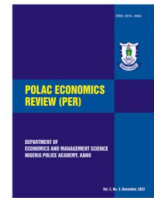




POLAC ECONOMICS REVIEW (PER)  
DEPARTMENT OF ECONOMICS AND MANAGEMENT SCIENCE  
NIGERIA POLICE ACADEMY, WUDIL-KANO



## MODERATING EFFECT OF CUSTOMER EXPERIENCE ON THE CONNECTION AMONG PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, CUSTOMER ENGAGEMENT, IMAGE, SATISFACTION AND CUSTOMER LOYALTY IN NIGERIA: A PILOT STUDY

Muhammad Sani Gawuna Ph.D.

Department of Economics and Management Science Nigeria  
Police Academy, Wudil Kano

### Abstract

*The paper examined the moderating role of customer experience on the relationship between perceived service quality, perceived value, customer engagement, image, customer satisfaction and customer loyalty in the context of hotels in Kano state Nigeria. This pilot study is directed towards finding the reliability and validity of the research instrument that will subsequently be used in the main study. The study merged some well-known marketing constructs such with some emerging ones such as customer engagement, customer experience and perceives value in a unified framework to predict loyalty. A sample of 125 hotel guests was used in the study, 100 filled questionnaires were found to be appropriate for analysis. The instrument was thoroughly scrutinized by some scholars and industry expert where valuable suggestions were given, and adhered to accordingly. The results of the reliability test showed that all the variables have achieved the required values.*

**Keywords:** Customer Engagement, Image, Customer Experience, Perceived Value, Customer Satisfaction, Customer Loyalty

### Introduction

The need for organizations to embrace a survival strategy in the present competitive marketing environment becomes imperative. Having well informed clients with wide variety of options to choose from with enhanced bargaining power make them to be more demanding. Hence, the presumption that they will go for an organizational offerings with excellent reputation, superior quality intending to meet and exceed their expectations and that will equally maximize their value for money.

The Nigeria tourism domain with particular reference to the hotel industry are claimed to be performing below expectations due to poor services offering and inexperience workforce thereby making customers to be disloyal. This assertion was affirmed by a hotel expert Mr. Gbenga Oladele who reported that “guests in Nigeria are not generally loyal to a specific hotel; as improved services coupled with affordable prices are lacking” (Oladele, 2016 p 2). He also reiterated that issues of quality and experienced staff should be looked at in order to meet the global requirement. This is also in agreement with Kotler and Keller (2012) who believed that loyalty can only be achieved

through experience, qualified personnel and superior quality.

The current devaluation of Naira in relation to foreign currency, specifically the US dollar coupled with prolific inflationary trends is having a negative effect on Nigeria’s economy. These significantly retard peoples’ purchasing power thereby forcing many to prioritize their spending habits. In addition, many hotels offerings are more or less identical. As hotels have been widely proliferated.

Although, service quality is considered as the life-given blood for organisations, Tefera and Govender, (2017) maintained that offering and sustaining enhanced service quality is among the most pressing tests encountered by many hotels. Perhaps, that is why Nasiru, Okunola and Yina (2013) contended that some hotels operating in the country are not offering the services that are in agreement with the needs of their guests irrespective of their superstructures and star ranking. That is, they are known for providing services that are below average.

Provision of improved and superior values should also be given the desired attention for the organisations that want to be competitive as argued by Worsfold et al., (2016) who affirmed that service quality alone is incapable of being a competitive weapon. Viewing the concept of value from the Nigerian perspective, Adepoju, (2018) stated that people accord high importance to the (monetary) value for a product or service purchased. They normally become loyal to the firms that give them maximum value of their resources.

There is no agreement by scholars on the exact variables that trigger loyalty, because they are industry and context-specific. Specifically, Lewin, Rajamma and Paswan (2015) believed that what drives loyalty in service industry may differ with what is obtainable from physical products as loyalty is being determined by the association of multiple key variables due to its complexity and dynamism. "...but there is no general agreement on what creates loyalty to a hotel, or how to increase it, or even how to define it..." (Mason, Tideswell & Roberts 2006 p. 191). To buttress this assertion, Fatma and Rahman (2017) postulated that since the determinants of loyalty are not only restricted to certain exact variables in service domain, hence, studies should be ongoing.

Just of recent, Hapsari et al. (2017) reiterated that customer engagement and value beyond quality should be among determinants of loyalty considering the dynamism and competitive environment businesses are operating today, coupled with the sophistication of today's buyers and advancement of information and communication technology. In addition with wide variety of options at customers' disposal.

In agreement with the above, the result of the meta-analytic work of Kandampully, Zhang and Tingting (2015) recommends future studies to include some emerging constructs such as customer engagement as a factor that predicts loyalty. Although the concept has been receiving attention from scholars and industry experts considering the intensity of interactions coupled with high dynamic nature of today's marketing environment. This may not be unconnected with perceived role the construct is playing in boosting customers' experience and value (Brodie, Hollebeek, Jurić, & Ilić, 2011).

Although the concept has been given adequate attention by scholars in various fields such as; information technology, education and psychology, surprisingly, there is paucity of empirical studies dwelling on customer engagement from the realm of marketing in spite of its predicted worthiness as an emerging variable that triggers loyalty (Hapsari et al., 2017; Kandampully, Zhang & Tingting, 2015).

In addition some of the constructs in this work are associated with some conceptualisations along with measurement challenges. Specifically, CE as an emerging concept in marketing has some unsettled issues because of its conceptual and measurement ambiguities (Asperen, Rooij, & Dijkmans, 2018). This also goes with customer experience (Pijls, Groen, Galetzka, & Pruyn, 2017) and perceived value (Alnawas & Hemsley-brown, 2019). Most of the studies regarding CE were conducted in an online domain, it can also be done in an offline settings as claimed by So et al. (2012). To them, peoples' opinions and their advices play a pivotal role toward influencing their purchase decision. Also, most customer loyalty studies measured the relationship between the predictors of loyalty directly despite the calls by scholars to include a mediating and or moderating variable in future studies (Kumar, Dalla, & Ganesh, 2013).

Contextually, Adeleke and Aminu (2012) admitted that there is dearth of empirical studies on loyalty in Nigeria despite being one of the most studied segment in the service marketing domain. Furthermore, the meta-analytic work of Kandampully and Zhang (2015) suggested for more customer loyalty studies in developing and less developed nations because of their peculiarities. As the outcome achieved from advanced countries cannot necessarily be applicable and generalized to the developing along with less developed nations such as Nigeria perhaps as a result of cultural differences as pointed by (Izogo, 2016).

## Literature Review

### Customer Loyalty

Researchers and business practitioners have been given consideration to the concept of customer loyalty. This might be due to the pivotal benefits it offers to both consumers and business organisations. From the organisational viewpoints, CL serves as a strategic weapon for achieving competitive advantage (Rai &

Medha, 2013), and also improves organisational corporate image (de Leaniz & Bosque Rodríguez, 2016). Tefera and Govender (2017) affirm that apart from enhancing positive word of mouth, loyal customers are much cheaper to maintain as they cannot be easily swayed by price inducements. They equally enhance the overall organisational performance as well as boost the achievement of market leadership positions Nyadzayo and Khajehzadeh (2016) further affirmed that, CL an intangible asset of the organisation which significantly determine organisational successes. From the customers' perspectives, CL reduces the risks of selecting organisational offerings against others (Polo, Jamilena, & Molina, 2013), minimises time involved while searching and evaluating (Yang & Peterson 2004), and snub customers' learning process which consumes parts of their time and efforts.

In the hospitality context, CL is assumed to be its future as it leads to the attainment of long-term relationship between the customers and service providers Purohit and Purohit (2013). In fact, focussing on the key predictors of loyalty becomes an important strategy for hotels' survival. To this end, customer loyalty is considered as an area that attracts researchers' attention particularly in the marketing domain. This may not be unconnected with the severity of competition prevailing in in today's turbulent and dynamic environment (Hapsari et al., 2017). Also, the findings regarding the drivers of customer loyalty differ across industries as they are context-specific and industry-specific (Lewin, Rajamma, & Paswan, 2015).

According to Dick and Basu (1994 p 94) loyalty is seen as "the strength of the relationship existing between an individual's relative attitude and his repeat patronage". On his part, Oliver, 1997 p 392) gave the definition of the construct as:

"... deeply held commitments to rebuy or re patronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior".

Similarly, Hur, Park and Kim (2010 p, 2296) defined loyalty "as the continuous repurchasing of (or on-going supporting behaviour towards) a preferred

product or service, irrespective of other options and/or marketing efforts to induce swapping to competitors."

Hence, drawing from the above definitions, CL signifies customers' ability continuously be patronising organizational offerings and communicate positively about the organisations and its products/services to others. This to large extent will help the organisation to be more competitive in today's marketing domain.

Although scholars have been using several constructs as determinants of loyalty in many anecdotal and empirical researches, for instance, service quality (e.g., Tefera & Govender, 2017; Caruana, 2002; Saleem, Ahmad, & Ismai, 2016), image, (e.g., Ayuni, Hussein, & Handrito, 2015; Singh & Kurobuza, 2015;), trust (e.g., Aydin & Ozer 2005), customer satisfaction (e.g., Ye, Bai, & Wang, 2015; Nyadzayo & Khajehzadeh, 2016), switching cost (e, g., Chuah, Rauschnabel, Marimuthu, & Nguyen, 2017) and trust (e.g., Aydin & Ozer 2005). Similarly, extant literature found that there is a direct positive connection between service quality and customer loyalty in past studies (Kim & Kim, 2016; Makanyeza & Chikazhe, 2017).

Positive and significant association has been established between perceived value and loyalty in prior studies (Jana & Chandra, 2016; Picón-Berjoyo et al., 2016). Equally, direct and significant relationship has been found between image and loyalty were in past researches (Kandampully & Hu 2007; Neupane, 2015; Sajtos, Kreis, & Brodie, 2015).

Empirical evidences have also validated some models that confirmed that positive relationship between service quality and satisfaction exist (Awwad, 2012; Kassim & Abdullah, 2010; Tefera & Govender, 2017; Annamdevula & Bellamkonda, 2016). Similarly, perceived value was found to correlate positively and significantly with customer satisfaction in a number of prior studies (Jin, Lee, & Lee, 2015; Awwad, 2012; Hussain et al., 2015). In addition, positive and significant connections were found to be in existence between image and satisfaction (Ashraf, Ilyas, Imtiaz, & Ahmad, 2018; Morgan & Govender, 2017; Hussain et al., 2015). Hence, CS is positioned to mediate the connections among the independent variables (service quality, image, perceived value and customer

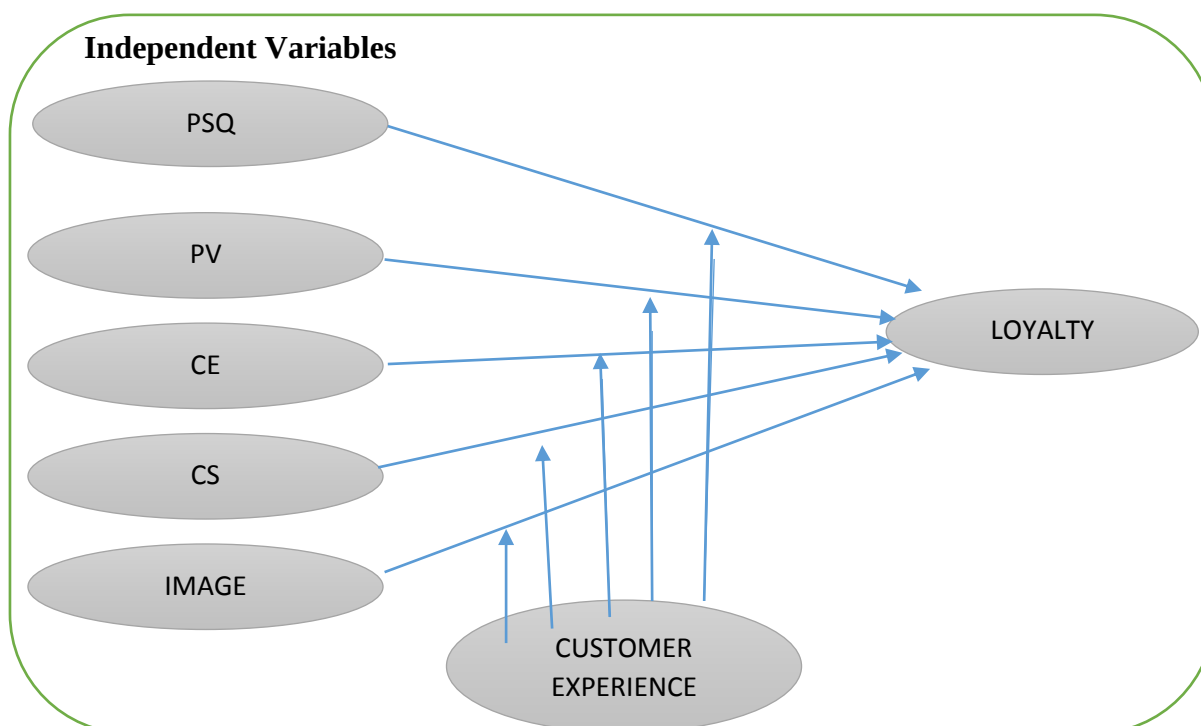
engagement) with the dependent variable which is customer loyalty.

Richard (2017) is of the belief that making their guests happy by meeting and or exceeding their expectation should be of great concern rather than concentrating solely on luxury and cleanliness. Thus, customer was a key predictor of loyalty in a plethora of studies (Makanyeza & Chikazhe, 2017; Qiu et al., 2015).

Furthermore, paucity of studies regarding customer experience as a determinant of loyalty has been reported by scholars (Srivastava and Kaul (2016).

Being an important variable, it is also not well researched in the field of hospitality in spite of its recent attraction by research hers and practitioners as claimed by Kim, (2018) and Jain, Aagja, and Bagdare, (2017). In contrast with physical goods, the core products offered by most hospitality organizations (services) are mainly determined by customers' involvement and their involvement with such services, since the services offered by hotels are largely experiential (Pijls, Groen, Galetzka, & Pruyn, 2017).

### Conceptual Framework



**Figure1:** Research Framework

### Methodology

Being a pilot test, the study was conducted on a small-scale basis aimed at refining and improving the measurement instrument before embarking on the main study. It targets small sample size that shares same features with the actual sample of the study to ascertain how respondents understand the question and consequently make the desired adjustment(s) should there be any. As a “dress-rehearsal” it aids towards ensuring the validity and reliability of the constructs’ items as a well as choosing the right wording and phrases that will lead to having an accurate result (Sekaran & Bougie, 2010). Thus, pilot study is needed to tackle possible drawbacks associated with the instrument to be used and also access the feasibility, time, and the resources needed in the main study. The

study employed the survey method and the sample of the study was choosing using the convenient sampling technique. One hundred and twenty five guests of from ten hotels operating in Kano state were engaged in the study. This is in agreement with Su, Swanson, and Chen, (2016) who opined that a sample of 100 or slightly higher is appropriate for a pilot study. Statistical package for Social Science version 24 was used in analyzing the validity and reliability of the study. A total of 125 questionnaires were distributed with the aid of an assistant. However, 107 were recovered and 100 were deemed to be appropriate for analysis.

### Research Instrument

Questionnaire was choosing as an instrument of this work, and likert-scaling technique which measures how the respondents agree or disagree with the statements was employed. Specifically, a 7-point likert scaling ranging from 1 (strongly disagree) to 7 (strongly agree) was employed. This is in agreement with Mattila, (2006) who believed that respondents should be given enough options to choose from

### Instrument Validity

Validity test becomes necessary in view of the fact that the study used some adapted measures from prior studies, as some are not even within the realm of hospitality. Hence, there is a greater need to measure the variables as conceptualized in the study. Thus, validity denotes how the instruments used measure correctly the same constructs they deem to measure (Lancaster, 2005). Face and content validity tests were conducted to ascertain the validity of the study. In fact,

**Table 1: Summary of Reliability Analysis of the Variables**

| Variables                 | Number of items | Cronbach's alpha |
|---------------------------|-----------------|------------------|
| Perceived Service Quality | 27              | 0.934            |
| Perceived value           | 8               | 0.835            |
| Customer Engagement       | 24              | 0.938            |
| Image                     | 9               | 0.897            |
| Customer Satisfaction     | 5               | 0.854            |
| Customer Experience       | 13              | 0.906            |
| Customer Loyalty          | 5               | 0.952            |

**Source:** Pilot Study (2022)

The results of the pilot study indicated a very good reliability from the entire variables. All the constructs have Cronbach's alpha coefficients that range from 0.835 to 0.952 which is in agreement with the submissions of most scholars (Sekaran & Bougie 2013; Hair et al., 2017).

### Measurements of Variables

#### Perceived Service Quality

The definition of service quality as offered by Parasuraman, Zeithaml and Berry (1988 p.17) is adopted in the study. It denotes "the degree of discrepancy between customers' normative expectations for the service and their perceptions of the service performance". It is operationalized as the

hotels industry managers and high profile academicians along with some prospective hotels guests were contacted to comprehensively study the items and offer valuable suggestions that will eliminate ambiguities regarding the questions. Specifically, four professors, two both from Bayero University Kano and Police Academy Kano, as well as two managers of hotels operating in Kano state were solicited for content appraisal and adequate review.

### Reliability

Reliability signifies to extent at which the adapted items in the study yield similar results as compared to preceding researches (Hair Jr., Black, Babin, & Tatham, 2010). It symbolizes that the instruments are to a large extent error-free capable of yielding consistent and stable results. It measures the consistency

superior services delivered to the guests that focus on their safety, professionalism of the workers, service reliability and promise fulfilment as perceived by the lodgers. The study adopted the measurement of service quality developed by Mei, Dean and White (1999), known as the HOLSERV which is a modified version of SERVQUAL. It significantly captures the peculiarities of hotel and the context of the study (Kano state, Nigeria). Unlike SERVQUAL that measures service quality through Assurance, Empathy, Tangibles, Reliability and Responsiveness, the HOLSERV model merge them into; Employees, Tangibles and Reliability.

### Measures of Perceived Service Quality

**Table 2: Service Quality Measurement**

| Item code | Measurement items                                            |
|-----------|--------------------------------------------------------------|
| SQ1       | This hotels provide services as promised                     |
| SQ2       | This hotel shows dependability in handling service problems  |
| SQ3       | The hotel performs the service right the first time          |
| SQ4       | The Hotel Provides services at the time it promises to do so |



|      |                                                                   |
|------|-------------------------------------------------------------------|
| SQ5  | The hotel tell guests exactly when the services will be performed |
| SQ6  | The hotel gives prompt service                                    |
| SQ7  | The hotel is always willing to help                               |
| SQ8  | Never too busy to respond to guests' requests                     |
| SQ9  | The Hotel instills confidence in guests                           |
| SQ10 | Guests feel safe in the delivery of services                      |
| SQ11 | Guests feel safe and secure in their stay                         |
| SQ12 | The hotel has polite and courteous employees                      |
| SQ13 | The hotel has the knowledge to answer questions                   |
| SQ14 | This hotel has skill to perform the service                       |
| SQ15 | Gives individual attention                                        |
| SQ16 | Deals with guests in a caring fashion                             |
| SQ17 | Has guests' best interests at heart                               |
| SQ18 | Understands guests' specific needs                                |
| SQ19 | Equipment, fixtures and fittings are modern looking               |
| SQ20 | Facilities are visually appealing                                 |
| SQ21 | Neat and professional employees                                   |
| SQ22 | Materials are visually appealing                                  |
| SQ23 | Fixture and fittings are comfortable                              |
| SQ24 | Equipment and facilities are easy to use                          |
| SQ25 | Equipment and facilities are generally clean                      |
| SQ26 | Variety of food and beverages meet guests' needs                  |
| SQ27 | Services are operated at a convenient time                        |

**Source:** Mei, Dean and White (1999),

### Perceived Value

Perceived Value signifies consumers' evaluation of the total utility of product/service obtained in relation to what they give. In this context, it is operationalized as it refers to the total value received by the guests in

relation to the money spent to get the services. The acquisition measures developed by Al-sabbahy, Ekinci and Riley (2004) with eight items which were found to be valid and reliable in their study is adapted.

**Table 3: Measurement Instrument for Perceived Value**

| Items code | Measurement items                                                                                             |
|------------|---------------------------------------------------------------------------------------------------------------|
| PV1        | I received a good quality service for a reasonable price                                                      |
| PV2        | Considering the quality of the physical environment of the hotel, the price was appropriate                   |
| PV3        | I valued this hotel as it met my needs at a reasonable price                                                  |
| PV4        | I got good value for the money I spent                                                                        |
| PV5        | Given the features of the room, it was good value for money                                                   |
| PV6        | This hotel fulfilled both my high quality and low price requirements                                          |
| PV7        | Compared to what I was willing to pay, the price I actually paid was good value                               |
| PV8        | This hotel met my specific needs (e.g., comfortable accommodation, convenient location) at a reasonable price |

**Source:** (Al-sabbahy et al., 2004)

### Customer Satisfaction

The operational definition of customer satisfaction in this study is the pleasurable feelings on the part of guests after evaluating discrepancies between expected service performances of the hotels with what they

experienced. That is, the degree of happiness and satisfaction received when the services of the hotels meet and/or exceed their expectations. Five items from the work of were adopted.

**Table 4: Measurement of Customer Satisfaction**

| Items code | Measurement items                                          |
|------------|------------------------------------------------------------|
| CS1        | I am satisfied with my experiences in this hotel           |
| CS2        | I have had pleasurable stays in this hotel                 |
| CS3        | I am satisfied with this hotel overall                     |
| CS4        | My experiences at this hotel have exceeded my expectations |
| CS5        | It was wise for me to stay at this hotel                   |

Source: (Han, Kwortnik Jr., et al., 2008)

### Customer Engagement

Here, customer engagement denotes to the guests' psychological attachment to the hotels of their choice. The items scale created by So, King and Sparks (2014) and further validated by Rather and Sharma, (2017) and Hapsari, Clemes, and Dean, (2017). To suit the

peculiarities of this work, four dimensions of the variable were adapted from the study of So, King, Sparks, and Wang, (2014), which are absorption, attention, adoption and enthusiasm. While 'interaction' was adapted from Rather and Sharma, (2017).

**Table 5: Measurement Items for Customer Engagement**

| Items code | Measurement items                                                                      |
|------------|----------------------------------------------------------------------------------------|
| CE1        | When someone criticizes this hotel, it feels like a personal insult                    |
| CE2        | When I talk about this hotel, I usually say we rather than they                        |
| CE3        | This hotel's successes are my successes                                                |
| CE4        | When someone praises this hotel, it feels like a personal compliment                   |
| CE5        | I am heavily into this hotel                                                           |
| CE6        | I am passionate about this hotel                                                       |
| CE7        | I am enthusiastic about this hotel                                                     |
| CE8        | I feel excited about this hotel                                                        |
| CE9        | I love this hotel                                                                      |
| CE10       | I like to learn more about this hotel                                                  |
| CE11       | I pay a lot of attention to anything about this hotel                                  |
| CE12       | Anything related to this hotel grabs my attention                                      |
| CE13       | concentrate a lot on this hotel                                                        |
| CE14       | I like learning more about this hotel                                                  |
| CE15       | When I am interacting with this hotel, I forget everything else around me              |
| CE16       | Time flies when I am interacting with the hotel                                        |
| CE17       | When I am interacting with this hotel, I get carried away                              |
| CE18       | When interacting with the hotel, it is difficult to detach myself                      |
| CE19       | In my interaction with the hotel, I am immersed                                        |
| CE20       | When interacting with the hotel intensely, I feel happy                                |
| CE21       | In general, I like to get involved in discussing this hotel with others                |
| CE22       | I am someone who enjoys interacting with like-minded about this hotel                  |
| CE23       | In general, I thoroughly enjoy exchanging ideas with other people regarding this hotel |
| CE24       | I often participate in activities of this hotel                                        |

Source: (So, King, Sparks, & Wang, 2014; Rather & Sharma, 2017)

### Image

As defined by Keller (1993, p. 3) image represents "a set of perceptions about a brand as reflected by brand associations in consumer's memory". Hence, the operational definition of image in this context signifies

guests' impressions with respect to distinctive features, reputation and the history of the hotels in comparison to those of the competitors. The study uses the measurement items of Kim and Kim (2005).

**Table 6: Measurement of Image**

| ITEMS CODE | Measurement items                                                              |
|------------|--------------------------------------------------------------------------------|
| IM1        | This hotel has a very clear image                                              |
| IM2        | The staff of this hotel are very kind                                          |
| IM3        | This hotel is quite and restful                                                |
| IM4        | This hotel has a long history                                                  |
| IM5        | This hotel has a differentiated image from other hotels                        |
| IM6        | The brand of this hotel is familiar to me                                      |
| IM7        | The reputation of this hotel is important to me                                |
| IM8        | This hotel makes a good impression on its guests                               |
| IM9        | This hotel has a good reputation amongst its counterparts in the same category |

Source: (Kim & Kim, 2005)

### Customer Experience

Customer experience signifies how memorable and exciting guests perceived their encounters with a given hotels. It involves their perceptions and feelings when dealing with the hotels in terms of openness, relaxation, comfort and freedom they experienced not

only during their interaction, but also the experiential feelings they had and how they are treated before and after their encounter. The study made use of the experience scale created by Pijls, Groen, Galetzka and Pruyn (2017).

**Table 7: Measurement of Customer Experience**

| Items code | Measurement of items                        |
|------------|---------------------------------------------|
| EX1        | This hotel feels inviting                   |
| EX2        | This hotel feels open                       |
| EX3        | During my visit I experience freedom        |
| EX4        | This hotel provides support to me           |
| EX5        | This hotel is involved in me                |
| EX6        | I feel as I am treated like a king/queen    |
| EX7        | This hotel does its best to take care of me |
| EX8        | This hotel relieves me of tasks or worries  |
| EX9        | This hotel is interested in me              |
| EX10       | I feel important at this hotel              |
| EX11       | I feel at ease at this hotel                |
| EX12       | I feel comfortable at this hotel            |
| EX13       | I feel relaxed at this hotel                |

Source: (Pijls et al., 2017)

### Customer Loyalty

In this context, customer loyalty is operationalized as the extent to which the guests extend positive word of mouth about hotels offerings to others, patronize their services irrespective of what the competitors offer and intend to willingly continue to do businesses with it in

the foreseeable future. The items of the study capture both the attitudinal and behavioral dimensions of loyalty. They have being found to be reliable and valid in the hospitality context (Al-Rousan & Mohamed, 2010; de Leaniz & Bosque Rodríguez, 2016).

**Table 8: Measurement Items for Customer Loyalty**

| Items code | Measurement of items                                          |
|------------|---------------------------------------------------------------|
| CL1        | I will Say positive things about this hotel with other people |
| CL2        | Recommend the hotels to someone who seeks your advice         |
| CL3        | Encourage friends and relatives to do                         |

|     |                                                                   |
|-----|-------------------------------------------------------------------|
|     | business with this hotel                                          |
| CL4 | Consider this hotel as my first choice whenever I visit this town |
| CL5 | Do more business with this hotel in the next few years            |

Source: (Al-Rousan & Mohamed, 2010; de Leaniz & Bosque Rodríguez, 2016)



## Conclusion and Recommendations

The objective of this study is to conduct a pilot test that examine the validity along with reliability of the of the instruments that measures the moderating effect of customer experience on the relationship among some predictors of customer loyalty comprising of perceived service quality, perceived values, customer satisfaction, image, customer engagement on customer loyalty in the context of hotels operating in Kano state Nigeria. As called upon by scholars knowledgeable and experienced people from the academia and hotels industry were contacted and their useful suggestions were adhered to. In fact, appropriate words and phrases were effected that led to better comprehension of the questions, which invariably enhance the quality of the instruments. The outcome of the preliminary investigation indicated that all the constructs are reliable as their Cronbach's alpha are within the acceptable thresholds. This emphasize that the

proposed instruments are not only valid, but reliable for adoption in the main study as well as future related studies.

The findings of prior studies on loyalty were mixed and inconclusive, that stimulates the need for further studies. In an attempt to add to the existence knowledge, this study developed a framework that will assist in addressing the issue of loyalty in the hospitality domain which is characterized with stiff competition by merging well-known determinants of loyalty such as; service quality, image, satisfaction with some emerging constructs as customer engagement, perceived value and experience. It equally fills the research gap by introducing customer experience as a moderating mechanism in the relationship. While contributing to theory through developing through its conceptual framework, the study sought for empirical work geared towards making practical contribution to the hotel industry.

## Reference

- Adepoju, D. (2018, April). Hotels development opportunities in Nigerian recession. *Financial Nigeria Development and Finance*.
- Adeleke, A., & Aminu, S. A. (2012). The determinants of customer loyalty in Nigeria's GSM market *International Journal of Business and Social Science*, 3(14), 209–222.
- Alnawas, I., & Hemsley-brown, J. (2019). Examining the key dimensions of customer experience quality in the hotel industry in the hotel industry. *Journal of Hospitality Marketing & Management*, 28(07), 1–29.
- Annamdevula, S., & Bellamkonda, R. S. (2016). Effect of student perceived service quality on student satisfaction, loyalty and motivation in Indian universities: Development of HiEduQual. *Journal of Modelling in Management*, 11(2), 488–517.
- Al-sabbahy, H. Z., Ekinici, Y., & Riley, M. (2004). An investigation of perceived value dimensions: Implications for hospitality research. *Journal of Travel Research*, 42, 226– 234.
- Ashraf, S., Ilyas, R., Imtiaz, M., & Ahmad, S. (2018a). Impact of service quality, corporate image and perceived value on brand loyalty with presence and absence of customer Satisfaction: A study of four service sectors of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(2), 452–474.
- Asperen, M. Van, Rooij, P. De, & Dijkmans, C. (2018). Engagement-based loyalty: The effects of social media engagement on customer loyalty in the travel industry. *International Journal of Hospitality & Tourism Administration*, 19(1), 78–94.
- Awwad, M. S. (2012). An application of the American customer satisfaction index (ACSI) in the Jordanian mobile phone sector. *The TQM Journal*, 24(6), 529–541.
- Ayuni, R. F., Hussein, A. S., & Handrito, R. (2015). Role of religion motives and brand image towards consumer satisfaction and consumer loyalty of Islamic banking. *The International Journal of Accounting and Business Society*, 23(2), 55–68.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011a). Customer engagement: conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
- Chuah, S. H.-W., Rauschnabel, P. A., Marimuthu, M., T., R., & Nguyen, B. (2017). Why do satisfied customers defect? A closer look at the simultaneous effects of switching barriers and inducements on customer loyalty. *Journal of Service Theory and Practice*, 27(3).
- Caruana, A. (2002). Service loyalty. *European Journal of Marketing*, 36(7/8), 811–828.

- de Leaniz, P. M. G., & Bosque Rodríguez, I. R. del. (2016). Corporate image and reputation as drivers of customer loyalty. *Corporate Reputation Review*, 19(2), 166–178.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Fatma, M., & Rahman, Z. (2017). An integrated framework to understand how consumer-perceived ethicality influences consumer hotel brand loyalty. *Service Science*, 9(2), 136–146
- Hair, J. F., Black, W. C., Babin, B. J., & Tatham, R. L. (2010). *Multivariate data analysis* (7th ed.). Pearson Education International.
- Hair, Jr., J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modelling (PLS-SEM)* (2nd Editio). SAGE
- Han, X., Kwortnik Jr., R. J., & Wang, C. (2008). Service loyalty: An integrative model and examination across service contexts. *Journal of Service Research*, 11(1), 22–42.
- Hapsari, R., Clemes, M. D., & Dean, D. (2017). The impact of service quality and customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences*, 9(1).
- Hur, W., Park, J., & Kim, M. (2010). The role of commitment on the customer benefits – loyalty relationship in mobile service industry. *The Service Industries Journal*, 30(14), 2293– 2309.
- Hussain, R., Al Nasser, A., & Hussain, Y. K. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation. *Journal of Air Transport Management*, 42, 167–75.
- Izogo, E. E. (2016). Antecedents of attitudinal loyalty in a telecom service sector: the Nigerian case. *International Journal of Quality & Reliability Management*, 30(6), 747–768.
- Jain, R., Aagja, J., & Bagdare, S. (2017). Customer experience – a review and research agenda. *Journal of Service Theory and Practice*, 27(3), 642–662.
- Jana, A., & Chandra, B. (2016). Mediating role of customer satisfaction in the mid-market hotels: An empirical analysis. *Indian Journal of Science and Technology*, 9(1), 1–16.
- Jin, N. P., Lee, S., & Lee, H. (2015). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors. *International Journal of Tourism Research*, 17, 82–95.
- Kandampully, Z., Zhang, T. (Christina), & Bilgihan, A. (2015). Customer loyalty: a review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379–414.
- Kim, J. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 1–15
- Kim, H., & Kim, G. W. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management*, 26, 549–560.
- Kim, S.-B., & Kim, D.-Y. (2016). The influence of corporate social responsibility, ability, reputation, and transparency on hotel customer loyalty in the U.S.: a gender-based approach. *Journal of Sustainability and Social Responsibility*, 5(1), 1–17.
- Kotler, P. K., & Keller, L. K. (2012). *Marketing management*. New York: Pearson prentice Hall
- Kumar, V., Dalla, I., & Ganesh, J. (2013). Revisiting the satisfaction – loyalty relationship: Empirical generalizations and directions for future research. *Journal of Retailing*, 89(3), 246–262.
- Lewin, J., Rajamma, R. K., & Paswan, A. K. (2015). Customer loyalty in entertainment venues: The reality TV genre. *Journal of Business Research*, 68(3), 616–622.
- Makanyeza, C., & Chikazhe, L. (2017). Mediators of the relationship between service quality and customer loyalty: evidence from the banking sector in Zimbabwe. *International Journal of Bank Marketing*, 35(3), IJBM-11-2016-0164.
- Mason, D. D., Tideswell, C., & Roberts, E. (2006). Guest perceptions of hotel loyalty. *Journal of Hospitality & Tourism Research*, 30(2), 191– 206.
- Mattila, A. (2006). How affective commitment boosts guest loyalty and promotes frequent-guest programs). *Cornell Hotel and Restaurant Administration Quarterly*, 42(2), 174–181. <https://doi.org/10.1177/0010880405283943>
- Mei, A. W. O., Dean, A. M., & White, C. J. (1999). Analysing service quality in the hospitality industry. *Managing Service Quality: An International Journal*, 9(2), 136–143
- Morgan, S., & Govender, K. (2017). Exploring customer loyalty in the South African mobile telecommunications sector. *Cogent Business & Management*, 4(1), 1–16.

- Nasiru, T., Okunola, G., A., & Yina, O. D. (2013). Service delivery and customers' satisfaction in some selected hotels in Ikeja areas of Lagos state. Retrieved October 31, 2017, from
- Neupane, R. (2015). The effects of brand image on customer satisfaction and loyalty intention in retail super market chain in UK. *International Journal of Social Sciences and Management*, 2(1), 9–26.
- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262– 270.
- Oladele, G. (2016, July 29). 'Why hotels are expensive in Nigeria.' *Vanguard*. Lagos.
- Oliver, R. L. (1997). *Satisfaction: A behavioural perspective on the consumer*. New York: MacGraw-Hill.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer Perception of service quality. *Journal of Retailing*, 64, 12–40.
- Pijls, R., Groen, B. H., Galetzka, M., & Pruyn, A. T. H. (2017). Measuring the experience of hospitality: Scale development and validation. *International Journal of Hospitality Management*, 67, 125–133.
- Polo, P. A. I., Dolores, M. F. J., & Molina, Miguel, A. R. (2016). The effects of perceived value on loyalty: the moderating effect of market orientation adoption. *Service Business*.
- Purohit, G., & Purohit, D. (2013). From customer satisfaction to customer delight. *Global Journal of Management and Business Studies*, 3(5), 545–548.
- Qiu, H., Ye, B. H., Bai, B., & Wang, W. H. (2015). Do the roles of switching barriers on customer loyalty vary for different types of hotels? *International Journal of Hospitality Management*, 46(April), 89–98.
- Rai, A. K., & Medha, S. (2013). The antecedents of customer loyalty: An empirical investigation in life insurance context. *Journal of Competitiveness*, 5(2), 139–163
- Rather, R. A., & Sharma, J. (2017). Customer engagement for evaluating customer relationships in hotel industry. *European Journal of Tourism and Hospitality Research*, 8(1), 1–13.
- Richard, B. (2017). Hotel chains: Survival strategies for a dynamic future. *Journal of Tourism Futures*, 3(1), 56–65.
- Sajtos, L., Kreis, H., & Brodie, R. (2015). Image, brand relationships and customer value: Exploring the moderating role of advertising spending- and labour-intensity in customer loyalty. *Journal of Service Theory and Practice*, 25(1), 51–74.
- Saleem, A. S., Ahmad, R., & Ismai, H. (2016). Predictors of customer loyalty in the Pakistani banking industry: A moderated - mediation study. *International Journal of Bank Marketing*, 34(3), 411–430.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business. A skill building approach*. United Kingdom: John Willey.
- Sekaran, U., & Bougie, R. (2013). *Research methods for business* (6 Edition).
- Serkan Aydin and Ozer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market: *European Journal of Marketing*, 39(7/8), 910–925.
- Singh, P., & Kurobuza, E. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*, 45, 77–87.
- So, K. K. F., King, C., & Sparks, B. (2012). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304–329.
- Srivastava, M., & Kaul, D. (2016). Exploring the link between customer experience – loyalty – consumer spend. *Journal of Retailing and Consumer Services*, 31, 277–286.
- Su, L., Swanson, S. R., & Chen, X. (2016). The effects of perceived service quality on repurchase intentions and subjective well-being of Chinese tourists: The mediating role of relationship quality. *Tourism Management*, 52, 82–95.
- Tefera, O., & Govender, K. (2017). Service quality, customer satisfaction and loyalty: The Perception of guests at Ethiopian hotels. *Journal of Hospitality, Tourism and Leisure*, 6(2), 1– 23.
- Worsfold, K., Fisher, R., McPhail, R., Francis, M., & Thomas, A. (2016). Satisfaction, value and intention to return in hotels. *International Journal of Contemporary Hospitality Management*, 28(11).
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing*, 21(10), 799–836