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EFFECT OF CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AND THE MODERATING ROLE OF CUSTOMER EXPERIENCE IN THE NIGERIAN HOTEL INDUSTRY

MUHAMMAD SANI GAWUNA

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
DECEMBER, 2019
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Abstrak


Kata kunci: kualiti perkhidmatan yang dirasakan, nilai yang dilihat, penglibatan pelanggan, pengalaman pelanggan, kepuasan pelanggan, imej, industri perhotelan.
Abstract

The dynamism of the hospitality industry has called for the need to have satisfied and loyal customers in order to achieve competitiveness. Therefore, this study aims to propose and validate a customer loyalty model in the hotel sector. Drawing from social exchange theory and confirmation-disconfirmation theory, this study examined the mediating role of customer satisfaction on the relationships among perceived service quality, perceived value, customer engagement, image, and customer experience on customer loyalty. In addition, the moderating effect of customer experience on the relationship between customer satisfaction and loyalty was also examined. Data obtained from 334 guests in the 82 hotels operating in Kano was analysed using PLS-SEM. Findings showed significant direct relationships between perceived service quality, customer satisfaction, image, and customer loyalty. However, perceived value and customer engagement reported an insignificant relationship. It was also found that the direct relationships between perceived service quality, perceived value, customer engagement, image, and customer satisfaction were established. As postulated, the mediating role of customer satisfaction on perceived service quality, perceived value and customer engagement relationships were supported. However, customer satisfaction did not mediate the link between image and customer loyalty. Similarly, moderating relationship of customer experience on customer satisfaction and loyalty was not supported. The use of customer engagement and customer experience in predicting loyalty is a noble contribution to knowledge and hospitality domain. The finding is of immense benefits to the management as it aids toward developing strategies to satisfy their customers and to retain them.

Keywords: perceived service quality, perceived value, customer engagement, customer experience, customer satisfaction, image, hotel industry.
Acknowledgement

“In the Name of Allah, the Most Beneficent, the Most Merciful” (Qur'an, 1:1). Peace and blessings of Allah be with our beloved prophet Muhammad (SAW), the seal of the prophets, his family and companions, along with those who follow his footsteps up to the last day. My acknowledgement goes to my sponsor ‘Tertiary Education Trust Fund’ through my employer, the Nigeria Police Academy Kano, Nigeria. I am indeed thankful to the management of Police Academy (POLAC) and its entire staff (both academic and non-academic).

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<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
</tr>
<tr>
<td>CFA</td>
<td>Confirmatory Factor Analysis</td>
</tr>
<tr>
<td>CMV</td>
<td>Common Method Variance</td>
</tr>
<tr>
<td>CE</td>
<td>Customer Engagement</td>
</tr>
<tr>
<td>CEX</td>
<td>Customer Experience</td>
</tr>
<tr>
<td>CL</td>
<td>Customer Loyalty</td>
</tr>
<tr>
<td>CS</td>
<td>Customer Satisfaction</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>EFA</td>
<td>Exploratory Factor Analysis</td>
</tr>
<tr>
<td>HTMT</td>
<td>Heterotrait-Monotrait Ratio</td>
</tr>
<tr>
<td>GoF</td>
<td>Goodness of Fit</td>
</tr>
<tr>
<td>HCM</td>
<td>Hierarchical Construct Model</td>
</tr>
<tr>
<td>PBUH</td>
<td>Peace be Upon Him</td>
</tr>
<tr>
<td>PLS</td>
<td>Partial Least Square</td>
</tr>
<tr>
<td>PLS-SEM</td>
<td>Partial Least Squares Structural Equation Modeling</td>
</tr>
<tr>
<td>PSQ</td>
<td>Perceived Service Quality</td>
</tr>
<tr>
<td>PV</td>
<td>Perceived Value</td>
</tr>
<tr>
<td>NBS</td>
<td>Nigerian Bureau of Statistics</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>Doctor of Philosophy</td>
</tr>
<tr>
<td>OYAGSB</td>
<td>Othman Yeop Abdullah Graduate School of Business</td>
</tr>
<tr>
<td>Q²</td>
<td>Predictive Relevance</td>
</tr>
<tr>
<td>RM</td>
<td>Relationship Marketing</td>
</tr>
<tr>
<td>R²</td>
<td>R-Squared</td>
</tr>
<tr>
<td>SBM</td>
<td>School of Business Management</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural Equation Modelling</td>
</tr>
<tr>
<td>SET</td>
<td>Social Exchange Theory</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Sciences</td>
</tr>
<tr>
<td>Acronym</td>
<td>Description</td>
</tr>
<tr>
<td>---------</td>
<td>------------------------------------</td>
</tr>
<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
</tr>
<tr>
<td>UNWTO</td>
<td>United Nations World Tourism Organisations</td>
</tr>
<tr>
<td>VIF</td>
<td>Variance Inflation Factor</td>
</tr>
<tr>
<td>WOM</td>
<td>Word of Mouth</td>
</tr>
<tr>
<td>WTTC</td>
<td>World Travel and Tourism Council</td>
</tr>
</tbody>
</table>
CHAPTER ONE
INTRODUCTION

Overview
The severity of competition, speedy accessibility of information, coupled with substantial number of well informed and enlightened customers prevailing in today’s globalised world make it very challenging for organisations to thrive. Businesses have now realised that, their future survival is not guaranteed by mere price reduction or improving the services of their offerings (Johan, Noor, Bahar, Yan & Ping, 2014). In this regard, Alnawas and Hemsley-brown (2019) maintained that this persistence of intense competition and increased customer expectations, necessitated the need to build strong bonds that will sustain long lasting loyalty between organisations and their customers so as to achieve sustainable profits and growth. That is why scholars and practitioners, attach greater importance to the concept of customer loyalty (Kandampully & Zhang 2015). Thus, it is considered to be a strategic weapon for achieving long-term competitive advantages in an environment characterised with stiff competition, turbulence and dynamism (Kandampully & Suhartanto, 2000). In fact, according to Yadab (2016), organisations can only achieve success if they attract, acquire, develop as well as retain their existing clients.

From the global perspectives, the concept of customer loyalty has been identified by scholars as the most efficient means of achieving organisational objectives (Romadhoni, Hadiwidjojo & Aisjah, 2015). A study conducted by Nokia Siemens company in 2010 revealed that 25% of the customers are not loyal to their respective service providers as they were considering switching to other service providers.
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https://doi.org/10.2307/1251929

Hill.


Appendix A
Questionnaire

Dear Sir/Madam,

I am a postgraduate student of University Utara Malaysia currently conducting a survey on guests’ loyalty in the Nigerian hotels as part of the requirements for the award of Ph.D. degree. Kindly, help to complete this questionnaire as accurately as possible. Please note that your responses would be treated with utmost confidentiality and used purely for academic purposes. I highly appreciate your cooperation.

Thanking you in anticipation of your response

Yours sincerely,

Muhammad Sani Gawuna
Ph.D. candidate
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sanimuhdgawuna@yahoo.com

Supervised by;
Dr Maria Abdul Rahman, and
Dr Normalisa M D Isa
maria@uum.edu.my

PART A: YOUR DEMOGRAPHIC BACKGROUND
Please tick (√) as appropriately in the space provide beloe
1. Please indicate your sex
   [ ] Male
   [ ] Female
2. Please indicate your marital status
   [ ] Single
   [ ] Married
   [ ] Others, specify ………………………………………
3. Please indicate your age range
   [ ] 18-27 years
   [ ] 28-37 years
4. Which of the following represents your highest educational qualification?

[ ] Informal education
[ ] Primary
[ ] Secondary
[ ] Diploma/NCE
[ ] HND/Bachelor Degree
[ ] Post Degree
[ ] Others, specify

5. Occupational status

[ ] Student
[ ] Civil servant
[ ] Employed by private sector
[ ] Self-employed
[ ] Unemployed

6. Nationality

[ ] Nigerian
[ ] Non-Nigerian

7. Total income per month

[ ] Less than N18,000
[ ] N18,000-117,999
[ ] N118,000-217,999
[ ] N218,000-317,999
[ ] Above N318,000

8. Please indicate how many times you visited this hotel

[ ] 1 to 3 times
[ ] 4 to 6 times
[ ] 7 to 9 times
[ ] 10 times or more

PART B: PLEASE CLICK (✓) REGARDING YOUR AGREEMENT OR DISAGREEMENT WITH THE FOLLOWING

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

SQ1  This hotel promise to provide a service and does so

SQ2  This hotel shows dependability in handling service problems

SQ3  The hotel performs services right the first time

SQ4  The hotel provides services at the time it promises to do

339
So

SQ5 The hotel tells guests exactly when the services will be performed
SQ6 The hotel gives prompt service
SQ7 The hotel is always willing to help
SQ8 The hotel is never too busy to respond to guests’ request
SQ9 The hotel instills confidence in guests
SQ10 Guests feel safe in the delivery of services
SQ11 Guests feel safe and secure during their stay
SQ12 The hotel has polite and courteous employees
SQ13 The employees have the knowledge to answer guests’ questions
SQ14 They have the skills to perform the service
SQ15 This hotel gives individual attention
SQ16 This hotel deals with guests in a caring fashion
SQ17 This hotel has guests’ best interests at heart
SQ18 Understands guests’ specific needs
SQ19 Equipment, fixtures and fittings are modern looking
SQ20 Facilities are visually appealing
SQ21 Neat and professional employees
SQ22 Materials are visually appealing
SQ23 Fixture and fittings are comfortable
SQ24 Equipment and facilities are easy to use
SQ25 Equipment and facilities are generally clean
SQ26 Variety of food and beverages meet guests’ needs
SQ27 Services are operated at a convenient time
PV1 I received a good quality service for a reasonable price
PV2 Considering the quality of the physical environment of the hotel, the price was appropriate
PV3 I valued this hotel as it met my needs at a reasonable price
PV4 Given the features of the room, it was good value for money
PV5 This hotel fulfilled both my high quality and low price requirement
PV6 This hotel met my specific needs (e.g., comfortable accommodation, convenient location) at a reasonable price
CS1 I am satisfied with my experiences in this hotel
CS2 I have had pleasurable stays in this hotel
CS3 I am completely satisfied with the services of this hotel
CS4 My experiences at this hotel have exceeded my expectations
CS5 It was wise for me to stay at this hotel
CE1 I felt insulted when someone criticises this hotel
CE2 When I talk about this hotel, I usually say ‘we’ rather than ‘they’
CE3 This hotel’s successes are my successes
CE4 When someone praises this hotel I felt happy
CE5 I am emotionally attached to this hotel
CE6 I am passionate about this hotel
CE7 I am enthusiastic about this hotel
CE8 I felt excited about this hotel
CE9 I love this hotel
CE10 I like to learn more about this hotel
<table>
<thead>
<tr>
<th>CE11</th>
<th>I pay a lot of attention to anything about this hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE12</td>
<td>Anything related to this hotel grabs my attention</td>
</tr>
<tr>
<td>CE13</td>
<td>I concentrate a lot on this hotel</td>
</tr>
<tr>
<td>CE14</td>
<td>I like learning more about this hotel</td>
</tr>
<tr>
<td>CE15</td>
<td>When I am interacting with this hotel, I forget</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>everything else around me</td>
</tr>
<tr>
<td>CE16</td>
<td>Time flies when I am interacting with this hotel</td>
</tr>
<tr>
<td>CE17</td>
<td>When I am interacting with this hotel, I get carried</td>
</tr>
<tr>
<td></td>
<td>away</td>
</tr>
<tr>
<td>CE18</td>
<td>When interacting with this hotel, it is difficult</td>
</tr>
<tr>
<td></td>
<td>to detach myself</td>
</tr>
<tr>
<td>CE19</td>
<td>In my interaction with the hotel, I am immersed</td>
</tr>
<tr>
<td>CE20</td>
<td>When interacting with the hotel intensely, I feel</td>
</tr>
<tr>
<td></td>
<td>happy</td>
</tr>
<tr>
<td>CE21</td>
<td>In general, I like to get involved in discussing</td>
</tr>
<tr>
<td></td>
<td>this hotel with others</td>
</tr>
<tr>
<td>CE22</td>
<td>I am someone who enjoys interacting with like-minded</td>
</tr>
<tr>
<td></td>
<td>about this hotel</td>
</tr>
<tr>
<td>CE23</td>
<td>In general, I thoroughly enjoy exchanging ideas with</td>
</tr>
<tr>
<td></td>
<td>others regarding this hotel</td>
</tr>
<tr>
<td>CE24</td>
<td>I often participate in activities of this hotel</td>
</tr>
<tr>
<td>CEX1</td>
<td>This hotel appears very inviting</td>
</tr>
<tr>
<td>CEX2</td>
<td>This hotel appears very attractive</td>
</tr>
<tr>
<td>CEX3</td>
<td>During my visit, I experience freedom</td>
</tr>
<tr>
<td>CEX4</td>
<td>This hotel provides support that I needed</td>
</tr>
<tr>
<td>CEX5</td>
<td>I always remember this hotel</td>
</tr>
<tr>
<td>CEX6</td>
<td>I feel I am treated like a king/queen</td>
</tr>
<tr>
<td>CEX7</td>
<td>The hotel does its best to take care of me</td>
</tr>
<tr>
<td>CEX8</td>
<td>This hotel relieves me of tasks or worries</td>
</tr>
<tr>
<td>CEX9</td>
<td>This hotel is interested in me</td>
</tr>
<tr>
<td>CEX10</td>
<td>I feel important at this hotel</td>
</tr>
<tr>
<td>CEX11</td>
<td>I feel at ease at this hotel</td>
</tr>
<tr>
<td>CEX12</td>
<td>I feel comfortable at this hotel</td>
</tr>
<tr>
<td>CEX13</td>
<td>I feel relaxed at this hotel</td>
</tr>
<tr>
<td>IM1</td>
<td>The hotel has a very clear image</td>
</tr>
<tr>
<td>IM2</td>
<td>The atmosphere in this hotel is quite and restful</td>
</tr>
<tr>
<td>IM3</td>
<td>The hotel has a long history</td>
</tr>
<tr>
<td>IM4</td>
<td>The hotel has a differentiated image from other hotel</td>
</tr>
<tr>
<td></td>
<td>brands</td>
</tr>
<tr>
<td>IM5</td>
<td>Its brand is familiar to me</td>
</tr>
<tr>
<td>IM6</td>
<td>The reputation of this hotel is important to me</td>
</tr>
<tr>
<td>IM7</td>
<td>This hotel makes a good impression on its guests</td>
</tr>
<tr>
<td>CL1</td>
<td>I will say positive things about this hotel</td>
</tr>
<tr>
<td>CL2</td>
<td>I will recommend the hotels to someone who seeks my</td>
</tr>
<tr>
<td></td>
<td>advice</td>
</tr>
<tr>
<td>CL3</td>
<td>Encourage friends and relatives to do business with</td>
</tr>
<tr>
<td></td>
<td>this hotel</td>
</tr>
<tr>
<td>CL4</td>
<td>I consider this hotel as my first choice</td>
</tr>
<tr>
<td>CL5</td>
<td>I will do more business with this hotel in the future</td>
</tr>
</tbody>
</table>
Appendix B  
List of Hotels and their Star Ranking in Kano State, Nigeria

1- STAR HOTELS

<table>
<thead>
<tr>
<th>S/No</th>
<th>Hotels</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alfad Villa</td>
<td>No. 88 Yankari Avenue Nomansland</td>
</tr>
<tr>
<td>2</td>
<td>Aromat Villa</td>
<td>Church Road/Igbo Road</td>
</tr>
<tr>
<td>3</td>
<td>Daif Link Royal Suites</td>
<td>No. 43 Atiken Road</td>
</tr>
<tr>
<td>4</td>
<td>Denny Best Hotel</td>
<td>No. 68 Atiken Road</td>
</tr>
<tr>
<td>5</td>
<td>Esan Guest</td>
<td>Aba Road Sabon Gari</td>
</tr>
<tr>
<td>6</td>
<td>Havana Guest Inn</td>
<td>No. 38 Azikwe Road</td>
</tr>
<tr>
<td>7</td>
<td>Holiday Villa</td>
<td>No. 10 Goal Coast Road</td>
</tr>
<tr>
<td>8</td>
<td>Hotel Demikela</td>
<td>No. 29-31 Church Road</td>
</tr>
<tr>
<td>9</td>
<td>Kano Federal Club (KFC)</td>
<td>No. 65-67 Ballagthus Road</td>
</tr>
<tr>
<td>10</td>
<td>Kings Hotel</td>
<td>No. 30 Aba Road</td>
</tr>
<tr>
<td>11</td>
<td>Liberty Guest Inn</td>
<td>No, 57 Aba Road</td>
</tr>
<tr>
<td>12</td>
<td>Mairabo Hotel</td>
<td>No 25-26 Atiken Road</td>
</tr>
<tr>
<td>13</td>
<td>Mbanefo Guest Inn</td>
<td>No. 37-39 Aba Road</td>
</tr>
<tr>
<td>14</td>
<td>Mbanefo Hotels</td>
<td>No. 45 A beokuta Road</td>
</tr>
<tr>
<td>15</td>
<td>Hotel Le mirage</td>
<td>No. 27/29 Enugu Road</td>
</tr>
<tr>
<td>16</td>
<td>New Paradise Guest Inn</td>
<td>No. 75 Weather head</td>
</tr>
<tr>
<td>17</td>
<td>New Treasure Suites</td>
<td>No. 83 Emir Road</td>
</tr>
<tr>
<td>18</td>
<td>Nova Guest Inn</td>
<td>No. 34 Warri Road</td>
</tr>
<tr>
<td>19</td>
<td>Nordy Meridian Hotel</td>
<td>No. 26 Goal Coast</td>
</tr>
<tr>
<td>20</td>
<td>Ocean Palace Hotel</td>
<td>No. 35 Warri Road</td>
</tr>
<tr>
<td>21</td>
<td>Palm Height Hotel</td>
<td>No. 34 Yoruba Road</td>
</tr>
<tr>
<td>22</td>
<td>Paro Guest Inn</td>
<td>No. 21 Aba Road</td>
</tr>
<tr>
<td>23</td>
<td>Paro Hotels</td>
<td>No. 18 Ijebu Road</td>
</tr>
<tr>
<td>24</td>
<td>Princess Hotel</td>
<td>No. 16 Aba Road</td>
</tr>
<tr>
<td>25</td>
<td>Rollings Nigeria Hotels</td>
<td>No. 82 Church Road</td>
</tr>
<tr>
<td>26</td>
<td>Royal Palace Guest Inn</td>
<td>No. 31 Atiken Road</td>
</tr>
<tr>
<td>27</td>
<td>S. P. Exclusive Suites</td>
<td>No. 39 Sunusi Road</td>
</tr>
<tr>
<td>28</td>
<td>Sunshine Millennium</td>
<td>No. 413 Sarkin Yaki by Court Road</td>
</tr>
<tr>
<td>29</td>
<td>TYC Hotel</td>
<td>No. 44 France Road</td>
</tr>
<tr>
<td>30</td>
<td>Universal Guest Inn</td>
<td>No. 12 Church Road</td>
</tr>
<tr>
<td>31</td>
<td>California Hotel</td>
<td>Goal Coast Sabon Gari</td>
</tr>
<tr>
<td>32</td>
<td>Hotel Capital</td>
<td>No. 40 Aba Road</td>
</tr>
</tbody>
</table>
### 2- STAR HOTELS

<table>
<thead>
<tr>
<th>S/No</th>
<th>Name of Hotels</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Akija Hotel</td>
<td>No. 43-45 Murtala Muhammed Way</td>
</tr>
<tr>
<td>2</td>
<td>At – Taqy Lodge</td>
<td>No. 6A, Abdullahi Bayero Way</td>
</tr>
<tr>
<td>3</td>
<td>Farhan Guest Inn</td>
<td>No. 16 A, Sultan Road</td>
</tr>
<tr>
<td>4</td>
<td>Fountain Inn</td>
<td>No. 11 Bompai Road</td>
</tr>
<tr>
<td>5</td>
<td>Gab Hotel</td>
<td>No. 42 Ibrahim Taiwo Road</td>
</tr>
<tr>
<td>6</td>
<td>Kano Residential Hotel</td>
<td>No. 24 Murtala Muhammed Way</td>
</tr>
<tr>
<td>7</td>
<td>Nuru Guest Inn</td>
<td>No.1 Audu Bako Way</td>
</tr>
<tr>
<td>8</td>
<td>Prsetige Villa</td>
<td>Sokoto Road Nassarawa GRA</td>
</tr>
<tr>
<td>9</td>
<td>Royal Park Guest Inn</td>
<td>No. 35 Kazaure Road</td>
</tr>
<tr>
<td>10</td>
<td>Salmat Guest Inn</td>
<td>No.11A Gyadi-Gyadi Zaria Road</td>
</tr>
<tr>
<td>11</td>
<td>Samir Palace Guest Inn</td>
<td>No. 14-18 Ashton Road</td>
</tr>
<tr>
<td>12</td>
<td>Sky World</td>
<td>NO. 26 Sarkin Yaki Road</td>
</tr>
<tr>
<td>13</td>
<td>Centre For Excellence</td>
<td>Race Road Sabon Gari</td>
</tr>
<tr>
<td>14</td>
<td>Bayco Guest Palace</td>
<td>No. 386 Na’ibawa Zaria Road</td>
</tr>
<tr>
<td>15</td>
<td>Great Palace</td>
<td>Ashton Road off Bakavo Barrack</td>
</tr>
<tr>
<td>16</td>
<td>International Hotel</td>
<td>No. 30-34 Enugu Road Sabon Gari</td>
</tr>
<tr>
<td>17</td>
<td>Feldingo Global Hotel</td>
<td>No. 36 Apple Avenue Nomansiland</td>
</tr>
<tr>
<td>18</td>
<td>Doris Hotel</td>
<td>No. 371 Ashton Road</td>
</tr>
<tr>
<td>19</td>
<td>Elison Hotel</td>
<td>No. 81 Ballagthus Road</td>
</tr>
<tr>
<td>20</td>
<td>New Guest Inn</td>
<td>No. 144 Ibrahim Taiwo Road</td>
</tr>
<tr>
<td>21</td>
<td>Premier Lodge</td>
<td>Kwanar Ungogo Katsina Road</td>
</tr>
</tbody>
</table>

### 3- STAR HOTELS

<table>
<thead>
<tr>
<th>S/No.</th>
<th>Name of Hotels</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Al Jazeera Hotel</td>
<td>Plot 33 Behind Race Course Road</td>
</tr>
<tr>
<td>2</td>
<td>Badala Hotel</td>
<td>Airport Road off Air force Base</td>
</tr>
<tr>
<td>3</td>
<td>Burj Al-Kano</td>
<td>No. 16 Bergery Road Bompai</td>
</tr>
<tr>
<td>4</td>
<td>Durbar Hotel</td>
<td>No. 11B Ahmadu Bello Way</td>
</tr>
<tr>
<td>5</td>
<td>Green Desert Palm Hotel</td>
<td>Katsina Road Near Hajj Camp</td>
</tr>
<tr>
<td>6</td>
<td>Haitel Guest Inn</td>
<td>No.7 Maiduguri Link Giginyu</td>
</tr>
<tr>
<td>7</td>
<td>Hameco Hotel</td>
<td>No. 78-80 Na’ibawa U-Turn Zaria Road</td>
</tr>
<tr>
<td>8</td>
<td>Horizon Hotel</td>
<td>Miller Road Bompai</td>
</tr>
<tr>
<td>9</td>
<td>Hotel De France</td>
<td>No. 54 Tafawa Balewa Road</td>
</tr>
<tr>
<td></td>
<td>NAME OF HOTELS</td>
<td>ADDRESS</td>
</tr>
<tr>
<td>---</td>
<td>----------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>10</td>
<td>Kabo Guest Inn</td>
<td>No. 15A Ashton Road</td>
</tr>
<tr>
<td>11</td>
<td>Miyetti Guest House</td>
<td>No. 1B Ahmadu Bello Way Nassarawa G.R.A.</td>
</tr>
<tr>
<td>12</td>
<td>Nassarawa Guest House</td>
<td>No. 314 Lamido Road Nassaraw</td>
</tr>
<tr>
<td>13</td>
<td>Ni’ima Guest Palace</td>
<td>No.8B Sulaiman Crescent Nassaraw</td>
</tr>
<tr>
<td>14</td>
<td>Ocean Palace</td>
<td>No. 35 Warri Road Sabon Gari</td>
</tr>
<tr>
<td>15</td>
<td>Pink Peacock</td>
<td>No. 10A Dantata Road Bompai</td>
</tr>
<tr>
<td>16</td>
<td>Royal Park Guest Inn</td>
<td>No. 35 Kazaure Road Bompai</td>
</tr>
<tr>
<td>17</td>
<td>Sulatanate</td>
<td>No.11 Race Course Road Nassarawa</td>
</tr>
<tr>
<td>18</td>
<td>Green Palace Hotel</td>
<td>No. 17 Bergery Road Bompai</td>
</tr>
<tr>
<td>19</td>
<td>Law Sultanate</td>
<td></td>
</tr>
</tbody>
</table>

### 4- STAR HOTELS

<table>
<thead>
<tr>
<th>S/No.</th>
<th>NAME OF HOTELS</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grand Central Hotel</td>
<td>No.1 Bompai Road Nassarawa</td>
</tr>
<tr>
<td>2</td>
<td>K-Suites and Towers</td>
<td>No. 21 Race Course Road</td>
</tr>
<tr>
<td>3</td>
<td>Prince Hotel</td>
<td>Tamandu Road Nassarawa</td>
</tr>
<tr>
<td>4</td>
<td>Royal Tropicana 1</td>
<td>No. 17/19 Niger Street</td>
</tr>
<tr>
<td>5</td>
<td>Royal Tropicana 2</td>
<td>No. 294-295 Zungeru Road</td>
</tr>
<tr>
<td>6</td>
<td>Tahir Guest Palace</td>
<td>No. 4, Ibrahim Natsugune Road</td>
</tr>
<tr>
<td>7</td>
<td>Bristol Hotel</td>
<td>No. 52/54 Guda Abdullahi Road</td>
</tr>
<tr>
<td>8</td>
<td>G-K Hotel</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Chilla Luxury Suite</td>
<td>No. 110, Audu Bako way</td>
</tr>
<tr>
<td>10</td>
<td>Baballe Suite</td>
<td>Dabo Muhd close by New Race course Road</td>
</tr>
</tbody>
</table>
PUBLICATIONS FROM THE Ph.D. RESEARCH


**Conferences attended**

Relationship marketing as a tool for achieving success in the Nigerian service context, *4th annual conference on social and management sciences research, 2019. Yusuf Maitama Sule, University Kano Nigeria, 15th – 17th October, 2019*

Religiousity as a Determinant of hotels patronage in Kano state Nigeria (2019), *1st International, Scholars Conference, University Utara Malaysia, 26th – 27th June*

Customer satisfaction and service quality as determinants of customer loyalty in Nigerian hospitality industry (2017), *2nd International Research Conference on Economics, Business and Social Sciences* July 11th – 12th, Park Royal Hotel, Penang Malaysia