Service Innovation and Hotel Business Performance in Port Harcourt

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Abstract

This study investigated the relationship between Service Innovations and Hotel Business Performance in Port Harcourt. Four Objectives and four Research Hypotheses guided the study. The accessible population of this study was drawn from the Customers of 10 selected Hotels in Port Harcourt. A sample size of 246 respondents was drawn using Freud and William's Formula. The study adopted a descriptive Survey Design. Face and Content validity were employed to assess the relevance of the instrument while Cronbach Alpha Statistics was used to determine the reliability of the instrument. The Research Questions were analyzed using descriptive statistics while the Null Hypotheses were statistically tested using Pearson Product Moment Correlation Coefficient with the aid of Statistical Package for Social Services (SPSS) version 22. The findings showed that New Value System had a positive Correlation with Effectiveness and Sales Revenue ($r = 0.751$; $p=0.000$; $p < 0.05$), ($r = 0.862$; $p=0.000$; $p < 0.05$). New Technological Service Delivery System had a strong Correlation with Effectiveness and Sales Revenue ($r = 0.726$; $p=0.000$; $p < 0.05$), ($r = 0.863$; $p=0.000$; $p < 0.05$). Based on the findings, we concluded that Service Innovation is a determinant of Hotel Business Performance in Port Harcourt. Being a service industry, New Value System and New Technological Service Delivery System would contribute immensely to Hotel Business Performance in Port Harcourt. Therefore, our recommendations were: There should be a department solely responsible for welcoming and taking care of new customers. Warm welcoming and receptions should be given to new customers in the Hotel Industry. Promo packages should be organized for new customers to gain a competitive advantage.

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Background to the Study

Hotel Businesses have become highly competitive; they might compete among themselves. Most hotels could duplicate and provide identical Services which could only be distinguished based on effectiveness and efficiency, (Eiba, 2013). According to Moyo, (2015), hotel service upgrading could potentially be an effective tool to gain Strategic Advantage and survive in today's competitive environment. Eiba, (2013) was of the view that service innovation might be an effective tool for hotels to gains strategic advantage and survive in a competitive environment. Hotels make profits mainly by providing lodging services, (Ollor, 2015; Ollor, 2019). Many travellers on vacations, or business trips, could be accommodated in hotels, while away from home. Besides room services, most Hotels also offer varieties of accessorial services, such as Food, Beverages, Laundry, and Valet Services. Additionally, the high-level hotels could offer Conference Rooms, Swimming Pools, Beauty Salons, and Fitness Centres to both business and leisure travellers. These are added innovations, (Manuel, 2009; Ollor, 2019). Business performance could entail organizational outcome, goal achievement, quality service, and economic aspects of efficiency and effectiveness. Business performance could have great importance to both industry and customers which would, in turn, lead to increase sales volume and generate revenue, (Majak, 2013; Ollor, 2015). Customer retention occurs when products or services are provided better than expected, or when products or services match customers' expectations, (Ollor and Harry, 2020).

Eiba (2013), opines that service innovations could be a significant aspect of Hotel Business Performance. Consequently, Hotels are springing up and providing services to customers. Service Innovations could be related to changes in the characteristics of service products, (Ryu and Lee, 2012). Randhawa and Scerri, (2015) conceptualized Service Innovation as an elevated service that could offer to new clients such services as Interface/Customer Encounter; New Service Delivery Systems; New Organizational Architecture or Marketing Propositions; Improvements in Productivity and Performance through Human Resource Management. Vos (2010) viewed Service Innovation as a renewal of existing service which if put into practice could provide benefits to organizations. The benefits could usually be derived from the added values that the renewals have provided to the customers. Moreover, Kjos (2013) has pointed out that Service Innovations could be multi-staged processes that organizations could use to transform ideas into new and improved Services to advance, compete and differentiate themselves successfully in their various marketplaces (Ade, 2014).

Empirically, many studies have been carried out on Service Innovation with several constructs and practices. For instance, Kelley (2012) studied Service Innovation practices among commercial banks in Kenya. Patton and McMahon (2006) investigated the systems theory framework of Service Innovation. Fieldman and Thomas (2013) worked on Service Innovation Management and customer satisfaction. The result showed that there is a positive correlation between Service Innovation Management and Customer Satisfaction. It therefore becomes imperative that no existing work of this listed literature has empirically worked on Service Innovation and Hotel Business Performance and perhaps in the Hotel Sector. Hence, this study will find out the relationship between Service Innovation and Hotel Business Performance in Port Harcourt.

Statement of the Problem

The Hospitality Industry is challenged with many sad tales, particularly in the Hotel Enterprises in Port Harcourt. Service innovation is tied directly to the achievements of Hotel Profits. In the Hospitality Industry, productivity is considered the foremost activity developed to create organizational delight (Dan, 2015). Empirically, Mana (2015) has observed that for any increase of 5% in guest retention there could be an increase in income. Dan (2015) observed that failure to meet or exceed the expectations of customers in the industry could lead to low Patronage, increase in Negative Word of Mouth, Low Profit, and Low Sales Volume which could hamper the growth of service organizations such as Hotels. Hotels lack qualified and experienced workforce which have reduced standard service performance in hotels. Gilbert, (2013) pointed out that organization's Service Innovation could influence hotel business performance. However, this has not been substantiated by rigorous and concerted research. Hence, there is a gap. This Study will find out the relationship between Service Innovations and Hotel Business Performance in Port Harcourt.

Figure 1: Conceptual Model of the Study of Service Innovations and Hotel Business Performance in Port Harcourt.

Conceptual Framework
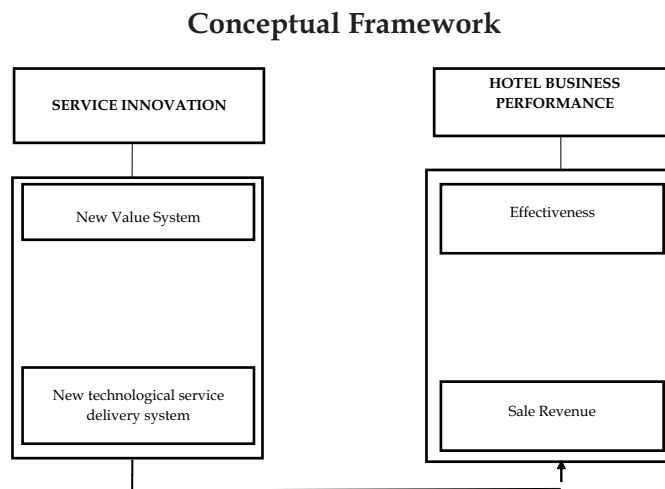
Source: Adapted from Jim, (2013) Service Innovation Capabilities: Towards Business Performance in the Hotel Sector.

Purpose of the Study

The Purpose of this Study is to ascertain the relationship between Service Innovations and Hotel Business Performance in Port Harcourt and specifically aims to:

1) Determine the relationship between New Value System and Hotel Business Performance in Port Harcourt;
2) Ascertain the relationship of New Technological Service Delivery System on Hotel Business Performance in Port Harcourt;

Research Questions

1. How does New Value System relate to Effectiveness of Hotel Business Performance in Port Harcourt?
2. What is the relationship between New Value System and Sale Revenue of Hotel Business Performance in Port Harcourt?
3. What is the effect of New Technological Service Delivery System on Effectiveness of Hotel Business Performance in Port Harcourt?
4. What is the relationship between New Technological Service Delivery System and Sale Revenue of Hotel Business Performance in Port Harcourt?

Research Hypotheses

$H0_1$: There is no relationship between New Value System and Effectiveness of Hotel Business Performance in Port Harcourt.

$H0_2$: There is no relationship between New Value System and Sales Revenue of Hotel Business Performance in Port Harcourt.

$H0_3$: There is no relationship between New Technological Service Delivery System and Effectiveness of Hotel Business Performance in Port Harcourt.

$H0_4$: There is no relationship between New Technological Service Delivery System and Sale Revenue of Hotel Business Performance in Port Harcourt.

Empirical Review

The Relationship between New Value System and Business Performance

Musek and Lesnik, (2008) carried out research on the New Value System and Performance of the Fast-Food industry in South Africa. A population of three hundred and fifty respondents was used for the study. A sample size of two hundred respondents was selected using the purposive sampling technique. The result revealed that New Value System correlated significantly with the Business Performance of Fast-Food industry in South Africa.

James, (2015) conducted a study on the impact of the New Value System and the Performance of hotels industry in Lagos. The study made use of employees of hotel establishments in Lagos State. A sample of 200 respondents was selected through an accessible sampling technique. The study revealed that New Value System is a determinant of Business Performance in the hotel industry in Lagos State. Walsh, Kabanoff, Bansal and Mael, (2003) researched on New Value System and Business Performance of hotel establishments in Malaysia. The result indicates that New Value System in organization encouraged potential buyers to buy or use the company's product.

The Relationship between New Technological Service Delivery System and Business Performance

Mayer, (2002) ascertained the impact of the New Technological Service Delivery System and Business Performance in the hotel industry in Abuja. Five objectives and five research hypotheses were employed for the study. The study found that New Technological Service Delivery System played a significant role in Business Performance.

Dennis, (2011) conducted a study on New Technological Service Delivery Systems and Business Performance in Fast-Food Restaurants in Malaysia. A population of 200 respondents was employed for the study and 120 respondents were selected using the Taro Yamane formula. Simple percentages and frequency table were used to answer the research questions; while Pearson Product moment Correlation Coefficient was used to test the Hypotheses at a 0.05 level of significance. The result showed that New Technological Service Delivery System correlated with Business Performance.

Research Methodology
Research Design
Population of the Study. A population is the aggregation of the elements from which the sample of the population of interest was drawn,(Anyanwu, 2006). The population of this study were the customers of selected hotels in Port Harcourt.

Sample/Sample Size Determination
Sample Size
The Freund and Williams Formula was used to determine the sample size. The Formula is as given below:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

n	=	Sample size
p	=	Percentage of positive response
q	=	Percentage of negative response
e	=	Margin of error
Z	=	Level of confidence

A pilot survey was conducted by the researchers. This was due to the infinite population of the Study. The pilot survey helped the researchers to determine the sample size. To generate the p and q for the sample size formula, the respondents were requested to give their general impression of the instrument. Eighty (80) percent of the respondents returned a positive rating, while twenty (20) percent gave a negative rating. From the result of the pilot study, the p (0.8) and the q (0.2) were generated. At $\propto$ =0.05 (margin of error), Z = 1.96. Thus, we had:

$$n = \frac{(1.96)^2 (0.8)(0.2)}{(.05)^2}$$

$$n = \frac{3.8416 (0.16)}{.0025}$$

$$n = \frac{0.6147}{.0025} = 245.86$$

$$n = 246$$

Data Collection Method
Both primary and secondary sources of data were used in this study.

Instrument Design
The Questionnaire was structured into two sections (section A and B). Section A is the classification Section containing demographic data of respondents such as sex, age, marital status, etc. Section B consists of questions relating to the subject matter of inquiry.

The questionnaire was structured on five (5) point Likert Scale with weights assigned as follows:

Strongly Agree	(SA)	5
Agree	(A)	4
Undecided	(U)	3
Disagree	(D)	2
Strongly Disagree	(SD)	1

Data Analysis Techniques
At the primary level, this Study employed the use of Simple Percentages, Frequency Tables, and Descriptive Statistical Tool to present the data generated; while, the Pearson Product Moment Correlation Coefficient was used to test the Hypotheses.

Data Presentation and Analysis
Table 1: Questionnaire Administration and Response Rate

S/N	Questionnaire Distributed	Frequency	Percentage
1	Total Distributed	246	100%
2	Total Returned	206	84%
3	Number Correctly Completed	200	79%
4	Number not used (percentage of returned)	46	4%

Source: Field Survey, 2021

From table 1 above, a total number of 246 Questionnaire were distributed to respondents. 206 of the Questionnaire were returned; while, 200 were correctly completed and thus fit for analyses. Therefore, all subsequent analyses were based on 200 Questionnaires.

Table 2: Demographic Profile of Respondents

Demographic Profile				
Gender				
Male	120	71.4		
Female	80	28.6		
Total	200	100		
Age				
18-25 years	45	3.6		
26-35 years	40	26.8		
36-45 years	50	35.7		
46- 55 years	35	17.9		
56 and above	30	16.1		
Total	200	100		
Highest Education Qualification				
SSCE/NECO/GCE		42	12.5	
NCE/OND		40	8.9	
HND/BSC		59	26.8	
MSC/PHD		58	50	
Others		1	1.8	
Total	200	100		
Marital Status				
Married	67	66.1		
Single	133	33.9		
Divorced	0	0		
Total	200	100		

Source: Field Survey, 2021

Section 1 of table 2 above, showed the information on the demographic profile of Customers of selected lounges in Port Harcourt which constituted the respondents. The Table revealed that 120 (71.4%) were male; while, 80 (28.6%) were female. This implies that male respondents were of the majority.

Section 2 of table 2 above, showed that 45 respondents (3.6%) were within 18 – 25 years; 40 respondents (26.8%) were within 26 – 35 years; 50 respondents (35.7%) were within 36 – 45 years; 35 respondents (17.9%) were within 46-55 years. While 30 respondents (16.1%) were within 56 years and above.

Section 3 of table 2 above, showed information on the respondents' level of qualification. They were represented as follows: SSCE/NECO/GCE (42) (12.5%), NCE/OND (40) (8.9%), HND /BSC (59) (26.8%), MSC/PHD (58) (50%) and others (1) (1.8%).

Section 4 of Table 2 above, showed the Marital Status of respondents. 67 respondents (66.1%) were married, 133 respondents (33.9%) were single. This information shows that single respondents are the majority.

Univariate Analysis of Service Innovation

Table 3: Mean scores of New Value System Responses

S/N	OPINIONS	SA 5	A 4	U 3	D 2	SD 1	N	Mean	STD
1	I patronize this hotel because they have respect for their potential customers.	85	75	10	23	7	200	4.04	1.14
2	I always visit this hotel because of their innovative service delivery	60	75	35	18	12	200	3.76	1.31
3	I like relaxing and shop from this hotel because they have value for their customers and offer them good service	50	70	10	36	34	200	3.33	2.1
4	The high quality of the products of this hotel is the reason I come here often to dine and sleep.	54	66	12	34	34	200	3.36	1.23
	Grand Mean							3.62	

Source: Survey Data, 2021.

Table 3 above, showed that the respondents agreed on each of the four items of New Value Systems responses. The Mean Scores are greater than 2.50. The grand mean is equally greater than 2.50; with Mean Scores of 4.04, 3.76, 3.33, and 3.36 respectively. The result indicates that: Respect for Customers, Innovative Service Delivery, Good Service Delivery, and Quality Products have positive influence on Hotel Business Performance in Port Harcourt.

Table 4: Mean scores of New Customer Interaction Responses

S/N	OPINIONS	SA 5	A 4	U 3	D 2	SD 1	N	Mean	STD
1	The hotel gives warm welcome to new customers.	35	40	67	37	21	200	3.15	1.48
2	The first-time interaction is always cordial with one-on-one communication.	31	35	36	31	67	200	2.66	1.6
3	Basic information about new customers is provided.	40	55	42	39	24	200	3.24	1.69
4	The hotel gives discount package to their new customers.	30	67	33	35	35	200	3.11	1.79
	Grand Mean							3.04	

Source: Survey Data, 2021.

Table 4 above, showed that the respondents agreed on each of the four items of New Customer Interaction. The Mean Scores are greater than 2.50. The Grand Mean is equally greater than the Criterion Mean of 2.50; with Mean Scores of 3.15, 2.66, 3.24, and 3.11 respectively. This result indicates that New Customer Interaction has a positive effect on Hotel Business Performance in Port Harcourt.

Table 5: Mean scores of New Technological service delivery system Responses

S/N	OPINIONS	SA 5	A 4	U 3	D 2	SD 1	N	Mean	STD
1	This hotel sometimes interacts with me through SMS and social media platforms.	25	20	45	40	70	200	2.57	1.91
2	I am sometimes invited through phone calls.	25	40	36	50	49	200	2.71	1.17
3	I have received e-mail messages from this hotel	16	60	42	30	52	200	2.51	1.15
4	The electronic means of communicating with customers is very effective	79	88	16	10	7	200	4.11	0.97
	Grand Mean							2.80	

Source: Survey Data, 2021.

Table 5 above, showed that the respondents agreed on each of the four items of New Technology Service Delivery System. The Mean Score is greater than 2.50. The Grand Mean is equally greater than the Criterion Mean of 2.50; with Mean Scores of 3.57, 2.71, 2.51, and 4.11 respectively. This result indicates that majority of the respondents agreed with the fact that SMS messaging; phone call, E-mail, and WhatsApp have positive effect on Hotel Business Performance in Port Harcourt

Univariate Analysis of Hotel Business Performance
Table 6: Mean scores of Effectiveness Responses

S/N	OPINIONS	SA 5	A 4	U 3	D 2	SD 1	N	Mean	STD
1	They follow rules and guidelines	57	55	2	36	50	200	3.16	1.23
2	Trust building is established in the hotel	56	54	2	23	65	200	3.06	1.8
3	They give accurate information to their customers	13	10	53	74	50	200	2.61	1.16
4	Their punctuality is always observed	46	63	17	34	40	200	3.2	2.16
	Grand Mean							2.93	

Source: Survey Data, 2021.

Table 6 shows that the respondents agreed on each of the four items of Effectiveness responses. The mean score is greater than 2.50. The Grand Mean is equally greater than the Criterion Mean of 2.50; with Mean Scores 3.16, 3.06, 2.61, and 3.2 respectively. The result shows appreciable agreement by the respondents on the fact that they felt a sense of pride in performing their responsibilities; as they were provided with rules and guidelines. The respondents also agreed that: Accurate and Efficient Service Delivery Enhanced Trust-building and Organizational Performance in Hotels in Port Harcourt.

Table 7: Mean scores of Sales Revenue Responses

S/N	OPINIONS	SA	A	U	D	SD	N	Mean	STD
		5	4	3	2	1			
1	Increased in new customer interaction has helped this hotel to generate more revenue	57	52	24	38	29	200	3.35	2.01
2	New Technological service delivery system has enabled improved sales revenue	67	54	27	24	24	200	3.56	1.83
3	New value system increased sales return	73	62	29	17	19	200	3.76	1.64
4	Expansion of sales revenue through service innovation	42	52	15	18	73	200	2.84	2.63
	Grand Mean							3.37	

Source: Survey Data, 2021.

Table 7 above, shows that the respondents agreed on each of the four items of Revisit Intention (that is, Mean Scores greater than 2.50). The Grand Mean is equally greater than the Criterion Mean of 2.50; with Mean Scores of 3.35, 3.56, 3.76, and 2.84 respectively. This Result indicates that Sales Revue is appreciable and has a positive effect on Hotel Business Performance in Port Harcourt.

Statistical Testing of Hypotheses
The Study was subjected to statistical tests using Pearson Product Moment Correlation Coefficient and Statistical Tool with the aid of the Statistical Package for Social Sciences (S.P.S.S.) version 21.0 packages.

Decision Rule
Reject the Null Hypothesis (H0) if PV < 0.01 for a 2-tailed test and conclude that a significant relationship exists.

Test of Hypothesis
H0$_1$: There is no significant relationship between New Value System and Effectiveness in Hotel Business Performance in Port Harcourt.

Table 8: Test for Hypothesis One (H0₁)
Correlations

		New Value System	Effectiveness
New Value System	Pearson Correlation	1.000	.751**
	Sig. (2-tailed)		.000
	N	200	200
	Pearson Correlation	.751**	1
Effectiveness Sig. (2-tailed)		.000	
	N	200	200

** Correlation is Significant at the 0.01 level (2 tailed)

Table 8 above, reveals that the rho value is 0.751 using a two-tailed test p > 0.000 at p < 0.05 level of significance, indicates a positive correlation, showing a strong significant relationship between New Value System and Effectiveness. Thus, the Null Hypothesis is rejected and the alternate hypothesis accepted meaning that there is a significant relationship between New Value System and Effectiveness.

H0₂: There is no significant relationship between New Value System and Sales Revenue in Hotel Business Performance in Port Harcourt.

Table 9: Test for Hypothesis two (H0₂)
Correlations

		New Value System	Sales Revenue
New Value System	Pearson Correlation	1.000	.862**
	Sig. (2-tailed)		.000
	N	200	80
	Pearson Correlation	.862**	1
Sales Revenue	Sig. (2-tailed)	.000	
	N	200	200

** Correlation is Significant at the 0.01 level (2 tailed)

The analysis in Table 9 shows that the rho value is 0.862 using a 2-tailed test; p = 0.000 at p < 0.05 level of significance indicating a positive correlation between New Value System and Sales Revenue. Hence, the Null Hypothesis is rejected and the alternate hypothesis accepted. There is therefore, a significant relationship between New Value System and Sales Revenue.

H0₃: There is no significant relationship between New Technological Service Delivery System and Effectiveness in Hotel Business Performance in Port Harcourt

Table 10: Test for Hypothesis Three (H$_{03}$)
Correlations

		New Technological Service Delivery System	Effectiveness
New Technological Service Delivery System	Pearson Correlation	1.000	.726**
	Sig. (2-tailed)		.000
	N	200	200
Effectiveness	Pearson Correlation	.726**	1
	Sig. (2-tailed)	.000	
	N	200	200

** Correlation is Significant at the 0.01 level (2 tailed)

In Table 10 above, shows Correlation Value of 0.726 using a 2-tailed test, p = 0.000 at p < 0.05 level of significance. Meaning it is positively correlated and showing a strong and significant relationship between New Technological Service Delivery System and Effectiveness. Hence, the Null Hypothesis is rejected and the alternate hypothesis accepted. Therefore, a significant relationship exist between New Technological Service Delivery systems and Effectiveness in Hotel Business in Port Harcourt

Table 11: Test for Hypothesis Four (H0$_4$)
H0$_4$: There is no significant relationship between New Technological Service Delivery System and Sales Revenue in Hotel Business Performance in Port Harcourt.

Table 11: Test for hypothesis Four (H0$_4$)

		New Technological Service Delivery System	Sales Revenue
New Technological Service Delivery System	Pearson Correlation	1.000	.863**
	Sig. (2-tailed)		.000
	N	200	200
Sales Revenue	Pearson Correlation	.863**	1
	Sig. (2-tailed)	.000	
	N	200	200

** Correlation is Significant at the 0.01 level (2 tailed)

Table 11 above, reveals that the Correlation Value is 0.863 using a two-tailed test p > 0.000 at p < 0.05 level of significance, indicates a positive Correlation, showing a strong significant relationship between New Technological Service Delivery System and Sales

Revenue. Thus, the Null Hypothesis is rejected and alternate hypothesis accepted meaning that there is a significant relationship between New Technological Service Delivery systems and Sales Revenue in Hotel Business Performance in Port Harcourt.

Discussion of Findings

H0₁: There is no significant relationship between New Value System and Effectiveness in Hotel Business Performance in Port Harcourt. The result of the analysis shows that rho = 0.751 where p = 0.000 by adopting the interpretation of the strength of the relationship. This indicates that r <0, hence correlation is statistically significant and has a strong relationship. New Value System is manifested in the new way of relating with customers that eventually wins the purchase behavior of that particular customer. This present finding is in agreement with Musek and Lesnik, (2008) deduced that New Value System is an integral part of any organizational performance. The finding is supported by James, (2015) and Kotter, (2012).

H0₂: There is no significant relationship between New Value System and Sales Revenue in Hotel Business Performance in Port Harcourt. The result of the finding shows that rho = 0.862, where p = 0.000, which indicates that r < 0. Therefore, correlation is statistically significant and has a strong relationship. In other words, live band entertainment plays a significant role in customer satisfaction. New Value System is the new beliefs and new practices that combine to give an organization a distinct environment. It includes the expectations, experiences, philosophies, and values that sustain the organization and are visible in the image, internal operations, and external relations, written and unwritten rules of the organization and are considered valid. Supportively, Kotter, (2012) believed that New Value System is a sustained standard (model or pattern) of behavior and culture that helps hold an organization in place and which cannot be easily changed.

H0₃: There is no relationship between New Technological Service Delivery System and Effectiveness. Testing the null hypothesis three at a 0.01 significant level and a degree of freedom of n-2, the correlation value of 0.89 (89%) shows that there is a significant relationship between New Technological Service Delivery System and Effectiveness. The implication is that when hotel managers use phone calls, SMS, and social media platform to invite and encourage customers it will lead to Effectiveness. E-mail messages and WhatsApp enable customers to keep abreast with any promo packages organize in the hotel. This finding agrees with Afuah, (2003), who found in his study that phone calls, text messages, and email contribute immensely to Effectiveness.

H0₄: There is no relationship between New Technological Service Delivery System and Sales Revenue. Testing the null hypothesis, the result reveals that the correlation value is 0.863 using a two-tailed test p > 0.000 at p < 0.05 level of significance, indicates a positive correlation, showing a strong significant relationship between New Technological Service Delivery System and Sales Revenue. Thus, the Null Hypothesis is rejected and alternate hypothesis accepted meaning that there is a significant relationship between

New Technological Service Delivery systems and Sales Revenue. This finding corroborates with the findings of Marshall (2015) who supports that the New Technological Service Delivery System has a strong positive relationship with Sales Revenue.

Conclusions

From the findings of this research work, it was concluded that Service Innovation is a determinant of Hotel Business Performance in Port Harcourt. Being a service industry, New Value System and New Technological Service Delivery System would contribute immensely to Hotel Business Performance in Port Harcourt. Customers patronize hotels when employees have value for them, rendering quality services, and availability of New Technological Service Delivery System; whichwouldTriggers Effectiveness and Sales Revenue. The study substantiates that service innovation capabilities towards financial performance, customer retention, and reputation of hotels have positive influence on Hotel Business Performance. Service innovation was found to have high positive influence on financial performance. Practically, this Study makes imperative contribution to the service industry, specifically the Hospitality Sector.

Recommendations

Based on the findings and conclusion of this study, the following recommendations were made:
  i. There should be a department solely responsible for welcoming and taking care of new customers.
  ii. Warm welcome and reception should be given to new customers in the hotel industry.
  iii. Promo packages should be organized for new customers to gain a competitive advantage
  iv. Hotel establishments should follow up with their customers aggressively to bring back other customers
  v. The hotel industry should offer new and innovative services to their customers to increase effectiveness and sales revenue.

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