

About Your Checklist

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|---------------|---------------------|
| Ethics ID | 59151 |
| Date Created | 24/06/2024 17:35:19 |
| Status | Approved |
| Date Approved | 25/06/2024 11:12:12 |
| Risk | High |

Researcher Details

| | |
|---------|--|
| Name | Zainab Bukola Ogundele |
| Faculty | BU Business School |
| Status | Postgraduate Taught (Masters, MA, MSc, MBA, LLM) |
| Course | MSc Tourism Management |

Project Details

| | |
|--|---|
| Title | hospitality management in nigeria improving service quality and growth satisfaction within three stars hotel in lagos nigeria |
| Start Date of Project | 22/03/2024 |
| End Date of Project | 30/08/2024 |
| Proposed Start Date of Data Collection | 17/06/2024 |
| Original Supervisor | Charalampos Giousmpasoglou |
| Approver | Ethics Programme Team |

Summary - no more than 600 words (including detail on background methodology, sample, outcomes, etc.)

The research study aimed at assessing the influence of service delivery on customer satisfaction in three star hotel in Lagos State Nigeria. The specific objectives of the study were to assess customer expectations of quality service in 3 star hotel, to determine factors influencing customer satisfaction in 3 star hotel, to investigate the relationship between service delivery and customer satisfaction in 3 star hotel and finally give recommendation on managerialmanagement practices. This study will be significant to the organization management of three star hotels and other researchers.

The study used descriptive and inferential research design for it describes the population the way it was. The researcher considered stratified random sampling method because the population was heterogonous. Data was collected through questionnaires and was analyze quantitatively and later presented using graphs, pie charts and table diagrams respectively depending on the techniques.

Service failure recovery has not been given adequate attention in the hotels, hotel workers are not adequately trained and empowered to handle service recovery. These suggest that majority of the hotels are not cognizance of the realities and implications of not resolving customers complaints as quickly as they occur. Service delivery failures can put restaurants out of business, if attention is not paid to the problem.

A researcher is required to address ethical concerns (appendix 1) that are crucial and pertinent to the topic (Costley et al. 2010). Doorly et al. (2017) stated that it is important for researchers to think about ways to protect the participants' anonymity and privacy during data

collection. In this research, all participants were given participant information and agreement form to read and fill if they are willing to participate which is in appendix 5 and 6. All participants were briefed before given the questionnaire, and they were informed of their right to leave at any point in time.

Filter Question: Is your study solely literature based?

| Additional Details | |
|--|----|
| Will you have access to personal data that allows you to identify individuals which is not already in the public domain? | No |
| Will you have access to confidential corporate or company data (that is not covered by confidentiality terms within an agreement or separate confidentiality agreement)? | No |

| Storage, Access and Disposal of Research Data | |
|---|----|
| Where will your research data be stored and who will have access during and after the study has finished. | |
| on my personal computer | |
| Once your project completes, will your dataset be added to an appropriate research data repository such as BORDaR, BU's Data Repository? | No |
| Please explain why you do not intend to deposit your research data on BORDaR? E.g. do you intend to deposit your research data in another data repository (discipline or funder specific)? If so, please provide details. | |
| for sake of confidentiality | |

Filter Question: Will your research study take place outside the UK and/or specifically target a country outside the UK?

| Additional Details | |
|---|-----|
| List the European and/or Overseas country where the research will take place | |
| Nigeria | |
| Are you currently a resident of the country named above? | No |
| Do you intend to remain in/visit the country named above to undertake the research? | No |
| Do you intend to remain in the UK but recruit participants from the country named above? | Yes |
| By participating in this research, are there any potential risks to participants? | No |
| Does the country in which you are conducting research require that you obtain internal ethical approval (other than BU ethical approval)? | No |

| Final Review | |
|--|----|
| Are there any other ethical considerations relating to your project which have not been covered above? | No |

| Risk Assessment | |
|---|-----|
| Have you undertaken an appropriate Risk Assessment? | Yes |

Attached documents

my questionnair.pdf - attached on 24/06/2024 17:56:38