

Influence of Reception and Comfort Expectations on Male and Female Customers' Patronage in Big Hotels in Obio/Akpor, Rivers State

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Abstract: *This study investigated the influence of customers' comfort and reception expectations on their patronage of big hotels in Obio/Akpor, Rivers State, Nigeria. Specifically, it examined whether there is a significant difference in the mean responses of male and female customers regarding the impact of these factors on their patronage decisions. The study employed a descriptive survey design, collecting data from a sample of hotel customers using a structured questionnaire. Statistical analysis revealed no significant difference in the mean responses of male and female customers, indicating that both genders value comfort and reception as critical determinants of their patronage. The findings highlight the universal importance of high-quality service delivery and guest experience in fostering customer loyalty. Based on these results, the study recommends that hotel management prioritize investments in reception excellence, comfort-enhancing facilities, and technology-driven innovations to improve service delivery. Furthermore, a gender-neutral approach to service design and continuous staff training should be adopted to ensure consistent customer satisfaction. These measures are essential for enhancing the competitiveness and sustainability of big hotels in the region.*

Keywords: customer patronage, comfort expectations, reception expectations, big hotels, Obio/Akpor, service delivery

INTRODUCTION

The hospitality industry plays a crucial role in the socio-economic development of a region, contributing significantly to employment, tourism, and business growth (Chathoth et al., 2016). This industry is a cornerstone of global economic growth, contributing significantly to employment, international trade, and gross domestic product (GDP). In 2019, the World Travel and Tourism Council (WTTC) reported that the travel and tourism sector accounted for 10.4% of

the global GDP and supported 334 million jobs worldwide, representing 10.6% of global employment (WTTC, 2020). The sector fosters foreign exchange earnings and facilitates cultural exchange, thus driving globalization and sustainable development. The industry also plays a pivotal role in addressing the United Nations' Sustainable Development Goals (SDGs), particularly in areas such as poverty reduction, gender equality, and sustainable economic growth. For instance, hospitality enterprises in developing countries create employment opportunities, including for women and youth, thereby reducing inequality (United Nations World Tourism Organization [UNWTO], 2022).

In Nigeria, the hospitality industry is a significant driver of the national economy, particularly through its contributions to employment and tourism. The sector has experienced remarkable growth due to increasing urbanization, economic diversification, and a rising middle class. According to the National Bureau of Statistics (NBS), Nigeria's hospitality and tourism sector contributed approximately 4.5% to the country's GDP in 2019, with projections of continued growth (NBS, 2020). The industry promotes job creation across various subsectors, including hotels, restaurants, event management, and transportation. Furthermore, it supports the Nigerian government's diversification efforts by reducing the over-reliance on oil revenues. For example, cities such as Lagos, Abuja, and Port Harcourt are emerging as key hubs for international business travelers, thereby enhancing the country's global competitiveness. In addition to economic contributions, the hospitality industry in Nigeria plays a vital role in infrastructure development and cultural preservation. Major hotels and resorts have spurred the construction of roads, airports, and recreational facilities, which benefit local communities. Additionally, through the promotion of cultural festivals and traditional cuisines, the sector contributes to preserving Nigeria's rich cultural heritage.

Within this sector, customer patronage is a critical factor that determines the success and sustainability of establishments, particularly big hotels. In an increasingly competitive market, hotels must prioritize meeting and exceeding customers' expectations, especially concerning reception and comfort, to foster loyalty and encourage repeat visits (Han & Hyun, 2015). Reception and comfort expectations are integral to customer satisfaction, as they directly impact a guest's perception of the overall quality of service. Reception entails the initial interaction and treatment guests receive upon arrival, encompassing aspects such as staff courtesy, efficiency, and responsiveness (Ali et al., 2016). Comfort, on the other hand, pertains to the physical and psychological ease provided by hotel facilities, including room ambiance, cleanliness, amenities, and overall environment (Kandampully et al., 2018). Both factors significantly influence customers' decision-making processes and their likelihood to recommend the hotel to others (Ladhari, 2009).

The perception of hotel quality is a multidimensional construct influenced by various factors, including service quality, comfort, cleanliness, amenities, and customer service. Gender differences often shape these perceptions, as male and female customers may prioritize distinct

aspects of their hotel experience. Understanding these differences is critical for the hospitality industry to design services that cater to diverse needs and enhance customer satisfaction.

In Obio/Akpor, Rivers State, big hotels serve as prominent hubs for both business and leisure travelers. The area's strategic location and vibrant economy underscore the importance of understanding what drives customer patronage in its hospitality sector. Investigating the influence of reception and comfort expectations on customer patronage provides valuable insights for hotel managers and policymakers aiming to enhance service delivery and ensure customer loyalty. This study explores how reception and comfort expectations influence customers' patronage of big hotels in Obio/Akpor, highlighting the pivotal role these factors play in shaping perceptions and sustaining the competitiveness of the hospitality industry in the region.

Statement of the problem

Customer patronage is a critical determinant of the success and sustainability of businesses in the hospitality industry. However, achieving consistent patronage requires a deep understanding of the factors that influence customers' choices and loyalty. Reception and comfort expectations are widely acknowledged as essential elements of customer satisfaction and retention in the hospitality sector (Ali et al., 2016). Despite their significance, many hotels, particularly in developing regions like Obio/Akpor, Rivers State, struggle to meet these expectations, leading to low patronage rates and reduced competitiveness. In Obio/Akpor, which is characterized by a vibrant economy and a growing hospitality sector, big hotels serve as hubs for both local and international guests. However, anecdotal evidence and reports suggest that customers often express dissatisfaction with various aspects of service delivery, including inadequate reception, poor customer service, and suboptimal comfort in hotel facilities. These issues not only affect customer satisfaction but also deter repeat patronage and negatively impact the reputation of the hotels (Kandampully et al., 2018). Moreover, empirical studies investigating the influence of reception and comfort expectations on customer patronage in Nigeria are limited, with most research focusing on broader aspects of service quality. This lack of localized data presents a significant gap in understanding the specific needs and preferences of customers in Obio/Akpor. Addressing this gap is crucial for enabling hotel managers to design targeted strategies for enhancing service delivery, improving customer satisfaction, and fostering loyalty. This study seeks to investigate the influence of reception and comfort expectations on customers' patronage in big hotels in Obio/Akpor, Rivers State. The findings aim to provide actionable insights for improving service delivery, ultimately contributing to the growth and sustainability of the hospitality industry in the region.

LITERATURE REVIEW

The hospitality industry is widely recognized for its significant contributions to economic growth, employment creation, and tourism development. Numerous studies have explored the determinants of customer patronage, emphasizing the importance of reception and comfort expectations in shaping guests' experiences and loyalty.

The role of reception in customer satisfaction and patronage: Reception is often described as the first point of contact between a hotel and its guests, encompassing all interactions from check-in to initial impressions of service quality. Studies highlight the crucial role of reception in setting the tone for a guest's overall experience. According to Ali et al. (2016), courteous and efficient reception services significantly influence customer satisfaction, which in turn affects repeat patronage. Reception quality is often linked to the professionalism and responsiveness of hotel staff, as well as the efficiency of the check-in and check-out processes.

Similarly, Han and Hyun (2015) found that initial interactions during reception impact guests' perceptions of service reliability and hotel credibility. Hotels with well-trained reception staff who demonstrate attentiveness, empathy, and cultural sensitivity tend to generate higher customer satisfaction. This aspect is particularly important in diverse and competitive markets, where customer expectations vary based on cultural and demographic factors.

Comfort expectations and their influence on patronage: Comfort is another pivotal factor in determining customer loyalty and patronage in hotels. Comfort extends beyond physical amenities to include the psychological ease and relaxation that guests experience during their stay. Kandampully et al. (2018) categorized comfort elements into three dimensions: physical comfort (e.g., clean and well-maintained rooms), environmental comfort (e.g., noise levels, lighting, and temperature), and emotional comfort (e.g., a sense of security and belonging).

Physical comfort has been found to be a critical determinant of guest satisfaction. Studies by Ladhari (2009) revealed that cleanliness, ergonomic furniture, and quality bedding are essential for creating a comfortable environment. Furthermore, environmental comfort elements such as soundproofing, air conditioning, and ambient lighting also play a significant role in enhancing the guest experience. Emotional comfort, often linked to the quality of interpersonal interactions with hotel staff, is equally important. Guests who feel valued and respected are more likely to develop a sense of loyalty toward the hotel (Chathoth et al., 2016).

Integrated perspectives and challenges on reception and comfort: Research suggests that the combined influence of reception and comfort expectations creates a holistic customer experience that determines the likelihood of repeat patronage. For instance, Kandampully et al. (2018) argued that a seamless integration of high-quality reception services and comfortable accommodations fosters positive word-of-mouth and long-term customer loyalty. This integrated approach underscores the need for hotel managers to prioritize both interpersonal and infrastructural elements in service delivery.

Despite the established importance of reception and comfort, many hotels, particularly in developing regions, face challenges in meeting customer expectations. According to Ali et al. (2016), inadequate training of reception staff and inconsistent maintenance of facilities are common issues. These challenges are exacerbated by resource constraints, cultural differences, and varying customer preferences.

In Nigeria, the hospitality industry has shown promising growth, but gaps in service delivery remain. Studies focusing on the Nigerian context, such as those by Akpan and Obong (2019), reveal that customers frequently cite poor reception services and substandard facilities as reasons for dissatisfaction. Addressing these gaps requires targeted investments in staff training, infrastructure upgrades, and continuous monitoring of customer feedback.

While there is extensive literature on the importance of reception and comfort in the hospitality industry, specific studies focusing on big hotels in Obio/Akpor, Rivers State, are limited. The unique socio-economic and cultural dynamics of this region necessitate localized research to understand customer preferences and expectations. Moreover, there is a need for empirical studies that examine the interplay between reception and comfort expectations and their combined impact on patronage in this context.

Competitive Forces Theory

The Competitive Forces theory was propounded by entrepreneur Michael Porter in 1998. The theory asserts that the nature and degree of competition in an industry hinges on some forces which are the threat of new entrants, threat of substitute products, bargaining power of buyers, bargaining power of suppliers and the jockeying among current contestants. The collective strength of these five forces determines the ultimate profit potential of an industry. This becomes relevant for this study because it provides an explanation for the assessment of customers' expectations of quality hotel services. This has become expedient for large hotels which must distinguish themselves to be able to overcome the stiff competitions that exist in the hotel industry especially in major cities. Rivalry occurs when players use tactics like price competition, advertising battles, product introductions and increase customer service warranties. It occurs because one or more competitors feel the pressures or the opportunity to improve position. Pressure from substitute products because substitute products limit the potential returns of an industry by placing ceilings on prices firms in the industry can charge. Suppliers can exert bargaining power over participants by threatening to raise prices or reduce quality of purchased goods or services. They can thus squeeze profitability out of an industry. New entrants bring new capacity and the desire to gain market shares and often substantial resources which can inflate prices or bids down.

Purpose of the study

The purpose of the study was to the influence of reception and comfort expectations on customers' patronage for big hotels in Obio/Akpor, Rivers State. The specific objectives were to:

1. examine the influence of customers' reception expectations on patronage for big hotels in Obio/Akpor, Rivers State
2. examine the influence of customers' comfort expectations on patronage for big hotels in Obio/Akpor, Rivers State.

Research questions: The following research questions guided the study:

1. What are the influences of customers' reception expectations on patronage for big hotels in Obio/Akpor, Rivers State?
2. What are the influences of customers' comfort expectations on patronage for big hotels in Obio/Akpor, Rivers State:

Research hypotheses

H0₁: There is no significant difference between the mean responses of male and female customers on the influence of customers' comfort and reception expectations on patronage for big hotels in Obio/Akpor, Rivers State.

METHODOLOGY

Design of the study: The study adopted a descriptive survey design which was done by collecting information that would determine or demonstrate relationships and describe situations as they exist. Ampofo et al. (2020) explain that a descriptive study can answer questions such as what is or what was.

Area of the Study: The study was carried out in Obio/Akpor local government area of Rivers State. The area has an estimated population of about 1.5 million and it is a cosmopolitan city (World Bank Report, 2018). The presence of oil was instrumental to the high population density, and attraction to tourists. There are high class social activities, and various institutions and organizations do business. Competitions are high in almost all sectors including the hotel sector, as new hotels erupt almost monthly basis.

Population for the study: The population for this study was all 16, 500 estimated guests at 9 selected hotels in Obio/Akpor which possess a minimum of 100 room capacities. To obtain this figure, the researcher visited several hotels generally described as 'big hotels' within the area. Consequently, 9 of the hotels visited were selected.

Sample and sampling technique: The sample for the study was 200 guests (100 males and 100 females), using the convenient sampling technique. The reason for this sampling technique was due to the inability to obtain a number of respondents which would be interested in participating in the study. Because hotels are not residential places, and many prospective respondents did not indicate interest in the study, the researcher conveniently selected only those who signified interest in the study. Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access (Ampofo et al., 2020).

Instrument for Data Collection: The instrument for data collection was a questionnaire designed by the researcher and titled 'Expectations and Customer Patronage Questionnaire (ECPQ)' which was designed on a four-point scale of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly

Disagree (SD) with scores 4, 3, 2, 1 respectively. The reliability of the instrument was determined using Cronbach's Alpha Coefficient to obtain a reliability score of 0.84^a.

Method of Data Collection: The data for this study were collected using the indirect contact approach with the help of the hotels' receptionists after obtaining approval from the managements. The hotel managements were intimated of the nature and aim of the study. They were also promised copies of the reports of the study as this may help them improve on their services. Consequently, copies of the Quality Expectations and Hotel Patronage Questionnaire were printed and dropped with the hotels' receptionists who solicited for the guests responses. The questionnaires were later retrieved from the receptionists the following day to enable the respondents take their time. In the end, a total of 178 (89%) (99 females; 79 males) copies were retrieved, and well filled, and used for the analysis.

Data Analyses: Statistical Package for Social Sciences (SPSS) version 20.0 was used for coding of the data. Data obtained for this study were analyzed using mean scores and standard deviation. The mean cut-off mark was 2.5. The implication was that any item which was 2.5 and above was treated as 'agreed with' (A), while any item less than 2.5 was treated as 'disagreed with' (D). The parametric statistics test (t-test) at .05 level of significance was used to test the hypotheses respectively. In testing the hypotheses, independent t-test was used in testing the eight hypotheses at the significant level of .05.

RESULTS

The results of the study are presented in the following tables:

Research Question 1: What are the influences of customers' reception expectations on patronage for big hotels in Obio/Akpor, Rivers State?

Table 1: Mean and standard deviation of respondents on the influences of customers' reception expectations on patronage for big hotels in Obio/Akpor, Rivers State

S/N Customers' reception expectations	(n-99) Females			(n-79) Males		
	\bar{X}	SD	RMK	\bar{X}	SD	RMK
1. taking bookings fast	2.65	1.04	A	2.74	0.99	A
2. politeness in checking guests in and out	2.99	0.90	A	2.82	0.84	A
3. lack of delays in allocating rooms and keys	2.54	1.08	A	2.63	1.05	A
4. friendly welcome	3.38	1.00	A	3.27	1.01	A
5. staff ability to communicate effectively	3.21	1.00	A	3.31	1.06	A
6. polite responses to questions and requests	2.93	0.97	A	2.98	0.93	A
7. sight of tidy and orderly workspace	2.71	1.08	A	2.83	1.00	A
8. ability to answer and forward phone calls	3.27	1.00	A	3.20	1.02	A
Total	2.96	1.00	A	2.97	0.98	A

Key: \bar{X} = Mean score; A (Agree) = ≥ 2.50 ; n=sample

Table 1 shows the mean and standard deviation of respondents on the influences of customers' reception expectations on patronage for big hotels in Obio/Akpor, Rivers State. According to the table, the mean scores ranged from \bar{X} 2.54 in item 3 for females to \bar{X} 3.38 from item 4 for females. The table also showed that the standard deviation ranged from 0.84 to 1.05. The results indicate that the respondents agreed with all the items 1-8 because they had mean scores of ≥ 2.50 which was the cut-off mark for the mean. The table further reveals that the male respondents had a higher mean score of \bar{X} 2.97 as against \bar{X} 2.96 for females.

Research Question 2: What are the influences of customers' comfort expectations on patronage for big hotels in Obio/Akpor, Rivers State?

Table 2: Mean and standard deviation of respondents on the influences of customers' comfort expectations on patronage for big hotels in Obio/Akpor, Rivers State

S/N Customers' comfort expectations	(n-99) Females			(n-79) Males		
	\bar{X}	SD	RMK	\bar{X}	SD	RMK
1. None smoking disturbances	3.31	0.95	A	3.36	1.10	A
2. Listening/responding to guests	2.63	0.95	A	2.68	0.99	A
3. A friendly welcoming smile	2.59	1.04	A	2.74	1.05	A
4. Linen quality that provides the feeling of luxury	3.01	0.82	A	2.92	0.94	A
5. Lighting to create a calm ambiance	2.90	0.97	A	3.00	0.98	A
6. Fully-staffed hotel	2.63	1.04	A	2.52	1.03	A
7. Make all guests feel that the hotel is concerned about their special needs	2.86	0.97	A	2.90	1.05	A
8. Providing the wheelchair-friendly services	3.05	0.90	A	2.91	0.94	A
9. Staff members who are fluent in more than one language	3.30	0.65	A	3.36	0.62	A
10. Cancel extra charges occasionally	2.66	0.94	A	2.64	1.13	A
11. Providing random upgrades	2.85	0.92	A	2.78	1.09	A
12. Ensuring uninterrupted power supply	2.75	1.03	A	2.69	1.00	A
13. Give special offers	2.74	0.93	A	2.70	0.93	A
14. Ensuring access to tv programmes of choice	2.79	0.96	A	2.75	1.00	A
Total	2.86	0.93	A	2.85	0.98	A

Key: \bar{X} = Mean score; *A (Agree)* = ≥ 2.50 ; *n*=sample

Table 2 shows the Mean and standard deviation of respondents on the influences of customers' comfort expectations on patronage for big hotels in Obio/Akpor, Rivers State. According to the table, the mean scores ranged from \bar{X} 2.52 in item 6 for males to \bar{X} 3.36 in item 1 and 9 for females. The table also shows that the standard deviation ranged from 0.62 to 1.05. The results indicate that the respondents agreed with all the items 1-14 because they had mean scores of ≥ 2.50 which was the cut-off mark for the mean. The table reveals that the female respondents had a higher mean score of \bar{X} 2.86 as against \bar{X} 2.85 for males.

Research hypotheses

H_{01} : There is no significant difference between the mean responses of male and female customers on the influence of customers' comfort and reception expectations on patronage for big hotels in Obio/Akpor, Rivers State.

Table 3: Summary of t-test analysis of the mean responses of male and female customers on the influence of customers' comfort and reception expectations on patronage for big hotels

Gender	N	\bar{X}	SD	T	Df	p-value	Decision
Male	79	2.66	0.95	0.353	176	0.725	NS
Female	99	2.64	0.99	0.353			

Decision rule: if $p < 0.05$ reject H_0 , else retain H_0 . NS= Significant, $p < 0.05$, * Not significant, $p > 0.05$

Table 3 shows the summary of t-test analysis of the mean responses of male and female customers on the influence of customers' comfort and reception expectations on patronage for big hotels. The t-test result in the table shows that there is no significant difference in the mean responses of male and female customers on the influence of customers' comfort and reception expectations on patronage for big hotels at 0.05 level of significance because the p-value (0.725) is greater than the alpha (0.05). Consequently, H_{06} was retained.

DISCUSSION OF THE FINDING

The findings from the research question on the influence of customers' reception on patronage for big hotels revealed that the respondents agreed with all the items 1-8 because they had mean scores of ≥ 2.50 which was the cut-off mark for the mean. Therefore, the customers' reception expectations of big hotels are as follows: taking bookings fast; politeness in checking guests in and out; lack of delays in allocating rooms keys; friendly welcome; staff ability to communicate effectively; polite responses to questions and requests; sight of tidy and orderly workspace; and ability to answer and forward phone calls. The total mean scores for male and female indicate that

the quality/type of reception hotel customers receive from their hosts determine continuous patronage. The findings are in agreement with Abbas et al. (2020) who opined that customers at hotels are sensitive to a hotel's reception patterns. This is significant as it leaves an impression about the hotel.

Quality reception in a hotel is a primary function to greet visitors and guide them on their way to meetings, but it has many other uses besides that. It can provide a waiting area for guests, delivery, and pick-up of parcels – besides an overview of the office. In this part of the world where many persons like to be given special attention and preference; such as carrying their luggage, giving them directions, offering help, it is strategic to focus on the improvement of reception styles that will make customers feel special. It is a key driver of customer satisfaction and loyalty (Lawal, 2020). It can differentiate a hotel or other business from the competition. It can lead to positive word-of-mouth and online reviews, which can attract new customers. It can help to build a strong brand reputation and image (Ajake, 2015).

The hotel receptionist serves as the first point of contact for all guests at our organization. As such, the ideal candidate should be friendly, welcoming, patient, helpful, and knowledgeable. In the hospitality industry, service quality is a key driver of customer satisfaction and loyalty. Service quality refers to the overall level of service provided to customers, including the quality of the product or service, the reliability and responsiveness of the staff, and the overall customer experience.

Reception quality is a critical aspect of the hospitality industry. By understanding the key factors that contribute to service quality, and implementing strategies for improving reception quality, hotels and other businesses can enhance customer satisfaction and loyalty, differentiate themselves from the competition, and build a strong brand reputation and image. Staff training and empowerment, soliciting customer feedback, setting service standards, and using technology are all essential for improving service quality in the hospitality industry.

The findings from the research questions on customers' comfort expectations and the implications for patronage of star hotels revealed that the respondents agreed with all the items 1-14 because they had mean scores of ≥ 2.50 which was the cut-off mark for the mean. The result are as follows: none smoking disturbances; listening/responding to guests; a friendly welcoming smile; linen quality that provides the feeling of luxury; lighting to create a calm ambiance; fully-staffed hotel; make all guests feel that the hotel is concerned about their special needs; providing the wheelchair-friendly services; staff members who are fluent in more than one language; and canceling extra charges occasionally. Other results are: providing random upgrades; ensuring uninterrupted power supply; giving special offers; and ensuring access to TV programmes of choice. The total mean scores indicate that these comfort expectations are determinants of patronage for large hotels. These findings are in agreement with Hoffman and Bateson (2016) who noted that an excellent customer service is determined by the amount of comfort a customer receives, and this will improve the relationship between guests and the establishment. These authors also opined that

satisfied guests are more likely to come back and be loyal to the hotel, as they will become true brand ambassadors.

There are strategies that will ensure customer comfort. Providing responsive, efficient and quality customer service has become a necessity. Providing unusual services; quick response to requests and making policies that will prevent attitudes which will inconvenience other guests. Every guest in the hotel should feel special and, their patronage is important to the business (Inegbenebor, 2016). Continuously looking for different ways to make the hotel guests feel special will encourage repeat business and also have a positive impact on the brand.

The results of the hypotheses indicate that there is no significant difference in the mean scores of the male and female hotel customers on security expectations; ICT expectations; room service expectations; facilities expectations; reception expectations; concierge services expectations, and comfort expectations and the implications for patronage of large hotels. This implies that the seven null hypotheses were retained because $p > 0.05$, indicating that the p-values were greater than the alpha. These results are a confirmation of the opinion of Jabnoun and Al-Tamimi (2023) that globalization has impacted on the choice of hotel guests in a way that they have improved tastes and expectations. Strong service quality enhances customer satisfaction, which not only translates to a better revenue stream or less financial losses, but also to a happier environment for your staff, as well as guests. The goal in hospitality is to make guests feel at home, away from their home.

CONCLUSION

The findings of this study revealed that there is no significant difference in the mean responses of male and female customers regarding the influence of comfort and reception expectations on their patronage of big hotels. This suggests that both genders place similar levels of importance on these factors when evaluating their experiences in the hospitality industry. The lack of gender disparity indicates that comfort and reception expectations are universally valued by customers as critical determinants of satisfaction and loyalty. This underscores the need for hotel management to prioritize a holistic approach to service delivery that consistently addresses these expectations across all customer demographics. By maintaining high standards in reception and comfort, big hotels in Obio/Akpor, Rivers State, can enhance their competitiveness and ensure sustained patronage.

Recommendations

Based on the findings the following recommendations were made:

1. Hotels should ensure that all frontline staff are well-trained to provide courteous, professional, and efficient service. Personalized greetings, streamlined check-in processes, and prompt resolution of guest concerns should be emphasized to create a positive first impression.

2. Hotel management should prioritize investments in modern, well-maintained facilities that enhance the comfort of all guests. Attention should be given to room cleanliness, quality of amenities, noise reduction, and ambiance.
3. Since both male and female customers share similar expectations regarding comfort and reception, service strategies should be inclusive and designed to cater to diverse customer needs.
4. Implementing technology-driven solutions such as self-service kiosks, mobile check-ins, and automated feedback systems can improve efficiency in reception and enhance the overall comfort of guests. These innovations can also help streamline operations and reduce wait times, contributing to higher customer satisfaction.
5. Continuous staff training on hospitality best practices and regular audits of service quality should be conducted to maintain consistent standards. This will ensure that all customers, regardless of gender, receive a high level of comfort and an exceptional reception experience.

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