is and is the company fairly and correctly. This implies the essence and style of the changes in the organization as do the kinds of food and celebration and the levels of knowledge and expertise used at all levels of the company. The hospitality industry refers to a variety of organizations and administrations connected to recreation and customer satisfaction. The characteristics aspect of hospitality was also pointed out by Hallak, Rob & et al (2019) which focuses instead of

providing food for necessities and fundamental values on the thinking of luxury, pleasure and experience. They also underlined three divisions of the hospitality industry, for example restaurants, bars and takeaways

II. LITERATURE REVIEW

2.0. Models of Service Quality

According to Gupta in (2017), service quality is divided into two: first is tangible services (furniture, building, rooms, décor etc) and second is intangible service (personal touch, surprise, felling special) Gupta further argues that in today's world all hotels are almost same in their tangible factor. however, the thing which impress the consumers are the intangible services which attract them. Applying to the hospitality industry, there have been numerous studies that examine attributes that travellers may find important regarding customer satisfaction (Nomnga 2015). Among all three most popular models to measure customer satisfaction and service quality in the hotel industry are SERVEQUAL, HOLSERVE. Lodging quality index (LQI) and DINESERVE. Each model has its own strong point and has been used flexibly in hotel industry to present literatures relevant to this research and to provide a theoretical framework.

2.1. SERVQUAL Model

According to Abuukhalifeh (2012) SERVQUAL model allows customers to evaluate quality of a service based on five distinct dimensions namely tangibles, reliability, responsiveness, assurance and empathy on which service quality and customer satisfaction can be judged. The model was developed by Parasuraman, Zeithaml and Berry in 1988 as a tool of identifying service quality shortfall and is based on the premise that customers can evaluate a firm's service quality by comparing their perception of its service quality with their own expectations Waitiki (2014). Esshetie et al (2016) argues that commitment towards quality improves the guest's level of satisfaction and increases profits as well as consequently the benefits gained by the guest and the employee. Further highlighted that on the opposite mistakes in service provision cost the hotel money and its reputation many suffer. This is the non- quality cost concept.

2.1.1 Assurance

This refers to the knowledge and courtesy of employees and their ability to inspire, convey trust and confidence in hotel quests. The assurance dimension may be measured using elements of (Awara & Anyadighibe, 2014).

2.1.2. Reliability

This consists of four items such as my reservation was handled efficiently. Reliability is defined as the dependability, consistency and accuracy with which the service is performed by the provider as well as hotel's ability to perform services on time right at the first time. Dependability is defined as the service provider is able to provide what is needed and to be trusted while accurately is defined as service provider is able to achieve the outputs and that are correct. High service reliability refers to the error-free performance provided by the service provider. Reliability of service included complaint handling, pricing and promises delivery. Besides, customers compare the expectation and the perception of the company's delivery performance in order to evaluate their acceptability (Demoulin & Djelassi, 2013).

2.1.3 Responsiveness

This refers to hotel's willingness and flexibility to serve and help customer Minh et al (2017) in a timely, efficient manner and includes items such as helpfulness, friendliness and warmth of the service staff

2.1.4 Empathy

This is related to the caring personal attention extended to customer, as well as the level of understanding personnel demonstrate relative to customer needs and the consideration, individualized attention the hotel provides to its guests (Eshetie et. al., 2016).

2.1.5 Tangibles

This refers to the appearance of the hotel and staff, equipment personnel, physical facilities at hotel and rooms, communication materials and visual materials for customer (Minh et. al., 2017).

Elements within the tangibles dimension are cleanliness, space, atmosphere, appearance of server and location. SERQUAL model further, the model measures customer expectations and perceptions of service quality.

2.2 Effects of Customer Perceived Value on Customer Satisfaction

According to Chimomona et al (2014) the customer perceived value conception has attracted the attention of industrial marketing scholars during the past years and has further attracted much attention from the industry in recent decades Tussyadah (2014). Customer perceived value has therefore been stated by numerous authors as an aspect which has a great influence on the decisions making process of customers (Chiang & Lee, 2013).

2.2.1 Customer Perceived Value

Perceived value is referred to the advantage, which is received by customer versus the total costs and is generally viewed as a comparative calculation of the costs and the rest of the economic facets of service (Forozia et al,2013). Perceived value also refers to the difference between the money paid for the service or product and the amount the customer actually wants to pay. Delivering superior customer value is an essential strategy for firms to gain competitive advantage and long-term success.

2.2.2 Perceived Value Model

Perceived value is one of the important elements for gaining competitive edge and is considered to be a significant predictor of customer satisfaction Deemirgunes (2015) theoretical models and framework were developed and empirically tested to assess the relationship between customer perceived value and customer satisfaction. Some research was purely based on tourism sector One of

the pioneering models. Price quality. It is one of the most widely used term of perceived value which is defined as “the customer’s overall assessment of utility of a product or service based on perceptions of what is received and what is given”

2.3 Effects of Customer Expectations on Customer Satisfaction.

Customers are viewed as champions in modern marketing as they seek to satisfy a set of needs and wants that are partly related to the essential services offered. Further it is in the customer expectations on how these needs and wants are met consistently from impressions about the actual service offered them in comparing with their own expectations. William, Appiah & Botchway (2016). Arguably, the performance of every organization depends on how well it satisfies its sophisticated customers. Unsatisfied customers with a product or service are customers that can opt for another company or spread negative advertising by ‘working – of – mouth’. Aside from customer dissatisfaction, there are more finally satisfied or indifferent customers that can be drawn to the competition.

2.3.1 Levels of Customer Expectation

Study conducted by Yongchaitrakool (2014) on the effect of customer expectation, customer experience and customer price perception on customer satisfaction in hotel industry indicates that in any service-oriented industry, the element of customer expectation is significant in any service-oriented industry, the element of customer expectation is significant in order to provide quality service. Further in his study Yongchaitrakool (2014) argues that there are two levels of customer expectation, desire and adequate. The desired expectation is what customers expect to receive from the serve providers, whereas adequate expectation is defined as the service performance that customers can accept.

2.4.. Roles of Customer Expectation.

A study conducted by Ali Leifu Yasirrafio & Hassan (2015) on the roles of customer expectation on customer satisfaction shows that information of customers expectation is important because this factor influences the customer behaviour and management within the limited resources can manage the expectations of the customers. Normally expectations a customer have about a product or service depend upon the information gathered from the available resources. Customers’ expectations could be influenced by the advertising, promotions and positive word of mouth

2.5. Personality Factors Affecting Customer Satisfaction

Lin (2010), posit that attitude and behaviour of consumers towards a firm’s products or service can be linked to their personality traits. Lin, furthermore, explained the trait theory as people having the same set of traits show it differently, differentiating one individual from to another. A combination of the various traits is due to the individual difference, which makes an individual unique. Lin (2010) and Jani and Hau (2015), asserts that personality allude to psychological qualities that contributes to a person undergoing a distinctive pattern of feeling, thinking and behaviour

MrCrae and Costa (2009) classified personality traits into five categories called the ‘big five models’ which include openness (a person’s degree of curiosity, originality, creativity and imagination), extraversion (the degree to which a person is outgoing or sociable) friendliness/sociability (kindness, helpful and general warn feeling towards other people) neuroticism (steadiness of a person’s general emotional makeup and excessive cravings or urges) and conscientiousness (the degree to which a person is precise, well organized and orderly). To date, this model is the most preferred by researchers in assessing human personality.

Personality traits are believed to influence customer service experience. Jani and Hin (2014) found personality factors, extraversion, agreeableness and neuroticism as major drivers of customer satisfaction in the hospitality industry.

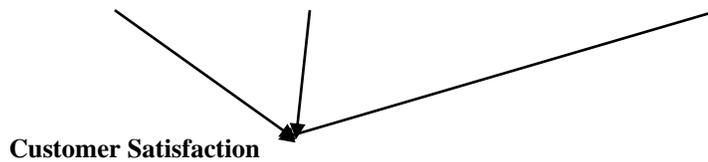
2.5.1. Physical Environment

The physical environment is where service transaction takes place usually between customer and service provider. Bitner (2010). Han and Ryu (2009), asserts that “service scape” which is the physical environment of a firm could have a direct effect on customer’s perception of service delivery, attitude and tolerance level during service failure as well as satisfaction. Several physical environments is most of the time created or developed. In order to leave a positive impression on guests. The ‘service scape” according to Bitner (2010), comprise room design and outside facility design. As too much noise, high room temperatures, unpleasant ordour, poor room décor and uncomfortable furniture might discourage a guest from continuing to stay in a hotel. Good conditions such as air- conditioner room, adequate electronic gadgets, easy internet connectivity and facility design of a facility enhances service quality, this is line with the findings of Nimaka and Mensah (2013), who agree that flowers, paintings, ceiling and wall décor enhances service quality delivery. Artefacts were also found to be important in determining customer satisfaction and loyalty in a restaurant setting.

2.6. Conceptual Framework

In this conceptual framework key elements believed to have a strong impact on the dependent research variable. The model depicts that personality factors (extraversion, agreeableness and neuroticism), staff service quality and the physical environment leads to customer satisfaction. Figure below displays how the independent variables such as individual factors, service quality exhibited by the staff and environmental factors causing the dependent variable to exist. This, therefore, constitutes a foundation for this conceptual framework.

| | | |
|--|---|--|
| Extraversion Agreeableness Neuroticism | Personal Factors Staff service Quality | Environmental Factors Room qualities Outside facilities |
|--|---|--|



Customer Satisfaction

III. RESEARCH METHODS

According to Zikmund (2003) a well detailed and structure research methodology is used to justify the knowledge and the rules that are employed in this research and this should be carried out from the onset of the chapter. Furthermore, the research methodology can also be used to point out the strengths and weaknesses of previous research studies. It should also be mentioned that a huge number of resources are spent on the research methodology, therefore, it must be rigorously carried out so as to justify this time and energy applies in it. This is why Creswell (2002) sees research methodology as occupying the peak in the ladder of the research project.

The purpose of this research can be exploratory, descriptive and explanatory or policy oriented. According to Colls (2003) these categories are not mutually exclusive, they are a matter of emphasis. As any research such will change and develop over time, one can identify more than one purpose. These four types of research are discussed below.

This study was designed as a descriptive case study. The researcher preferred the method because of its ability to describe a situation and its minimum bias in the collection of data. This descriptive design involves large numbers of persons and describes population characteristics by the selection of unbiased sample. It involves using questionnaires and sometimes interview tests and generalizing the results of the sample to the population from which it is drawn. Descriptive design is the most frequently used method of collecting information about peoples' attitude, opinions and habits on social issues and such studies usually do not involve hypothesis testing. The study was not concerned with testing of hypothesis.

The population for this study is an entire group of individuals, events or objects with some common observable characteristics. The study population included guests who visited the Radisson Blu, Country Lodge, Bintumani, Kimbima and Atlantic hotels for the past three months

A sampling frame is a list directory or index of cases from which a sample can be selected. The sampling frame for this study was the rooming list from the selected hotels operating in Freetown.

A sample is part of the target (or accessible) population that has been procedurally selected to represent it. The area of study as first-class hotels was selected. The target population composed of guests who visited these hotels who were selected using random sampling technique for categorization. The respondents were selected using simple random sampling technique.

Sample size is an important feature of any empirical study in which the goal is to make inferences about a population. To obtain the sample size, the researcher selected twenty (20) guests from each selected hotel and in all one hundred (100) respondents formed the sample size.

The main research instrument for this study was a structured questionnaire for all the guests who visited these hotels in the past three months. The questionnaire consisted of open and close ended questions to ease analysis of data. It consisted of questions gearing toward sounding they're about the factors affecting their satisfaction as visitors to these hotels during and after their stays. All questions were with options and it was left to the respondents to only select the appropriate one for him or her

The source of data was primary as this study was an original study. As indicated earlier, a close and open-ended questionnaire for the guests was used as the main instrument to collect data. Personal interviews were conducted with key staff of the above-mentioned hotels. The appropriate time for the administration was negotiated between the researcher and the respondents. The questionnaire administration was facilitated by the researcher who also assisted in the collection process. The whole of this exercise was done for a period of three months as some of the respondents were too busy due to work load constraints.

Data collected was analysed quantitatively using Excel word. Before starting the analysis process, the researcher processed the data by editing, categorizing and coding it appropriately. After processing, the researcher then fed the data into the computer via the Excel word

IV. RESULTS AND FINDINGS

4.1. Introduction

The general objective of this study was to investigate the factors influencing customer satisfaction in the hotel industry in Sierra Leone. The chapter presents the research findings based on the data collected from Sierra Leoneans and international visitors that had visited four hotels in Freetown for the past four months. The presentation is done based on the demographic information and specific study objectives.

4.2. Response Rate

Total of 120 questionnaires were administered out and 100 were collected back. This present 83.33% of the response rate as indicated on table 4.1.

Table. 4.1. Response rate

| Questionnaires | Frequency | Per cent |
|-----------------|-----------|----------|
| Responded | 100 | 83.33% |
| Did not respond | 20 | 16.66% |
| Total | 120 | 100% |

Source: Primary Data 2021

4.3. Demographic Characteristics

Demographic information capture during the study includes: gender, age, residency, reason for travel and preferred food and drinks, number of times stayed in the hotel and lastly the services consumed in the hotels. This section outlines the findings of each of the demographics of the respondents.

4.3.1. Gender of respondents

The graph below indicates the percentage of respondents who participated in this study.

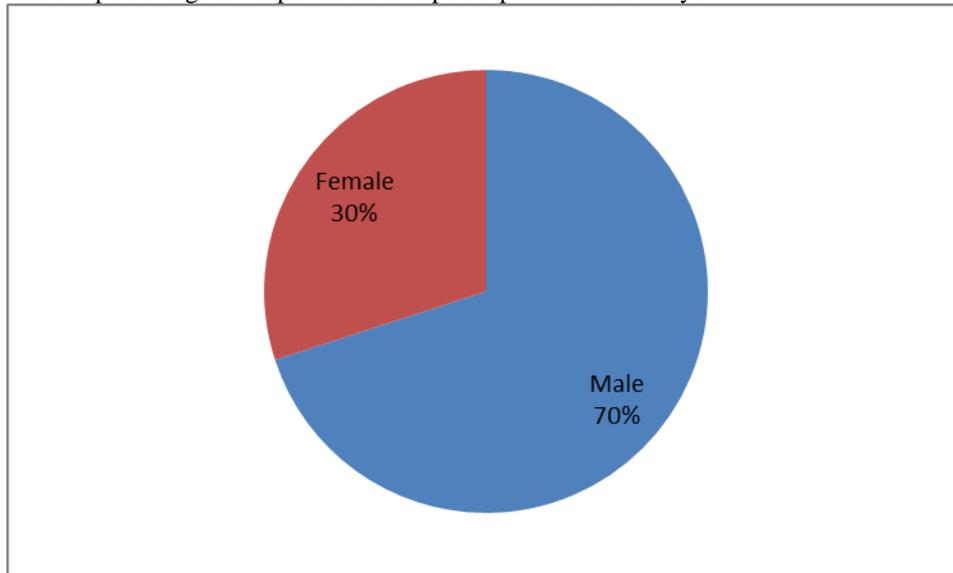


Figure 1. Gender of respondents

The figure above reveals that 70% of the participants who took part in this study are males and 30% are females. Meaning majority of the participants are males.

4.3.2. Age bracket of respondents

The figure below reveals that 10% of the respondents who participated in this research are in the age bracket of 18 – 30 years, 20% within 31 – 43 years, 40% within 44 – 56 years and 30% within 57 years and above. Meaning majority of the respondents who participated in this study are above 40 years of age.

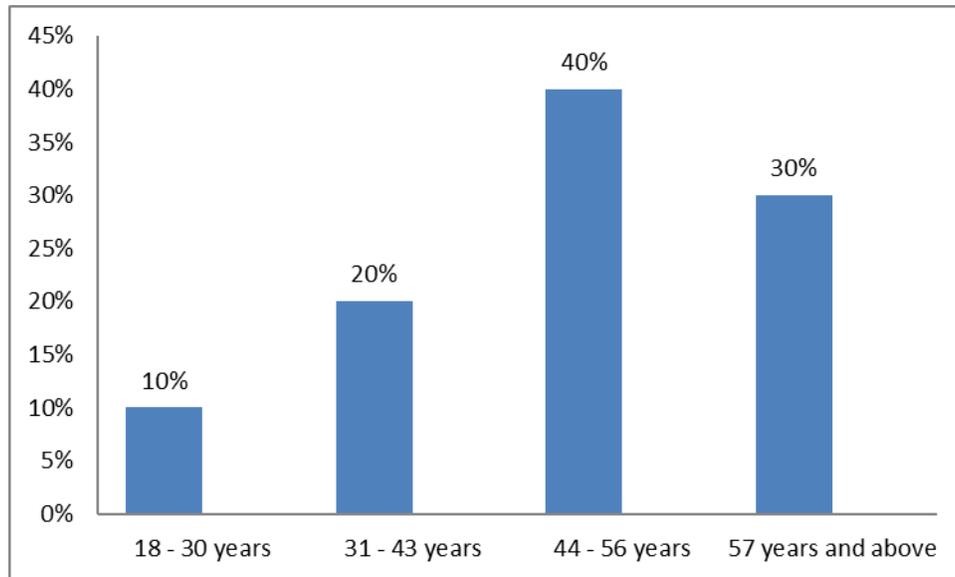


Figure 2 Age bracket of respondents

4.3.3 Residency of respondents

The figure below reveals that 70% of the respondents who participated in this study are Sierra Leoneans, 20% are from within the West African region and 10% are from international visitors. Meaning majority of the respondents who participated are Sierra Leoneans.

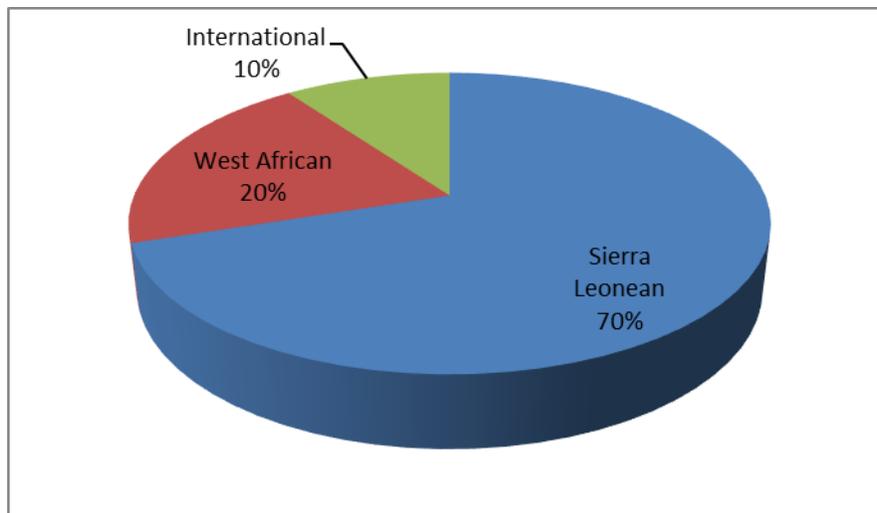


Figure 3. Residency of respondents

4.3.4. Specific reason of travel

The figure below reveals that 5% of the respondents contacted for this study indicated work as one of the reasons of travel, 35% indicated pleasure, 20% indicated holiday, 15% indicated business, 10% indicated adventure and 15% indicated visiting friends and relatives. Meaning majority of the respondents indicated pleasure as the main reason for travel

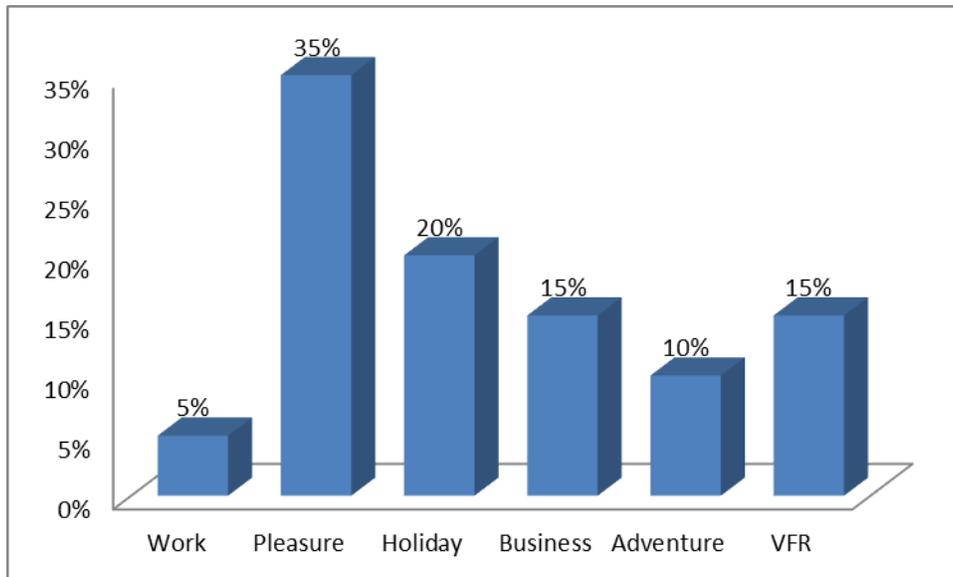


Figure 4 Specific reason of travel

4.4. Hotel service quality

| 1 | 2 | 3 | 4 | 5 | Total |
|----|-----|-----|-----|-----|-------|
| 5% | 10% | 15% | 30% | 40% | 100% |

The table below reveals the rating done by respondents on the hotel service quality, 5% of the respondents indicated 1, 10% indicated 2, 15 % indicated 3, 30% indicated 4 and 40% indicated 5. Meaning majority of the respondents rated the hotel service quality as high **Figure 3. Residency of respondents**

4.3.4. Specific reason of travel

The figure below reveals that 5% of the respondents contacted for this study indicated work as one of the reasons of travel, 35% indicated pleasure, 20% indicated holiday, 15% indicated business, 10% indicated adventure and 15% indicated visiting friends and relatives. Meaning majority of the respondents indicated pleasure as the main reason for travel

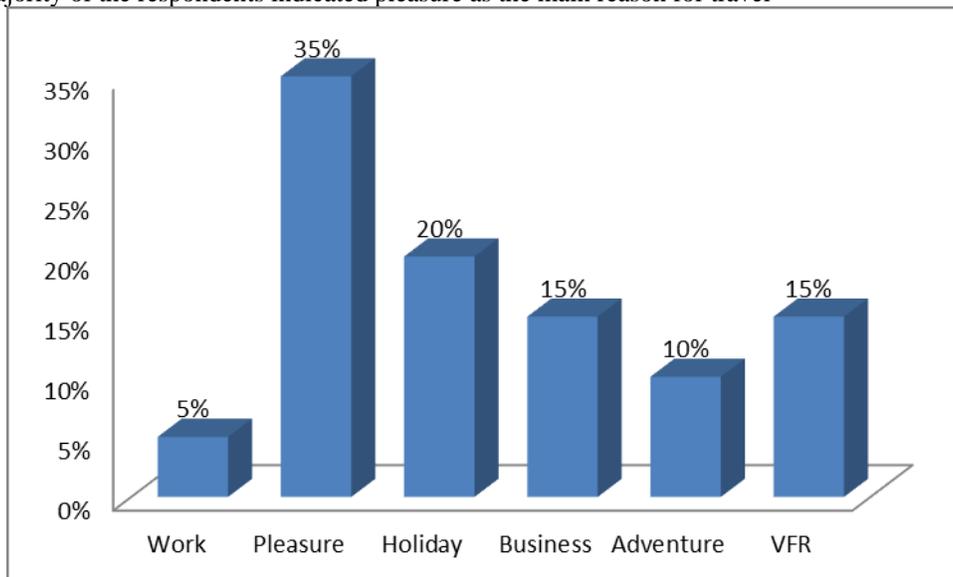


Figure 4 Specific reason of travel

4.4. Hotel service quality

| 1 | 2 | 3 | 4 | 5 | Total |
|----|-----|-----|-----|-----|-------|
| 5% | 10% | 15% | 30% | 40% | 100% |

The table below reveals the rating done by respondents on the hotel service quality, 5% of the respondents indicated 1, 10% indicated 2, 15 % indicated 3, 30% indicated 4 and 40% indicated 5 Meaning majority of the respondents rated the hotel service quality as high.

4.5. Did you get all your preferred kinds of foods and drinks

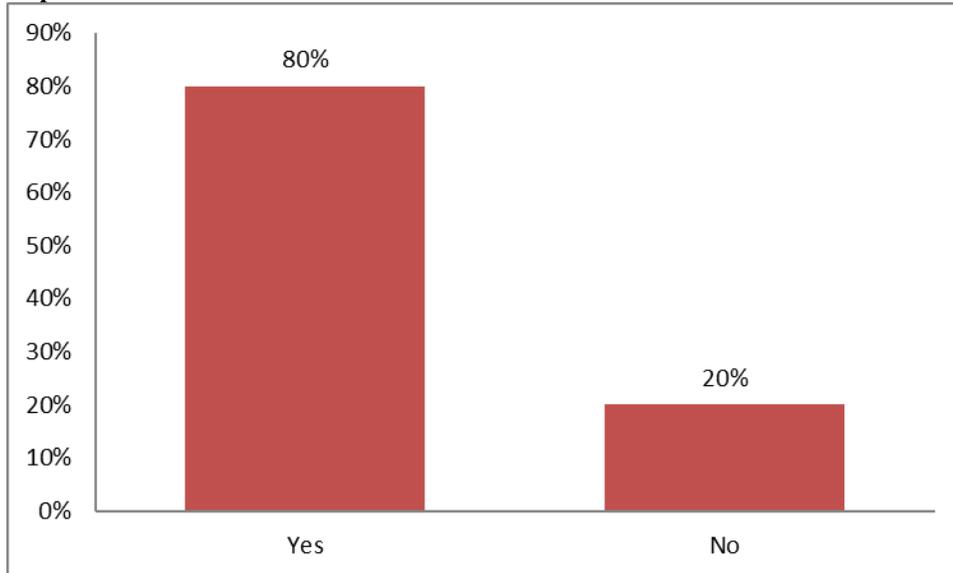


Figure 5 Did you get all your preferred kinds of foods and drinks?

The figure above reveals that 80% of the respondents indicated yes they got all their preferred foods and drinks and 20% indicated no they did not get all their preferred foods and drinks. Meaning majority of the respondents had received their preferred foods and drinks during their visits.

4.6. Have you ever raised suggestions, complaints and complements to the management of the hotel?

The figure below reveals that 65% indicated yes they have raised suggestions, complaints and complements to the management of the hotel and 35% indicated no they have never raised suggestions, complaints and complements to the management of the hotel. Meaning majority of the respondents have raised suggestions, complaints and complements to the management of the hotel

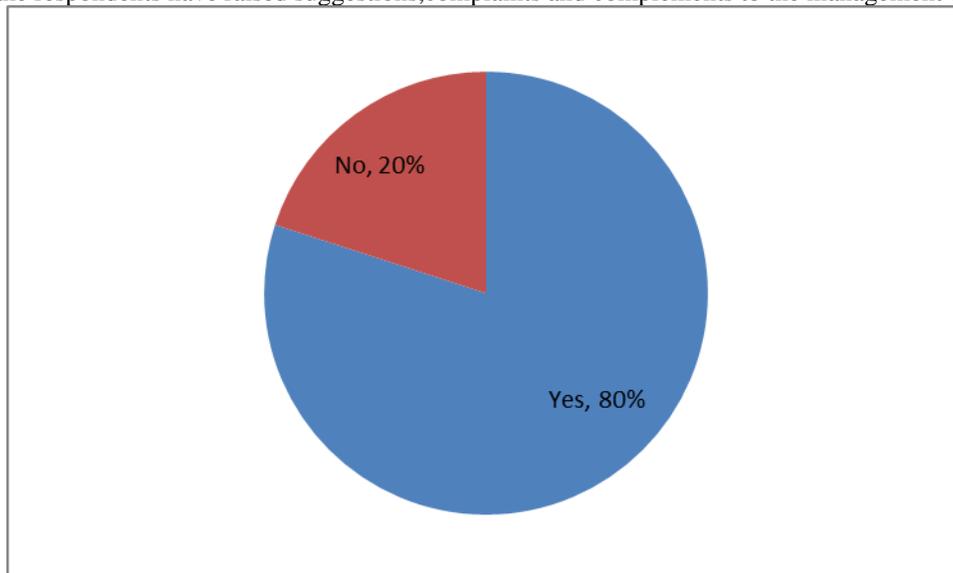


Figure 6 Have you ever raised suggestions, complaints and complements to the management of the hotel?

4.7. Did the management take any action on your suggestions, complaints or complement?

The figure below reveals that 90% of the respondents indicated that yes management took action their suggestions, complaints or complement and 10% indicated no management did not take any action their suggestions, complaints or complements. Meaning management of the hotel took action on suggestions, complaints or complement made by quests.

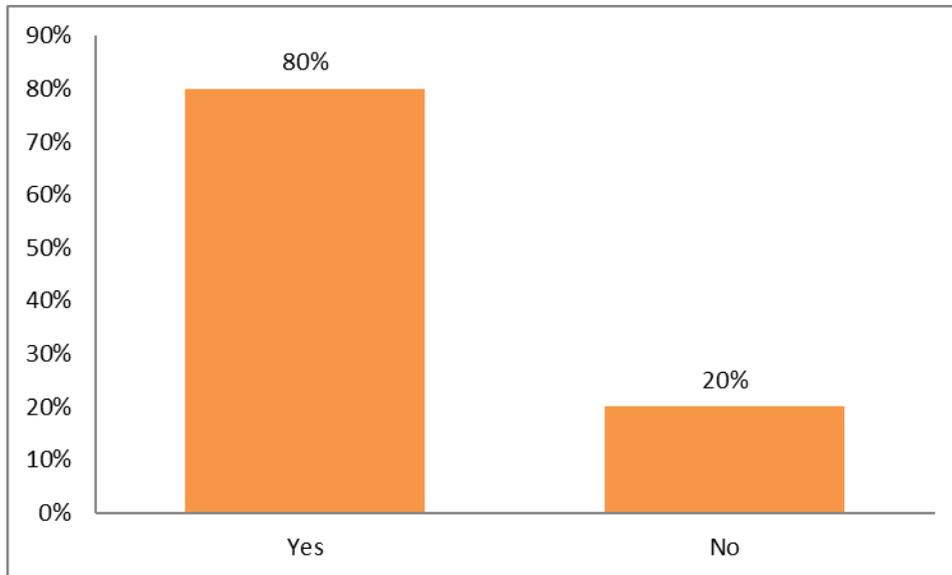


Figure 7 Did the management take any action on your suggestions, complaints or complement?

4.8. Approximate number of times you have visited the hotel

The figure below reveals that 10% of the respondents indicated first visit, 14% indicated second visit, 30% indicated third visit, 20% indicated 5 – 10 visits, 1 % indicated daily, 5% indicated weekly and 20 % indicated once in a month. Meaning majority have visited the hotel for the third times.

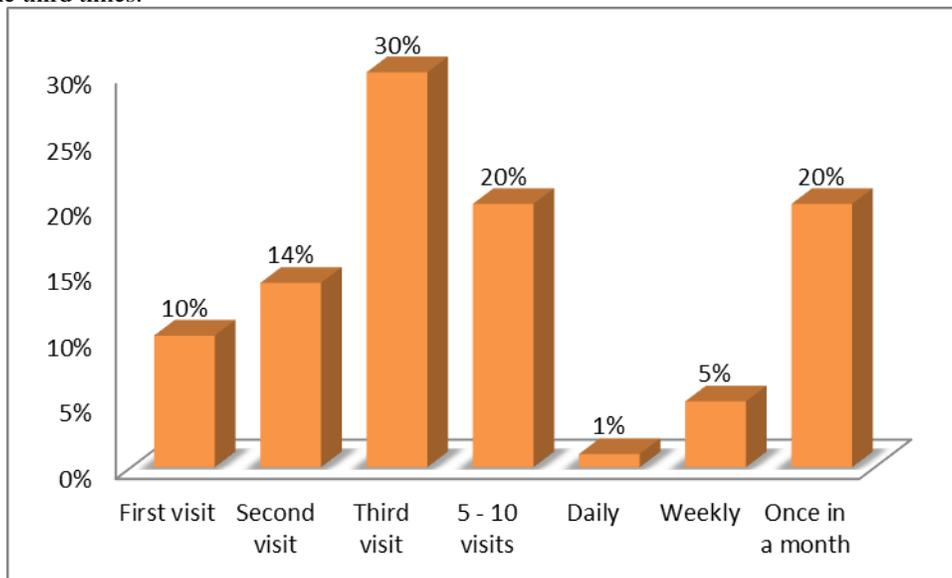


Figure 8 Approximate number of times you have visited the hotel

4.9 Average number of days spent in the hotel

The figure below reveals that 30% of the respondents indicated less than 3 days, 40% indicated 3 – 5 days, 10% indicated 1 month to 2 months, 15 % indicated 1 month and 5% indicated 1 month. Meaning majority has spent at least 3 days in a hotel visited.

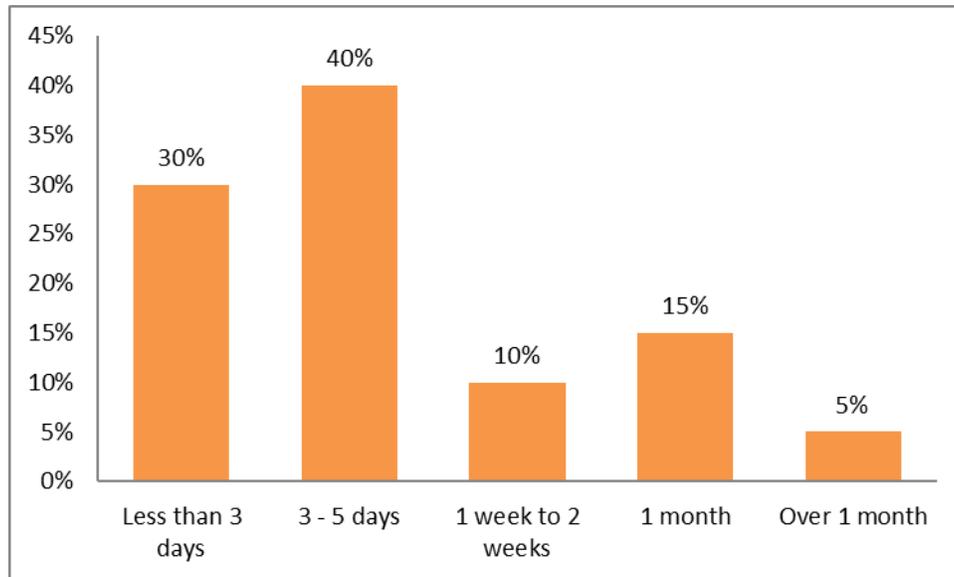


Figure 9. Average number of days spent in the hotel

4.10. Which services do you value other than meal and accommodation?

The figure below reveals that 20 % of the respondents indicated transport as one of the services the value other than meals and accommodation, 10 % indicated casino, 10% indicated swimming pools, 5% indicated kids’ friendly activities, 15% indicated spa and 30% indicated conferences, 5% indicated business Centre and 5% indicated fitness center. Meaning among the other service the respondents’ value than meals and accommodation is conference facilities.

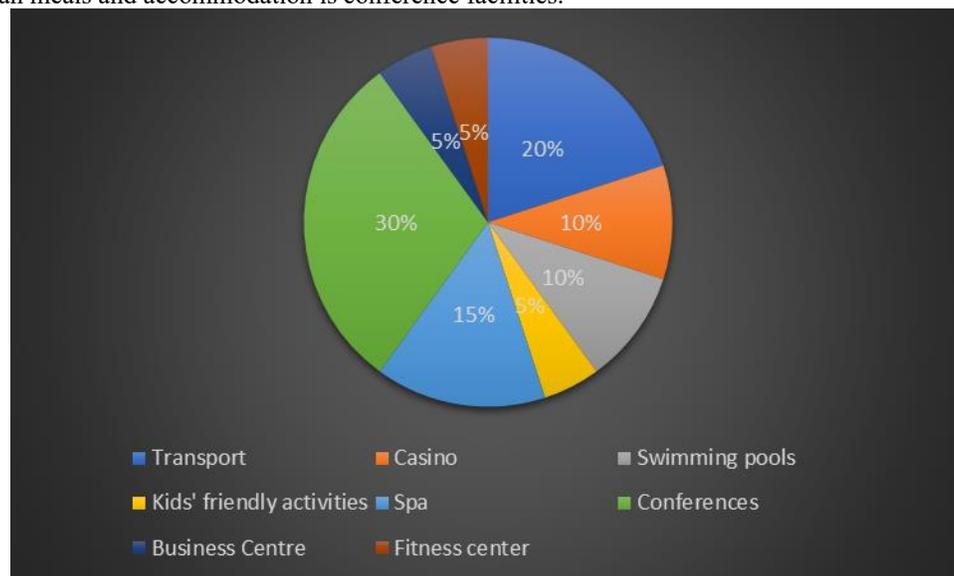


Figure 10 Which services do you value other than meal and accommodation?

4.11 Reliability

| Statement | SA | A | N | SD | D | % |
|--|-----|-----|----|-----|-----|------|
| Orders are served in a timely manner | 60% | 20% | 5% | 10% | 5% | 100% |
| Hotel management shows interest in solving customer issues once raised | 40% | 40% | 3% | 8% | 9% | 100% |
| Personnel respond to customer promptly | 40% | 30% | 5% | 15% | 10% | 100% |
| Hotel service and menus are available at the right place | 50% | 20% | 6% | 10% | 14% | 100% |

Source: Primary Data 2022

The table above reveals that 60% of the respondents indicated strongly agree with regard to orders are served in a timely manner, 20 % indicated agree, 5% indicated neutral, 10% indicated strongly disagree and 5% indicated disagree. 40% indicated strongly agree with regard to hotel management shows interest in solving customer issues once raised, 40% indicated agree, 3%

indicated neutral, 8% indicated strongly disagree and 9% indicated disagree. 40% indicated strongly agree with regard to personnel respond to customer promptly, 30% indicated agree, 5% indicated neutral, 15% indicated strongly disagree and 10% indicated disagree. 50% indicated strongly agree with regard to hotel service and menus are available at the right place, 20% indicated agree, 6% indicated neutral, 10% indicated strongly disagree and 14% indicated disagree.

4.12 Tangibility

| Statement | SA | A | N | SD | D | % |
|---|-----|-----|-----|-----|-----|------|
| Does the hotel have modern equipment | 40% | 30% | 5% | 15% | 10% | 100% |
| The physical facilities at the hotel are visually appealing | 35% | 30% | 6% | 19% | 10% | 100% |
| The menu offers a wide variety of food stuff to choose from | 40% | 25% | 5% | 18% | 12% | 100% |
| Value added activities such as live band | 30% | 35% | 10% | 10% | 15% | 100% |
| The hotel has a service environment with great ambience | 50% | 20% | 4% | 10% | 16% | 100% |

Source: Primarily Data 2022

The table above reveals that 40% of the respondents indicated strongly agree with regard to does the hotel have modern equipment, 30% indicated agree, 5% indicated neutral, 15% indicated strongly disagree and 10% disagree. 35% indicated strongly agree with regard to the physical facilities at the hotel are visually appealing, 30% indicated agree, 6% indicated neutral, 19% indicated strongly disagree and 10% indicated disagree. 40% indicated strongly agree with regard to the menu offers a wide variety of food stuff to choose from, 25% indicated agree, 5% indicated neutral, 18% indicated strongly disagree and 12% indicated disagree. 30% indicated strongly agree with regard to value added activities such as live, 35% indicated agree, 10% indicated neutral, 10% indicated strongly disagree and 15% indicated disagree. 50% indicated strongly agree with regard to the hotel has a service environment with great ambience, 20% indicated agree, 4% indicated neutral, 10% indicated strongly disagree and 16% indicated disagree.

4.13 Responsiveness

| Statement | SA | A | N | SD | D | % |
|---|-----|-----|-----|-----|-----|------|
| Personnel in the hotel communicate when service will be performed | 40% | 20% | 10% | 20% | 10% | 100% |
| Hotel staff give prompt service to customers | 50% | 25% | 5% | 15% | 10% | 100% |
| Personnel are always willing to help customers | 50% | 40% | 3% | 5% | 2% | 100% |
| Hotel staff are never too busy to respond to customer | 45% | 30% | 5% | 10% | 10% | 100% |

Source: Primary Data 2022

The table above reveals that 40% of the respondents indicated strongly agree with regard to personnel in the hotel communicate when service will be performed, 20% indicated agree, 10% indicated neutral, 20% indicated strongly disagree and 10% indicated disagree. 50% indicated strongly agree with regard to hotel staff give prompt service to customers, 25% indicated agree, 5% indicated neutral, 15% indicated strongly disagree and 10% indicated disagree. 50% indicated strongly agree with regard to personnel are always willing to help customers, 40% indicated agree, 3% indicated neutral, 5% indicated strongly disagree and 2% indicated disagree. 45% indicated strongly agree with regard to hotel staff are never too busy to respond to customer, 30% indicated agree, 5% indicated neutral, 10% indicated strongly disagree and 10% indicated disagree.

4.14. Assurance

| Statement | SA | A | N | SD | D | % |
|---|-----|-----|-----|-----|-----|------|
| I find the hotel facilities to be secured | 50% | 20% | 10% | 14% | 6% | 100% |
| Foods well cooked with wide varieties for selection | 35% | 45% | 3% | 10% | 7% | 100% |
| Personnel are consistently courteous with customer | 40% | 25% | 10% | 15% | 10% | 100% |
| The staff are very helpful to customers and competent in their work | 50% | 20% | 5% | 10% | 15% | 100% |
| Food is handled and served in clean environment | 60% | 20% | 3% | 8% | 9% | 100% |
| Rooms and hotel premises are consistently kept clean | 65% | 20% | 2% | 7% | 6% | 100% |

Source: Primary Data 2022

The table above reveals that 50% of the respondents indicated strongly agree with regard to I find the hotel facilities to be secured, 20% indicated agree, 10% indicated neutral, 14% indicated strongly disagree and 6% indicated disagree. 35% indicated

strongly agree with regard to foods well cooked with wide varieties for selection, 45% indicated agree, 3% indicated neutral, 10% indicated strongly disagree and 7% indicated agree, 40% indicated strongly agree with regard to personnel are consistently courteous with customer, 25% indicated agree, 10% indicated neutral, 15% indicated strongly disagree and 10% indicated disagree. 50% indicated strongly agree with regard to the staff are very helpful to customers and competent in their work, 20% indicated agree, 5% indicated neutral, 10% indicated strongly disagree and 15% indicated disagree. 60% indicated strongly agree with regard to food is handled and served in clean environment, 20% indicated agree, 3% indicated neutral, 8% indicated strongly disagree and 9% indicated disagree. 65% indicated strongly agree with regard to rooms and hotel premises are consistently kept clean, 20% indicated agree, 2% indicated neutral, 7% indicated strongly disagree and 6% indicated disagree.

4.15. Empathy

| Statement | SA | A | N | SD | D | % |
|--|-----|-----|-----|-----|-----|------|
| The hotel staff give customers individual attentions | 40% | 30% | 5% | 10% | 15% | 100% |
| Hotel staff are always available to serve customer on time | 35% | 30% | 4% | 16% | 15% | 100% |
| The hotel treats each customer with respect | 50% | 25% | 5% | 15% | 5% | 100% |
| The hotel has the customer best interest at heart | 45% | 30% | 5% | 10% | 10% | 100% |
| The hotel staff understand the specific needs and preferences of their customers | 50% | 20% | 10% | 8% | 12% | 100% |

Source: Primary Data 2022

The table above reveals that 40% indicated strongly agree with regard to the hotel staff give customers individual attentions, 30% indicated agree, 5% indicated neutral, 10% indicated strongly disagree and 15% indicated disagree. 35% indicated strongly agree with regard to hotel staff are always available to serve customer on time, 30% indicated agree, 4% indicated neutral, 16% indicated strongly disagree and 15% indicated disagree. 50% indicated strongly agree with regard to the hotel treats each customer with respect, 25% indicated agree, 5% indicated neutral, 15% indicated strongly disagree and 5% indicated disagree. 45% indicated strongly agree with regard to the hotel has the customer best interest at heart, 30% indicated agree, 5% indicated neutral, 10% indicated strongly disagree and 10% indicated disagree. 50% indicated strongly agree with regard to the hotel staff understand the specific needs and preferences of their customers, 20% indicated agree, 10% indicated neutral, 8% indicated strongly disagree and 12% indicated disagree.

4.16. Functional value

| Statement | SA | A | N | SD | D | % |
|--------------------------------------|-----|-----|----|-----|-----|------|
| Hotel services are worth the money | 40% | 30% | 5% | 10% | 15% | 100% |
| Hotel services are fairly priced | 50% | 25% | 4% | 9% | 12% | 100% |
| Hotel services are reasonably priced | 20% | 10% | 5% | 50% | 15% | 100% |
| Hotel is economical | 45% | 40% | 5% | 4% | 6% | 100% |

Source: Primary Data 2022

The table above reveals 40% indicated strongly agree with regard to hotel services are worth the money, 30% indicated agree, 5% indicated neutral, 10% indicated strongly disagree and 15% indicated disagree. 50% indicated strongly agree with regard to hotel services are fairly priced, 25% indicated agree, 4% indicated neutral, 9% indicated strongly disagree and 12% indicated disagree. 20% indicated strongly agree with regard to hotel services are reasonably priced, 10% indicated agree, 5% indicated neutral, 50% indicated strongly disagree and 15% indicated disagree. 45% indicated strongly agree with regard to hotel is economical, 40% indicated agree, 5% indicated neutral, 4% indicated strongly disagree and 6% indicated disagree.

4.17. Symbolic value

| Statement | SA | A | N | SD | D | % |
|--------------------------------------|-----|-----|----|----|-----|------|
| Hotel has good reputation | 60% | 25% | 3% | 8% | 4% | 100% |
| Quality of this hotel is outstanding | 50% | 30% | 5% | 9% | 6% | 100% |
| Hotel is well thought of | 45% | 30% | 7% | 8% | 10% | 100% |

Source: Primary Data 2022

The table above reveals that 60% indicated strongly agree with regard to hotel has good reputation, 25% indicated agree, 3% indicated neutral, 8% indicated strongly disagree and 4% indicated disagree. 50% indicated strongly agree with regard to quality of this hotel is outstanding, 30% indicated agree, 5% indicated neutral, 9% indicated strongly disagree and 6% indicated disagree. 45%

indicated strongly agree with regard to hotel is well thought of, 30% indicated agree,7% indicated neutral, 8% indicated strongly disagree and 10% indicated disagree.

4.18 Effects of customer expectation on customer satisfaction

| Statement | SA | A | N | SD | D | % |
|---|-----|-----|-----|-----|-----|------|
| The hotel is of good value for money | 50% | 20% | 5% | 10% | 15% | 100% |
| Hotel premises are safe and secure | 55% | 30% | 3% | 9% | 3% | 100% |
| Employees are never too busy to respond | 45% | 25% | 5% | 15% | 10% | 100% |
| The hotel staff is friendly | 55% | 20% | 4% | 11% | 10% | 100% |
| Efficiency at the check-in and check- out of the accommodation | 40% | 20% | 5% | 18% | 7% | 100% |
| The hotel has a variety of restaurants, bars and other activities | 35% | 30% | 10% | 15% | 10% | 100% |
| The hotel meals are of high quality | 40% | 40% | 4% | 9% | 7% | 100% |
| The hotel is easily accessible | 45% | 20% | 5% | 15% | 10% | 100% |

Source: Primary Data 2022

The above reveals that 50% of the respondents indicated strongly agree with regard to the hotel is of good value for money,20% indicated agree,5% indicated neutral,10% indicated strongly disagree and 15% indicated disagree. 55% indicated strongly agree with regard to hotel premises are safe and secure, 30% indicated agree,3% indicated neutral, 9% indicated strongly disagree and 3% indicated disagree. 45% indicated strongly agree with regard to employees are never too busy to respond, 25% indicated agree, 5% indicated neutral, 15% indicated strongly disagree and 10% indicated disagree. 55% indicated strongly agree with regard to the hotel staff is friendly,20% indicated agree, 4% indicated neutral, 11% indicated strongly disagree and 10% indicated disagree. 40% indicated strongly agree with regard to efficiency at the check- in and check- out of the accommodation, 20% indicated agree,5% indicated neutral,18% indicated strongly disagree and 7% indicated disagree.35% indicated strongly agree with regard to the hotel has a variety of restaurants, bars and other activities, 30% indicated agree, 10% indicated neutral, 15% indicated strongly disagree and 10% indicated disagree.40% indicate strongly agree with regard to the hotel meals are of high quality, 40% indicated agree,4% indicated neutral,9% indicated strongly disagree and 7% indicated disagree.45% indicated strongly agree with regard to the hotel is easily accessible, 20% indicated agree,5% indicated neutral,15% indicated strongly disagree and 10% indicated disagree

4.19. Customer satisfaction

| Statement | VD | D | N | VS | S | % |
|---------------------|-----|-----|----|-----|-----|------|
| Physical facilities | 6% | 10% | 4% | 65% | 15% | 100% |
| Equipment | 10% | 15% | 5% | 50% | 20% | 100% |
| Personnel | 10% | 9% | 5% | 45% | 31% | 100% |
| Menu | 9% | 8% | 6% | 40% | 37% | 100% |
| Environment | 8% | 7% | 2% | 60% | 23% | 100% |
| Service | 6% | 10% | 3% | 51% | 30% | 100% |
| Value added service | 4% | 12% | 4% | 60% | 20% | 100% |
| Overall rating | 5% | 11% | 5% | 59% | 20% | 100% |

Source: Primary Data 2022

The table above reveals that 6% indicated very dissatisfied with regard to physical facilities,10% indicated dissatisfied, 4% indicated neutral, 65% indicated very satisfied and 15% indicated satisfied. 10% indicated very dissatisfied with regard to equipment,15% indicated dissatisfied, 5% indicated neutral, 50% indicated very dissatisfied, 15% indicated dissatisfied, 5% indicated neutral, 50% indicated very satisfied and 20% indicated satisfied.10% indicated very dissatisfied with regard to personnel, 9% indicated dissatisfied, 5% indicated neutral, 45% indicated very satisfied and 31% indicated satisfied.9% indicated very dissatisfied with regard to menu,8% indicated dissatisfied, 6% indicated neutral, 40% indicated very satisfied and 37% indicated satisfied.8% indicated very dissatisfied with regard to environment,7% indicated dissatisfied, 2% indicated neutral, 60% indicated very satisfied and 23% indicated satisfied.6% indicated very dissatisfied with regard to service, 10% indicated dissatisfied, 3% indicated neutral, 51% indicated very satisfied and 30% indicated satisfied.4% indicated very dissatisfied with regard to value added service, 12% indicated dissatisfied, 4% indicated neutral, 60% indicated very satisfied and 20% indicated satisfied. 5% indicated very dissatisfied with regard to overall rating,11% indicated dissatisfied, 5% indicated neutral, 59% indicated very satisfied and 20% indicated satisfied.

V. CONCLUSION

In conclusion, the respondents contacted for this study indicated clearly that the effect of customer expectation on customer satisfaction in the hotel industry in Freetown were strongly agree and agree with over 60%. With regard to establish the effect of service quality on customer satisfaction in the hotel industry in Freetown; covered the service quality on customer satisfaction. The categories of statement on objective three were on tangibility, reliability, responsiveness, assurance and empathy. All the statements strongly agree and agree were highly ranked at more than 60%. On the issue of the effects of customer expectation on customer satisfaction in the hotel industry in Freetown. The statements were based on functional value and symbolic value and were all strongly agree and agree over 60%.

VI. RECOMMENDATIONS

The findings show that these selected hotels in Freetown strive to meet the expectations of their customers through the provision of excellent services in pursuit of customer satisfaction. However, these hotels should only focus on quality services that will lead to increase in quality of their hotels and number of times a client visits as this determines the customer satisfaction. Further, there is need for policy on kind of quality that hotels should focus on to avoid wastage.

This study findings show perceived quality as significant factor that affect customer satisfaction on the hotel industry. Rather than focus on the perceived value, hotel industry needs to focus on long term strategy on how current value to affect a client to visit the hotel severally since the number of visit and quality determines customer satisfaction.

On the last objective, the research recommends the hotel to focus on quality and not on the customer expectations. While hotels base the improvement of the services based on customer expectations, the focus should be on quality services that will lead to increase in quality of the hotel and number of times a client visits as this determines the customer satisfaction.

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