



CAC/IT/NO.12293

**HATMAN**

HOSPITALITY AND TOURISM MANAGEMENT

ASSOCIATION OF NIGERIA

# BOOK OF PROCEEDINGS

Being the conference proceedings of the

**17<sup>th</sup>**

*International*  
**CONFERENCE**

of Hospitality and Tourism Management  
Association of Nigeria,  
held at Lagos, Nigeria.

**OCTOBER**  
**18TH - 20TH**  
**— 2023 —**

**HATMAN**

*International*  
**CONFERENCE**

**2023**

**BOOK OF  
PROCEEDINGS**

**Being proceedings at the 17th International Conference  
of Hospitality and Tourism Management Association of Nigeria,  
held at Orchid Hotel, Lagos, Nigeria.**

**OCTOBER  
18TH - 20TH  
— 2023 —**

## EDITORIAL BOARD

### Editor-in-Chief

Prof. Henry M. Ijeomah – University of Port Harcourt, Nigeria

### Managing Editor

Edwin C. Nwokorie – The Federal Polytechnic Ilaro, Nigeria

### Business Editor

Ibraheem A. Kukoyi – Federal University of Agriculture Abeokuta, Nigeria

### Copy Editor

Martins A. Alabi – HATMAN National Office Kaduna, Nigeria

### Associate Editors

Dr. Carol E. Ogunlade – Elizade University Ilara-Mokin, Ondo State, Nigeria

Dr. Emmanuel N. Ukabuili – Imo State University, Nigeria

Dr. Judipat N. Obiora – University of Port Harcourt, Nigeria

Dr. Olugbenga K. Sonubi – Federal Polytechnic Ede, Nigeria

Dr. Esther Adebitan – Federal Polytechnic Bauchi, Nigeria

Prof. Wasiu Babalola – Atiba University, Oyo, Nigeria

Dr. Ekundayo Majebi – Federal Polytechnic Idah, Nigeria

Dr. Abioye Adedipe – Federal University of Agriculture Abeokuta, Nigeria

### Consulting Editors

Prof. I. A. Ayodele – University of Ibadan, Nigeria

Prof. C. I. C. Okoli – Imo State University, Nigeria

Prof. P. U. Okpoko – University of Nigeria Nsukka, Nigeria

Prof. P.C. Ngoka – Michael Okpara University of Agriculture Umudike, Nigeria

Prof. A. O. Olokesusi – Afe Babalola University Ado-Ekiti, Nigeria

Prof. P. A. Igbojekwe – Imo State University, Nigeria

Prof. G. Otutoju – Federal University Wukari, Nigeria

Prof. A. M. Omemu – Federal University of Agriculture Abeokuta, Nigeria

### Editorial Office

National Headquarters

Hospitality and Tourism Management Association of Nigeria. (HATMAN)

Floor 5, Suit 99, Turaki Ali House (NNDC) 3 Kanta Road, Kaduna, Nigeria.

Website: [www.hatman2010.org](http://www.hatman2010.org)

Telephone: +2348034072296 +2348067992234

Email: [nationalsec@hatman2010.org](mailto:nationalsec@hatman2010.org)

## TABLE OF CONTENT

|  |  |
|--|--|
| <b>1 PERCEPTION OF SUSTAINABLE CULTURAL TOURISM IN SOME SELECTED COMMUNITIES IN IDO/OSI LOCAL GOVERNMENT, EKITI STATE, SOUTHWEST, NIGERIA.</b>                       | Agbebi, P. A, Saka, A.B.,<br>Adedeji, O.F., Oyedijo, G. E.,<br>Adeogun, O. and Tsado B.T |
| <b>14 SOCIAL MEDIA MARKETING ENGAGEMENT AMONG RESTAURANT CUSTOMERS IN ILORIN METROPOLIS, KWARA STATE</b>   | Haruna Z.A.B   |
| <b>25 AIRPORT-RESTAURANT SERVICE QUALITY IN LAGOS, NIGERIA: AN APPLICATION OF SERVQUAL MODEL</b>   | Apata, O. C. and<br>Daniel O. Olu-Adeyemi  |
| <b>36 IMPROVING LOCAL FOODS (AMORA) FOR BETTER NUTRITION</b>   | Bale Esther Zwalnan,<br>Yepshap B. Nanyen<br>Dapas Afiniki                               |
| <b>44 PERENNIAL PROBLEMS HINDERING THE GROWTH OF HOSPITALITY INDUSTRY IN GEMBU, TARABA STATE.</b>  | Clement u. Anake and<br>James Abba   |
| <b>54 HOME OF PEACE AND TOURISM: A STRATEGICALLY DESIRABLE BRAND NAME OF PLATEAU STATE, NIGERIA</b>  | Gonap Elisha Gobin,<br>Gagbanyi Caleb Tebrimam<br>and Madaki Kanati                      |
| <b>67 GUESTS' VIEWPOINT ON HOTEL SAFETY AND SECURITY PROCEDURES IN ADO METROPOLIS, NIGERIA.</b>  | Helen Oladunke Ogunlola  |
| <b>79 TRAVELERS' PERCEPTION OF EXTORTIONIST ACTIVITIES AT MURTALA MUHAMMAD AIRPORT, LAGOS, NIGERIA</b>   | Ibraheem A. Kukoyi,<br>Basirat Oseni,<br>Olakunle Orimaye, Olajumoke<br>Adeogun          |
| <b>87 EFFECT OF THE DISPOSITION OF TOUR GUIDES TOWARDS TOURIST IN SELECTED TOURIST ATTRACTION SITES IN LAGOS: IMPLICATION FOR TOURISM DEVELOPMENT IN LAGOS STATE</b> | Jammal, M.T and<br>Fashakin, J.F   |
| <b>100 DEVELOPING TVET HOSPITALITY ENTREPRENEURS THROUGH STEM COMPETENCIES IN NIGERIAN TECHNOLOGICAL INSTITUTIONS</b>  | Managwu Lilian Chinenye<br>and Aji Rosemary Uloma <sup>2</sup>                           |
| <b>111 OPPORTUNITIES FOR REGENERATIVE TOURISM IN THE NIGERIAN TOURISM COMPASS</b>  | Elochukwu A. Nwankwo and<br>Nnamdi S. Mbaigbo  |
| <b>132 SOCIAL MEDIA MARKETING: A TOOL FOR THE EFFECTIVE PROMOTION OF TOURISM DESTINATIONS</b>  | Orimaye, Olakunle Muyiwa<br>and Osuoha, Ifeanyi Jude                                     |
| <b>145 NUTRIENT COMPOSITION AND ACCEPTABILITY OF INDIGENOUS FOOD CONSUMED AT TWO ECODESTINATIONS IN ONDO AND EKITI STATE</b>   | Roland-Ayodele M.A.  |

**161 EFFECT OF INFRASTRUCTURE ON THE PERFORMANCE OF SMALL AND MEDIUM-SCALE ACCOMMODATION ENTERPRISES IN SOUTH EAST NIGERIA AS DRIVERS OF INCLUSIVE GROWTH**

Managwu Lilian. C., Aji,  
Rosemary, Uloma, and  
Ukwuoma, John Kelechi

**175 RESIDETS' PERCEPTION ON LOCAL PARTICIPATION IN ECO-TOURISM: A STUDY OF IKOGOSI WARM SPRING**

Orimaye, Olakunle Muyiwa  
and Adebayo, N. Ibidapo

**194 IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY IN THE MANAGEMENT OF LEISURE AND TOURISM INDUSTRY IN ABEOKUTA SOUTH AREA OF OGUN STATE, NIGERIA**

Akinreti Naimot Olayinka  
Saka Anifat Bolatito  
Apata O. C Tsado B.T.,  
Ogundimu Ismail Kehinde  
Olasunmade Muideen Ojo,

UNIVERSITY OF IBADAN LIBRARY

## AIRPORT-RESTAURANT SERVICE QUALITY IN LAGOS, NIGERIA: AN APPLICATION OF SERVQUAL MODEL

Apata, O. C. and Daniel O. Olu-Adeyemi  
University of Ibadan, Nigeria

### Abstract

Service quality is a very important component in customers' satisfaction. A higher service quality leads to higher customers' satisfaction which in turn leads to increased customer retention. Airports offer a wide range of facilities and services, including commercial amenities such as shops and restaurants. Hospitality services, which involve meeting the needs of visitors in a friendly and helpful manner, are an important aspect of these amenities. A number of literatures by academic scholars has emerged with the sole aim of increasing knowledge about the difficulties in delivering quality service. However, there is dearth knowledge or information in providing hospitality outfit managers with the tools needed to put quality control into action. Hence, this study was conducted to assess customers' knowledge of hospitality services, their perceptions of these services, their satisfaction with them, and their willingness to pay more for them among restaurant users at Murtala Muhammed International Airport in Nigeria. The SERVQUAL model was used to evaluate the quality of restaurant services, and a random sampling method was used to survey 192 respondents from four restaurants in the terminal building. Data analysis was carried out using descriptive (frequencies, percentages, mean and ranks) and inferential statistics (Chi-square, PPMC and Linear regression) at  $p=0.05$ , and the study identified areas for improvement to enhance customer satisfaction and retention among restaurant users in the study area.

**Keywords:** Customer satisfaction, Hospitality services, Perception, SERVQUAL, Service quality

### Introduction

Tourism has been one of the world's fastest growing industries for the past 50 years, and it shows no signs of slowing down in the 21st century (Camilleri, 2018). Tourism has shown to be an effective instrument for economic diversification in a number of countries. Tourism and hospitality business is the best means to support a nation's effort in alleviating poverty and overcoming the scourge of joblessness. The hospitality industry is of incredible significance in our present-day global economy. The tourism and hospitality industry encompasses lodging, food, entertainment, transportation, and administrations for travellers, and it serves as a financial engine for developed and developing countries all over the world (Rita 2000).

Sadly, the travel industry in Nigeria is not effectively open due to bad roads combined with exercises that do not match the clients' taste and want. Epileptic power supply, bad upkeep of lodge settlements, low subsidizing, poor correspondence system, weakness, and other condition difficulties are some of the issues that affect the hospitality business in Nigeria (Uboegbula & Bello 2018). Customer's satisfaction is acknowledged as one of the important judgments that consumers make with relation to a tourism service in the tourism sector. As a result, customer satisfaction is crucial to the success of many tourism facilities. It is critical to emphasize that the hospitality industry is critical for the growth of tourism in every region of the world, and that customer satisfaction is a critical topic that requires the attention of researchers. Therefore, hospitality service providers must aim to supply not only their consumers their products and services, but also 'quality' and 'satisfaction,' in order to ensure long-term survival and profitability. Quality is seen as a critical aspect in gaining and maintaining competitive advantage, and it is the cornerstone for success in every business enterprise (Caruana, 2002).

Profit maximization has long been seen as the primary purpose of every business. More customers equal more sales, which equals more profit and, eventually, more market share. However, generating profit by maintaining current customers is a wiser method than obtaining new consumers since it will result in less marketing/advertising expense and, secondly, retaining clients will result in more profit, loyalty, and contribute to the enterprise's growth (Bayad, et al 2021). However, the key to keeping older consumers or attracting new customers is to give high-quality products and services that inspire them to buy again (Philip et al, 2009). Customer satisfaction is raised when exceptional service is provided, which is thought to contribute to increased foreign tourist visitation, repeat purchases of the same tourist items, customer loyalty, and relationship commitment. Furthermore, extremely delighted tourists disseminate positive word-of-mouth and, in effect, become walking- talking billboards for service providers who have pleased them, cutting the cost of acquiring new consumers (Sim et al, 2008). Customers' satisfaction is a company strategy that focuses on creating value

for customers, anticipating and managing their expectations, and demonstrating the ability and obligation to meet their requirements (Khadka and Maharjan, 2017).

In this direction, our research paper here has investigated the concept of service quality in the hospitality business, airport-restaurants to be specific and measured the satisfaction levels of the customers. Based on the findings of the study we have tried to suggest some measures in order to make the service delivery process more effective in the hospitality sector.

### Literature Review

The term hospitality has grown in popularity in recent years and can be construed in a variety of ways, including commercial, industrial, and public services. The word "hospitality" is derived from the Latin word "*hospes*," which meaning "host" or "guest." Hospitality has come to signify serving the requirements of visitors in a friendly and helpful manner (Foskett et al, 2011). People who are away from home are served by the hospitality business. Food, hotel, recreation & entertainment, tourism & travel are examples of these services (Gautam et al, 2013). The hospitality industry revolves around service, its purpose is to make guests feel comfortable, safe, and happy as a result of doing business with them (Harkison 2017). Food, lodging, travel, tourism, and recreation are the five key segments of the industry. To properly address client expectations, all areas of the hospitality industry must collaborate.

- a) Food & Beverage segment: Many food and beverage establishments are placed in other establishments, such as movie theatres, airports, and shopping malls. Food is made and provided to guests, consumers, or customers in this industry. This type of business can range in size from tiny to huge, from casual to fine dining, and from costly to inexpensive. There are three sorts of food and beverage catering businesses, namely: commercial, non-commercial, and welfare.
- b) Lodging segment (accommodations): it provides a place to sleep or stay overnight or longer. These businesses vary by level of service: budget (casual) to expensive resort, price, location and type. Lodging industry can be broadly classified into 4 main categories: full-service hotels, limited- service properties, specialty accommodation and institutional housing.
- c) The travel segment: it is the business of transporting people from one location to another. It is possible to travel for business or pleasure. Automobiles, buses, trains, ships, and airplanes are examples of modes of transportation. Car rentals, taxi services, ferry services, bus services, train services, cruise lines, and airlines are all part of this industry.
- d) Tourism segment: Businesses that organize and promote travel and holidays make up the tourism segment. Travel agencies, tour operators, cruise companies, meeting and event planners, and convention and visitors' bureaus are all part of the tourism sector. Several different hospitality businesses may be involved in a vacation. A travel package is a journey that includes transportation, housing, food, and entertainment, among other aspects of the hospitality sector. For the package, there is a single fee that covers all of the arrangements. Professional travel planners help tour companies offer vacation packages to customers.
- e) Recreation segment: Businesses in the recreation section provide activities for individuals to rest, relax, and enjoy. Recreation is intended to revitalize a person's body and mind. The following are examples of recreation businesses:
  - i) entertainment – provide shows for you to watch; movies, live theatre, concerts
  - ii) attractions – places of special interest to visit; festivals, state fairs, museums, zoos
  - iii) spectator sports – sports that you watch others play; MLB (Major League Baseball), NBA (National Basketball Association), NFL (National Football League), MLS (Major League Soccer).
  - iv) participatory sports – sports that you take part in; golf, tennis

### Hospitality products and services

In the hospitality industry, customer satisfaction is mostly controlled by subjective or individual elements (e.g., customer wants, emotions, expectations, behaviour, satisfaction, and loyalty) as well as objective factors or components (e.g., tourist items) (e.g., product and service features, service quality, environment, repeat visiting, recommendation, etc.). Services are those separately identifiable, fundamentally intangible actions that give want fulfilment, and are not necessarily related to the sale of the product or another service (Faye et al 2002). The usage of tangible items may or may not be required to offer a service. When such usage is required, however, there is no transfer of title (permanent ownership) of these tangible goods. Because they can only be consumed

at a specific time, they are perishable, they aren't physically identifiable. Services can only be used; they cannot be owned.

The characteristics of services are seasonality, intangibility, perishability, inseparability, variability, interdependence, and high fixed costs (Philip and Hazlett 1997). A product is a mix of physical services and symbolic particulars supposed to provide satisfaction or advantages to the buyer (Kotler and Keller, 2009). Characteristics of products are: guest satisfaction, tangible attributes, life cycle, brand name and intangible attributes.

### **Service quality and customers' satisfaction**

In general, the term "quality" has been used in Europe since the Industrial Revolution, but it was only after the two World Wars that it acquired traction and became widely discussed. Many definitions of the term quality have been proposed by researchers throughout the years, and globalization has placed quality at the centre of their activity paradigm (Sanasam et al, 2017).

According to certain studies, it is a phenomenon that leads to customer satisfaction and, as a result, to loyalty and repeat buys intentions. The term quality of a product/service can make or break a contract and contribute to the company's brand image. Others describe it as the gap between clients' perceptions (after receiving services) and expectations (before receiving services) (Parasuraman et al 1988). It has also been characterized as outstanding offerings that bring satisfaction assist in achieving profitability, and assist in increasing the company's market share.

In the case of services, because evaluating quality is challenging owing to the unique qualities, consumers' perceptions are usually taken into account rather than relying on the technicality of the services (Parasuraman et al 1988) In a highly competitive marketplace, service quality has become one of the most important factors for gaining a sustainable competitive advantage and gaining customers' confidence, and thus service quality can provide the hospitality industry with a great opportunity to create competitive differentiation for organizations.

### **The SERVQUAL model of service quality**

It's rare to come across a service quality research article or textbook that doesn't reference Parasuraman, Zeithaml, and Berry's SERVQUAL model (1986). SERVQUAL is without a doubt the most extensively used and tried tool for assessing customer service quality perceptions (Bateson and Hoffman 2011). It's been often quoted in marketing and retailing literature, and it's also been widely used in industry. The SERVQUAL model was created using processes for establishing valid and reliable marketing construct measurements that have been recommended (Cronin and Taylor 1992).

SERVQUAL was born out of an article published in 1985 that defined service quality as a gap between client expectations and perceptions (Parasuraman et al, 1985). They carried out an investigation into the concept of service quality, and the results led them to the conclusion that there are differences (gaps) between what management feels service quality is and what customers perceive it is. This group of gaps was recognized as one of the most significant roadblocks to delivering a high-quality service to clients (Parasuraman et al, 1985)

#### **Gap 1: Customer expectation – management perception gap**

Customer expectations and management's understanding of such demands are incompatible. Managers of service organizations may not always grasp what characteristics signify high quality to customers, what characteristics a service must have in order to meet customers' expectations, and what degree of performance on those characteristics should be in order to give high quality service. As a result, customers' views of service quality may be influenced ((Parasuraman et al, 1985)

#### **Gap 2: Management perceptions – service quality specification gap**

Resource constraints, market conditions, and a lack of management commitment to service quality may cause a gap between management impressions of client expectations and the actual requirements established for a service. Customers' views of service quality may be influenced by this disparity (Parasuraman et al, 1985).

**Gap 3: Service quality specifications – service delivery gap**

Although companies may have explicit standards or criteria for sustaining service quality, it may be difficult to stick to them due to staff performance variability (Parasuraman et al, 1985). From the customer's perspective, this will have an impact on service quality.

**Gap 4: Service delivery – external communications gap**

Customers' impressions of service quality may be influenced by the disparity between service delivery and what the organization promises through external communications, as well as the lack of knowledge about service delivery issues (Parasuraman et al, 1985)

**Gap 5: Expected service – perceived service gap**

Gap 5, the most significant gap, can be thought of as a consequence of the first four gaps, and (Parasuraman et al, 1985) believe that there is a link between Gap 5 and the first four gaps. The magnitude and direction of the gap between expected and perceived service determines the quality that a consumer perceives in a service (Parasuraman et al, 1985). In order to control service quality, it will be necessary to address the gaps that exist between management, employers, and consumers' expectations and views (Zeithaml et al, 2003). The service provider should address Gap 5 using the gap model (see Fig. 1.0), but first they must close the four other gaps that prevent great service delivery within the organization (Akbar and Parvez 2009).

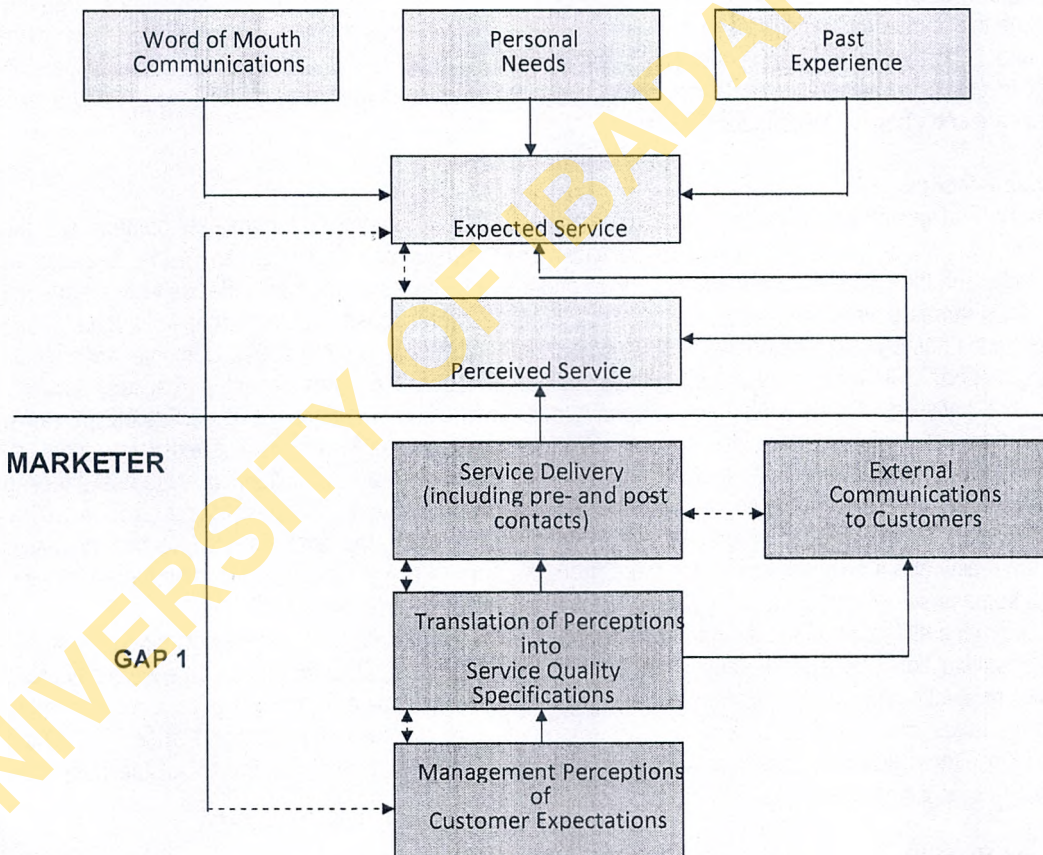


Fig. 1.0: Service quality – identification of gaps

Source: Parasuraman et al., 1985

### Measuring service quality

Service quality refers to what the client obtains and is willing to pay for rather than what the seller invests to sell. As a result, it might be defined as the difference between the expected and actual perceived service.

SERVQUAL is based on a model that suggests customers evaluate service quality along five unique dimensions: reliability, responsiveness, assurance, empathy; and tangibles.

**Tangibles:** This element is concerned with the physical facilities as well as the perceived quality of the material features (gadgets), employees, and equipment employed by the service provider.

**Reliability:** The dependability, consistency, and accuracy with which the provider performs the service are defined as reliability. It is the ability to reliably and accurately perform the promised service or the ability to keep its promises.

**Responsiveness:** Responsiveness refers to the desire of service professionals to serve consumers in a timely and effective manner, and it includes characteristics such as cooperativeness, kindness, and tenderness. The objective of the service provider is to be helpful and prompt in providing service.

**Assurance** The level to which the firm's service employees instils faith and credibility in its customers is referred to as assurance. It is the knowledge and civility of the workers, as well as the service provider's capacity to inspire trust and confidence". Customers who are dissatisfied with the company's service and employees are unlikely to return

**Empathy** Apart from the degree of knowledge personnel shows in regard to consumer needs, empathy has to do with the "caring and personalised attention" provided to customers. It has been determined to be more desirable and important in enhancing the quality of service in industries where building relationships with consumers is critical to survival. Clients are more likely to return to a business if they were treated with exceptional care and attention (Martin et al, 2008)

### Customer satisfaction

Service quality and customer satisfaction go hand in hand. When a customer is completely content with the product/service provided, he or she is said to be satisfied (Anderson and Swaminathan 2011). Because all people are different, their tastes and preferences differ, and their definitions of fulfilment differ as well (Garga and Bambale, 2016). It has a direct influence on consumers' behavioural responses, future purchase intentions, and loyalty, and hence has a direct relationship with service excellence (Wang and Lo, 2002). Customer satisfaction is extremely important in today's hyper-competitive market because it ensures repeat purchases, converts customers into loyalists, distinguishes the company from competitors, reduces customer defection rates, increases lifetime value of customers, reduces negative feedback from customers, retains existing customers, and aids in acquiring new ones (Sanasam et al 2010). For example, the most influential variables affecting restaurants/eateries are personal referrals from friends and online reviews (Dickinger and Mazanee 2008). Satisfied customers are more likely to recommend destinations to friends and relatives; the potential customer perceives the reality about hospitality products better from the perspective of other customers' preferences who recommend some hospitality products than from other official sources (Heung et al, 2000).

Customer satisfaction is an important factor to consider when evaluating service quality since the higher the customer satisfaction, the better the business's performance (Morgan et al, 2005). It can be ensured by using a high-quality product or service (Gunarathne, 2014). The impact of a customer's previous experience of content or discontent on their anticipated purchasing behaviour the next time is critical (Gutierrez and Uribe 2011). As a result, most hospitality literature considers customer satisfaction to be a critical component of the hospitality industry's value proposition to customers (Maghzi et al, 2011).

### Materials and Methods

The Murtala Mohammed International Airport is in a prominent position in Nigeria's aviation business, attracting the greatest levels of traffic and providing excellent service. Murtala Muhammed International Airport (MMIA) is the primary airport serving Nigeria's south-western region, and the rest of the country. It is located in the suburb of Ikeja in Lagos state (FAAN, 2013).

To conduct the survey, a questionnaire approach was employed as the data collection instrument, with questions built in accordance with the SERVQUAL model question and randomly administered to

users/customers of randomly selected food stalls in each terminal building lobby. The Arrival and Departure lobby of MMIA terminal has seven food stalls. There are three food stalls in the arrival lobby and four in the departure lobby. The terminal's food vendors serve an average of 72,000 people each year, i.e. 6000 people per month (FAAN, 2020). 50% of the food stalls were chosen at random in both lobbies, i.e., two food stalls in each of the terminal building's arrival and departure lobbies. Between July and August, 200 visitors were questioned using a random sampling method, using the Krejcie and Morgan formula (1970) [34], 192 completed questionnaires were valid for the analysis, resulting in a 96% accuracy. (Due to the breakout of the COVID-19 virus, a new rule was made by FAAN management to the restaurants to maintain only 50% capacity to prevent further breakout of the virus, thus 200 questionnaires were used instead of the initial proposed 400).

**Formula for determining the sample sizes**

$$s = X^2NP \div d^2(N - 1) + X^2P(1-P)$$

s = required sample size

X<sup>2</sup> = the table of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size

P = the population proportion (assumed to be 0.50 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (0.05)

The data were analysed using descriptive statistics tools such as frequency counts, pie chart, bar chart, mean and percentages. Inferential statistics was used to test variables in the stated hypotheses as follows:

| S/N             | Hypothesis   | Statistical tool  |
|-----------------|--|---|
| H <sub>01</sub> | There is no relationship between knowledge on hospitality services and customers' satisfaction | Chi-square and Pearson's Product Moment of Correlation (PPMC) |
| H <sub>02</sub> | There is no relationship between perception of service quality and customers satisfaction      | PPMC  |
| H <sub>03</sub> | There is no relationship between willingness to pay for hospitality and customers satisfaction | PPMC  |

**Results and Discussion**

The results of the research indicate that slightly above half of the respondents representing 51% were males while 49% were females; the modal age category was 30-39 which constitutes 43.2%. This was both followed by age category 20-29 and 40-49 which both constituted 25.5%, 50-59 with 4.2%, 60 and above with 1.6%; majority of the respondents representing 52.1% were single, 28.1% were married, widowed 11.5%, 8.3% were divorced; 69.8% of the respondents were Christians, 28.1% were Muslims, 2.1% were other religions. It also showed that 31.3% were students, 21.9% were self-employed, 17.7% were traders, 15.1% had other occupations, 7.3% were civil servants, 6.8% were artisans; majority of the respondents representing 84.4% had tertiary education, 9.4% had secondary education, 4.7% had primary education and 1.6% had no formal education; 36.5% of respondents earned less than or equal to ₦50,000, 26.6% earned ₦200,000 and above, 19.8% earned ₦51,000 - ₦100,000, 9.4% earned ₦101,000 - ₦150,000, 7.8% earned ₦151,000 - ₦200,000.

**TABLE 1.1. Distribution of respondents selected socio-economic characteristics**

| Variables                   | Frequency | %    |
|-----------------------------|-----------|------|
| <b>Age</b>                  |           |      |
| 20 – 29                     | 49        | 25.5 |
| 30 – 39                     | 83        | 43.2 |
| 40 – 49                     | 49        | 25.5 |
| 50 – 59                     | 8         | 4.2  |
| 60 and above                | 3         | 1.6  |
| <b>Country of residence</b> |           |      |

|                                   |     |      |
|-----------------------------------|-----|------|
| Ethiopia                          | 1   | 0.5  |
| Ghana                             | 2   | 1.0  |
| Liberia                           | 2   | 1.0  |
| Nigeria                           | 175 | 91.1 |
| South Africa                      | 3   | 1.6  |
| United Kingdom                    | 6   | 3.1  |
| United States of America          | 3   | 1.6  |
| <b>Occupation</b>                 |     |      |
| Artisan                           | 13  | 6.8  |
| Civil servant                     | 14  | 7.3  |
| Self-employed                     | 42  | 21.9 |
| Student                           | 60  | 31.3 |
| Traders                           | 34  | 17.7 |
| Others                            | 29  | 15.1 |
| <b>Highest level of Education</b> |     |      |
| No formal education               | 3   | 1.6  |
| Primary education                 | 9   | 4.7  |
| Secondary education               | 18  | 9.3  |
| Tertiary education                | 162 | 84.4 |

**Hypothesis 1- The relationship between knowledge on hospitality services and customers' satisfaction of the restaurant.**

Table 1.2 shows that there was a positive and significant relationship between knowledge on hospitality services and customers' satisfaction ( $r = 0.419$ ,  $p \leq 0.05$ ). Hence, the stated null hypothesis is rejected.

**TABLE 1.2: Correlation analysis showing the relationship between knowledge on hospitality services and customers' satisfaction**

| Variables   | r-value | P-value | Decision    |
|---|---------|---------|-------------|
| Knowledge on hospitality services vs. Customer satisfaction | 0.419   | 0.000   | Significant |

Significant level at 0.05

**Hypothesis 2 - The relationship between perception of service quality and customers' satisfaction**

Table 1.3 indicates that there was a positive and significant relationship exists between perception of quality of service and customers' satisfaction ( $r = 0.823$ ,  $p \leq 0.05$ ). Therefore, the stated null hypothesis is hereby rejected.

**TABLE 1.3: Correlation analysis showing the relationship between perception of service quality and customers' satisfaction**

| Variables   | r-value | P-value | Decision    |
|---|---------|---------|-------------|
| Perception of service quality vs. Customer satisfaction | 0.823   | 0.000   | Significant |
|   |         |         |             |

Significant level at 0.05

**Hypothesis 3 - The relationship between willingness to pay for hospitality services and customers' satisfaction**

Table 1.4 shows that positive and significant relationship exists between customers' satisfaction and willingness to pay for hospitality services ( $r = 0.483, p \leq 0.05$ ). The stated null hypothesis is thereby rejected.

**TABLE 1.4: Correlation analysis showing the relationship between willingness to pay for hospitality services and customers' satisfaction**

| Variables   | r-value | P-value | Decision    |
|---|---------|---------|-------------|
| Willingness to pay for hospitality services vs. Customers' satisfaction | 0.486   | 0.000   | Significant |

Significant level at 0.05

**Conclusions and Recommendations**

**Conclusions**

From the findings above, the following can be inferred:

Majority of the respondents were male, single, Christian, between the ages 20-29 and 40-49, resides in Nigeria, have a tertiary education with a monthly salary of less than or equal to ₦50,000.

(Dickinger and Mazanec, 2008) revealed that customers' perception and satisfaction is influenced by their wants, ambitions and previous experiences either in the same establishment or at another establishment. This probably played a factor on the customers' knowledge on hospitality services. Customers' knowledge on hospitality services in MMIA, Ikeja was high and also, the perceived quality of the restaurant outfit was high.

Just as (Krejcie and Morgan, 1970) pointed out, the passengers' satisfaction of facilities in Murtala Muhammed International Airport (MMIA) is high, this study reiterates that the overall satisfaction of the restaurants by the customers' was also high.

Therefore, all these factors must be improved upon to influence customers' satisfaction of restaurants and also customers' retention in Murtala Muhammed International Airport, Ikeja, Lagos state, Nigeria,

**Recommendations**

The followings recommendations are suggested:

- **Management Support for Employees:** The first recommendation is that restaurant management should prioritize supporting their employees. Employees who feel valued and supported by their employers are likely to perform better on the job. This includes providing them with the necessary training, tools, and resources to do their job effectively, and also creating a work environment that is conducive to their well-being. Restaurant management should ensure that their employees are motivated, productive, and happy, which will ultimately lead to better customer satisfaction. Providing incentives to employees for exceptional service can improve motivation and morale. This can include bonuses, gift cards, or recognition programs for outstanding performance. Incentives can also encourage employees to provide better service and increase customer satisfaction
- **Personalized Customer Experience:** The restaurant management should personalize their customers' experiences. This means that employees should be trained to create a warm and friendly atmosphere for customers. Employees should be encouraged to use positive body language, such as smiling and making eye contact, to make customers feel welcome. Management should also consider providing customers with personalized services, such as remembering their names or favorite dishes.
- **Streamlining Wait Times:** The restaurant management should streamline wait times. Customers are more likely to return to a restaurant if they don't have to wait too long for their food. Management should ensure that there are enough employees working during busy hours to handle the demand. Additionally, management should consider introducing technology solutions, such as self-service kiosks or online ordering, to further streamline the ordering process.
- **Adequate Parking Space:** The Federal Airports Authority of Nigeria (FAAN) should make adequate plans for long-term parking of vehicles once the new terminal building is completed and commissioned. This is important because customers who are unable to find parking may decide not to visit the restaurant, resulting in lost revenue. Providing adequate parking space will also improve the overall customer experience.

- **Introduction of Better Facilities:** Also, the restaurant management should consider introducing better facilities to make customers more comfortable. This could include comfortable seating, good lighting, clean restrooms, and a welcoming ambiance. By providing customers with a comfortable and enjoyable experience, they are more likely to return and recommend the restaurant to others. Consider providing entertainment options such as music or TV screens to help customers pass the time while waiting for their flights. This can also help to create a more relaxed and enjoyable atmosphere in the restaurant.
- **Offer Customization Options:** Allow customers to customize their meals based on their dietary needs and preferences, such as offering gluten-free or vegetarian options. This can create a more personalized experience for the customer and increase satisfaction.
- **Accessible seating:** Consider providing seating options that are accessible to customers with disabilities or reduced mobility. This can help to make the restaurant more inclusive and enhance the customer experience for all travelers.
- **Pay Attention to Small Details:** Pay attention to small details, such as presentation of food and drink, cleanliness of utensils and glassware, and promptness of service. These small details can make a big difference in the overall customer experience.
- **Offer Special Promotions or Loyalty Programs:** Offering special promotions or loyalty programs can incentivize customers to return to the restaurant and increase customer loyalty.
- **Collect and Act on Customer Feedback:** Collect customer feedback through surveys, comment cards, or online reviews and use it to improve service quality. Act on feedback promptly to show customers that their opinions are valued and to continually improve the restaurant's operations.

## References

- Adeniran, A., Fadare, S. (2018). Relationship between passengers' satisfaction and service quality in Murtala Muhammed International Airport, Lagos, Nigeria. *International Journal of Research in Industrial Engineering*, 7(3), 349-369
- Astrid Dickinger and Josef A. Mazanec (2008). Consumers' preferred criteria for hotel online booking. *ENTER*, 4(11):244-254
- Bateson J. E. and Hoffman K. D. (2011). *Services Marketing International edition*. (4th edn), Canada: South Western Cengage Learning. pp. 277.
- Bayad A., Bayar G., Baban J. O., Shahla A., Nechirwan I., Pshdar H., Hassan A., Bawan S. Sarhang S., Govand A. (2021) Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality *International Journal of Engineering, Business and Management (IJEEM)*, 5(3)-2021 DOI:<https://dx.doi.org/10.22161/ijeem.5.3.2>
- Camilleri, M. A. (2018). The Tourism Industry: An overview. *Travel, Marketing, Tourism Economics and the Airline Product*, Chapter 1, pp. 3-27, Springer Nature, Switzerland.
- Caruana, A. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European journal of marketing*, 36(7/8), 811-828.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring Service Quality: A Re-examination and Extension. *Journal of Marketing*, 56(3), 55-68. <https://doi.org/10.2307/1252296>
- David Foskett, Ronald Kinton, Victor Cesserani (2011). *The Theory of Hospitality and Catering: For levels 3 and 4*. Hodder Education, US
- Federal Airports Authority of Nigeria, FAAN: FAAN Annual Report (2020).
- Federal Airports Authority of Nigeria: FAAN training school library (2013).
- Garga, E., & Bambale, E. (2016). The Impact of Service Quality on Customer Patronage: Mediating Effects of Switching Costs and Customer Satisfaction. *International Journal of Global Business*, 9 (1): 39-58.
- Gautam P. K., Bansal S. P., Thakur A. S. (2013). Measuring expectations and experiences of tourists: a study of adventure tourists in Himachal Pradesh. *Productivity Journal*, 53(4) 329-337
- Gunarathne, U. (2014). Relationship between Service Quality and Customer Satisfaction in Sri Lankan Hotel Industry. *International Journal of Scientific and Research Publications*, 4(11).
- Gutierrez, S. and Uribe, G. (2011). Customer satisfaction in the hospitality industry in Guadalajara, Mexico. *Advances in Competitiveness Research Journal*, 19(4), pp.17-30.
- Heung, V. C., Wong, M. Y. and Qu, H. (2000). Airport-restaurant service quality in Hong Kong: An application of SERVQUAL. *Administration Quarterly*, 41(3): 86-96
- Janet Sim, Brenda Mak and David Jones (2008). A model of customer satisfaction and retention for hotels. *Journal of Quality Assurance in Hospitality & Tourism* Vol.7, Iss. 3, pp.1-23
- Kabu Khadka and Soniya Maharjan, (2017), Customer satisfaction and customer loyalty. Master's Thesis, Centria University of Applied Sciences, Business Management, Lahti, Finland.
- Krejcie, R.V., & Morgan, D.W., (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*
- Lonashree Sanasam, Bibhuti B. Pradhan, Ansuman Samal (2017). Service Quality in Hospitality Industry: A Systematic Review of Models. *Review of Business and Technology Research*, 15(3):179-186
- M. M. Akbar and N. Parvez (2009). Impact of service quality, trust, and customer satisfaction on customers' loyalty. *ABAC Journal*, 29(1):24-38.
- Maghzi A., Abbaspour B., Eskandarian M. and Hamid A. (2011). Brand Trust in Hotel Industry: Influence of Service Quality and Customer Satisfaction. *International Conference on Business, Economics and Tourism Management*, 24
- Martin A. O., S. Hubbard and Palmer A. (2008). The role of emotion in explaining consumer satisfaction and future behavioural intention. *Journal of Services Marketing*, 22(3):224 - 236. DOI:10.1108/08876040810871183
- Morgan, N. A., E. W. Anderson and V. Mittal, (2005). Understanding firms' satisfaction information usage. *Journal of Marketing*, 69(3): 131-51.490
- P. Kotler and K. L. Keller, "Marketing Management," 13th Edition, Pearson Prentice Hall, Upper Saddle River, 2009.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of service quality *Journal of Retailing*, 64(1).
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 10.
- Philip Kotler, Gary Armstrong, Swee H Ang, Siew Meng Leong, Chin T. Tan and Oliver Y. Hon-Ming: Principles of Marketing: A Global Perspective, 1st edition Prentice Hall, 2009
- Philip, G. and Hazlett, S.A. (1997). The measurement of service quality: A new P-C-P attributes model. *International Journal of Quality & Reliability Management*, 14(3): 260-286.
- Rita, P. (2000). Tourism in the European Union. *International Journal of Contemporary Hospitality Management*, 12(7), 434-436. doi: 10.1108/09596110010347374.
- Rolph E. Anderson & Srinivasan Swaminathan (2011). Customer Satisfaction and Loyalty in E-Markets: A PLS Path Modeling Approach. *Journal of Marketing Theory and Practice*, 19:2, 221-234, DOI: 10.2753/MTP1069-6679190207
- Tracy Harkison (2017). The Importance of the Human Touch in the Luxury Accommodation sector. *Journal of Research in Hospitality Management*, 7(1), 59-64
- Uboegbulam, G.C., & Bello, Y.O. (2018). Antecedent tourist attraction development and tourist revisit intention. In *Proceedings of the 2018 FMS National Conference* (pp.742-759). Calabar, Nigeria: International Institute for Policy Review & Development Strategies.
- Wang, Y. and Lo. H. P. (2002). Service Quality, Customer Satisfaction and Behaviour Intentions: Evidence from China's Telecommunication Industry. *Info journal*, 4:50-60.  
<https://doi.org/10.1108/14636690210453406>
- Zeithaml, Bitner, M., Gremler, D. and A, V. (2003). *Services Marketing: Integrating Customer Focus across the Firm*. 4th ed. Singapore: McGraw-Hill, pp.117, 119.
- Zhu Faye X., Walter Wymer and Injazz Chen (2002). IT-based services and service quality in consumer banking. *International Journal of Service Industry Management*, 13(1):69-90 DOI: 10.1108/09564230210421164