

Customer Retention Determinants in Hospitality Industry in Nigeria; A Study of Customer Relationship Marketing

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Abstract: The objective of the study was to determine the effects of customer relationship marketing on customer retention in some selected hotels in Enugu State, Nigeria. The study drew the population from the customers of the selected hotels in Enugu Metropolis to understand the factors that makes them to be retained in the industry. Data was generated from 200 customers out of which 173 copies of the structured questionnaire were returned and qualified for use. The analytical tools used for the study comprises of; simple tables, percentages, simple regression and statistical package for social sciences (SPSS version 20). The results obtained from the study revealed that customer care, affordable service, quality services, and customer satisfaction used as sub-variables for customer relationship marketing have positive and significant effects on customer retention in the hospitality industry in Enugu metropolis. Based on the findings, the study recommended to the management of the selected hotels in the industry to deliver consistent, reliable and dependable services to their customers to gain customers trust, understanding, confidence, patronage and willingness to ensure that customers' needs are met during and after the services are delivered. The ability to retain customers depend on the past experience gained by customers after using the firm's services. Also, the firms should provide adequate and better communication networks that will enable them to collect and handle all complaints arising from product use, develop and maintain effective and efficient after sale services to ensure periodic calls, and visit to keep customers informed of new offers and benefits, and consistently re-evaluate performance against standard to ensure that all promises made during the transaction are fulfilled. Customers are assets to every business organization and getting them satisfied after service use makes them to be retained and loyal to the organization.

Keywords: Customer relationship marketing, Customer retention, Customer care, Affordable service, Quality service, and Customer satisfaction

I. INTRODUCTION

The hospitality industry is a broad category of fields within the service industry that include lodging, food and drink services, event planning, theme parks, travel and tourism. It includes hotels, restaurant, casinos, amusement parks, event, cruises, entertainment and other tourism related services. In its general sense hospitality means extending welcome to a traveler or offering a home away from home. It is a business of providing accommodation, food and drinks and

entertainment to visitors and guest. The above functions made the researchers to be interested in trying to find the relationship that exist between customer relationship marketing and customer retention in the industry.

Customer relationship marketing is a strategic tool used by business organizations to build, hold and retain key customers of the organization. Martin, Oliver and Jacqueln (2010) defined customer relationship marketing as a firm's practice to systematically manage its customers to maximize value across relationship circle. In the same vein, Kotler and Armstrong (2010) defined customer relationship marketing as the overall process of building and maintaining profitable customer relationship by delivering superior customer value /satisfaction. To deliver superior value to customers in the industry, the operators should develop customer relationship services such as good accommodation facilities, quality dishes and drinks, entertainment services, and relaxation centers that will make customers to feel at home. This can be achieved by offering a consistent and satisfactory services that will match or even exceed customer expectations. Business organization has internal and external publics that must be positively attended to for the survival and growth of the organization. In a relational exchange activities, parties are tied together by economic and social bonds, each party are expected to part with something of value. To achieve the above objective, parties should endeavor to fulfill the promises to ensure that the economic and social benefits are received at the end of the relationship to have a repeat purchase in future.

Customer retention can generally be referred to as the ability of a business organization to keep and retain his customers for a long period of time. In the hospitality industry, there are lots of competition that demand offering customized and differential services to gain competitive standing among the rival firms. In the industry firms compete among themselves to gain the will of the target market through offering quality services. These quality services are reflected in the repeat purchase attitude of customers as their needs arise in future. The ability to attract and retain customers in such firms depend on their positive experience with the firm's services in the past. Firms that offer quality and satisfactory services are remembered while those that do not are discarded. Services in

the hospitality industry are unique and to gain the popular will of the customers mean that operators should personalize some of their services to recognize the importance of these customers to the firm. This can be achieved through the understanding of the individual needs of their customers by providing solution in line with their expectations. Customer retention to (Gerpott; 2001; Rams, 2001 and Schindler, 2001) is defined as the continuity of the business relations between the customer and the organization. They went further to state that customer retention is more than giving the customers what they expect but, it is about exceeding the customer's expectations so that they become loyal advocates for the organization's products. Customer retention provide firms with reduced cost in marketing activities, increased patronage, increased profit and long term relationship. In this study, customer care, quality service, affordable service and customer satisfaction will be used as the customer relationship marketing sub- variables.

1.2 Statement of the Problem

The relationship existing between the customers and of the selected hotels in Enugu Metropolis has not been cordial leading to the switching of the customers from one firm to another in search of quality services. The operators used different customer relationship marketing strategies to attract customers to the organization but at the long run fail to deliver attractive packages that will retain them. Their intention may not be to scar customers away but to offer better and satisfactory services to their customers without properly integrating the 4ps (product, price, place and promotion) of marketing in their services as their major objective may be to maximize their efforts. These practices made most of the firms in the industry not to perform to optimum as the customers who have experienced them may have nothing to do with them again in future. They may even tell friends and well-wishers to avoid such firms. This made some of the firms in the industry not having customers to maintain their marketing efforts. Those who offer good quality services use high prices to discourage customers from coming back to patronize the firm again as more and more firms are coming up every day.

To achieve any marketing objective, the 4ps of marketing must be properly integrated as none works in isolation of the other. A customer may be satisfied in terms of the product but may be discouraged by the product, price, place, and promotion to have a repeat purchase. The level of competition existing in the industry is very high that no firm can claim to have all that is desired without proper management of the 4ps of marketing. It is in line with the above that the researchers deemed it necessary to use these sub- variables for customer relationship marketing including customer care, affordable service, quality services and customer satisfaction to determine their relationship on customer retention in the hospitality industry with particular reference to the selected hotels in Enugu Metropolis.

1.3 Objective of the study

The broad objective of the study was to determine the relationship existing between customer relationship marketing and customer retention in the hospitality industry in Nigeria with particular reference to some selected hotels in Enugu Metropolis. But specifically the objectives include to;

1. Determine the relationship existing between customer care and customer retention in some selected hotels in Enugu Metropolis.
2. Examine the relationship existing between affordable services and customer retention in some selected hotels in Enugu Metropolis.
3. Evaluate the relationship existing between quality services and customer retention in some selected hotels in Enugu Metropolis.
4. Examine the relationship existing between customer satisfaction and customer retention in some selected hotels in Enugu Metropolis.

1.4 Research Questions

For the purpose of the study, the following research questions were used;

1. What is the relationship existing between customer care and customer retention in some selected hotels in Enugu Metropolis?
2. What is the relationship existing between affordable services and customer retention in some selected hotels in Enugu Metropolis?
3. What is the relationship existing between quality services and customer retention in some selected hotels in Enugu Metropolis?
4. What is the relationship existing between customer satisfaction and customer retention in some selected hotels in Enugu metropolis?

1.5 Research hypotheses

The following hypotheses were formulated in the null form;

1. There is no significant relationship existing between customer care and customer retention in some selected hotels in Enugu Metropolis.
2. There is no significant relationship between affordable services and customer retention in some selected hotels in Enugu Metropolis.
3. There is no relationship between quality services and customer retention in some selected hotels in Enugu Metropolis.
4. There is no significant relationship between customer satisfaction and customer retention in some selected hotels in Enugu Metropolis.

1.6 Significance of the study

This study will be of immense benefit to the firms in the hospitality industry, customers, government, general public and future researchers.

To the firm operators in the industry, it will help them to know their customers, know their competitors, know how to manage the affairs of their organization, know how to identify their customers to satisfy their needs, know how to position their services to remain competitive as well as the strategies employed by other competitors to stand competitive.

To the customers, it will help them to know their needs, know the firms that offers satisfactory services, know how to differentiate the firm's services to enable customers make their choice and to make assessment on whether their objections are met or not. It will also help them to enjoy improved services in the hospitality industry as the firms will be competing to gain customers' interests.

To the general public, the study will help to improve the firm's services which will in turn improve the health status of the customers. It will help the firms to employ qualified and skilled workers who will contribute to the development of the society. It can also help future researchers in related field of study to provide relevant materials. It can help the firms to provide quality services that will help the government to make good policies and programmes in relation to the industry.

II. LITERATURE REVIEW

Relationship Marketing

Relationship marketing concept is an important marketing strategy a marketing organization can employ to develop a long lasting relationship between customers of an organization and its stakeholders. This is done by offering a consistent satisfactory service that will match with or exceed customers' expectations. Every organization has internal and external customers and to satisfy their needs, marketers should develop an enduring long term relationship with the stakeholders of the organization. Relational exchange describes a situation in which the buyer and the seller are tied together by social and economic bonds, where the act of exchanging goods and money is but a small part of the extended interaction between the two parties. Customers in the hospitality industry experience dissatisfaction with the firms when their expectations are not met. Such dissatisfaction should be appreciated by the service providers to avoid customers switching from one hospitality firm to another. Intermittently, the service providers should conduct customer complaints research to identify complaint behavior, obtain information on how to improve the quality of their products and services to increase customer satisfaction and retention through complaint management.

Achieving the objectives of the service providers involves a mutual exchange and fulfillment of promises by the hospitality service providers to their customers to ensure that the economic goals of that relationship are achieved. By

acting promptly to their complaints, and having closer relationship with their customers. Agbonifoh, Ogwo, Nnolim and Nkamnebe (2004) supported the above when they stated that "relationship marketing seeks to establish long term, committed, trusting and co-operative relationship with customers, characterized by openness, genuine concern for the delivery of high quality goods and services, responsiveness to customer suggestions, fair dealings and willingness to sacrifice short term advantage for long term gains". Firms in the industry should not maximize profit on each transaction but should try to establish solid, dependable and above all permanent relationships with the people they serve to achieve a long lasting relationship and profitability.

The firms in the hospitality industry can cultivate and possibly nurture the relationship marketing orientation in their organization to improve performance and achieve the targeted objectives. Relationship can be established by creating awareness and enabling environment, active search for prospects, increase interdependence and maintain a valuable relationship. Relationship marketing focuses on customers, employees, shareholders and the general public. Indeed, literature on relationship marketing seem to put more emphasis on customer relationship marketing, as the engine room of relationship marketing practice. Customer relationship marketing can provide benefits to customers and to the business organization. To the customers of hospitality industry, relationship marketing provides them with valued products that will be assessed as a bundle of utilities including high quality services, satisfaction, confidence, social and other benefits. The organizations will benefit through increased turnover as loyal customers will buy more of the firms products. It will help the organizations to incur reduced cost of managing the old customers than new ones. The firms will also enjoy countless publicity by word of mouth from their customers. They can get financial assistance from customers to maintain sound relationship. These variables can be used to measure the level of market performance including increased sales volume, increased market share, increased customer loyalty and increased profitability.

Brassington, and Pattit (2000) stated that customer relationship marketing has developed as an approach that is based on maintaining positive relationships with customers, increasing customer loyalty and expanding customer lifetime value. Martin, Oliver, Jacquelyn (2010) defined customer relationship marketing as "a firms practices to systematically manage its customers to minimize value across the relationship lifecycle. The firms in the industry can cultivate and possibly nurture the relationship to improve performance to achieve targeted objectives. Relationship can be established by creating awareness, enabling environment, active search for prospects, increase interdependence and maintaining valuable services.

Customer Relationship Marketing Tools in the Hospitality Industry

The hospitality industry can use different kinds of customer relationship practices to attract, hold and retain their customers as loyal customers. The researcher limited the sub-variables for measuring customer relationship practices to four including; customer care, affordable service, quality service, and customer satisfaction. These are treated in details below:

Customer Care/ Service

Customer care is one of the most important considerations in the evaluation of a supplier whose reputation for good service attracts potential customer. It is a process that takes place between a buyer, seller and a third party. The third party may include companies that have license by a marketing company to provide customer service. Kim, Park, and Jeong (2004) defined customer services as a system of activities that comprises customer support system, complaint processing, speed of complaint processing, ease of reporting complaint and friendliness when reporting complaint. Customer service can produce customer behavior that can indicate whether a customer will remain with or defect from an organization. The level of competition existing in a service industry determines the different customer service techniques that will be used to satisfy and retain the customers. The effectiveness of the level of customer service will enhance customer retention and reduce switching behavior between and among service providers (Oyeniyi and Joachim, 2008).

Customer care/ service can therefore be seen as all the assistance and help that the service providers in the hospitality industry can offer to their customers directly or indirectly before, during and after purchase to provide exciting customer experience with their services. When the service received satisfies the customers` need, it has the potential to offer a competitive advantage to service providers in the hospitality industry as it will make them to attract and retain their customers. The provision of excellent customer care and dealing with unsatisfied customers as soon as it is identified will help the service providers to ensure that their customers remain loyal and keep coming back whenever there is need to be filled in that direction.

Affordable Service

An affordable service is a service that is inexpensive that most customers can afford to buy. It is a service that is within most customer`s budget or having a cost that is not too high. Operators in the hospitality industry should make the price of their services to be affordable to customers to enjoy their services as higher prices can discourage some of them who cannot afford to buy such services. In fixing prices for their products and services, operators should consider the segment of the customers they intend to serve, the location of the firm and the demand of the service to avoid pricing themselves out of the market.

In the hospitality industry, firms compete among themselves in terms of the service to be rendered or price to be paid to gain customers patronage. When the price of the service is high, customers tend to reduce the demand for such a service and may switch to other competing firms whose cost is lower. But customers are retained when the price of the service is affordable and satisfactory. Price is generally the value customers pay to obtain goods and services. Customers select services based on the price of the service though their perceptions differs from one individual to another. Some perceive price as a class distinction or in terms of the quality of the service. In fixing price therefore, operators should identify the market segment and the needs they intend to serve. When customers perceive price as being fair, they would be willing to transact with the organization. Melody (2001) stated that it is important for the service providers to meet customers` requirements and expectations in terms of price and service quality. Also, Adeleke and Aminu (2012) supported the above statement by stating that offering attractive and affordable price is important to achieve competitive advantage in the marketplace. Xia et al (2007) stated that price fairness refers to consumers` assessment of whether a sellers` price is reasonable, acceptable and justifiable. Customers are satisfied and loyal when they feel that the price they pay correspond to the quality of service they receive.

Quality Service

Quality Service can be perceived as the comparison of perceived performance and the expected performance of such a service. It is the customers overall impression of how the service offered by an organization is superior or inferior. The firms` ability to create and sustain competitive advantage depends upon the level of service quality provided by the service provider (Yoo and Park, 2007). Therefore, the provision of a consistently high quality service can differentiate one service provider from another in the hospitality industry. Service quality results in repeated sales and increased market share, which leads to customer loyalty.

Service quality in the hospitality industry is difficult to measure due to the inherent intangibility, heterogeneity and inseparability features. The customers involved in its production, performance and quality evaluations are affected by their actions, mood and cooperativeness. The dynamic nature of services made the customers to change their purchase behavior whenever they are not comfortable with any offering. Quality service is a fundamental service expected by customers. This can be considered as one of the desired outcomes of care that the customers expect from the hospitality service providers. Customer satisfaction is indispensable to quality assessments for designing and managing services in the hospitality industry. Customers` satisfaction enhances the firms image, which in turn translates into increased service use and market share (Andaleeb, 1988). Satisfied customers exhibit favorable behavioral intentions which are beneficial to the service providers` long-term success. The customers express their intention in positive

ways such as praising and preferring the provider over others, increasing their purchase volumes or paying premium.

Donabedian (1986) categorized quality service in hospitality industry into three: technical aspects, interpersonal component and amenities. He narrated that in technical aspects, customers look for how well those in the industry will handle customers' needs. The ability of operators to offer quality services will help the customers determine the level of relationship. In the interpersonal component, the customers assesses the services of firm from the way it responds to their complaints, how friendly they are to the customers as well as the attention given to them whenever the need arises. In our various service institutions, the interpersonal component is one of the problems that demoralize customers' interest from been loyal to a particular service provider. The responsiveness, friendliness and attentiveness of a service provider depends on the financial status of the customer as well as how closely related the customer is to the service institution, the appeal and comfort received by the customer after using the services. Donabedian still went further to explain other individual assessment of quality service based on the customers' status to include: the physical structure of the firm including the staff, number, types, qualifications and facilities. The next is the process undergone to provide services for the service needs of the patients, that is, what is done to and for the customer such as the treatment to be given. The result obtained after using the service helps the customer to have positive or negative knowledge of the quality service offered by the firm in the industry.

Customer Satisfaction

Customer Satisfaction has been the main reason for customer retention. It is important to know how customers perceive the firms' service or product in terms of the quality, but how satisfied they are with the overall experience, is what defines satisfaction. Whether the customer is satisfied or not after the purchase and use depends on the offers performance in relation to the customer expectations. Schiffman and Kanuk (2007) defined Customer Satisfaction as a persons' expression of pleasure or disappointment result from comparing a service outcome in relation to their expectations. A customer is satisfied when the outcome of a service matches or exceeds his expectations. While failure to meet customer's needs result to dissatisfaction from the service usage. Satisfaction can be experienced in different ways depending on what needs the customer had before the service use. This ranges from feelings of fulfillment, relief, contentment, pleasure to delight. Zeithaml et al (2006) stated that satisfaction or dissatisfaction is a measure or evaluation of a product or service ability to meet a customer's needs or expectations. When customers are satisfied, the organization will spend less in acquiring new customers and revise is the case when they are dissatisfied. Customers who are retained will continue to repurchase the firms product which will in turn increase the firms' profit, market share and customer base. Customer Satisfaction can be increased when the management or operators in the hospitality industry understand customers' needs before going into

production. The major challenge facing the operators is on how to improve customer satisfaction to retain them for a long period of time. This could be achieved by differentiating the firms' offerings from that of the competitors. Berry et al (1996) Classified customer satisfaction into the following dimensions including;

Access: providing easy access to a service without much stress.

Communication: addresses how information is to be conveyed and received by customers using simple and understandable language.

Competence: deals with the level of skill acquired by the service provider

Courtesy: deals with how friendly and polite the service provider is to their customers.

Credibility: deals with the trust the customers have for the organization and their staff

Reliability: deals with how consistent the organization is in rendering quality services to their customers at the time of need

Responsiveness: deals with the willingness and readiness of the firm's staff to provide immediate service.

Security: deals with absence of danger, doubt and risk. Safety and confidentiality

Tangibles: ability to provide evidence that the service of the organization are credible and trustworthy.

Understanding: refers to how well the organization understand the expectations of its customers in their feelings about the services being provided

Not all the above listed dimensions must be assumed to be there before a customer will be satisfied. This is because we do not have the same way of perceiving things. Customer Satisfaction is an overall attitude or behavior towards the difference between what the customers expect and what they receive regarding the fulfillment of some desire, need or goal (Hansemark,2004; Kotler, 2000; Hoyer and MacInnis: 2001).

III. METHODOLOGY

3.1 Research design

The study examines the effects of customer relationship marketing on customer retention in the hospitality industry in Nigeria with particular reference to Enugu metropolis. This was a survey research design. The study was aimed at eliciting information on the characteristics of customers in terms of their personal data; age, gender, occupation, qualification and hospitality firms of their choice.

3.2 Population of the study

The customers of the firms in the hospitality industry in Enugu metropolis consisted of the population of the study. The study drew the population from the customers to

understand the treatment given to them whenever they complain to their service providers. Data was generated from 200 customers of these firms including (Top Rank hotel, Royal Palace hotel, Hotel Cordial Enugu, Nike Lake hotel and De-reserve hotel)which were randomly chosen. Out of the 200 distributed copies of structured questionnaire, 173 copies were returned and qualified for use.

3.3 Research Instrument, Analysis and Interpretation.

The study used questionnaire as their research instrument. The questionnaire was structured in 5 likert form. The scale was developed to measure the effects of customer relationship marketing on customer retention in the hospitality industry. The scale ranges from 1 to 5, where 1 = strongly disagree, 2 = disagree, 3 = indifferent, 4 = agree and 5= strongly agree.

The reliability of the scales was assessed using Cronbach's Alpha. The Cronbach's Alpha score for customer relationship marketing and customer retention to switch was .886 and .720 respectively. These indicated high reliability of scale between the variables. These scales was based on previous research scale on the respective topics on customer relationship marketing (Mousavi and Esfidani; 2013, Manna and Chudhry; 2013, Albattal; 2017, Ramphal; 2016 and Wernerfelt; 2007), Customer retention (Allred and Addams; 2000, Gerrard and Cunningham; 1997) and all were measured on five point likert scale. A demographic section was also included in the questionnaire containing questions regarding gender, age, qualification and occupation of the customers as well as some firms in the metropolis along with the number of years the customers have been using the services of the firms. The data was analyzed using SPSS version 20.

IV. ANALYSIS AND DISCUSSIONS

Table 1 below provides the demographical distribution of the customers with regard to their age brackets.

Table 1: Respondents opinion on their age brackets

Options	frequency	Percent	Valid percent	Cumulative percent
Between 18-22 years	20	11.56	11.56	11.56
Between 23-31 years	50	28.90	28.90	40.46
Between 32-40 years	81	42.82	42.82	83.28
Between 41-50 years	22	12.72	12.72	100.0
Total	173	100.0	100.0	

Source: Field survey, 2021

The above table revealed that 20 (11.56%) of the respondents were between the ages of 18- 22years, 50 (28.90%) were between the ages of 23- 31years, 81 (42.82%) were between the ages of 32- 40years, and 22 (12.72%) were between the ages of 41-50 years).

Table 2: Respondents opinion on their academic qualification

Options	frequency	Percent	Valid percent	Cumulative percent
WAEC	30	17.34	17.34	17.34
Bsc/Hnd	90	52.03	52.03	69.37
Post graduate	30	17.34	17.34	86.71
Others	23	13.29	13.29	100.0
Total	173	100.0	100.0	

Source: Field survey, 2021.

Table 2 above revealed that 30 (17.34%) of the respondents had WASC, 90 (52.03%) had Bsc/Hnd, 30 (17.34%) had post graduate certificate while 23 (13.29%) had other qualifications.

Table 3: Gender of the respondents

Gender	Frequency	Percent	Valid Percent	Cumulative percent
Female	110	63.58	63.58	63.58
Male	63	36.42	36.42	100.0
Total	173	100.0	100.0	

Source: Field survey, 2021

The above table revealed that 110 (63.58%) were females while 63 (36.42%) were males.

H0₁: There is no significant relationship between customer relationship marketing and customer retention in the selected hotelsin Nigeria.

Table 4: Liner relationship between customer relationship marketing and customer retention

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985a	.969	.969	.16534

Source: SPSS Version 20

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	147.527	1	147.527	5396.728	.000a
Residual	4.675	171	.027		
Total	152.202	172			

Source: SPSS Version 20

Table 4 above revealed that in the model summary table, the R value is (0.985), R square (0.969), adjusted R square (0.969) and the standard error of estimate is (0.16534). The large value of R revealed a strong relationship between the obtained result and the expected values of the variables. Also, the F calculated value of (5396.728) is greater than the tabulated value of (3.90) which indicated signification relationship. Again, the significant value of P (0.000) is smaller than (0.05) which revealed that the independent variable (customer relationship marketing) to a high extent

accounted for the variations in the dependent variable customer retention.

On the other hand, the R value depict customer loyalty accounted for (98.5%) change in customer relationship marketing while R square is the proportion of variation in the dependent variable explained by the regression model. Therefore, the large value of R square (96.9%) revealed that the model properly fits the data or population. Also, the value of adjusted R (0.969) indicated that the value of square more closely reflect the goodness of fit of the model in the population. Furthermore, the analysis of variance table (Anova) revealed regression sum of square value of (147.527) which is higher than the residual sum of square value of (4.675). This means that the model accounted for most of the variations in the dependent variable. The study therefore suggested that there is signification relationship existing between customer retention and customer relationship marketing.

V. DISCUSSION OF THE FINDINGS

The analysis from the table above revealed that the result supported the opinion of Isiaku (2010) who stated the two major reasons why customers switch from one service provider to another to include core service failure and unfavorable service encounter with the firms' staff. He went further to state that a customers who do not complain after being dissatisfied should be the concern of management. This is to restore customers' satisfaction, build goodwill, help the service firm to improve on their performance, prevent damaging the firms' image and reputations from negative word of mouth to friends, family and external people. The analysis revealed that proper handling of customers' objections will lead to customers' trust, commitment, patronage and retention to the services of the firms. The study equally revealed that customers who make repeat purchase are those whose needs are met in terms of care, affordability, quality and satisfaction. These variables gave support and assurance to the firms in the industry when customer retention is involved.

VI. RECOMMENDATIONS

Based on the findings of the study the management of firms in the industry in Enugu Metropolis should provide:

- 1 Proper care to their customers whenever objections are raised to make them have sense of belonging.
- 2 Affordable services to all segments of the market to avoid creating gap for other competing firms
- 3 Quality services that will add value to their customers' needs to avoid switching from one firm to the other and to keep them retained instead of looking for new ones.
- 4 Total and complete satisfaction to their customers by ensuring that the 4ps are integrated in the Products and services offered to gain competitive advantage as well as boasting the morale of the customers in having the firm and its services in mind.

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