# References

Adeola, O. and Ezenwafor, K., 2016. The hospitality business in Nigeria: issues, challenges and opportunities. *Worldwide Hospitality and Tourism Themes* [online], 8 (2), 182–194. Available from: https://doi.org/10.1108/whatt-11-2015-0053.

Akinyemi, Y. C., 2024. Determinants of International Tourist Arrival in Nigeria. *Tourism* [online], 72 (2), 163–172. Available from: https://doi.org/10.37741/t.72.2.3.

Alabi, A. A., Otegbulu, C. A. and Gambo, Y., 2013. *Consumers Preference for Hotel Amenities and Willingness to Pay in Lagos* [online]. Available from: https://www.semanticscholar.org/paper/Consumers-Preference-for-Hotel-Amenities-and-to-Pay-Alabi-Otegbulu/975e9c8e80933dbe65004ba74baef3be3e12a64e?utm\_source=direct\_link.

Augusto & Co, 2020. *2020 Hotel Industry Report - Nigeria’s First Credit Rating Company* [online]. Nigeria’s First Credit Rating Company. Available from: https://www.agusto.com/reports/2020-hotel-industry-report/ [Accessed 13 Aug 2024].

Azzam, A. F. M. A., 2015. The Impact of Service Quality Dimensions on Customer Satisfaction: A Field Study of Arab Bank in Irbid... *ResearchGate* [online]. Available from: https://www.researchgate.net/publication/284317392\_The\_Impact\_of\_Service\_Quality\_Dimensions\_on\_Customer\_Satisfaction\_A\_Field\_Study\_of\_Arab\_Bank\_in\_Irbid\_City\_Jordan.

Bahadur, W., Aziz, S. and Zulfiqar, S., 2018. Effect of employee empathy on customer satisfaction and loyalty during employee–customer interactions: The mediating role of customer affective commitment and perceived service quality. *Cogent Business & Management* [online], 5 (1), 1491780. Available from: https://doi.org/10.1080/23311975.2018.1491780.

Bell, E., Bryman, A. and Harley, B., 2019. *Business Research Methods* [online]. Google Books. Available from: https://books.google.com.ng/books?hl=en&lr=lang\_en&id=hptjEAAAQBAJ&oi=fnd&pg=PP1&dq=Bell,+Bryman,+and+Harley+(2019)&ots=Ddlg5bA30C&sig=OAFdo6v2A-C8JmdzJGRC3a8Yucg&redir\_esc=y#v=onepage&q=Bell%2C%20Bryman%2C%20and%20Harley%20(2019)&f=false [Accessed 15 Aug 2024].

Bhuian, D., 2021. *The Impact of Service Quality on Customer Satisfaction in Hotel Business Development : Correlation Between Customer Satisfaction and Service Quality* [online]. DIVA. Available from: https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1582843&dswid=-5561.

Bitner, M. J., Zeithaml, V. A. and Gremler, D. D., 2010. Technology’s Impact on the Gaps Model of Service Quality. *In*: *Service science: research and innovations in the service economy* [online]. 197–218. Available from: https://doi.org/10.1007/978-1-4419-1628-0\_10.

Blodgett, J. G., Wakefield, K. L. and Barnes, J. H., 2016. The effects of customer service on consumer complaining behavior. *Journal of Services Marketing* [online], 9 (4), 31–42. Available from: https://www.researchgate.net/publication/235309219\_The\_Effects\_of\_Customer\_Service\_on\_Consumer\_Complaining\_Behavior.

BMJ Quality & Safety, 2024. *Homepage | BMJ Quality & Safety* [online]. BMJ Quality &Amp; Safety. Available from: https://qualitysafety.bmj.com/ [Accessed 14 Aug 2024].

Boniface, R., 2020. *SERVICE DELIVERY AND CUSTOMERS’ SATISFACTION IN SOME SELECTED HOTELS IN IKEJA AREAS OF LAGOS STATE - cenresinjournals* [online]. Cenresinjournals. Available from: https://www.cenresinjournals.com/2020/03/10/service-delivery-and-customers-satisfaction-in-some-selected-hotels-in-ikeja-areas-of-lagos-state/.

Buba, N., Aliyu, Assoc. Prof. A. A., Baba, A. M. and Zailani, A., 2024. *DOES CUSTOMER SATISFACTION MEDIATE THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY IN PUBLIC BUS TRANSPORT? EVIDENCE FROM GOVERNMENT-OWNED PUBLIC BUS TRANSPORT IN NORTH-EASTERN NIGERIA* [online]. Available from: https://ssaapublications.com/sjmscd/article/view/221.

Buttle, F., 1996. An investigation of the willingness of UK certificated firms to recommend ISO 9000. *International Journal of Quality Science* [online], 1 (2), 40–50. Available from: https://doi.org/10.1108/13598539610126605.

Çerri, S., 2012. Exploring the Relationships among Service Quality, Satisfaction, Trust and Store Loyalty among Retail Customers. *Journal of Competitiveness* [online], 4 (4), 16–35. Available from: https://doi.org/10.7441/joc.2012.04.02.

Cohen, L., Manion, L. and Morrison, K., 2017. Mixed methods research. *In*: *Routledge eBooks* [online]. 31–50. Available from: https://doi.org/10.4324/9781315456539-2.

Connolly, P., 2007. *Quantitative Data Analysis in Education* [online]. Routledge eBooks. Available from: https://doi.org/10.4324/9780203946985.

Dabestani, R., Shahin, A., Saljoughian, M. and Shirouyehzad, H., 2016. Importance-performance analysis of service quality dimensions for the customer groups segmented by DEA. *International Journal of Quality & Reliability Management* [online], 33 (2), 160–177. Available from: https://doi.org/10.1108/ijqrm-02-2014-0022.

De Figueiredo Marcos, A. M. B. and De Matos Coelho, A. F., 2021. Service quality, customer satisfaction and customer value: holistic determinants of loyalty and word-of-mouth in services. *The TQM Journal* [online], 34 (5), 957–978. Available from: https://doi.org/10.1108/tqm-10-2020-0236.

Dudovskiy, J., 2019. *The Ultimate Guide to Writing a Dissertation in Business Studies* [online]. Research-Methodology. Available from: https://research-methodology.net/about-us/ebook/ [Accessed 15 Aug 2024].

Fasanmi, O. O., 2021. *Relationship Management and Customers’ Patronage in Telecommunication Industry; Evidence from Selected Tertiary Institutions in South-West, Nigeria - ProQuest* [online]. Available from: https://www.proquest.com/openview/a9b2af676126ccee79cb663db421af30/1?pq-origsite=gscholar&cbl=2026366&diss=y [Accessed 13 Aug 2024].

Folkes, 1984. *Consumer reactions to product failure: An attributional approach* [online]. APA PsycNet. Available from: https://psycnet.apa.org/record/1984-19214-001 [Accessed 15 Aug 2024].

Gagnon, G. B. and Roh, Y. S., 2008. The Impact of Customization and Reliability on Customer Satisfaction in the U.S. Lodging Industry. *Journal of Quality Assurance in Hospitality & Tourism* [online], 8 (3), 60–78. Available from: https://doi.org/10.1080/15280080802080276.

Galetzka, M., Verhoeven, J. W. M. and Pruyn, A. Th. H., 2006. Service validity and service reliability of search, experience and credence services. *International Journal of Service Industry Management* [online], 17 (3), 271–283. Available from: https://doi.org/10.1108/09564230610667113.

Gorard, S., Fitz, J. and Taylor, C., 2001. School Choice Impacts: What Do We Know? *Educational Researcher* [online], 30 (7), 18–23. Available from: https://doi.org/10.3102/0013189x030007018.

Greener, S., 2008. *Business Research Methods* [online]. Google Books. Available from: https://books.google.com.ng/books?hl=en&lr=lang\_en&id=mR2sPdK0BIUC&oi=fnd&pg=PA13&dq=Greener,+2008&ots=e3v7ciD5le&sig=EKmjjZtwfilNeb8eMs4lzTBZIY8&redir\_esc=y#v=onepage&q=Greener%2C%202008&f=false [Accessed 15 Aug 2024].

Grönroos, C., 2024. Service-informed marketing reform. *Journal of Services Marketing/the Journal of Services Marketing* [online], 38 (10), 32–43. Available from: https://doi.org/10.1108/jsm-04-2024-0168.

Hamer, L. O., 2003. A Pragmatic View of Perceived Service Quality Measurement. *Services Marketing Quarterly* [online], 24 (3), 29–42. Available from: https://doi.org/10.1300/j396v24n03\_03.

Haming, M., Murdifin, I. and Syaiful, A. Z., 2019. *The Application of SERVQUAL Distribution In Measuring Customer Satisfaction of Retails Company* [online]. Journal of Distribution Science. Available from: https://d1wqtxts1xzle7.cloudfront.net/99438594/The\_Application\_of\_SERVQUAL\_Distribution\_In\_Measuring\_Customer\_Satisfaction\_of\_Retails\_Company-libre.pdf?1678017928=&response-content-disposition=inline%3B+filename%3DThe\_Application\_of\_SERVQUAL\_Distribution.pdf&Expires=1723675905&Signature=SI0X1gfzUtC0yDpBDqmiSD2gvUDrSRizzPFNaDixvh15aOrIlp1PBpZ7ES9k2wgYDkx75gHxSZk53Lu0c~O0Bi0AbiZjsXCl15FU596yqHwIzT8P9RuhViAUiwDU3Ie9k2dKGTHzO1cqMH4XR1OjYQADNETsEEL24GLSYLQggsMWTefx1XYLF9WU-l-rMTEWVGg6ug-cCJb3HHC80j23n1krTtD-qsj0RWnGN-6HMBXQtI6-03o1cUBRaBNy4OH2mHaiNBzpxn27PocYrpFdQ-ynXdAiltvzVCTTM7MICi2lXosjrKhpXVr-LcYpGcd~UahI4jjbYGf-gRbvhSCI9w\_\_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA.

Hotel Management Network, 2024. *Home - Hotel Management Network* [online]. Hotel Management Network. Available from: https://www.hotelmanagement-network.com/ [Accessed 13 Aug 2024].

Ifediba, Emeka, E., Abada and D, A. U. D. Ph., 2021. *The Impact of Hospitality and Tourism Marketing on Nigeria Economy: Empirical Analysis* [online]. Available from: https://www.semanticscholar.org/paper/The-Impact-of-Hospitality-and-Tourism-Marketing-on-Ifediba-Emeka/15366c74aa15ba95658e09e7d44b21aa9633b68c?utm\_source=direct\_link.

Johnson, M. D., Gustafsson, A., Andreassen, T. W., Lervik, L. and Cha, J., 2001. The evolution and future of national customer satisfaction index models. *Journal of Economic Psychology* [online], 22 (2), 217–245. Available from: https://doi.org/10.1016/s0167-4870(01)00030-7.

Khan, M. M. and Fasih, M., 2014. *Impact of service quality on customer satisfaction and customer loyalty: Evidence from banking sector* [online]. Available from: https://hdl.handle.net/10419/188141.

Kim, Y. K. and Lee, H. R., 2011. Customer satisfaction using low cost carriers. *Tourism Management* [online], 32 (2), 235–243. Available from: https://doi.org/10.1016/j.tourman.2009.12.008.

Lee, W.-H. and Cheng, C.-C., 2018. Less is more: A new insight for measuring service quality of green hotels. *International Journal of Hospitality Management* [online], 68, 32–40. Available from: https://doi.org/10.1016/j.ijhm.2017.09.005.

Litchman, M., 2013. *Qualitative Research for the Social Sciences* [online]. Google Books. Available from: https://books.google.com.ng/books?hl=en&lr=lang\_en&id=F0EXBAAAQBAJ&oi=fnd&pg=PP1&dq=Lichtman,+2013&ots=GctG-Jfb1O&sig=UJ60BcXLrAJ8zb0As0rBGN6KRuo&redir\_esc=y#v=onepage&q=Lichtman%2C%202013&f=false [Accessed 15 Aug 2024].

Llosa, S., Chandon, J.-L. and Orsingher, C., 1998. An Empirical Study of Servqual’s Dimensionality. *Service Industries Journal* [online], 18 (2), 16–44. Available from: https://doi.org/10.1080/02642069800000017.

Makhudu, T., 2017. *IN FOCUS: LAGOS HOTEL MARKET UPDATE*. HVS. HVS.

Martilla, J. A. and James, J. C., 1977. Importance-Performance Analysis. *Journal of Marketing* [online], 41 (1), 77–79. Available from: https://doi.org/10.1177/002224297704100112.

Matzler, K., Bailom, F., Hinterhuber, H. H., Renzl, B. and Pichler, J., 2004. The asymmetric relationship between attribute-level performance and overall customer satisfaction: a reconsideration of the importance–performance analysis. *Industrial Marketing Management* [online], 33 (4), 271–277. Available from: https://doi.org/10.1016/s0019-8501(03)00055-5.

Michel, S., 2001. Analyzing service failures and recoveries: a process approach. *International Journal of Service Industry Management* [online], 12 (1), 20–33. Available from: https://doi.org/10.1108/09564230110382754.

Mohajerani, P. and Miremadi, A., 2012. Customer Satisfaction Modeling in Hotel Industry: A Case Study of Kish Island in Iran. *International Journal of Marketing Studies* [online], 4 (3). Available from: https://doi.org/10.5539/ijms.v4n3p134.

Mugenda, O. M. and Mugenda, A. G., 1999. *Research Methods*.

Naz, S., Asrar-Ul-Haq, M., Iqbal, A. and Ahmed, M., 2023. Relationship between brand innovativeness and customer satisfaction: a moderated mediation model from Generation M perspective. *Journal of Islamic Marketing* [online], 14 (11), 2928–2948. Available from: https://doi.org/10.1108/jima-01-2022-0029.

Obeng, A. Y. and Peter, M. L., 2017. *Interrelationships and consequential effects among technological innovation, service consistency, customer satisfaction and loyalty in banking* [online]. Available from: https://www.semanticscholar.org/paper/Interrelationships-and-consequential-effects-among-Obeng-Peter/d2ad0f3730908744c26adc6a1243ee12bff31ae0?utm\_source=direct\_link.

Olabinjo, 2020. *Appraisal of hospitality industry’s response to human resource management issues and challenges: Evidence from Lagos, Nigeria* [online]. Available from: https://www.semanticscholar.org/paper/Appraisal-of-hospitality-industry%E2%80%99s-response-to-and-Olabinjo/b6ac12e65870bab44cb07c25daa3789fbe805962?utm\_source=direct\_link.

Olatokun, W. M. and Ojo, F. O., 2014. Influence of service quality on consumers’ satisfaction with mobile telecommunication services in Nigeria. *Information Development* [online], 32 (3), 398–408. Available from: https://doi.org/10.1177/0266666914553316.

Omar, Hamed. F. H., Saadan, K. B. and Seman, K. B., 2015. Determining the Influence of the Reliability of Service Quality on Customer Satisfaction: The Case of Libyan E-Commerce Customers. *International Journal of Learning and Development* [online], 5 (1), 86. Available from: https://doi.org/10.5296/ijld.v5i1.6649.

Ormanovic, S., Ćirić, A., Talović, M. and Čaušević, D., 2017. IMPORTANCE-PERFORMANCE ANALYSIS: DIFFERENT APPROACHES. *ResearchGate* [online]. Available from: https://www.researchgate.net/publication/322790903\_IMPORTANCE-PERFORMANCE\_ANALYSIS\_DIFFERENT\_APPROACHES.

Pandey, S. K. and Devasagayam, R., 2010. *Responsiveness As Antecedent of Satisfaction and Referrals in Financial Services Marketing* [online]. Docest. Available from: https://docest.com/doc/341067/responsiveness-as-antecedent-of-satisfaction-and-referrals-in-financial-services-marketing [Accessed 13 Aug 2024].

Parasuraman, A., 1989. *Servqual: A Multiple-Item Scale For Measuring Consumer Perc - ProQuest* [online]. Available from: https://www.proquest.com/openview/7d007e04d78261295e5524f15bef6837/1?pq-origsite=gscholar&cbl=41988 [Accessed 14 Aug 2024].

Park, I., Bhatnagar, A. and Rao, H. R., 2010. Assurance Seals, On-Line Customer Satisfaction, and Repurchase Intention. *International Journal of Electronic Commerce* [online], 14 (3), 11–34. Available from: https://doi.org/10.2753/jec1086-4415140302.

Patrick, L., Solomon, A. and Salome, I., 2020. Moderating Factors and Customer Loyalty of Selected Hotels in Lagos State, Nigeria. *Journal of Asian Business Strategy* [online], 10 (1), 1–12. Available from: https://doi.org/10.18488/journal.1006.2020.101.1.12.

Pedro, I. G., Ajayi, O. O., Adeniyi, V. D. and Awoyinfa, D. O., 2024. Assessment of Users’ Satisfaction Levels in Selected Hotels in Lagos State, Nigeria. *Deleted Journal* [online], 14 (1), 220–232. Available from: https://doi.org/10.62154/fpenn659.

Rachman, A., 2017. Analysis of Effect of Physical Evidence and Service Assurance on Customer Satisfaction and Customer Loyalty in using Car Rental Service (PT Pusaka Prima Transport Cases). *IOP Conference Series Materials Science and Engineering* [online], 180, 012256. Available from: https://doi.org/10.1088/1757-899x/180/1/012256.

Rane, N. L., Achari, A. and Choudhary, S., 2023. ENHANCING CUSTOMER LOYALTY THROUGH QUALITY OF SERVICE: EFFECTIVE STRATEGIES TO IMPROVE CUSTOMER SATISFACTION, EXPERIENCE, RELATIONSHIP, AND ENGAGEMENT. *International Research Journal of Modernization in Engineering Technology and Science* [online]. Available from: https://doi.org/10.56726/irjmets38104.

Rita, P., Oliveira, T. and Farisa, A., 2019. The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon* [online], 5 (10), e02690. Available from: https://www.sciencedirect.com/science/article/pii/S2405844019363509.

Sampson, S. E. and Showalter, M. J., 1999. The Performance-Importance Response Function: Observations and Implications. *Service Industries Journal* [online], 19 (3), 1–25. Available from: https://doi.org/10.1080/02642069900000027.

Sanni, 2009. The Influence of the Economy on Hospitality Industry in Nigeria. *Ethiopian Journal of Environmental Studies and Management* [online], 2 (1). Available from: https://doi.org/10.4314/ejesm.v2i1.43499.

Saunders, M. N., Lewis, P., Thornhill, A. and Bristow, A., 2019. “Research Methods for Business Students” Chapter 4: Understanding research philosophy and approaches to... *ResearchGate* [online]. Available from: https://www.researchgate.net/publication/330760964\_Research\_Methods\_for\_Business\_Students\_Chapter\_4\_Understanding\_research\_philosophy\_and\_approaches\_to\_theory\_development.

Sekaran, U. and Bougie, R., 2016. *Research Methods for Business A Skill-Building Approach. 7th Edition, Wiley & Sons, West Sussex. - References - Scientific Research Publishing* [online]. Available from: https://www.scirp.org/reference/referencespapers?referenceid=2371540 [Accessed 15 Aug 2024].

Shank, G., Pringle, J. and Brown, L., 2015. *Understanding Education Research* [online]. 1st ed. Routledge eBooks. United States. Available from: https://doi.org/10.4324/9781315631394.

Singh, A. K. and Singh, A., 2018. *Antecedents of Customer Satisfaction : A Conceptual Study* [online]. Available from: https://www.semanticscholar.org/paper/Antecedents-of-Customer-Satisfaction-%3A-A-Conceptual-Singh-Singh/d67587b299aa9f1222ba416c5866a973f90b8655?utm\_source=direct\_link.

Singla, V., 2012. Role of service quality and customer satisfaction in predicting customer loyalty. *J for Global Business Advancement* [online], 5 (3), 248. Available from: https://doi.org/10.1504/jgba.2012.052268.

Swanson, S. R. and Kelley, S. W., 2001. Service recovery attributions and word‐of‐mouth intentions. *European Journal of Marketing* [online], 35 (1/2), 194–211. Available from: https://doi.org/10.1108/03090560110363463.

Teeroovengadum, V., 2022. Service quality dimensions as predictors of customer satisfaction and loyalty in the banking industry: moderating effects of gender. *European Business Review* [online], 34 (1), 1–19. Available from: https://doi.org/10.1108/ebr-10-2019-0270.

Tijani, N., Okunola, G. A. and Yina, O. D., 2012. Service delivery and customers’ satisfaction in some selected hotels in Ikeja areas of Lagos state / Tijani Nasiru … [et al.]. [online]. Available from: https://ir.uitm.edu.my/id/eprint/44540/.

Trierweiler, S. J. and Stricker, G., 1998. Issues in Quantitative Analysis. *In*: *Springer eBooks* [online]. 105–147. Available from: https://doi.org/10.1007/978-1-4899-1944-1\_5.

Weiner, B., 1985. Attribution Theory. *In*: *Springer eBooks* [online]. 275–326. Available from: https://doi.org/10.1007/978-1-4612-5092-0\_7.

YachouAityassine, F. L., Al-Ajlouni, M. M. and Mohammad, A., 2022. The Effect of Digital Marketing Strategy on Customer and Organizational Outcomes. *Marketing and Management of Innovations* [online], 13 (4), 45–54. Available from: https://doi.org/10.21272/mmi.2022.4-05.

Ye, J., Dong, B. and Lee, J.-Y., 2017. The long-term impact of service empathy and responsiveness on customer satisfaction and profitability: a longitudinal investigation in a healthcare context. *Marketing Letters* [online], 28 (4), 551–564. Available from: https://doi.org/10.1007/s11002-017-9429-2.

Yusuff, M. A. and Aliu, A. A., 2019. ANALYSIS OF THE PULL FACTORS FOR DOMESTIC TOURISM IN NIGERIA. *European Journal of Accounting Finance & Business* [online], 7 (1). Available from: https://doi.org/10.4316/ejafb.2019.715.

Zheng, Q., Yao, T., Mu, L. and Cao, H., 2012. Paradigm Shift of Customer Satisfaction Studies in Service Research: A Meta-analytical Review of the Antecedents of Service Satisfaction. [online]. Available from: https://doi.org/10.1109/ijcss.2012.58.