

THE RELATIONSHIP BETWEEN SERVICE QUALITY FACTORS AND CUSTOMER SATISFACTION IN HILTON YAOUNDÉ HOTEL CAMEROON

¹Ofoihu Jonathan Chinemerem

Faculty of Finance and administrative science, Al-madinah International University
jonathansemy@yahoo.com

² Asst. Prof. Dr. Maged Mustafa Mahyoub

Faculty of Finance and administrative science, Al-madinah International University
maged.mahyoub@mediu.edu.my

³ Asst. Prof. Zakarya Mohsen Mohammed

Faculty of Finance and administrative science, Al-madinah International University
zakarya.mohsen@mediu.edu.my

Abstract

The primary purpose of this study is to determine whether there is a connection between the various aspects of service quality and the level of satisfaction experienced by Hilton Yaoundé Hotel guests. This study is centered on the ideas of customer pleasure, and the relationship between these ideas, as well as how they both contribute to the profit margin of the firm. This study used a descriptive research approach, and the phenomena that were investigated includes the service quality, customer satisfaction, elements of service to the customers which includes responsiveness, reliability, empathy and assurance with their impacts. Before the final data collection, the amended questionnaires were sent out to a pilot group of two hundred respondents. The input from these respondents was utilized to make adjustments to the questionnaire. Customers served as the study's population of 550, and 232 individuals were counted as respondents who provided answers and comments, as shown in the table provided by Sekaran. In this study, convenience sampling was employed to narrow the population down to only include those who had been at the hotel more than twice before the research began. A standardized questionnaire consisting of 27 statements was used to gather the information for this study. The findings of this analysis suggest that service efficiency and customer retention combined led to customer loyalty. This study went further to recommend among others that Hotel management in Hilton Yaoundé should incorporate customer loyalty enhancement strategies in order to build and sustain long-term partnerships with customers and also to provide a competitive edge and increase profitability. They should follow customer engagement as a marketing strategy that needs long-term dedication and comprehension of service quality and also adopt customer retention from the point of view of Hilton's overall hotel experience.

Keywords: *Quality service, job performance, customer's satisfaction.*

1. Introduction

Both little and enormous hotels, astounding help and client fulfilment are basic. Hotel rivalry is expanding constantly, which is the reason fantastic assistance is turning out to be more pivotal. Whenever a hotel serves its visitors well and satisfies them, it might fabricate long haul client associations and may get a free coupon when pleased clients educate others regarding the extraordinary treatment they had. Clients who are fulfilled affect market results, which is the reason it is fundamental and charming to investigate this effect. It is feasible to get significant data about lodging clients by estimating customer loyalty, and the discoveries might be used to improve the hotel and its contributions. You have an unmistakable image of what your clients want and can start creating contributions. Estimating client satisfaction should be a nonstop cycle that is done consistently, not simply once: the outcomes will be more important assuming it is done consistently. Lately, the help business has filled in significance, while its creation has diminished. The help area represents 70% of all positions in all OECD part

states, making most nations reliant upon it (Berry, et al., 2018 and Gardner, 2017). More examination on innovative help-measures is fundamental (Arvanitis, Kubli and Woerter, 2019). Associations are continuously searching for a new and creative ways of working on the nature of their help and separate their authoritative commitments. This is seen as an upper hand to draw in and hold buyers while additionally producing a benefit (Sandström, Edvardsson, Kristensson, besides, Magnusson, 2019 and Khan and Fasih, 2020). (Pralhad & Ramaswamy, 2021). Grönroos (2022) characterized organization quality as the contrast between a purchaser's arrangement.

2. Problem Statement

Service quality encompasses all required choices and expectations by clients for a possible repeated patronage. In the hospitality industry, there are several factors that can be a turn off for prospective clients and investors, such factors are of utmost importance in consideration for a better service for customer satisfaction (Rehman & Pal, 2021). There are always issues in trying to get clients satisfaction which lead to maintaining their choices

and keeps them close to be loyal to their businesses. There is difficulty in retaining high profile customers as there has not been convincing efforts to keeping up to date with new customers' demands in Cameroon. Customer base have a ton of choices nowadays, which makes it challenging for lodgings like Hilton Hotel Yaoundé to keep their clients. While the lodging sets a huge amount of energy to suit the expectations of its visitors, its competitors give a wide scope of choices (O'Halloran, 2022). Therefore, the lodging can't ensure client maintenance since numerous clients need to investigate different choices and experience diverse options. Such as communication between the company and their clients, customers have their choices as kings and they usually bargain their power. It is the same thing with Numerous Rwandan hotels as they are finding it challenging to keep their customers in the long haul subsequently.

3. Research Questions

1. Is there any relationship between Responsiveness and customer satisfaction in Hilton hotel Yaoundé?
2. Is there any relationship between Reliability and customer satisfaction in Hilton hotel Yaoundé?
3. Is there any relationship between Empathy and customer satisfaction in Hilton hotel Yaoundé?
4. Is there any relationship between Assurance and customer satisfaction in Hilton hotel Yaoundé?

4. Research Objectives

1. To investigate the relationship between Responsiveness and customer satisfaction in Hilton hotel Yaoundé.
2. To investigate the relationship between Reliability and customer satisfaction in Hilton hotel Yaoundé.
3. To investigate the relationship between Empathy and customer satisfaction in Hilton hotel Yaoundé.
4. To investigate the relationship between Assurance and customer satisfaction in Hilton hotel Yaoundé.

5. Literature Review

The motivation behind this part is to analyze the writing because of customer loyalty at the Hilton Hotel Yaoundé. It attempts to portray and clarify the difficulties encompassing the reviews subject to show up at a reasonable arrangement. This section covers the review point's writing and current holes. It centers on the exploration's principal thoughts. Customer loyalty and client steadfastness are two thoughts that are entwined. This part of the undertaking will likewise take a gander at a portion of the components that impact the thoughts of client delight and dependability, as well as the relationship that exists between them.

6. How Service Quality Influence Customers' Satisfaction

Concerning collaborations between the recently portrayed help quality aspect and customer loyalty, which are upheld by the People part of administration quality. Buyer satisfaction/dissatisfaction, as per Tjiptono (2017), is the purchaser's reaction to an apparent blunder/ disconfirmation assessment between past assumptions (or other execution rules) and the real showcase of the clear thing after utilization. "Client satisfaction is how much one's sentiments in the wake of taking a gander at the introduction of noticed results contrasted and predispositions," composes Kotler in Mulyana (2019). "Customer loyalty is the inclination of somebody who created subsequent to contrasting the insight or impression and the execution or result of a thing and its presumptions," as indicated by (Kotler, 2020). "Satisfaction or purchaser frustration is the customer's response to the evaluation of divergence or disconfirmation that is felt International Journal of Finance and Management between past presumptions (or other execution guidelines) and the real show of the clear thing after its use," as indicated by Day (in Tse and Wilton) referred to by Tjiptono. Selnes (2018) distinguished the accompanying as a satisfaction marker: Overall Satisfaction, Assumption, and Experience significant in the monetary business than in assembling. Besides, in nations that are completely coordinated into the worldwide economy, banks defy savage contention from both homegrown and unfamiliar contenders, constraining them to offer types of assistance to separate themselves from the opposition. In this sense, setting up a solid corporate picture with a strong corporate notoriety is especially significant for banks, since this is remembered to assist with creating trust among bank clients. Positive view of how a business works ordinarily increment shopper unwaveringness and monetary guide. Associations are very much aware that laying out/further developing a positive organization picture and keeping a solid corporate standing will give them an upper hand. Thus, a bank's amazing corporate picture and corporate status are significant assets for a bank (Gray and Balmer, 1998), when clients have an expansive scope of choices.

Considering that monetary establishments are consistently compelled to work in threatening conditions, for example, during money related and financial emergencies, a strong corporate standing could have the effect between remaining in organization and leaving business. The hypothetical person of organizations makes it challenging to separate themselves and spot their commitments at the front of the buyers' rundown of choices, so money related establishments depend to a greater degree toward their corporate picture and corporate status. Therefore, it isn't accepted that a financial establishment's prosperity or disappointment is completely reliant upon its public's great or negative impression. When everything is said and done and laying out a good business picture is basic for both money related and client-result contemplations.

(Gray and Balmer, 1998), when clients have an expansive scope of choices. Considering that monetary establishments are consistently compelled to work in threatening conditions, for example, during money related and financial emergencies, a strong corporate standing could have the effect between remaining in organization and leaving business. The hypothetical person of organizations makes it challenging to separate themselves and spot their commitments at the front of the buyers' rundown of choices, so money related establishments depend to a greater degree toward their corporate picture and corporate status. Therefore, it isn't accepted that a financial establishment's prosperity or disappointment is completely reliant upon its public's great or

negative impression. A sullied appearance and notoriety could influence client dedication, especially in the monetary organizations region. When everything is said and done, laying out a good business picture is important.

7. Theoretical Review

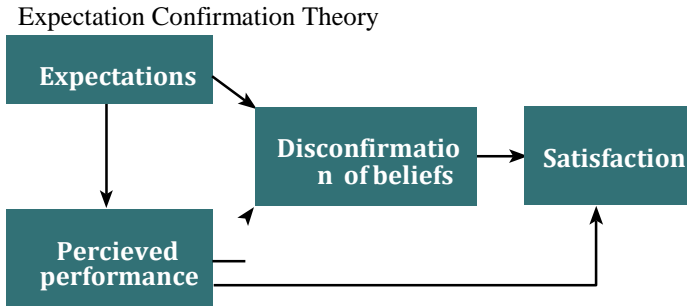


Fig. 1: A model of expectation confirmation theory

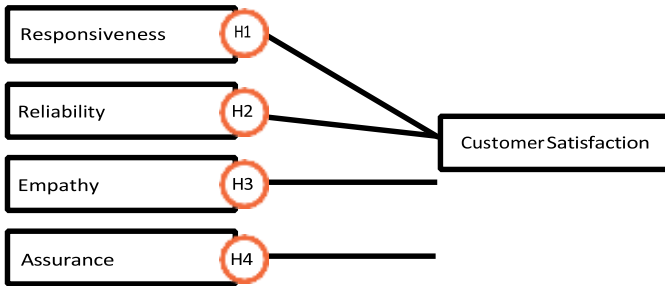


Fig. 2: Conceptual Framework

H1: There is a statistical positive relationship between the Responsiveness and customer satisfaction in Hilton hotel Yaoundé Cameroon.

H2: There is a statistical positive relationship between the Reliability and customer satisfaction in Hilton hotel Yaoundé Cameroon.

H3: There is a statistical positive relationship between the Empathy and customer satisfaction in Hilton hotel Yaoundé Cameroon.

H4: There is a statistical positive relationship between Assurance and customer satisfaction in Hilton Hotel Cameroon.

8. Basic Research Method

This paper adopted descriptive research design and the phenomena of study were customer's Assurance, empathy, responsiveness and reliability. There are a number of research designs with the main categories; exploratory, descriptive, causal and correlational design (Jilcha, 2019) the phenomena of interest from an individual, organizational, industry-oriented, or other perspective. Convenience sampling in this study was used to identify only those who had visited the hotel more than twice prior to the study. Primary data that was used for this study. The

data was collected using a standardized questionnaire comprising of 27 statements derived from the works of Cronin and Taylor (2017) which involved the modification of SERVQUAL.

9. Analysis

This part is committed to a conversation of the report's discoveries. Engaging examination is used to offer the setting data of the respondents. The theories in this study were assessed using a relapse investigation.

10. Normality Assessment and Outlier

The ordinarieness test was utilized to decide if there was a standard appropriation of populace information. While looking at the dispersion of the information with approaches a wide scope of computational devices. For this review, be that as it may, the Skewness and Kurtosis test was utilized to determine the ordinary dispersion of the information. The wort of Skewness here demonstrates the consistency of the general achievement, while no distorted variable can be viewed as

in the center of the dispersion. In the meantime, as shown by (Tabachnick and Fidell, 2007), Kurtosis demonstrates the dissemination's 'peakness,' and is delegated either excessively high or excessively level As exact as it may be.
[http:// ojs. mediu. edu. my/ index. php/ IJSM/ about](http://ojs.mediu.edu.my/index.php/IJSM/about)

Table 1: Hypothesis Results

Hypothesis	Results
There is a statistical positive relationship between Responsiveness and customer satisfaction in Hilton hotel Yaounde Cameroon.	Supported
There is a statistical positive relationship between Reliability and customer satisfaction in Hilton hotel Yaounde Cameroon.	Supported
There is a statistical positive relationship between Empathy and customer satisfaction in Hilton hotel Yaounde Cameroon.	Supported
There is a positive relationship between empathy and customer satisfaction in Hilton Hotel Cameroon	Supported

11. Recommendation for Future Research

Hilton's Hotel management should implement customer loyalty improvement programs in order to create and maintain long-lasting relationships with customers so as to have competitive advantage and to improve profitability. They should pursue customer loyalty as a marketing strategy which requires long-term commitment and understanding of service quality and satisfaction from the customer's perspective on the total Hilton's Hotel experience.

12. Conclusion

This paper results indicate that the tendency for ease of use and comfort of Hilton's Hotels is preferred by the consumer, and Hilton's Hotels should also find alternate strategic routes built to enhance service delivery that can be either human-based or technology-based. Hilton's Hotel Consumers' attitudes towards the provision of facilities and resulting levels of customer retention would have an effect on Hilton's hotel customer loyalty. Most Hilton's hotel goods are not very distinct and can only be distinguished on the basis of price and quality. Customer satisfaction is also an important weapon that Hilton's Hotels can use to achieve a strategic edge and prosper in today's dynamic bustling climate.

References

- [1] Abu-ELSamen, A. A., Akroush, M. N., AlKhalwaldeh, F. M., & Al-Shibly, M. S. (2022). Towards an integrated model of customer service skills and customer loyalty. *International Journal of Commerce and Management*, 21(4),349–380. <https://doi.org/10.1108/10569211111189365>
 - [2] Akroush, M. N., ElSamen, A. A. A., & Jaradat, N. A. (2022). The influence of mall shopping environment and motives on shoppers' response: a conceptual model and empirical evidence. *International Journal of Services and Operations Management*,10(2), 168. <https://doi.org/10.1504/ijsum.2022.042516> Akroush, M. N., Mohammad, S. M. A..
 - [3] Zuriekat, M. I., & Lail, B. N. A. (2022). An empirical model of customer loyalty in the Jordanian Mobile Telecommunications Market. *International Journal of Mobile Communications*,9(1),76.<https://doi.org/10.1504/ijmc.2022.037956>
 - [4] Aliata, V. L., Ojera, P. B., & Mise, J. K. (2019). Relationship between Service Quality and Customer Satisfaction of Commercial Bank Customers, Nairobi Kenya. *IJARS International Journal of Management and Corporate Affairs*, 2(5). <https://doi.org/10.20908/ijarsijmca.v2i5.6715>
 - [5] Alireza, F., Ali, K., & Aram, F. (2022). How Quality, Value, Image, and Satisfaction Create Loyalty at an Iran Telecom. *International Journal of Business and Management*, 6(8). <https://doi.org/10.5539/ijbm.v6n8p271>
 - [6] Alrubaiee, L., & Alkaa'ida, F. (2022). The Mediating Effect of Patient Satisfaction in the Patients' Perceptions of Healthcare Quality – Patient Trust Relationship. *International Journal of Marketing Studies*,3(1).<https://doi.org/10.5539/ijms.v3n1p103>
 - [7] Anesthesiol., K. J. (2017) Introduction of a pilot study. <https://dx.doi.org/10.4097%2Fkjae.2017.70.6.601>.
 - [8] B Dawit, J., & Adem, U. (2020). The Effect of Perceived Service Quality on Customer Satisfaction in Private Commercial Banks of Ethiopia: The Case of Selected Private Commercial Banks at Dire Dawa Administration. *Business and Economics Journal*, 09(02). <https://doi.org/10.4172/2151-6219.1000358>
 - [9] Bhagat, Prof. M. (2021). Effect of Service Quality & Customer Satisfaction on Customer Loyalty of Cellular Service Providers in Ahmedabad. *Paripex - Indian Journal of Research*, 3(8), 191–194. <https://doi.org/10.15373/22502019/august2020/59>
 - [10] Cooper, D. R., & Schindler, P. S. (2018). *Business research methods* (9th ed.). Boston: MA: McGraw-Hill/ Irwin.
 - [11] Dawit, J. B., & Adem, U. (2018). Study the relationship between service quality and customer satisfaction in private commercial banks of Ethiopia: The case of selected private commercial banks at Dire Dawa administration. *SAARJ Journal on Banking & Insurance Research*, 7(4), 11. <https://doi.org/10.5958/2319-1422.2018.00012.7> *International Journal of Finance and Management*
 - [12] Elias-Almeida, A., Miranda, F. J., & Almeida, P. (2019). Customer delight: perception of hotel spa consumers. *European Journal of Tourism, Hospitality and Recreation*, 7(1), 13–20. <https://doi.org/10.1515/ejthr-2019-0002>
 - [13] Hair, J., Black, W., Babin, B. J., & Anderson, R. (2019). *Multivariate Data Analysis*. *Multivariate Data Analysis*.
Jilcha, K. (2019). *Research Design and Methodology*. Intechopen.
 - [14] Karim, R. A. (2020). Influence of Service Quality on Customer Satisfaction and Customer Loyalty in the Private Banking Sector of Bangladesh: A PLS Approach. *Journal of Marketing and Information Systems*, 1(3), 8–17. <https://doi.org/10.31580/jmis.v1i3.1049>
 - [15] Lee, J., Lee, J., & Feick, L. (2017). The impact of switching costs on the customer satisfaction- loyalty link: mobile phone service in France. *Journal of Services Marketing*, 15(1), 35–48. <https://doi.org/10.1108/08876040110381463>
 - [16] Li, F., Lu, H., Hou, M., Cui, K., & Darbandi, M. (2021). Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality. *Technology in Society*, 64, 101487.<https://doi.org/10.1016/j.techsoc.2020.101487>
 - [17] Poku, K., Owusu Ansah, M., & Lamptey, D. I. (2020). The Impact of Service Quality Delivery on Customer Loyalty in the Telecommunication Industry: A Case Study of Espresso Telecom, Ghana. *Journal of Research in Marketing*, 3(1), 212 <https://doi.org/10.17722/jorm.v3i1.70>
 - [18] Polo, Y., Sese, F. J., & Verhoef, P. C. (2022). The Effect of Pricing and Advertising on Customer Retention in a Liberalizing Market. *Journal of Interactive Marketing*, 25(4), 201–214.<https://doi.org/10.1016/j.intmar.2022.02.002>
 - [19] Taleghani, M., Largani, M. S., Gilaninia, S., & Mousavian, S. J. (2022). The Role of Customer Complaints Management in Consumers Satisfaction for New Industrial Enterprises of Iran. *of Business Administration*, 2(3). <https://doi.org/10.5430/ijba.v2n3p140>
- Ofoihu Jonathan Chinemerem** Bachelor of Business Administration (Hons) in E-commerce (2018), Faculty of Finance and Administrative Science, AlMadinah International University, Kuala Lumpur 57100, Malaysia.
- Asst. Prof. Dr. Maged Mustafa Mahyoub** Faculty of Finance and administrative science Al-Madinah International University, Kuala Lumpur 57100, Malaysia.
- Asst. Prof. Zakarya Mohsen Muthanna Mohammed** Faculty of Finance and Administrative Science, Al- Madinah International University, Kuala Lumpur 57100, Malaysia.