Core Product Dimensions and Customer Patronage of Hotels in Uyo, Akwa Ibom State

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Abstract
This study was aimed at investigating the relationship between core product dimensions and customer patronage of hotels in Uyo, Akwa Ibom State. The specific objectives were to examine service staff responsiveness and hotel Atmospheric on customer patronage. The researchers adopted survey research method and the population of the study was deemed infinite. Top-man formula was utilized to determine the sample size of 361. Data from the 361 was collected using questionnaire. Simple Linear regression Method was utilized to test the formulated hypotheses at 0.05 significance level. Findings from the study revealed that the results of the first and second hypotheses test showed a significant positive relationship between service staff responsiveness and hotel atmospheric on customer patronage with a regression coefficient of $\beta = 0.630$ and $\beta = 0.917$ respectively. The researchers concluded that service staff responsiveness and hotels atmospheric are core product dimensions that predict patronage of hotels services in Uyo, Akwa Ibom State. The significance of the findings is that Hotels in Uyo, Akwa Ibom State should endeavor to train their service staffs to be responsible to offer consumers (guest) with prompt assistance and high level courtesy.

Keywords: Core product; service staff responsiveness; hotel atmospheric and customer patronage

Introduction
Core products in the hotel industry are associated with dimensions that drive customers' choice of accommodation or lodging and supplementary services like; food and beverages, conferences and banqueting. These dimensions are said to play an important role in differentiating and positioning the core products against competitors in the hospitality industry (Aldebi, Ali and Abdulhassan, 2017) [1]. Core products can be explained as those basic elements of a hotel service. Simply put, core products are the main reasons for customers choosing and patronizing a particular service. Hotel core product could include; the atmospherics, expected services, staff responsiveness, safe and security, charges of their services among others, which customers are staying for a specific period of time consider as value. It is important to understand that customer expectations from hospitality services vary from person to person, time to time and are generally considered as desires or wants of customers (Manhasa and Tukamushaba, 2015) [3].
Patronage is burn out of a desire to be committed to a service provider either based on its service quality or perceived service value. Although some researchers have suggested that what determines a customer's choice of selecting or patronizing hotels differs from country to country as well as from region to region as a result of differences in cultural, environmental and socioeconomic factors (Ahmad, Ghazali and Othman (2013) [4]. Consumers are more informed and empowered than ever before, and customer value provides a solution for marketers dealing with a changing consumer market. As a result, prioritizing the client and offering core service value has become increasingly important (Kotler and

Keller, 2006) [9]. Customer patronage has however been attributed to the concept of repeat purchase behavior, customer loyalty to the brand or service, as well as customer retention (Olugbemi, Solana, Adewunmi, Aderinto, Ogungbayi and Akerele, 2020) [12].
Emphatically, the sole purpose of hotel service is to influence customer expectation, preferences and patronage of their services. It is against this backdrop that the present study finds a basis of examining whether dimensions of hotel core products like the hotel's atmospherics and service staff responsiveness could drive customers' patronage of hotels in Uyo, Akwa Ibom State.

Statement of the Problem
There is a lot of evidence that extensive studies have been conducted on aspects of service quality offered in the hospitality industry, particularly on hotel services and customer satisfaction, customer patronage and loyalty among other customer preference dimensions in Nigeria and outside Nigeria. However, evidence of empirical studies examining the relationship that may exist between core product dimensions of hotel services and customer's patronage of hotels are limited. On this foundation, this study intends to bridge the gap in existing body of knowledge, by ascertaining whether core products dimensions like service staff responsiveness and hotel atmospherics have any influence on customer patronage of Hotels in Uyo, Akwa Ibom State.

Hypotheses of the Study
H01: There is no significant relationship between service staff responsiveness and customer patronage of Hotels in Uyo,

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Akwa Ibom State.

H₀₂: Atmospherics does not have any significant relationship with customer patronage of Hotels in Uyo, Akwa Ibom State.

Review of Related Literature
Conceptual Framework, Theoretical Frame Work and Empirical Review
General Idea of Core Product

Core product is the essential benefit the product provides to the consumer for consuming a service. Ebitu (2015) [14] believes that service may be subject to considerable variability or heterogeneity which makes standardization difficult. Service marketers are trying to produce and sell core products that satisfy the needs and wants of target customers. According to Anyanwu and Nwokah (2008) [7] core product is the benefit of the product that makes it valuable to the customers. In terms of service, Dibb and Simkin (2009) [18] define core product as the function of human and mechanical effort to customers in order to offer intangible benefits to customers. Thus, core products are the key reason that customers purchase a service/product and it can meet the primary needs of customers (Frow, Ngo and Payne, 2014) [16]. Core product refers to the real service benefit that the customer is really buying. The core product is considered to be the profitable item of the company (Kotler and Armstrong 2010; Esu, 2005) [10]. A core product is a company's primary promotion, service or product that can be purchased by a consumer that enhances satisfaction (Kaplan, 2013) [19]. Marketers must see themselves as benefit providers. A core product is what the individual consumer really wants and it is often something intangible such as entertainment, wisdom, self-knowledge and spiritual fulfillment (Bushing, 2015) [20].

Dimensions of Core Products
Service Staff Responsiveness

Service staff responsiveness is being willing to help the customers. This dimension of core service products emphasizes the attentiveness and promptness in dealing with customer requests, complaints and problems especially in service businesses. This includes the length of time a customer has to wait for assistance, answers to request or attention to problems (Okwandu and Ekerete, 2001) [13]. According to Chaichi (2012); Mukhles, Mousa, Firas and Ma'moun (2018) [22] staff responsiveness is the willingness of the organizations staff to help customers and provide prompt services. Staff responsiveness refers to the willingness and ability of the service provider to meet and adapt to customer needs.

Atmospheric

The concept that atmospheric influences customer patronage was introduced to marketing literature by Kotler in 1973, in his article "Atmosphere as a marketing tool". Atmospheric is seen as a component of store image along with other variables, such as brightness, colors and music that stimulates customers' perceptual and emotional responses to purchasing behavior (Levy and Weitz, 2004; Ertekin, 2015; Bohl, 2014) [11, 17]. The atmosphere is the stimulus that causes the customer evaluation in relation to the environment and some behavioral responses (Turley and Milliman, 2000; Alencar de Farcas, Cruz, Aguiar and Melo, 2014) [5]. Atmospheric in marketing is a term used to portray the conscious design of an area or environment in order to create a desired effect on customers mind. It is the effort to design a business environment that

produces emotional effects on the customer in order to increase their likelihood of patronage. Muhammad, Musa and Ali (2013) [21] suggested three critical dimensions of hotel atmospheric which are; design dimension, ambient dimension and social dimension.

Overview of Customer Patronage

Customer patronage is the acceptance or support provided by customers with respect to a particular product. Customer patronage delivers the foundation for an established and growing market share (Simons, 2016). Customer patronage is an exchange process where a customer receives a product in exchange for value (money) or other considerations. Njelita, and Anyasor (2020) maintained that, customer patronage means the purchase of goods and services from a particular vendor by a customer. Patrick, Afolabi, Emmanuel and Monsurat (2019) submitted that, customer patronage is the degree to which a customer display repeat purchase behaviour from a service provider, having a positive, long-lasting attitude and tendency towards a particular service provider. Customer patronage is burn out of a need to be loyal to a firm either based on its service quality or perceived service qualities.

Dimensions of Customer Patronage

Customer Loyalty: For the purpose of this study on the hotel industry, it is assumed that a loyal customer is a customer who repurchases from the same service provider whenever possible and who continues to recommend or maintains a positive attitude towards the service provider (Kandampully and Suhartant, 2000).

Customer Retention: Customer retention is a tactical tool used by firms of all sizes in striving to maintain long-term relationships with their customers/clients. Customer retention discourages customer defection.

Theoretical Framework

This study finds its theoretical underpinning on (LODGSERV) model which was developed in the year 1990 by five pioneers; Knutson, Stephen, Wullaert, Patton and Yokoyama, in their paper on LODGSERV; A service quality index for the lodging industry. The LODGESERVE model is a detailed and comprehensive instrument consisting of 26 items, for measuring consumers' expectations for service quality in the hospitality industry. The 26 items peculiar to hospitality services, were grouped into the five generic dimensions of service quality; Reliability (price commemorate with services, promptness and efficiency in service delivery, and so on), Assurance (hotel safety and security, and so on), Tangibility(Staff cleanliness, indoor and outdoor hotel atmospherics and so on), Empathy (attentiveness to customer needs, service staff politeness and respect) and Responsiveness(employee willingness to address complaints, prompt room services, and so on) hypothesized by Parsuraman, Zeithaml and Berry (1986). Several studies have adopted the LODGSERV model as a means to explain customers experience, hotel service quality perceptions, as well as measuring service quality/encounter between internal customers and external customers in hotels. This present study adopts this model as a means to examining those service dimensions particularly attributed to the services of hotels from the external customers' perspective. The study intends to draw inferences from the LODGSERV model in drawing

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conclusion on the applicability of the dimensions as an index for measuring service encounter in hotels at the study area.

Empirical Framework

Ntimane and Tichaawa (2017) [25] carried out a study on Customers' perceptions of value in relation to Hotels in Gauteng, South Africa. The main aim of the study was to explore those hotel value attributes perceived as being most important by hotel customers. A quantitative research design approach was employed in the study. Findings showed in their order of important that; value for money spent, bathrooms and bathroom amenities, rooms and room amenities, bathrooms and bathroom amenities, convenience of location, quality of hotel services, safety and security at host destinations, and last transport services, as well as Hotel Brand and its image ranked most important to the guests.

Emir (2016) [15] carried out a study to find the relationship between service atmosphere and customer loyalty with specific reference to structural equation modeling. The main purpose of the paper was to investigate the relationship between service atmosphere and customer loyalty. The sample size of the study was 650 German tourists visiting Antalya. Respondents were assessed with a survey questionnaire, using the Convenience sampling technique. Data were analyzed for super variables using the factor analysis. Findings showed that among hotels internal factor affecting customer loyalty, scent which was a function of excitement, emotional quality and intensity were the strongest factors that led to visitors change in emotional state and the length of time, (long or short), spent in a place. On the other hand external factors that were found relevant by guests include such factors as signposts, height of building, location, proximity to other hotels, architectural structure, colors used on the front and ease of entrance in creating the service atmosphere.

Amue, Adiele and Nkoro (2013) [6] carried out a study on physical location and the patronage of three Star Hotels in Nigeria. The main aim of the study was to develop and tests a model that explains customers' physiological, cognitive and emotional behavior. The authors provide an integrated model that explains how the physical environment shapes customer expectations. Physical settings are influenced by three factors, according to the model: ambient circumstances, spatial arrangement, and signs, symbols, and artifacts. A qualitative and a quantitative research design approach were adopted for this study. A total number of 130 respondents from selected three star hotels in Abuja made up the unit of analysis for the study. Data were analyzed using the confirmatory factor analysis technique. Their findings showed that respondents had strong support for the effects of ambient conditions, spatial layout and signs, symbols and artifacts as hotel physical attributes that affected their patronage. Some of the effects were found to be moderated by employee dynamics that are associated with the services.

Njite, Njoroge, Parsa, Parsa and Rest (2015) [24] carried out a study in Kenya on consumer patronage and willingness-to-pay at different levels of restaurant attributes. The main aim of the study was to investigates the effect of three key restaurant attributes; food quality, service quality and ambiance on consumers' willingness-to-pay (WTP) and intentions to patronage (ITP) limited service and upscale restaurants in Kenya. The survey research design approach was utilized in the study. Data were collected from 294 respondents, divided into two groups; with 141 responding to high-end restaurant scenarios and 15 responding to limited

service restaurants, from the city of Nairobi, using a structured questionnaire. The sample respondents were assessed using the systematic random sampling method. Data were further analyzed using the Multiple Analysis of Variance (MANOVA) analysis. Findings showed that the three type of restaurant attributes had very unique influences on consumers' behavioral intentions.

Maroco and Maroco (2013) [4] carried out a study on service quality, customer satisfaction and loyalty in 4-and 5-Star Hotels, at Portugal. The main purpose of the study was to create a hotel service quality and customer satisfaction measurement scale validated for 4 and 5-star hotels. The proposed scale evaluated service quality and customer satisfaction through five key dimensions: Staff Service, Reception Service, Bar and Restaurant Service, Room Quality and Safety. The survey research design approach was adopted for the study and data were collected from 529 Portuguese and international customers, using the services of sixteen 4- and 5-star Portuguese hotels. Data collected were analyzed using the exploratory factor analysis and confirmatory factor analysis. Results showed a high factor loading for all five dimensions used in the study, with reception, staff and safety indicated as the most important.

Nazari, Rahman, Aziz, and Hashim (2020) [26] carried out a study on the effect of customer satisfaction on the performance of the small and medium-sized hotels. The main purpose of the study was to investigate the effect of customer satisfaction dimensions (technology, Islamic-friendly Facilities, Supplementary Hotel Facilities, staff service quality, pricing, core products, Food and Beverage, marketing tool, location and customer service)on the Small and Medium Scale Hotels' performance. The researchers adopted the survey research design approach. The sample size of the study consisted of 748 hotel guests and 374 hotel practitioners. Data collected were further analyzed using descriptive, correlation and multiple regression analysis. Findings showed that the 5 dimensions; Core Product, Pricing, Islamic-Friendly Facilities, Technology, and Food and Beverage could significantly and positively affect the hotel performance.

Simpeh, Simpeh, Abdul-Nasiru and Tawiah (2011) [27] carried out a study on Services cape and customer patronage of three star Hotels in Ghana's metropolitan city of Accra. The main purpose of the study was to examine the relationship between the multidimensionality of Services cape and customer patronage. The researchers Services cape factors such as; ambient conditions, spatial layout and functionality, and signs, symbols and artifact and their influence on Customer Patronage. The survey research design approach was used in the study and a7-point Likert scale questionnaire was the research instrument used in collecting data. The convenience sampling approach was used to assess 104 participants selected from six hotels in the city of Accra, who made up the sample size for the study. Pearson's Product Moment Correlation was utilized in analyzing the data. Findings showed that there was a positive relationship between the ambience of the hotels and patronage by customers.

Methodology

The researchers utilized the survey research design approach. The design was chosen to aid the researchers get information directly from a sample of a larger population. The population for this study consisted of those customers that patronized the selected hotels. Particularly, those that were lodging/staying at least a night in the hotels resident in Uyo, as at the time of the study. This constitutes an unknown population. Hence, the

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population was unknown, the sample size of this research was determined using the Top-man Formula. The simple random sampling technique was employed in the administration of research instrument for this study. This method was to give each member of the population an equal chance of being picked. Percentages and frequency distribution table were used to capture respondent's demographic characteristics and frequency responses of customers' opinion on the study variables. Linear Regression Approach was used to test hypotheses.

Model Specification
The functional model for this study is given as;

$$Y = F (X_1, X_2,) \qquad \text{Equation 3.1}$$
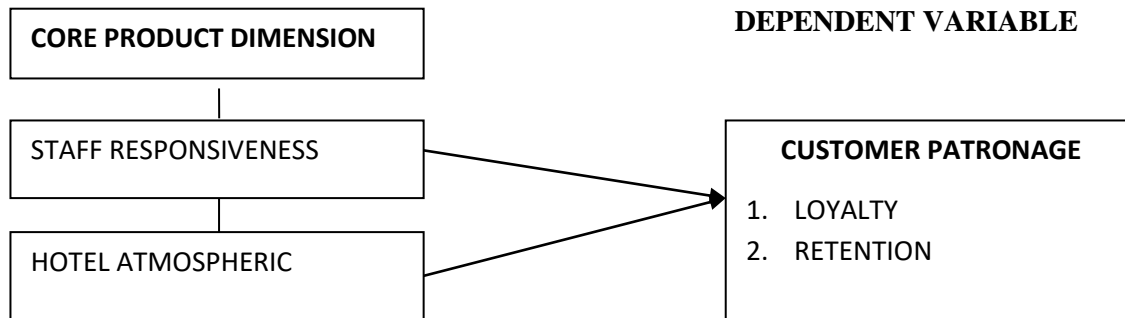
Recoded to represent the variables it is presented;

$$CP = F (Sr, Am) \qquad \text{Equation 3.2}$$

The simple linear regression model representing the influence of each of the independent variables $(X_1, X_2,)$ on the dependent variable (Y) is expressed in this form;

$$Y = a_0 + \beta_1 X_1 + ….e \qquad \text{Equation 3.3}$$
$$Y = a_0 + \beta_2 X_2 + …..e \qquad \text{Equation 3.4}$$

Independent Variables

DEPENDENT VARIABLE

Fig 1: Conceptual Framework on Core Product dimensions and Customer Patronage
Source: The Researcher's Compilation, (2021).

Data Analysis and Discussion of Findings

Data Analysis

Table 1: Distribution of respondents as to whether Service Staff responsiveness enhances customer patronage.

S/N	Service Staff Responsiveness	Strong Agree (%)	Agree (%)	Neutral (%)	Strongly Disagree (%)	Disagree (%)	Total (n) %
1	The staffs are kind and willing to offer prompt assistance.	55	165	43	22	76	361
		(15.2)	(45.7)	(11.9)	(6.1)	(21.1)	(100)
2	Staff of the hotel handle customer complaints satisfactorily	29	183	44	21	84	361
		(8.0)	(50.7)	(12.2)	(5.8)	(23.3)	(100)
3	Customers are approached with high level courtesy	128	156	28	22	27	361
		(35.5)	(43.2)	(7.8)	(6.1)	(7.5)	(100)

Source: Researcher's Data Analysis, (2021).

Table 1 shows the distribution of questionnaire to respondents from question 1, the Table revealed that 55 (15.2%) of the respondents strongly agreed that the staffs are kind and willing to offer prompt assistance; 165 (45.7%) of the respondents also agreed to the statement; 43(11.9%) of the respondents were neutral; while 22 (6.1%) of the respondents were strongly against the statement that the staffs are kind and willing to offer prompt assistance; 76 (21.1%) of the respondents also disagreed. Question 2, 29 (8.0%) of the respondents strongly agreed that staff of the hotel handle customers complaints satisfactorily; 183 (50.7%) of the respondents also agreed with the statement; 44 (12.2%) of the respondents were neutral; while 21 (5.8%) of the respondents

strongly disagreed on the statement; 84 (23.3%) of the respondents also disagreed that staff of the hotel do not handle customer complaints satisfactorily. Question 3, 128 (35.5%) of the respondents strongly agreed that customers are approached with high level courtesy; 156 (43.2%) of the respondents also agreed with the statement; 28 (7.8%) of the respondents on question 3, were neutral to the statement; 22 (6.1%) of the respondents strongly disagreed that customers are approached with high level courtesy; finally, 27 (7.5%) of the respondents also disagreed. From the analysis on table 4.2 shows that service staff responsiveness enhances customer patronage.

Table 2: Distribution of respondents as to whether hotel atmospherics enhances customer patronage.

S/N	Hotel Atmospherics	Strong Agree (%)	Agree (%)	Neutral (%)	Strongly Disagree (%)	Disagree (%)	Total (n) %
7	The ventilation and air conditioning system are well designed.	70	178	42	10	61	361
		(19.4)	(49.3)	(11.6)	(2.8)	(16.8)	(100)
8	I am comfortable with the bed, room size and color and	61	168	67	17	48	361

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		bathroom provisions.	(16.9)	(46.5)	(18.5)	(4.7)	(13.3)	(100)
9	The background music at the bar and restaurant are calm and homely.		27	181	76	18	59	361
			(7.5)	(50.1)	(21.1)	(5.0)	(16.3)	(100)

Source: Researcher's Data Analysis, (2021).

Question 7, in Table 2 indicate that 70 (19.4%) of the respondents strongly agreed that the ventilation and air conditioning system are well designed; 178 (49.3%) of the respondents also agreed with the statement; 42 (11.6%) of the respondents were neutral to the statement; while, 10 (2.8%) of the respondents strongly disagreed with the statement; 61(16.8%) of the respondents also disagreed that the ventilation and air conditioning system are well designed. Question 8, indicates that 61(16.9%) of the respondents strongly agreed that they are comfortable with the bed, room size and color and bathroom provisions; 168 (46.5%) of the respondents agreed with the statement; 67 (18.5%) of the respondents were neutral; 17 (4.7%) of respondents strongly disagreed with the statement; while, 48 (13.3%) of the respondents also disagreed that they are comfortable with the

bed, room size and color and bathroom provisions. Question 9, reveals that 27 (7.5%) of the respondents strongly agreed that the background music at the bar and restaurant are calm and homely; 181 (50.1%) of the respondents also agreed with the statement; 76 (21.1%) of the respondents were neutral; 18 (5.0%) of the respondents strongly disagreed with the statement; 59 (16.3%) of the respondents also disagreed that the background music at the bar and restaurant are calm and homely.

Test of Hypotheses
Hypothesis 1
H_{01}: There is no significant relationship between service staff responsiveness and customer patronage of hotels in Uyo, Akwa Ibom State.

Table 3: Summary of Simple Regression Analysis Showing Relationship between Service staff responsiveness and Customer patronage

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	7.698	0.579		13.303	0.000
Service staff responsiveness	0.630	0.51	0.547	12.393*	0.000
Dependent variable: customer patronage					
R = 0.547a					
R^2 =0.300					
Adjusted R-square = 0.298					
Std. Error of estimate = 1.63841					
F = 153.592					
Significance = 0.000					

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.

$Y = a_0 + \beta_1 x_1 + e$
$Cp = a_0 + \beta_1 Ssr + e$

Thus, to justify the simple linear regression model the resulting equation is;
$Cp = 7.698 + 0.630 \, Ssr$

Source: Researcher's Data Analysis (2021).

Results from Table 3 show the coefficient of determination at R^2 of 0.300. This means that the independent variable (service staff responsiveness) accounted for 30.0% of the variation in customer patronage. In addition, the significant F-ratio at F = 153.592, p < 0.000 suggest that the results of the regression model could not have occurred by chance and that the independent variables significantly predicted the dependent variable. To assess the importance of the independent variable in determining the degree of change in the dependent variable, the beta coefficients for the variable; service staff responsiveness X_1 (Ssr) had a statistically significant standardized coefficient of (β = 0.630, S.E = 0.51, t calc = 12.393, p = 0.000 p < 0.05) showing a significant influence on customer patronage. This finding can be interpreted that every 1-unit change in service staff responsiveness will lead to a 0.630 change in customer patronage. Since the p-value is less than 0.05(p=0.000<0.05), the null hypothesis is rejected. Therefore, there is a significant relationship between service

staff responsiveness and customer patronage of hotels in Uyo, Akwa Ibom State.

Hypothesis 2
H_{02}: Hotel atmospherics does not have any relationship with customer patronage of hotels in Uyo, Akwa Ibom State.

Table 4: Summary of Simple Regression Showing Relationship between Hotel atmospheric and Customer Patronage

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	4.509	0.531		8.499	0.000
Hotel atmospheric	0.917	0.047	0.718	19.558*	0.000
Dependent variable: customer patronage					
R = 0.718a					
R^2 = 0.516					
Adjusted R-square = 0.514					
Std. Error of estimate = 1.36224					
F = 382.501					
Significance = 0.000					

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.

$Y = a_0 + \beta_3 x_3 + e$
$Cs = a_0 + \beta_3 Ha + e$

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Hence, to justify the simple linear regression equation the resulting equation is;
$Cp = 4.509 + 0.917Ha$

Source: Researcher's Data Analysis (2021).

Table 4 reveals the coefficient of determination of $R^2 = 0.516$ which indicates that 51.6% of the variation in customer patronage was explained by the hotel atmospheric. The F-Calculated (382.501) is greater than the critical F-value which means there is a significant relationship between the dependent variable and the independent variable. The beta coefficient of 0.917 was obtained for hotel atmospheric ($\beta = 0.917$, S.E = 0.047, t = 19.558, p = 0.000 p < 0.05). Since the P-value is less than 0.05 (p < 0.05), the null hypothesis is rejected. Therefore, there is a significant relationship between hotel atmospheric and customer patronage. This result implies that the atmospherics of the hotels enhances customer's patronage.

Discussion of the Findings
The study showed a significant positive relationship between each of the four dimensions of core products (service staff responsiveness, hotels atmospheric, charges by the hotels and safety and security) on customer patronage of hotels in Uyo, Akwa Ibom State. The result of the first hypothesis test shows that there is a significant positive relationship between service staff responsiveness and customer patronage with a regression coefficient of $\beta = 0.630$. This indicates that staffs are kind and willing to offer prompt assistance to customers in other to enhance their patronage. This finding is in agreement with the works of Nazari, *et al.* (2020) [26]; Ntimane and Tichaawa (2017) [25]; Njite, *e al.* (2015) [24] and Maroco and Maroco (2013) [4].

The result of the second hypothesis demonstrate that hotels atmospheric significantly influences customer patronage with a regression coefficient of $\beta = 0.917$. The result is in tandem with the previous studies done by Emir (2016) [15]; Amue, *et al.* (2013) [6]; Simpeh *et al.* (2011) and Ntimane and Tichaawa (2017) [25]. This shows hotels atmospheric having significant influence on customer patronage. It also shows that overall customer's satisfaction and patronage differs with the type of hotels atmospheric.

Conclusion and Recommendation
Conclusion
From the study conducted, it is obvious that service staff responsiveness and hotels atmospheric are core product dimensions that predict patronage of hotels services in Uyo, Akwa Ibom State. However, firms within the hospitality industry (hotels) that are mindful of these dimensions are likely to have high patronage of guest (customers). Hotel guest in Uyo, Akwa Ibom State tends to be loyal to a particular hotel if the hotel is trust-worthy with its service staff responsiveness and the atmosphere clean and serene. The positive sign of the estimates reveals that the greater the extent of these variables, the higher the level of customer patronage is likely to be.

Recommendation
On the basis of the study findings, the following recommendations were made:
Hotels in Uyo, Akwa Ibom State should endeavour to train their service staffs to be responsible to offer consumers (guest) with prompt assistance and high level courtesy.

Hotels in Uyo, should try to pay attention to their atmospheric by ensuring quality and comfortable and calm environment with soft background music at the bars and restaurants. They should endeavour to make their hotels homely for relaxations.

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